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## 2013 NETSA Scholarships Awarded



*Tom Ferguson, Scholarship Committee Chair*

Every year at this time I have the pleasure of presenting to the membership the winners of the NETSA Scholarships just awarded and distributed. Congratulations and best wishes for continued success to Jon Gualdarrama, Sasha Bodnaruk, Emily Looby, Dante Fabrizio, Megan McGrath, Nicole Cartier, Alecia Vacca, Ashlynn Doyon, Mathew Travares, Margaret Dobroth, Michaela Vaughn-Kuehl and Erin Kelly. All extremely talented and deserving as were all of the other 35 who applied in 2013.

Just to remind everybody, each scholarship includes a sponsor's contribution of \$1000 which is matched by NESTA with funds raised through the Scholarship Golf Event and by the auctioning of member donated items at the golf tournament and the annual Hall of Fame Dinner. Thank you to the sponsors, Maynard & Lessieur, Wells Fargo Special Risks, Mohawk Rubber Sales, Sullivan Tire, Melvin's Tire Pros, Pete's Tire Barn, the Connecticut Tire Dealers Assn., Nokian Tyres, and Hennessy Industries. Also, thank you to all of those who contribute through their donations of time, money and auction items.

A lot of people have been helped by your generosity, not only the recipients, but also those that benefit by their paying it forward. Since 2003, NETSA has provided a total of 87 scholarships to 54 talented, bright and motivated individuals.

A great investment in our country's future, wouldn't you agree?

*Thanks to all!*

*Tom Ferguson*





I am writing this the day after Thanksgiving, our busiest tire sales period of the year.

This winter season rush has been fantastic for servicing our winter tire customers. The temperature kept the demand strong, but the lack of actual snow in our area allowed us to regroup and restock often to stay up with the demands. A big thank

you to our regional NETSA suppliers that helped fill our orders and expand our customer satisfaction levels. I hope all NETSA dealers have enjoyed the same benefits and avoided any unexpected events that could ruin any day, month or year.

Sometimes customer demand pushes service resources to a risky limit. One fear is that someone takes a shortcut resulting in damage, or worse, someone gets hurt. Our best defense is all about developing great teammates. One step to help reduce these risks would be to actively discuss what the techs might face doing their jobs during winter rush.

Let's see just how fast a dangerous situation could develop. A customer was sold a pair of LT245/75R16 winter tires for his 2 wheel drive truck. The customer brought in two extra wheels for his vehicle that he claimed he had used in the past. Soon after the sales team completed the work order, three technicians were working every angle possible to get the bead on the second tire to seat. Listening to a constant pounding from the tech room, I decided to see why the tech team felt they needed that step. Immediately, I observed that the techs were trying to seat the 16 inch tire onto a 16.5 inch wheel. These techs were just 30 seconds from a dangerous accident that would have caused serious injuries or worse.

After taking the time to review their current dangers and listening as each acknowledged their awareness of the issues, I quickly realized that these three techs were not yet born when the 16.5 inch wheel production ended. They have heard about the dangers, but never saw the actual differences in person. I am thankful that the three teammates escaped the potential injury. (Guess that's why they call this Thanksgiving)

Speaking with the customer and warning him of what had nearly happened, he calmly states, OH YA, I remember now- I changed to 16 inch".

In addition to techs creating their own problem, it can be some-

thing pre-existing that your service team did not cause but must deal with. This is just one of the dangers our teams face.

Imagine the risks to your tire technicians when one of these situations develop.

1) A commercial account decides to use dual wheels from another vehicle, instead of ordering new wheels specific for their vehicle. A hub centric wheel could fly off because the hardware he has is not interchangeable between his new dual wheels and those that came with his vehicle are not interchangeable.

2) The customer that tightens his wheels without any regard for proper torque, ruining the lugs or the wheel, causing the wheel to fly off. They often state that your site is the only one with a record of service to that vehicle.

3) The customer that never rotated the tires, so that the wheels are frozen to the hubs and require extensive work to free them. You must have over tightened the lugs two years ago.

4) A previous tech applies grease to the lugs and studs that prevents the nuts to torque up properly. Lugs are designed to torque "dry". Failure to do so often results in lug seat damage and can cause the wheel to separate.

Our technicians face these issues every day, so we must be sure they are ready to deal with these in an efficient and effective way. We need to role play the dangers they face, and encourage them to keep a critical eye out for the details, despite the stress and limited spare time they have. You can develop good teammates that share their knowledge by asking them to share their own ideas on how to watch out for the warning signs.

In my history, the most frustrating unexpected damages or losses occurred when techs are trying to "Help" and allow customers to disregard safety issues that they see. Sharing these types of real life situations can help them become more valuable and important to your business. We can share these examples all day, and we hope you do, so your team can continue to provide safe services.

As I look to have more of these topics to share, I hope you find a way to share your own experiences at our 2014 NETSA Trade Show & Convention on April 4-5 at Foxwoods. Until then I wish each of you a Merry Christmas, Happy Hanukah, Happy New Year, and a Great Sales Season.

*Steve McGrath*





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# Top 10 Reasons to Automate your POS

Wayne Croswell, President & CEO of WECnology, Inc.

The Road Runner  
Winter 2013



There are hundreds of reasons to automate your point-of-sale counters—here are ten of my all-time favorites.

## **#10. Streamline Operations:**

Automatically connect to your suppliers to order parts and stock. An automated POS system can tie purchase orders directly to an order, ensuring that you are invoicing for all of the outside purchases you

make. This streamlines your operations and prevents money from falling through the cracks.

**#9. Speedier Service:** Empower your counter staff to look up which tires have the best gross margin, or which ones they get spiffed on. This helps provide quotes to your customers much more quickly and gives the fastest service possible.

**#8. Impress Your Customers:** Counter staff can look up information about repeat customers by simply entering their license plate number. It allows them to greet customers by name and even have a heads up about things going on in their world. This raises the bar on customer service.

**#7. Increase Inventory Turns:** Quickly look up inventory and sell what you have in stock, instead of what you don't have.

**#6. Raise the Bottom Line:** Automatically calculate shop supplies and enter them on the order/invoice. This improves the bottom-line, and it is done behind the scenes—without the counter salesperson having to remember. Have automatic pricing rules that round up. Pennies become dollars in no time.

**#5. Sell at the Right Price:** Pricing is accurate for all of your customers, all of the time. An automated POS system can ensure that you don't under- or over-charge, especially when you have pre-arranged pricing with specific customers. This improves customer satisfaction and helps manage your gross margins.

**#4. Elevate Your Image:** Provide a professional-looking invoice with no mathematical errors. This improves your image and credibility in the customer's eyes.

**#3. Reduce Wait-Time:** The speed you deal with customers at the counter is key to the success of your operations. Automated systems allow you to look up what tire size fits any vehicle, and see what you have in stock to match your query. Customers don't

like to wait for information; make sure you are waiting on your customers, and that they aren't waiting on you.

**#2. Know More, Sell More:** The automated POS system allows you to recall previous history on a customer. This is very important to see prior work performed, prices charged, and uncover possible issues. This prevents potential conflicts with customers over-pricing or services not performed.

**#1. Sell More:** When you automate your POS system, service reminders, denied past services, and future services are all right at your counter staff's fingertips. This allows them to sell more, improve your revenue per ticket, and increase your bottom line.

If you are not automated at point-of-sale, above are just some of the many reasons you should be. If you are automated at POS, make sure that your software allows you to perform the functions listed here—doing so will increase your profitability and better your business. The bottom-line is, an automated POS system can, and will, improve your bottom line!

If you have a POS feature that is in your "Top 10" that I didn't mention, please send it along to me at – [wcroswell@wecnology.com](mailto:wcroswell@wecnology.com). Good luck and happy selling!

*For more information about what automation at POS can mean for you, contact us at [info@wecnology.com](mailto:info@wecnology.com).*

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I'm writing this just after Thanksgiving and am debating what to talk about since this is the holiday season. I was going to write about the Obama Care problems and how it has impacted our businesses. All I can say is that while the goal was noble this is just another element of what I call our "entitlement" society. Today many of our citizens feel they are entitled to everything for

nothing. They want everything free. Many are in need. But many more just don't want to work and want all the benefits of working people such as health care. The problem is that those few of us left that are still working have to pay for them.

One day I was at the pharmacy picking up a prescription. The lady in front of me was picking up a whole bunch of prescriptions and she loudly proclaimed "there better not be any co-pays!" I felt like telling her not to worry, that I would work extra hard to pay for HER prescriptions. Instead I say Merry Christmas to her.

Next I was going to talk about the mess in Washington. Republicans certainly aren't wrong when they say we should have a balanced budget. The government should be run like a business but since they can print money, they continue to raise the deficit every year. If we spent this irresponsibly, we would lose our businesses and be put in jail. On the other hand, today in Congress they are Republicans and Democrats first, and Americans second.

A while back I read the biography of Ted Kennedy and thought it was excellent. Whether you liked Ted or not, he got things done because he was the king of compromise. He constantly talked to the opposition and worked things out. I know that no one gets elected by promising to compromise their beliefs, but when both sides disagree, very rarely is one side completely right and one side completely wrong. In today's Congress, both sides can't even agree to talk to one another. If you can't have constructive dialogue, things break down. There is an inherent lack of respect for the other party in Washington. So to our Congress and President, I say Merry Christmas.

Now that we have those negative issues off my chest, what am I thankful for? First, just for being on this side of terra firma. I'm battling some health issues that have made me grateful for every day that I am relatively pain free. Those with good health don't understand what it's like to have health issues. Enjoy good health while you have it. You do your best on the bad days to battle through illness. On the good days you marvel at a beautiful sunrise or sunset. I'm thankful for friends and family. It's nice to have a support group around in case you need them. I'm thankful that I still have a job. I'm thankful for a roof over my head and that I grew up with opportunities and a chance to get an excellent education. And I'm thankful for the relationships past and present with other tire dealers. This is the time of year

that I think of tire people like Bob Malerba, Tim Haley and Kurt Schlott who died much too young. But then recently I got a letter from Jack Waring who used to work as an outside salesman for Merchant's Tire in Boston. He has been in Henderson, Nevada for over 25 years and I didn't know if he was even still alive. I called his son who gave me Jack's number and we talked for a good half hour. Jack was one of the top salesman that ever called on me. He started out as a driver and worked his way up to sales. We chatted about Jerry Lieberman, Ed and Carol Bikofsky, Max Katz, Ted Pearlman, Ed Graham, Ozzie, and the rest of the gang at Merchant's. What memories! Anyway Jack sends his best to all that still remember him and says that the Las Vegas climate and the VA are keeping him alive. To him, I say Merry Christmas!

In closing, I was wondering what practical advice I can give you this holiday season. I guess the most powerful message is one of forgiveness. I think when we get up in the morning we all have the best intentions. But then as the day goes on, sometimes the pressure gets the best of us. I try to treat people the way I would want to be treated. But sometimes I fail. If I do, I beg your forgiveness. Forgiveness to those who have hurt us is tough. But it's powerful. I'm not very religious, but the Ten Commandments are probably good rules to live by. I've forgotten a couple so I will have to reread them. As a non practicing Catholic, I must say that the election of Pope Francis has been inspiring. He is dismantling the "Washington" attitude and hierarchy that has prevailed in Rome for years now. He is down to earth and is making the rest of the church go back to serving the needy and the poor, not themselves. So in that spirit and at this time of holiday celebration and renewal I wish you all a Merry Christmas (or late Happy Hannukah) and a 2014 Happy New Year!

*Larry Lesieur.*

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# Using Social Media for Local SEO

Jeremy DeLorm, Director of Online Marketing at Net Driven

The Road Runner  
Winter 2013

In today's automotive business world, there's a need to connect with your customers online, but they need to be the right customers for your business. There are plenty of social platforms out there for a small business to incorporate into their online marketing strategies such as Facebook, Twitter, Foursquare, and even Pinterest. The challenge is in properly leveraging these social platforms to attract customers in your local area, retaining these customers, and developing these relationships into a loyal customer base. The past six months have seen a major movement from Google to have search results become more geographically specific to the searcher, and social platforms were the catalyst.



Facebook is the largest and most heavily used social medium today, and it has a local offering called Facebook Places, which is usually pre-populated with unclaimed local business listings. These place pages allow Facebook users to "check-in" and even leave comments concerning their experiences at a particular business. Here are some best practices for leveraging Facebook places:

1. Claim your Facebook Places listing and merge the listing with your current business page.
2. Make sure the information is up to date. This will help Facebook to categorize your business in the right search results within Facebook.
3. Create Facebook specific coupons/offers that will encourage interaction from Facebook users and will help create an ROI from your Facebook page.
4. Add photos of your shop and employees to make the Facebook page as inviting as possible.



Twitter, on the other hand, with their recent IPO on the stock exchange, has become all the rage in many different parts of the country and demographics of consumers. Twitter does not have a local marketing function per se, but they do have other tools that can help you leverage local customer's interest in your business.

1. To label and quantify the "buzz" that your brand might be receiving on Twitter, you can prompt the use of a certain hashtag (#). This could be something like the name of your shop, such as #SandoneTire or even a keyword and location, like #TiresinScranton. By having consumers use hashtags in their tweets, you can easily see what people are saying about your business, and thus identify local consumers that you can follow on Twitter.
2. You could also create Twitter specific coupons and offers that will create an ROI for your Twitter account.



Foursquare is the ultimate social interaction platform. A small business can very easily incorporate Foursquare into its online marketing strategy because customers, both returning and new, will become incentivized to interact with your business. Foursquare also integrates very well with Facebook, so you can easily capture more customers

through Facebook interactions. Here are some best practices to get you started on Foursquare and attracting those local customers:

1. Claim or create your Foursquare listing for your business. Foursquare has a business package that they send via snail mail that will help you promote your business.
2. Build out your business listing.
3. Create coupons and offers unique to Foursquare. This creates a trackable ROI.
4. Be creative and responsive to your customers' needs.
5. Add photos to listing to make it personable.



The final social platform is fairly new and is probably the most difficult to leverage for local customers. Pinterest is a social platform for sharing photos and creative projects with community members. Recently, Pinterest has released the ability for members to create "Place Pins." This adds a map and geo-location to Pin Boards and makes it possible to build new types of "Place Boards," which include local things to do, sites to visit, and so on.

From Pinterest: "About a year ago, we noticed Pinners creating more and more boards around the vacations they're planning, special places near where they live and sites they want to see someday... Place Pins were designed to combine the beautiful imagery of a travel magazine with the utility of a map online so you can share it with friends. You can access them from anywhere on your smartphone, too, which means you can find new places on the go and even get directions... Place Pins are our first effort to make Pinterest more useful for travel. It follows other ways we're making your Pins more actionable in real life..." This could mean that small businesses, such as auto repair shops and tire dealers, could promote their location as a Place Pin and ultimately benefit from Pinterest users performing local searches for the "best tire shop in Scranton, PA." Unfortunately, there is no local business page on Pinterest. However, you can create a page and share interesting photos, which would encourage customer interaction within the Pinterest community.

## Social Media + Local SEO = New Customers

An automotive business, regardless of size or location, should be leveraging social media platforms to bridge the offline and online customer base. Just establishing your business's presence on these social platforms will help attract more consumers, and you will be surprised at how many new customers will take advantage of specific coupons or offers shared through these social media outlets. Managing your social presence does take effort and should be seen as an investment and not a hassle.

Having a dedicated employee to manage social media accounts, or even hiring an online marketing company like Net Driven® that specializes in social media management for automotive business, can ensure you are attracting the right local customers through your social media efforts.



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## Do you know what the number one skill is sales and service is ?

I gave you a hint in the title. Right - listening skills.

### *Do we really LISTEN?*

Most of us 'hear,' but do we really listen to what people are saying? Are there

any methods, tricks, ideas, tips or techniques to make us better listeners? Yes, there are. Listed below are some of the often used skills of better listeners.

What do you think the difference is between listening and hearing? Bottom line: Hearing is physical. Listening is mental. What do some folks do that others don't in order to be a good listener? It's pretty simple. Take a TV commercial. Most of us normally hear it, but do we always listen to it? Probably not. Especially if it's about something we're not particularly interested in for ourselves.

Take the Super Bowl. We talk about the commercials before they're even on TV. How many can you remember now? My guess is you'll recall those that were of 'interest' to you. We probably 'heard' them. We may have watched them. But again, how many did we really listen to? Pay attention to?

Below are 6 easy steps to becoming a better listener. As with many things there are more for sure, but starting with these will help you a lot. Listen up!

**1. Decide to be a Better Listener** - That's like an attitude. You can really decide to be a good listener. It's a decision. Will everything be of interest or value to you? Maybe not, but not listening can be dangerous. So make a mental decision to listen better to those you talk with; especially if you have asked them a question and they answer. We need to LISTEN to them. We need to acknowledge. We can only intelligently answer and acknowledge if we are listening.

**2. Welcome the Customer** - On the phone, in person, in business or at a social event. We need to make the person feel welcomed. That in turn helps make you a much better listener. We need to be obviously friendly when we're talking with a customer. And it needs to be sincere. (Most folks can tell when you're not.) So bring a welcoming phrase to the table and use it to make the customer feel as though he's a long lost friend!

**3. Concentrate** - Listening is not the time for multi-tasking. And today, we can all turn to the left or right and catch someone texting and probably trying to have an in person conversation as well. One of these things will be in trouble. We simply cannot do two things well at once. Your concentration must be on the conversation - in person or on the phone. Do nothing else but 'listen.' Don't text, don't hold side conversations, and keep your eyes (and ears) on the person talking.

**4. Keep an Open Mind** - Well, why do we need to do this? I'll tell you why. There are some of us who think we know what the other person is going to say before they say it and so we interrupt (or interject) our comments before the person can answer. That's not keeping an open mind. That's not listening to what they're saying. Some of the times we're right. And yes, we do know what the person will say, but it's important to put your teeth in your tongue and not interrupt. By keeping an open mind you'll gain more information as well. And your listening skills will be sharper.

**5. Give Verbal Feedback** - Talking with someone and not acknowledging what they're talking about is very frustrating for them, especially on the phone, because we don't even have body language to check out. So come up with a few feedback lines. A few to start you off are: "I see." "Hmmm, that's good." "Ok." "Interesting." A few simple words and phrases like that will help the person feel you're listening and listening well. In person, you have the ability to nod and smile, and they can SEE your expressions. However, on the phone, we need verbal feedback. And be careful we're not saying the same word over and over. Like OK, OK, OK, OK. That's just boring.

**6. Take Notes as You Talk** - This is my favorite. And yes, even in person. That's perfectly acceptable! Taking notes lets the person know you're interested in what they're saying. It's a good sign of respect. I do it all the time when I'm on the phone. I tell the client, "I'm taking notes so I can refer to them later and so I don't forget what you're saying." No one has ever said, "Don't do that." Most say, "Thank you. That's great; that's super!". Taking notes so you can refer back is also a big compliment. Don't forget to do it. It really helps your listening skills.

There you are. Six pretty easy steps to becoming a good listener. And watch how many times you need to say: "I'm sorry, what did you say?" That's not a great sign you're listening. Good luck!

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

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# 2013 NETSA Scholarship Winners

The Road Runner  
Winter 2013



Picture: (Patricia Dobroth - Mother, Maggie, Bill Pawlak - Town Fair Tire, Dick Cole - NETSA Executive Director)

Margaret M. Dobroth - winner of the \$2,000 Bob Malerba Scholarship Award (funded by the Connecticut Tire Dealers Assn and the NETSA Scholarship Golf Tournament) is from New Haven, Connecticut where she attended The Sound School graduating with High Honors in 2013. She was a four year member of Project Pride which helps middle school students learn indoor rock climbing and a two day overnight camping trip, a member of the Sailing Team and Captain her Senior year, a member of the ROV Team for Jrs & Srs interested in Engineering, attended a 5 week summer pre-college requisite program hosted by Wesleyan University for Artists with a variety of talents, and painted a 260 sq ft mural of the school mascot and sailboat. Her Art teacher, John Maroney, says "Ms Dobroth is by far the most visually gifted student with whom I have had the pleasure to work. Mostly self-taught with eyes and mind like a steel trap, combined with an equally remarkable imagination and curiosity, she is most definitely a natural Artist."

Maggie has been active working and volunteering these past years while attending school. She worked at the Eli Whitney Museum in Hamden, CT putting together fun crafts and projects for children's birthday party groups, at Art Space in New Haven painting banners, at the Urban Resources Initiative planting trees, the Forget Me Not Flower Shop, and recently at Town Fair Tire repairing printers across their tri-state area. She also was a volunteer at an indoor skatepark where she worked on the front desk, assembled skateboards, and swept the park.

Maggie is attending Wentworth Institute of Technology in Boston, MA as a Freshman majoring in Mechanical Engineering. She says she's intrigued by numbers and has gotten much better at math as her classes got harder. She wants to become an engineer "because of my love for the environment and this planet" so she'd like to "get directly involved in inventing new renewable energy resources."

Her Mother, Patricia Dobroth, is a programmer at NETSA member, Town Fair Tire in East Haven, CT. Congratulations Maggie



Picture (Steve McGrath - Father, Cindy McGrath - Mother, Megan, Mike Fitzgibbons - Sullivan Tire, Dick Cole - NETSA Executive Director)

Megan K. McGrath - winner of the \$2,000 Sullivan Tire Family of Employees 2013 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Keene, New Hampshire where she attended Keene High School graduating in 2012. She was a member of the Girl's Cross-Country team all four years and was inducted into the National Honor Society her senior year for maintaining above a 3.5 average GPA.

Megan has been active working and volunteering these past years while attending school. She worked at Humdingers Mini Golf and Ice Cream the past three Summers serving ice cream, cooking, being a cashier, and helping maintain the golf course. She also worked as a Nanny the past Summers, and has been babysitting for numerous families during the school year. Megan was very energetic as a volunteer for the Community Kitchen Thanksgiving meals, local nursing home in Keene, Keene Day Care Center, and many volunteer activities for the United Church of Christ during February vacations in: Puerto Rico (working with farmers and businesses), Los Angeles (homeless, poverty, drugs & gangs education), Richmond (daycare and afterschool program for low-income kids), and Washington D.C. (hunger awareness, soup kitchens and distribute food). She was also the youth Deacon at her Church her Senior year.

Megan is attending Champlain College in Burlington, Vermont as a Sophomore majoring in Elementary Education. She has earned all A's her Freshman year and worked at Edmunds Elementary School in Burlington in the Kids After School Program. She explains "I decided I wanted to major in elementary education after working at a preschool on one of my church's mission trips." She wants to gain experience and graduate from Champlain College, then get a job in the education field and work with children somewhere in New England. Her Keene High School Science teacher, Marshall Davenson, says "Megan McGrath is a stand out....Megan has an amazing work ethic..... She makes it look easy, never appearing stressed, never complaining".

Her father, Steve McGrath, is the manager of NETSA member, Tire Warehouse in Keene, NH. Congratulations Megan.

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Picture (Dick Cole - NETSA Executive Director, Robert Bodnaruk - Father, Sasha, Tom Ferguson - Wells Fargo Special Risks and NETSA Board Member)

Sasha A. Bodnaruk - winner of the \$2,000 Manual Dobrusin 2013 Scholarship Award (funded by Wells Fargo Special Risks and the NETSA Scholarship Golf Tournament) is from Wakefield, Massachusetts where she attended Wakefield Memorial High School graduating in 2010. She was a member of the Movement Dance Studio Team, JV Indoor Track Team, and was the Captain of the Varsity Lacrosse Team her Senior Year. She received an Honorable Mention in the 2008 Boston Globe Art Show for Graphic Design, the Clark University Book Award in 2009, and was elected to the National Honor Society her Senior Year.

Sasha has been active working and volunteering these past years while attending school. She worked at the Camp Fire Boys and Girls Club in Salem as a Senior Councilor from 2006 - 2010, a bank teller at the First Educational Savings Branch in 2009-2010, and is currently working at the Hallmark Health System - Lawrence Memorial Hospital as a Microbiology Lab Technician. Sasha was a volunteer for the Social Awareness Club, the Rachel's Challenge New Student Program, the American Heart Association Walk, the Relay for Life, and over 200 hours for the Camp Fire Boys and Girls Club.

Sasha is attending Northeastern University in Boston, MA as a Senior majoring in Biology. She has earned a 3.74 GPA in her first three years and has been a member of the Biology Club and Marine Biology Club. Her goal is to obtain her Bachelor's Degree, enroll in Dental School, and ultimately become an orthodontist or pediatric dentist. She says "My interest in dentistry stems from my personal experiences with horrendous teeth. As a child, I had 19 teeth pulled, retainers, and braces for 3 years....From my work at summer camp, I have always known I wanted to work with children. Through dentistry, I know that I will be able to truly make a difference in the lives of children like me....and work passionately toward sculpting perfect smiles everyday." She just completed her first co-op at Tufts University School of Dental Medicine where she says "My time there was the most influential learning experience of my life." "My time at Tufts my desire to be a Dentist and taught me more than I ever thought possible."

Her father, Robert Bodnaruk, is the co-owner of NETSA member, Northeast Wholesale Tire in Malden, MA. Congratulations Sasha.



Picture: (Dick Cole - NETSA Executive Director, Lance Prentiss - Pete's Tire Barn, Ashlynn, Kip Doyon - Father)

Ashlynn R. Doyon - winner of the \$2,000 Pete's Tire Barn 2013 Scholarship Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament) is from Hardwick, Vermont where she attended Lyndon Institute graduating in 2013 as the Valedictorian and earning all A's in all four years. She was a member of the Forensics Team (public speaking) and was the VT State Runner-up - impromptu speaking- twice. She was the President of the Students Against Destructive Decisions (SADD) her Soph, Junior, and Senior years. She was the President of the French Club her Junior and Senior years, on the Student Council her Soph year, and the Class Treasurer her Senior year. She was a member of the Basketball Team for two years, the Alpine Ski Racing Team for two years lettering both years, the Track and Field Team for four years lettering for three years, and the Soccer Team for four years lettering for three years and the Captain her Senior year. She also was awarded the 2010/2011 Lyndon Institute Sophomore Leadership Award, the 2012 St. Michael's College Book Award for Academic Achievement and Social Conscience, the 2012 American Legion Good Citizen Citation, was selected to attend the 2011 Hugh O'Brien Youth Leadership Conference, the 2011 Vermont Athletic Leadership Conference, the 2012 Green Mountain Girl's State as a delegate, and in 2011 became a member of the National Honor Society.

Ashlynn has also been active working and volunteering these past years while attending school. She worked for the past three summers at Harvest Hill Farm where she tended and harvested crops and prepared produce for consumption. She was a volunteer at the Vermont Historical Society where she greeted guests, took admission, and organized merchandise in the book store. She also volunteered for three years to lead and educate groups of middle school students through competitions and fitness activities and was a three year Mentor for first year international students at her school.

Ashlynn is attending the University of Vermont in Burlington, Vermont as a Freshman majoring in Political Science. Her goal is to obtain her degree at UVT, then attend Law School, and as a lawyer would like to work as a member of the Vermont Legislative Council - helping Legislators draft new bills that will help shape the future of Vermont. Her teacher, William Klein, says "Ashlynn Doyon is an outstanding student but more importantly, she is a genuinely exceptional individual."

Her father, Kip Doyon, is the manager of NETSA member, Vianor in St Johnsbury, VT. Congratulations Ashlynn





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Picture (Mark Paquette - Mohawk Rubber, Michael Fabrizio - Father, Dante, Dave Ventura - Mohawk Rubber, Dick Cole - NETSA Executive Director)

Dante E. Fabrizio - winner of the \$2,000 Mohawk Rubber Sales 2013 Scholarship Award (funded by Mohawk Rubber Sales and the NETSA Scholarship Golf Tournament) is from West Warwick, Rhode Island where he attended Bishop Hendricken High School graduating in 2011 with a 3.87 GPA. He was a member of the Technical Theatre Crew in 2009 -2011 helping with the production of three successful shows, the Rhode Island Teachers of Italian Honors Society his Sophomore, Junior, and Senior years, and was elected to the National Honor Society his Senior year. He is currently attending the Massachusetts College of Pharmacy and Health Sciences University in Boston, MA. as a Junior majoring in Pre-Medical and Health Studies where he is the President of the Premedical Society.

Dante has been active working and volunteering these past years while attending school. He worked at Captain Seaweed's in Warwick, RI. and was an Intern for the Federal Aviation Administration, at Warwick's T.F. Green Airport, in the Air Traffic Control Tower. He is currently working for the Gordon Research Conferences as the Site Manager for their conferences at Bryant University and Salve Regina University. Nancy Ryan Gray, Ph.D, President of Gordon Research Conferences, says that Dante is a "top 1% high performer" and that "Dante is the type of individual that would be picked first by his peers, his teachers, or his fellow employees to be on their team, not solely due to his intellect and commitment to hard work, but because he is the type of individual that people simply want to be around." He also was a four year volunteer at the Kent County Memorial Hospital in Warwick, R.I. as a mail room clerk, an information desk clerk, and in Patient Care assisting patients.

Dante has completed 4 semesters at the Massachusetts College of Pharmacy and Health Sciences University earning all A's with a 4.0 GPA. He plans on graduating from MCPHS University and then attend a four year medical school to train to become a physician. This would be followed by three years as a resident in general surgery and then a four year residency in cardiothoracic surgery. His goal is to become a cardiothoracic surgeon and "obtain my masters degree in public health so that I can be a public health spokesperson with a concentration in diseases of the heart."

His father, Michael Fabrizio, is the manager of NETSA member, Sullivan Tire in N. Attleboro, MA. Congratulations Dante



Picture (Dick Cole - NETSA Executive Director, Bob Vacca - Father, Alecia Vacca, Jim Melvin - Melvin's Tire Pros and NETSA Board Member)

Alecia M. Vacca - winner of the \$2,000 Melvin's Tire Pros 2013 Scholarship Award (funded by Melvin's Tire Pros and the NETSA Scholarship Golf Tournament) is from Medway, Massachusetts where she attended Medway High School graduating in 2009. She was a member of the Cheerleading team, the Girl Scouts of America, the Medway Community Church Youth Group, and took 16 years of dance lessons earning the gold medal in the 2006 Showstoppers American Dance Championships and the 2007 Headliners Regional Dance Competition.

Alecia has been active working and volunteering these past years while attending school. She worked as a Nanny for many families taking care of children, helping them with homework, and preparing meals and has worked for 6 years as a Teller at the Charles River Bank. She also has been an active volunteer teaching young children dance steps and routines at the KRDS Dance Camp, serving meals to elderly women at the Daughters of the Catholic Church, assisting first grade teacher Mrs. Cibotti at Medway McGovern Elementary School, and helping children with art projects at her churches Vacation Bible School.

Alecia is attending Framingham State University in Framingham, Mass as a Junior with double majors in Early Childhood Education and Sociology. She has earned a 2.50 GPA her first two years, has been an assistant preschool teacher at the Goddard School in Wayland, MA., and has been on two Framingham State Dance Teams. She says "I am a very patient person and love to be around children." Her goal is to receive her double majors from Framingham State and become a first grade teacher.

Her father, Bob Vacca, is the manager of NETSA member, Summit Tire Northeast in East Taunton, MA. Congratulations Alecia

## Finally an end to the "Mass Right to Repair" Question

Stan Morin, NETSA Legislative Committee Chairperson

The Road Runner  
Winter 2013



In July of 2013, the  
Massachusetts Joint  
Committee on Consumer

Protection and Professional Licensure held their hearing on various bills to finalize the Right to Repair issue and to complete and close the process. The bill was then sent to the house for full review and a vote. This was done and sent to the Senate. They held their review and vote, thus sending the bill to the Governor to sign the bill into Law. This was signed on November 26, 2013 at 2pm.

Nothing that the Ballot referendum question addressed was brought into the new signed bill nor were the issues raised in the AAA bill. Where this puts Consumers and independent repairers, well, some manufacturers have all ready started to change their web sites to R2R

compliance measures. The Toyota family and Ford families have really moved forward and included most issues. Some other manufacturers are and will drag their feet to provide the correct provisions that the Law requires. 2018 just seems so far away.

At this point in time, I see shops changing how they access information from the manufacture's web sites. I see using NASTF as a one stop site to get to each different manufacturers site and from there settle in and save the sites you use the most. If you see a lot of a particular manufacturers vehicles, then subscribe to them for the time frame that best suits your needs. Set up multiiable cars so site usage is maximized. One day, three days, weekly, monthly, or yearly - it's your choice. Don't forget that Drew ODB2 Cables are available for different manufactures. By the way Ross-Tech is still the best for Accessing VW and Audi. There are other companies such as EASE that will give great results for single brands.

If there is anyone who wishes a copy of the signed bill, just send a request to me, or if there is anything else I could help you with, please send an e-mail to me at [karstan3@comcast.com](mailto:karstan3@comcast.com).

*Stan Morin*



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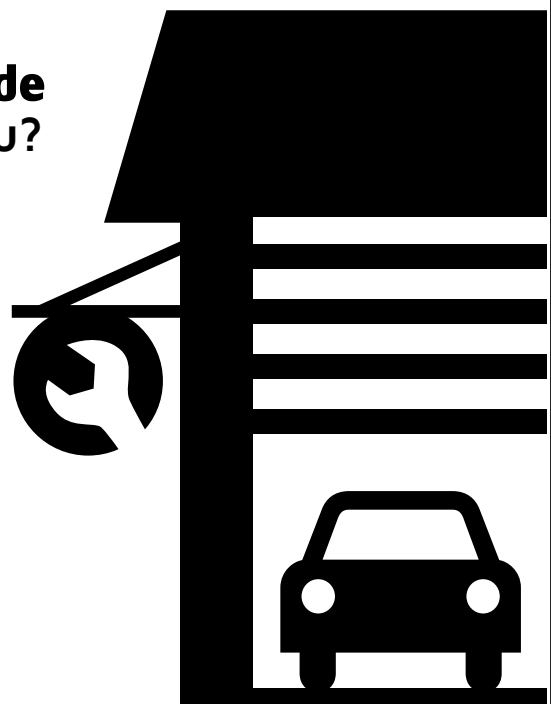


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Picture (Dick Cole - NETSA Executive Director, Ray Kuehl - Father, Coleen Vaughn-Kuehl - Mother, Michaela, Todd MacDonald - Nokian Tyres)

Michaela Vaughn-Kuehl - winner of the \$2,000 Nokian Tyre 2013 Scholarship Award (funded by Nokian Tyres and the NETSA Scholarship Golf Tournament) is from Stafford, Connecticut where she attended Stafford High School graduating 10th in a class of 114 in 2013 with a 93.36 average. She was a member of the High School Band, the Environmental Club, the Treasurer of the Students for Animal Advocacy, and the Treasurer of the Creative Writing Club.

Michaela has been active working and volunteering these past years while attending school. She worked at Coldstone Creamery serving customers and cleaning, is working at Pisciotta Realty maintaining and cleaning apartment buildings, and is caring for a young child after school. She also volunteers for the Evergreen Rehabilitation Center aiding staff and entertaining the elderly, a local animal shelter collecting used blankets and dog toys, the Johnson Memorial Medical Library helping to keep general medical information organized and sending it to doctors and staff, and she helped gather human hair to make absorption mats for the BP Oil spill clean up.

Michaela will be attending the University of Maine, in Orono, as a Freshman majoring in Wildlife Biology or Wildlife Ecology. Her goal is to go out in the field to help and protect animals in their natural habitat, as well as rehabilitating them while teaching others the importance of conserving the natural world around us. Her employer, Wayne Pisciotta of Pisciotta Realty, says that "Michaela is a thoughtful, caring person with strong values and superior character....I have no doubt she will work very hard in college and succeed in any career she chooses to pursue."

Her mother, Colleen Vaughn-Kuehl, works for NETSA member Maple Tire Centers in Stafford Springs, CT. Congratulations Michaela.



Picture (Dennis Kelly - Kelly's Tire, Todd Looby - Father, Larry Lesieur - Maynard & Lesieur and NETSA Board Member, Emily, Lynn Looby - Mother, Dick Cole - NETSA Executive Director)

Emily K. Looby - winner of the \$2,000 Leo H. Lesieur 2013 Scholarship Award (funded by Maynard & Lesieur and the NETSA Scholarship Golf Tournament) is from Woodstock, Connecticut where she attended Woodstock Academy graduating in 2011. She was a member and Secretary of the Spanish National Honor Society and received the Early Child Development Award. She is currently attending Nichols College in Dudley, Massachusetts as a Junior majoring in English Education.

Emily has been active working and volunteering these past years while attending school. She's worked at Kelly's Tire for four years pumping gas, checking oil, and checking tire air pressure. She says "I really enjoy this job and have had a lot of fun talking with the customers and getting to know new people." The summer of 2012, she worked for the Girl Scouts of Connecticut as an Assistant Program Counselor where she helped girls ages six to fourteen on anti-bullying activities and building self-esteem. At Nichols College, she is working as a Teacher's Assistant in the Honors Analytical Writing class for Freshman, and is a Peer Tutor at the Nichols College Academic Resource Center helping students on writing assignments. She has been a volunteer Spanish tutor, a volunteer dance assistant teacher for toddlers, and a volunteer at Old Sturbridge Village as a tour guide and day camp counselor.

Emily has completed four semesters at Nichols College earning a 3.94 GPA and High Honors on the Dean's List. She plans on becoming a high school English teacher where she hopes to share "the gift of literature with my students."

Congratulations Emily

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Still adapting to the ATD, Terry's and Summit deals, my Carquest is now Advance? ACCC is no more and I have no idea how the new healthcare situation is going to affect us.

But I really don't care. I'm caring less about things I can't control like suppliers, big data and big government. And more about things I can control, like clean bathrooms,

good service and a pleasant customer experience. Because let's not forget about the customer....The Almighty Bloody Customer.... Because that's what this is really all about.

Today's customer wants it faster, cheaper and more perfect every time. Thanks to Google, they'll often know more about their car or tires than you do and if you're not careful, they'll leave your store more confused than when they came in.

And if you're a small shop like me, forget working "on your business", because most of that stuff you spend hours on; projections, employee efficiency and product screens, are out of your control anyway. Now is the time to be working "in your business", not on it. Sorry Chubby!

Business is good this year, but I've never seen it so twitchy. The tech's grumble; they don't like the randomness, but in the end, in this crazy business today, you have to take everything at anytime. And just when you think all your customers have deserted you in favor of the Buy 2-Get 2's, free

alignments and the 30 Tire stores in a 10 mile radius, it's busy again, the sun is shining and new people are walking through the door.

The tire business: It's the kind of business where you feel the love, or look for another job.

What will take ACCC's place? I don't know yet, but in 2013, Independent dealers don't need to stick together....that's why we're Independent. I've drunk the Kool Aid, but would be hesitant to join any program for independent dealers, run by a company that has a car dealer division and a direct to consumer website?

My father in law is turning over in his grave knowing I'm buying from my competition. But there really is no other way....All I'm saying is that these programs, including the "recommended installer" networks, need us more than we need them.

Think big data: Now is the time for Independent Tire Dealers to hold their secrets closer than ever. "Stywe lyne" in Afrikaans: "Keep it tight" my Friends.

*Spencer*



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## Cole's Column

### 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, 2013**. Simply email

NETSA or write us with your

nomination and 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.

See the full criteria on our website [www.netsa.org](http://www.netsa.org)

Our Trade Show Committee - Chaired by Rich Tuttle, has announced the dates of April 4 & 5, 2014 for this year's Trade Show & Convention, to be held at the MGM Grand at Foxwoods in Mashantucket, CT. Last year's show was another success with a 20,000 sq. foot display area filled by 49 Exhibitors (107 booths) and attendance of 679 people. Rich promises another informational and fun event in 2014 with the Friday/ Saturday schedule that has been such a success and a new venue at Foxwoods. We'll be mailing out more detailed information to all of you about the April 2014 event, in February 2014.

Our Scholarship Committee - Chaired by Tom Ferguson, announced our Twelve 2013 Scholarship Winners in our Fall issue of the Road Runner. We featured four of those twelve in that issue, and are featuring the other eight winners in this issue of the Road Runner. We are thrilled to have been able to give out \$24,000 in scholarships in 2013. Congratulations to all the recipients.

Our Benefits Committee - Chaired by Jack Kelley, met on 9/17/13 to hear presentations from three Companies interested in being a NETSA Benefits Provider or expanding their benefit offerings. The committee then recommended to the full Board, WECnology and Fidelity Information Services (FIS), who are now our newest NETSA Benefits Providers. Please look at our Benefits page, in this issue, to help you save money. Many members are reporting that they are saving \$6,000 or more each year by using these NETSA benefits.

Our Legislative Committee - Chaired by Stan Morin, is pleased to report that the Massachusetts Legislature voted to accept a new compromise Right to Repair Bill that was signed into Law by Governor Patrick on November 26, 2013. This clears up the differences between the 2012 Law enacted by the Legislature (and signed by the Governor)

and the November 2012 Referendum vote taken and passed by 85% of the citizens of Massachusetts. NETSA has been active in promoting Right to Repair Legislation in Massachusetts and will continue to be involved in the implementation of Right to Repair.

Our NETSA Membership - Chaired by Dale Franklin, has grown this year (2013) to another record of 509 paid members. 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 2014 Dues invoices, and encourage you to send in your payment if you haven't already done so.

It's easy to get down as events in Washington D.C. are weighing heavily on many of us, and the economy is still struggling. However, this is the Holiday Season, and I'm reminded of how much we have to be thankful for. I choose to put the negative thoughts behind me and thank the Lord for His blessings. I Wish all of you a very Merry Christmas and a Joyous Holiday Season.

*Dick Cole*



## GREAT NEWS

### “STRENGTH IN NUMBERS”

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| Tony DeSimone     | Englewood Tire<br>E. Hartford, CT                |
| Steve Dupoise     | County Tire Center, Inc<br>Middlebury, VT        |
| Tom Ferguson      | Wells Fargo Special Risks, Inc<br>Portsmouth, NH |
| Dale Franklin     | Partner Tire & Service, Inc<br>Colchester, VT    |
| Ray Hamel         | Hamel's Tire Center<br>Cumberland, RI            |
| Robert Katz       | Nu-Tread Tire & Auto Service<br>East Boston, MA  |
| Jack Kelley       | Tom Lyons Tire<br>Waltham, MA                    |
| Anthony Koles     | Montvale Tire Co., Inc<br>Melrose, MA            |
| Pam LaFleur       | Summit Tire Northeast<br>East Taunton, MA        |
| Larry Lesieur     | Maynard & Lesieur, Inc<br>Nashua, NH             |
| Matt Lewis        | Max Finkelstein, Inc<br>South Windsor, CT        |
| Brian McGeoghegan | Mohawk Rubber Sales<br>Hingham, MA               |
| Steve McGrath     | Tire Warehouse<br>Keene, NH                      |
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| Stan Morin        | Stan Morin<br>Somerset, MA                       |
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| Shaughn Shea      | TCI Tire Centers, LLC<br>Exeter, NH              |
| Sid Tinson        | Sullivan Tire<br>Norwell, MA                     |
| Rich Tuttle       | Nokian Tyres<br>Colchester, VT                   |
| Shawn Young       | Reliable Tire Co<br>East Hartford, CT            |



To: NETSA Members

December 2, 2013

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

NETSA is happy to announce another value added Benefits Provider for our 509 members. **Fidelity Information Services (FIS)** is the nation's largest check authorization company and is **Your Single Source for Payment Solutions**. The FIS AutoSmart program provides comprehensive service options that are tailored specifically to meet your industry approval goals and customer profiles.

- Checks remain the top choice for large ticket purchases with an average order value 18% higher than credit cards.
- Checks continue to be the payment type most vulnerable to fraud attacks.
- 87% of organizations affected by payments fraud report that checks were targeted.
- Among organizations suffering a financial loss due to payments fraud, the typical loss was \$20,300.

**FIS is offering NETSA Members a savings of up to 20% on your check processing costs with a Discount Rate of .62% and a \$.20 Transaction Fee!** Simply send us your most recent monthly check volumes and costs to take advantage of FIS rates today!

### Program Features Include:

- Check discount rates less than 50 percent of credit card fees
- Faster claims payment via consolidated returns
- High approval rates through superior risk management decision systems
- High authorization limits
- Stop payment coverage
- COD check approval for delivered merchandise to local auto parts and auto body shops
- Collection programs designed to collect on delinquent accounts
- Internet browser-based connectivity for payment processing via your PC



### For more details contact:

Mike Zalansky, FIS  
T: 727.227.5044  
[mike.zalansky@fisglobal.com](mailto:mike.zalansky@fisglobal.com)

# SULLIVAN TIRE

## WHOLESALE DIVISION

www.sullivantirewholesale.com

### Express Wholesale Tire Centers

|                    |             |                              |
|--------------------|-------------|------------------------------|
| S. Windsor, CT     | (Toll Free) | 866-737-5750<br>860-610-0099 |
| Sagamore, MA       | (Toll Free) | 800-554-9802<br>508-833-8594 |
| Sudbury, MA        |             | 978-443-0859                 |
| W. Bridgewater, MA | (Toll Free) | 800-464-1144                 |
| Woburn, MA         | (Toll Free) | 800-755-7188<br>781-933-5794 |
| Bangor, ME         | (Toll Free) | 877-422-0262<br>207-947-5327 |
| Scarborough, ME    | (Toll Free) | 800-244-6909<br>207-885-4510 |
| Manchester, NH     | (Toll Free) | 866-451-3455<br>603-634-5070 |
| W. Lebanon, NH     | (Toll Free) | 866-300-0353<br>603-790-8193 |
| Warwick, RI        | (Toll Free) | 800-422-4560                 |

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#### Locations in:

Lee, NH  
W. Bridgewater, MA  
Warwick, RI

### EQUIPMENT DIVISION

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## Board of Directors

|                   |  |
|-------------------|--|
| Jody Anderson     | Hogan Tire, Inc<br>Houlton, ME                   |
| Gene Bova         | Motostar Tire & Auto Products<br>Merrimack, NH   |
| Tony DeSimone     | Englewood Tire<br>E. Hartford, CT                |
| Steve Dupoise     | County Tire Center, Inc<br>Middlebury, VT        |
| Tom Ferguson      | Wells Fargo Special Risks, Inc<br>Portsmouth, NH |
| Dale Franklin     | Partner Tire & Service, Inc<br>Colchester, VT    |
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| Anthony Koles     | Montvale Tire Co., Inc<br>Melrose, MA            |
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| Alan Saks         | Dorchester Tire Service, Inc<br>Boston, MA       |
| Shaughn Shea      | TCI Tire Centers, LLC<br>Exeter, NH              |
| Sid Tinson        | Sullivan Tire<br>Norwell, MA                     |
| Rich Tuttle       | Nokian Tyres<br>Colchester, VT                   |
| Shawn Young       | Reliable Tire Co<br>East Hartford, CT            |



To: NETSA Members

December 2, 2013

From: Dick Cole - Executive Director  
Jack Kelley - Benefits Committee Chair

NETSA is pleased to announce a new value added Benefits Provider for our 509 members. **WECnology, LLC**. Certified Reputation Services™ manages your on-line reputation. It is the most comprehensive set of tools available to assist your business in establishing and maintaining a preeminent on-line reputation. It is comprised of a base module and six optional modules. The foundation of the platform is the efficient collection of customer feedback and a system to post reviews on various review sites. The platform involves using a three-question survey to determine if a customer is happy or not. Those determined to be happy customers are asked to describe their experience at your place of business. Comments from less-than-happy customers are sent immediately to management thru Negative Review Engagement. No additional equipment is necessary to deploy Certified Reputation Services™.

### Optional Modules:

- Negative Review Engagement (NRE): Extraordinary "early alert" system of any customer that leaves a less-than-happy review.
- Team Reporting (TRO): Allows tracking of departments or individuals.
- Always Audit (ALA): This option is the watchdog for your online reputation, alerting management any time any posting appears, positive or negative anywhere on-line.
- Power Posting (POP): POP analyzes the review sites the customer is already registered, examines sites the company most needs positive reviews and presents the single site that will create the most significant impact.
- Mobile Website (MWS): MWS is a customized mobile website for your business and does not interfere with your existing online website. Includes hosting!
- Mobile Couponing (MOC): Using MOC, via Smartphones, customers can indicate their interest and instantly receive incentives to visit you business.

**NETSA members receive a 10% allowance off the initial setup and monthly fees.** Get started for \$87 initial setup and \$87 per month. No long term contracts required, 30 day cancellation notice. For more information and detailed pricing, call WECnology at 603-249-5530 or email [info@wecnology.com](mailto:info@wecnology.com) for more information.



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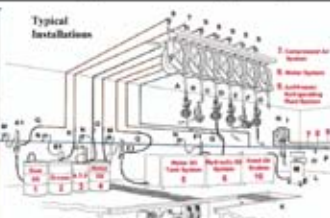
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# NETSA Membership Benefits

The Road Runner  
Winter 2013

## Check Protection

### **Fidelity Information Services, LLC:**

Mike Zalansky (727) 227-5044  
Stop worrying about bad checks for good.

- Discount rate of .62% and a \$.20 transaction fee.

## Collection Service

### **Transworld Systems:**

Joel Velasquez (866) 378-2866  
Recover your delinquent receivables.

- 23% - Companies still in business & date of last invoice within 12 months.

## Commercial Insurance

### **Wells Fargo Special Risks, Inc/Acadia Ins:**

Tom Ferguson (603) 559-1378  
They've got you covered for your business Insurance needs.

- Property, Casualty, Vehicles & Workers Compensation

## Computer Software

### **ASA Tire Systems:**

Cathy Thomas (603) 889-8700

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

## Credit Card Service

### **Nationwide Payment Solutions:**

Alison Cote (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) 431-1450

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

## Fuel Discount

### **Sunoco Inc :**

Jeff Meserve (860) 337-0122

- Sunoco Sun Trak Card gives our members a minimum 2.25% off all Sunoco gas & diesel purchases (Up to a 3% discount)
- No Fees to join nor any monthly fee

## 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

## Online Reputation Management

### **WECnology, LLC/Certified Reputation Services:**

Wayne Croswell (603) 249-5530

- Online reviews matter.
- NETSA members save 10%

## Payroll Service

### **Heartland Payroll Company:**

Jennifer D'Angelo (860) 659-8900

- Complete Payroll Service

## Publications

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

## 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

## Scrap Tire Disposal

### **Casings, Inc:**

Jim Fabrizio (518) 943-9404

- \$600 per trailer load - non picked tires
- \$1200 per trailer load - picked tires
- Trailer provided at no charge with free drop off and pick-up (min 9 per year)

## Trade Show & Annual Meeting

- 40-plus Exhibitors with over 110 booths.
- Free Training Seminars
- Annual Luncheon Meeting with Key-note 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.

## Uniforms

### **Aramark Uniform Services:**

Paul Murphy (206) 850-4186

- Quality products & service to all States
- Great Prices. Example: 11 shirts & Pants

NETSA Member Price \$4.25 per person

## Web Site

### **Net Driven:**

Ross McArthur 877-860-2005 x 229

Our website is [www.netsa.org](http://www.netsa.org)

Net Driven will build, host, & update your site at much reduced NETSA Member rates. See them at: [www.getnet-driven.com](http://www.getnet-driven.com)

## Workers Comp Insurance

### **Wells Fargo Special Risks, Inc:**

Tom Ferguson (603) 559-1378 Standard programs available in all six New England states.

— JOHN 3:16 —

**CASINGS, INC.**  
**SCRAP TIRE**  
**DISPOSAL**

**IN BUSINESS SINCE 1973**

**The others make many  
promises, but we deliver.**

**Call Around, Then Call Us!**

Call Karen: (518) 943-9404

In New Jersey, Call Bill: (908) 851-7766





**NET Driven Adds Satellite Office in Florida** Founded in 2007 by Pat Sandone III, Net Driven focuses 100% of their attention on helping automotive businesses thrive online with high-performing websites, Internet marketing, and consulting. They are Headquartered in Scranton, PA with a satellite office in Duluth, MN, and as of October 30, 2013, a third location in Clermont, Florida. Sandone commented "Expanding into Clermont, Florida will allow us to continue to add talent to our organization and expand our reach to more customers throughout the country."

**TIA Announces 2014 Off-The-Road Tire Conference** to be held at the Marco Island Marriott Resort & Golf Club on February 19-22, 2014 on Marco Island, Florida. For the Agenda and conference details go to [www.tireindustry.org](http://www.tireindustry.org) and click on "Events" or call (301) 430-7280 ext 104.

**ASA Automotive Systems Announces Results of 16th Annual InfoExpo Conference** were their largest to date with more than 150 attendees. The 5 day event was held in late September in Nashville, Tennessee and provided 30 informative sessions with keynote address from Wade Gatlin - Bridgestone V.P. They also rolled-out their 4th generation Cloud-based software product, TireMasterG4.

**Center for Tire & Service Education (CTSE).** was newly formed in 2013 by eleven independent tire dealers and others allied to the tire industry to be a driving force behind an educational effort to benefit the North American tire industry. Among the founding members of the CTSE Advisory Board are Wayne Croswell - President of WECnology in Amherst, NH., Jim Smith - Editor of Tire Review magazine in Akron, and Stu Zurcher - Strategic Alliance Group in Indianapolis. They have introduced "Tire Leadership 21" which is geared to developing 21st Century Leaders in the Tire & Service Market.

**American Car Care Centers Inc. (ACCC),** one of North America's largest tire dealer marketing groups, will dissolve as an organization by Jan. 31, 2014. The group's board of directors informed dealers and suppliers Dec. 6 of the decision, which ACCC President and CEO Len Lewin said was based on the growth and consolidation of ACCC's member-distributors, along with changing industry dynamics. "As you might imagine, the decision was not an easy one," Mr Lewin said, "but after evaluating every alternative, we collectively came to the conclusion it is the right, long-term decision for all involved." The company came to this deduction after several months of discussion, he said.

Founded 24 years ago, ACCC had grown to encompass 21 distribution and retail operations with a network of 1,123 locations. It provided dealers with an array of programs, promotions and support while distributing more than 200 million tires through the ACCC network over the years. (Dave Zielasko, *Tire Business* staff -for complete article go to [www.tirebusiness.com/article/20131206/NEWS](http://www.tirebusiness.com/article/20131206/NEWS))

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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](mailto:netsapros@aol.com)  
website: [www.netsa.org](http://www.netsa.org)



# The Road Runner

*The Newsletter of New England Tire & Service Association*

*Mark your Calendars*

**2014 NETSA Trade Show & Convention**

**MGM Grand at Foxwoods - Mashantucket, CT**

*April 4th & 5th, 2014*



The Road Runner  
Winter 2013



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