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



2019 NETSA Trade Show at Foxwood

by Rich Tuttle, Chairman of the NETSA Trade show
Committee Chair, NETSA Vice President

Another year has passed and the 2019 NETSA Trade Show & Convention at Foxwoods Resort Casino on March 29th and 30th is just around the corner. We are very excited about what we have to offer at this year's show

We put on one of the largest trade shows in our industry and in the northeast, with over forty vendors occupying more than 100 booths, showcasing the latest products to help you become more successful in your businesses.

We offer informative seminars on Friday and Saturday like:

1. Essential Electrical presented by Dan Marinucci.
2. Understanding the True Cost of Your 401K Plan presented by Kevin Griffin, Griffin Financial Planning.
3. Are Your Shop's Tire Sales Beating the Channel presented by Neil Portnoy GfK Benchmarking.
4. Compressed Air Energy Saving- Not Just Hot Air presented by Eversource.

We also offer live presentations on the Trade Show floor. We have great events like:

1. Friday Night Cash Bar on the Trade Show floor.
2. Saturday Luncheon & Annual Meeting

featuring our keynote speaker Tom Tucker (pictured above)



conti. on pg. 6

Thomas O. Auger



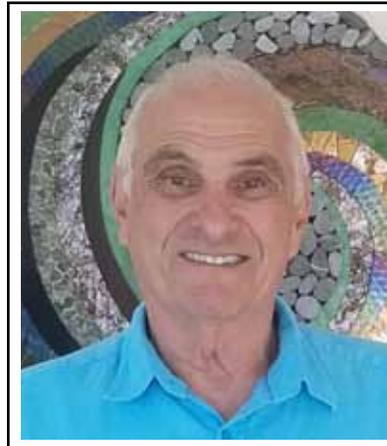
Thomas O. Auger was born in Lewiston, Maine January 14, 1928. He was educated in the Auburn, Maine school system where he showed outstanding promise as an athlete. As an eighth grader at Webster Grammar School he earned his first Varsity Letter playing baseball and went on to be a triple letter athlete at Edward Little High School. On completion of high school, he signed to pitch for the St. Louis Cardinals. After a promising start, a shoulder injury ended his baseball career. Tom proudly served his country from 1951 to 1955 in the U.S. Air Force. He married Mildred Parent in 1951, and they raised three children. They were married for fifty-nine years.

Tom was hired by B.F. Goodrich as a tire salesman after returning to Maine. In 1955 he started his own company called the L & A Tire Company in Lewiston, Maine with a \$300.00 loan, a used tire machine, and working out of a rented bay. By 1976 the business had grown to include auto parts and accessories, and L & A Tire became VIP Discount Auto Center. By the time Tom sold his business in 2001, VIP Discount Auto Center had forty-six stores across New England.

Tom was very active in his community throughout his life, donating to numerous causes. He was a man known for his generosity, kindness, and sense of humor. He always had a smile on his face and always had a kind word to say. He was the recipient of numerous awards like Outstanding Business Person in 1990 by the Lewiston-Auburn Chamber of Commerce, Retailer of the Year by the New England Automotive Booster Club in 1991, and again by the Automotive Marketing Magazine in 1998. He supported local businesses and was always available to help individuals and causes. He supported the Great Falls Balloon Festival, Youth Athletic teams, and supplied warm-up apparel to his old high school. After the sale of VIP, Tom shared \$2 million with those employees who remained loyal to him and his business.

Thomas Auger died on October 6, 2010 at the age of 82 surrounded by his loving family, following a long illness. ■

Harvey Rudnick



I was born in Boston, Massachusetts in 1948. I have three older sisters, and at the age of seventy, I am still considered the baby of the family. In July, my wife Elaine and I will celebrate forty-three years of marriage. We have two children, Becca and Dan, and four terrific grandchildren. I graduated with a BA from the University of Oklahoma in 1970.

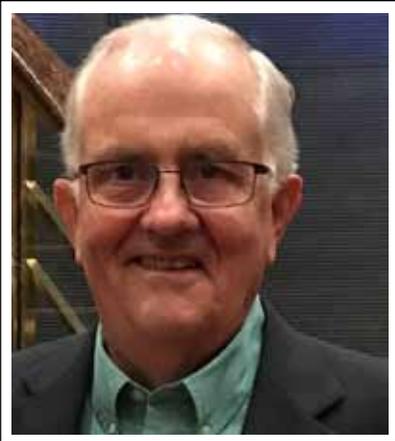
In 1971, I opened my first business with Ben Kravitz. It was a gas station in Norwood, Massachusetts. Within a few years we expanded to four gas stations. In 1975 we opened our first tire store, Windsor Tire. Over the course of many years we grew our business and at one point it included eight tire and auto service locations in Massachusetts. Then, while visiting my in-laws in Portland Maine, I discovered their neighbor owned a wholesale tire center servicing northern New England. We were offered the rights to expand the wholesale tire business in Massachusetts, so in 1979 Frank Ledwith, Ben and myself started Summit Tire. Eventually we serviced all New England with warehouses in Massachusetts, New Hampshire, and Maine. In 2005, Ben and I started a wholesale auto parts business with my son Dan running the operation. Dan now owns and runs Mighty Auto Parts.

I wore many different hats during my career, but for the most part I oversaw anything that had to do with human resources. I did training for our store managers, and for our wholesale tire customers on all aspects of employment practices. I often mentored our wholesale customers on running a retail store. Helping our wholesale customers run their stores was a win-win situation. It gave the single store operator access to someone who knew the business from the inside out, also it was beneficial to Summit Tire to sell these retail locations tires. To me, mentoring the retail store owners was the most enjoyable part of the business.

I continue to mentor small business owners with the SCORE Program (Service Core of Retired Executives). I am now retired and living the dream in Southwest Florida. I enjoy biking and taking extended cruises with Elaine on our boat. I plan to live forever! So far, so good!

I would like to thank everyone involved, for this honor. ■

Sid Tinson



My automotive career began in 1968 after I graduated from Bryant University, and was hired by Monroe Auto Equipment Co. (Monroe shocks and struts). I worked in the Western New York/Buffalo market for eight years, then was transferred to New England as a Sales Manager. Here my relationship with the NETSA membership began, I met and worked with many tire dealers and became a member of the association.

After twenty-three years with Monroe, I was hired as Sales Manager at Quinsig Automotive Warehouse (Christie & Thomson Auto Parts) in Worcester and five years later I joined Meineke Car Care Centers as Operations Manager in New England and portions of Upstate New York. Each of these automotive positions kept me involved with the tire industry, developing relationships within the NETSA membership.

In 2005 I joined the Sullivan Tire team as Sales Manager of the Wholesale Division and became a member of NETSA's Board of Directors. I retired from Sullivan Tire after twelve years. It was a great ride! I continue to attend the annual convention to keep in touch with industry friends. My wife Kathy and I continue our friendship with the Sullivan family. We have worked many events together and we always enjoy meeting new people.

My family has always been supportive of the long hours and the traveling I did throughout my career. My wife Kathy is my biggest supporter, as well as our daughter Mary-Ellen and her husband Gino, our daughter Kelly and her husband Joe, our son Rob and his wife Ellen. Rob is following in my footsteps working in the automotive field nationally with Schrader/TPMS. Our children have given us eight beautiful grandchildren.

Kathy and I will celebrate our 50th wedding anniversary this year. We hope to start making many more memories and look forward to continuing our friendship with all of you.

I would like to thank NETSA for the honor of becoming a NETSA Hall of Fame recipient. I also want to thank Larry Farrell for nominating me. ■

Inducted	Name	Business Name
2008	<i>Robert J. Sullivan*</i>	Sullivan Tire
2008	Roland M. Lesieur	Maynard & Lesieur
2009	Richard "Dick" Aronson	Century Tire Co.
2009	Pat McGeoghegan	Mohawk Rubber Sales
2010	<i>Edward H. Hogan*</i>	Hogan Tire Centers
2010	Anthony T. Koles	Montvale Tire
2011	<i>Jack Axelrod*</i>	Axelrod Tire
2011	Barry Steinberg	Direct Tire & Auto Service
2011	Richard "Dick" Cole	Dick Cole Tire Center
2012	Robert A. Dabrowski	Tire Warehouse
2012	Robert "Bob" Hepp	University Wholesalers
2012	<i>Robert J "Bob" Malerba*</i>	Malerba's Silver City Tire
2013	Anne S. Evans	EER Limited
2013	<i>Timothy F. Haley*</i>	Haley's Tire & Service Center
2013	James P. Melvin Sr.	Melvin's Tire Pros
2014	<i>Max Katz*</i>	Merchants Tire
2014	Ben Kravitz	Summit Tire of Mass
2014	Glenn Wilder Sr	Wilder Brothers Tire
2015	Robert "Bob" Sims	Stillman Sims Tire Co.
2015	<i>Dominic "Sonny" Toce*</i>	Toce Brothers Inc
2015	<i>Irving Greenberg*</i>	City Tire Co.
2016	Bruce E. Jergensen	Nokian Tyre formerly Import Tire
2016	<i>Jeremiah "Jerry" Massaro Sr.*</i>	Reliable Auto Tire
2016	Rene A. Therrien	Central Tire Co
2017	Robert "Bob" Katz	Nu-Tread Tire
2017	<i>Lionel "Nelly" Labonte*</i>	Stratham Tire
2017	Ron Pisciotta Sr.	Maple Tire Centers
2018	<i>Irving Katz*</i>	Nu-Tread Tire
2018	Jack Kelly	Tom Lyons Tire
2018	Larry Lesieur	Maynard and Lesieur



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Leadership
& Contributions
to the Tire & Service Industry
in New England**



As we enter the winter doldrums, it gives us time to reflect on the past year, and the year ahead of us. Are we providing the best customer experience? Are we using best practices to maximize profits while meeting or exceeding the customer's needs? If you are, it provides you with both short term satisfaction, and meeting long term goals by having

a customer base that is both loyal and satisfied. It is a great time to analyze. Are you running your business to help those you serve, while making a healthy margin? It IS possible!! Your insight and expertise counts. Do not be afraid to charge for it!

Only six more weeks to our prime selling season. Get ready to rock!! I welcome you to our Annual Trade Show at Foxwoods Resort Casino for both excellent training, and buying opportunities. We have top notch trainers here to increase your knowledge, and some of the best vendors to help make you profitable. I hope to see all of you there for some fun and a great experience. Keep the faith in our industry, and be well--Glenn

Glenn Wilder

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WITH OVER 1,000,000 TIRES IN STOCK**



First, I want to offer my condolences to the Lesieur Family who sadly announced the passing of their Patriarch Roland Lesieur. This is a terrible loss for their family and to our industry as well. Roland was a unique individual with an unmatched work ethic. He was a champion of the Independent Tire Dealer and was never shy in confronting a company that he felt was not acting in their best interest. Roland was a first-year inductee into the NETSA Hall of Fame and certainly epitomizes what a Hall of Fame candidate should be. In

the words of his son Larry Lesieur, join me in not mourning his loss but in celebrating a life well lived.

To a happier topic, spring is around the corner and so is the 2019 NETSA Trade Show & Convention. This will be our sixth year at Foxwoods Resort Casino. This year's show will be held from March 29 thru March 30. Our **Trade Show Committee** chaired by Rich Tuttle has been working hard to ensure another great event and they continue to make this the best trade show in the industry. We will be welcoming Tom Tucker, Director State Government Affairs for Auto Care Association as our Key Note Speaker at the Saturday luncheon. Tom will be sharing some great information on the threats facing our industry. Our Saturday morning seminar will feature Dan Marinucci and will be a must attend event for techs and sales people alike. We will also feature three seminars on the showroom floor. I look forward to seeing you at the show.

The **Hall of Fame Committee** chaired by Jim Melvin Jr. has provided the members with a great slate of candidates for 2019. I would like to congratulate Thomas O. Auger (VIP Discount Auto Center) Harvey Rudnick

2019 NETSA Trade Show - Continued from pg. 1

Director of State Government Affairs for the Auto Care Association.

3. Saturday night Hall of Fame Dinner inducting Thomas Auger (VIP Discount Auto Center), Harvey Rudnick (Summit Tire) and Sid Tinson (Sullivan Tire).
4. The Scholarship Auction to help fund our nineteen \$2000, 2019 Scholarships.

Those who attend this year's Trade Show will leave more informed, which will further their success and profitability. They will also have a lot of well-deserved fun. I am looking forward to seeing all of you at the Trade Show. You are the heart and soul of the Tire and Service Business.

To register go to www.netsa.org or contact Tony DeSimone at 855-638-7248.

(Summit Tire) and Sid Tinson (Sullivan Tire) for their induction into the Hall of Fame Class of 2019. The induction ceremony will be held on Saturday evening March 30th, 2019 at our Annual Hall of Fame Dinner & Auction, which officially closes the 2019 Trade Show & Convention. We expect a big turnout to honor these three outstanding members of NETSA and our industry.

The **Legislative Committee** continues to monitor the matters that affect our industry in our State Legislatures across New England. We are currently watching a bill in **Maine (LD213) An Act to Require Snow Tires or All-weather Tires on Automobiles from October through April**. This bill has not yet been scheduled for a public hearing. In **Connecticut**, we testified before two different committees with different bills about the same subject, the use of Crumb Rubber in Municipal and Public School Playgrounds and Playing Fields. We will monitor that progress as this fight is coming up in states across the country. There have been almost one hundred studies saying there is no definitive link between the use of crumb rubber and health risk in children. This has been upheld by the Connecticut Department of Energy and Environmental Protection in their own study. We are also working with the **Massachusetts Right to Repair Coalition** on the issue of Telematics in automobiles. In 2022 almost ninety percent of vehicles in the US will be equipped with Telematics. As it stands today the vehicle owner will not have control of the data being collected.

I look forward to another great show and hope to see you there.

Tony DeSimone

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Plan Comparison	Low Plan	High Plan	
Dental Maximum (per person)	\$750/calendar year	\$1,750/calendar year	
Vision Maximum (per person)	\$150/calendar year (leaves \$600 for dental)	\$150/calendar year (leaves \$1,600 for dental)	
Type 1 Preventive deductible	\$0	\$0	
Type 2/Basic and Type 3/Major deductible	\$50/calendar year 2x family maximum	\$50/calendar year 2x family maximum	
What the plan pays after deductibles		In network	Out of network
Type 1 Preventive procedures	100%	100%	100%
Type 2 Basic procedures	80%	80% year 1 90% year 2 100% year 3+	80%
Type 3 Major procedures	no benefit	50%	50%
Claim Allowance	95 th U&C*	Discounted Fee	95 th U&C*
Orthodontia	no benefit	50%, child only \$1,000 lifetime benefit	

Monthly Rates	Low Plan	High Plan
Employee only	\$23.80	\$42.40
Employee + 1 dependent	\$48.90	\$84.80
Employee + 2 or more dependents	\$80.80	\$139.90

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Where to begin, talking about a life well lived? He may have been an icon in the New England tire business, but to me he was just dad. When I replaced him on a board or at a meeting I was greeted with sheer disappointment, then gradual acceptance. My earliest memories of dad were mostly on Sundays, because he worked sunup to sundown during the

week. We would go to church and then dad set up his card table in the den and sent out overdue or figured out some orders. He had a calculator with a tape on it and that thing was very noisy. Sometimes I got to go down to the station with him on Sundays and I played in the tires. That was a lot of fun for a young boy. In the summer he took two weeks off from work and we would rent a cottage in Maine on Moody Beach and spend a few days in the mountains of New Hampshire going to Storyland, Polar Caves, Santa's Village, Clark's Trading Post, and looking at that marvelous Old Man in the Mountain. I remember one time on our way back home we ran out of gas just a mile from our house. My mother was not happy with him that day! My parents always drove station wagons with the rear seat facing backwards so that we could make funny faces at the poor souls stuck behind us. Eventually, my mother's station wagons would become Maynard and Lesieur delivery vehicles so that continued to be her designated vehicle for years. As we grew older, my dad spent even less time on vacation and more time working. No question he was obsessed with work but in a good way. All four of his children ended up working for the business and it wasn't because we had to.

Dad was very driven like his father to take care of his customers and employees. He didn't pay the highest wages, but, like he told us, if you work the hours, you will do all right. We had our ups and downs over the years, but overall it was a joy working by his side. What strikes me the most about dad were two things. Firstly, his bluntness about what was right and wrong, his willingness to share his opinions with everybody in the tire business, and how amazingly right he was most of the time. Secondly, he was like my grandfather in his compassion for the underdog and how far he would go to help his employees as well as his family without making a big deal about it. I remember a few nights when he was bailing out an employee or rehiring someone who had left the business on bad terms. Dad gave more than a few people a job and an opportunity to straighten out their lives.

One of the best things that happened to dad was buying my grandfather's camp on Cobbett's Pond in nearby Windham. It took him a while to decide to buy it but when the decision was final, he really enjoyed his time there. It was located on the sunny side of the pond and so after work he could go for a swim or just sit out on the dock until sunset. If the weather was nice, you found him at the camp, if not you found him in his other favorite place, home. The practicality of it was that he could enjoy the camp most of the summer unlike a camp up north that could only be enjoyed on the weekends. My mother tolerated the camp but did not enjoy it as much as dad, mom loved the ocean. From the camp dad would take his grandchildren to Canobie Lake Park each year. There was no ride that he would refuse to experience with the kids. He also brought them to Granite State Potato Chips in Salem, New Hampshire and they would buy two or three buckets of chips weekly. The camp always had chips, ice cream, and soda for all to enjoy. As dad aged, he spent less time at the camp and more time at home.

He loved being home. When he added central air conditioning to the house, he had no reason to go anywhere else except work. The only hobby he had besides the business was collecting old postcards of Nashua. He was a history buff and loved talking about the old days. Two of his favorite experiences were visiting the cemeteries at Pearl Harbor and Normandy, France. He and my mother were able to travel all over this country and the world because of the tire business and they enjoyed it very much. The tire business was very good to dad and he appreciated it, although he did give hell to whomever was running Michelin at the time about making the brand more profitable for the independent dealer. He always did, I know, I was there cringing. But he was right. He would talk to anyone who would talk to him, and I mean anyone, bartenders, waitresses, and bus boys. He told me that the workers were the people who really knew what was going on. The funniest thing I remember was while on a trip to Las Vegas, at the Mirage, dad was holding court with five women whose job was to change your bills into smaller bills. He told them he wrote a column for a newspaper (he did not specify that it was the Road Runner) and pulled out a pen and paper and started interviewing them. They were thrilled. He made them feel like a million bucks. I don't think that the people who were waiting for change were thrilled, but it was quite a spectacle. While my mother could spend a lot of money on the slots, my father would play one quarter at a time on video poker. At that same casino my father almost had a royal flush on his first spin. He called me over and said he was going to bless the machine and get a royal flush. As usual, I doubted him. He made the sign of the cross and lo and behold, a royal flush! Because he only played one quarter, he won \$250.00. The progressive jackpot was \$3,000.00. I do not know who was more upset that he played one quarter, the woman attendant or my mother. He was not upset at all.

I think the pinnacle moment of his career was many years ago when he felt that the NTDR (TIA) was spending too lavishly, and as a director from New Hampshire, he stood up and railed against the then "executive dictator" of that association. The "dictator" controlled who served on the executive board and decided who could see the financial records. My dad and Anne Evans from Connecticut pushed for change. The "dictator" lined up all the past presidents of NTDR against them. But dad and Anne held firm. Some of the lavish expenses like limousines began to disappear. Dad lost some of his friends in the tire business because of his stand, but he did not give a damn. He believed that he and Anne were right and that was that. They stood up for all the members of NTDR and ultimately lost the battle but won the war. Dad was also on the executive board of NETSA for well over twenty-five years and served as treasurer, making sure that any member who wanted to see the financial records could. He believed in transparency, nothing to hide, was the way to go.

As dad grew older, he willingly gave up control of the business and driving. He missed both but understood the necessity. It was tough for all of us when my mother became ill, but luckily, we were able to keep her home with dad. Through it all, he continued to go to work for half days until recently. The thing I remember most at the end was that he kept his sense of humor. He had dementia for well over a decade but never really got worse until recently. He remembered a lot. Most of what he did not remember was current events. I do not think that that was necessarily a bad thing. He could not remember his age. He thought he was eighty. When I told him that he was almost ninety he said, "boy am I old!". He died exactly a month short of his ninetieth birthday, but he lived to see Maynard and Lesieur turn ninety last June. While I mourn his passing, I am more interested in celebrating his wonderful life and dedication to his family and his business. Indeed, a life well lived.

Larry Lesieur

2019 NETSA Scholarship Program

Submission Deadline: April 2, 2019

The Road Runner
Spring 2019



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(Located on the home page).

Print and complete application. Information should be mailed to the address provided below.

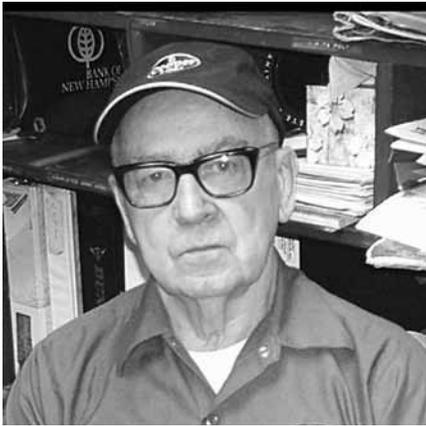


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I often wonder how long I will continue to write this column as it seems more difficult to gather information to write about. I normally talk about items that interest me. Former New Hampshire Senator Warren Rudman died recently and he was a customer of ours for years and I knew him personally. It seems like

he was well liked by both parties of congress. Articles about Stan Musial are always interesting as he was one of the leading baseball players of my time and the fact that he never got thrown out of a baseball game is exceedingly interesting.

Everybody seems to have a cell phone but it appears I'll never own one. I suppose having a phone was very important in my life as a good percentage of our tire sales started with a phone call. The new phones do everything and the youngsters pick it up fast but it's tough for us old timers.

We have a fireplace in our house but we seldom use it while my father used to use his all the time. I don't know how many people still use fireplaces in their homes but there must be some.

A lot of old time businesses seem to be closing up notably Nashua Motor Express which started near our shop before we even

opened back on June 1st, 1928. We are approaching Maynard and Lesieur's 85th birthday and my 84th in March. The big storm in February was one of the few days in my life I didn't come to work since it was in the slowest month of the year and my kids told me to stay home. My age is not an asset at this point. I do very little shoveling now, something we have to worry about at my age. The pope didn't get my okay about resigning and didn't offer me the job but visiting the Vatican was one of the best trips I ever went on in my lifetime. If you get an opportunity to go don't pass it up.

Roland Lesieur.

News In Brief



Roland Maynard Lesieur of Nashua passed away on February 13, 2019 at the Community Hospice House in Merrimack, New Hampshire at the age of 89, after a brief illness. He is survived by his four children Steven, Mark, Cheryl, and Larry.

Roland began his career in his father's tire business, Maynard and Lesieur, Inc. which was founded on June 1, 1928 by his father and grandfather. Roland eventually streamlined the

business into a tire sales and service only enterprise which blossomed into one of New England's largest tire retail and wholesale suppliers during his years at the helm.

Roland will be remembered by his family as a frugal man who prided himself in saving for a rainy day, and never wasting money, yet he never hesitated to help out someone in need with his time and money.

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It is a challenging time for tire dealers, hence data driven decision making has never been more important. Though the latest findings from GfK's US Retail POS panel show that channel sales are still declining (-2.1% 2018 vs. 2017), the decline has slowed relative to 2017 performance (- 5.7% 2017 vs. 2016).

Segment	Monthly Unit Share change vs. year ago	Monthly - Units % Change vs. year ago	Monthly - Dollars % Change vs. year ago	YTD - Units % Change vs. year ago	YTD - Dollars % Change vs. year ago
Passenger Car & SUV	-1.4	-6.4	-5.2	-3.1	-1.5
Light Truck	1.4	4.3	3.6	3.5	2.8
18" & Above	0.5	-3.0	-2.8	3.8	4.0
UHP Speeds	0.0	-5.0	-4.0	-4.6	-0.9
Run Flat Tire	-0.1	-15.5	-12.6	7.9	11.6

Key Findings from December 2018

For the year, the tire specialist channel was down -2.1%, with P-Metric tires driving those declines (-3.1%). LT-Metric tires grew in 2018 vs. 2017 (+3.5%); and there is a distinct shift towards 17" rims, as the segment gained 0.5 share points in 2018.

On the other hand, Winter tire unit sales fell sharply in December 2018 vs. December 2017 (- 37.7%). Despite that December unit sales decline, Winter tires gained 2.0% in 2018 dollars (vs. 2017). Within the top 10 sizes for P-metric tires, only 3 had unit and dollar sales INCREASES vs. 2017. For LT-Metric tires, only 3 of the top 10 sizes had units and dollars sales DECREASES vs. 2017.

GfK Panel News:

- Over the next few months, we will be adding Ply Rating and Load Range to our attribute list. We know these are important attributes for companies working in Light Truck tires, so we are making this improvement.
- We continue to explore viable means for our coding teams to add manufacturer part numbers into our data reporting, which will allow users to more easily identify items. When we accomplish this, we can add part number to our list of tire attributes.
- Our panel continues to expand, and we are always looking to add more dealers. More dealers will allow us to accurately reflect region-level sales, which has been widely requested by dealers and manufacturers.



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Weekend Highlights



Friday, March 29th

Exhibit Hall Opens: 4:00 pm - 7:30 pm

Exhibitors – Tires, Wheels, Auto Parts, Oils & Lubricants, Tire & Alignment Equipment, Lifts, Computer Software Providers, Health Insurance Providers, Commercial Insurance Providers, Workers Comp Insurance Providers, Credit Card Service Provider, TIA, Service Trucks, Tire Recyclers, Live demonstrations and more.

Cash bar will be available on Trade Show Floor

Seminar 1: 5:00 pm - 5:45 pm



Understanding the True Cost of Your 401k Plan

Presented by: Kevin A. Griffin,
Griffin Financial Planning

This seminar will help you better understand and evaluate your plan's fees and expenses. While the focus is on fees and expenses involved with 401(k) plans, many of the principles discussed in this seminar also will have application to all types of retirement plans. Whether you are a plan sponsor or plan participant, learning about the corrosive effects of high fees on investment returns will be of importance to you. Understanding and evaluating plan fees and expenses are an important part of a what an employer needs to do as a plan sponsor and something they should want to do as a plan participant.

Saturday, March 30th

Seminar 2: 8:00 am - 11:00 am



Essential Electrical Checks You Should Know

Presented by: Dan Marinucci

This class starts technicians up the ladder toward that elite rank we call automotive electrician. Both the experienced technician and electrical rookies report that this seminar is loaded with practical advice and useful tips. The seminar is also a big help to non-technicians who are selling diagnosis and repairs. Seating is limited so register early for this informative seminar that has earned rave reviews from technicians, managers and owners nationwide.



Complimentary Coffee, Muffins Danish & Bagels

Provided at Seminars

Saturday, March 30th

Seminar 3: 1:45 pm - 2:30 pm



Are your shop's tire sales beating the channel?

Presented by: Neil Portnoy –
GfK Benchmarking

GfK, an information leader for the Tire Specialist channel, will highlight industry trends from 2016 through 2018 and discuss how tire dealers can use data to support their decision making. With so much change being reported in the tire business, GfK will report how these changes are impacting sales, prices, and specific attributes (e.g. rim diameter, winter tires). After you attend this seminar, you will better understand industry trends and identify opportunities for your own shop to grow.

Seminar 4: 3:00 pm - 3:45 pm



Compressed Air Energy saving – Not just hot air

Presented by: Eversource Energy

Eversource can connect you to solutions for savings on your compressed air equipment. Leaks, outdated compressors -learn how our professional contractors could introduce you to incentives for energy- efficient upgrades. Plus we will talk about energy-saving lighting and HVAC.

NETSA Welcomes...

Keynote Speaker Profile



Tom Tucker

Tom Tucker serves as the Director of State Government Affairs for the Auto Care Association and has extensive experience advocating complex legislative and regulatory issues before federal, state and local governmental agencies over the past 15 years.

Tom has particular expertise in technology issues; privacy, data collection and storage, intellectual property, e-commerce, tax policy, energy conservation, sustainability, community development, crisis management and community engagement.

Tom attended the University of Texas at Austin, majoring in Communications, completed the Nonprofit Management Leadership Program at Georgetown University and the Senior Executives in State and Local Government Program at the John F. Kennedy School of Government, Harvard University.

Tom enjoys golf, swimming, bike riding and family activities with his children.

11:30 a.m. - 1:00 p.m.:

NETSA Full Course Luncheon & Annual Meeting - \$45

with Keynote Speaker - Tom Tucker, Director, State Government Affairs Auto Care Association

Storm clouds are brewing and there are multiple threats facing the industry. With a barrage of threats from embedded software, Right to Repair, telematics, and government instability, to the uncertainty of global trade deals and tariffs, the industry finds itself fighting battles on multiple fronts. From the halls of Congress to state legislatures and the courts, these issues and their outcomes could determine the future of the industry. But which of these issues poses the greatest threat?

1:00 p.m. - 4:30 p.m.:

Exhibit Hall Opens:

Live Presentations - On the Tradeshow Floor!

- ▶ Equipment
- ▶ POS Software
- ▶ Social Media & Emarketing
- ▶ Many others - make sure to check them out!

6:30 p.m. - 7:00 p.m.:

Wine & Cheese Reception

7:00 p.m. - 8:30 p.m.:

NETSA Hall of Fame Dinner - \$65

NETSA Hall of Fame Inductees
Scholarship Auction

Scholarship Auction: If you would like to donate an item or know of someone who would, please let us know.

2019 NETSA Hall of Fame Inductees

Thomas Auger
VIP Discount Auto Center – Lewiston, ME

Harvey Rudnick
Summit Tire of MA

Sid Tinson
Sullivan Tire – Norwell, MA

8:30 p.m. - :

Tradeshow Ends - Enjoy Foxwoods on your own

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The Road Runner
Spring 2019

The NETSA Trade Show & Convention
March 29th & 30th, 2019
Foxwoods Resort Casino
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Mashantucket, CT 06338



2019 Attendee Registration Form
New England Tire & Service Association
3 Lefevre Drive
Kingston, NH 03848
Tel(855)638-7248, Fax(855)NETSA4U
netsapros@aol.com

Company Information:

Please print information

Email: _____ Date: _____
 Business Name: _____ Phone: _____
 Street Address: _____ Fax: _____
 City/Town: _____ State: _____ Zip Code: _____
 Contact Person: _____ Title: _____

Attendee Names:

**All Attendees must be registered for the show in order to attend.*

	Dan Marinucci 3/30/19 8 am - 11 am 50 person Limit	Floor Seminars 3/29 & 3/30 FREE	*Tradeshaw \$ - No Cost	Saturday Luncheon \$ 45.00 pp	Saturday Dinner \$ 65.00 pp
1. _____					
2. _____					
3. _____					
4. _____					
5. _____					
6. _____					

Ticketed Events:

Saturday Luncheon & Keynote-11:30AM to 1:00 PM
 Saturday Evening Dinner - Hall of Fame -7:00PM-8:30PM

of tickets requested Total
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Cut off date: Friday, March 15, 2019
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The SBA 7a loan program is one of the most popular methods for financing a well-established business acquisition that involves purchase of inventory, equipment and goodwill. Under this program, banks may fund up to 90% of the acquisition cost, plus additional working capital, to a qualified buyer candidate with a 10% cash down payment.

The Small Business Administration is a U.S. government agency and SBA loans are a mainstay for many entrepreneurs, who can be approved for attractive bank financing to borrow funding to buy, start, expand, or run a small business. While the SBA doesn't directly fund small-business owners, the most popular 7a program covers 75% of loan losses in the event of a default, giving an incentive to banks and other financial institutions to finance business acquisitions that might otherwise appear to risky.

Banks Are Approving Small Business Loans at Rates Not Seen Since Before the Great Recession

Approvals of loan applications from small business owners reached a post-recession high mark (26.9%) at big banks (assets of \$10 billion+), while small banks granted more than half of the small business funding requests they received in November 2018, according to the latest Biz2Credit Small Business Lending Index™.

Overall, 2018 was a good year for both borrowers and small business lenders. Because the economy continues to show strength and companies are doing well, small businesses in search of capital have been able to find it. For good reason, optimism among entrepreneurs has continually trended upward and remains high.

3-Week Window Has Passed

A temporary procedural hiccup occurred earlier this year by the federal government shutdown. Because the SBA is a U.S. government agency, closings of tire and auto service shops were briefly stalled due to a lack of loan guarantee processing.

The whole system had been a logjam because the SBA had stopped issuing new loan approvals during the shutdown. Shop owners and prospective shop buyers currently in the middle of a loan transaction, even if the lender got their approval number before the shutdown, just had to wait. Obtaining SBA loan guarantee approval usually involves necessary hurdles to overcome, as any shop owner who has gone through the process

fully understands, and to get close to the finish line and then be put on hold was, of course, very frustrating. So if someone was in the process of obtaining an SBA loan guarantee to purchase a tire or auto service business, their entrepreneurial dreams were put on hold. Established shop owners seeking funding for growth by expanding their number of sites also had to wait. But that inconvenience has now passed into history.



U.S. Small Business
Administration

2019 Interest Rates Projection

More good news for shop owners and potential entrepreneurs is that interest rates are projected to be much more stable in 2019, as compared to significant rate hikes that took place in 2018.

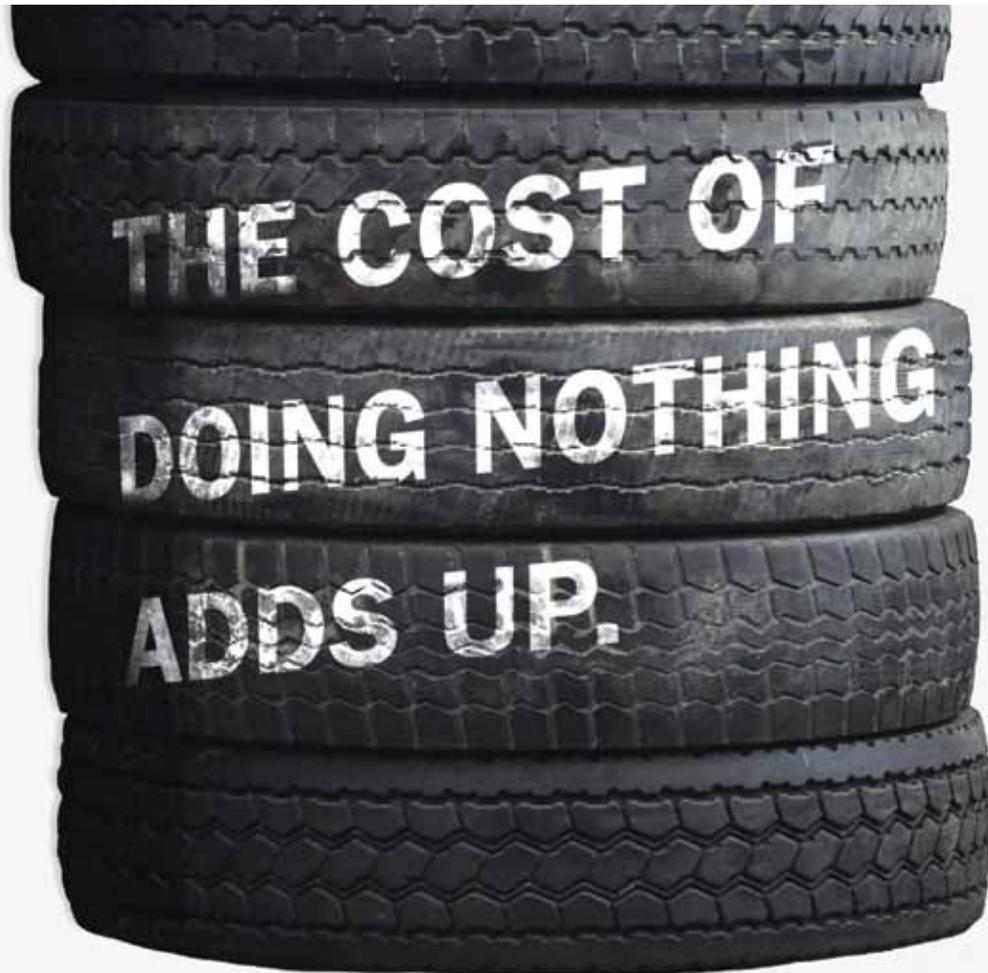
The odds of an interest rate hike by the Federal Reserve sometime in 2019 plummeted after their January meeting.

All Systems Go

The formidable combination of positive economic forecasts, optimistic lenders and borrowers, and stable interest rates paves the way for eager, young entrepreneurs just acquiring a new tire or auto service shop to realize their dreams. In addition to the acquisition of an existing business, they can also count on an SBA/bank loan to hire new employees, purchase new equipment and inventory, renovate the building, replace signage, and implement new advertising.

The good news for sellers planning a 2019 exit strategy is that 90% financing will be a powerful incentive for buyers and thus dramatically increase the number of potential buyers with a sufficient down payment. That means a seller will have a better opportunity to complete a sales transaction, pay off all debts, and commence a well-deserved retirement.

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



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The Authentic Millennial Experience

Keith Smith, Sr. Director of Business Development, Progressing Leasing

The Road Runner
Spring 2019

Research shows that when it comes to marketing to the near 80 million millennials in the United States, over 43% of them rank brand authenticity over content. This means that before they even consider reading or engaging with content produced by a company there must exist an inherent trust in the brand. Without this, your content may never garner a second glance.

So, what is an authentic brand and how can you build one?

Generally speaking, authenticity in this sense is not influenced by the product you sell or the service you provide. If there is a need and a want for your offering, then there will always be millennial business to be had. Rather, authenticity is based upon three fundamental principles of communication – Transparency, Simplicity and Conversational Tone.

Transparency

We know that more than any other generation, millennials are most likely to engage in significant research before making a purchase. In fact, in addition to the slew of google research being conducted, 33% of millennials review and rely upon information found on consumer blogs before making a purchase. This highly opinionated form of research is not only subjective but thorough. If there's any area at all where you have been less than forthcoming in the name of marketing, they're going to see it and that sale is lost. Rarely is your website their first point of contact with your brand, so when they get there make sure it's open and accurate.

Simplicity

Among the millennial audience there is little tolerance for overt marketing techniques and tactics. Flowery language and catchy tag-

lines do little to persuade the modern millennial consumer to part with their hard-earned money. They do however value simplicity, or more accurately clear communication. If you provide tires at a discount, there's no need to say "watch how we roll" simply let them know what you have to offer. You're far more likely to capture their business with clarity than with puns.

Conversational - think social media

62% of millennials state that if a brand engages with them on social networks that they are more likely to become a loyal customer. The most notable part of that particular stat is the term 'engage.' Millennials expect companies to tailor content to their needs, start conversations and interact on a more personal level. Being too corporate or formal only creates distance between you and the millennial consumer. Try being polite and conversational in your messaging but never too gimmicky or familiar. A non-millennial tire and wheels salesman telling millennials how their 'rims are lit' is never a good look and certainly not authentic.

Progressive Leasing lives by the ideals of transparency, simplicity and a conversational tone. We put people first. This commitment to understand every generation of consumer, providing outstanding customer service and tailoring our messaging and products to their needs is what sets Progressive Leasing apart.

To learn more about how progressive leasing is changing the consumer buying experience and can benefit your company visit progleasing.com/merchant or contact Keith Smith, Senior Director Business Development, at keith.smith@progleasing.com.



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Hello. This is Wayne Rivers at The Family Business Institute. Thank you for dialing into our series of blog videos, and this week I want to talk about three ways you might be hurting your employees' productivity.

Now, we talk about the need for senior executives in family businesses to redefine their roles and focus on high payoff

executive functions versus sort of task functions that a \$15 employee can do. On the other hand, let's look at the other side of that coin. How do senior leaders hurt their employees' productivity? And this came from an Inc Magazine article. A little bit of research done by Stanford University. And they came up with, and we agree with, three ways that executives hamper their very own employees' productivity.

The first is assigning time consuming tasks. Most of your people are already pretty well occupied, and a new task distracts them from previous projects, and causes them to wonder about focus, and direction, and things like that. So many times in smaller businesses, there's a sense of shifting priorities, and I literally have heard people say "I want you to do this, this, and this," an employee questions them, and I say, "Forget it. That was last week. That was a different customer. This week, we're going to do this." And you can just see the employee's eyes rolling because they have this sense of continually shifting priorities and a sense of frustration. There's not a clarity of direction in their company.

So, one way to cure this is to have a well thought out plan with big picture objectives. Sure, you need to shift priorities from time to time, depending on customer needs, weather, all kinds of different variables, but having a big, overarching plan with your mission, and your vision, and your values, and your overall direction for the next three years, let's say, that is a cure to this shifting priorities problem so many family businesses struggle with.

The second problem is that senior executives don't always understand the power of their words, even offhand comments. The most famous example of that is ... Well, it may be apocryphal, but I think it's supposed to be true. When King Henry II of England complained about Thomas Beckett, the archbishop of Canterbury, who was ... As always, back in those times, the church and the state were bickering a little bit about supremacy, and who got to make decisions and things. And King Henry famously said, "Who will rid me of this meddlesome

priest?" And he said it kind of in jest, kind of in frustration, but four knights, having heard this comment, actually assassinated Thomas Beckett. A purely unintended consequence, according to history, but a real thing.

And so, you don't realize in your organization sometimes you say things as simple as "The coffee wasn't good today," or "Why don't we have bagels at our morning meetings?" You say something small like that, and people take it as a directive because, after all, in most companies, and maybe even more so in small companies, people want to appease and please the chief executive. So, the cure here is just watch your tongue. Watch what you say. Make sure that if you're joking, that people know you're joking, and they don't rush off and assassinate your priest because you inadvertently said something wrong.

And the third thing is delegating to your employees and then not trusting them. This is a big problem we hear all the time in family businesses about the frustration of micromanaging, and maybe even worse than micromanaging is second-guessing. So, you give the employee the right or the responsibility to make a decision, and then you come along a week later, a month later, or whatever, and you begin to second guess the decision. You sort of yank the carpet out from underneath the employee's feet.

The cure here is, okay, if you're thinking about delegating, maybe it's better off to walk before you run, and give the employee decision power over some smaller things first and put them to the test a little bit before you suddenly give them decision-making power over a big project, or a big customer relationship, or a big financial transaction, or something like that.

I guess the point of all this is we want you to focus laser-like on your own time management skills, but we also want you to focus on getting the most productivity out of your people. Don't be a bottleneck in your organization when it comes to decisions. Don't reserve too many decisions for yourself. You must delegate in order to be as effective as you can be. Either you've got the right people on your bus, and you can trust them, and you can delegate them, or if you find that you can't trust them, or you can't delegate to them effectively, what does that tell you? You've got the wrong people on your bus.

This is Wayne Rivers at The Family Business Institute. Thank you.

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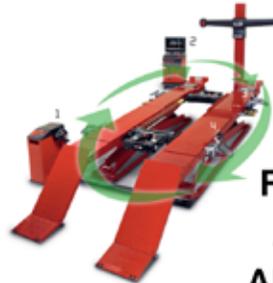
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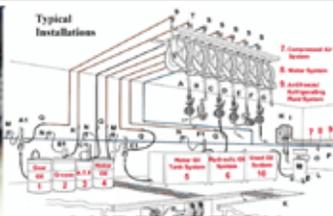
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Eversource Offers Bright Ideas for Energy Efficiency

Erin Engelkemeyer, Energy Efficiency Consultant, Eversource

The Road Runner
Spring 2019

From the latest advances in technology and maintaining a productive workplace, to helping customers stay safe on the road, we understand every decision and dollar invested can have a lasting impact on your business.

Here at Eversource, we are meeting with members of the New England Tire & Service Dealers Association in our Massachusetts, Connecticut and New Hampshire service territories to help them find new ways to help manage energy costs, boost efficiency and save energy. And, since no two businesses are the same, we can provide a range of financial incentives.

Three common areas we've identified where we can help service centers better manage their energy costs include compressed air and increasing variable air compressor efficiency, integrating new HVAC systems and controls, and optimizing heating and cooling throughout service bays and buildings, and lighting.

Not sure where to start? Advanced lighting and lighting controls are an investment that can have the most visible impact—indoors and out. Better illumination in the retail and customer waiting areas can showcase tire products and highlight the quality while providing a cleaner and more welcoming environment. Service area lighting can help improve safety and increase team productivity and accuracy.

While many people know that Light Emitting Diode (LED) bulbs are just as bright as standard bulbs, it is often a surprise to learn that they use 80 to 90 percent less energy and last 25 times longer than

traditional bulbs, which also means less maintenance.

Our energy efficiency experts recommend you consider all of your options before installing another replacement bulb. Today there are several high-efficiency lighting solutions and applications that may deliver greater cost savings in all areas of a tire center. Here are activities to consider:

- **Re-lamp/re-ballast existing light fixtures:** This is a quick, easy, and inexpensive process that will brighten your workplace and save energy.
- **Upgrade to new efficient lighting fixtures:** You can reduce the number of lamps per fixture, change the appearance of your lighting, and take advantage of newer lighting technologies.
- **Install lighting controls:** Lighting controls can be set to shut off lights according to time, the daylight conditions, or area occupancy, allowing you to save more money with no extra effort.
- **Don't stop at the exterior:** Outdoor lighting upgrades enhance savings while supporting safety and property security efforts.

How we can help

From compressed air and HVAC to lighting, we are ready to connect you to solutions for savings. Contact us for more information to learn what opportunities are right for you. *For more information about Eversource's energy efficiency programs, rebates and incentives, or to schedule an energy assessment for your business, visit the Save Money & Energy section of Eversource.com or call 844-887-1400.*

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FEE you soon... At the Show!

By Kevin Griffin, Griffin Financial Planning LLC

The Road Runner
Spring 2019



At the 2019 NETSA Trade Show, I'll be showing how to keep more of your hard earned savings for retirement by explaining how the corrosive effects of high fees will slowly reduce the amount you'll save. Most plan sponsors, participants and individual investors I encounter, have no idea how much they pay in investment related fees. But

how can they? The financial services industry has done a pretty good job of obscuring what they charge. As a result, investors focus only on the returns that show up on their quarterly investment statement.

Why? *Because.....that's the information they want you to have.*

Health care aside, is there anywhere else you spend money without knowing exactly how much it will cost? Health care professionals are taken aback when you asked them how much a particular service will cost. How dare you informed consumer! Financial services are no different. They will give you the information they want and let you fend for yourself to piece the rest of it together. Meanwhile, your investment portfolio is leaking your hard earned dollars, and it's the financial services companies that are building wealth. Oh, and if you think you don't pay anything as a 401(k) plan sponsor or investor, you should definitely stop by.

Join me "on the floor" of the trade show on Friday night for the 5:00 p.m. seminar where I'll explore this topic in depth.

ATTENTION: 401(k) Plan sponsors

Contact me ahead of time if you'd like to evaluate your 401(k) plan's investment costs at the show.

Also, as I mentioned in last quarter's RoadRunner, here what needs to be done with those 2nd Quarter participant statements you may or may not receive from your 401(k) providers.

- Distribute "first year" Required Minimum Distributions (RMDs) to participants that attained age 70 1/2 in 2019 4/1/19
- Make 2017 employer contributions to take tax deduction in 2019 fiscal year (assuming no corporate tax extension) 4/16/19
- Distribute amount deferred in excess of IRC Section 402(g) limit (\$19,000 for 2019) 4/16/19
- Provide 1st quarter benefit statements to participants (due 45 days after quarter-end) 5/15/19

Questions? Stop by and ask, you'll know where to find me!

Kevin A. Griffin, AIF® , CFP®

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Introduction

Since the inception of business, customer service has fallen into three categories: passive, average and proactive.

- Passive and average people wait for things to happen, and, in general, do the bare minimum.
- Proactive people make things happen and create positive situations.

Proactive people are naturally inquisitive. They use their personality. They are friendly, warm and above average in being helpful and getting the job done. They speed the rapport-building process by immediately introducing themselves. This creates a positive and lasting impression. Is it any wonder why customers prefer dealing with proactive people?

Proactive people look for opportunities to make it easy for a customer to do business with their organization. This gives them an edge, not just in rapport building, but also in cross-selling. Generically, it's called cross-selling, upselling or even suggestive selling. Here at Telephone Doctor we call it **Soft Question Selling**.

Remember to see if your caller has any need for other services or products your company offers. Your company is likely in a very competitive environment, and extra business is important, but how do you keep from seeming too pushy? You may worry that the customer is going to resent your attempts to cross-sell. I do hear that every once in a while, and certainly none of us wants to offend the customer. It's a matter of technique. Your company probably has products and services that your customer needs but doesn't know about. If you don't offer or suggest these helpful ideas, you're actually denying them something they might need.

Don't deny your customer a choice: That's key in being proactive!

But how is it done? By asking Soft Questions like these.

- By the way, are you aware of our free overnight shipping policy if we make a mistake on your order?

or

- Would you be interested in taking advantage of our sale on knit polo shirts?

or

- Were you aware of our VIP plan? It allows business travelers to upgrade for only \$25 per day.

Those were **Soft Questions**, and they are seldom rejected. If the customer needs the services, they will give you a positive response, and if they don't, they'll give you a soft turn down to your soft question. Try it. It works.

Here's a brief scenario using the Soft Question Selling.

Proactive Agent: Great! I'll put your paperwork in today's mail, Mr. Mills. [Soft Question] Oh, by the way, are you aware of our free, online bill paying service?

Mr. Mills: No, I'm not.

Proactive Agent: Well, it's a convenient way to pay your bills without needing to write the checks or needing to mail them.

Mr. Mills: Well, that sounds interesting. Sure, tell me more.

Remember: Use soft questions to give your customer a choice! And, once again, here's something to keep in mind that will help you with that all-important cross-selling, upselling and suggestive selling: **Soft Questions** usually get soft answers. You won't feel rejected with a soft answer even if you don't get the added sale. The important thing is that you aren't denying your caller the choice of having access to a product or service that could benefit them.

Statement of Fact:

- To achieve a superior level of customer service, we need to exceed our customers' expectations. That is done by showing an obviously friendly and sincere interest in your customers and doing what's needed to make every encounter a positive situation.

You also can exceed your customers' expectations with a soft approach to cross selling, up selling and suggestive selling. If you'll use Telephone Doctor's **Soft Question Selling** technique, you'll get soft answers, whether yes or no. In either case your customer won't be offended, and in many cases you're helping them (and your company) with a new service or product they need. In addition, this technique will make you more successful at your job.

http://www.telephonedoctor.com/our_blog/soft-question-selling/

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large selection of used tires

A report from SmallBusiness.com shows that two thirds of small businesses in the United States have a website, with this number expected to grow each year¹. While having a dedicated website for your automotive repair shop is important, so is standing out from the increasing competition.

Today, we dive into five features that help your auto repair website gain the edge over competitors and engage your visitors.

1) Responsive Design

A responsive website is one that adapts to the height and width of different devices, including desktop computers, laptops, mobile phones, and iPads. With a responsive auto repair website, it doesn't matter whether your visitor is on a smartphone with a 6" screen or a desktop computer with a 14" monitor; everyone gets the same content, scaled up or down on their device.

Search engines like Google promote responsive web design for several reasons. Responsive sites make it easier to share your website thanks to having a single URL, save time on development and updates, and make it easier for the Googlebot to crawl your website² (which helps your website get found on Google).

Mobile traffic numbers make another case for responsive websites. Google confirmed in 2015 that it sees more mobile searches than desktop searches in ten countries, including the United States.³ As more people utilize their phones to find automotive repair shops, you want to make sure you're providing the best user experience possible. A responsive site helps you create a good experience for more people on more devices.

Despite all these pros, not all websites are responsive yet. By making your auto repair website responsive, you'll stand out from competitors who have yet to make the change while improving your user experience.

2) Photo Gallery

Research consistently shows that real photographs perform better than stock photography⁴. This is one reason Net Driven has a Photo Gallery module for auto repair websites. The great news is that taking photos of your auto repair shop, completed projects, and products takes time. This means not everyone puts in the effort to do it. And when they do, real photos still let you differentiate your website from theirs.

A photograph of a completed lift kit installation shows a potential customer what to expect. It elicits trust and shows you have pride in your business, inventory, and work. Today, you can even give a virtual tour of your automotive service center through **Google's indoor Street View** service.

You don't need a state-of-the-art camera to get started, either. Good lighting paired with a good smartphone camera can give you the start you need. Just try to avoid blurry, dim photos.

3) Diagnostic Center

One of the first steps in successful marketing is identifying your audience and their needs. When it comes to your auto repair shop website, you need to diagnose when and why people come to your site. If they're repeat customers, they might be ready to schedule a service with you. If they're new visitors, it's reasonable to assume they have a car problem and are looking for an automotive service provider in the area.

Now go a step further. While some of your website visitors know what's wrong (a brake repair for example), others don't have the technical aptitude to identify the source. When the check engine light turns on, this audience's first thought isn't "where do I go" but "what's wrong?" You can attract traffic from this crowd with an online diagnostic center. This auto repair website feature lets visitors fill out a quick form about what they're experiencing. Once they answer the prompts, they'll receive a list of the most likely causes of the problem and the appropriate repair solutions.

Giving website visitors the answers they need when they need them is a great way to build rapport. It's also a good way to attract traffic to your auto repair website. While the competition may only provide examples of the services they provide, you can go a step further and catch individuals who want to know what's wrong now.

4) Valuable Content

"Content" is a general term that refers to more than web copy. The content on an auto repair website can include blog posts, photos, videos, downloads/e-books, and individual pages dedicated to a service or product. High quality content contributes to search engine optimization (SEO) and provides value to your customers.

For example, an auto body repair shop might post an article about the auto insurance process to preempt customer inquiries and attract search traffic for associated keywords and keyphrases. Similarly, an auto repair shop might have a video that discusses different types of brake pads or a time lapse video of a repair. Before and after photos of a completed service are another great way to set your website apart and keep visitors on your website (Google uses "time on site" as an SEO ranking factor since it shows people are interested in your content).

One way Net Driven provides value is through the Automotive Q&A. This informative guide answers questions

about the role of an automotive system or part. It helps potential customers understand why a service is important and when that service is recommended.

5) Online Scheduling

You might not expect an online scheduling form to make the list of features that separate you from the competition, but not every auto repair website offers this ability. J.D. Power found that online scheduling tends to improve customer satisfaction, with instances of online scheduling increasing from 9% in 2015 to 13% in 2017.

In a way, your website is like a 24/7 employee when you have an appointment scheduler. Even after you shut the doors for the night, your website is active. It provides the information potential customers need and takes down information for appointments. The convenience for the visitor also shouldn't be overlooked. If someone forgets to call your business during the day, they can still schedule at night without worrying that they'll forget again tomorrow.

An online service scheduler provides convenience and gets you one step closer to revenue, since this step indicates a person is highly engaged with your website and business. You may even win over customers who were trying to schedule with another

auto repair shop afterhours but weren't offered the ability. And there you have it – five excellent ways to make your auto repair website stand out against the crowd (especially when combined). At the end of the day, every basic auto repair website will tell customers the hours, list the services provided, and provide a phone number/address. Truly great auto repair websites provide more value for their customers and get rewarded with better SEO signals in the process. It's a win-win for you and your customers.

For more website product solutions, check out [Net Driven Website Features](#).

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OUR 3-PART SOLUTION IS FOCUSED ON ONE THING: **DRIVING RESULTS.**

INTERNET MARKETING
DRIVES MORE VISITORS

Custom Responsive WEBSITE

CONSULTING & ANALYSIS
DRIVES MORE SALES

SOME OF OUR POWERFUL FEATURES

Monthly Analytics & Quarterly Calls

Tire and Service Quoting & Scheduling

Factory Recommended Maintenance Lookup

Tire & Service Catalogs

Social Media Setup & Integration

Custom Coupons & Automated Promotions

Welcome New Members

The Road Runner
Spring 2019

Company	Street	City	ST	ZIP	Contact
TireHub	445 Simarano Drive	Marlborough	MA	01752	Shaughn Shea
Liftnow	PO Box 972	Yorktown Heights	NY	10598	Paul Stern
Express Tire and Auto Repair	253 East Main Street	Branford	CT	06405	Lisa Simone
Porto's Citgo	480 North Colony Road	Wallingford	CT	06492	Dave Porto
Wilson Tire Co.	35 Old Etna Road	Lebanon	NH	03766	Mark L. Pollard
Wilson Tire Co	697 Tenney Mountain Hwy	Plymouth	NH	03264	Matt Huppe
Wilson Tire Co	5 Salisbury St	Randolph	VT	05060	Eric Wallman
Bob's Elm Street Service	9 Cove Street	Pittsfield	MA	01201	Bob Plankey
Mighty Auto Parts of Southern Massachusetts	733R Belmont Street	Brockton	MA	02301	Dan Rudnick
Zeller Tire	616 Main Street	Torrington	CT	06790	Dave Zeller
Snap Finance	1193 W 2400 S	West Valley City	UT	84119	Taylor Yoo
Advance Auto Parts	14 Ann Street	Trunbull	CT	06611	Rick Gianini
Massachusetts Right to Repair	9 Park St Suite 200	Boston	MA	02108	Tommy Hickey
American Pacific Industries, Inc.	8320 E. Hartford drive	Scottsdale	AZ	85255	Spencer Brock

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- 200+ trailers
- 8 tire shredders

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BDS Waste Disposal, Inc.

For more information, visit: bdswastedisposal.com

Phone: (207) 278-3833

NETSA Membership Benefits

Mission Statement

New England Tire & Service Association's purpose shall be to benefit the public by supporting independently owned tire dealerships and automotive service centers.

- We've been a vibrant association for 66 years starting in 1952.
- We have over 580 regular members

Computer Software

ASA Tire Systems:

Dave Vogel (603) 889-8700

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

Compressed Air Energy Saving-NEW

Eversource:

Jan Keleher (413) 787-9433

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Credit Card Service

Nationwide Payment Solutions:

Brian Soares (207) 400-4495

- Free 100K Dollar Breach Insurance.
- Free Equipment
- Free Online Processing Gateway
- Gift & Loyalty Card Marketing Programs
- No Increase Rate Guarantees

Merchant Partners

Sales (866) 814-4083

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

Dental Coverage - NEW

NEAD Insurance Trust/Ameritas:

Charlie Muise (781) 706-6944

- \$1750 Calendar Year Maximum
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- No waiting periods
- Coverage for single, spouse, family
- High-low plans available

Insurance Coverage - NEW

Affiliated Insurance Agency:

Phil Muller (516) 576-0166

- All forms of insurance for the tire and rubber

industry since 1981

- Comprehensive comparison review of current insurance portfolio for retailers, wholesalers, commercial, industrial, retreaders and manufacturers
- Insurance products included but not limited to: Property, Liability, Automobile, Employment Practices Liability and Cyber Liability
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Progressive leasing:

Aric Wredberg (267) 372-9270

- Providing virtual lease-to-own for customers since 1999
- Best-in-class customer support
- Customers could pay off early with 90-day purchase options

Legislative Monitoring

NETSA and its members are constantly monitoring the State Legislative activities concerning the Tire & Automotive Industry in all six New England States.

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 Reputation Management

_WECnology, LLC/Certified Reputation

Services:

Wayne Crowell (603) 249-5530

- Online reviews matter.
- NETSA members save 10%

Publications

Road Runner

Our Newsletter is published four times a year (March, June, September & December) with information & fun articles. Free to members.

Retirement Planning

Griffin Financial Planning LLC

Kevin Griffin (781) 783-2232

- An Independent sole advisory firm, providing Flexible workplace retirement plan options for plan sponsors and their participants
- Offers Fiduciary services at a reduced flat fee. While also reducing your personal liability
- He's an Accredited Investment Fiduciary (AIF) and a Certified Financial Planner (CFP)

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 nineteen \$2,000 scholarships to member employees, their spouses, and their dependents

Tire Industry Market Facts - NEW

GfK Benchmarking:

Neil Portnoy (212) 884-9269

- Monthly Benchmarking reporting
- Your store(s) vs. Market
- Sales, Share, Price; all by product line.
- Know what customers are buying, so you could make informed inventory decisions

Trade Show & Annual Meeting

- 50-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

- We also participate in TIA's Certified ATS Program for Tire Technicians, the TPMS Program, and the CTS Truck Tire Program.

Showroom Video Advertising

Migma Systems Inc.

Erin Wheaton (508) 660-0328 ext 349

- Provides Directed Advertising with 5 to 20 rotating Slides of your choice on a TV in your showroom.
- 10% NETSA Discount and a 30 day free trial
- Special NETSA member prices from \$20 to \$75 per month

Web Site

Net Driven:

sales@netdriven.com

(877) 860-2005 x298

Net Driven provides Industry leading solutions to drive your business. They will build, host, & update your site at much reduced NETSA Member rates. *Our NETSA website is hosted by them at www.netsa.org*



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The Road Runner

The Newsletter of New England Tire & Service Association



Mark your Calendars

2019 NETSA Trade Show

Foxwoods Resort & Casino - Mashantucket, CT

March 29 & 30, 2019

The Road Runner
Spring 2019



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