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The Official Publication of the New York Tire Dealers Association

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Message from the President

On behalf of the NYTDA Board of Directors and myself, I would like to welcome you to our latest edition of TireTracks! I hope you enjoy our new look and articles. We are very excited about the progress of our newsletter and we hope you feel the same.

We recently hosted our annual Mets Game. Attendees enjoyed the Mets vs. Cincinnati Reds game, a night of networking and an all-around great time. We sold out all 90 tickets quickly after announcing the event. Because of our generous sponsors, we were able to fill up two suites. Thank you to all of our sponsors and to those who attended the Mets Game. We look forward to attending another game next season.

Every year, the NYTDA offers its scholarship to a deserving student continuing their education at a two or four-year college, university or vocational school. The student must be a relative of, or is someone employed by the tire industry. I would like to congratulate and announce this year's winners, Alexa Peterson and Dylan Moran, for winning the \$1,000 scholarship award. Congratulations Alexa and Dylan and thank you to all who applied. Please keep a lookout for next year's scholarship information!

I am pleased to announce that we will be hosting our 23rd Annual Golf Outing! This year's outing will be on August 11, 2016, at the Stonebridge Country Club in Smithtown, New York. We are looking forward to seeing you there!

As many of you may know, this year we teamed up with Association Development Services, Inc. (ADS), a premiere association management company. With their immense knowledge and expertise, we will be putting our focus on increasing membership, as well as creating more benefits for all of our members. We would also like to introduce new networking events, which will be a great opportunity for members to build new industry relationships and gain essential knowledge.

As I look at the year ahead, I am excited for what is in store for the NYTDA and I invite everyone to be involved in our journey. If anyone is interested in becoming a member of the NYTDA, please contact the association office at 631-789-9505.

Best Regards,



Ernie Caramanico
President, NYTDA



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Annual Scholarship Award

Congratulations to our 2016 Scholarship Award Winners:

Alexa Peterson & Dylan Moran!!



Dylan Moran graduated from Syosset High School this month and will be attending Sacred Heart University in the Fall. He will be majoring in Business Finance. Dylan was inducted into the National Honor Society this past March. He played travel hockey and was on the Syosset Golf Team for many years in high school.

Alexa Peterson will be attending Suffolk Community College in the Fall and would like to eventually transfer to SUNY Morrisville. Since she was six years old, she has been riding horses and has hopes to graduate college with an Equine Veterinarian degree on the race track.

Keep an eye out for next year's scholarship information!

Executive Director's Message

Welcome to the latest edition of TireTracks! I would like to introduce myself. My name is John F. DeLillo, Jr. and over the past few months I have had the privilege of beginning this incredible journey with the New York Tire Dealers Association (NYTDA) as the Executive Director.

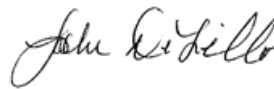
My company, Association Development Services, Inc. (ADS), is a premiere association management company that, for over twenty years, has worked with numerous trade associations and non-profit organizations. Our core mission is to deliver customized management services that will grow each client into a prosperous organization. My staff and I are greatly looking forward to working with the NYTDA to increase membership and introduce new networking opportunities.

During my time, so far, as Executive Director, we have been as active as ever, starting with the annual Mets Game. The Mets vs. Cincinnati Reds game was a truly exciting event. It was great meeting everyone there and learning more about the industry.

I am looking forward to the next event on the NYTDA calendar, the 23rd Annual Golf Outing. It is sure to be another terrific event and I hope to meet everyone there!

In closing, I would like to say that the NYTDA Board has been working very hard to make this association a great resource for all involved.

Regards,









John F. DeLillo, Jr.
Executive Director, NYTDA



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Pictures from the NYTDA Mets Game



Pictures from the NYTDA Mets Game



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Make your shop more attractive to female customers

Women are increasingly the decision-makers and the spenders when it comes to automotive care and maintenance, so creating a female-friendly culture and retail experience makes good business sense.

One the most obvious and marketable ways to demonstrate your commitment to your female customers is by achieving an accreditation with AskPatty.

What's AskPatty?

AskPatty.com is a specialist online resource that provides expert automotive advice for women. On the site, women can find AskPatty.com Certified Female Friendly dealers, service centers and retailers in their area and useful information on all aspects of automotive care.



AskPatty accreditation shows your tire shop is female friendly.

It also offers auto dealers, tire dealers, collision centers and auto service and repair centers the opportunity to become AskPatty.com Certified Female Friendly. AskPatty's training and certification program shows them how to attract, sell, retain and increase loyalty with female customers.

Why should I become female-friendly certified?

The number of female driver's license holders in the U.S., at 51 percent, now exceeds the number of males, and this trend is consistent across all age groups over 25. According to the National Institute for Automotive Service Excellence (ASE), more than 65 percent of customers who take their vehicles to a repair shop for service and repair are women — and ASE president Ronald H. Weiner says that figure is only set to grow.

“More and more women are deciding where to take their car, minivan, light truck or sport utility for service and repair,” he said.

“As this trend continues, females will represent the majority of customers with whom technicians and service managers must communicate.”

Despite being the auto industry's best customers and spending more than \$200 billion every year buying new cars and servicing their vehicles, women say they hate going to auto repair shops. Many say it is worse than going to the dentist.

Women say they believe they are treated less positively than male customers and are overcharged, when what they really want is to be informed customers and receive top-quality customer service. So catering for female customers makes sense and secures loyal, repeat customers.

Continued on page 11.

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Make your shop more attractive to female customers (*continued*)

Why does it work?

“Women expect Nordstrom-quality service everywhere they shop, but they rarely find it,” said AskPatty.com chief executive Jody DeVere.

“Our Certified Female Friendly Locations provide this level of service and women love it.”



AskPatty chief executive Jody DeVere

DeVere said that women overwhelmingly want great customer service and will return time and time again to a store that provides it. They will also tell their friends and make recommendations. However, bad customer service means they won't return, almost all will tell people about it and a great deal will comment negatively online.

“So here's the bottom line — delivering an outstanding experience for women is the best form of marketing,” she said. “AskPatty delivers an increase in customer satisfaction ratings, sales, referrals and increased loyalty with women.”

In figures, AskPatty reaches 30 million women per quarter, making it the premier online destination providing automotive advice for women in the U.S. and Canada. There are 3,700 AskPatty-certified businesses.

Mike Mitsos, owner and vice president of Mountain View Tire, which has 30 locations throughout California, said the company definitely sees more female customers than male and working with the AskPatty.com team has opened his eyes to the detailed attention and focus that female customers have “come to expect and quite frankly, deserve.”

“AskPatty.com has shown us ways to connect, identify with and retain this huge customer base,” he said. “The AskPatty.com micro website drives female consumers to our outlets and provides the user a wealth of automotive knowledge and insight. There are way too many benefits to list.”

How do I get on board?

The AskPatty.com Certified Female Friendly program is designed to help staff better understand and communicate with female customers and ultimately attract, increase and retain loyalty with women. Certification involves a 3.5-hour interactive video training and testing, and there is ongoing training in the form of monthly webinars and additional courses.

**Originally published in Traction News,
www.tractionnews.com.**

ADVERTISING OPPORTUNITIES WITH THE NYTDA:

Interested in advertising in the next edition of TireTracks?
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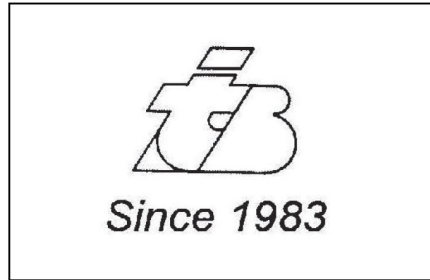
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ROAD WARRIOR

I'd like to start by saying thank you! Thank you, because if you're reading this you are more than likely a paid member, or employee of a paid member, of the New York Tire Dealers Association. It is also possible you are reading this while sitting at your local tire shop waiting for your new Firestones to be installed. What's the matter don't they have entertainment magazines there? Nevertheless, I thank you as well for supporting local businesses.

The NY Tire Dealers are a group with historic roots, dating back to 1960 when 4 young mop topped lads in Liverpool, England stepped on stage at the Cavern Club... no sorry, that was a different group. Back in 1921 a fellow, in the old days they called guys fellows, named J.R. Benedict of the Hewitt Rubber company, along with Jerome T. Shaw of Tires Magazine, arranged the first meeting of tire dealers. Name changes and by-laws were adopted throughout the years by influential tire dealers. They laid the groundwork for what would become an association that serves tire dealers of NY 'til this day. They helped build this into a multi-billion dollar industry and we are fortunate enough to carry on that tradition.

Some of us worked with these trailblazers. Some of us are direct descendants of these early pioneers. These businessmen (there were very few businesspeople back then; only businessmen and their loyal wives who made fun of them behind their backs and proofread their columns to make them look good), built solid businesses with hard work and integrity. They left a legacy that carries on today. In some cases, their names remained as well.

Trotta and Finkelstein are a couple that come to mind. These guys thought outside the box waaaay before anybody even knew there was a box. They were proactive because they had to be. They understood that it was grow or die. Though all these men were competitors, they found time to get together to drink, golf, and swap stories. They shared tips on how to save on taxes and work with manufacturers.

While there are issues that remain unique to the independent tire dealer, we are not immune to the problems that all businesses face today. How do we advertise? Smoke signals don't work anymore. Will social media help? What is social media? Where do we find new employees? Where's the best place for empanadas in

Corona? Well join us at NYTDA meetings and events to chip away at these questions. Join your fellow tire dealers, like your grandfathers did, and put your heads together. United we stand...divided, well divided we just sit at the diner counter alone eating a tuna melt. Yuck.



By this time, you may be asking yourself, why is this article called Road Warrior? I mean, all he does is talk about tuna melts. I'm glad you asked. I, my friends, hit the road visiting you, the tire dealer. I spend my days in cape and mask scouring the tristate area hoping to sell tires and find ways to help you sell those tires.

I am grateful that my colleagues, here at NYTDA central, have allowed me to write a quarterly column where I can share my experiences from the road. Think of all the wonderful tidbits we can share. Trips to the College Point impound to retrieve my towed car. Getting lost in Bayonne....again. Ah the fun we'll have. I also hope to share some of my observations of our business. Being out there visiting dealers I've seen what works and what, you know, doesn't. Perhaps you can pick up a tip or two from my experiences.

Again, a hardy thanks for being a part of this historic association. Don't be a stranger. We want to hear from you too. You are welcome to submit articles on anything from showroom maintenance to incentives for salespeople (I'd suggest empanadas for outstanding employee performance). As long as you are a NYTDA member the floor is yours. Start dancing! Now go sell some hoops.

Written by:
Bob Poska, Future Tire

Pictures from the NYTDA Mets Game



Mitchell 1's Susan Schalk receives 2016 World Class Technician Award

Susan Schalk, senior repair information specialist at Mitchell 1, has been recognized by the Auto Care Association as one of the 12 recipients and the only woman to receive the prestigious 2016 World Class Technician Award. She successfully tested and was certified in 22 testing categories established by National Institute for Automotive Service Excellence (ASE).



“We are so proud of Susan’s accomplishment,” said Nick DiVerde, senior director of marketing for Mitchell 1.

“Being one of only 12 technicians to receive the World Class Technician designation in 2016 is a tremendous achievement that sets her apart as a true professional. We are pleased to have someone with her expertise as a valued member of the Mitchell 1 team — she is an excellent role model for everyone in the automotive industry.”

Schalk was awarded a certificate signed by the presidents of ASE and the Auto Care Association and an embroidered shoulder insignia. Additionally, her name will be perpetually inscribed in an honor book located in the Automotive Hall of Fame in Dearborn, Michigan.

In her role as senior repair information specialist, Schalk helps optimize search results for the company’s ProDemand® and SureTrack® repair information software. She joined Mitchell 1 in 1998 as a product content support phone agent and through the years has

held several positions including technical editor, business analyst and facilitator for the application of continuous improvement practices at Mitchell 1.

Schalk explained that she “caught the automotive bug” in auto class in high school in Orange County, California and discovered she had a knack for it. She credits her auto shop instructor for encouraging her to pursue a career in the automotive field, starting by taking the California State emissions test while in high school. She not only passed the test, but was the first woman in the state to pass the test.

Her first job after high school was working as a licensed smog technician. Prior to joining Mitchell 1, she spent seven years as a technician at two dealerships and two independent shops, followed by nine years doing fabrication, body repair, and paint and trim at a vintage auto restoration shop. In 2004, she was featured as an automotive mechanical expert on an episode of the Discovery Channel’s “Monster Garage” television show. Schalk was the first woman to attain ASE certifications for engine repair and engine tune-up in 1974. Over the years, she has added many other ASE certifications to her resume, including Master Automotive Technician, which she received in 2001. In addition, she holds a bachelor of arts degree in psychology from San Diego State University, a master of arts degree in psychology from the University of Iowa and a master of business administration degree in business and finance from National University.

According to the Auto Care Association, since the World Class Technician recognition was established 30 years ago, only 1,914 technicians have been honored.

For more information about Mitchell 1, visit www.mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at www.mitchellrep.com.

About Mitchell 1: Headquartered in Poway, California, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for over 95 years. Mitchell 1 offers a complete line of integrated software and services to help automotive and commercial truck professionals improve productivity and profitability. ProDemand[®] optimized with SureTrack[®] is the most complete solution for OEM and real-world repair information and diagnostics. Manager[™] SE is the industry standard for mechanical estimating and shop management information. The SocialCRM shop marketing service delivers automated marketing and customer outreach tools to help shop owners improve their bottom line profits. For the commercial trucking segment, TruckSeries provides information required to estimate labor times, diagnose and repair all makes of Class 4-8 trucks. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award. For more information about Mitchell 1 products and services, visit the company's website at www.mitchell1.com.

About the Auto Care Association: Based in Bethesda, Md., the Auto Care Association has more than 3,000 member companies that represent some 150,000 independent automotive businesses that manufacture, distribute and sell motor vehicle parts, accessories, tools, equipment, materials and supplies, and perform vehicle service and repair. Visit www.autocare.org

About ASE: Incorporated on June 12, 1972, the National Institute for Automotive Service Excellence (ASE) was established as a non-profit organization to help improve the quality of automotive service and repair through the voluntary testing and certification of automotive technicians and parts specialists. Today, there are more than 300,000 ASE-certified professionals working in dealerships, independent shops, service stations, collision repair shops, auto parts stores, fleets, schools and colleges throughout the country. For more information about ASE, visit www.ase.com.

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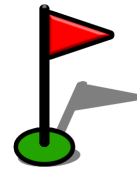
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NYTDA UPCOMING EVENTS:

23RD ANNUAL GOLF CLASSIC

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- Stonebridge Country Club, Smithtown, NY



2016 TRADE SHOW— SAVE THE DATE

- Wednesday, October, 19, 2016
- Training Seminar by Hunter Engineering Company
- Speaker: John Gamauf, Former President of Consumer Replacement Tire Sales for Bridgestone/Firestone North American Tire.
- Speaker: Robert “Bo” Barbieri, Hunter Engineering Company

You're Invited!

Keep up-to-date on all NYTDA events by visiting www.nytda.com!



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