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Mail Room - We'd love to hear from You!



2016 NETSA Scholarship Awarded

by Larry Lesieur, Chairman of the
NETSA Scholarship Committee,
NETSA Board Member

It may be cold outside but it warms my heart when we announce our scholarship winners. Through the generosity of seventeen member sponsors we were able to provide nineteen deserving students from within our membership with \$2,000 scholarships towards their college tuition. Each scholarship consists of \$1,000 from our generous sponsors and is matched by another \$1,000 raised from supportive NETSA members through their participation in our annual Scholarship Golf Tournament and from the auction at our Hall of Fame Dinner during the annual NETSA trade show.

Please join us in congratulating this year's deserving recipients. They are Julia Kenney of Vermont Tire attending Bentley University; Mark Katz of Nu-Tread Tire attending Salem State University; Nina Callahan of K & W Tire attending Umass Amherst; Ryan Irvine of Tom Lyon's Tire attending the University of Maine Orono; Brandon Walsh of Mass Tire and Auto attending the Wentworth Institute of Technology; Brad Forshay of Don Forshay Discount Tire attending Dickinson College; Alexa Wilder of Wilder Brothers Tire attending MCPHS University; Erin Robinson of Pete's Tire Barn attending Regis College; Angela Dupoise of County Tire attending Castleton University; Joel Katz of Nu-Tread Tire attending Northeastern University; Michael Rucki of Rucki & Son Tire attending Bryant University; Joseph Peterson of Town Fair Tire attending the University of Florida; Connor McDermott of Mohawk Rubber Sales of NE attending the University of Alabama; Tabitha Danyow of County Tire attending Bridgewater State University; Ari Theilman of GT Silver City Tire attending Central CT State University; James Melosci of Mohawk Rubber Sales of NE attending the University of Georgia; Connor Boucher of Granite State Tire and Battery attending Southern Maine Community College; Lillian Furrier of Hogan Tire in Mass. attending Bentley University; and Joseph Zaccheo III of Sullivan Tire attending Northeastern University. We are very proud to be able to award NETSA Scholarships to all these wonderful recipients and we wish them well as they go forward in life! We hope those of you who can apply next year for another scholarship.



continued on pg. 13



As another year ends and I find myself in the holiday spirit, I think about the past, present and future.

Last year when I sat down to write this article it was one of the driest Novembers on record. My warehouses were still full of winter tires and frustration was the overwhelming mood, mainly my frustration with

manufacture's insistence on requiring a dealer to order their entire winter stock seven months before having an opportunity to sell them.

Fast forward to this year where we have had a snowy November. I sit satisfied with a successful winter tire season and my overall inventory low. My frustration with the manufacturers has dropped to only an annoyance. There are even sizes that we are "done for the year", tires I could readily sell if I could get them.

Other than some turmoil with tariffs, 2016 has been good overall for the tire industry. A Tire Business readers' poll lists 38% of dealers up in both sales and revenue. Tire manufacturer's efforts to diversify where tires are made has reduced the burden of the passenger tire tariff, which has had little effect on the price and availability of entry level tires (although some manufacturers are no longer available). Gas is still inexpensive and as of November, auto sales were up 3.9%. In addition, incomes have risen and jobless rates are down, all of which are good signs for us.

As an industry, we saw some shifts. The average consumer is becoming more internet savvy and continues to explore buying tires online. So many customers I've talked to gave me the smug "I'd like to keep it local, but..." threat this year only to be deflated when I reminded them about shipping and installation costs. Fortunately, our prices were comparable to the online discounters when all things were added up. This gave our business new credibility and new opportunities with many customers that gave us a chance. The downside, customers who didn't do their research, bought tires online and then thought they were circumventing the system and saving a ton. These customers inevitably felt slighted in the end when the addition of shipping and installation charges made their savings evaporate. One development that helped is that many online retailers now must charge sales tax, at least in Vermont. Manufacturers like Michelin and Goodyear also got into the online ordering game. This, in our experience, has caused more confusion and customer dissatisfaction than anything else. I am happy to hear that Michelin is discontinuing their program.

On the marketing front, I am finding the trend of traditional marketing continuing to be less effective and most of my advertising efforts spent online. I am putting the highest priority on getting customer reviews. Call to action advertising on Facebook and Google is more effective than ever. And like every year lately, I have learned a lot about online marketing that I am looking forward to share with you in my next article!

In my retail stores, retention and reliability of tire techs during our busiest times of year hit a breaking point. Many days this busy season our shops were only taking in 2/3rds of the cars that they could have if they were fully staffed. The winter tire season is brief, and the staffing tensions were a clear reminder of how our income is so closely tied to the shop staff; staff that were not motivated to rise to the challenge or have the loyalty to stay during the toughest part of the year. The bright side of this, is that it drove me to act. Working with my managers and salesmen, we created an employee end of season bonus plan that is based on meeting performance and tardiness/attendance minimums. We are early in the program but so far it has been a resounding success!

The future is harder to predict than ever before. A new administration will mean changes. Vermont, being in the extreme northeast and mostly rural, isn't impacted by the benefits or the burdens of the US immigrant population. The last time Vermont had an influx of immigrants is when my grandparents and great grandparents migrated down from Quebec in the beginning of the last century. Hiring immigrant vs nonimmigrant labor has never been an option for me, but for many parts of the country, this will be a major factor.

Finally, to my knowledge, protectionism hasn't been a theme of a US presidency since before I was born. Add to this, the new model of tire supply. Manufacturers are embracing globalization and using multi-national strategies to build tires for the US. It's hard to predict how more global tariffs or a trade war would affect the supply and cost of product that we sell. Lack of product availability and price hikes always do damage to our image with our customers. We are fortunate that tires are more resilient to adverse market conditions. Forced price hikes on TVs could dry up sales almost completely, but people will need to keep buying tires. Thankfully they are a wonderful disposable necessity.

Once again, I am left with feeling grateful to be in the industry my father and I chose to rely on for our livelihood. Good times, bad times, uncertain times - the tire industry preservers! I wish you, your families and staff members a very Happy Holiday season.



Mark Rochefort



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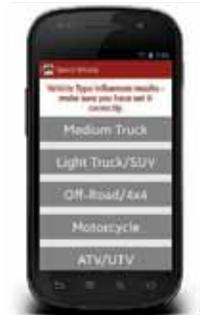


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Facebook's Free Tools & Strategies

Free Tools

When you use a Facebook Business Page, Facebook provides you with mounds of data that you can use to analyze your effectiveness in using this new and powerful medium. It is called **Facebook Insights**. These statistics are available to you at no cost. This will give you information about your prospects and what they like and don't like, where they are from and when they are online. This is the hard data you need to drive your online strategy.

Facebook Insights is organized into sections. The first three columns break down your page likes, post reach and engagement over the last week with a little visual graph to help you understand. Below these columns Facebook gives you details about your five most recent posts, post clicks as well as comments and shares for each post. These details can be very useful if you study them to show you which posts or updates are most popular – or not.

If you look at the area underneath the cover photo on a Facebook Business Page you will see **Facebook Tabs**. You can use Facebook tabs to explain more about your business. You can provide a video, promote your products, provide a place to sign up for your newsletter and describe the history of your company. None of this is possible using a personal profile.

With the Facebook Business Page you can create viral buzz about your business using Facebook offers. **Facebook Offers** are an official way to promote deals to your Facebook audience. When your fans or non-fans claim these offers, their friends see it.

And, all of this is free. If, however, you

are inclined to put a little budget behind it you will find Facebook provides a very cost effective way of growing your business. You can reach more of your Fans and you can reach friends of those Fans with **Promoted Posts**. Or, you can create ads that target people with relevant interests and attract new fans and new prospects.

When you set up your Facebook Business Page, you can also connect your Page to a **Place**. When you do, you can describe the days of the week and hours of the day when your business is open.

If terms like “promoted posts” or “places” are confusing, just go to www.facebook.com/help for a nicely laid out system for learning all you need to know.

Of course, the overriding free tool that Facebook offers is the ability to publish to your audience and their friends and friends of their friends who have similar interests. To accomplish this, you need only to produce posts that play to the interests of an audience that is likely to need auto service or tires – almost everyone. You can write them yourself, re-post items written by others on Facebook or subscribe to a program that produces and personalizes auto-care-specific content on a daily basis.

Facebook Strategy

Think of Facebook as a microsite that you can use for commercial purposes. But, Facebook is not a direct sales tool. It's not like eBay. Consumers are wary of using a social posture to make a sales pitch. People need to be persuaded about a business's authority, knowledge and personality before committing to a sale. A social medium like Facebook allows a business to show its audience who it is, what it's about, what valuable knowledge it can share and what support it can offer. The topic of automotive care will play powerfully among certain members of your community. There is no need to attempt to speak to everyone.

To most effectively accomplish this, you need to link your website, include images representing your business that are of high quality for your cover photo and profile and completely fill out the “About” section. Include your business address and contact information and both a short description of your business and a longer one in the appropriate places.

People are curious and when someone has found your business through Facebook they want to check you out and learn more about you before following the link to your website. Your objective is to be as helpful as possible to provide them with everything they are looking for.

While you can showcase your services, it is a bad idea to attempt to directly sell anything on Facebook. In fact, Facebook has adjusted their complicated algorithm to make it harder for businesses to organically gain traffic in a bid to stop them from being salesy. The strategy is not arbitrary. Facebook wants to push you toward their paid advertising services. The good news is that Facebook advertising is not like any medium that has ever existed in the history of marketing. Never before could you define almost exactly those to whom you want to send a message and target that precise audience.

Use the 80:20 rule where 80 percent of your content should be more “fluffy” or educational social material. Your business participation in community events is very effective. The other 20 percent can be promotional. Promotional does not mean, “Buy This!” It means “Wow, we have just added a top-notch air conditioning technician to our team and we are excited about the addition to our staff!”

The key is to keep a steady flow of information coming through your Facebook posts. To accomplish this, you need only to produce posts that play to the interests of an audience that is likely to need auto service or tires – almost everyone. You can write them yourself, re-post items written by others on Facebook or subscribe to a program that produces and personalizes auto-care-specific content on a daily basis.

Next article: Part 3: The Theory of Facebook Advertising for Automotive Service Businesses

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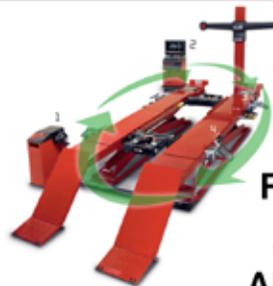
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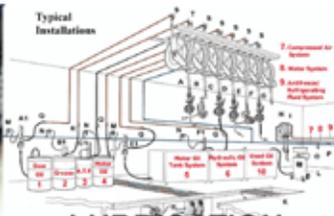
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I'm writing this early on black Friday morning because I never know when I'll have time to write a column this time of year. The holidays spent with family tend to make me reflect on how lucky we are to be Americans and how fortunate we are if our families are in decent health. Business is good this time of year so we are usually in a better mood than we are in February when business is real slow. The holiday season is normally a nice time of year for me but Christmas will be tough this year with my mother having passed away in July. It was really her holiday. She celebrated them all but on Christmas she went all out. We had to have a real 6-7-foot tree (50 years of me going to get it with her) and she would make sure that everyone in the family and her friends received tons of Christmas presents. She hosted Christmas at her house until a few years ago, and we would typically have 20 people or more each year. It was exhausting for her but she wanted the whole family together for Christmas. So, this year the holiday won't be the same. We are still cleaning the cellar at her house and are bringing up all the wrapping paper, bows, and ribbons to give away to family members so they can use them up this Christmas. We are finding some amazing things down there. It's kind of like playing treasure hunt. I found a car exhaust repair kit from Rich's Department store still in the original box. I don't know what that's all about, maybe she was going to repair the exhaust system on one of her old station wagon's herself. We found a whole bunch

of toys still in the original boxes from the 70's and 80's. We think it was her emergency toy stash but who knows? We give some things to family members, donate other items, and put the rest in a dumpster. This will be my second job for years to come.

What am I thankful for? First, I am thankful for being in half way decent health for my age and for most of my family including Roland being in good health. Second, I am grateful to be an American, even if Trump wants to make us great again. I have a roof over my head and three meals a day (or more). Third, I am grateful to be able to be part of a long-time family business that helps me pay the bills and kind of be my own boss. And fourth, I am grateful to have served on the NETSA board of directors for 20 years as of 2017. It amazes me what we have been able to do in that time. Of course, the scholarships are nearest and dearest to my heart. But the trade show, golf tournament, and other NETSA functions such as legislative and benefits wouldn't be possible without an association with members such as ours. The success of our group starts with a fantastic executive director but also a great supporting cast. As coach says, "Do your job!". Oops, wrong coach, but right message. We have great members who are tire dealers, suppliers, and manufacturers. Whenever we need help, someone always seems to step up and help. Most of the rest of the state associations aren't doing well but NETSA continues to flourish. I believe that it is because we care about our industry and we care about each other. We have changed with the times and are never complacent, always looking to make improvements to our events and functions. We are a very open and accepting group with a lot of transparency. I wouldn't have it any other way.

Looking forward to 2017, I have a niece and nephew getting married soon. I have six of them total and this will be the first one's getting married. For a while I thought that they were going to follow my lead and stay single. I'm happy for both. I wish them well. I hope that we have the weather

we need for business, but I also hope for a decent summer next year. I hope Trump does his job along with the Republican Senate and House. If he doesn't there are no excuses come the next election. I hope Trump learns something about both civility and humility, but I doubt that will happen. Don't make America great again, make it even better than it has been. Surround yourself with good, knowledgeable people, and then at least listen to what they have to say before making a decision. Trump will probably be one of our greatest Presidents or one of our worst. There will be no in between for him. This is a high stakes job and not the Celebrity Apprentice. I don't like a bully and name caller but I'm rooting for him to succeed for the sake of the Country. The biggest thing he can do is bring more quality jobs back to our Country and take some of the pressure off small businesses that makes us jump through lots of hoops just to be able to provide goods and services. Every big business was a small business but was allowed to grow. Today, the big are getting bigger and the smaller are going out of business or being bought out. It is so hard to meet all of today's requirements from Federal, state and local government that many innovators and entrepreneurs are held back from creating important new small businesses that will drive the economy for years to come. A certain amount of government regulation is necessary but it is out of control. Bad businesses don't survive today for very long. They need to provide quality products and/or services at a fair market price. If not, they won't last long. We don't need the government to tell us what to do. That's for sure. Lastly, I have no New Year's resolutions because I would probably just break them anyway. Have a Merry Christmas, Happy Hanukah, Festivus for the rest of us, and Happy New Year.

Larry Lesieur.



Welcome New Members

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9 Ways to Gain the Competitive Edge

By Nancy Friedman, the Telephone Doctor

The Road Runner
Winter 2016

Tight economy! Reduced staff! Demanding customers!

These days it's extra challenging to satisfy and keep customers. It's even more important than ever because customer loyalty is generally considered the primary engine today to retain sales levels and gain an advantage over the competition. It's been this way for a long time; it's just getting more attention now.

There are hundreds of ways to do better. Want better ROI? Want to improve your customer service? Here are nine we like:

* Know your product and services . . . inside and out.

Not being knowledgeable about what you're selling or talking about frustrates customers. An uneducated employee is semi-useless to a customer. Job knowledge is key in any position. If for any reason your company doesn't offer job knowledge training, make it your own priority to find out as much as you can. Job knowledge is a key ingredient to serving customers.

* Believe in your product and services 150%.

We know of a salesperson who never had any formal sales training. However, based on the belief in the product, services and contagious enthusiasm, this person is a top seller. People LOVE to buy from people who get excited about what they offer. Customer service reps are sales people!

* Walk the walk, talk the talk. Practice what you preach.

A Ford dealer would not drive a GM car. Employees need to support their company's product or services before they can expect their customers to have confidence in them.

* Keep your word.

Companies spend thousands, sometimes millions, of dollars advertising their services and products. They tell the customer they are THE BEST, THE ONLY, they are NUMBER ONE or "WE GUARANTEE OUR WORK" and it isn't enough. Customers need to know you'll do what you and your advertising says you will. If you claim to provide the 'best of anything,' make sure you keep your word. And be sure all employees keep their word. Telling a customer an item will be to them in seven working days, and then having it NOT show up reduces your value to them, creates doubt and they go somewhere else. It's not rocket science; it's not brain surgery. It's plain old common sense.

* Return all calls and emails.

It boggles my mind when a call or an email is not returned. There's not an excuse in the world I could buy when that happens. Sure, some of us get a lot of calls and aren't able to return all of them in a timely manner. Well, then have the call returned on your behalf! It's okay. But not returning an email? How much work does that take? DUH? Even when you're not interested; it's common courtesy to let the person know.

* Don't ever forget "who brought you to the dance."

A favorite of mine. In other words, there are usually customers who were with you from the start; who believed in the product or service and believed in you. They helped make your business a success, one way or another. A nice simple thank you note once in a while to those folks is an ego booster to them and you'll feel good about it too.

* Make "No Ulterior Motive" calls or send notes.

Every once in a while, drop a note or make a phone call to customers (and prospective customers) without trying to 'sell' them

something. Telephone Doctor labels those "no ulterior motive" (NUM) calls. They're "just because" calls. . . and very welcomed. When was the last time you heard from a sales person or a company just to say "Hi?" (See what I mean?)

* Be in a good mood.

All the time! Be the person that when the customer leaves or hangs up the phone, they think to themselves, "That was a great call/visit." Not in a good mood? Learn how to be. Remember one of our Telephone Doctor mottos: "A phony smile is better than a real frown." Do you really think the runner up of the Miss America contest is as "thrilled for the winner" as she says or shows she is? Talk about a great big phony smile!

* Participate in customer service training programs at your company.

Sure, you know how to be a good employee. But everyone could use a refresher. And if there are no programs in place on customer service, ask for them. At best, you'll be ahead of the competition, and at worst, you'll at least be even with them. Customer service is not a department. It is a philosophy. A mentality. A culture. And it's for the entire company. Everyone needs to embrace it – or it doesn't work.

Nancy Friedman can be reached at (314) 291-1012 or email to: nancy@telephonedoctor.com



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Self-Assessment for Retirement Plan Sponsors

By Kevin Griffin, Griffin Financial Planning LLC

The Road Runner
Winter 2016

As an employer, you can take steps to help ensure your workplace retirement plan is successful. With 2016 coming to an end, answer the following questions to see how well you are fulfilling your plan sponsor responsibilities and get a jump on your to-do list for 2017.

Use the convenient self-assessment found here as a multi-point inspection to help meet plan maintenance requirements.

Total Your Score—Give yourself:
1 Point for every YES Answer

TOTAL _____
(0 Points for NO or NOTSURE)

| | | | |
|---|------|-----|----------|
| 1. Have you put in place a process to comply with 408(b) 2 disclosures? | Yes• | No• | NotSure• |
| 2. Do you have your plan's goals and objectives formally documented? | Yes• | No• | NotSure• |
| 3. Do you have a formal Investment Policy Statement and is it referenced during plan reviews? | Yes• | No• | NotSure• |
| 4. Do you formally review your plan investments against appropriate benchmarks at least annually? | Yes• | No• | NotSure• |
| 5. Do you know how the provisions(features,match,etc.)in your plan compare to industry averages? | Yes• | No• | NotSure• |
| 6. Do you know what your plan's expenses are and how they compare with industry averages? | Yes• | No• | NotSure• |
| 7. Do you measure the effectiveness of your education program each year? | Yes• | No• | NotSure• |
| 8. Are you happy with the level of participation and contribution rates by employees on your plan? | Yes• | No• | NotSure• |
| 9. Have you checked with your employees to see how well they understand the plan features and what information they need to make better investment decisions? | Yes• | No• | NotSure• |
| 10. Do you have a documented method for keeping informed of changes that could affect your plan? | Yes• | No• | NotSure• |
| 11. Do you know who is considered a fiduciary on your plan and have they acknowledged their status in writing? | Yes• | No• | NotSure• |
| 12. Do you know what criteria to use for replacing an investment within your plan? | Yes• | No• | NotSure• |
| 13. Do you know what are considered prohibited practices? | Yes• | No• | NotSure• |
| 14. Do you document the minutes of your retirement plan review? | Yes• | No• | NotSure• |

12-14 Points = A

You have taken the steps necessary to help ensure your plan is being managed in a manner consistent with the regulations outlined by ERISA. Great Job!

9-11 Points = B

You have completed several steps towards meeting the responsibilities of running a compliant retirement plan. Complete the remaining steps to help ensure plan success.

5-8 Points = C

Understanding what is required and taking steps to meet those obligations is a move in the right direction. You should now implement a process to meet ERISA's requirements.

0-4 Points = D

There may be serious liability issues in the way your plan is being managed and you should take additional steps now to meet your fiduciary obligations.



Kevin Griffin can be reached at (781) 591-PLAN (7526) or by email to: kevin@griffinfinancial-planning.com

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Picture: (Dick Cole- NETSA Executive Director, Michael Boucher - Father, Connor, Shawn Young - Reliable Tire)

Connor J. Boucher - Winner of the \$2,000 Reliable Tire Co. 2016 Scholarship Award (funded by Reliable Tire Co. and the NETSA Scholarship Golf Tournament) is from Hooksett, New Hampshire.

He attended Pembroke Academy, Pembroke, New Hampshire, graduating in 2015 as an Honor Student with a Cumulative GPA of 91.94. During his four years there, Connor received the Coaches Award for Academics in 2014, the New Hampshire Scholar Athlete Award in 2015, was Class President in both his Junior and Senior years, a three year member of the National Honor Society, and a member of a volunteer organization called the Key Club.

Connor volunteered each summer for the PYL (Pushing Your Limits) Orientation Program and was elected Senior Leader of that program in the summer of 2014. Sports were an important part of Connor's high school years. He participated in Varsity Basketball for 4 years (Captain SR Year), Varsity Football, Varsity Cross Country. Along with his busy schedule, Connor was able to devote time for both the Yearbook committee and Media club. Passionate about becoming a member of the Hooksett Fire Department, Connor spent two summers riding with this Department, developing more of a public service spirit.

Connor is a recent graduate of the Concord Regional Technical Center's Fire Science Program and also earned "Fire 1" from the New Hampshire Fire Academy. He is presently enrolled in the Fire Science program at Southern Maine Community College, and plans to graduate with an Associate in Applied Science (A.A.S) degree.

Connor is part of their Public Safety Live-in-Program which enables full-time students to reside in a firehouse while acquiring on-the-job experience. Connor's goal is to work in fire/rescue and emergency medicine, and to give back to his community by becoming employed at a local fire station in his hometown. Paul Famulari, Dean of Students at Pembroke Academy said "Rarely does an administrator have the good fortune to come to know a student of Connor's caliber. His leadership transcends the co-curricular realm, when you consider that Connor is a vibrant and active participant in volunteerism and community service-based opportunities. Connor Boucher is a superbly well-rounded young man and a fine representative of our school community. He is well liked and respected by one and all."

Connor's father is Michael Boucher, who is Vice President of NETSA Member Granite State Tire & Battery in Manchester, New Hampshire. Congratulations, Conner.



Picture: (Lisa Dupoise - Mother, Steve Dupoise - Father, Angela, Dick Cole - NETSA Exec. Director, & Steve Dupoise, Grandfather)

Angela N. Dupoise - Winner of the \$2,000 William J Clark 2015 Scholarship Award (funded by Cooper Tire and the NETSA Scholarship Golf Tournament) is from New Haven, Vermont where she attended Mt. Abraham Union High School, graduating in 2015.

Angela played basketball all four years of high school. In her junior year on the Varsity team, they won the state championship title. In her freshman year, Angela was manager of the JV softball team and went on to play for the JV team during her sophomore year. The spring and summer of her freshman, sophomore and junior years, Angela played AAU Basketball for Valley Magic, the local team in her hometown. She attended several summer basketball camps including the Swish Camp in Maine.

During her senior year of high school, Angela participated in an Independent Study Program at Beeman Elementary School in New Haven, Vermont. She volunteered as a duo assistant in both a kindergarten and first grade classroom. Working around her high school schedule, Angela also volunteered both in the morning and afternoon to help children in the second grade. She was both patient and supportive of the students, helping them with math assignments and other school projects.

Kathy Sagendorf, Beeman Elementary School Teacher, said "she is a kind and compassionate young woman, she shows lots of initiative, is personable, conscientious, and encouraging to younger students... Her times with us clearly illustrated her ease when working with children. She is a real natural and responsive to what my students need."

Angela works summers in the grant funded program, Leaders in Training sponsored through the Mary Johnson Children's Center in Middlebury, Vermont. The New Haven Summer Program provided an opportunity for Angela to not only give back to this community, but to oversee and engage with the children enrolled in this summer program. Angela has also worked as a Recreational Assistant through the Mary Johnson Children's Center since June of 2014. Her responsibilities include preparing meals, helping children with homework, playing games and ensuring the children's safety. Since November 2015, she's also been working for Olympia Sports in Middlebury, VT.

Angela attends Castleton State College in Castleton, Vermont, as a Sophomore majoring in Elementary Education and earning a 3.45 GPA. Her desire is to teach elementary children and simultaneously obtain her Master's Degree.

Her father, Stephen M. Dupoise, is owner of NETSA member Country Tire Center, Middlebury, Vermont. Congratulations Angela.



Picture: (Matthew Furrier - Father, Jason Weintraub - Myers Tire Supply, Lillian, Julie Furrier - Mother, Dick Cole - NETSA Executive Director)

Lillian E. Furrier – Winner of the \$2,000 Myers Tire Supply 2016 Scholarship Award (funded by Myers Tire Supply and the NETSA Scholarship Golf Tournament) is from Wilmington, Massachusetts.

Lillian attended Wilmington High School, Wilmington, MA, graduating in 2014 with a 3.85 GPA. During her four years there, Lillian was a member of DECA, a business competition club. She competed in the State tournament and placed in both solo and team events. For four years, Lillian was a member of two community serviced based clubs (Rotary Interact Club and the Bread and Roses Club) while in high school. The Rotary Interact Club organized both senior citizen events and community events around town. The Bread and Roses Club supported the Bread and Roses Soup Kitchen in Lawrence, Massachusetts. Once a month, Lillian would prepare a chicken dinner and bring it to school where it was then combined with other students contributions for the Soup Kitchen in Lawrence. She also participated in several projects through her church, St. Thomas of Villanova.

Lillian has been dancing since pre-school and dance has played a very big part in her life. She started competing solos in national competitions her freshman year of high school and has won several first place trophies and placed best in several national competitions. Lillian has also placed in team competitions. Kathaleen Rooney-Gray, Owner/Director of The Dance Company, said “Lillian has assisted in class as well as taught on her own. During this time I have witnessed her tremendous growth and development. Lilly quickly learned to manage her time, work in group situations under deadlines and to recognize the importance of a strong work ethic and persistence. Lilly is an ambitious leader and a terrific team player.”

In 2011, Lillian realized business would be her career choice, so she started working part-time during her four years of high school. Her duties included clerical and accounting tasks along with administrative support for the Schawbel Corporation. From August of 2012 until March of 2013, Lillian worked as a part-time cashier at a local frozen yogurt store. Lillian also worked part-time at a local spa where she would make appointments, accept payments, balance the day's receipts/drawer, file and close the store. Through all of her part-time positions, Lillian has realized that accounting is the field she is most interested in and that she has gained valuable knowledge in the workforce not only about accounting, but also about people.

Lillian is attending Bentley University in Waltham, MA as a

Junior majoring in Accounting and earning a 3.65 GPA while on the Dean's List. She received an internship at Fabtron Corporation in Waltham, MA where she worked in both the A/R and the A/P areas gaining great experience in the accounting field. This year she has an intern position with Sovos Compliance, which is a tax and financial reporting compliance software company. She's also continuing her love of dancing as a member of the Bentley Competition Dance Team. She was also a Bentley Game Day Dance Team member which cheers and dances at all Bentley Football and Basketball team's home games, and Lillian received their 'Team Spirit Award' last year. Her future plans are to graduate with a Bachelor's of Science in Accounting, and then pursue her Master's Degree in her 5th year. After graduating, she would like to go into public accounting.

Lillian's father is Matthew Furrier, who works for NETSA member Hogan Tire Center, Inc., in Woburn, Massachusetts as their Controller. Congratulations Lillian.

2016 NETSA Scholarship Awarded - Continued from pg. 1

We would be remiss not to thank our 2016 NETSA Scholarship sponsors. They are ATD; CT. Tire Dealers; Cooper Tire; Kelly's Tire Inc.; Max Finkelstein Inc.; Maynard and Lesieur; Melvin's Tire Pros; Mohawk Rubber Sales (2); Myers Tire Supply; Nokian Tyres; Pete's Tire Barn (2); Reliable Tire Co.; Safehold Special Risk; Sullivan Tire (2); Tom Lyons Tire; and Town Fair Tire. We appreciate your support of our scholarship program this year and hope that you can help us out again next year. Also thanks to all those who help NETSA match those private donations through monies raised at the annual NETSA golf tournament and at the Hall of Fame dinner auction during our annual trade show. Without people donating prizes and sponsorships as well as members bidding on items during the auctions NETSA would not be able to match the private donations we receive. The success of the scholarships is a team effort as our coach Dick Cole says. Please continue to support this program so that we can offer this association benefit to as many deserving recipients as possible. Thank you and as coach Belicheck would say, "It's on to 2017!"

**We sincerely thank those
businesses & individuals
who support this
wonderful program!**





Picture: (Dick Cole NETSA Executive Director, Dan Hanna – Town Fair Tire, Ryan, Lisa Kelley Irvine - Mother, Mike Garzone – Tom Lyons Tire)

Ryan J. Irvine – Winner of the \$2,000 Town Fair Tire 2016 Scholarship Award (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament) is from Waltham, Massachusetts.

Ryan graduated from Waltham Senior High School in 2014. Music has always played an important part in Ryan's life, starting in fourth grade where he played both the flute and saxophone. He continued his love for music in high school, by participating in the orchestra and the jazz band, playing first chair flute and alto saxophone respectively. Both kept him busy playing venues at Walt Disney World and Universal Studios. Ryan was also a senior member of the Waltham Show Band, a group largely independent of the school and they performed out of state as well as on an international level. Many awards were won by this band, both locally and internationally.

During the last four years, Ryan, was a USSF Soccer official, officiating in prestigious invitational tournaments to include the Massachusetts District Tournament, Massachusetts Tournament of Champions, Massachusetts State Cup, Commissioner's Cup and the International Needham Tournament. Ryan also actively officiated in various youth and adult leagues, to include New England Premiership, Massachusetts Premier League, and Super Y.

In the summer of 2013, Ryan was selected as an intern by Instrumentation Laboratories, a biomedical engineering firm located in Bedford, Massachusetts. While there, Ryan observed engineers from various backgrounds, use their combined knowledge to create specific devices to measure the molarities of gasses dissolved in the blood and to recognize different colored blocks and balloons. Ms. Jessica Levesque, Human Resources Manager said "Ryan was adept and quietly and confident in managing his group by overseeing the project." "I found Ryan to be a natural leader who also has strong technical skills."

Ryan works in retail sales at Tom Lyons Tire and Auto, Waltham, Massachusetts. His position affords him the opportunity of learning the basic mechanisms involved in automobiles, the fine art of both listening and speaking with customers, and the importance of hard work. Ryan is thankful for these life skills which will see him long through his future.

Ryan attends the University of Maine in Orono, Maine as a Junior. He is studying biological engineering with a focus in physics. Upon graduation, Ryan's ambition is to pursue a career in designing systems and products, such as artificial organs and body parts. He intends to enroll in a graduate program while continuing to work in his chosen field. Congratulations, Ryan.



Picture: (Dick Cole – NETSA Executive Director, Bob Katz – Father and NETSA Director, Katie Maguire – Mohawk Rubber Sales and NETSA Director, Mark)

Mark I. Katz – Winner of the \$2,000 Mohawk Rubber Sales 2016 Scholarship Award (funded by Mohawk Rubber Sales and the NETSA Scholarship Golf Tournament) is from Winthrop, Massachusetts.

Mark will be a senior this fall at Salem State University, Salem, Massachusetts. His major is in Art and Design with a concentration in Graphic Design where he's earned a 3.75 GPA. Mark plans to graduate in May 2017 with a degree in Graphic Design. His work experience began during high school and has continued through college. Mark has worked various positions to include office assistant in the office of Dr. Katz & Co. Dentistry Practice, a seasonal position as dishwasher and prep cook at both Loon Mountain Resort and Truant's Tavern, chairlift operator at Cannon Mountain; technician/counter sales for Nu-Tread Tire and Auto Service Center in East Boston, MA, another seasonal position at Servisair/Swissport in East Boston, MA, de-icing aircraft, and continues his position as Yard worker in Winter Island Yacht Yard in Salem, MA. Mark also volunteered at an afterschool, outdoor/physical recreation time called "For Kids Only Afterschool Program" located in North Shore, Massachusetts.

Mark's awards include: winner of the 2005 Rotary International Poster Design Contest and the 2015-2016 Salem State University Award for Graphic Design. He is a winner in the City of Salem ArtBox Public Art Project for 2016. Mark has also made the Dean's list at Salem State University from 2014 to present all while working full-time and often overtime outside of the University. Francis Quimby, Professor Emeritus, Department of Art & Design at Salem State University, speaks highly of Mark. She has known him for three years and states "he has demonstrated a high level of motivation to learn about design and has proven to her that he will excel in the graphic design field." She recommended him for the Art + Departmental Award which are given to the students who have the highest levels of achievement in their specialty area and have excellent overall performance. Mark was the only student she recommended for the award this year.

Mark is passionate about design and has secured a job in the school's Publications Department beginning in the summer of 2016. Mark would like to work in a senior design or art direction position, where he can inject some of his interests into his professional life; improving and enriching life, through design. Mark's father is Bob Katz, President of NETSA member Company, NuTread Tire in East Boston, Massachusetts. Congratulations Mark.



Picture (Dick Cole – NETSA Executive Director, Julia, Kerri Newman – Sullivan Tire)

Julia B. Kenney – Winner of the \$2,000 Sullivan Tire Family of Employees 2016 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Hubbardston, Massachusetts.

Julia attended Wachusett Regional High School in Holden, MA graduating in 2013. During her four years there, Julia was awarded “Freshman of the Year” in 2010, “Member of the Year” in 2011 and the Massachusetts State Council “Commonwealth Award” in 2011. In her senior year, Julia served as Vice President of the student body. She attended several state and regional student council conferences along with being a member of the state school board’s Central District Regional Student Advisory Council. Julia helped to bring awareness to Melanoma Cancer, by organizing three successful walks/runs with the donations going to research this type of cancer. She danced for sixteen years; ten years as a competitive dancer and she won multiple awards.

Julia is attending Bentley University in Waltham, Massachusetts as a Senior majoring in Business Management and earning a 3.62 GPA. Julia is active both at Bentley and in the community by donating her time to four clubs, three of which are service clubs. These clubs range from giving prom dresses to under privileged girls in the Boston area to offering workshops for young women, which would provide guidance in creating their resume, preparing for a career or college, and to help them maintain a positive self-image throughout their life. Julia is a member of the Circle K Club on the University campus. They hold events on campus and within the Boston area to help the community. One such event is a monthly party at the Waltham Public Library for kids to participate in activities with the guidance of college students. Julia continues with participating in Bentley’s Relay for Life, and she enjoys yoga and skiing.

This year Julia was part of a six-person academic consulting team with Deloitte Technical analyzing “the internet of things” for the Insurance Industry. This summer she worked for CVS Health as a Strategic Product Development Intern. The Summer of 2015 she obtained an internship with Acorio, a professional services company, where she worked with HR and Marketing followed in the Fall of 2015 when she studied for one semester at Bond University in Queensland Australia. Prior summers, Julia worked at Vermont Tire and Service with both her step-father and grandfather who started the company 35-years ago. Her responsibilities included updating the product database and creating multiple product templates. This eliminated the need for staff to reference hard copy product manuals and also reduced the number of calls to their wholesale sales staff

because the information was now available on their website. She also worked with the General Ledger.

Julia’s goals are to earn a Management degree with a Liberal Studies Major in Global Perspectives and then to attain a Masters of Business Administration. She eventually aspires to work at an international company in a management or consulting position where she can play a part in global strategy for the business.

Julia’s step-father is Mark A. Rochefort, Vice President of NETSA Member Vermont Tire and Service Company. Congratulations Julia.

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Picture: (James Melosci)

James T. Melosci – Winner of the \$2,000 Kelly's Tire 2016 Scholarship Award (funded by Kelly's Tire and the NETSA Scholarship Golf Tournament) is from Cumming, Georgia.

James attended West Forsyth High School, Cumming, Georgia graduating 20th out of 535 students, with a cumulative GPA of 4.17. He was a member of the National Honor Society, Mu Alpha Theta Math Honor Society, Spanish National Honor Society, and volunteered for a program called Meals by Grace at a local church. The volunteers gathered food for those in their community that were in need. Uniquely, the volunteers delivered the food to the folks that did not have transportation. James feels fortunate to have experienced what it is like to deliver food to families in need.

The State of Georgia and the University of Georgia awarded

James the Georgia Certificate of Merit for outstanding achievement in his first three years of high school. He has been recognized for his academic excellence by receiving a letter for his academic achievement. College Board recognized him for his exemplary college-level achievement on advanced placement exams with the AP Scholar Award. James was also recognized as an outstanding student in the subject areas of 9th grade literature/composition, world history, American literature & composition, Advanced Placement Psychology and Advanced Placement Statistics.

James was employed at the Atlanta National Golf and Country Club during his senior year of high school. His responsibilities as a cart attendant included the care of all the golf carts. All carts were to be clean and have everything a golfer may need on the course. James also had the task of making sure the driving range was always set up and ready for use. Most importantly, this position taught James valuable lessons in communication, dedication and teamwork.

James will be attending the University of Georgia, where he is enrolled in the College of Business as a Management major. His goal is to work hard throughout his four years at the University and graduate with honors. James desire is to begin a career that benefits not only himself, but the company under which he is employed.

James' father is John Melosci, Purchasing Manager of NETSA Member, Mohawk Rubber based in Hingham, Massachusetts. Congratulations James.



Picture: (Dick Cole – NETSA Executive Director, Jackie Peterson – Sister, Joseph, Joe Peterson Sr. –Father, Tom Lake – Pete's Tire Barn, Bill Pawlak – Town Fair Tire)

Joseph J. Peterson – Winner of the \$2,000 Pete's Tire Barn 2016 Scholarship Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament) is from East Haven, Connecticut.

Joseph graduated from East Haven High School, East Haven, Connecticut in June 2015 with a 4.04 GPA. During his years of high school and college, Joseph worked three years at NETSA member Town Fair Tire in East Haven, Connecticut. His various responsibilities included filing and scanning documents for the accounting department. Joseph also worked for a short time in the carriage department of Expect Discount Grocery.

Since the age of ten, Joseph has volunteered as an alter server at his church and at the church's annual carnival. While in high school, Joseph was Vice President of the National Honor Society, an active member of the jazz band, a four year member of the golf team, and a two year member of the marching band. Joseph was a member of the student ROPES Club which promoted positive choices, and to engage the student body into to becoming connected through many activities. Joseph was also a four year member of Students against Destructive Decisions (SADD). He is a CAPT scholar and received the Saint Michael's book award.

Michele Madonna, East Haven High School Counselor, has said "Joseph is a young man who, from the first day, I met him, I knew was someone very invested in his future and going to take advantage of all he could academically. Joseph is that behind the scenes student who quietly achieves and is humbled by all he accomplishes. His drive and commitment to his goals tells me he has great promise for success as a college student."

Joseph is attending the University of Florida in Gainesville, Florida as a Sophomore this year. Science is a passion of Joseph's, therefore, his plan is to major in biological engineering. His desire is to be able to help millions of people by finding cures for both diseases and ailments that afflict so many in today's world.

Congratulations Joseph.

2016 NETSA Scholarship Winners

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Picture: (Dick Cole – NETSA Executive Director, Blaise Pascale – CT Tire Dealers and NETSA Director, Ari, Gene Thielman – Father)

Ari Thielman – Winner of the \$2,000 Bob Malerba/CT Tire Dealers 2016 Scholarship Award (funded by Connecticut Tire Dealers and the NETSA Scholarship Golf Tournament) is from Meriden, Connecticut, where he attended H.C. Wilcox High School, graduating in 2015.

Ari competed two consecutive years in Skills USA, volunteered at local elementary schools helping with holiday fairs and special events for the students and during his senior year of high school, mentored incoming freshmen students to help them transition into a new learning environment. Because Ari maintained a high

honors grade point average during all four years of high school, he qualified to tutor students in a variety of subjects. He played for the school golf team and received the Most Improved Player Award as well as earning medals for six matches in this sport. Ari was most proud of his award for four years of perfect attendance in high school.

Ari has been described as being expected to attain all of his goals after graduation by his Math Instructor, Steven M Wodarski; as a serious, energetic, organized young man who reasons well, solves problems and clearly communicates his ideas verbally as well as on paper by John Nylander, US Modern History Instructor; and as being most impressive with his accomplishments, he remains humble and appreciative of his success by his Social Studies Teacher, Sarah Martorelli.

Ari spent the last four summers working at his father's business, G. T. Silver City Tire Company. As Ari's skills and knowledge increased, he was moved into other important facets of the business, taking with him much needed knowledge to become successful in his own life.

He will be attending Central Connecticut State University and plans graduate with a Bachelor of Science Degree with a major in Business Administration and a minor in Mechanical Engineering. After graduation, Ari's desire is to work for his father in order to learn the various aspects of running a successful tire and auto repair shop. He desires to either partner in his father's tire and auto repair company or develop his own successful tire and repair business.

Ari's father is Gene Thielman, President/Owner of NETSA member G. T. Silver City Tire Company in Meriden, CT. Congratulations, Ari.

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Picture: (Dick Cole – NETSA Executive Director, Brian Viveiros – Max Finkelstein, Matt Lewis – Max Finkelstein and NETSA Treasurer, Alexa, Glenn Wilder Jr – Father, Jake Wilder – Brother)

Alexa M. Wilder – Winner of the \$2,000 Max Finkelstein 2016 Scholarship Award (funded by Max Finkelstein, Inc. and the NETSA Scholarship Golf Tournament) is from Hanover, Massachusetts. Alexa graduated from Hanover High School, Hanover, Massachusetts in June 2013. She attends the Massachusetts College of Pharmacy & Health Sciences in Boston, Massachusetts. Her major is Dental Hygiene and she plans to graduate in May 2017.

During Alexa's high school years, she worked for her father at Wilder Brothers Tire in N. Scituate, Massachusetts. She started as the front desk service writer, where she quickly greeted customers, scheduled appointments, answered phones and provided updated information on their vehicle status and condition. Over the years of helping her father, she has learned to recommend tires based on customer needs and order parts to complete repairs as diagnosed by technicians. She continues to work at her father's tire business on school breaks and when needed.

In 2014, Alexa joined the team at Urban Outfitters Allston, where she took an active role in sales and learning operational duties. She quickly utilized her product knowledge to assist customers and guide sales. She is presently responsible for maintenance of store cleanliness, standards and merchandising displays. Multiple times, Alexa has received "The Employee of The Month" award and was promoted to Register Aid and Service Specialist. Currently, Alexa is working with the management team to train and develop new associates and serve as a leader on the sales floor.

Curtis Parker, Department Manager for Urban Outfitters #136 "would like to express his support for Alexa. She has shown herself to be diligent and efficient in her abilities to work with customers and in ensuring a positive customer service experience. Alexa has proven herself to be confident in her abilities to take on tasks and projects given to her.

Alexa has always wanted to pursue a career in healthcare. She wants to give people the confidence to smile and her education in dental hygiene will help her to obtain her goal of working in a pediatric practice. Alexa plans to volunteer at elementary schools to help educate children by teaching them oral home care habits that will last a lifetime.

Alexa's father is Glenn Wilder, Jr., owner of NETSA Member Wilder Brothers Tire in N. Scituate, Massachusetts. Congratulations Alexa.



Picture: (Katie Maguire – Mohawk Rubber Sales and NETSA Director, Joe III, Joe Zaccheo – Father, Dick Cole – NETSA Executive Director)

Joseph M. Zaccheo III – winner of the \$2,000 Kurtrick Schlott 2016 Scholarship Award (funded by Mohawk Rubber Sales, Larry Lesieur and the NETSA Scholarship Golf Tournament) is from Hanson, Massachusetts. He is a 2013 graduate of Boston College High School, Dorchester, Massachusetts and is presently a junior at Northeastern University in Boston, Massachusetts, majoring in Civil Engineering. While in high school, Joseph volunteered 100+ hours working at the Sunset Point Camp in Hull, Massachusetts. He assisted the camp counselors with the beach and sport activities. Joseph also volunteered at the St. Vincent de Paul Society, Quincy, Massachusetts, where he helped the staff give out food to those in need. Along with donating his time to these different organizations, Joseph was simultaneously a member of the National Honors Society, Indoor and Outdoor Track and Field teams, Senior Mentor Program and served as an assistant coach for the Freshman Soccer team.

At Northeastern University, Joseph is both a member of the American Society for Civil Engineers (ASCE) and the Society for Automotive Engineers (SAE). He has been on the Engineering Dean's List for his first six semesters at Northeastern and inducted into two different honor societies (Tau Beta Pi and Chi Epsilon) requiring the student be in the top 6% of their engineering class. He was selected to enroll in a BS/MS Program in Civil Engineering which will allow him to graduate with both a bachelors and a master's degree in Civil Engineering while only taking four extra classes. Joseph presently plays on an intramural flag football team.

Since 2012, each summer Joseph is employed at Sullivan Tire Company, Inc., as a warehouse worker, unloading tires off trucks and eventually transporting them to their respective location in the warehouse. In the summer of 2014, he was employed at Bay Colony Investigators, working such events as parking lot detail or checking the bags of the guests as they entered an event.

As part of the curriculum at Northeastern University, Joseph has been given the opportunity to enroll in a Cooperative Education Program where he takes a six month period off from school and works full-time for a company that specializes in his major. Joseph worked for J. F. White Contracting from January – June 2015 in their pre-construction office and is currently working in his second cooperative education experience with DN Tanks.

Mr. Gregory Sugarman, Civil Engineer with J. F. White Contracting Company, says "Joe is one of the best interns I have worked with in my 10 years with J. F. White. Joe has very strong interpersonal skills,

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which in this business, is one of the most important aspects of being successful. He is well spoken, a quick learner and understands his task with minimal explanation. Joe also takes responsibility and ownership for his assignments and always follows through with seeing his tasks to completion where most people take a long time to develop that skill.”

His father, Joseph M. Zaccio, works for NETSA member, Sullivan Tire Company as Chief Operating Officer in Norwell, Massachusetts . Congratulations, Joe



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NETSA's **Hall of Fame Committee** - Chaired by Jim Melvin Jr, wants to alert all NETSA members that they must nominate any person they feel is deserving of this award, to the Committee by **December 31, 2016**.

Simply email NETSA or write us with your nomination and brief Biography of the nominee. The Committee will then investigate the eligibility of the nominees and bring their names before the full NETSA Board for a vote at their January Board Meeting. The Criteria & Requirements to be considered as a nominee are:

- 1) Must have been active in the Tire and/or Vehicle Service Industry in New England for at least 20 years.
- 2) Must have distinguished him or herself in our Industry and Community as a reputable and honored Leader.

Our **Trade Show Committee** - Chaired by Rich Tuttle, has announced the dates of **March 31 – April 1, 2017** for this year's Trade Show & Convention, to be held at **Foxwoods in Mashantucket, CT**. Last year's show was another success with a 20,000 sq. foot display area filled by 49 Exhibitors (115 booths) and attendance of 835 people. Rich promises another informational and fun event in 2017 with the Friday/ Saturday schedule that has been such a success and our 4th year at Foxwoods. We'll be mailing out more detailed information to all of you about the March/April 2017 event, in Early February 2017.

Our **Scholarship Committee** – Chaired by Larry Lesieur, announced our Nineteen 2016 Scholarship Winners in our Fall issue of the Road Runner. We featured eight of those nineteen in that issue, and are featuring the other eleven winners in this issue of the Road Runner. We are

thrilled to have been able to give out \$38,000 in scholarships in 2016. Congratulations to all the recipients.

Our **Benefits Committee** – Chaired by Jack Kelley, is happy to announce the addition of two new NETSA Benefits Providers to our list of other strong providers. It's our desire to continue to offer Benefits to our members that allow you to save money by being a member of NETSA. Please read our welcoming announcements for **Griffin Financial Planning LLC** and **GetTransparency** on pages 24 & 28 in this issue of the Road Runner.

Our **NETSA Membership Committee** - Chaired by Dale Franklin, has grown this year (2016) to another record of **582** paid member locations. We are very appreciative to all of you who are members during this tough economy, and our Board is continually striving to ensure your value in being a NETSA Member. We've sent out our 2017 Dues invoices, and encourage you to send in your payment if you haven't already done so.

Wishing all of you a Merry Christmas and a Joyful Holiday Season

Dick Cole – Executive Director



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during their time of need.*

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Why Merit Beats Nepotism at More Family Businesses

By Wayne Rivers, co-founder and president of the Family Business Institute

The Road Runner
Winter 2016

In our agrarian past, every farmer wanted 10 sons because all that “free labor” meant he could have a much bigger farm. The patriarch not only controlled the family business, he also generally controlled the career choices his children were allowed to make. That trend has persisted in modern family businesses—until the past few years. For perhaps the first time in U.S. family business history, succession plans are more likely to incorporate merit rather than bloodline. This represents a sea change, but it is very healthy for the small-business marketplace, the American economy, and, believe it or not, family harmony.

Last week I sat in on a peer group meeting of six industry-leading family companies that collectively produce over \$2 billion in annual revenue. Currently, five of the six are family-owned. In the future, only two are likely to be owned by the same family. Two of the six have just elected their first nonfamily presidents. Another is enjoying explosive growth, hiring rapidly, and the current leader has expressed a desire for more time off; it’s unlikely that his 11-year-old son will be ready to step into his shoes anytime soon. In the not-too-distant past, all of these companies would have been leaning toward—if not all in for—family succession.

So why the shift toward ownership or management from outside the bloodlines? There are several reasons:

1. Today’s family business leaders understand they and their enterprises can rise only as high as the people with whom they surround themselves will allow. As they seek the most talented players in the marketplace, more and more of those players are motivated by an opportunity for a piece of the action. Failing to create a growth culture and resisting the overwhelming trend for talented employees to want more than just a job means they risk losing the invaluable human resources they worked so hard to attract.
2. Given the size of many of today’s successful family-owned companies, they can’t possibly have enough children to fill the many roles necessary for continued growth. The firms in our six-company sample have between 100 and almost 1,000 employees. And whereas many families formerly shoehorned unmotivated or incompetent family members into service, they now recognize what a morale killer that is for talented and ambitious nonfamily employees.
3. Today’s family business leaders aren’t willing to wait until their dotage to enjoy the fruits of their success. In the past, a family business owner may have been willing to wait until she was 70 and her children were in their 40s to retire and enjoy her golden years. Today’s entrepreneurs are more interested in cashing in their chips and enjoying the good life while they’re young and healthy enough to do so. The idea of remaining in harness for 30 years while the next generation matures and tries to excel isn’t very appealing.
4. Modern family business leaders focus to a greater degree on building the values and culture of the organizations than previous generations. They develop closeness and cohesiveness with their management teams as they wade through the battles, large and small, in which any business must engage to be successful. It’s consistent with the cultures

they build that they would consider ownership opportunities for nonfamily members just as eagerly as for family. They are quite focused on the benefits of aligning leadership with ownership.

5. Today’s family business moms and dads are less inclined to micromanage their children’s career decisions. If children choose to become engineers, artists or ministers, parents are more supportive and readily look elsewhere for talent to perpetuate the family firm. Children’s comfortable upbringings today, often in contrast with their parents, may lead them to view their parents’ business through jaded eyes. When they are financially comfortable due to their parents’ success, well educated, and there are many career opportunities, why would they want to work in a “dirty business” like construction, farming, or manufacturing?
6. The professional community and research support the concept of merit instead of nepotism. In a study conducted by **Russ Alan Prince of “family-focused” vs. “business-focused” family businesses**, he found that business-focused firms protected family assets better, had a higher incidence of implementing succession planning, and created \$6.20 of net worth for every one dollar created by the family-focused firms. Furthermore, they engaged in rigorous talent searches, delegation with accountability, transparency, open communication, and strategic planning at higher rates than the family-focused companies.

If the goal of most family businesses is to create opportunity for succeeding generations, research shows that the best methodology for doing so is to professionalize the family firm, align leadership with ownership, and run it according to business best practices. An unexpected but totally welcome byproduct of professionalization is that families enjoy greater harmony.

It is unlikely that family businesses, the predominant form of business organization throughout human history, will ever disappear. Having said that, the prevailing trend for family business leaders to focus on merit at succession time instead of promoting heirs is a very positive trend.

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With over 45,000 customers world wide Myers Tire Supply has grown into one of the countries largest tire supplies distributors. Since the 1930's Myers has been dedicated and focused on taking care of the customers. As 2016 comes to an end we really wanted to take a minute to say THANK YOU to all our customers in the New England. Without each and every customer that trusts us with their tire supplies business we would not be where we are today. Our #1 priority is to meet our customers present and future expectations. Thru hardwork and detemination we strive to enhance our customers overall satisfaction day in and day out.

We also would like to thank Dick Cole and the New England Tire & Service Assocation for all that they do. Every function and event is always top notch from the yearly convention to the golf outing. We appreciate all the hard work and time that goes into making this assocation one of the biggest and best in the country.

Finally, we want to wish everyone a safe and happy holiday season.

Respectfully,

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Moving Up in Lead Management

Kristen Pietryka, Net Driven

The Road Runner
Winter 2016

Knowing the importance of lead management is the first step on the road to a successful system. Next, it's crucial to know what makes a good system of lead management and how you can establish the best management process to keep track of each individual lead as it moves through the sales funnel. And finally, you then can achieve the best practices in measuring ROI from your website leads.

Let's begin from square one: the importance of lead management. Imagine a funnel. The large mouth at the top of the funnel is your homepage and the itty-bitty bottom opening is the final sale to a new or returning customer. When a prospective customer visits your website, they are at the mouth of the funnel, beginning their journey to purchase new tires or have their vehicle serviced. Once that potential customer submits a quote or service request on your website, picture them slowly moving down the funnel.

The movement through this fictional funnel represents tracking the entire lead process. The lead process begins at their initial contact with your business and if you're lucky it turns into a sales process circle of life.

Operating a good lead management system is important but how do you decide what a good system should include? Keep picturing that funnel. Now, picture knowing exactly where each lead is within that funnel. That is a good lead management system. You should know the exact location of each lead in the sales process and what needs to be done next to convert that lead into a customer.

Let's talk about leads in your system in general. Your management system should first show the contact name of the lead and contact information (Email, phone number, etc.). Next, you need to know the type of lead for that contact and how much that lead is valued at.

You come across a new lead: her name is Jessica Murphy, her email address is jmurphyxxx@outlook.com, her cell phone number

is (654) 346-XXXX, and she submitted a tire quote request for YOKOHAMA iceGUARD® iG51v winter tires (Item/SKU) on 12/8/16 at 11:28 AM for her 2010 Subaru Legacy. Lastly, your system of lead management should tell you whether Jessica's lead record was converted or not, and how much it is valued at.

Respond to leads in a timely manner because timing is everything. According to Technology Advice, up to 50% of sales go to the vendor that responds first. Don't take the chance that your leads are submitting quotes elsewhere and getting responses back before you answer them! A good lead management system easily provides all the needed information to convert or schedule a lead, including the time and date the lead was received on. Pure bliss, right?

Measuring website lead performance and ROI is a lot easier with a well-functioning lead management system. Customized settings to fit your unique business should be available. The ability to choose what information you would like to be displayed (lead type, date range, value, etc.) will greatly help you in the process of viewing your leads, converting your leads, and measuring your ROI and overall website performance.

A good system should be a resource to help you manage all your leads and measure your website lead performance and ROI. Don't settle for a mediocre system. Drive sales with an easily navigable, user-friendly, and burden less lead management system!

Kristen Pietryka can be reached at (877) 860-2005 ext 301 or email at kpietryka@netdriven.com



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December 1, 2016

To: NETSA Members
From: Dick Cole – Executive Director
Jack Kelley – Benefits Committee Chair

NETSA is pleased to announce a new value-added Benefits Provider for our 582 members. GetTransparency is a Massachusetts-based company that provides a video and texting platform to auto dealerships and independent repair shops.

Video

- The technician records and saves a video of any issues
- The system sends a link via text or email to the customer
- The customer sees and understands the issues and is more likely to accept the maintenance and repair recommendations

How it works: <http://gettransparency.com/introduction-to-service/>

Texting

In addition to the text conversations that are initiated with the sending of the video link, service writers can start a conversation with a customer for a simple status update, and can converse between the desktop dashboard and the customer's texting app.

Benefits

- Improved customer experience
- Increased shop efficiency
- Increased revenue



Recognition

In November, Direct Tire received the Retailers Association of Massachusetts' Innovation Award for implementing the GetTransparency video and texting platform.

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Case Study: Owner of Import Service Shop Delighted to Discover Just How Valuable His Business is to Qualified Buyers

Although every sale of a shop has its own unique set of circumstances, Cowden Automotive stands out as particularly memorable because the long-term owner, Paul Cowden, discovered that his business was worth three times what he initially thought.

Needless to say, a shop owner receiving that kind of good news also then realizes that the sale of his business will result in his retirement nest-egg being substantially larger than he had ever thought. That's truly a fitting tribute to someone who spent his entire working career as a busy automotive service shop owner.

The Business

Cowden Automotive, Inc. is a well-established premier independent import car repair specialist owned and operated by Paul Cowden. Known for quality, service and integrity, Cowden Automotive has been offering an affordable alternative to the new car dealer since its founding in 1978. Despite having strong sales, the business did not show a profit on its tax returns due to the high salaries taken by Paul and his service manager. Also, the lease on the building had expired and the business was operating on a month to month basis with the Landlord.

The Seller

Paul Cowden has successfully built a brand and reputation with dozens of 5-star reviews on Yelp. In his mid-60's, Paul tired of the long hours. After years of that much work, he decided to take the plunge and sell.

Paul was concerned about the sellability of his shop because his facility is located in a very tight real estate market and he didn't have a long term lease. He needed help in how to go about negotiating lease options that buyer prospects and their banks would demand.

The Business Valuation

Unlike selling a house, an automotive business will be viewed by a buyer in terms of its "cash flow," and your potential income stream will be compared by buyers to other businesses for sale. Most business owners, and their accountants, do their best to minimize taxes, not maximize profits. While there are a variety of sophisticated methods of valuing a business, the bottom line is that the sales price of the business will likely translate to a multiple of the cash flow, so everything that can be done to present your business with the highest cash flow will directly result in a higher sale price.

Improving the Sellability of the Business

In Paul Cowden's case, as with most business owners contemplating a sale, he needed assistance in establishing a sale price. By "recasting" the financials to "add back" payroll and other expenses that would not be applicable to a buyer, we established a basis for valuing the business at over three times what Paul had expected.

Cash flow is the driver behind business valuations and business acquisitions. The consistency and quality of revenue and income will be one of the key focal points when assessing an acquisition. It all relates to risk. Those aftermarket businesses with dependable recurring revenue, reasonable expenses, acceptable profit margins, and the financials to prove it will be in the greatest demand.

A strategy was developed to renegotiate the Paul's lease agreement, which successfully lead to replacing the month-to-month

terms with several option periods comprising 16 years. In a tight real estate market, having attractive lease terms can serve as a marketing advantage when seeking to attract multiple buyers and driving up the value of a business.

Lesson Learned

The lesson learned here is that a business owner is making a mistake to state a price before knowing the full potential value of the business. Don't sell yourself short by setting a price too quickly, even if you are burned out and highly motivated to retire, downsize or pursue other business interests.

If you decide to hold off on marketing your business, it is still smart to obtain a base line valuation for your business today. The simple exercise of going through the valuation process teaches a business owner how a prospective buyer determines an offering price. Speaking with a professional will also highlight other factors which directly impact sellability, such as a short lease term, too many family members working in your business, outdated equipment and technology, poor Internet reviews or a reputation that relies exclusively on the owner's relationship with customers.



For more detailed information on the process of valuing a tire and auto service business, or to initiate a no-obligation confidential consultation, call Art directly at 610.722.5636 or visit www.art-blumenthal.com



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