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2019 NETSA Scholarship Golf Tournament

By Jim Melvin Jr., Chairman of the NETSA Golf Tournament & NETSA Board Member



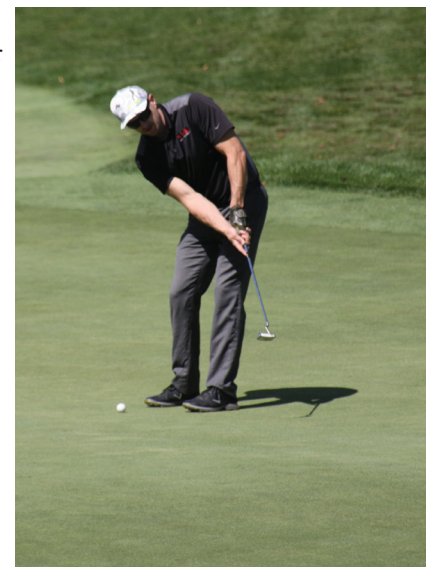
NETSA held its annual scholarship golf tournament at Shining Rock Golf Club in Northbridge, Massachusetts, on September 13th. On behalf of the NETSA Board of Directors and the Golf Committee I would like to thank everyone for their participation in and generous support of

this great event. Without our sponsors, golfers, auction donors and volunteers this event could not succeed. This year we welcomed 56 golfers, and the weather was great. We had a slight increase in the number of golfers with 60 paid participants unfortunately one team could not make it at the last minute. We had another successful year and raised \$12,712 for our NETSA Scholarship Fund. Again, I want to thank everyone for continuing to be part of this important fundraiser.

Congratulations to our low gross Team Champions from American Tire Distributors Team #15, Nate Bohacs, Alex Varelis, Shaun Hanson, and Jamie Kekeisen. They posted a winning score of 64, 8 under par.

Congratulations also goes out to our low net team from Max Finkelstein, Team # 17A, Matt Lewis, Lou Patrick, Ralph DeSanti, and Mike Tierney with a final net score of 44.

We look forward to a bigger and better tournament next September. Mark your calendars and plan to be part of this great event which supports the education of NETSA members as all proceeds go to the NETSA Scholarship Fund.



Continued pg. 16



As I sit here at my desk at 4:30 am, I am thinking about how grateful I am as we enter the busy holiday season. First and foremost, I am grateful to have my health and the same for my family. I am grateful for my friends, employees, customers, and suppliers, all who bring me different forms

of happiness. In my shop my employees are regularly working 9-10 hr. days, rarely complaining and satisfying the needs of our customers. I am doing 11-12 hr. days and blessed to be so busy. The combination of early cold weather, and plentiful snow early in the season has created a plethora of both service and tire business. Tire fill rates have been surprisingly good, and we have been able to get just about everything we need.

I am trying to balance the overload of work by diving in to help, both at the counter and in the shop, giving words of encouragement to all, and rewarding my crew with little extras, and extra time off paid. This balance is something I feel is critical to running a successful business. I challenge all owners and managers to take the time to acknowledge and reward all of your employees with more than a paycheck this busy season. Show compassion, engage, and recognize how hard your employees work for you every day. You will be paid back exponentially!

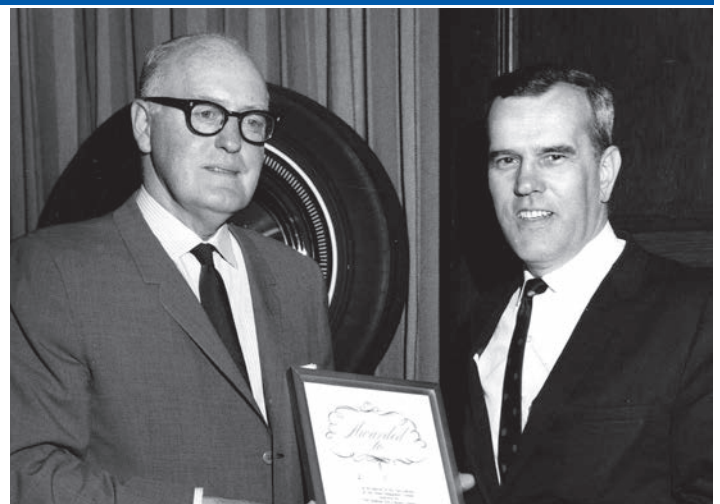
I wish all of you peace and love during this holiday season. May you all take some time with your family and friends. Let's hope the winter season continues as strong as it has started, and happy selling!

Glenn

News In Brief



Holyoke, MA: NETSA member, Rucki Tire, of Holyoke, MA was recently recognized for their 75th year as a Goodyear Tire Dealer. Congratulations, to owner Alex (center), Eric (left) and Laurie Rucki (right) on this milestone accomplishment. Also pictured (r) is Alex Rucki (Alex's father) receiving his 25 year plaque from Goodyear. The tradition continues...



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ENGLAND
TIRE &
SERVICE
ASSOCIATION**

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



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Joe has owned a successful tire business in suburban Boston for 31 years and has decided it's time to seriously consider selling and retiring. Joe's sales are up, the economy is booming, bank loan interest rates are dropping, and there is a whole new generation of potential entrepreneurial buyers. He's tired and burnt out and thinks that now may be the perfect time to maximize his sale

price.

What's the next step for Joe? He should immediately contact his accountant with his intentions to discuss the preparation of the 2019 corporate tax return. While many accountants advocate for keeping an owner's personal expenses separate from the business, Joe's accountant has done a great job of perfecting the art of minimizing taxes. Since most buyers focus their analysis and sales offer on the previous year's financial results, 2019 is the year to highlight the "full" profitability and maximize the "sellability" of the business.

Like many small business owners, Joe's income tax returns do not always accurately portray full profitability due to some unreported sales, personal expenses run through the business, and other creative ways to minimize taxes.

Prospective buyers will be valuing his business based upon the net income on the books and other legitimate add backs. In fact, for every dollar of additional cash flow, most buyers will increase their purchase offer by an extra \$2 to \$3.

Joe's Specific Action Items to Increase the Sellability of the Business

After discussions with his accountant and business broker, a list of concrete steps were documented to improve the appeal of the financials and 2019 tax return to potential buyers and to show positive cash flow growth trends as they report monthly results in 2020:

- Joe will commit to report all sales and supplier cash rebates in 2020 and end cash bonuses to employees. This will result in demonstrating true monthly revenue that can be extrapolated, while also highlighting increases over the comparative monthly sales figures for 2019.
- Unlike prior years where Joe's accountant "tweaked" the ending inventory value on the tax return to increase the cost of goods and decrease the profit, this practice will not be employed on the 2019 tax return.
- Joe will reach out to his suppliers to return slow moving inventory items and replace them with fast moving items

to increase inventory turns and potentially lower the total inventory value.

- The prior practice of burying personal expenses that cannot be documented will not be employed on the 2019 tax return. Personal expenses that can be documented and other fringe benefits will be recorded clearly so that they can be added back to cash flow when the broker recasts the financial statements.
- Joe will identify records of parts and tires that were purchased by the business and installed on vehicles of his friends and family.
- Joe has only six years left on his building lease, so he will talk to the landlord and request an amendment to add additional renewal options, as buyers and banks want a minimum of 10 to 15 years remaining on a lease.

Recasting: Because a Buyer is Buying His Future, Not Your Past

Creating an action plan to properly prepare your business for sale is the first step toward increasing its sellability. A 2019 tax return that shows a reasonable amount of "Ordinary Business Income" is the starting point for calculating "Seller's Discretionary Cash Flow," or the full owner benefit of the business through a process that brokers call "recasting."

One of the biggest mistakes a seller can make is simply providing a buyer a copy of the business tax returns or unadjusted financial statements. If you want buyers to get excited about your tire business, they need to truly appreciate the full financial benefit and actual income-generating ability. By "recasting" or adjusting the financial

statements for presentation purposes, Cash Flow is increased with legitimate add backs such as depreciation, interest payments, personal expenses, and non-recurring items that would not be applicable to the buyer.

Through the recasting process, the full Cash Flow is revealed and the seller has the best opportunity to maximize the sale price of the business.

In fact, for every dollar of additional cash flow, most buyers will increase their purchase offer by an extra \$2 to \$3.

Joe's tire business is a hypothetical business and suggestions contained in this article are for illustrative purposes only and not to be interpreted as tax or business advice. The reader is cautioned against implementing any of the suggestions without first consulting with their Accountant.

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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How can you create hype and raise funds - if you're a controversial startup?

Ask Elon Musk.

The entrepreneur was able to raise \$200M+ for the Cybertruck (due to be released in 2021), without any advertising or marketing budget at all.

How did he do it? How can you use this approach for your business if you are a leader in the Tire industry?

Let's take a look at what this truck means for the Tire and Auto Industry and what we can learn from Elon's strategy.

The Cybertruck: A Viral Phenomenon

Whether you love the cybertruck or think it looks ridiculous - it's going viral.

Despite a disastrous launch, the vehicle is gaining massive press around the world. Compared to the Ford-150 (the #1 selling truck in the US) - its stats are pretty impressive.

Although we don't know all the details yet, we can see that it has a top notch four corner air suspension, as well as incredible amounts of tire travel. The designers also added in a wraparound rock rail, which protects the passenger doors and the rear panels.

When it comes to tires, the truck seems to be equipped with Goodyear OE - the logo and the company's wingfoot identifier are clearly visible. The tires look like they are 35 x 12.50 - well sized all-terrain tires for excellent off-road capability.

This is a one of a kind vehicle and its features are truly impressive. The shining, futuristic, Blade Runner-esque pickup is getting a lot of attention - here's a great rundown of all the details.

That said, what I want to focus on here is how Elon Musk is using the Blue Ocean strategy to do something bold.

Is Elon Musk A Blue Ocean Mastermind?

The concept of "Blue Ocean Strategy" comes from a book of the same name, published in 2004 by W. Chan Kim and Renee Mauborgne. These two INSEAD professors wrote about "blue oceans" - which are unexplored new areas of the market.

The idea is that if a business can open up a new space in the market, they will be able to create their own demand and make the competition irrelevant. (In contrast, a Red Ocean is a crowded market, so packed full of other sharks fighting over fish that the water has turned bloody.)

The authors challenge their readers to let go of the limitations of industry structure and market boundaries - and value innovation instead. Blue ocean describes the vast and deep unlimited potential waiting in unexplored market space.

So, is the Cybertruck an example of Blue Ocean Strategy?

Let's take a closer look:

Is it new and different?

The Cybertruck certainly looks different than anything else that has come before it. There are other electric vehicles on the market - such as the Bollinger B2 and the Rivian R1T - but the stainless steel construction of the Cybertruck makes it unique.

Is it more cost efficient?

A lot of the time, Blue Ocean products are more cost efficient than anything that has come before them. From what we can tell, the price point of the Cybertruck is well under the competition.

Plus, Elon has created a very easy entrypoint for those who want to pre-order the vehicle. All you need to do is make a simple \$100 deposit, which is 100% refundable. This is a relatively affordable price for someone to pay in order to be able to brag that they have a Cybertruck on the way. (I assume that at least a quarter of these deposits will be refunded prior to the launch date.)

Looking at these factors, we can agree that Tesla's Cybertruck is a great example of a Blue Ocean Strategy.

All the other pickup truck manufacturers are operating within the long-established boundaries of the current market. They are competing in a frenzy in the blood-red ocean, trying to beat each other on fuel efficiency, towing capacity and more. Every new pick-up truck looks somewhat similar - and targets the same type of buyer.

Instead of bringing out just another standard truck, Tesla did something different by creating this eye-catching and different futuristic vehicle. With this innovative design, Elon Musk has been able to add new value yet lower cost at the same time.

How Will You Use Blue Ocean Strategy in Your Business?

If you're in sales and marketing, how can you take this concept and implement a blue ocean strategy to your business?

It's worth letting go of the current limitations of your red ocean market - and brainstorming ideas that are completely different (and even "bizarre"!) It's also valuable to seek creative and innovative talent - people who have the ability to see Blue Ocean potential.

I know, it's not always easy. Our beloved tire industry can be somewhat "old school" and traditional.

Yet, if we look at the online overnight successes and companies innovating with Mobile Tire Tech - a Blue Ocean strategy can inspire us to think outside the box.

What do you think about the Cybertruck? Ugly or love it? How will it impact the tire industry? Share your thoughts with me in the comments!

Mike Cioffi is the Founder of TireTalent.com

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5 Tips for Choosing a Dentist

Charlie Muise, NEAD Managing Trustee

The Road Runner
Winter 2019/2020

Do you need to find a new dentist? Maybe you've moved, switched jobs or just want to make a change. Since there are many dental offices to choose from, don't wait until you have tooth pain to pick one. Here are five tips for choosing a dentist.

Consider office location and hours

Most people choosing a dentist look for a dental office close to their home or work. They find it easier to schedule appointments before going to work, during lunch, or later in the day when they're headed home. Look for dentists in your preferred area. Then check the office hours to make sure they fit your schedule.

Check patient reviews

Read reviews of the dentists on your list. Make sure to read the comments posted by patients. Also ask your friends, family, neighbors, co-workers or doctor for feedback on choosing a dentist. And find out who they prefer.

Review office websites

Most dentists have a website with information about their office, along with pictures, policies, philosophy and background information. Review the information, looking for answers to these questions:

- What is the dentist's philosophy about dental care, including the use of medications to help you relax during treatment?
- What is the office policy on missed appointments?
- After dental services are performed, when is payment due?
- If you have dental insurance, does the dentist accept your plan? Is the dentist listed as "in-network" or "out-of-network"? Learn more about dental insurance terms and definitions.
- Review the fees for dental procedures. How do they compare with other dentists you're considering?

If you can't find answers to these questions, call the office and talk with the office manager. Choosing a dentist who meets your needs will save you time and money in the long run.

Swing by for a visit

After identifying your top choices, stop by each office for a quick visit. Is there plenty of parking? It is easily accessible? As you enter the office, look around. Is the office clean and

organized? Are the dentist and team members friendly and helpful? Do you feel welcome and comfortable there? If you can, meet the dentist or hygienist. After your visits, make a list of pros and cons for each office to help you in choosing a dentist.

Schedule an exam appointment

Pick your favorite dental office and schedule an appointment for a checkup and cleaning. Ask the dentist for a complete report on your oral health. Be suspicious if the dentist recommends a long list of treatments, such as new fillings, crown replacements or oral surgery. Request a written treatment plan. If it seems unreasonable, get a second opinion from another dentist. If you're not comfortable with your experience, look for another dentist.

Your dentist should be a trusted professional you can count on. You'll want to look forward to your dental visits, not dread them. By keeping your mouth healthy with regular dental visits, you are helping to maintain your overall health.

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Sources:

WebMD

Mouth Healthy

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Merry Christmas and Happy Holidays to all.

NETSA's 2019 Scholarship Golf Tournament was a great success both weather wise and financially. I am pleased to report that we raised \$12,719 for our scholarship fund. Our Golf Committee Chair, Jim Melvin Jr., along with the help of, Glenn Wilder, Steve McGrath, Katie Maguire, Anthony Babine, Gene Bova Jr. and Frank and Blaise Pascale put

on a great event for our 56 golfers. We want to thank all our sponsors, contributors and golfers for making this a very successful fundraiser. Please take note of all the fine participants in this issue of the Road Runner.

Our **Benefits Committee** – Chaired by Jack Kelly, met on September 13th with four great companies interested in being a NETSA Benefit Provider. I am pleased to announce that three were added to our provider list by the Board of Directors for 2020. Benefits provided include Marketing and Analytics, Employee Supplemental Benefits, as well as Group Benefits and Administration, look for their names in this issue of the Road Runner. We appreciate all our benefits providers and encourage all our members to support their efforts.

Our **Hall of Fame Committee** – Chaired by Jim Melvin JR., reminds you that we will be inducting our 2020 HOF members at our January 7th Board meeting. Look for that announcement in mid-January.

The **Trade Show Committee** – Chaired by Rich Tuttle, is hard at work deciding on a Keynote speaker and deciding what type of seminars to offer, as well as how many, at the 2020 NETSA Trade Show & Convention. Your suggestions or recommendations are welcome. This year's event is slated for Mohegan Sun on April 3rd and 4th, 2020. We will have more information after the first of the year.

The **Membership Committee** – Chaired by Dale Franklin is looking for an increase in membership for 2020. NETSA's continued strength relies upon the ongoing membership support of businesses like yours. That support has allowed us to:

- > Provide up to twenty \$2,000 scholarships yearly.
- > Monitor industry related legislation throughout New England.
- > Represent our members at the TIA Lobby Day in Washington, D.C.
- > Publish four issues of the Road Runner News Letter yearly.
- > Produce our annual Trade Show and Convention, as well as our annual Scholarship Golf Tournament.
- > Furnish a host of benefits for our members.

We currently have 570 members and want you to remain part of our great

association. We have sent out our 2020 dues invoices and encourage you to send your payment if you have not already done so.

The **Scholarship Committee** – Chaired by Larry Lesieur will be asking the Board to approve up to 20 scholarships for the start of the new decade. Look for details and applications at the end of January. Applications must be submitted by April 15th to be considered for a 2020 scholarship.

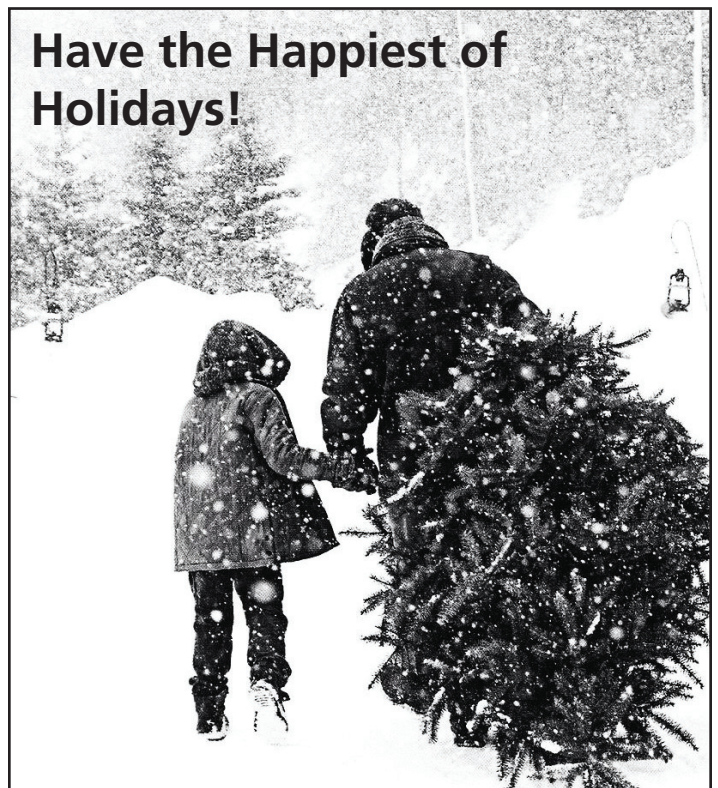
The **Legislative Committee** – reports that the Massachusetts Right to Repair Initiative successfully collected over 100,000 (80,000 required) certified signatures for their Ballot Initiative and have submitted them to the State Secretary to present to the legislature. If they don't act on the Ballot Initiative at that time the Mass Right to Repair Coalition will have to obtain another 11,000 signatures to be placed on the ballot. Look for updates by the end of January.

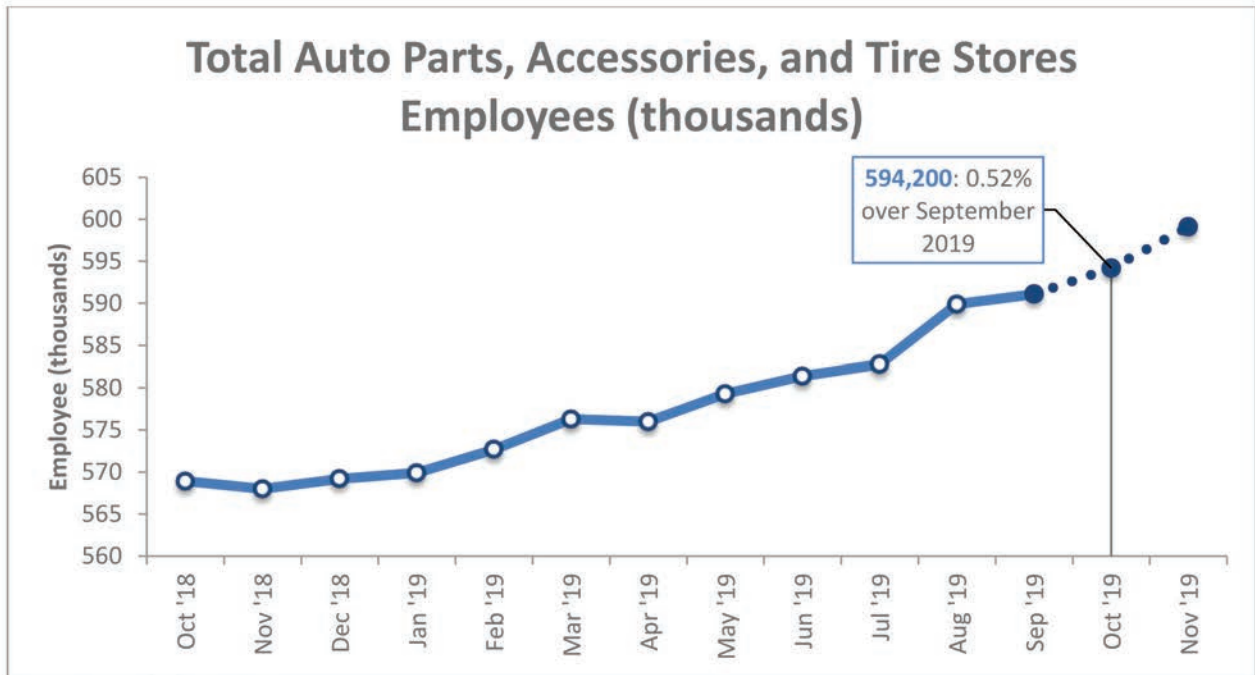
The New Year will bring a flurry of proposed legislation throughout New England and we will continue to monitor each state for anything that impacts the automotive marketplace.

As we end another decade, I wish you all a happy and prosperous New Year. We will be launching our new contact software in January so be on the lookout for your Welcome to the new site. This will enable us to keep you all better informed on the workings of your association. I am looking forward to getting this implemented in the new year.

Tony DeSimone

Have the Happiest of Holidays!





Source: Bureau of Labor Statistics

+5.47%
Increase over last year

Employment in Auto Parts, Accessories, and Tire Stores

The last year has shown an increase in the number of total employees in auto parts, accessories, and tire stores, with a 5.47% increase over the last year. The total number was 599,100 in November 2019. This was a 0.82% increase over October 2019.

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Well we are here at the end of another decade and things have really changed quite a bit during that time. To me, the biggest change has been the consolidation of wholesalers we all have to choose from and the pressure those distributors have to carry multiple brands. In the past, many distributors only carried Michelin,

Goodyear, or Bridgestone products. Today, our distributors carry several different lines. Years ago, we could stock a couple of major lines and all the original equipment tires. Today, that's impossible. The proliferation of original equipment sizes and brands is unbelievable. You really need to be a fairly good size to be able to access enough capital to finance the stock needed to be a distributor today. The big are getting bigger and the middle guys are getting squeezed out. It isn't unique to the tire business, it's pretty much in all businesses today. The difference between our business and most businesses is that someone has to install the tires on the car. Amazon has already made deals with some chains out there to install tires, but we'll have to see if that is the future. I know that we have been really busy retail wise in November and that is because our wait is two hours, not five or more like most competitors. When push comes to shove, many people still trust the independent tire dealers of NETSA for their tires. We are losing one competitor soon when the Nashua Sears store closes at the end of the year. Recently at Thanksgiving dinner, a friend of my brother in law said he went to Pep Boys for tires. Five hours later, they told him they couldn't do the job that day and would give him the tires for half off. The next day he went back and used his laptop in their beautiful large waiting room for eight hours, then they told him that the tire install guy didn't show up and that he would get his tires for free, someday. I told him to go back Friday and see if they both pay him and give him the tires for nothing. If not, come see us and you'll be out in two hours with actual new tires on your car. Another time a guy called us from a chain that does free flat repairs. Four hours later he called to see how busy we were. The guy working at the store told him "we told you that it's free, not that it's fast!" To me, the old axiom is still true that "You get what you pay for". I always worry about places that put too much pressure on their salespeople to sell. That tends to lead to some poor decision making on their part. If you have to motivate them solely by commission, maybe they should stay in bed instead. I know I'm old fashioned about that, but we like our employees to treat the customer the way they would like to be

treated themselves. That is the way my father and grandfather did business and if it was good enough for them, it's good enough for me.

I certainly wouldn't call this my favorite decade of all time. I've had a fair share of health issues, lost both of my parents, and have seen our wholesale business decline to practically nothing. Our retail and commercial businesses are doing pretty well and NETSA has continued to be a great association this past decade, so all is not lost. Looking forward, the next decade will definitely be my last in the tire business. While I am just 58, I started working part time for my father in 1976 and full time in 1983. Since then, I have lifted a lot of tires and would like to enjoy retirement other than from the vantage point of a wheelchair. My chiropractor of over 25 years is all that has kept me going at times. I only get two weeks of vacation time after all these years and I have a hard time taking time off, due to the help situation. Working five and a half days a week all these years and working 6AM-5PM weekdays and 6AM-1PM Saturday is killing me. I'm exhausted by the end of the week. I would have liked to stick around until our 100th anniversary on June 1, 2028 but that isn't going to happen. I will need to do something for work until I can get Medicare, but I should be around in the tire business for a little while longer.

It won't be long before we on the NETSA board start preparing for next year's Trade Show which is definitely going to be worth attending. There is exciting news about the 2020 show which I will let Trade Show maven, Rich Tuttle, tell you about at the appropriate time, but I'm very pleased with what I have heard so far. We'll also start rounding up sponsors for the 2020 NETSA scholarships in the near future, with details to follow. Lastly, a special thanks to Matt Lewis of Max Finkelstein Tire who took over the NETSA treasurer's job from me many years ago and just recently left the Board of Directors. Thank you for doing a great job all these years for NETSA and I wish you well in what you are now doing in your position at Finkelstein. You really are a gentleman and I salute your years of service to us. And no, I don't want to be treasurer again. Have a wonderful holiday season and see you in 2020!

Larry

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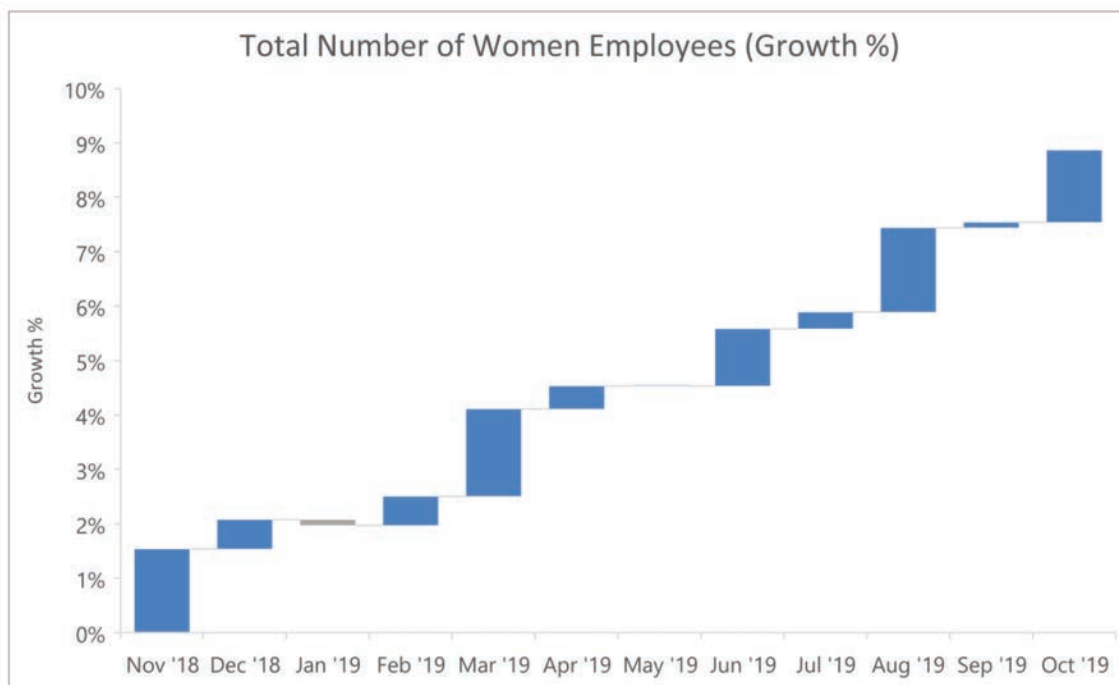
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Tire Industry US Employment Trends Dec 2019

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The Road Runner
Winter 2019/2020



Source: Bureau of Labor Statistics

+9.21%
Increase over
last year

The total number of production and nonsupervisory employees increased 5.38%

over the last year to 481,700, exceeding the increase in total numbers of employees. Supervisory employees showed an increase of 0.63% over the last year to 112,500. October 2019.

The number of women employees in auto parts, accessories, and tire stores rose 9.21% over the last year, far exceeding the total growth of employees. October 2019 showed a 1.32% increase over September 2019 to 99,600 employees.

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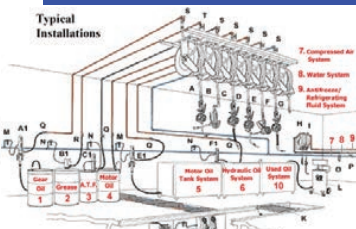
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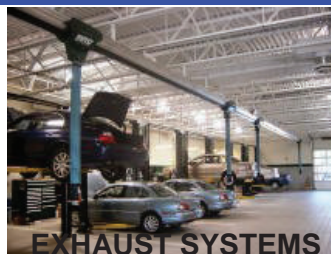
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GfK Tires - Market Report, New York, NY

The Road Runner
Winter 2019/2020

According to data from GfK's US panel of independent tire dealers, out-the-door price increases – especially on Non-LT* tires – have resulted in higher dollar sales than unit sales in YTD 2019. Light Truck Tires are outperforming Non-LT tires, and larger rims continue to trend upward. Our GfK POS panel data also continues to show that summer tires performed better this year versus last (up 15.2%) and generated over \$454MM on 2.9MM units sold in the channel. Despite these bright spots, sales in the independent channel have remained flat for the first three quarters of the year.

Key Findings from September 2019:

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
TOTAL TIRES	-	-2.4	1.3	-0.2	2.4
Passenger Car & SUV	-0.3	-2.7	1.5	-1.4	0.9
Light Truck	0.3	-0.8	0.7	7.2	7.6
18" & Above	3.2	9.2	10.7	7.6	8.0
UHP Speeds	0.1	-0.6	5.6	-2.4	-0.3
Run Flat	0.0	-0.9	5.8	0.1	1.3
Summer **	0.5	16.8	22.2	15.2	13.7

* Non-LT tires includes P-metric, Euro-Metric and Hard-Metric tires.

** Summer tires are those marketed as such.

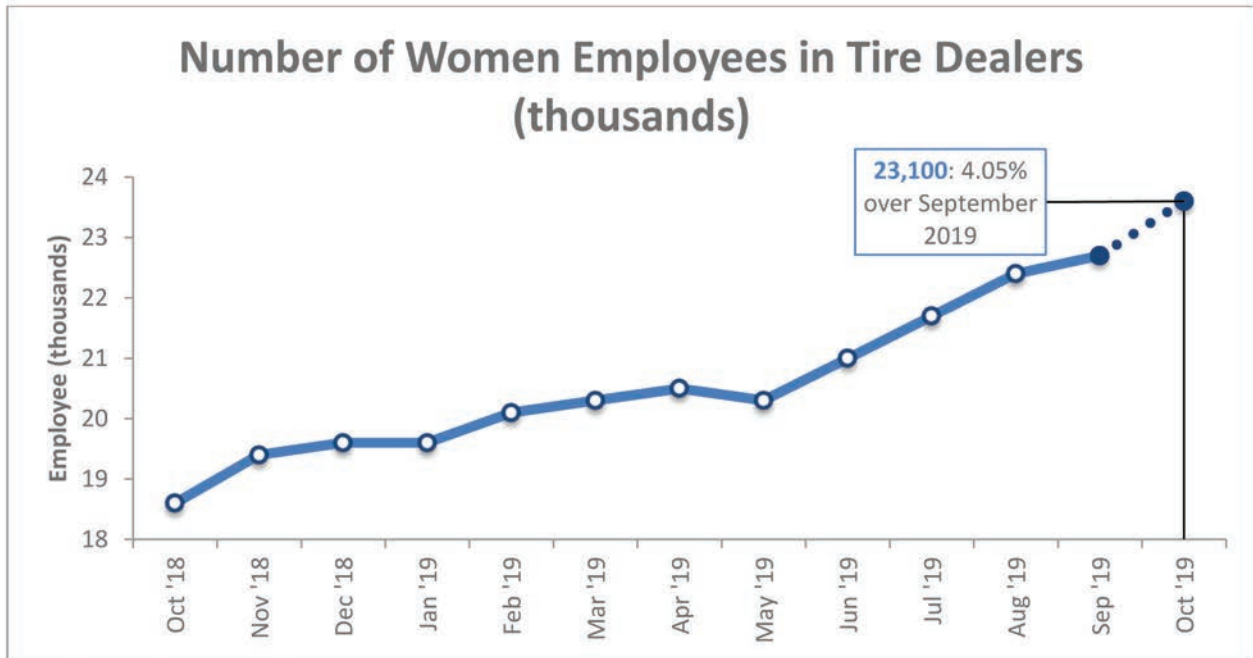
- September 2019 was a sluggish month for tires, with units down 2%. Dollar sales rose +1.3%, however, due to out-the-door prices on Non-LT tires, which were up 3.8%, versus September 2018.
- Unit sales have been flat YTD 2019, relative to the same period last year. On the other hand, dollar sales increased +2.4%, again driven by a 2.5% increase in the average price of Non-LT tires.
- The Light Truck segment had a mediocre month -- yet LT-metric still recognized strong sales growth YTD 2019 (+7.2% in units; +7.6% in dollars).
- Ultra-High-Performance tires (speed ratings W+) gained minimal share this month. YTD unit and dollar sales declined. Tires with "H" or "V" speed ratings are up in both share and volume in September 2019 and YTD 2019.
- Run Flat tires showed declines in September on units but were up +5.8% on dollar sales; YTD dollar sales increased +1.3%.
- 18"+ rim diameter tires continue to gain share (up 3 percentage points), as 7.6% more 18"+ tires were sold this year vs. last.
- Summer** Tires are up +16.8% in September 2019 vs. September 2018, and +15.2% YTD 2019.

GfK Panel News:

- GfK is adding over 1,400 independent US tire retailers to our panel over the next several months. These additional doors will allow us to provide more granular breakouts of the market.
- Starting in 2020, GfK will begin to deliver weekly and regional breakouts of our data, allowing for more local analysis of your market.
- GfK already codes tire models thoroughly, collecting up to 18 pieces of information for each product. We will be adding manufacturer product code in 2020.
- The POS data shows trends for specific attributes and categories – including sales velocity – as well as sales and pricing comparisons for retailers in different regions.

GfK connects data and science. As a research and analytics partner, GfK promises its clients all over the world "Growth from Knowledge".

David Stanton VP, MarComms - (908) 875 9844 david.stanton@gfk.com For more information, please visit www.gfk.com or follow GfK on Twitter: [www.twitter.com/GfK](https://twitter.com/GfK).



Source: Bureau of Labor Statistics

+27.62%
Increase over last
year

The total number of production and nonsupervisory employees has risen 9.21% over the last year to 170,800, slightly exceeding the increase in total numbers of employees in tire dealerships. Supervisory employees had a more modest growth of 3.32% over the last year to 34,200. The number of women employees in tire dealerships has risen 27.62% over the last year, far outpacing the total growth of employees. There are 23,100 women employees in October 2019, rising 4.05% over September 2019.

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Our 2019 Prize Winner's:

(pictured clockwise)

Longest Drive - Hole #16: Matt Ricci

Longest Putt - Hole #1: Ralph DeSanti 14'8"

Longest Drive - Hole #9: Rich Troupe

**Low Net (44) Matt Lewis, Lou Patrick, Ralph DeSanti
& Mike Tierney**

**Low Gross (64): Alex Varelis, Jamie Kekelson, Nate
Bohacs & Shaun Hanson.**

Congratulations to all our Golfers!



2019 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Winter 2019/2020



Team 1A Melvin's Tire Pros: Jim Melvin Jr., Matt Ricci, Chris Cameron & John Pardi.



Team 10A Nokian Tire: Bruce Jergensen, Dennis Kelly, Howie Fetzer & Doug Smith.



Team 10B Affiliated Agency, Inc.: Philip Muller & Philip Muller Jr. Reliable Tire Co.: Bob Grisevich & Greg Piotrowicz.



Team 11 Auto Zone: Mark Bagasarian, Mark Maguire, David Varns & Heika Siegert.



Team 12 Mass Right to Repair: Tommy Hickey, Brian Hickey, Ted Dever & Mike Williams



Team 13 NTW: Tim Burke, Tim Graham, Jerry Toppa & Brian Bouthillette

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Team 14A Wilder Bros. Tire Pros: Glenn Wilder, John Kublk, Kevin Walsh & Kevin Conley



Team 14B ATD: Steve Small, Mark Tavares (Not Pictured), Dwayn Dubey & Gary Kraft



Team 15 ATD: Nate Bohacs, Alex Varelis, Shaun Hanson & Jamie Kekeisen



Team 16A Mohwak Rubber Sales: Dave Ventura, Tim Dauling, Rich Troupe & Ian Merrick.



Team 16B Mohawk Rubber Sales: Pete Georgantas, Mike Morey, Tim Gallagher & Dave Zawela.



Team 17A Max Finkelstein, Inc.: Matt Lewis, Lou Patrick, Ralph DeSanti & Mike Tierney.

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The Road Runner
Winter 2019/2020



Team 17B Max Finkelstein Inc.: Chris Richard, Ted Maleska, Abby Custer & Jon Moser.



Team 18 Tire Tutor: Vin Hoban, Lisa Mullen, Jimmy Gogan & Dave Longvale.

2019	Auction	WINNER
Reliable Tire Co.	\$100 Amazon Gift Card	Brian Hickey
NETSA	Golf for Four SR CG	Rich Troupe
AutoZone	Signed Jimmy Johnson Cap	Alex Varellis
Maynard & Lesieur	Amazon Echo (2nd Generation)	Brian Hickey
Maynard & Lesieur	Google Home	Chris Richard
Maynard & Lesieur	GoPro Hero 5 Black 4K	Ralph Desantie
Maynard & Lesieur	Sky Roll Garment Bag Kimho	Fran Pascale
Bridgestone	Golf Bag Bridgestone	Chris Cameron
NTW	Wilson Patriot Golf Bag	Dave Ventura
TD Consulting	Maxfli 2018 Honors Stand Bag	Chris Richard
Wilder Brothers Tire Pros	Vacation Condo - Florida	Tim Grahm
Dill Air Products	Digital Air Inflator W/Stainless Steel Hose	Alex Varellis
Mohawk	4- Tickets Bruins vs Sabres Nov 21.	Matt Lewis
ATD	Bose Sound Link Micro	Brian Bouthillette
Nokian Tyres	\$250 Gift Certificate Golf & Ski	Tim Grahm
Auto Zone	Fire HD8 16GB	Glenn Wilder
Auto Zone	Fire HD8 16GB	Gerry
Auto Zone	IRBeats 3 Headset	Ian Merrick
Yokohama	Golf Ogio Bag	Gary Kraft
Yokohama	3 Doz Titleist ProV1 x5	Gary Kraft, Mike Tierney, Dwayne Dubey, Mark Badgasarian

2019	Raffle
NETSA	32' Toshiba Fire TV
NETSA	Echo Show 5
NETSA	Swami 5000 Golf GPS
Maynard & Lesieur	Kumho Golf Tee Pack White
NTW	Golf Balls

Auction & Raffle Items
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Best Practices in Lift Safety: Part 2

By Paul Stern

The Road Runner
Winter 2019/2020

LIFTNOW

Last issue, we wrote about best practices in lift safety.

After that, in late September, a Hartford mechanic died after a car fell off a lift onto him. The tragedy, which occurred at a local auto dealership and garage located in Hartford, was likely due to “improper/unsecure placement of lift arms,” local police said. For one of the first times in our backyard, the implications of automotive lift negligence are further reaching than a simple lawsuit. When dealing with the tangible threat of lives lost and others ruined, lift safety is no joke.

Unfortunately, it’s not an isolated incident. According to OSHA’s Accident and Fatality Database, dozens of incidents have occurred involving automotive lifts in the country, many of which resulted in death. While many of these can be attributed to operator error, a business owner still bears responsibility in ensuring that the lift is not only inspected annually and repaired accordingly (including preventative maintenance, which can prolong a lift’s usable life and quality operation), but also must be trained. To assume that a skilled operator of one vehicle lift can operate another with ease is a commonly made mistake.

What can you do?

If you can’t train the lift on your own, call the manufacturer before you purchase the lift. Insist to see copies of the lift manual and get the name of a regional trainer or distributor who you can call to talk about the lift, as well as request further information and literature. Find out if the lift is ALI-Certified here: <https://www.autolift.org/ali-directory-of-certified-lifts/>. Request to visit one in operation within a 20-mile radius of your business. If the manufacturer can’t furnish a trainer, an in-person distributor (not a tool warehouse), or a demonstration piece at a neighboring business, think twice about buying the lift.

Paul Stern is the founder of LIFTNOW, which sells leading lines of automotive equipment and lifts to car dealerships in New York, New Jersey, Connecticut and Massachusetts. LIFTNOW is committed to the education of tire shops, holding seminars and generating content so that the shop of the future can succeed. LIFTNOW also services, inspects, and maintains all vehicle lifts, regardless of age or manufacturer.



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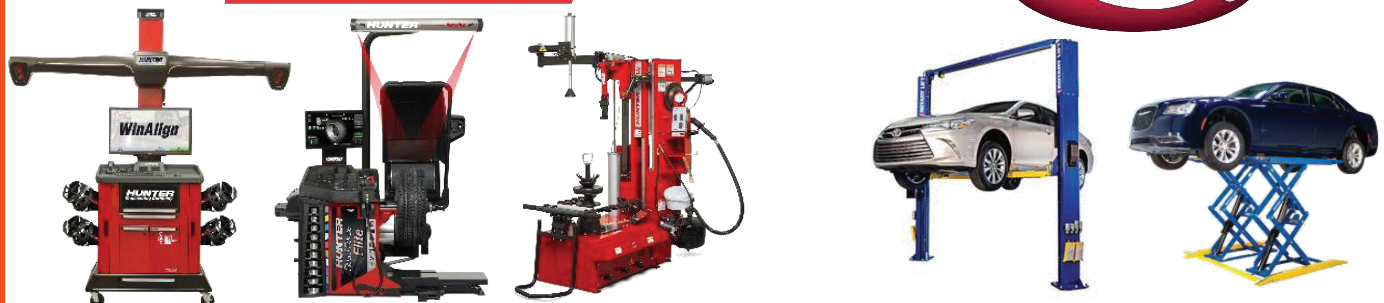
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Year!**



There are over 4.57 billion webpages in existence as of September 2017. That's a lot of information representing thousands of industries and interests. It also means there are scores of websites competing for clicks and conversions. How do you make your website stand out? What information or content should you include to attract visitors to your website and keep them interested in your products and services once they arrive?

It's time to talk about content for the automotive service center and/or tire dealer.

Know Your Audience

The first step in choosing what content to include is figuring out your audience. Think about your customers and their needs. What are they looking for when they come to your business? What information can you include on your website to help your prospective customers enjoy a fast and convenient experience with your business?

Below is an overview of the products Net Driven offers. The available products, known as website modules, were selected and designed based on industry research and requests from Net Driven clients about the type of content their customers want to see.

Tire Catalog

Scenario: Prospective customer is looking for new tires because it's time to replace the entire set or a flat tire.

Need: To find a nearby tire store that has tires that fit the vehicle. The potential customer may be looking for a specific tire brand and model and need to know if the tire store carries it. If you're a tire dealer, then a tire catalog is an excellent addition to your website if not a mandatory one. The Net Driven tire catalog is an interactive module that's easy to use with multiple ways to search your inventory and the optional ability to request a quote. Potential customers are given all the tools they need to search through hundreds of tires quickly, creating a more convenient experience with your business.

Net Driven offers a retail tire catalog and commercial tire catalog at this time. Both are available with a Net Driven website or as standalone purchases for use on any website.

Auto Service Catalog

Scenario: Potential customer is looking for an automotive service shop that provides a specific service.

Need: To find an automotive service center that provides the necessary service.

When prospective customers look for an automotive service center online, they have one immediate goal: to find a local shop that provides the service(s) they need. In order to rank for an auto service, you need to include content about it on your website. An automotive service catalog is a sensible solution that provides potential customers with the information they need.

The Net Driven Automotive Service Catalog provides the optional ability to schedule an appointment online, creating a

convenient experience that allows customers to interact with your business after closing hours.

Maintenance Look Up

Scenario: Potential customer needs to know if it's time for factory scheduled maintenance

Need: To see maintenance information relevant to the vehicle make and model driven

For the automotive service center, the Maintenance Look Up module is a great way to attract business and satisfy customer curiosity. When visitors arrive on your website to schedule a repair or learn more about a product, they can also check out when they're due for maintenance.

Thanks to this module, your customers don't need to go to the garage and grab the owner's manual to find out when factory maintenance is due. While they're on your website, they'll get information specific to their vehicle make and model with the optional ability to schedule the appropriate maintenance service with you online.

Diagnostic Center

Scenario: Potential customer is experiencing an automotive problem but isn't sure of the cause

Need: To find out what's wrong with the car as soon as possible. When the "check engine" light turns on or a motorist experiences a sudden car problem, the logical first question is "what's wrong?" If the driver doesn't have a clue, then there's a chance they'll hold off on service for fear of a high expense. The Online Diagnostic Center answers "what's wrong" by guiding the potential customer through a series of questions about what the vehicle is doing. Based on the answers provided, the module returns likely problem causes and associated repair services.

This module can alleviate fears and give your service center valuable information so the problem becomes quicker to fix. You may earn some rapport with the customer for being the source of their information.

Virtual Showroom

Scenario: Potential customer needs a new or pre-owned vehicle

Need: To find a local dealer with a good selection of vehicles. For the new and used car dealer, a virtual showroom is an almost essential part of the website. Your customers want to know what types of vehicles you have for sale. Giving them the ability to browse online and see real photos of your inventory keeps them engaged. It also helps weed out anyone who wouldn't have been interested in the vehicles you sell, so your sales team focuses on better leads.

The Net Driven Virtual Showroom displays important information about your inventory and lets potential customers browse through photos online.

Contact Information

Last but not least, don't forget your contact information. At a minimum, you need to tell your potential customers about your address (or service area) and hours of operation. Visitors to

What Kind of Content Does My Website Need?

By Nicole Mathews, Net Driven

The Road Runner
Winter 2019/2020

your website don't want to guess if you're open or call to find out this information. Having your name, address, and phone number (NAP) listed on your website also helps online directories list your contact information right.

Wait - Should I Include Prices on my Website?

Potential customers are interested in pricing, but that doesn't always mean it's the best idea to include prices on your website. If you're not always the lowest price in town, this gives your competitors a chance to underprice you and advertise it on their own websites. A good compromise is to set up online quoting, where a customer can automatically get an email showing the price in return for providing you with an email address.

This satisfies the customer and makes any competitor have to work to see what your prices are for every product or service.

To recap, you need to provide content valuable to your audience. Think about your customers and why they come to you. Advertise the products and services you provide, so your customers know you offer them. People want to know who you are, what your offer, and when you're open.

Interested in learning more about Net Driven websites and modules? Check out the Net Driven Products page and request a free demo today.

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Petition Gains Momentum

By Tom Tucker

The Road Runner
Winter 2019/2020

Petition Calling on Congress to Guarantee Consumers Access and Control Over Data Generated by Their Own Cars Reaches 15,000 Signatures

New milestone shows that consumers across the country are concerned about the issue and support the Your Car. Your Data. Your Choice.™ campaign.

A petition created by the national education and advocacy campaign Your Car. Your Data. Your Choice.™ reached 15,000 petition signatures on Friday, Nov. 22, marking a significant milestone in the effort to ensure drivers have direct access to and control of their car data.

Newer model cars today are equipped with advanced technologies that enable real-time, wireless transmission of data related to driver behavior, GPS location and car health, including maintenance and repair information. Without control of and direct access to the diagnostic and repair information wirelessly transmitted from cars, consumers could face greater inconvenience, increased costs and fewer options for repair and maintenance services for their car. “Support for a driver’s right to choose who controls their car data is reaching a fever pitch,” said Bill Hanvey, president and CEO of the Auto Care Association. “We will continue to amplify the diverse voices of our stakeholders and place pressure on lawmakers to do what they know is right: give consumers control of their car data.”

Securing 15,000 petition signatures is the latest milestone for the Your Car. Your Data.™ campaign. In April, it brought together automotive, security and privacy experts, policymakers and consumer advocates for an engaging panel discussion on how the connected car impacts consumer choice. The following month, Hanvey authored an op-ed published in The New York Times that helped draw attention to the significant issues surrounding data collection and ownership in modern cars. And earlier this month during AAPEX 2019 — the auto care industry’s largest trade show — the campaign facilitated its second panel discussion this year, focused on cybersecurity and the connected car. These combined efforts have helped build steady momentum and increase awareness of the car data access and control issue among consumers, industry employees and policymakers.

“It’s great to see the campaign has engaged so many people,” said Paul McCarthy, president and COO of the Automotive Aftermarket Suppliers Association. “Access to car data is vital not only for consumers, but also for the continued existence of an industry that supports 4.6 million jobs and generates \$392 billion in economic revenue.”

Your Car. Your Data.™ has secured the support and engagement of several vocal and high-profile National Hot Rod Association (NHRA) professionals, including Clay Millican, Blake Alexander, Erica Enders and Megan Meyer, who have helped raise awareness of this issue among their fans. Millican and Alexander recently met with policymakers in Washington, D.C. to discuss the issue and its potential impact on the nation’s drivers.

“I was shocked and upset when I first learned about this issue,” Millican said. “The alarm bell is ringing, and we need to fix this before it’s too late. To me, it’s simple: if it’s my car, it should be my data.”

As the first professional driver to partner with the campaign, Millican is actively engaged in ensuring car owners and drivers are aware of the access and control issue and how it impacts their daily routines. Millican penned an op-ed for Automotive News on why drivers should have direct access to and control of their car data and participated in the previously mentioned panel discussion at AAPEX. His hard work created momentum and is a key factor in the campaign securing 15,000 signatures. For more information about the campaign, visit yourcaryourdata.org.

Tom Tucker: Director, State Affairs - Auto Care Association, 7101 Wisconsin Ave., Suite 1300, Bethesda, MD 20814, Desk: 240-333-1042, tom.tucker@autocare.org, www.autocare.org

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- Incorrect or missing OEM specific information, causing the light to illuminate prematurely
- Incorrect messages when using the OBD module, due to lack of Controller Area Network (CAN) system knowledge. In certain cases, there is limited communication between TPMS sensors and the vehicle
- Interference with other systems on the vehicle (trunk, lights, etc.), causing user annoyance and possible Diagnostic Trouble Codes (DTCs)
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Make the Most of Your Benefits Program with Voluntary Benefits

The business community is no stranger to change. Many industries have experienced explosive transition in recent years with changing government regulations, economic challenges, increased pressure to reduce costs and rapid technological advances. Even the nation's workforce has changed. Today's employees are more diverse demographically, better educated and more interested in making their own benefits decisions.

Times are changing and businesses are changing, too. One solution to address changing needs is adding voluntary benefits to your benefits program. Voluntary benefits can give you a way to control costs and meet employee needs. Although these may seem like contradictory goals, voluntary benefits help you achieve both. These types of benefits are offered to employees at the worksite along with the benefits you provide. You can pay all or some of the premiums or your employees can pay all the premiums for the products they choose.

Voluntary benefits can help.

Voluntary benefits allow businesses to offer an enhanced benefits package and give employees the flexibility they want. In addition, voluntary benefits offer many advantages to employers, including a more attractive benefits package that can help you recruit and retain qualified, professional employees. When combined with the convenience of payroll-deducted premiums, voluntary benefits make an exciting addition to an employee's

existing benefits package.

Voluntary benefits can also help employees who may have coverage gaps. For example, if your company-provided group health insurance has a high deductible, you may want to offer employees a voluntary hospital confinement indemnity plan that would pay benefits for an inpatient hospital stay. The employee could use the benefits to cover the deductible and other out-of-pocket medical expenses. Or if you provide a flat amount of group life insurance, you could offer voluntary life insurance for employees who may need more coverage. Most voluntary benefits plans pay benefits directly to the insured. Then, the insured can use the benefits to pay for expenses not covered by group benefits or for other non-medical expenses, such as the mortgage, electricity bills, home health care, rehabilitation, travel to treatment centers, groceries and more.

Benefits communication is critical.

A good benefits package is critical to helping retain and attract quality employees. But the benefits you provide are meaningless unless employees understand them. With reductions in human resources staffs during the past few years, this important element of a successful benefits plan has often been left undone. Get the most value out of your benefits investment by making sure your employees understand and appreciate the benefits you provide.

Jeff Mishol, NETSA Account Executive, (866) 242-1862

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This week I want to talk about how everyone learns from failure, but can we also learn from our successes? So, the inspiration for this blog was a Wall Street Journal article in May of 2019, where a professor writes about the importance of learning from successes as well as failures.

And it got me thinking. We in small businesses are super hard on ourselves. It's almost as if we think that if we don't have that

hard edge, that intensity 24/7, that we're going to become soft and not as successful or something like that. We're really, really hard on ourselves, and we obsess over our failures or shortcomings even if they're kind of minor. I remember when I was a younger man, my goal was to do X and I did 90% of X, and man, the last week of the year when I realized I wasn't going to actually hit the goal, I was pretty miserable. I was probably miserable around my wife and children, too. But that was silly. I mean, okay, I didn't achieve the goal, but I got 90% of it. Golly, that's not too bad. If you make 90 on a test in college, that's considered an A. So, I was obsessing over making an A, in essence, and that's really kind of silly.

There was a Scottish philosopher named Malcolm Muggeridge, and Malcolm Muggeridge said, we, in so many words, I'm paraphrasing, he said, we only learn when we're miserable. And we do, if you think about it. When we do have big setbacks, bad projects, bad jobs, horrible customer relationships, we do learn a lot from those things. But can we also learn from our successes? And in this article, we've kind of synthesized it. We've got five tips for learning from your successes, okay?

The first one is ... Oh, I want to go back even farther. I went to a conference one time and one of the former Blue Angels, you know who the Blue Angels, the precision flying team, one of the Blue Angels' former pilots was there, and he gave a wonderful presentation. He talked about how they met as a group after every single practice, every single performance, they met as a group, and they dissected the entire performance, looking for not only failures but also successes that they could build on. And it's the same thing. I have two buddies who were Navy A-6 pilots in the 90s, and they film every practice take off, every real take off, every landing, they film it and review every single one. Again, not looking for failures or mistakes or problems necessarily, but looking for successes that they could build on and even teach to other people.

So, the first tip, I want to talk about process. I have a friend who was just always a bad driver. I mean, anytime he drove, we were going, he just scared the dickens out of everybody. Golly. And he always came back, it was like, "Hey, you're following a little close there, buddy." And he would always say, "Look, I've never killed anybody," and that was the stupidest, but that was his pat answer. That was so dumb.

But you know, what he was focused on was the outcome. I've never killed anybody. He wasn't focused on the passengers and the process of driving. He was terrible at the process of driving, but he focused on the outcomes. I've never killed anybody. Well, that's a horrible rejoinder.

And what my point here is that you can focus on process. So, look at what your processes are for business development or project execution, or whatever it is, and analyze the processes so that you can find not only problems with them, but opportunities for success and ways that you can take from process A and build it into process B, C, D. Because if it works in one process, chances are good it might work in another, as well.

The second tip is to copy the A-6 pilots, to copy the Blue Angels, and do a postmortem, do an after-action analysis, of every single project, every single whatever it is, every single job that you have in your organization and again, analyze for success opportunities as well as failure opportunities. Make it mandatory, because if you don't the chances are you're not going to analyze your successes. You're going to say, well, we were lucky, all the stars and moon aligned, and blah, blah, blah, and it just happened. Don't do that. Make it mandatory because yeah, okay, maybe you did get lucky, but do you get lucky on every single success? Is that really it? Or is there something you're doing that creates success in some of your processes and some of your jobs that you can learn from?

All right. The third thing is acknowledge that it's not anybody's genius that create successful outcomes. It's almost always the result of a team effort. And if you think about it in the organization, I mean even the Family Business Institute, which is a comparatively small organization to many of yours, almost everything now is a team effort. I mean, I've put my hands on a few things, but chances are good that if I'm putting my hand on a few things, other people in the organization also had a responsibility for that outcome. So, it's not the leader's genius. Don't pat yourself on the back too much. It's not one person's genius that produces great outcomes. It's a team effect. In any business with any scale to it, it's a team effort that produces success.

All right, the fourth tip is do benchmarking. If you're not doing financial and process and performance benchmarking in your organization, you're missing a great opportunity for learning because you say, boy, we're really effective at this. We're really profitable. Our margins are so good. How do you know? To what are you comparing? Are you comparing to last year in your same organization? Well, guess what? Maybe your margins are 10% worse than the industry average, and they have been for years, and you don't even know it. Benchmark your processes. You can learn from the others. We talk about our peer group all the time. If we're doing foolish things in the sales process, why wouldn't we learn from our peers in our group that are doing wonderful things in their sales process? I mean, why? Why would we not learn from what other people are doing well? So, look at your processes, look at your finances, look at your operations, and

find ways to benchmark them against your industry and your peers in that industry.

And the fifth tip is get outside perspective. So, if you want to learn from your successes and your failures, the best way often to do that is to get somebody else's viewpoint. And there again, that's why peer groups are so valuable. Somebody who's objective, somebody who doesn't have a stake in the outcome, can often see flaws, opportunities that you don't see, because they're not there every day. It's a forest and the trees thing. I always say that our peer group members are wonderful consultants. They really are, as long as they're not looking at their own companies. It's the same thing for us at FBI. As long as you're not looking at your own company, you're probably a gifted business consultant, because you do have that objective, outside, third party ability to scrutinize in a way that an insider doesn't. Okay?

Whether it's success or whether it's failure you're analyzing, neither is a permanent condition. So that's the good news. The good news is if you've been failing in a certain area, you can improve. Better news, if you're succeeding in a certain area, guess what? There's an opportunity to improve that performance, too.

We'd like to hear what you do. How do you analyze your failures? But more importantly for this blog, what are you doing to analyze and learn from and build on your successes? We'd love to hear from you. This is Wayne Rivers. Thanks very much.

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6 Steps to More Satisfied Customers

By Nancy Friedman, Keynote Speaker; Customer Service Expert; President, Telephone Doctor Customer Service Training

The Road Runner
Winter 2019/2020



Yes, selling to women is different. These tips came from surveys in my programs from the women themselves. If you pay attention to the needs – you’ll see a difference and it could mean more business.

Women control a lot of the business decisions. Often behind the scenes as well as up front.

Ask a few women if they’ve been ignored when going with their husband/partner/etc. and you’ll see the reaction. It’s fairly common. We’re fairly easy to please. Check out a few of the things we value.

1. Eye contact. Not staring, a few glances to the eye, vs. watching what’s going on around you, will work.
2. A firm handshake. This is a biggie. We DO NOT like the loose fish type handshake where you hold on to 3

fingers. On the other hand, no need to break our bones either. We like a firm handshake.

3. Sympathy. An understanding you LISTEN. Sometimes you ‘hear,’ but you don’t listen. Empathy ONLY if you, too, have been in our shoes. And that’s real doubtful. You cannot really ‘understand’ something you’ve not experienced yourself. More on this later. It’s a biggy.

4. A compliment. Don’t hit on us; however, there is not a woman alive that won’t react positively to a kind, gentle comment. Something like: “Good color on you,” “That’s a great looking watch you’ve got.” A generic, kind comment. It’s soooo easy.

5. A smile. This is really number 1, We left this to the last, so you’ll remember it. As a woman, we are taught at a very young age to smile. We used it on our DADDY most of the time. We enjoy being smiled at. Not being hit on, not an idiot grin, just a nice enjoyable smile. It’s so important in sales. Really, anywhere.

Ladies, let’s hear from you... what else shall we add to this list?

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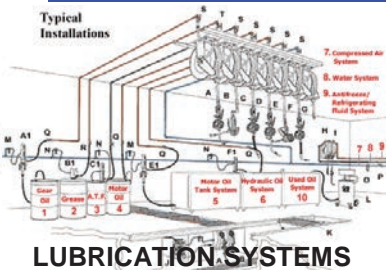
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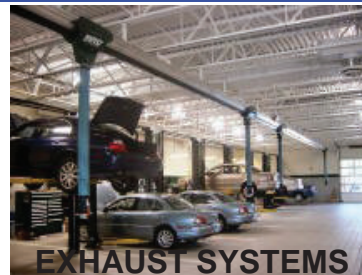
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Job Hazard Analysis Overview

By Ben Smith, Loss Control Director

The Road Runner
Winter 2019/2020

One of the most effective tools a safety professional has at reducing injuries and illnesses in the workplace is utilizing a Job Hazard Analysis. A Job Hazard Analysis breaks each individual job into the tasks that are correlated with that job. Then you identify the various hazards that are associated with that task. The JHA focuses on the relationship between the worker, the task, the tools, and the work environment, which allows the safety professional to make the most meaningful and impactful decisions.

Some Benefits of conducting Job Hazard Analysis's Include:

- Safer work procedures
- Fewer injuries and illnesses
- Lower injury- and illness-related expenses
- Increased worker productivity
- An increased awareness of how to train employees to perform their jobs safely

There are four main steps you should do before conducting your JHA to increase the overall effectiveness. They are as follows:

- 1) Get Your Employees Involved – Safety programs are most effective when there is communication between management and the employees. Getting the employees input allows them to feel part of the process.
- 2) Review your history of injuries, illnesses, and near misses –

These records can help you figure out what jobs within your operation need your analysis first and are the most dangerous.

3) Ask your employees what hazards are present for their specific job – The employees know the jobs better than anyone, and will be able to give you a detailed analysis of all the hazards associated with each task they perform.

4) Create a list which prioritizes which jobs in order you'll be performing a JHA – Some jobs are more hazardous than others and have the greater chance of injury or illness to occur. Those jobs should be first to be analyzed.

Once you've done the above steps you're ready to conduct a Job Hazard Analysis for your various jobs. The steps that go into conducting an effective Job Hazard Analysis for each job are as follows:

- 1) Break the job into specific tasks performed while doing the job.
- 2) Identify and list the hazards associated for each task.
- 3) Write a hazard description that correlates to each task.
- 4) Create a plan for controlling each hazard associated with the specific task.
- 5) Monitor and review your analysis to ensure the measures you've instilled are effective, if not then the plan should be reexamined.

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For more information, visit: bdswastedisposal.com

Phone: (207) 278-3833

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Jeff Mishol (802) 457-7312

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Group Benefits and Administration

National Automotive Roads and Fuel Association - NEW

Vinnie Daboul – (603) 932-6472

Established in 1929 with the goal of providing strength and stability for businesses in the automotive, roads, fuel and other related industries. We offer our members a full suite of employee benefits (medical, voluntary life, disability, critical illness and accident) wellness programs and benefit administration.

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Phil Muller (516) 576-0166

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Aric Wredberg (267) 372-9270

- Providing virtual lease-to-own for customers since 1999
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Legislative Monitoring

NETSA is 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.

Marketing & Analytics

TireTutor - NEW

Jimmy Gogan – (781) 205-9148

Our goal is to make buying tires easy for the consumer while driving business back to independent dealers. Our comparison-shopping website brings visibility to local dealers, helping them compete with larger chains and online retailers. Our proprietary software helps dealers understand where their pricing stands in the marketplace. We offer a free 3-month trial of our platform, followed by a discounted NETSA rate.

Oil Products

Brenntag Lubricants:

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

Publications

Road Runner:

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

Social Media

Optimize Social Media

Ben Moore (218) 213-2251

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

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

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 Meeting with Keynote Speakers
- Prizes & fun for the entire family.

Training

- We participate in TIA's Certified ATS Program for tire technicians, the TPMS Program, and the CTS Truck Tire Program

Web Site

Net Driven:

sales@netdriven.com (877) 860-2005 x298

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For More information please contact: Tony DeSimone
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