



Officers

President:

Mark Rochefort - Vermont Tire, Montpelier, VT

Vice President:

Rich Tuttle, Nokian Tyres, Colchester, VT

Treasurer:

Matt Lewis, Max Finkelstein, Inc., Windsor, CT

Secretary:

Blaise Pascale, City Tire, Co., Springfield, MA

Executive Director:

Dick Cole, NETSA, Yarmouth, ME

Board Members

Gene Bova - Motostar Tire & Auto Products, Merrimack, NH

Tony DeSimone - ATD, E. Taunton, MA

Steve Dupoise, County Tire Center, Inc. Middlebury, VT

Dale Franklin - Partner Tire & Service, Inc, Colchester, VT

Don Foshay Jr. - Don Foshay's Discount Tire & Alignment, Biddeford, ME

Ray Hamel - Hamel's Tire Center, Cumberland, RI

Robert Katz - Nu-Tread Tire & Auto Service, Inc., Boston, MA

Jack Kelley - Tom Lyons Tire, Waltham, MA

Anthony Koles - Montvale Tire Co., Inc., Melrose, MA

Larry Lesieur - Maynard & Lesieur, Inc., Nashua, NH

Katie Maguire - Mohawk Rubber Sales, Hingham, MA

Steve McGrath - Tire Warehouse, Keene, NH

Jim Melvin Jr. - Melvin's Tire Pros, Inc., Warwick, RI

Frank Pascale - Nokian Tyres, Glastonbury, CT

Alan Saks - Dorchester Tire Service, Inc., Boston, MA

Shaughn Shea - TCI Tire Centers LLC., Haverhill, MA

Sid Tinson - Sullivan Tire, Norwell, MA

Glenn Wilder - Wilder Brothers Tire, N. Scituate, MA

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

Please send your letters to:

NETSA

P.O. Box 1012

Yarmouth, ME 04096

Phone: 207-846-0986

Fax: 207-846-0987

or netsapros@aol.com



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



Trade Show At Foxwoods Resort & Casino Promises To Be Educational & Fun

The NETSA Trade Show Committee has put together another spectacular Trade Show & Convention April 8-9, 2016 at the Foxwoods Resort & Casino in Mashantucket, CT that will be action packed & exciting. Rich Tuttle (Chair) and his Committee have worked extremely hard to make this a **MUST ATTEND** for all people in the Tire & Service business in New England and beyond.

Saturday noon's Annual Business Meeting & Luncheon will feature Keynote Speaker - Dr. Jim Lonborg - the 1967 Boston Red Sox first ever Cy Young Award winning pitcher. Jim also pitched the Sox into their first World Series since 1946 in their "Impossible Dream" season. "Gentleman Jim" as he was known in the majors, went back to Tufts Dental School where he graduated in 1983, and now has a general dental practice in Hanover, MA.



Many Seminars will be presented on Friday & Saturday:

- Workplace Savings Plans: The Benefits Alignment - Presented by Kevin Griffin of Griffin Financial Planning LLC, where you'll inspect the value of these plans to your employees.

continued on pg. 7

Bruce Jergensen



Bruce Jergensen was born in 1947 in Hanover, NH., where his father was a post WW II student

at Dartmouth College and his mother was a dietician at Mary Hitchcock Hospital. The following year the family moved to Springfield, MA. and except for a short period of time at Babson Institute of Business Administration, followed by overseas duty in the US Navy Reserve, Bruce has resided in Springfield ever since.

In 1969, upon being released from active duty, Bruce married his high school sweetheart Nancy and returned to school at Western New England College while working full time for Friendly Ice Cream Corporation as a clerk, cook and eventually an assistant manager. This career path led to Bruce becoming a store manager.

The first of Bruce and Nancy's sons was born in 1975 and motivated Bruce to get out of the restaurant business. Selling was what was in his future and it started with a job selling typesetting while managing an art and office supply store for the owners of the typesetting company, Trade Composition. These experiences led to Bruce opening his own business, Office Supply Associates, and led to a very fortunate long term liaison with Bruce's brother, Lee.

After illness took Nancy away, now having two young boys, Bruce struggled to deal with business and raising the boys. Additionally, the future of the "mom-and-pop" office supply business was not looking rosy with the growth of Staples, Office Max and other big box stores.

In 1984 I had the great fortune to meet Helen Perez who, after considerable effort on my part, became my second wife and the mother to my two young boys. It wasn't long after the marriage that a great friend, the late Mike Willency, introduced me to Frank Bernstein, Linda Bernstein and Ad Coppens, the owners of Import Tire Company. During my early period in this industry, Helen and I added two more boys to the family.

Anne Evans, Frank, Ad and Linda all assisted me in getting adjusted to this different line of work - they gave me a Tire Guide and said "go sell tires"! Fortunately it was not long before I was in the office answering phones and learning as I went. I have had some great teachers and have met the hardest working,

most sincere people that you could ever meet and work with. In 1986 I dragged Lee into the company and we have been working together ever since (poor Lee!).

It has been 31 years since I was thrust into this industry and there have been many changes in the industry, but the people are still the best. Import Tire, thanks to Frank Bernstein's foresight, has now evolved into the Nokian Tyres Distribution Center in Connecticut, servicing Southern New England and some of Southern New York State. Our team always strived to give the best service possible and, with the great people that I have worked with, it has been a pleasure. I am not sure why I am being inducted into this esteemed NETSA Hall of Fame, but I am very grateful for the honor. As they always say in sports, it is the team that I am representing. Thank you all: the great customers that I have had the pleasure of servicing over the years, the NETSA Board that elected me as their President from 1994 - 1996, Frank and Linda Bernstein as well as Ad Coppens, for giving me the ability to grow in this industry and, a very special thank you to all of my fellow team members at Nokian Tyres.

Lastly, thank you to Helen, my wife of 32 years, and my children for putting up with my hours and, heck, just for putting up with me. We now have a full house again with my son Rob and three of my six grandchildren living with us. Helen is a marvel dealing with the children but now you know why I am still working!

Thank you and bless you all.

Rene A. Therrien



How I got into the tire business; Central Tire

Company began in 1939 by my father Arthur Therrien. During that period, World War II broke out and new tires were hard to get. Central Tire started out as a retreader and flourished during the war. Due to the demand for retread tires, my father took in a partner, his brother Ernest and also solicited the help of his father, Joseph. After the war, retread rubber was getting expensive. A friend of my father's asked if he would be interested in looking at a rubber factory that

was for sale in Stamford, Connecticut along with Louis Voit (Pete & Voit), Gabe Baradino (United Tire) and Joe Abel (Abel Tire). All four men were members of the N. E. Tire Dealers Association. The company was called Atlas Rubber Mill. They all agreed to buy it with a down payment of \$100 each. By the time they closed on the purchase of Atlas Rubber, there were 21 investors who were all retreaders. Shortly after, it was decided to have tires made with the name "Atlas" until Exxon told them they could no longer use the name for their tires. At that time, Cooper Tire was making tires for the group. Cooper had been making tires for Sears under the name "Hercules Allstate". Sears was no longer using the name. Cooper owned the name "Hercules" and allowed Atlas Rubber Company to change their name to Hercules Tire & Rubber Company.

As a teenager I worked for Central Tire. After college, I joined the company full time until in August of 1965 when I got the dreaded letter that I was being drafted. I joined the U.S. Navy and saw the world. While in the Navy I proposed to my wife Jeanne. We were married one month after I left the Navy. We have two sons and they are now running Central Tire. My dad had retired in 1973 and his brother retired in 1974. I was left running the business with my cousin Bob who was on the Board of the N.E. Tire Dealers. My dad was also a past president of NETSA in 1966-67, and I was a NETSA Board Member from 2004-2011 as well as being a past President of the Maine Tire Dealers. I purchased my cousin's share of the business in 1994.

After joining the company full time, one of my dreams was to build a new store. I achieved my dream and broke ground in 1975, and moved in 1976. My next dream was to build a new retread plant and that was accomplished in 2007. As like myself, my sons came into the business as teenagers, doing every dirty job that there was. I even shoveled rubber dust every Saturday morning as a teenager. Now that my sons have taken over, they are making changes as I did from the way my father ran the business. Changes are good and worth making. It helps to make a business grow and prosper. I am very proud of my sons.

Doug is married and they have 3 children along with a grandchild. Jeff is married and they have 4 children. My wife worked for the company over 30 years. After I retired in February of 2014, we purchased a house in Naples, Florida and live there 6 months and live in Maine for 6 months. Life has been good!

Jeremiah Massaro Sr.



Jeremiah
"Jerry" Massaro Sr.
was born in Hartford,
CT on April 24,
1919, the same year

his father, Anthony, founded and started Reliable Auto Tire. After graduating from Bulkeley High School and attending Trinity College, he served as a 1st Lt in the 624th Ordinance Base Automotive Battalion, stationed in England during WW II.

Once he returned from service, he met and married the love of his life, Eleanor, and took over the business in 1945. After working out of a storefront, Jerry built a State of the Art garage on Hudson Street. When redevelopment was completed, Reliable Auto Tire moved to Maple Avenue, which is our present location.

Jerry was the consummate businessman. He invited customers into his office to discuss current events while their cars were being serviced. He developed very close personal and business ties with the salespeople and officers of Michelin, BF Goodrich, and Armstrong. He was the President of NETSA in 1959-1960, and served on the boards of the Connecticut Tire Dealers and National Tire Dealers Associations.

Jerry and Eleanor traveled the world on trips sponsored by major tire companies and attended every NETSA Trade Show & Convention throughout New England.

Jerry felt that an Independent Tire Dealer's strongest asset is personal service. He gave that personal service every day of his life to customers, family, and employees. In our 97th year, we still maintain the phrase he coined, "Reliable since 1919."

My father would be deeply honored to be recognized by his peers, and my family thanks you.

**In recognition of their outstanding
Leadership & Contributions
to the Tire & Service Industry in New England**





This time of year, with the convention and spring busy season looming, it is my tradition to write about marketing and customer trends. Lately I have focused on forms of marketing, but with the overall acceptance of digital and social media, I find it more

important to talk about what we are marketing.

At the beginning of February, I went to hear a talk on consumer trends that put into words something that I have been thinking about for awhile. The gist of the talk was that there is a shift happening from people buying commodities to buying experiences (or buying commodities as a tool to help them achieve experiences).

Apple was used as an example. Here is a company that has long sold its products as something to lust for; their



advertisements have traditionally shown the product they are selling and literally nothing else. But even Apple has changed how they advertise focusing on the experience as the main focus of the ad.

Many tire manufacturers have already realized this. Most mainstream tire advertising is now geared



around experience vs the tire itself. Cooper Tire's "Tires for people" and "Tires connect you to more than the road" campaigns, or Michelins "protect her down the road" campaign are all examples of this. However, even though much of their own main stream advertising acknowledges this movement, much of the manufacturer ad templates

they provide to dealers still comply with the template from the last 50 years of a tire picture, a list of features, and price.

And by the way, this movement also transcends generations as well. You mother is as likely to subscribe to the experienced based advertising as your daughter.

I have been thinking about this a lot. The fact is that the tire industry is becoming increasingly diluted and most anyone has access to most every tire. The exclusivity is gone. To compound this, people (other than the enthusiast minority) have become numb to many of the differences in tires since they almost never check their tire pressure, check their oil or get tune ups anymore. Because of this disconnection with basic car maintenance, I feel the general public is less educated in features of a tire than ever, leaving them to shop by price, warranty or review. What if we only sold on those three parameters? Price? If you only push the cheapest tires you will rarely have a happy customer for long when they have to live with that level product. Mileage warranty? Again if you sell that as the main feature, you will end up with unsatisfied customers. Even though we often talk about mileage warranties as a feature of a tire, we shouldn't, or at least we shouldn't put so much emphasis on it. Mileage warranties are based on how long a tire can run and still be legal, and as we all know, legal doesn't mean safe, especially in rain or other weather that we usually have in New England. Tires with 100K warranties were available more than a decade ago. Why did they stop? Performance concessions need to be made to maximize wear. Michelin knows this, and their higher level tire actually has less of a warranty but with more safety.

So if customers don't care about features of a tire, how do we communicate them in a way they care about? Maybe we have to work on selling the experiences our tires can provide. This in many cases means dumbing down what we communicate and spending more time prequalifying the customer so we can give them the information they need.

Our future tire ads may look something more like this.

Focusing on the experience the right tire can provide. Actually I like that, I will probably



use that ad. Safety and ride are more traditional experiences

continued on pg. 6

MAX FINKELSTEIN INC
MFi
WHOLESALE TIRE DISTRIBUTOR

FAMILY OWNED AND OPERATED SINCE 1919

MAX FINKELSTEIN, INC.
NOW WITH 12 DISTRIBUTION CENTERS TO SERVE YOU BETTER
www.maxfinkelstein.com

GOODYEAR

DUNLOP
TIRES

KELLY TIRES

PIRELLI

KUMHO TIRES

KENDA
SINCE 1962 TIRES

GOODRIDE

WINDPOWER
Tires for professionals

CARLISLE
Carlisle Tire & Wheel Company



DISTRIBUTION CENTERS

Boston, MA
South Windsor, CT
Lewiston, ME
Randolph Center, VT
Astoria, NY
Ronkonkoma, NY
Croton-on-Hudson, NY
Binghamton, NY
Rochester, NY
Fairfield, NJ
Westampton, NJ
Reading, PA

MANUFACTURER PROGRAM SUPPORT

G3XPRESS
Distribution

FASTRACK
RACE FOR SUCCESS



KENDA
TRACTION

Call: 1-800-229-8900

continued from pg. 4

that we can focus on. Spending the time to qualify the customer and figure out what is really important to them can yield a couple appropriate options that are right for them. This is as opposed to rattling off manufacturer named features on several tires that are meaningless to them and expecting them to make the right choice. This qualifying customers is harder to do than rattling facts, then we and our employees all need to be a little better at our jobs if we are to move forward and ensure we are the businesses customers choose.

The other side of this experience coin is the experience we provide when customers visit our businesses to buy our services. The rules for what to expect have changed, and much of it was not our doing. Think of companies like Starbucks, Barnes & Noble, Wholefoods and the customer experience they provide. Car manufacturers realized this years ago and many of their customer waiting rooms are more reminiscent to a V.I.P. airport lounge than anything to do with the cars. Even on a more simplistic side, Five Guys is basic but clean, with fast efficient service and consistently high quality product. Look at your business. Does the phone ring to long before being answered? Are the people that take care of your customers polite, clean and prompt? Consumers can easily

access prices now, and I see customers price checking in my showroom while they wait all the time. Are your prices fair? Or at least do you have a value added reason why they are higher? Is your waiting room nice or at least clean? Do you provide Wi-Fi, coffee, a free shuttle, etc.? Is your bathroom clean? Being a tire shop or auto repair shop is no longer an excuse to not have these basics and I'm not sure if it ever was. It may be the difference between a one-time customer and a customer for life.

I don't have all the answers, but these are things I have been thinking about a lot lately. One of the things I love so much about being part of New England Tire & Service Association is that there are so many people that are smarter than me, and eager to share what they know. I look forward to our annual convention every year because aside from seeing old friends, it is one of the most important times for me to gain new knowledge to help my business for the rest of the year. If anyone is doing anything I haven't thought of that is working well or has any other thoughts, I would love to talk to you at the NETSA Conference next month. See you in April!

Mark Rochefort



Here at a time of need, for those in need.



WORTHWHILE
LIFE FOUNDATION

www.worthwhilelife.org
info@worthwhilelife.org
877-343-3572

WLF is the charitable arm of



MOHAWK
RUTHERFORD SALES
The Spirit of Mohawk... the Spirit of America

Trade Show At Foxwoods Resort & Casino Promises To Be Educational & Fun

The Road Runner
Spring 2016

continued from pg. 1

- What You Don't Know Can Hurt You & Your Business

- Presented by Paul Mangiafico (OSHA) and will center on compliance guidelines often overlooked by Independent Tire & Service owners and their Staff. Ask him your questions anonymously.



- Keeping Yourself Out Of Court – Guilty Until Proven Innocent

- Discussion with Moderators Kevin Rohlwing, TIA Senior VP of Training (*p. right*) and Glenn Wilder, NETSA Board Member and Wilder Brothers Tire. You'll explore Standard of Care and how retailers can minimize their liability.

- Live Presentations on the Tradeshow Floor – your participation



encouraged

Saving Money Using NETSA's Benefits Providers
There's Only One Way to Fix a Flat.

Dealing with TPMS: The New Technology
Social Media & Emarketing
And so much more...

Trade Show Exhibitors include:

Tires, Wheels, Auto Parts, Oils & Lubricants, Tire & Alignment Equipment, Lifts, Air Inflation Equipment, Storage Racks, Computer Software Providers, Social Media Experts, Credit Card Service Providers, TIA, Payroll & HR Provider, Tire Recyclers, Service Vehicles and more.

Saturday Evening features a Wine & Cheese Reception followed by our Hall of Fame Dinner honoring this year's Inductees, Bruce Jergensen, Jerry Massaro Sr., and Rene Therrien. This will also include a Scholarship Auction with Red Sox Tickets and many other sought after items.

And of course, the wonderful experience of Foxwoods Resort & Casino. Please visit our Website at www.netsa.org for more attendee information.

1-800-242-1446

MOHAWK
RUBBER SALES
The Spirit of Mohawk... the Spirit of Commitment

mohawkrubber.com

One Stop Shop



Mohawk is there for all of **your** equipment needs, installation, training and maintenance.
Everything but the Tires!

2016 NETSA Trade Show Exhibitors

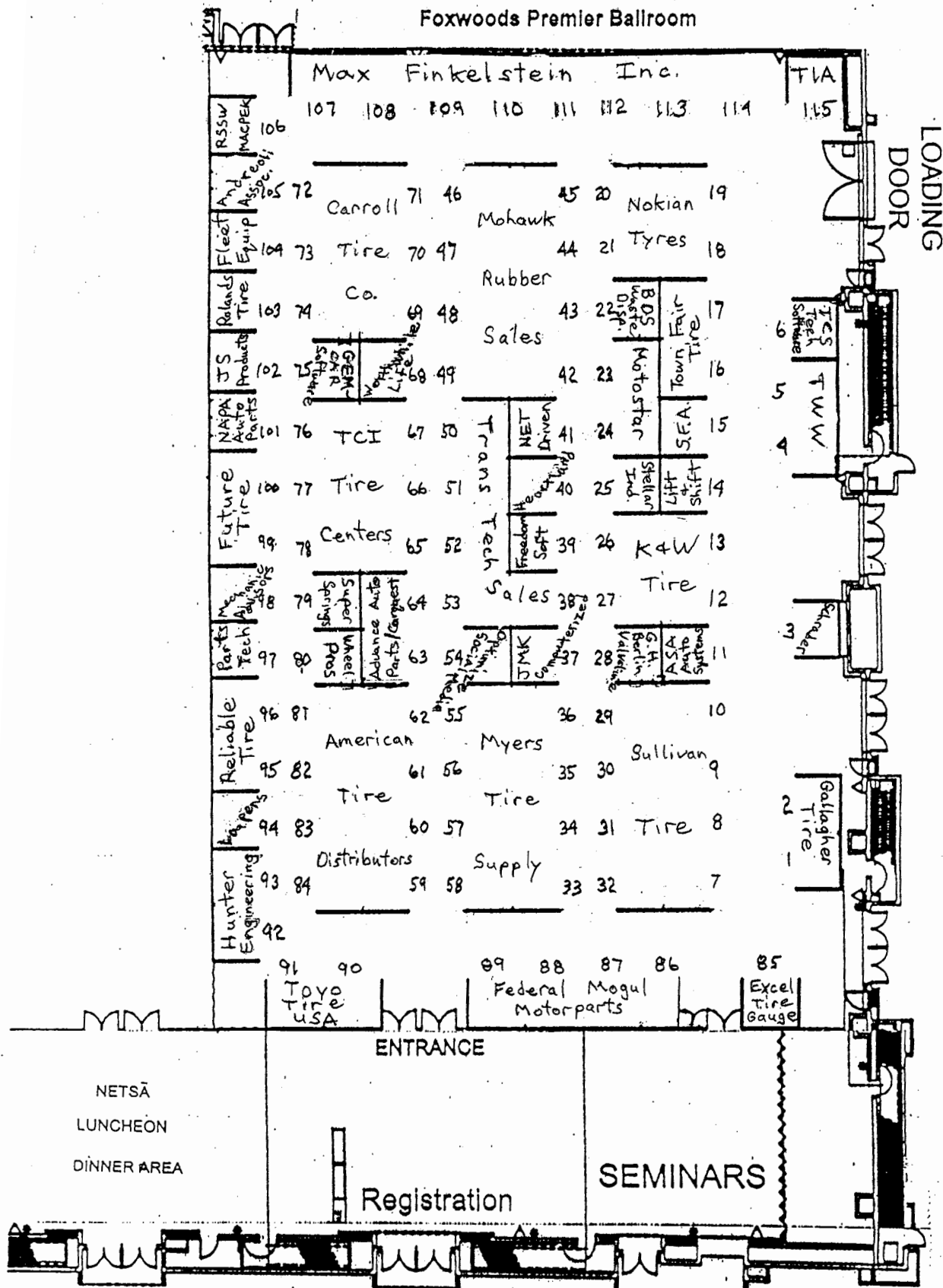
The Road Runner
Spring 2016

Booth #	Company	Contact	Phone	E-mail
64,63	Advance Auto Parts/Carquest	John Kachapis	401-742-2286	john.kachapis@advance-auto.com
50,60,61,62,81,82,83,84	American Tire Distributors	Bob Vacca	800-834-8084	rvacca@atd-us.com
105	Andreoli & Associates, Inc	Mary Andreoli	(704) 895-2780	maryandreoli@hotmail.com
11	ASA Automotive Systems	Dave Vogel	866-210-6717	dvogel@asatire.com
22	BDS Waste Disposal Inc	Frank Schofield	207-278-3833	frank.schofield@bdswastedisposal.com
69,70,71,72,73,74	Carroll Tire Company	John Clark	(207) 786-5090	jclark@carrolltire.com
85	Excel Tire Gauge, LLC	Michael Cote	(401) 732-8420	mikec@exceltiregauge.com
86,87,88,89	Federal Mogul Motorparts	Bruce Cote	(617) 678-2061	BruceC.Cote@federalmogul.com
104	Fleet Equipment Corporation	Scott Pearson	201-337-7332	scott@fctrucks.com
39	FreedomSoft	Joel Yelverton	888-750-8473	joelyelverton@freedomsoft.info
99,100	Future Tire	Bob Poska	516-752-9200	robertposka@futuretire.com
1,2	Gallagher Tire, Inc	Chris Klotz	(215) 943-9911	chris.klotz@gallaghtire.com
75	GEM-CAR Repair Shop Mgt Software	Kevin King	(866) 848-8282	kking@gem-car.com
28	GH Berlin/Windward Petroleum	Jim Rogers	(800) 289-7800	jrogers@ghberlinwindward.com
40	Heartland Payment Systems	Jennifer D'Angelo	860-659-8900	Jennifer.Dangelo@e-hps.com
92,93	Hunter Engineering Co. *	Robert "Bo" Barbieri	(631) 681-7083	RBarbieri@hunter.com
102	J S Products	Danny Bova	(502) 724-7948	dbova@steelman-js.com
37	JMK Computerized -Tire Dirs Info Sys.	Jim Krakower	217-384-8891	james@jmktdis.com
12,13,26,27	K & W Tire Co., Inc*	Brandy Seyfert	(800) 732-3563	bseyfert@kwtire.com
94	Lappen's Garage Equipment	Michael Lappen	781-341-8040	mlappen@lappens.com
14	Lift & Shift	Graham Farrell	(416) 427-0578	graham@lift-and-shift.com
106	MACPEK/RSSW	Jeff Poulin	418-803-7221	jeffpoulin@rsw.com
107 thru 114	Max Finkelstein, Inc	Matthew Lewis	860-508-6507	mlewis@maxfinkelstein.com
98	Mechanic Advisor Inc	Mike White	(617) 765-8187	mike@mechanicadvisor.com
42,43,44,45,46,47,48,49	Mohawk Rubber Sales	Katie Maguire	781-741-1626	kmaguire@mohawkrubber.com
23,24	Motostar Tire & Auto Products, Inc	Gene Bova Jr	603-281-5114	ejbova@motostartire.com
33,34,35,36,55,56,57,58	Myers Tire Supply	Jason Weintraub	781-267-7771	jweintraub@myerstiresupply.com
101	NAPA Auto Parts	Jonas Ettlinger	518-238-3391	jonas_ettlinger@genpt.com
41	Net Driven	Holly Biondo	877-860-2005	hbiondo@getnetdriven.com
18,19,20,21	Nokian Tyres	Rich Tuttle	603-466-5343	rich.tuttle@nokiantyres.com
54	Optimize Social Media	Ben Moore	(651) 318-6803	ben@optimizesocialmedia.net
97	Parts Tech Inc	Erik St. Pierre	(860) 977-5498	estpierre@partstech.com
95,96	Reliable Tire Company	Shawn Young	860-289-8880	shawn.young@reliabletire.com
103	Roland's Tire Service, Inc	Bill Palmer	508-997-4501	rolandtire@yahoo.com
3	Schrader International	Rob Tinson	(860) 830-7103	rtinson@schraderint.com
15	SFA Companies, Inc	Keith Tucker	(816) 891-6390	keith@sfacompanies.com
25	Stellar Industries Inc	Tom Formanek	641-923-3741	tformanek@stellarindustries.com
7,8,9,10,29,30,31,32	Sullivan Tire/Liftworks	Sid Tinson	508-408-0675	sid.tinson@sullivantire.com
79	SuperSprings International Inc	Mike Visser	(805) 745-5553	mike@supersprings.com
65,66,67,76,77,78	TCI Tire Centers, LLC	Shaughn Shea	855-816-5493	Shaughn.Shea@tirecenters.com
6	TCS Technologies an ARI Co.	John Schuldt	612-260-0293	john.schuldt@arinet.com
115	TIA	Kevin Rohlwing	301-430-7280	krohlwing@tireindustry.org
16,17	Town Fair Tire Centers, Inc	Bill Pawlak	203-640-5629	BPawlak@TownFair.com
90,91	Toyo Tire USA	Rich Williams	570-899-8691	williamsr@toyotires.com
38,50,51,52,53	Trans Tech Sales LLC	Eric Glifort	203-981-3742	RED69HD@aol.com
4,5	TWW - Tire Wholesale Warehouse	John Waterhouse	(860) 315-4299	jwaterhouse@twwonline.com
80	Wheel Pros	Phil Cosper	(860) 288-1060	philc@wheelpros.com
68	Worthwhile Life Foundation	Katie Maguire	(781) 741-6000	kmaguire@mohawkrubber.com

New England Tire & Service Association

APRIL 8-9, 2016

Foxwoods Premier Ballroom



Negative Bias in the Online World

Wayne Croswell, President & CEO of WECnology, Inc.

The Road Runner
Spring 2016



People who do business with you expect to receive good service from you as a tire dealer. Human nature compounds the problem. It is the norm. And, tire dealers that survive over time, by and large, deliver on that expectation.

It does not, however, mean that recipients of your service or their family members pull up a review site and write about an experience that they consider pretty normal. They got good service from you – and, they expected to do so.

But, disappoint that same customer; make the experience exceptional in some negative way, and look out! These “pissed pontificators” will go out of their way to “warn” others by blasting you online. This behavior can be very dangerous and quite expensive. Expensive in lost business and expensive to try to “fix” the problem. The unhappy customer gets it off his or her chest, but you live with the words for years. The Internet never forgets.

Part of your Reputation Marketing system must be to be vigilant in looking out for people who feel like they are not getting your best. Train your staff and managers to observe and listen. Mistakes happen. People really understand that. But, if they think you don’t care, it becomes their mission to “protect the world from you”. You can’t stop all mistakes, but with aware personnel you can usually stop a customer from leaving unhappy or intercept him or her before he or she starts “yapping on Yelp”.

Tertiary Benefits

Even though an effective system will have as its objective to keep as many negative reviews as possible from being posted online, it should also make sure you hear about them without filtering. As uncomfortable as it is to hear them, customer criticism can be helpful. And, though some people who own retail businesses don’t believe it sometimes, it is quite unusual to have people go to the trouble to create false negatives online just to cause trouble.

Negative reviews are a sort of marketing research program that helps you catch problems. Owners of businesses cannot possibly be everywhere. An unhappy consumer, willing to say so, can be extremely valuable in plugging leaks in your system whether they be systemic or personnel-based.

Bottom Line: You Don’t Really Have a Choice

The reality is you cannot “opt out” of the online review process. There are those who claim, “I did not sign up for Yelp and I will be damned if I let them impact my business!” The

problem is, you don’t have to sign up for anything, agree to participate or give permission. The fact that you exist with an active business with a street address means that any person can go online and review your product or service. You don’t have a choice.

There are several ways to “automate” the solicitation of Yelp (and Google) reviews. Contact me at wcroswell@wecnology.com to learn more.

Where you do have a choice is how you play the game. It is imperative that every person on your staff, and certainly all of your managers, understand that, regardless of what they do for a job, they are in the Marketing Department every minute of every day. But, just doing the job is not enough. Consumers are spoiled and the system has an inherent negative bias against businesses by giving them a very loud (and dangerous) voice.

The Future of Marketing

At no time in history are businesses as exposed to the truth as they are today. The only surprising fact is that so many business owners are oblivious to the extraordinary impact that reviews have on their business and its valuation. There is no going back. Management of your online reputation is the future of marketing – and, ultimately, the market valuation of your business.

*It's Our Business
to Protect Yours!®*

FEDERATED
INSURANCE 

www.federatedinsurance.com

Federated Mutual Insurance Company
Federated Service Insurance Company*
Federated Life Insurance Company

Owatonna, Minnesota 55060
Phone: 507.455.5200
www.federatedinsurance.com

*Not licensed in the states of NH, NJ, and VT.
© 2016 Federated Insurance

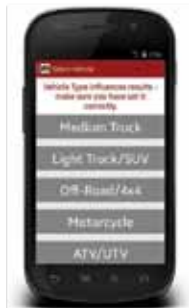


Counteract Balancing Beads are the only tire and wheel balancing system in the world proven to improve fuel economy in 2 separate TMC and SAE type II tests.



Accept No Substitutes
Counteract provides an automatic readjusting trouble-free lifetime balance of the tire and complete wheel assembly, for all wheel positions.

Curious about how much Counteract to put in a tire? Visit howmuchcounteract.com and try our online calculator or download our handy app.



The Counteract Stud Cleaning Tool



Allows you to clean the full length of the thread on 10 wheel studs in 3 minutes or less.

The award winning Counteract Stud Cleaning Tool is available in a range of sizes to fit most commercial studs from 12 to 39.6mm

To watch the tool in action visit www.studbrush.com

Now Available the Counteract Stud Cleaning Tool Dealer Kit



Our two most popular tools and 7 different size brushes, safety goggles and 1/4" adapters.

For more information on any of our Counteract products visit www.counteractbalancing.com
519 837 3331
800 572 8952



February is always the slowest month of the year and thankfully the shortest but being leap year we all get an extra day in 2016. That might help our figures a little bit.

I haven't gone anywhere on any trips this year and have no plans to go anywhere right now as I deal with the health and well-being of my parents. I have been very fortunate to have been able to attend a lot of tire

meetings and trips all over this Country the past 35 years or so and have enjoyed them immensely. It is always great to see dealers from around the U.S. in a relaxing atmosphere and talk shop or whatever comes up. I may not even make it to our NETSA show in April this year but I am hoping to make it down for at least part of it.

Roland and I used to go to the old NTDR shows when they were in September but when they sold the show to SEMA and moved the show to November, we didn't feel we should go anymore due to the timing. It is a hard decision for those of us from New England to decide whether to go or not. Any other time of the year and I suspect that we would have gone to a few more shows. Moving the TIA show to Las Vegas was the correct move, just as moving the NETSA show to Foxwoods (and Mohegan at the beginning) was also the correct move. We could see both shows were dying and needed an upgrade. There has to be a draw to a venue with things to do to interest people in the show. Of course, good speakers, seminars, and the Hall of Fame all draw members to the show also.

This year we are trying a little experiment at the luncheon. It's nice to have industry leaders speak but lately the speeches have been a little bit too much so we are doing something different this year. "Gentleman Jim" Lonborg should be interesting. One of the best Red Sox pitchers ever who stayed in the area after he retired and became a dentist. I have a feeling that we are in for a treat. Thanks to Glenn Wilder Jr. for putting us together with Jim. The luncheon should be interesting.

The 2016 Hall of Fame dinner should also be great. I have had the great pleasure of knowing both Bruce Jurgenson and Rene Therrien for over 25 years each. Both are class acts who have worked hard to serve our industry for many years on the NETSA board and as suppliers to us. In addition, Rene has a retail and a real nice truck retreading facility in Sanford, Maine, which he has been gracious enough to give me a tour a couple of times. While he has been spending a lot of his time in Florida, I'm sure Rene still keeps a little eye on things. He is fortunate to have family involved in and running the business for the past few years. I'm sure they will continue to do well. And to call Bruce

the nicest guy in the tire business would be no exaggeration. In all the years we did business with Import Tire, Bruce was the face of the business and the go to guy if you had a question or problem. I never can remember hearing Bruce being upset nor cross. It was always a pleasure to deal with him, and Frank Bernstein was fortunate to have Bruce around all these years with Import Tire. Obviously Nokian Tire feels the same way. Personal issues have made it challenging for Bruce and his wife the past few years but they have done a great job taking care of their family through some tough times.

The third inductee to the NETSA Hall of Fame this year, the late Jerry Massaro from Connecticut, I did not know personally but have heard of him by reputation. I have been told he was a great guy even though he was a big fan of the hated Yankees. Congratulations to all of our inductees for 2016. Go to the dinner to honor these great people and bid on some prizes at the scholarship auction after the inductions.

In closing, I hope to make at least some of the show this year but am taking a year off from working the show due to the uncertainty of the health of my parents, particularly my mother. After a 45-day stint in the hospital and nursing home for rehab, she is finally home and doing okay for now but we have hired a CNA certified nursing assistant to care for her (and Dad) at home 24/7. Roland is happy to have her home, but he is still adjusting to having a stranger in the house and is worried about his finances even though he waited until 70 to take social security and gets a rent check every month. I still go over daily to check on things at their house and do what I can for them. I hope to have a better idea of the situation by mid-March and will at least try to get down to the NETSA trade show in April. Please make a special effort to go to the show or even help at the show this year so that Dick Cole and Rich Tuttle won't notice if I'm missing. If enough extra people go to the show this year, then maybe I can finally retire from the NETSA board. It will be 20 years next spring that I took over Roland's spot on the board. I don't want to serve longer than he did. Boy does time fly! Best regards.

Larry Lesieur.



The Roadrunner is a publication of New England Tire & Service Association. The Road Runner is published 4 times a year as a source of information for NETSA Members and supporters. NETSA directors, staff and members do not necessarily agree with all the contents or opinions appearing in this publication nor should its readers rely on any of the Road Runner content for support of any legal position. On matters involving legal interpretation, the reader is advised and encouraged to relay solely upon the advice of his or her own hired legal council. The road Runner invites and encourages comments from its readers.

Your Partner for TPMS Solutions

MYERS 360 TPMS Starter Kit

exclusively from Myers Tire Supply

Myers 360 TPMS Starter Kit combines Alligator OE-quality valves, the easy-to-program sens.it TPMS programmable sensors covering over 97% of vehicles on the road today, and a trusted TPMS tool powered by ATEQ.



#27183KIT
Offer ends April 30, 2016
over \$1,000 when
purchased separately!

Starter Kit Includes:

- (1) Myers 360 TPMS Tool powered by ATEQ #27183
- (12) sens.it programmable TPMS sensors
 - (4) sens.it 315 MHz sensors with ball joint valve #21250
 - (4) sens.it 315 MHz sensors with snap-in valve #21251
 - (2) sens.it 433 MHz sensors with ball joint valve #21252
 - (2) sens.it 433 MHz sensors with snap-in valve #21253
- (1) TIA TPMS Relearn Chart rebate voucher (#27165)

An affordable TPMS solution for:

- Start servicing TPMS
- As a back-up tool when the workload requires it
- Test sensor before the vehicle pulls in the shop



TPMS Tool and Sensor Promotional Kit



The combination of the industry-leading TPMS tool and Huf OE equivalent multi-protocol IntelliSens sensor can activate sensor to a vehicle make, model year in only 3 seconds!



#27178HUFKIT
Offer ends April 30, 2016
over \$3,000 when
purchased separately!

Limited time promotional kit contains:

- (1) ATEQ VT56 TPMS Diagnostic Tool, OBD II cable, One year of software updates
- (48) HUF IntelliSens universal programmable TPMS sensors
 - (4) 433 MHz sensors with clamp-in valve, Myers # 23720
 - (12) 315 MHz sensors with clamp-in valve, Myers # 23738
 - (12) 315 MHz sensors with snap-in valve, Myers # 23722
 - (12) 433 MHz sensors with clamp-in valve, Myers # 23719
 - (8) 433 MHz sensors with snap-in valve, Myers # 23739

ALLIGATOR TPMS Service Kit Package

It is essential to service the TPMS valve assembly whenever a tire is removed. This simple procedure will ensure the TPMS system will operate as intended by the OEM. Replace all the critical valve components for clamp-in installations, and replace the entire rubber valve for snap-in applications with one easy service kit package.

Includes:

- 68 service kits
- 16 valves
- Application chart



Covers a majority
of vehicles on
the road today!

#27184



MTS Xpress for TPMS

Eliminate waste, increase productivity and improve cash flow!

- Customized with the TPMS solution that fits the needs of your shop
- Detailed display for precise product selection
- Exclusive conveyor delivers sensors safely to the pick-up shelf



Ideal solution for storing and tracking:

- TPMS sensors
- TPMS valves
- TPMS service kits (cap, core, grommet and nut)
- Tire gauges
- Specialty tire valves
- Tire marking crayons

Holds up to 24 SKUs, 240 total pieces.
Dimensions - 38.75" high x 33" wide x 20.12" deep
with stand - 69.5" high, 120" x 1 piece, 60 Hz, 1 amp



"These devices bring accountability into the system that we didn't have before"
— Roland Chartier, Richmond Ford



ALLIGATOR Premium TPMS Snap-In Valve

- 80 PSI maximum cold inflation pressure
- 130 MPH maximum speed rating

Recommended torque for T-10 screw is 17.7 inch pounds.



To order, contact your local
Myers representative or call

800-998-9897
myerstiresupply.com



Shop owners: Did you know that a lack of communication with a buyer can be just as harmful to the deal as too much communication?

As an expert in your business, you can play a valuable role in staying engaged and working in partnership with your broker. While some brokers, especially those who sell commercial real

estate, go out of their way to keep buyers and sellers from directly interacting, this is rarely the best method to achieve a successful sale of a business in the shortest amount of time.

Although in my capacity as an aftermarket-specific business broker and intermediary I will work hard to find qualified buyers for your business, no one has more motivation to sell, or inside knowledge of the business, than you do. You can play a key role in instilling confidence in the buyer that the business can be purchased and managed successfully.

Your broker and you should have defined roles and responsibilities in the sales process so that there are no misunderstandings and will work in concert as a team. No one knows your business facilities as well as you, so you are the best person to take the buyer on a tour of your automotive shop and describe how it operates.

Here are a few suggested guidelines for the do's and don'ts of communications with buyer prospects:

DO	DON'T
DO your best to follow the established roles and responsibilities between seller and broker, allowing the broker to orchestrate the step-by-step process to qualify, educate, and close the deal with buyers.	DON'T allow a buyer to lure you into direct negotiations. It's OK to participate in the sales pitch about the benefits of your business, but leave discussions about purchase price, terms, and financing to your broker.
DO share with a buyer what you might do differently in your daily operations to increase sales and profits if you were to keep the business. Buyers want to feel that the business has upside potential and recognize that every business owner has ideas that just haven't been implemented as yet. After a few suggestions on how to improve the business the buyer sees the potential for sales increases, which will be to your advantage when it comes time for the buyer to make an offer.	DON'T volunteer "subjective" negative information about your business. "The market is terrible. I've tried everything and still can't reverse the 10% sales decline" is not recommended, even if you happen to be frustrated and burnt out in your business. But be honest in answering direct questions with accurate facts and don't misrepresent your business. Present your business in the best possible light. Focus on the positive when interacting with a buyer prospect.
DO talk about what you like about your business and the rewards that you feel you have received over the years of ownership. Most buyers are looking for independence and control over their own destiny.	DON'T let recent events, trends or other information that are impacting your decision to sell the business get the best of you. Try to focus your thoughts on the positive rewards of business ownership.
DO allow yourself to judge the background and capabilities of buyer prospects and their likelihood of success if they purchase your business, especially if you are leasing a building that you own or are offering seller financing and have a vested financial interest in their ability to make payments to you.	DON'T think, however, that no one will ever be able to fill your shoes. If you are leasing your building or offering seller financing, you need to accept some level of risk and do your best to find a motivated buyer candidate willing to learn the skills of your business. The vast majority of businesses do sell to buyers without aftermarket-specific industry experience.
DO everything that you possibly can to make a buyer feel that a person with reasonable business, customer relations and employee management skills can be highly successful.	DON'T do more talking than the buyer. Listen carefully and measure your words. Often, you will be able to detect their concerns and fears and be able to help overcome them. When all is said and done, if they feel that they can be successful, they will want to buy your business.
DO talk about why you are selling the business. Most buyers are very interested in your reasons and will try to read between the lines if your answer is vague.	DON'T "oversell" your business or your own skills in making it successful. It is most important for a buyer to think that they have the capability to make the business even better and grow sales and profitability.

For more information, call Art directly at 610.722.5636 or visit www.art-blumenthal.com

FACT #1

MORE OEMS WORLDWIDE
USE **ZINC** WHEEL BALANCE
WEIGHTS THAN ANY OTHER
MATERIAL AVAILABLE.

Test the available options and experience the benefits of zinc.
Don't be steered into a direction without seeing for yourself.



When you are looking for quality wheel balance solutions, look no further than Perfect Equipment. Our brand has stood for quality and value for the past 75 years and we aim to continue that success.

Make the perfect choice. Choose Perfect Equipment.
Learn more at www.perfectequipment.com

Perfect Equipment is a brand of  **WEGMANN**
automotive
© contents copyright. All rights reserved.

We are a proud supporter of the
**New England Tire &
Service Association**



Perfect[®]
EQUIPMENT



The 10th annual “America Saves Week” 2016 concluded February 27, and is promoted as an “annual opportunity for organizations to promote good savings behavior and a chance for individuals to assess their own savings status.” While the success of the program is debatable, any initiative to encourage savings is a positive, as a simple online search will

reveal Americans’ insufficient retirement savings. The “America Saves” campaign encourages automatic savings through payroll deduction. According to the Department of Labor, “there are about 5.6 million small businesses with less than 100 employees, employing nearly 40 million Americans.” However, more than 50% of these employees do not have access to a workplace retirement plan. If you’ve been thinking about implementing a workplace retirement plan or aren’t sure you have the right one to meet your company, employee and/or personal goals, I’ll cover 3 of the most popular ways the team at your shop can gain retirement savings traction

Good, better, best - All-season savings plans

There are a variety of plans to allow and promote routine savings, increasing the outlook for a secure retirement for employees and business owners alike. Some considerations when deciding to implement a workplace retirement plan, include tax deductibility and costs, administrative duties, fiduciary responsibilities, IRS reporting requirements, and contribution flexibility including limits and vesting options. The most common needs that are met by implementing a workplace savings plan include: recruiting more qualified employees, retaining your valued staff, additional tax savings opportunities and/or concern about the financial future of both you and your personnel.

Good - Payroll deduction IRA

Consider this the LCR of workplace retirement plan options. Some traction is better than none.

Under a Payroll Deduction IRA, an employee establishes an IRA with a financial institution. The employee then authorizes a payroll deduction for the IRA. The employer’s responsibility is simply to transmit the employee’s authorized deduction to the financial institution.

- Easy to set up and operate
- Can supplement other retirement plans
- No deduction for the business
- Employees may or may not be able to deduct their contributions

Better - SIMPLE IRA

More advanced compounding and tread design.

A SIMPLE (Savings Incentive Match Plan for Employees) IRA Plan is a retirement arrangement designed for small businesses that establish individual accounts for each participating employee,

where both employer contributions and employee salary reduction contributions can grow tax-deferred for retirement. However, the employer is required to contribute each year and all employer contributions are always 100% vested

- Easy and inexpensive to set up and operate
- Employer contributions are tax deductible
- Employees share responsibility for their retirement
- Inflexible contributions:

Employer is required to contribute each year. Employees may elect to contribute.

Employee is always 100% vested in (or, has ownership of) all SIMPLE IRA money

- Lower contribution limits than 401(k) Plans

Best - Traditional 401(k) Plan

The highest level of all season performance. The retirement plan with full-depth sipes. While there are variations of the 401(k) plan, the traditional version offers the greatest flexibility for the business owner(s). Employers have discretion over whether to make contributions for all participants, to match employees’ deferrals, to do both, or to do neither. An employer’s matching contributions are deductible on the employer’s federal income tax return. Employee elective deferrals and investment gains are not currently taxed and enjoy tax deferral until distribution. The eligible employee chooses which investments in the 401(k) plan to put his or her funds into and will have complete control over the money upon reaching retirement.

- Greater responsibility and higher operating costs compared to IRA’s
- May be subject to reporting obligations and annual tests
- Employer contributions are tax deductible
- Employees share responsibility for their retirement
- Greater Flexibility

Employer contributions are not required. Employees may elect to contribute

A variety of different vesting schedules are available

A wide range of employer match levels are available

- Higher contribution limits than IRA plans

Optimum - 401k and Employee Financial Wellness

The need for Winter tires. The case for Employee Financial Wellness.

To increase the chances your customers reach their destination safely, in most of New England, Winter tires are promoted in the Winter. There is no shortage of data and analysis, supporting the benefits of Winter tires. The same is true for 401(k) participant advice. One-on-one advice, in the workplace, has proven to be the best way to improve retirement readiness. Financial advice and wellness, focus on the employee’s entire financial life, not just the investments. Financial wellness and advice as part of a workplace retirement plan will, among many other benefits, increase the odds that your employees will ultimately reach their retirement destinations...safely.

To learn more, join Kevin at Seminar #1 at 8:00 AM on April 9th at our NETSA Trade Show & Convention in Foxwoods, CT



New England and Upstate New York's Premier
Independent Wholesale Tire Distributor

PASS/LT FARM FORESTRY MED TRUCK OTR/IND SPECIALTY



PROGRAMS PROGRAMS PROGRAMS PROGRAMS PROGRAMS PROGRAMS



3 Distribution Locations NEW HAMPSHIRE, MAINE, NEW YORK

Offering FREE Daily Delivery to Most Areas

Order Center Toll Free 1-800-290-2220

24HR Online Ordering www.motostartire.com

Serving YOU Is All We Do!!!!



FACT: The best weapon for a small business against the BIG guys is Customer Service.

It's that simple. We will pay more for better service

To get off on the right foot with your customers, whether you're a large or small retailer, whether your customers come to you

via the phone or in person, here are the Telephone Doctor's Six Cardinal Rules of Customer Service.

Adapting these easy steps will make your day, and more importantly, make the customer's day a better experience for you and your company.

Cardinal Rule # 1 – People Before Paperwork When someone walks into your place of business, or calls you while you're working on something, drop everything for that person. Remember, paper can wait, people should not. We've all been abused when we go shopping and been ignored and we know how that feels. Let's not abuse our own customers. Remember: People before paperwork.

Cardinal Rule # 2 – Rushing Threatens Customers Sure, you may understand something real quick, but rushing the customer along will only lead to them feeling intimidated and you won't see them coming back to you. Take it easy. Remember, speed is not success! Trying to be "done" with a customer as quickly as possible is seen as being rude and uncaring. Take your time with each and every contact.

Cardinal Rule # 3 – Company Jargon Ever get a report from a company and not understand it? Some companies have company jargon that makes the CIA wonder what's up. Be very careful not to use your own company jargon on your customers. You and your employees may understand it very well, but the customer may not. And you'll only cause a lot of unnecessary confusion. Spell things out for your customers. Don't abbreviate. Remember, don't use military language on civilians.

Cardinal Rule # 4 – Don't Be Too Busy To Be Nice Hey, everyone's busy! That's what it's all about. Being busy does not give you carte blanche to be rude. Remember, you meet the

same people coming down, as you do going up. They'll remember you. (What's worse than being busy? NOT being busy.)

Cardinal Rule # 5 – "Uh huh" is not 'Thank You' — "There ya go" is not 'You're Welcome'

How often do you hear these slang phrases? We need to remember 'Thank you' and 'You're welcome' are beautiful words. The customer cannot hear them too often. However, if you're telling your customers to "have a nice day," please say it with meaning! I recently had a checkout clerk tell the FLOOR to have a nice day. She wouldn't look at me. Make eye contact when you're saying something nice.

Cardinal Rule # 6 – Be Friendly BEFORE You Know Who It Is

There's a good lesson to be learned here. The Telephone Doctor motto is: SMILE BEFORE you know who it is. It will earn you many classic customer service points. The customer needs to know you want to work with them, no matter who they are. Remember, sometimes it's way too late to smile and be friendly after you know who it is.

Any one of these tips will boost your customer service!

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

Tough Jobs Need Tougher Equipment



Call Your Stellar Industries Sales Representative Today!
Tom Formanek 800.321.3741 ext. 4253
tformanek@stellarindustries.com



Our People. Our Products.
800-321-3741
www.stellarindustries.com
An employee owned company.

F A M I L Y - O W N E D A N D O P E R A T E D S I N C E 1 9 5 5

QUALITY BRANDS

COMPETITIVE PRICES

HUGE INVENTORY

DELIVERING A DIFFERENCE.

GOODYEAR® MICHELIN® BRIDGESTONE® CONTINENTAL® SAILUN® DUNLOP®
BF GOODRICH® FIRESTONE® GENERAL® HANKOOK® JETZON® KELLY®
KUMHO® UNIROYAL® FUZION® SUMITOMO® YOKOHAMA® PIRELLI



**200,000
SQUARE FEET
NOW OPEN
in
TAUNTON**

PROFESSIONAL TIRE DEALERS OF NEW ENGLAND

PTDNE is an easy to earn wholesale incentive program for qualifying companies. The more units you purchase of any of our 16 + in stock quality brands, the more dollars you will earn. Incentive payments reward all tire brand purchases made throughout the calendar year. *Some exclusions may apply.*

Sullivan Tire is an authorized distributor for



HUNTER
Engineering Company

New!
**DISTRIBUTOR FOR
HUNTER ENGINEERING**

Alignment Equipment
Wheel Balancers
Tire Changers

SULLIVAN TIRE

WHOLESALE DIVISION

1-800-892-1955 • sullivantirewholesale.com • Express Locations

South Windsor, CT • Sagamore, MA • Sudbury, MA • Taunton, MA • Woburn, MA • Augusta, ME
Bangor, ME • Scarborough, ME • Manchester/Auburn, NH • Portsmouth, NH • Warwick, RI



Equipment Division - Serving all of New England Toll Free - 800-392-6330 • www.liftworks.net



Chances are good that you're already familiar with business directories and their overall purpose. Recall the Yellow Pages book that dominated the directory market in the pre-web era. While the YP book still reaches doorsteps today, there's also an online version available - a web directory. Today, there are a lot of web directories potential customers can access. You might be familiar with some of them, including Yelp, Merchant Circle, and Google+. Online directories have similar and different values compared to print directories. This is why smart web directory management is important for any business and especially for ones with websites.

Helping Customers Find Your Business

Web directories share an overall purpose with their older, print directory cousins: both get your business found by people actively looking for a service or product you provide. However, web directories have been gaining an upper hand over the years due to the massive explosion in Internet popularity. In fact, some are now asking, when the last YP book will be printed, as the value of printed directories declines in favor of online ones. Since more and more potential customers are researching and shopping online, web directories are becoming more important for businesses by the day. After all, it's important to be visible where your potential customers are looking.

Helping Search Engines Understand Your Business

Web directories aren't only helping potential customers find you; they're also helping search engines like Google decide when to show your business listing or website to a searcher. Remember that search engines are all about relevancy. When you search for "tires in Detroit, MI," you shouldn't find tire shops in San Francisco, CA. To understand what your business does and where it's located, search engines look at directories.

Web directories show your business name, address, phone number, and website address (if applicable) and often categorize your business under one or more specific categories like "automotive repair shop," "tire dealer," and so forth. Having this information uniform across different, relevant web directories (as well as on your business website) helps search engines understand where you are and what you do. If this information is different across directories, you risk confusing the search engines instead and being excluded when you should be present.

It's important to note that your business might have one or more directory listings online RIGHT NOW even if you've never personally added your business to any web directories. It's the job of an online directory to provide accurate information on businesses, and having a large list of businesses helps the web directories gain traffic and relevancy. To this end, many will go with whatever they can get. It might all be true, or it might pull a now-defunct phone number from long ago. Search for your business and see if you're on any web directories and whether or not the information is correct.

BackLinks

If you have a website, some web directories can provide you with something known as a "backlink." In brief, a backlink is a link from a different website to your own. The more authentic

backlinks you get from reputable and relevant web directories, the better. While some big name directories have codes in place to discount backlinks from them, others allow them to count. Search engines use backlinks to gauge a website's popularity and help determine its rank.

However, not all backlinks are good backlinks. It's important that your web directory management plan take this into account. For example, just because a local web directory exists for Art and Craft stores, this doesn't mean you should try adding your tire shop to it. There are also many "low quality" directories across the Internet, known for just distributing links without much regard to correct information. Too many backlinks across too many of these sites might be seen as spam and search engines like Google may ignore them at best or penalize your website at worst if you're getting too many backlinks from irrelevant directories. That said, there are many relevant directories online, so getting your information important across the big and respected names is important.

Final Thoughts on Web Directories

Overall, web directories are important to take into account whether you have a website or not. They provide potential customers with correct contact information and have the potential to increase your sales by getting your name out in the open. At times, web directory listings even rank on the first page. Make sure your information is correct online on relevant directories (especially on Google+) and that your listings are being monitored or updated over time so you have the best opportunity for ranking high and being successful.



EVERY Engine Should RUN LIKE NEW

FREE RACK & DISPENSERS with PURCHASE of VALVOLINE BAY BOX

VALVOLINE BAY RACKING SYSTEM

More PRODUCT in Less SPACE with Greater FLEXIBILITY

Contact Jim Rogers for Special NETSA Valvoline Bay Box Pricing
860-250-2076

GH BERLIN WINDWARD
QUALITY LUBRICANTS SINCE 1920

800-426-7754
www.ghberlinwindward.com

LAPPEN'S

Serving New England Since 1928...



WHEEL BALANCERS



ALIGNMENT SYSTEMS

Your Authorized Distributor
HUNTER
Engineering Company



TIRE CHANGERS

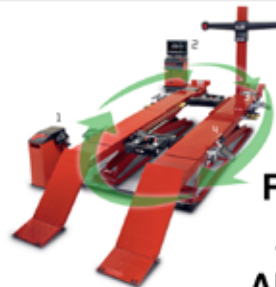
New England's Largest Automotive Equipment Supplier



AIR COMPRESSORS



KAESER
COMPRESSORS
Built for a lifetime.



FLUSH MOUNT OR
ABOVE GROUND
ALIGNMENT RACKS



EZ Financing - We Take Trades - Best Prices



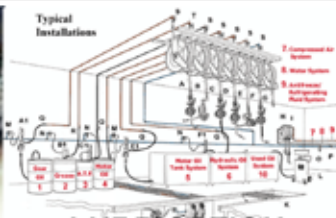
All Types
of
LIFTS



Design, Supply, Install... We Do It All!!



A/C MACHINES



LUBRICATION
SYSTEMS



EXHAUST SYSTEMS



TECH BENCHES

See more items and sign up for specials at www.lappens.com

LAPPEN'S GARAGE EQUIPMENT

Call Today.... **800-752-7736**

To Share or Not To Share? – Family Vacation Homes

by Bill Babb and Wayne Rivers

The Road Runner
Spring 2016

Most of our family business clients own a second home, typically a beach, mountain, or resort property. With a vacation property comes lots of family memories (mostly good) along with the desire to keep it in place as a means of drawing future generations closer together. It must be noted, however, that family vacation properties tend to be the subjects of frustration and family drama with amazing frequency! Like the family business itself when the founding generation passes, the second home will necessarily be shared among successors, and it will be owned and managed by a sibling partnership. Conflict can raise its head in a number of circumstances. Let's look at the key issues necessary to help keep the peace.



Rules of Engagement

Our experience is that conflict arises when parties have expectations for the behavior and actions of others, and the expectations go unmet. Over time someone is bound to be disappointed over one issue or another – that's simply real life. Just as there have to be ownership and communication rules in the family owned business, the family vacation property requires them too. The most common flashpoints arise over (1) scheduling, (2) management responsibilities, (3) levels of cleanliness/tidiness/pets, and, as always, (4) money for ongoing expenses (maintenance, taxes, and insurance) or budgeting for capital expenditures such as a new roof or HVAC system. A written plan signed by all parties and regular (at least annual) meetings are good tools to formalize everyone's understanding and expectations.

What Happens If..?

Key issues for consideration in any written agreement would be:

- What happens to my share when I die?
- What if I get divorced?
- What if I want to sell my interest?
- What's the process for scheduling time at the vacation home?
- What are the rules about guests/pets/work days/etc.?
- What if someone continually breaks one or more of our mutually agreed-upon rules?
- What if someone can't come up with her share of the money when a capital call goes out?

Each of these questions – again, questions of the type that regularly come up in the context of the family business – deserves careful consideration and attention in the document. The same brand of tough love that you bring to the family company ought to be present in the family vacation document. It's all too easy to get sentimental when thinking about a family asset; continually making exceptions because "Bobby has had a hard time..." or "Sally never agreed we need a new roof, and she shouldn't have to

pay..." erodes confidence and makes trouble-free, relaxing family time more difficult to realize.

Ownership alternatives

The property could be titled tenants in common or joint tenants with right of survivorship. In a tenants in common arrangement, each person's share would pass through their will at their death. With the right of survivor option, the ownership interest would automatically pass to the surviving owner named in the deed at one's death. Some choose to own their vacation property in an LLC in order to provide a more formal ownership structure as well as for liability protection.

Summary

The safest course of action is to treat the property/partnership as you would any other business asset. If you experience turbulence and intrigue associated with your beach or mountain house, remember that selling the property and splitting the proceeds can be a prudent option. No one is entitled to the luxury of a family vacation home, and a family beach house is not magical in the sense that, in and of itself, it will create harmony in an otherwise disharmonious family. Also note that your heirs are much more likely to misbehave after you're no longer around to referee their disputes. To the extent you can deliberate, plan, and document appropriate and inappropriate uses of the family beach house and logical rules of engagement, you've done your job of preventing ancient issues among your children and grandchildren from becoming present-day problems!

Master Your Tire Business

ASA
TIRE
MASTER
POS SOFTWARE

Maximize your revenue opportunities with the
#1 software for independent tire dealers.

- Create fast, professional estimates
- Notify sales team of declined services
- Send text & email reminders...and more

RETAIL ■ COMMERCIAL ■ WHOLESALE

ASA Automotive
Systems, Inc.

800-657-6409
info@asatire.com
www.asatire.com

WHEN THE RUBBER LEAVES THE ROAD



GET THE WINNING COMBINATION OF
OUTSTANDING PRICING AND EXCEPTIONAL
RECYCLING SERVICES WITH LAKIN TIRE

Work with the leading tire recycling company in the United States and take advantage of:

- **Custom scheduling** with your choice of pick-up frequency including winter and summer schedules
- **Pickups that are on time, every time** by courteous and professional drivers. This ensures your facilities stay environmentally clean and compliant
- **Technologically advanced fleet of trucks** with state of the art routing and scheduling





Cole's Column

We're excited that Spring is almost here after the **snow** and **cold**. It must be - as the clocks are being set ahead on March 13th to give us an extra hour of daylight.

With Spring, comes our Annual Trade Show & Convention, our third year at the Foxwoods Resort & Casino in Mashantucket, CT from April 8-9th. Our **Trade Show Committee**, chaired by Rich Tuttle, has been very busy putting together the finishing touches on this year's event. It truly is going to be an "Exciting" show. Don't miss it.

Our **Training & Seminar Committee**, chaired by Glenn Wilder Jr., has also put together a "must attend" week-end of Seminars at the Trade Show. Saturday, April 9th, will be Free Seminars designed by our Seminar Committee to be informative for owners, managers, and technicians. Included is:

- 1) "Workplace Savings Plans: The Benefits Alignment" presented by Kevin Griffin of Griffin Financial Planning LLC, where you will inspect the value of these plans to your employees.
- 2) "What You Don't Know Can Hurt You & Your Business – OSHA Update" presented by Paul Mangiafico from OSHA centers on compliance guidelines often overlooked by independent tire & service owners and their staff.
- 3) "Keeping Yourself Out of Court- Guilty Until Proven Innocent" presented by Kevin Rohlwing, TIA Senior VP of Training and Glenn Wilder, NETSA Board Member and Wilder Bros Tire, will explore Standard of Care and how retailers can minimize their liability.

Also live demonstrations on the Trade Show floor. Don't miss these and the **Keynote speech by Jim Lonborg – 1967 Boston Red Sox Cy Young Award winning pitcher**, who pitched the Sox into their first World Series since 1946 in their "Impossible Dream" season.

Our **Hall of Fame Committee**, chaired by Jim Melvin Jr, placed in nomination to the NETSA Board, five people given to the committee in nomination by NETSA Members. We are pleased to announce the three people elected into the Hall of Fame in 2016 are: Bruce Jergensen (Nokian Tyres, formerly Import Tire), Jerry Massaro Sr. - deceased (Reliable Auto Tire), and Rene Therrien (Central Tire Co.). Their official induction will take place at our Annual Trade Show & Convention on Saturday evening (4/9/16) at the Hall of Fame Dinner. We hope many of you will be able to **attend and honor** these three exceptional members of NETSA and our Industry.

The **Legislative Committee** is continuing to work in opposition to the mandatory tire registration push that places the burden of manually filling out the forms on the retailer. NETSA is in agreement with TIA that the full responsibility for tire registration should not be on the small tire retailer but should include the manufacturers and consumers as well. Even though the measure was attached to the Highway Bill which was passed by the House and Senate and then signed by the President, it only called for the Secretary of Transportation to do a study on the matter and did not put a timeline on anything.

Connecticut – HB05149 "An Act Concerning Beneficial End Uses For Discarded Tires And The Efficacy Of Tire Hauling Licenses Or Permits" is a bill asking for the Commissioner of Energy and Environmental Protection to study the perceived "discarded tires" problem in Connecticut. This follows last years **SB 869** "An Act Establishing A Tire Stewardship Program" which died in the Connecticut Environment Committee. NETSA will continue to follow this.

Finally - Don't forget to alert your employees about the Eighteen NETSA Scholarships for \$2000 each that will be awarded this year. The Deadline is March 31st and we typically have over 50 applications.

YOUR PARTNER IN SERVICE!

For over 50 years, Fleet Equipment has been by your side.



Our commitment to you is WHY we are the Most Trusted Name in Tire Trucks.



Fleet Equipment Corporation
The Most Trusted Name in Tire Trucks

Franklin Lakes, NJ
800-631-0873
www.fectrucks.com





Board of Directors

Gene Bova Products	Motostar Tire & Auto Merrimack, NH
Tony DeSimone	American Tire Distributors E. Taunton, MA
Steve Dupoise	County Tire Center, Inc Middlebury, VT
Don Foshay Jr	Don Foshay's Discount Tire Biddeford, ME
Dale Franklin	Partner Tire & Service, Inc Colchester, VT
Ray Hamel	Hamel's Tire Center Cumberland, RI
Robert Katz Service	Nu-Tread Tire & Auto East Boston, MA
Jack Kelley	Tom Lyons Tire Waltham, MA
Anthony Koles	Montvale Tire Co., Inc Melrose, MA
Larry Lesieur	Maynard & Lesieur, Inc Nashua, NH
Matt Lewis	Max Finkelstein, Inc South Windsor, CT
Katie Maguire	Mohawk Rubber Sales Hingham, MA
Steve McGrath	Tire Warehouse Keene, NH
Jim Melvin Jr.	Melvin's Tire Pros Warwick, RI
Blaise Pascale	City Tire Company Greenfield, MA
Frank Pascale	Nokian Tyres Glastonbury, CT
Mark Rochefort	Vermont Tire Montpelier, VT
Alan Saks	Dorchester Tire Service, Inc Boston, MA
Shaughn Shea	TCI Tire Centers, LLC Haverhill, MA
Sid Tinson	Sullivan Tire Norwell, MA
Rich Tuttle	Nokian Tyres Colchester, VT
Glenn Wilder Jr	Wilder Brothers Tire N. Scituate, MA

To: NETSA Members February 1, 2016
From: Dick Cole – Executive Director
Jack Kelley – Benefits Committee Chair

NETSA is pleased to announce a new value-added Benefits Provider for our 574 members. PartsTech is a Massachusetts based company that provides advanced parts ordering capabilities to independent repair facilities and multi-location chains.

PartsTech offers a **FREE**, fully customizable parts ordering system to NETSA members.

The PartsTech system can help significantly reduce the amount of time you or your service writers spend searching for parts. Some of the capabilities include:

- Search all of your preferred part sources in a single online search.
- Search by vehicle license plate or VIN.
- Easy-to-use keyword search.
- Supports your existing wholesale accounts and price levels.

To request access, visit go.partstech.com/netsa

PartsTech has customized its ordering system specifically for NETSA members. This system can be fully customized for a single-location garage, or a multi-location chain. All you need is a browser and an internet connection.

In addition, PartsTech is offering NETSA members free consultation and onboarding support.

If you'd like to learn how the system can help your business, sign up for the upcoming webinar for NETSA members here:
<http://go.partstech.com/netsa-webinar>

***For more information, contact Erik St. Pierre at
PartsTech at estpierre@partstech.com, or 866-308-5193 ext 701.***

PO Box 1012, Yarmouth, Maine 04096
Phone: (207) 846-0986 - Fax: (207) 846-0987
netsapros@aol.com

NETSA Membership Benefits

The Road Runner
Spring 2016

Computer Software

ASA Tire Systems:

Dave Vogel (603) 889-8700

- Complete Software for the Automotive & Tire Business at a 10% Discount

Credit Card Service

Nationwide Payment Solutions:

Alison Dumont (603) 320-1221

- Meet or Beat pricing for NETSA Members.
- No Set Up Fees
- Gift & Loyalty Card Marketing Programs

Merchant Partners

Sales (866) 814-4083

- Meet or Beat pricing for NETSA Members
- They also Process Industry & Fleet Cards
- Check Guarantee Service

Dental Insurance

Met Life Dental

Charlie Muise (781) 706-6944

- As few as Two Employees to be eligible
- Met Life Dental is available to ALL NETSA members in ALL States in the US.

Legislative Monitoring

NETSA and its members are constantly monitoring the State Legislative activities concerning the Tire &

Automotive Industry in all six New England States. We have actively participated in representing our members views on many such Legislative issues

Oil Products

GH Berlin Windward/Valvoline:

Jim Rogers (860) 250-2076

- Valvoline Quality Products - Motor Oils, Trans Fluids, Grease, Oil & Air Filters, Fuel Inj. Cleaners, Antifreeze & Wiper Blades all earning rewards points/money.

- Free Valvoline POS Imaging & Training
- VPS Equipment & Marketing Program

Online Parts Ordering System

Parts Tech:

Erik St. Pierre (860) 977-5498

- Order Parts from your preferred distributors all on the same interface at the same time.
- No more multi systems from each Distributor.
- Free to NETSA Members includes training.

Online Reputation Management

WECnology, LLC/Certified Reputation Services:

Wayne Croswell (603) 249-5530

- Online reviews matter.
- NETSA members save 10%

Payroll/HR Service

Heartland Ovation Payroll:

Jennifer D'Angelo (860) 659-8900

- Complete Payroll Service
- HR Support Center provides: job descriptions, email alerts on new federal & state laws, electronic employee file system, and resources when disciplinary action or termination is required

Publications

Road Runner - Our Newsletter is published four times a year with information & fun articles. Free to members.

Social Media

Optimize Social Media

Ben Moore (218) 213-2251

- Creation, Manage & Maintenance of: Facebook, Twitter, Google, Yelp & You Tube with a dedicated account manager

Scholarships

As a member business, your employees & their dependents qualify for Academic Scholarships.

- This year NETSA and our sponsors, will provide ten \$ 2000 scholarships to member employees, their spouses, and their dependents

Trade Show & Annual Meeting

- 40 Plus Exhibitors with over 110 booths.
- Free Training Seminars
- Annual Luncheon Meeting with Keynote Address by an Industry Expert.
- See old friends and meet new ones at our Wine & Cheese Reception & Dinner
- Prizes & Fun for the entire family.

Training

- During our Annual Trade Show, NETSA Offers valuable seminars for owners and managers. These are free for our members.
- We also participate in TIA's Certified ATS Program for Tire Technicians, the TPMS Program, and the CTS Truck Tire Program.

Web Site

Net Driven:

Ross McArthur 877-860-2005 x 229

Our website is www.netsa.org

Net Driven will build, host, & update your site at much reduced NETSA Member rates. Visit: www.getnetdriven.com.

**JOIN NETSA
TODAY**

Introductory rate of just \$39.00.
Start enjoying the benefits of
Membership Today!

Welcome New Members

Business	Address	City	State	Zip	Tel #	Contact Name
Cohasset Service Center	151 South Main Street	Cohasset	MA	02025	781-383-0553	Pete Bernstein
John's Car Care Inc	574 Chief Justice Hwy	Cohasset	MA	02025	781-383-9955	John T. Kubik Jr
Sunny's Service Center	781 Chief Justice Cushing Hwy	Scituate	MA	02066	781-545-6868	Steve Sunnerberg
SuperSprings International Inc	505 Maple Ave	Carpinteria	CA	93013	805-745-5553	Mike Visser
Automotive Distribution Specialists	65A Industrial Park Road	Hingham	MA	02043	781-749-7111	Tom Griffin
Parts Tech Inc	1 Broadway	Cambridge	MA	02142	860-977-5498	Erik St. Pierre
RSSW/MACPEK	2870 Rue Watt	Quebec	QC	G1X4P7	418-803-7221	Jeff Poulin
Andreoli & Associates, Inc	13801 Reese Blvd West	Huntersville	NC	28078	704-895-2780	Mary Andreoli
SFA Companies	10939 North Pomona Ave	Kansas City	MO	64153	816-891-6390	Keith Tucker
Lift & Shift Inc	PO Box 273	West Seneca	NY	14224	416-427-0578	Graham Farrell
Federal Mogul Motorparts	33 Richland Road	Norwood	MA	02062	617-678-2061	Bruce Cote

**TAKE THE
DIRECT ROUTE
TO EFFICIENCY**



There is no two ways about it. We sell the products that we make and we stand by them. As a result, you get better service and much better prices on professional tire handling equipment. Forget the middleman. Give us a call and we'll help you move some rubber.

MARTINS
INDUSTRIES

**TIRE EQUIPMENT
MANUFACTURER**

MARTINSINDUSTRIES.COM

Memphis, USA Montreal, Canada Sydney, Australia

1.866.409.RACK



NEW
ENGLAND
TIRE &
SERVICE
ASSOCIATION



Scholarships can help
you afford college!

If you have been an employee of a NETSA member at their member location for at least two years, then you, your spouse, or your dependents are eligible to receive one of these contributions toward tuition at an accredited 2-year or 4-year college, university, or post-graduate technical school.

APPLY TODAY!

**New England Tire & Service Association
Annual Scholarship Fund**

Next School Year

Pay to the Order of: You, Your Spouse, or Your Dependents
Two Thousand Dollar Academic Scholarship

\$ **2,000.00**

Tuition at an accredited 2 or 4 year
college, university or Voc/Tech School

NE Tire & Service Association

ANNUAL SCHOLARSHIP FUND

**2016
NETSA
Scholarship
Program**

**The New England Tire & Service
Association is awarding 18 (Eighteen)
\$2,000.00 scholarships this year!**

To receive an application, go to www.netsa.org and click on **Scholarship Application**. Located on the home page. Print and complete application. Information should be mailed to the address provided below.



NETSA

P.O. Box 1012 Yarmouth, ME 04096
Phone: (207) 846-0986 Fax: (207) 846-0987
email: netsapros@aol.com

Important Notice:
Scholarship Submission Deadline: 3/31/16
Don't let time run out..apply today to take advantage of a great program!

**EZ-sensor®**



The
ULTIMATE
Inventory Solution

The OE leader in TPMS combines 314.9, 315
and 433 MHz into ONE SKU!

Learn more at www.1EZ-sensor.com
& contact your local distributor for more details

 **SCHRADER®**
PERFORMANCE SENSORS
From Sensata Technologies

Mister Tire Owner (Steve Schnitzer) Retires After 44 years in what Steve calls "our business", he has retired and sold his business in Abington, MA to Speedy. Steve was the NETSA President in 1989-1991 and continued for many years after that to head the Trade Show for NETSA. We wish Steve the best in his retirement.

North Carolina to Charge Labor Tax reports Tire Review Magazine. Beginning March 1, 2016, North Carolina tire and automotive service companies will be mandated to start charging tax on labor/service. North Carolina is making an adjustment on how tax revenues are collected, switching more to a "user tax" and this new tax is one step the state is taking. However, only a few industries are selectively involved.

Boston Based Ashmont Tire Officially Closes Its Doors After 70 Years In Business.

Dorchester Tire Service purchased the name and assets of Ashmont Tire on July 6, 2015, and leased the building Ashmont was in for 5 more months. On December 1, 2015 the doors were shut at Ashmont Tire and the Ashmont employees and customers were transitioned to Dorchester Tire Service, just 2 miles north. Dorchester Tire Service has been a family owned business since 1962 and will keep the Ashmont Tire name for the wholesale division of Dorchester Tire Service.

Reliable Tire Celebrates 60 Years In Business at Turks and Caicos (see photos on Facebook.com/reliabletirecompany/.) Family owned and operated Reliable Tire Co is reinforcing its commitment to their customers by adding a new distribution center in Baltimore, MD which will be open soon. They have also added the Hankook brand and the National brand to their already extensive product line up.

Tire Pros National Dealer Conference Held In San Diego.

Glenn Wilder Jr of Wilder Brothers in Scituate, MA. and NETSA Board Member, attended the conference the week ending February 26. He reports that he is proud to announce the groups' commitment to a Nationwide Fundraiser at its' 750 locations to raise funds for THE INDEPENDENCE FUND beginning this Fall. The INDEPENDENCE FUND'S MISSION is to support our injured and wounded Veterans with the tools to achieve their independence and freedoms they have fought so hard to preserve!

There website is www.independencefund.org

You're Invited To Advertise in the Road Runner!!

The Newsletter of New England Tire & Service Association

- Widely Read throughout the New England Tire & Service Industry.
- Over 550 copies sent out each Quarter to Members & Suppliers.
- Also published on our Website at www.netsa.org
- Informative, Timely Articles about Issues which affect our Industry.

One Whole Year. (4 Qtrly. issues. Mar, June, Sept. Dec. To place your Ad for 2016, Contact Dick Cole.	Full Page	\$ 1400
	Half Page	\$ 950
	Quarter Page	\$ 650
	1/8 Page	\$ 350

MOHAWK RUBBER SALES

1-800-242-1446 mohawkrubber.com

The Spirit of Mohawk... the Spirit of Commitment

One Stop Shop

You call, we're there.

Everything but the Tires!



AMERICAN TIRE DISTRIBUTORS®

Helping our customers move ahead. Miles Ahead.™

By choosing ATD as a distribution partner, and benefitting from a wide range of innovative programs and services, our customers are equipped with everything they need to move ahead of the competition.

Miles ahead.

LOCAL+PLUS UPGRADED!

MANCHESTER 29 JACKS BRIDGE RD LONDONDERRY, NH 03053 855-860-5272	BOSTON 220 O'CONNELL WAY EAST TAUNTON, MA 02718 855-577-6440
WESTBROOK 765 WARREN AVE PORTLAND, ME 04103 888-874-8473	HARTFORD 200 PRESTIGE PARK RD E HARTFORD, CT 06108 855-577-6440

Your local ATD Distribution Center now has additional access to regional inventory:

- + Over 450,000 square feet of inventory space
- + Over \$30,000,000 in inventory
- + FREE FREIGHT!
- + Overnight delivery to your local ATD Distribution Center
- + Product delivered to you the next day*

*Orders must be in by daily cut-off



BRIDGESTONE - BARNN

Continental - GOLD

COOPERTIRES - MEDALLION

FALKEN - FANATIC

Firestone - FIRESTONE AG
FARM TIRES THE LEADER IN THE FIELD

GOODYEAR - G3X

HERCULES TIRES - POWER

KUMHO TIRE - FUEL

MICHELIN - ALLIANCE

MICKEY THOMPSON - MTMA

NITTO - ENTHUSIAST

NEXEN TIRE - NEXT LEVEL

PIRELLI - FASTRACK

TOYO TIRES - DRIVEN

In addition when you become a partner with ATD you can take advantage of these exclusive programs:

- ATD Bonus Builder**
- ATD Profit Plus**
- ATD Retail Rewards**

STOP in and see us at the NETSA Show & Join us for the Annual Customer Appreciation Social Event!

For More information please contact: Dick Cole
New England Tire & Service Association
P.O. Box 1012
Yarmouth, ME 04096
Tel: (207) 846-0986
Fax: (207) 846-0987
email: netsapros@aol.com
website: www.netsa.org

The Road Runner

The Newsletter of New England Tire & Service Association

Mark your Calendars
NETSA Trade Show

Foxwoods Resort & Casino, Mashantucket, CT
April 8 & 9, 2016

The Road Runner
Spring 2016



P.O. Box 1012
Yarmouth, ME 04096