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



Information Drives Trade Show Success

Richard Tuttle, Chairman of the Trade Show & NETSA VP

One of the most important jobs NESTA has is to keep its members informed. Providing information on what State Legislation and the Federal Government are doing that could hurt your business. Providing Seminars, to train and give information that would help tire dealers succeed in their business. To have leaders in our industry come and talk to us about what is going on nationally and worldwide. Providing information from our Exhibitors to help tire dealers succeed in their business. Talk to fellow tire dealers, to swap information back in forth. Even providing Scholarships to help members send their kids off to college, to learn. The 2015 Trade Show at Foxwoods (March 20 thru 21) did all that.

We at NESTA would like to thank Roy Armes, Chairman, CEO and President of Cooper Tire & Rubber Company, for being our 2015 key note speaker (pictured below). This was Mr. Armes second time speaking at our Trade Show. With all the turmoil in the Chinese Market, it was good to have someone speak on this issue.



We had 45 Exhibitors taking up 109 booths, and filling the hall. Moving in on Friday went as quickly as we've ever been, but we had a slight delay moving out. Even so, we had everybody out by 7PM. We know what the delay was and we will fix it for 2016. We at NESTA would like to thank all Exhibitors for their support.

We had 787 attendees come to this year's Trade Show. That was the second highest attendance we've had since we started in 1952. We had a lot of new people come this year and we hope to have more

continued on pg. 4



First, I want to thank everyone who braved the snow to attend this year's trade show at Foxwoods Resort and Casino. Whether you are interested in education, networking or just looking for deals, it is always a highlight of the year (as I know it is for everyone who attends).

Since this is my first article as President, I wanted to take this opportunity to do something my wife says I am horrible at, which is introducing myself.

My father started Bob's Sunoco in Montpelier Vermont in 1973. He then started Vermont Tire & Service in 1982, which grew into multiple retail locations and a steadily growing wholesale business. Today, Vermont Wholesale Tire is its own entity and is the majority of our business. One of our main focuses because of our climate has always been winter tires and we are known to be an authority on them. We often help in the final testing of winter tires before they are available for sale.

As is true in many second generation tire families, I grew up in the business. When I was 12, I would help unload trailers, organize warehouses and stud tires. As soon as I got my license, my Dad threw me in a cab over box truck to do transfer runs and then eventually wholesale runs.

Many people know me from the classes I have given or the articles I have written on Digital Marketing but few people know why I know anything about it. I went to school for Computer Engineering then for Computer Art and got BFA in 3D Computer Art and Animation. While in school, I started and ran a web and graphic design company with a friend that we maintained after graduation until we found jobs in our chosen field.

My first job after college was with a startup web company, followed by working in NYC making high end commercials. After 9/11, I came back to Boston as the lead artist for a video game company. I came back to Vermont over decade ago so I could work in and eventually run Vermont Tire.

I joined the board of NETSA because I believed strongly in the work they do in educating their members and fighting for them on legislative issues that come up far too often in New England. To this day, these are some of the things that I am most passionate about.

Our industry has traditionally been the scapegoat for automotive issues. The Firestone recall is a prominent example of this. Aside from the undeserved destruction of a

historic brand name, the Firestone recall lead to a decade of legislation that changed or destroyed parts of our business. At Vermont Tire, we had booming winter rim sales that were completely destroyed by the mandate of TPMS and my credibility was tarnished when I had to tell customers they could no longer do something many had done for decades.

In more recent history, due to the plight of the steel worker, tariffs were imposed only on tires from China. No other products received this tariff. Again this, impacted tire dealer credibility because in some cases entire brands were no longer available. For Vermont Tire, a brand that we had spent 4 years building from nothing was no longer available at a moment's notice and I had to find a replacement for 25% of my winter tire order, months after the deadline.

The good news is that there is a light at the end of the tunnel, and organizations like NETSA are a beacon for what an industry group should be by fighting those who would undermine our businesses.

For more than a decade the auto manufacturers made a focused effort to push independent shops from being able to work on the cars by making more and more of their cars closed to anyone but the dealer. NETSA, with Stan Morin in the lead, fought for years to finally get Right to Repair passed. This legislation provides long term protection for service shops who now have the right to have access that they need, and to average car owners who now have the right to choose where they have their service done (and the choice to not be price gouged).

Our membership has more than doubled in the past five years. As it continues to grow, it increases our ability to protect every one of our members. There will always be challenges, but with all we have gained in the past few years, the future looks bright. I am honored to be a part of it and to serve as your president.

Mark Rochefort



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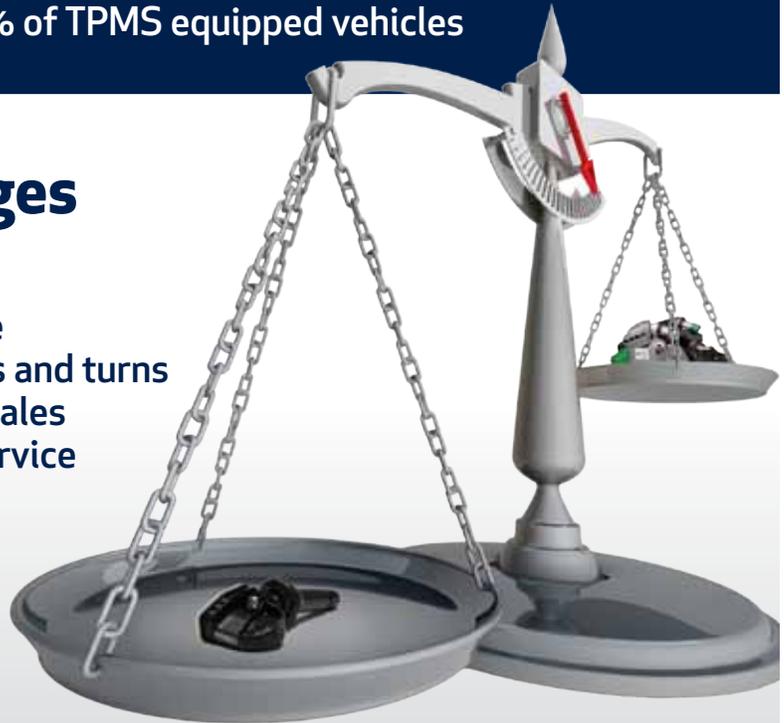
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Hooray Summer! It's been an extreme year so far and not just weather wise. For my business, February was the worst month ever. Then April came back to be the best ever! Sound familiar?

Day to day, week to week and month to month. today's retail tire business is one of extremes. It's the new normal as more customers show up unannounced along with the "How long? How much? When? Now!" mentality.

Having the proper pieces in place is a challenge, but this year, specializing in tire and alignment services has paid off for me. I'm happier and my 3 bays are happier without the big "bay-hogging" jobs, and their ego's. My small shop just can't handle an A-Tech, I've tried and it's probably a reflection on my recruiting skills, but I like to know exactly what's going on in the shop and understand it if I'm going to vouch for it.

I'm chuckling, because it's nice that I still get fired up about this stuff, still enjoy the challenge and still aim to please. When I become indifferent, passive, absent and cheap, please put me out to pasture.

Because people and situations change: Adapting and exploring, maybe that's what I like about the tire business? Today, you can't take for granted that the same customer will keep coming in, throwing their keys and a blank check at you: Or that your best vendor has your best interests in mind.

Respect that, appreciate it and move on to fight for every

sale like it's the first, and last.

Finally tire registration, or lack of it, is in the news again. Once again Government, manufacturers and media are blaming the tire dealer for not registering a customer's tires for them. Either online, or by providing an addressed, stamped postcard containing the handwritten DOT/TIN numbers to the customer, which they may or may not send in.

They all make it sound so easy, but in reality it's awkward and inefficient: The DOT/TIN has to be captured before the tire is installed, as it's usually found on the inside wall of the tire. And to anyone who understands the flow of a shop, lived through the Firestone recall or crawled under a car to find a black stamped code on a dirty black tire, you know what I mean.

Not having the DOT/TIN clearly printed on both sides of every tire is a big deal and probably the biggest reason more tires are not registered.

For that reason, I don't think mandatory tire registration is a reasonable expectation of the selling dealer. I think it's unfair to lawfully put the burden of tire registration on the tire dealer, when the tire manufacturers are hiding the relevant information from them.

The solution? The DOT/TIN needs to be easily identified by its owner, easily registered by it's owner and/or easily checked for recalls by its owner. Just like the refrigerator I bought from Home Depot. It's not Home Depot's responsibility, nor did I think it was, to register my refrigerator and it's interesting that in no other industry, can the retailer be fined for not registering a product they sold.

Bon Voyage and have a good summer - Spencer

Information Drives Trade Show Success Continued from pg. 1

come in the future. We at NESTA would like to thank all who attended.

Our seminars were very well attended again this year. The 8 am seminar had 30, the second one at 9:10 am



had nearly 45 and the third seminar at 10:15 am had 49. All

three were very informative and well received. Providing good quality seminars is a key part of our Trade Show.

The NESTA Hall of Fame Dinner and Scholarship Auction is another main event of the Trade Show. We would like to welcome our 3 new members to the NESTA Hall of Fame - Irving Greenberg of City Tire, Co, Robert Sims of Stillman Sims Tire Co, and Dominic "Sonny" Toce of Toce Brothers, Inc. Our Scholarship Auction raised almost \$10,000.00, making it our best auction ever. This will be hard to beat next year, but we are up for the challenge.

We also wish to thank our Trade Show sponsors for supporting NESTA. With their help, we had a very successful Trade Show.

I would like to thank Dick Cole and all the board of directors for making this year's Trade Show a success. Finally, we would like to announce the 2016 Trade Show will be at Foxwoods, April 8th and 9th.



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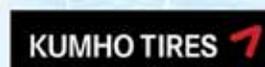
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**What To Consider
When Outsourcing Your
Payroll/Human Resources
Function**

Often business owners ask, just what are the key payroll human resource (HR) features and benefits when you outsource your HR function to certified professionals? First, you

must be provided guidance and assistance when you need it.

Here are some other key components of what to look for in the HR component of payroll:

Employee Handbook Development – Consult with a certified HR professional to develop a custom Employee Handbook and a plan for implementation.

Document Customization – Ensure compliance with the review/update of existing employment-related documents or customize new ones.

Easy on Your Budget – Should be no setup charges or annual fees. All costs should be built into your regular payroll processing fees and should be guaranteed for a minimum of three years.

Ask the Pro – Get answers to situational questions within one business day, about important legal

compliance and personnel issues. Find out if the payroll company you are considering offers payroll “on-demand” from a designated Society of Human Resource Management (SHRM) Certified professional.

According to SHRM – what HR functions are companies most often choosing to outsource? Of those who outsource, here’s a quick rundown of the 5 tasks most commonly outsourced:

- 1) 84% outsource 401(k) administration
- 2) 84% outsource employee assistance/counseling
- 3) 74% outsource retirement planning
- 4) 73% outsource pension administration
- 5) 72% outsource temporary staffing

For larger tire/service companies, it could be repurposing current internal HR folks time, towards other company endeavors.

For Questions or a service comparison tool, Contact Jennifer D'Angelo at (860) 918-1495 or email: Jennifer.Dangelo@e-hps.com

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celebrating success.

Running a business, a successful business, has never been easy. Now, in 2015, you have to be able to compete with big box stores and online retailers, not just the guy down the street. Your customers are changing too. They have lots of choices for tire and service providers, and they aren't going to pick up the phone book and see your expensive advertisement. They're going straight to their smart phones or their laptop to perform an online search.

Word of mouth has turned into social media, and if a parent tells their child to go to your shop for tires or service, they're going to look you up online first, at the very least for directions. If they can't find you, they're going somewhere else.

Even a local business needs to have a good website in order to attract customers. Websites aren't just for selling online, think of it as a digital showroom for your business. Your website should provide information and convey an overall impression of your business, in a way that is convenient and easy for the customer.

But how are people searching for and viewing your website?

Now, to understand the importance of having a mobile friendly website, you need to understand that today, **over 60% of all searches are performed on a mobile device**, and that number is only getting larger. So, what does that mean for your website?

When someone tries to view a website on a smartphone, and that website is not mobile friendly, they aren't going to stay long. In fact, **74% of visitors will leave if your site doesn't load in under 4 seconds**. Aside from the longer loading times, they have to pinch and pull at the screen to find what they're looking for, when they try to click a button they hit the wrong one by mistake, and filling out a form? Forget about it. They are going to leave your site.



a mobile device, the results that they receive are now ranked based on mobile friendliness. Basically, if your site isn't mobile friendly, it could hurt your ranking. Even if you still manage to make it to the first page, if your site isn't easy to view and interact with, they won't stay long.

Mobile VS Responsive Design

There are several options for making your site mobile friendly; you can get a mobile site (so, essentially, two separate websites), or you can get a responsive website. You can also get a mobile app, but we won't get into that today.



The mobile site is optimized for a better end user experience.

A mobile website is sort of a trimmed down version of your full website, to make it easier to view and interact with. The content is condensed, calls-to-action are larger and navigation bars are prominent, and they usually feature click to call capabilities.

The main argument against mobile sites, is that they are essentially a separate site, and a separate URL. This means that in your battle to the top of the search engines, you have a familiar opponent, your second URL.



Responsive sites adjust to fit any and all devices.

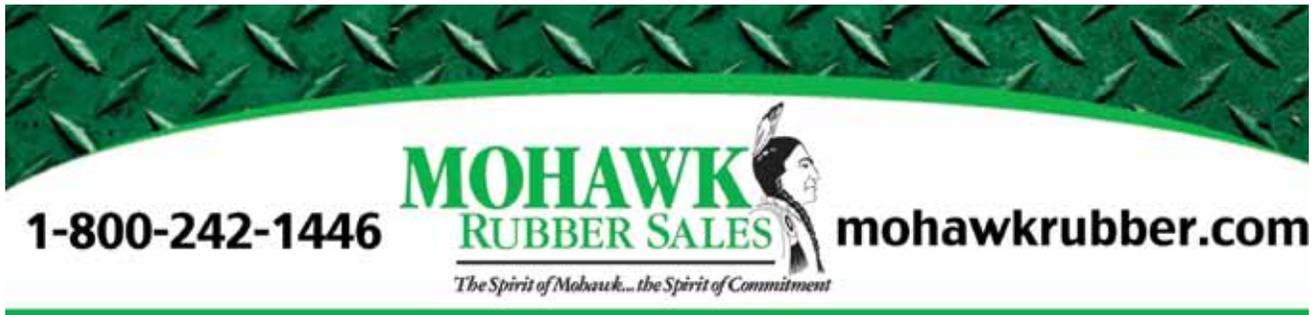
Responsive design was developed in response to the fact that people don't just view websites on smartphones and desktop computers. They use laptops and tablets, and even smartphones seem to get bigger, then smaller, then bigger again. There are also other devices that allow users to connect to the Internet now, such as smart watches and wristbands, and a smart TV. There is no telling where Internet connectivity will pop up next. How can any website accommodate all of these different devices?

We won't get into the technical details, but what it comes down to is this; a responsive site will automatically adjust to fit the size of any device. The navigation, buttons, images, every element of the site adjusts to fit the screen. A responsive site also means that you have one URL, there is no redirecting between two sites to frustrate customers, and it provides a better user experience overall.

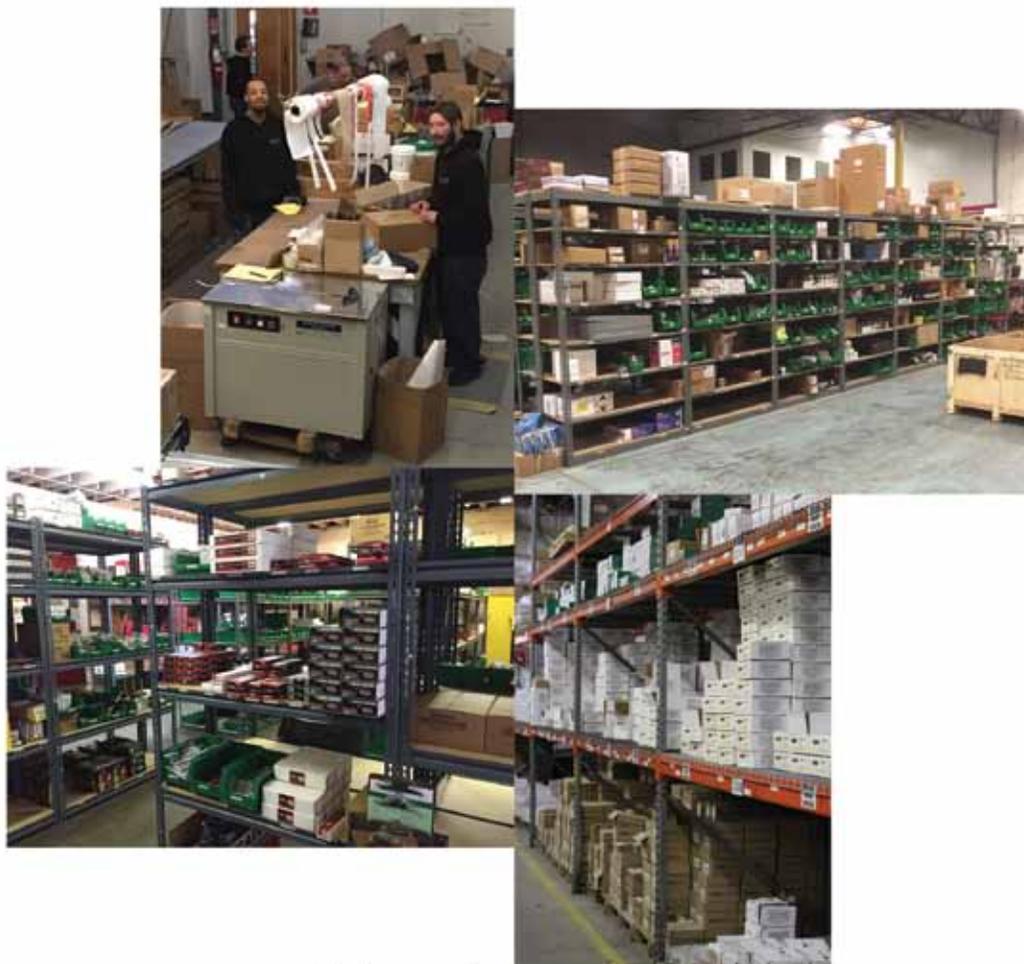
Some people strongly prefer one option over the other, but there are **pros and cons** to both mobile and responsive sites. And as long as technology continues to outrun our ability to master it, there will always be challenges. You have to choose the option that is better for your business.

The bottom line is this- your business needs to have a strong Internet presence today, and you need to make sure that all users, no matter what device they are on, can find and interact with your website. If you don't at least have a mobile friendly site, you could be losing out on over 60% of potential traffic. Can you afford to take that risk?

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If your job includes handling unhappy, irate customers, you've got your work cut out for you. Team members who deal with these delicate situations are often exposed to emotional outbursts from customers who are extremely upset. Handling these types of interactions requires patience and the proper techniques. Here are some quick strategies for turning irate customers into satisfied clients.

Start Off on the Right Foot

Realize that angry customers are not normally upset with you, but with the situation. Don't take their hostility personally. You're merely the rod that redirects the violent lightning strike. You can start to diffuse the anger at the start of the call by smiling. You really can "hear" a smile over the phone. And, it's more difficult to be rude to a service provider who's warm, genuine and sounds concerned.

The ASAP Technique

There are four basic steps to handling an irate customer. We call it the ASAP technique.



A – Acknowledge & Apologize. Soothe the customers' feelings. Immediately. Don't wait to find out who's wrong or whose fault it is. Apologize and acknowledge immediately. Always be sincere. In today's impersonal society, it's incredibly rare to hear the words, "I apologize for what happened. Let's get the ball rolling to fix it." A simple statement like that goes a long way. In fact, you'll probably spend about 80 percent of your time massaging the customer's feelings and 20 percent actually solving the problem.

S – Sympathize and empathize with the customer. Use phrases that offer to help soothe the ruffled feathers. "That's got to be very frustrating." or "I can certainly understand why you're upset." Then get to work on solving the problem. Explain what's going to happen. Run them through the process.

A – Accept responsibility for guiding this towards a resolution.

This is probably the toughest part. Chances are excellent that you had nothing to do with the problem. However, if you took the call and are handling this customer, it's now your job to take the responsibility and help initiate a solution.

P – Prepare to help. Immediately. Begin by re-introducing yourself. Customers won't usually remember your name. If you have a title, give it to them. Status helps too. "Again I'm Emma, the Assistant Manager." Assure them that you'll be able to help. And use their name when possible. This helps a bit to diffuse their frustration. A willing attitude is essential, because if the customer senses insincerity or indifference, it will cause them to stay angry. It's exasperating to file a complaint with someone who obviously doesn't care.

Excuses = "I'm not going to help you now!"

It's never a good idea to make an excuse to a customer. It may very likely escalate the situation. No one wants to hear "The computer is down" or "I'm the only one here." That's your problem, not theirs. When you give an excuse, the customer automatically translates that into you telling them "I'm not going to help you now." In person or on the phone – the ASAP technique will help you diffuse irate customers and lead them down the path to service recovery.

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Each Quarter we always make a point to thank our customers and our Competition for the help with the continued growth of Myers tire supply in the Boston Market. In this issue we like to put a focus on 2 of our local Business partners.

Customer Highlight section:

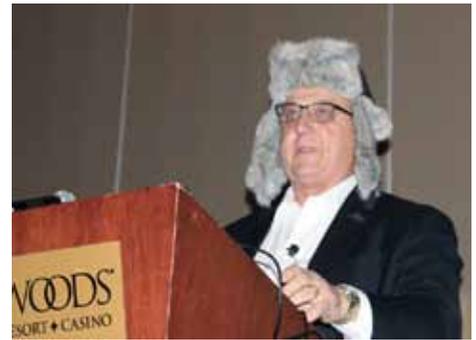
First we want to say thank you to Shawn, Paul and Kevin at Long Distance Tire in Medway. We thank you for the continued support and trust for over a decade with your Tire Supplies needs. We look forward to a bright future with you and appreciate what you do for us as we have grown as business partners over the past couple years together.

What does Babe Ruth and the Boston Red Sox winning their 1st World Series and 19th running of the Boston Marathon have in common with a Local tire shop? Answer: All 3 events happened 100 years ago in Boston History. Thomas E. Hogan opened the doors of the First Hogan Tire in New England. Now, in their 3rd generation and still going strong every day we wanted to Congratulate the Hogan family and all its employees on such an accomplishment. Hogan tire is a true class act in our industry and from the Myers Boston Family to the Hogan Family thank you for your business thru the years and we are humble and appreciative for allowing us to be a business partner in your success and growth into your next 100 years.

NETSA Members Quarterly Deal: From July 1st till Sept 30th all Member locations will be able to purchase any style TPMS Smart Pro Sensor for \$29.00 each.







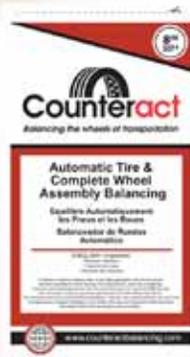
2015 Hall of Fame Auction Items

The Road Runner
Summer 2015

2015 Hall of Fame Auction Items	Donated By	Donation	Winning Bidder
1 Large Fit Bit Heart and activity tracker	ATD	\$125	Tony Desimone
1 small Fit Bit Heart rate monitor watch	ATD	\$125	Bob Sims
Wheel Weight station and Wheel weights	Hennesy Industry	\$200	Peter Kearing
Bridgestone Golf Bag	Bridgestone/Firestone	\$275	Ernie Caramanico
Bridgestone/Firestone Tires	Bridgestone/Firestone	\$425	Steve Himmelman
40 inch Sony TV	Advance	\$375	John Pardi/Cooper
Arica 1/2 inch impact gun	Autopart Int	\$100	Steve Dupoise
Actron Fuel pressure tests	Autopart Int	\$125	Steve Dupoise
Kindle Fire	Shrader International	\$200	Brian McGeoghegan
Nascar Used Tire #5 Kasey Kane	Max Finklestein	\$75	Russell Barrett
Nascar Used Tire #14 Tony Stewart	Max Finklestein	\$150	Brian McGeoghegan
Nascar Used Tire	Max Finklestein	\$100	Jim Melvin Jr
32 inch Insignia HDTV	NAPA	\$250	Debbie @ Toce Bros
Apple I pad air 2	TCL-	\$500	Dale Franklin
Pirelli Calender & Lamborgini Race at Watkins Glen	Pirelli Tire	\$350	Dave Goldman
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Special Edition Skateboard	K&W	\$100	Brian McGeoghegan
A- Golf Bag-Umbrella-Towel	Yokohama Tire	\$125	B Tire
B- Golf Bag-Umbrella-Towel	Yokohama Tire	\$150	Frank Pascale
4 Red Sox Tickets-May 2nd	Hankook Tire	\$550	Steve Dupoise
Remote Car 1 -Wedge and dozen golf balls	Falken Tire	\$150	Russell Barrett
2- Red Sox Tickets	Dennison Lubricants	\$200	Rod Hathaway
Autographed NFL Football	Motostar	\$275	Mark Paquetts
2 Night Stay at Foxwoods- Sunday- Thursday	Foxwoods	\$250	John Pardi/Cooper
2 - Goodyear Blimp Ride Tickets in Pompano Beach, FL	Goodyear Tire	\$350	David Zellar
4 - Red Sox Tickets Previlian	Mohawk Rubber Sales	\$500	Don Foshay Jr
A Tech VT55 & Power Station	Myers Tire Supply	\$350	Russell Barrett
A Tech VT 30 & Power Station	Myers Tire Supply	\$350	Dale Franklin
Yankees-Red Sox game- In New York- Premium Seating	Cooper Tire	\$600	Zack Silver
2 - Red Sox Tickets	Maynard & Lesieur	\$250	Ace Ventura
2 - Nokian Stools	Nokina Tyre	\$125	Steve Himmelman
Cash Donation	Carroll Tire	\$100	
Cash Donation	Hunter Engineering	\$100	
Cash Donation from Booth	Worthwhile Life Foundation	\$500	
4 Red Sox Tickets- July 24th 4:05	Hankook Tire/Sullivan	\$500	Jim Melvin Jr
		\$9,825	



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Pickups



Average size for 19.5



Average size for
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As we turn the page on a crazy winter and spring, it's been nice to get some decent weather in June for a change. On the tire front, our retail and commercial businesses aren't too bad but our wholesale business is on life support. I am glad that we still have a number of tire suppliers left in New England because competition always helps make them better

vendors to us.

The NETSA trade show seems like it was way more than two months ago now. I thought it was another great show and it was really worth going just to talk to the regular vendors who always do a great job at the show, as well as some new faces that were there for the first time. Thanks to all who participated whether it was suppliers, dealers, sponsors and of course members who attended the show.

I really feel fortunate that we have a strong New England association. I remember way back some people used to think we were a "Massachusetts" organization, but if you look at the past few presidents of NETSA, you will see quite a few states represented. It is true to an extent that Maine, N.H., and Vermont are represented by citizen legislatures while Connecticut, R.I., and Massachusetts have more professional legislatures, but all our board members work well together when we have an issue to face in one of our states. The tire business is the tire business no matter what state you are from in New England.

I can't believe that I have been in the family business for over 30 year's full time now, but Roland has me beat with over 65 years in the business full time and now part time. Part time we also both worked as teenagers for Maynard and Lesieur before our full time gigs. The business and times sure have changed. Nashua was a small city when I was growing up, now it seems like an extension of Massachusetts. Most of the retail stores downtown have moved to the outskirts or closed. And people who we knew as great customers, suppliers, competitors, and friends have come and gone, many way too soon. My father and I still talk fondly of many of these people. I know that you can't live in the past but there is also nothing wrong with keeping the memories of these people alive. Our life experiences are built on these types of people. And I guess we should feel fortunate to still be on this earth if our health is halfway decent.

Speaking of life experiences, I have to say that the best part of being a NETSA member is giving a scholarship away in the name of my Grandfather Leo Lesieur. Grandpa was the

oldest of 12 children and had to quit school in the fifth grade to help support the family. His father died of one of those terrible occupational diseases they were exposed to back then. The other 11 family members got to at least finish high school. He knew that it put him at a disadvantage, but he easily overcame it. He was wise beyond his years and didn't let the lack of a formal education hold him back. I am always glad that my Grandfather was around long enough for me to get to know him. Just a great guy and a good businessman to boot! And the thing I remember the most was him constantly telling me to get as much education as I could. He didn't have the education so he appreciated what it meant more than anyone I have ever known.

I am always excited to pick a winner for our scholarship. To those of you whose kids or employees applied to win a NETSA scholarship I say congratulations and best of luck! The applications really were better than ever this year and I enjoy reading every one. Be proud of these people whether they win a scholarship or not. If we had room I wish we could print all the applications in the Roadrunner, winners or not. Their grades are just part of the story. These people are our future and it's amazing to be part of the process. Thanks again to all who support and sponsor scholarships. Have a nice, busy, reasonably warm summer.

Larry Lesieur.

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Well, it's been awhile since my last letter. My wife Susan, has had several back surgeries which involved a lengthy recovery, but she is doing better each day. Sue kept telling me each day that she "was one day closer to feeling better." Love her positive attitude! But during this time been thinking of all of you. I imagine a few of you who are reading this are thinking "sure he has, no way", but I say to all the customers, friends and

vendors of Mohawk Rubber, I truly do think of you all the time.

My life is a mansion, thanks to all of you. Each day something jogs my memory. It could be an e mail, a phone call or even a note from an old customer, and I stop to recall how blessed we are that you have been there to support us both professionally and personally.

Years and years ago my wife Sue and I attended a Marriage Encounter Weekend for couples. During that weekend I heard someone share how nobody knows what is **behind the closed door** of your apartment, condo, or home. Meaning, we can make our judgment about what is going on in a person's life, whether single, married, divorced, or widowed by what we observe. But in reality once that door closes only the people inside know the true story. For example, some people, once out in their daily routine, may choose to wear a "mask" of the happy person. Yet behind that front door, there is stress that seems insurmountable.

Where is this going? OK we all have "stuff" in our daily lives and just because someone seems to have it all together, it just doesn't happen that way! We all carry "**junk**" of some type or other. It could be financial, physical, emotional and that's OK, because with life we can expect each day to contain a surprise! We all have problems of some type in this life, but they must not become our focus. "We must never be blinded by the futile philosophy that we are just hapless victims of our inheritance, of our life experiences and of our surroundings—that these are the sole forces, that make our decisions for us. This is not the road to freedom. We have to believe that we can really choose."----Bill Wilson

Seriously, if we are honest with ourselves, each day brings pleasures, hardships, adventures and disappointments. Thinking that you should live a trial free life is symptomatic of pride.

I judge that most of the situations that entangle our mind are not today's concerns; but we have borrowed them from tomorrow. Your gravest danger is worrying about tomorrow. If you try to carry tomorrow's burdens today, you will stagger under the load and eventually fall flat. You must work at striving to live within the boundaries of today. Wouldn't it be nice to think that

tomorrow is a new day with no mistakes in it yet?

"**Relish the moment**" is a good motto, especially when coupled with Psalms 118:24: "This is the day which the Lord hath made; we will rejoice in it." It isn't the burdens of today that drive men mad. It is the regrets over yesterday and the fear of tomorrow. Regret and Fear are twin thieves who rob us of today. I read this a while ago: "Your worst days are never so bad that you are beyond the reach of God's grace. And your best days are never so good that you are beyond the need of God's grace."-----
Anonymous

Steve Jobs wrote his "Three Rules of Life.."

1. **Your time is limited, so don't waste it living someone else's life.**
2. **Don't be trapped by dogma-which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice.**
3. **Have the courage to follow your heart and intuition-they somehow already know what you truly want to become.**

I began to see that the person who has the most to do with you and what happens to you in life, is you. You make decisions. You decide how much energy you want to put behind that decision. And I came to understand that I had control of my own destiny. We all have choices in the way we react to the words we hear.

Our lives and the lives of all those around us will be significantly improved if we choose to react positively rather than negatively. "It's not where you are in life, it's who you have by your side that matters."*Anonymous*

Let's realize that all of us (behind our front doors) have situations that have to be resolved by sharing, talking, taking positive action. So I invite you to **Love yourself! Forgive yourself! Accept yourself!** You are You and that's the beginning and the end--no apologies, no regrets.

I have shared this thought before in other letters. We should all strive to understand this:

GOD DOES NOT MAKE JUNK!

I end with this from Joan Baez.... "you don't get to choose how you're going to die, or when. You can only decide how you're going to live, now."

**Open your front door and "Carpe Diem".
Have The Best Day Ever!**

Sincerely,
Pat McGeoghegan

PS "Remember the good times, be strong during tough times, love always, laugh often, live honestly, and be thankful for each new day". It's your choice

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What is the Ideal Waiting Room Temperature?

The Road Runner
Summer 2015

By TireShowrooms.com - May 12, 2015

What temperature should your waiting area be? The answer to that question varies based on which of the four seasons of the year you are in and the outdoor temperature/humidity.

A temperature of 64 degrees in the winter is considered acceptable (by many engineering standards) but geographical location can impact this number. During summer, a range of 68 to 72 degrees will keep most of your customers comfortable. Consider installing a ceiling fan in your waiting room to increase your customers comfort level. If you have a drop ceiling, consider this fan, **Dropfan iNV Suspended Ceiling Drop Grid Fan**, that mounts into a 2 x 2 drop ceiling grid.

Remember, if your waiting room is too cold or too hot, your customers wait may seem longer to them than it actually is. Centrally locate an indoor thermometer to monitor the temperature. It's a good idea to place your thermometer in an area where only you can see it as your customers may have a different idea of what an "optimum temperature" should be.

Winter Conditions			
64 degrees F is acceptable winter waiting room temperature			
Summer Conditions			
For summer the values below may be used as an indication of acceptable waiting room conditions.			
68 to 71.6 degrees F is optimum Summer temperature			
40% to 65% is optimum Summer humidity			
Preferred indoor conditions for exposures less than 3 hours			
Outside Temp	Inside air conditions with dew point constant at 57.2 F		
	*F max	*F min	%
95.0	80.6	65.3	44%
89.6	78.8	64.4	46%
84.2	77.0	64.0	52%
80.6	75.2	63.5	51%
75.2	73.4	63.0	57%
69.8	71.6	62.6	57%

DISCLOSURE: The information in the table used in this article is from: The Engineering Toolbox - Tools and Basic Information for Design, Engineering and Construction of Technical Applications www.engineeringtoolbox.com

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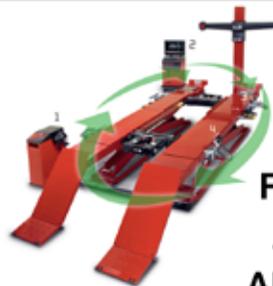
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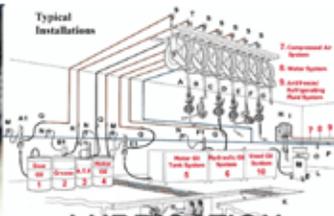
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Cole's Column

This year's Trade Show & Convention at Foxwoods in Connecticut was another success (see Rich Tuttle's Front Page Article). We want to sincerely thank the Sponsors and Exhibitors for their wonderful and enthusiastic support of

our Industry and Association. We have listed them separately in the Road Runner, and encourage you to support those supporting you.

Thanks also to Rich Tuttle - Chairperson of the Trade Show, Larry Lesieur - Sponsors Chair, Jim Melvin Jr – Hall of Fame Chair, Mark Rochefort - Seminars Chair, Steve McGrath – Meals and Receptions Chair, Blaise & Frank Pascale – Floor Events and Audio/Visual Co-Chair, Steve Dupoise - Registration Chair, our fine Registration Desk Staff, and all the Board Members who helped with the Show. A tremendous amount of time goes into putting on a great show, and these people deserve a big thank you..

The Scholarship Committee, chaired by Tom Ferguson, has received 45 applications for the eighteen \$2000 Scholarships to be given out in August by NETSA and our Sponsors. The award winners will be notified in July, and we'll let you know in the next Road Runner who they are.

The Golf Committee, chaired by Jim Melvin Jr, is setting up this year's Golf Event to contribute the proceeds to our Scholarship Program. Please consider playing in this September

11, 2015 event at the Shining Rock Golf Club in Northbridge, Massachusetts to support our many students who need our financial help. You don't have to be good to play. Just have plenty of Golf Balls. A Registration form is enclosed in this Road Runner.

The Membership Committee, chaired by Dale Franklin, is pleased to report that the membership is at 512 members. We are very grateful that we've continued to grow these last 12 years and look forward to helping our members through the strength of your Association.

The Legislative Committee has remained busy these last few months.

Vermont - H36 is a 28 page bill Introduced by Rep. Deen of Westminster and was heard before the House Committee on Natural Resources & Energy and the Fish, Wildlife, and Water Resources Committee on April 29, 2015. This bill proposes to establish a product stewardship program for waste motor vehicle tires. It's being promoted by the same group that promoted the Connecticut Tire Stewardship Program, and we presented testimony opposing this bill, as we did in opposing the Connecticut bill. The Vermont Committees ran out of time to act on the Bill in this years session, but we suspect the Bill will be brought up in Committee again in 2016.

The Trade Show Committee, chaired by Rich Tuttle, has chosen the dates of April 8th & 9th for our 2016 Trade Show and Convention at Foxwoods Resort Casino in Connecticut. More details to follow in our Winter Road Runner.

The Nominating Committee, chaired by Steve McGrath, reports that NETSA Board Member Stan Morin has submitted his resignation to the Board. We regretfully accepted his resignation and thank him for his huge help as Legislature Committee Chair in getting the Right to Repair Bill passed in Massachusetts. We sincerely wish the very best for Stan in his future.

Board Member Profile



Name: Katie Maguire
Business: Mohawk Rubber Sales
Birthplace: Quincy, MA
Family Members: Michael McGovern and Arianna McGovern as well as a few furry kids.

Years in our Industry: 13
How/Why did you choose the Tire Business: I was looking for a job while in college and started at Mohawk filing paperwork. I then worked in the warehouse for 2 years and then

came in to the office to work in customer service.

What is the most important element of your success: Working hard and having a passion for what I do and always leading with a servant's heart.

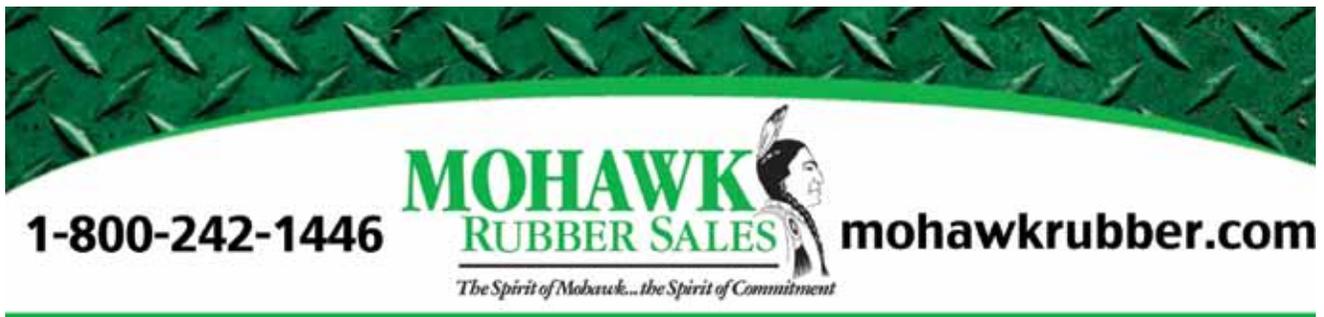
What other Organizations are you Involved in: I am the secretary and event coordinator of Worthwhile Life Foundation. I also volunteer at Father Bill's/Main Spring in Quincy MA

What Honors have you received: I have a degree in Fine Arts with a minor in Art History and Photography from Bridgewater State College. Published in the International Library of Photography. I have received many awards for my photography. I am in the process of getting a certificate in Animal Psychology and another as a Veterinary Assistant

Your Hobbies: I love photography and most other art. I have found a new love for painting. I enjoy gardening in my yard, and I am an avid animal lover.

Favorite Place to relax or Vacation: I like to relax at White Horse Beach in Plymouth, Ma. My 2 favorite vacations were my honeymoon in Jamaica and recently visiting Germany.

What advise do you have for someone new in our Industry: Knowledge is Key for success. Know what you are selling and be curious to learn more. I feel it will make you a more successful worker and team player.



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As a tire/automotive service shop owner, did you know that from a business succession planning perspective, every dollar that you can add to cash flow will likely yield you \$2.00 to \$3.00 in the most likely selling price of your business?!

Many shop owners with whom I interact who are considering the sale of their

businesses, or at least planning ahead for that inevitability, have gained the very valuable knowledge that, regardless of whether transitioning the business to a family member, employee, or outside buyer, it is important for the seller to focus on making the business as sellable and valuable as possible for as long as possible.

In fact, improving and maintaining business cash flow is a topic where I tend to focus on helping sellers. I often recommend that investing time, energy, and financial resources in your business and running it for a while as if you plan to keep it is the best possible way to maximize its value. That's because there is just no getting around it, if you plan to someday sell your tire/automotive service shop to a buyer who will be financing the transaction: the bank will require submission of business financials and tax returns for at least the previous 3 years.

Never Too Early

It's never too early to get an idea about what your business might sell for. The "exercise" of going through a valuation of your business with a broker, business appraiser, accountant or financial consultant will help you understand:

- How the value is determined,
- How buyers will perceive your business value,
- Whether or not it will likely get bank financing, and
- The value that a 3rd party bank appraiser will give your business.

I have interacted with sellers who have significantly undervalued their businesses, as well as many who have a well inflated opinion on what it might sell for.

One way to gauge the value of your business is to make believe one of your family members just came to you for advice on buying a business and showed you the financials for a business that just happened to be like yours. What would you tell this family member is a reasonable price to pay?

It is important to look at your business objectively and

not get caught up in the emotions of all the sweat equity that you have expended over the years or what you need to get for it in order to consider retirement.

Your Legacy

A shop owner recently told me, "We want a legacy that is more than just working up until the last day of ownership, locking the door, and throwing the keys away. I've invested a lot in this business and reaping the rewards of that is not unreasonable, but it won't happen by itself. Successful succession is not a given."

It has become apparent to me that there is a real need for providing shop owners with critically needed information that will be of great help in developing effective exit strategies through business succession planning.



Maximizing Value

I have created "**10 Success Factors**" for maximizing the value of a tire/auto service business:

- 1) Prepare and package your business to show off its strengths to prospective buyers
- 2) Properly price the business to attract buyers but not leave money on the table
- 3) Determine the perfect time to sell
- 4) Leverage the professionals on your team and best use their expertise
- 5) Maintain confidentiality
- 6) Use your limited interaction with the buyer to your benefit
- 7) Filter out tire kickers so you don't waste time with unqualified buyer prospects
- 8) Keep your foot on the gas to maintain sales and profits up to and during the transition process
- 9) Be open to creative financing ideas
- 10) Be flexible and negotiate with an open mind

With my clients, I spend a considerable amount of our interaction time on those factors. The principles apply to almost all possible transition scenarios. To illustrate the significance of the "10 Success Factors," I often share with my clients some specific examples where auto service business owners made mistakes or learned how to correct a problem that might have impacted a future sale; or who did not receive the maximum sale price possible when they ultimately sold the business.

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



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Registration Deadline: August 28 2015



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Date: Friday, September 11, 2015
Time: 9:00 am Shotgun Start
Fee: \$125.00 (per player)
Fee includes: Round of Golf, Cart, Lunch, Patio BBQ Dinner, and 2 Sleeves of Golf Balls.

All proceeds benefit the NETSA Scholarship Fund!

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3.) _____	_____
4.) _____	_____

Please note any players you would like to play with. We will do our best to accommodate requests.

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 Make checks payable to NETSA. Credit Card Payment: Fax completed registration with credit card information to 207-846-0987.

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The Road Runner
Summer 2015

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Cathy Thomas (603) 889-8700

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Nationwide Payment Solutions:

Alison Dumont (603) 320-1221

- Beat pricing for NETSA Members.
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Dental Insurance

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Charlie Muise (781) 706-6944

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

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 Crosswell (603) 249-5530

- Online reviews matter.
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Heartland Ovation Payroll:

Jennifer D'Angelo (860) 659-8900

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

Publications

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

Scholarships

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

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

Trade Show & Annual Meeting

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

Training

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

Web Site

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Our website is www.netsa.org

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

Workers Comp Insurance

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

NETSA Hall of Fame Guidelines - *approved 9/11/12*



All nominations must be submitted to the Hall of Fame Committee by the end of each calendar year by a current NETSA Member, to be considered for induction the next year. Each nomination must be accompanied by a Biography of the nominee, listing their qualifications to become a member of the NETSA Hall of Fame.

The Hall of Fame Committee will do a background check, by the January Board Meeting, to make sure each nominee meets the requirements to become a NETSA Hall of Fame Member.

The Hall of Fame Committee will then place in nomination to the full NETSA Board, the names and Biography of all nominees.

The Full Board will then vote by secret ballot, on the nominees, at their January Board Meeting or by absentee ballot sent to the NETSA President (each Board Member present will be allowed to vote for up to 3 candidates). The President of NETSA will count the votes and confirm the top vote recipients. The 2 living people receiving the highest number of votes, and the 1 historical

person receiving the highest number of votes, will be elected into the NETSA Hall of Fame for that year.

The Induction Ceremonies for the new Hall of Fame members will be held at the NETSA Trade Show and Convention on Saturday Evening that same Spring.

Criteria & requirements to be considered as a nominee:

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.



Max Finkelstein Inc Partners With Kenda reports Tire Business newspaper. American Kenda Rubber Industrial Co. Ltd. has

appointed Max Finkelstein Inc as its exclusive car, light truck and specialty trailer tire distributor for the Northeast, covering Maryland to Maine. Max Finkelstein Inc serves customers daily in a 12-state area through a dozen distribution centers that total more than 1.2 million sq. ft. of warehouse space with 150 trucks. Matt Lewis, director of program sales and strategic accounts for Max Finkelstein, said "We are confident that partnering with Kenda will add great value for Max Finkelstein's loyal customer base."

NETSA Hall of Fame Nominations are open for any NETSA Member to nominate a person they feel is worthy of this award. See insert for more information on the Hall of Fame Guidelines. All 2016 nominations must be received by the NETSA Nomination Committee at netsapros@aol.com by December 31, 2015.



Entry Period for the Tire Business newspaper - 2015 Tire Dealer Humanitarian Award Opens and will run through July 31, 2015. Now in its 22nd year, the Tire Dealer Humanitarian Award annually recognizes an owner of an

Independent Tire Dealer or Retreader who is making significant contributions to the betterment of his or her community through volunteer, charitable and/or public service work. Nomination forms are available online at www.tirebusiness.com. For more information, contact Tire Business at (330) 865-6121

NETSA 2016 Trade Show Dates Are Announced.

Rich Tuttle, Chairperson of the Trade Show Committee, has announced that the NETSA Trade Show & Convention will be held at The Foxwoods Resort & Casino on April 8th & 9th, 2016 in Mashantucket, CT. Full details will be available the first of January 2016

NETSA Board Members Spotted at Fenway Park

Rich Tuttle, Dale Franklin, Steve McGrath and Bob Katz



Welcome New Members

Business	Address	City	State	Zip	Tel #	Contact Name
Service Tire Truck Centers	101 West Dudley Town Road	Bloomfield	CT	06002	413-731-1956	Brian Wittkop
Broadway Tire and Auto Service	588 Broadway	Pawtucket	RI	02860	401-725-3535	James Hallenbeck
RI Tire & Service	3126 Post Road	Warwick	RI	02886	401-681-4994	Jeffrey Roy
Kenda Tires	7095 Americana Parkway	Reynoldsburg	OH	43068	330-633-3093	Brandon Stotsenberg
Bruhm's Tire & Service	99 Lincoln Ave	Saugus	MA	01906	781-233-2223	Jon Bruhm
Rucki & Son Tire Co	2 Cabot Street	Holyoke	MA	01040	413-533-3972	Alex Rucki
Continental Tire North America	2019 McGraw Ave, Apt 6D	Bronx	NY	10462	803-389-7411	Diadra Lewis
Toyo Tire USA	259 Watkins Street	Swoverville	PA	18704	570-899-8691	Rich Williams
Bridgestone	327 Hawthorne Drive	Everett	PA	15537		Tracy Akers
Bridgestone	127 Mallard Drive West	North Wales	PA	19454	215-688-7288	Kelvin Taylor
TWW Tire Wholesale Warehouse	35 International Drive, Suite C	Windsor	CT	06095	860-315-4299	John Waterhouse
Carroll Tire C41	95 Post Road	Albany	NY	12205	518-464-3602	Jeff Dickert

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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
website: www.netsa.org



The Road Runner

The Newsletter of New England Tire & Service Association

Mark your Calendars

2015 NETSA Scholarship Golf Tournament

see insert for Registration Information

September 11, 2015

The Road Runner
Summer 2015



P.O. Box 1012
Yarmouth, ME 04096