The Road Runner

The Road Runner
Summer 2019

NEW ENGLAND TIRE & SERVICE ASSOCIATION

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Information Overload at 2019 Trade Show

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

One of the main reasons NETSA has a trade show each year is to provide its members with information to help them succeed in their businesses. This year's trade show at Foxwoods did just that. From the start of the show Friday night to the end of the show on Saturday night, it was very informative.

Friday night started off with 53 exhibitors, encompasing 114 booths, providing attendees with new products and new information, designed to further our members' success. We at NETSA would like to thank all exhibitors for their participation and support.

We had 656 attendees at this year's show. It was down slightly from last year. However, the attendees were primarily owners and decision makers, which provided great contacts for our exhibitors. We at NETSA want to thank all who attended.

The information continued on Saturday morning with a well-attended seminar [Essential Electrical] presented by Dan Marinucci, as well as other seminars during the show that afternoon. Providing good quality seminars is a top priority for NETSA.

The keynote speaker at our luncheon, Tom Tucker [Director, State Government Affairs for the Auto Car Association] (*Seen below with NETSA President, Glenn Wilder)*, provided a wealth of useful

conti. on pg. 6

Message from the Executive Director

The 2019 NETSA Trade Show & Convention at Foxwoods in Connecticut was another success (see Rich Tuttle's front-page article). There are a lot of people to thank for how well our Trade Show functions. Without the efforts of so many people, especially Rich Tuttle-Chairperson Trade Show Committee, Jim Melvin Jr. – Hall of Fame Chairperson, Larry Lesieur-Sponsors Chair, Glenn Wilder and Mark Rochefort – Seminar Co-Chairs, Blaise Pascale and Frank Pascale – Floor Events and Audio Visual, Steve McGrath and Katie Maguire -Auction and Pictures Co-Chairs, Steve Dupoise and Pam LaFleur – Registration Co-Chairs, Don Foshay – Exhibitor Set up, Dale Franklin – Ambassadors Chairperson and our fine Registration Desk staff, Glenn Wilder and Bob Vacca – HOF Auctioneers, as well as all the Board Members who donated their time and who worked so hard, this great event would not succeed. A sincere thank you for all your help.

We especially want to thank the Sponsors and the Exhibitors for their participation, enthusiastic support and contributions, without them this event would not be the premiere tire and service event in New England. We have provided a list of their names in this issue and encourage all our members to support them and thank them for their efforts.

The **Scholarship Committee**, chaired by Larry Lesieur has received 34 applications for our nineteen $2000 scholarships. We plan to have all our recipients notified by mid-June and distribute the checks in July. We will post the award winners in our next issue of the Road Runner. I am always impressed by the quality of the applicants and the difficulty of selecting the recipients. I congratulate all 34 for their outstanding academic achievements while participating in so many extra-curricular activities in their schools and communities.

New 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.

The **Golf Committee**, chaired by Jim Melvin Jr, has announced Friday, September 13, 2019 as the date for the 2019 NETSA Scholarship Golf Tournament. We will be returning to Shining Rock Golf Club in Northbridge, Massachusetts for this year's outing. We be mailing the registration form to all our members in July and will be posting further information on our web page NETSA.ORG. We encourage all to attend and remind you that you do not have to be a good golfer to have a great time at this wonderful event. I remind all that the proceeds for our golf tournament go to funding our Scholarship Program and the outstanding student recipients.

The **Membership Committee**, chaired by Dale Franklin, is pleased to report that the membership is at 579 members. We are grateful for your support and proud of our growing numbers. A strong association is the key to our success in New England.

The **Trade Show Committee**, chaired by Rich Tuttle, is back at work looking at venues for the 2020 event. Look for an announcement in our next issue.

Thank you once again to all the members who help make my job so much fun. I wish you all a Happy Fourth of July and a great summer. See you at Shining Rock.

Tony DeSimone

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15 DISTRIBUTION CENTERS THROUGHOUT THE MID-ATLANTIC AND NORTHEAST WITH OVER 1,000,000 TIRES IN STOCK

A New Road to Profit: Safety Systems

by Paul Stem, Liftnow

What's happening to the car world? Some vehicles run on batteries, some can drive on their own, and software companies like Apple, Google and more are trying to enter a previously impenetrable market. Other companies, like Uber and Lyft, are signaling that the motorist may not need to drive at all.

In a world that's becoming increasingly connected and automated, where does the tire store fit in? The answer is Safety Systems. Before demonstrating the opportunities, we must understand the history and trajectory of this technology until now.

First, there was Electronic Stability Control (ESC), which is a technology that helps the vehicle stabilize, especially when in danger of skidding or reduced traction. In 2012, this became mandatory in all vehicles. Then came Electric Power Steering (EPS), which allows for steering without running a pump. Anything that doesn't fall under these two features is dubbed "Advanced Driver Assist Systems" (ADAS). These systems are engineered to help the motorist in the driving process, which boosts car and road safety. Some examples include blind spot monitoring, adaptive cruise control, and lane departure warning.

Today, many common vehicles have Advanced Driver Assist Systems. For example, many vehicles from Ford, Nissan, and Jeep have already implemented this technology in newer vehicles. While roughly 1 in 4 cars has Safety Systems that can be reset today, the figure is growing: In 2015, a study on the popularity and prevalence of ADAS was conducted by McKinsey Consulting which found that revenue for the industry was $3.49 Billion and slated to be $69.4 Billion in 2025 (an annual growth of around 20%). In June, 2018 figures were estimated at $24.3 Billion, and the 2025 figure was updated to $91.8 Billion.

The growth will come from both prevalence in mass-market cars and retrofitting of existing vehicles. Additionally, there will be pressure from legislation to act on Safety Systems as car manufacturers continue to aim toward complete automation and vie for incorporation of these systems in their vehicles.

In a growing but confusing industry, where's the profit for the tire store? The answer is simple—since most of these systems are computerized, they require factory reset procedures. Like tires, these systems must be refreshed or reset every so often to keep a vehicle strong and healthy. When your customer comes in for a routine check-up or issue, offer a free check of the vehicle safety systems using your alignment system. This will become another line item—currently, many safety systems can receive anywhere from an additional $60 to $130, depending on the complexity of the procedure and if the reset needs an external tool. Consumers already understand that there is a process in resetting these systems.

Only a few alignment systems can handle most system resets and are dedicated to improving their technology as this industry continues to grow, working closely with vehicle manufacturers to co-develop factory reset procedures. Ask your equipment manufacturer or provider if they can handle this changing market. You can also give us a call anytime at 1-(800)-LIFTNOW or email info@liftnow.com to talk more about the industry and proper procedures.

Paul Stern is the founder of LIFTNOW, which sells leading lines of automotive equipment to tire shops in Connecticut. LIFTNOW is committed to the education of tire shops, holding seminars and generating content so that the shop of the future can succeed.

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News In Brief

Glenn Wilder passed away peacefully on June 1, 2019 surrounded by his family. Husband of 56 years to Claire E. Wilder and father to NETSA President Glenn A. and Laurie Wilder Lawrence, Glenn was 85 years old. Glenn began his involvement with the New England Association of Independent Tire Dealers (now NETSA) in the 1960's, served as president of NETSA from 1973-1975 and was inducted into the NETSA Hall of Fame in 2014. His career started when he joined his brothers in 1960 to take over the Bound Brook Garage (now Wilder Brothers, seen below) in North Scituate the family business started in 1907. Glen showed incredible fortitude when the business burned to the ground in 1990. He rebuilt the family business at the age of fifty-six years old by mortgaging his family home. The outpouring of support he received from distributors, suppliers, other tire dealers, as well as customers and the community were a testament to who he was as a man and a businessman. The NETSA community has lost a true gentleman and champion of the New England community.

Above: NETSA member, Wilson Tire, of Lebanon, NH, proudly celebrates being a 50 year Goodyear tire dealer. Congratulations, to owner Mark Pollard and his sister Darlene pictured here with some of the proud Lebanon store staff.

Continued from pg. 1 – **2019 Trade Show**
by Rich Tuttle

information on state and federal laws pertaining to the rights of repair shops. We at NETSA would like to thank Tom for his time.

There is always something to learn at the Saturday night Hall Of Fame and Scholarship dinner. We welcome our new inductees; the late Thomas Auger from VIP Discount Auto Center, Harvey Rudnick from Summit Tire of MA, and Sid Tinson from Sullivan Tire, into the NETSA Hall of Fame. Remembering the past helps us to succeed in the future.

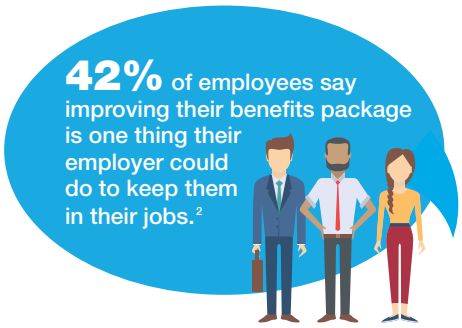
Our scholarship auction raised $8500.00. We at NETSA would like to thank all who donated auction items and all who placed bids. This money goes a long way to help provide our scholarships each year.

We at NETSA would like to thank all the sponsors for their support we wouldn't be successful without them.

Finally, I would like to thank Tony DeSimone and all the board members for making this year's show a success. We are already working on the 2020 show and will let you know the details soon. Thank you.

The NEAD Insurance Trust offers comprehensive plans for automotive related industries and provides coverage to employers with as few as 3 enrolled employees.[1]

Dental and Vision benefits are more affordable than you think.



These plans, provided by Ameritas, are specifically designed to keep costs down, reduce employee turnover, and encourage preventive care. And when employees are happy, you can focus on growing your business – together.

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

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

Dental Rewards (High Plan)

By seeing a dentist each year and submitting total claims less than $750, members qualify to carry over $400 to add to their next year's annual maximum. And members receive an extra $200 carry-over reward by visiting an Ameritas dental network provider. Maximum carry-over accumulation is $1,200.

Not Your Average Network

The Ameritas Dental Network is one of the nation's largest[3], but what good is that if the providers fail to meet your expectations? Only dentists who adhere to our credentialing and quality assurance requirements are able to join and remain in the Ameritas Dental Network. Locate network providers in your area at ameritas.com – Find a Provider. And employees can nominate their dentists for network recruitment through their secure member portals once they become members.

87.3% of members enrolled in Ameritas dental, vision or hearing plans a year ago are still with us today. Here's why:

- 87% of phone calls answered within 30 seconds
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- claims processed in an average of 9 business days

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News From New Hampshire -

Larry Lesieur: Maynard & Lesieur, Nashua, NH

It's great to see that our Association is awarding nineteen NETSA scholarships again this year. Thanks to all the sponsors, bidders, donors, and recipients for making this program such a huge success! Simply amazing! In the next Road Runner issue, we will run pictures and bios of most, if not all, the recipients and their sponsors after Tony trots around New England to coordinate the handing out of all the NETSA scholarships. I always look forward to presenting some scholarships to our members in person. It's a nice break from work in the summer. The Chinese tariffs have gone up again and I wasn't initially very happy about it but when you think about it, it may be for the best in the long-term. The Chinese make it hard to penetrate their market, but they love to do business with American companies so that they can steal our technology and designs, then undersell us in our own markets. They have been getting away with murder for years. Look at all the Chinese tire treads that look exactly like Michelin, Bridgestone, etc.… At first their stuff was junk, but quality is getting better. In our business they were originally selling only trailer tires, low end passenger and truck tires, and some specialty tires. But they are moving into other higher end products that compete directly against the major manufacturers. China's goal is to be the number one economy in the world, and they don't worry about who they must step on to get there. The best thing we can do is to move our products being made for us out of China and into other countries. They only buy what they must from us, especially food, and don't be surprised to see Chinese Boeings flying someday when they can steal that technology too. We should be decent friends with the Chinese and trade with them. But the conditions must be fair for both sides. Right now, it just isn't that way. Let's see where the President goes on this issue of fair and balanced trade.

We had a situation come up the other day that I wasn't aware of. I don't know how many of you are willing to work on motor homes, but we ran into one called an Allegro that threw us for a loop. The duals on the rear are normal 255/80r22.5 Michelin X RV as are the fronts, however the fronts have a special ring on the wheels that keep the tires from coming off the wheel if one is run flat. There is a special tool used to take them off and put them back on, but the one that comes with the vehicle is a real cheap one. Our customer bought a demo, so it didn't have the tool with the RV. They had to order it for him a week later. We'll chalk it up to a learning experience, but we had four guys working on those front tires for hours. If you are curious or interested, go to http://www.tyron-usa.com/. I'm sure that the Sullivan Tires and the Pete's Tires of the world are aware of these nightmares, but just be alert if you decide to tackle the fronts on one of these beasts yourself. You can't get paid enough to do the fronts. There is a better aftermarket tool for these you can buy, but how often are you going to run into these? It's really a way to make the customer go back to the dealer to buy tires. Good luck if you get a flat on the front and there are no Allegro motor home dealers near you. Just tow it 500-1000 miles, I guess. You learn something new in this business all the time.

I really enjoyed the last Trade Show we had back in March at Foxwoods. Once again, we had good speakers, seminars, and a great Trade Show floor. Thanks to all the vendors, exhibitors, attendees, and NETSA staff for putting on another fine show. I really enjoyed talking to all of you about our businesses and what's going on out there in the marketplace. Thanks also for all your thoughts and condolences on the death of my father. Roland loved the tire business and always liked a good trade show, whether it be for New England or for the whole country. He always listened to what people told him, whether the news was good or bad. He was very proud of the accomplishments of our Association and that his good friend Roy Littlefield was in charge at TIA. He left this earth knowing that the future of the tire business was in excellent hands.

I will be off for my annual sojourn to Stonington Maine soon and I am looking forward to it greatly. Once in a while it's nice to get away and do a lot of nothing but stare at the ocean and all the islands. I'm not very religious, but this spot has me convinced that there is a God. Who else could explain such beauty? Now if I can just unhook myself completely from technology up there, I'll be in good shape.

Have a great summer!

Larry

Your Car Knows When You Gain Weight

Bill Hanvey, President & Chief Executive Officer of the Auto Care Association

Vehicles collect a lot of unusual data. But who owns it?

Cars produced today are essentially smartphones with wheels. For drivers, this has meant many new features: automatic braking, turn-by-turn directions, infotainment. But for all the things we're getting out of our connected vehicles, carmakers are getting much, much more: They're constantly collecting data from our vehicles.

Today's cars are equipped with telematics, in the form of an always-on wireless transmitter that constantly sends vehicle performance and maintenance data to the manufacturer. Modern cars collect as much as 25 gigabytes of data per hour, the consulting firm McKinsey estimates, and it's about much more than performance and maintenance.

Cars not only know how much we weigh but also track how much weight we gain. They know how fast we drive, where we live, how many children we have — even financial information. Connect a phone to a car, and it knows who we call and who we text.

But who owns and, ultimately, controls that data? And what are carmakers doing with it?

The issue of ownership is murky. Drivers usually sign away their rights to data in a small-print clause buried in the ownership or lease agreement. It's not unlike buying a smartphone. The difference is that most consumers have no idea vehicles collect data.

We know our smartphones, Nests and Alexas collect data, and we've come to accept an implicit contract: We trade personal information for convenience. With cars, we have no such expectation.

What carmakers are doing with the collected data isn't clear. We know they use it to improve car performance and safety. And we know they have the ability to sell it to third parties they might choose. Indeed, Ford's chief executive, Jim Hackett, has spoken in detail about the company's plans to monetize car data.

Debates around privacy often focus on companies like Facebook. But today's connected cars — and tomorrow's autonomous vehicles — show how the commercial opportunities in collecting personal data are limitless. Your location dataData indicating the geographical position of a device, including data relating to its latitude, longitude and altitude, the direction of travel of the use and the time the location information was recorded. Glossary will allow companies to advertise to you based on where you live, work or frequently travel. Data gathered from voice-command technology could also be useful to advertisers.

The data on your driving habits — how fast you drive, how hard you brake, whether you always use your seatbelt — could be valuable to insurance companies. You may or may not choose to share your data with these services. But while you can turn off location data on your cellphone, there's no opt-out feature for your car.

Carmakers use data to alert us when something needs repair or when our cars need to be taken in for service. What they don't tell us is that by controlling our data, they can limit where we get that repair or service done. For almost a century, car and truck owners have been able to take their vehicles to whichever shop they choose and trust for maintenance and repair. That may be changing

Because of the increasing complexity of cars and the Internet of Things, data is critical to repair and service. When carmakers control the data, they can choose which service centers receive our information. They're more likely to share our data exclusively with their branded dealerships than with independent repair shops, which could have the edge in price and convenience. However, independent repair shops currently make 70 percent of outside warranty repairs throughout the country.

This is a different facet of the privacy conversation. Our anxiety about data typically focuses on what happens when information is shared with those we don't want to see it. But what about when information is withheld from those we do want to see it? Imagine visiting a medical specialist and learning he can't get access to the medical history that your doctor maintains, or having a financial adviser acknowledge that neither of you can see your accounts unless you pay a fee. It's alarmingly easy to imagine carmakers' charging fees to independent repair shops that need access to vehicle data to service a vehicle purchased for tens of thousands of dollars. That fee will lead to vehicle owners' paying higher repair prices just so that technicians can obtain the data.

There are more than 180,000 independent repair shops across the country; most have all the tools needed to work on today's connected and complex cars, and most of today's highly trained service technicians can perform anything from basic tuneups to sophisticated electronic diagnostics. But without access to car data, they're working blindfolded, unable to see the diagnostic information they need.

The solution is simple. The only person who should control car data is the car owner (or lessee). He or she should be aware of the data the car transmits, have control over it and determine who can see it.

The idea that drivers don't control their own data flies in the face of what consumers want and expect. A 2018 Ipsos survey found that 71 percent of consumers assume vehicle owners already have direct access to their vehicle data. Not so. Nearly 90 percent of consumers believe vehicle owners should control who can see their vehicle's data. Currently they don't.

Digitization of the auto industry is, ultimately, a good thing. Today's connected cars are paving the way for autonomous vehicles and vehicle-to-vehicle communications, and eventually vehicle-to-infrastructure communications making our roads safer. But unlike Alexa and Nest, consumers are unaware of the degree to which their own car collects and processes data.

It's clear, because of its value — as high as $750 billion by 2030 — carmakers have no incentive to release control of the data collected from our vehicles. Policymakers, however, have the opportunity to give drivers control — not just so that they can keep their data private but also so that they can share it with the people they want to see it. This will let car owners maintain what they've had for a century: the right to decide who fixes their car.

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Planning to Sell Your Tire Biz? 90% SBA Financing Attracts More Buyers

By Art Blumenthal MBA, CBI • Nationwide Automotive Aftermarket Business Broker

Many tire businesses go to market each year and do not sell. One cause of this phenomenon is that countless tire business owners have not done any business transition planning. Many do not know all of their options for transitioning out of their businesses, and many may not even know what their businesses are actually worth.

Why do tire store owners need a transition plan? Below are six core reasons.

1. Transitioning out of a business likely is the most important financial transaction of a tire store owner's life.

2. Transitioning out of a business is complex.

3. The financial security of a tire store owner and his or her family depends on the creation and implementation of an effective transition plan.

4. Other parties may depend on the owner and the business, such as family, key management, employees, lenders, suppliers, customers, and the community.

5. Transitioning out of a business subjects the owner and the business to various types of risk.

6. With no transition plan, an owner will likely leave money on the table and fail to achieve his or her value-based goals *(e.g., family harmony, owner legacy, maintaining culture, acknowledgement of employees, community impact, elevating the business to the next level, etc.).*

The lack of foundational planning around the transition contributes to why and how many businesses do not sell when they go to market. The transition planning process does not have to be overwhelming; however, the transition plan must be owner-centric. All owners who desire to establish an effective transition plan must address the following three "universal" goals:

•Financial: How much after-tax money do you (and your family) need for future lifestyle and retirement expenses upon transitioning out of the business?

•Departure date: When do you want to transition out of the business?

•Successor: To whom do you want to transition the business?

After assessing and answering these questions pertaining to the universal goals, a few key next steps will get you started on the business transition plan:

1. Obtain an independent appraisal of the business. One reason businesses do not sell is the owner tends to overestimate the market value of the business. It is crucial to obtain a professional opinion from a qualified appraiser to gain a realistic understanding of what someone else would actually pay to acquire the business given its current circumstances and characteristics. Obtaining and understanding the value of the business is the springboard to the transition plan.

2. Determine your financial goals and the goals of your family and work with a qualified financial planner to better understand what is needed from the business to achieve those goals. A number of tools are available to advisors to assist in determining an appropriate amount of income and capital needed to achieve financial goals.

3. Make sure you are personally ready to exit the business. Begin to develop a plan regarding your personal future following the transition, such as: how you will spend your time; how you will stay engaged mentally; how you will stay active; and how you will continue to be relevant in your community.

4. Obtain professional advice on what transition options are available given your specific circumstances and goals. In general, there are four common transition options:

•Transition the business to younger generations of the owner's family.

•Transition the business to co-owners or key employees.

•Sell to a third party.

•Sell to an employee stock ownership plan (ESOP).

Finally, remember that transitioning out of a business is not an isolated event. It is a coordinated, comprehensive process. A tire store owner should expect the plan to evolve throughout its creation and implementation.

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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Twin City Tire	Dave Matson	609 Wilson Street	Brewer	ME	04412
Digitire Professionals, LLC	Paulo Celante	85 Nutmeg Road S, #F	South Windsor	CT	06074
Schlott Tire	Rusty McKallagat	530 Main Street	Tewksbury	MA	01876
Shawn's Auto Repair	Shawn Lannigan	71a Main Street	Medway	MA	02056
Spaulding Tire & Auto Maintenance	Grant Spaulding	228 High Street	Westerly	RI	02891
Podium	Kristi Shaffer	1650 W Digital Dr.	Lehi	UT	84043
Parts Tech Inc.	Erik St. Pierre	1 Broadway	Cambridge	MA	02142
Openbay	Andrew O'Reilly	222 #rd Street	Cambridge	MA	02142
Riddy's Tire Service LLC	James Rienour	120 West Town St.	Norwich	CT	06360

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2019 Trade Show Exhibitors

Advance Auto Parts	Rick Gianini	Trumbull	CT	rick.gianini@advance-auto.com
Affiliated Agency, Inc	Philip Muller	Plainview	NY	pmuller@aaiinsurance.com
American Pacific Industries, Inc.	Spencer Brock	Scottsdale	AZ	s.brock@apitire.com
American Tire Distributors	Robert Vacca	Taunton	MA	rvacca@atd-us.com
Auto Care Association	Sheila Andrews	Bethesda	MD	sheila.andrews@autocare.org
Bartec USA, Inc.	Ed Jones	Sterling Heights	MI	ejones@bartecusa.com
Blackburn OEM Wheel Solutions	Erin Fesenmyer	Macedonia	OH	erinf@blackburnwheels.com
Brake and Wheel Service Solutions	John Buckley	Monroe	CT	latheguy@pro-cutusa.com
Competition Wheel	Patrick Mcnulty	Ronkonkoma	NY	patrickmcnulty@competitionwheel.com
Dennis K. Burke	Mark Collins	Taunton	MA	Mark.Collins@burkeoil.com
Dill Air Control Products LLC	Anthony Babine	Assonet	MA	anthonybabine@dillaircontrols.com
Eversourse	Jan Keleher	Springfield	MA	jan.keleher@eversource.com
Excell Tire Guage	Michael Cote	Warwick	RI	mikec@excelltireguage.com
Fleet Equipment Corp	Scott Pearson	Franklin Lakes	NJ	scott@fectrucks.com
Freedomsoft	Joel Yelverton	Asheboro	NC	joelyelverton@freedomsoft.info
Future Tire	Bob Poska	Old Bethpage	NY	robertpaska@futuretire.com
GfK	Neil Portnoy	Syosset	NY	neil.portnoy@gfk.com
Griffin 401K	Kevin Griffin	Cohasset	MA	kevin@griffinfinancialplanning.com
Hunter Engineering Co.	Jim DeLeo	Ivyland	PA	jdeleo@hunter.com
JMK Computerized -TDIS	Jim Krakower	Urbana	IL	james@jmktdis.com
K&M Tire	Gene Bova	Merrimack	NH	gene.bova@kmtire.com
K&W Tire Company	Brandy Seyfert	Lancaster	PA	bseyfert@kwtire.com
Liftnow	Paul Stern	Yorktown Heights	NY	pjstern@liftnow.com
Massachusetts Right to Repair	Tommy Hickey	Boston	MA	tommy@marighttorepair.org
Max Finkelstein, Inc	Matt Lewis	South Windsor	CT	mlewis@maxfinkelstein.com
Mighty Auto Parts	Dan Rudnick	Brockton	MA	danrudnick@mightyofma.com
Mohawk Rubber Sales	Katie Maguire	Hingham	MA	kmaguire@mohawkrubber.com
Myers Tire Supply	Jason Weintraub	Braintree	MA	jweintraub@myerstiresupply.com
Napa Auto Parts	Henry Jonkman	Middletown	CT	Henry_Jonkman@genpt.com
National Tire Wholesale	Bryan Tierney	Bristol	RI	btierney@ntw.com
Net Driven	Diane Brewer	Scranton	PA	dbrewer@netdriven.com
New England Auto Dealers Trust / Ameritas	Julie Cogan	Portsmouth	RI	julie.cogan@ameritas.com
Nexen Tire USA	David Blackmer	Waterford	MI	dblackmer@nexentireusa.com
Nokian Tyres	Rich Tuttle	Gorham	NH	rich.tuttle@nokiantyres.com
Openbay	Andrew O'Reilly	Cambridge	MA	andrew@openbay.com
Optimize Social Media	April Anderson	Oakdale	MN	april@optimizesocialmedia.net
Parts Tech Inc.	Erik St. Pierre	Cambridge	MA	estpierre@partstech.com
Podium	Kristi Shaffer	Lehi	UT	kristina.shaffer@podium.com
Progressive Leasing	Jennifer Scherer	Draper	UT	jennifer.schaerer@progleasing.com
Reliable Tire Co.	Brian Murphy	East Hartford	CT	brian.murphy@reliabletire.com
Schrader Performance Sensors	John McGrane	Troy	MI	jmcgrane@sensata.com

2019 Trade Show Exhibitors

Snap Finance	Taylor Yoo	West Valley City	UT	tyoo@snapfinance.com
Stellar Industries, Inc.	Tom Formanek	Garner	IA	tformanek@stellarindustries.com
Sullivan Tire Company	Larry Farrell	Norwell	MA	larry.farrell@sullivantire.com
TCS, Tire Company Solutions	John Schuldt	Duluth	MN	tradeshows@arinet.com
TIA	Roy Littlefield	Bowie	MD	rlittlefield2@tireindusry.org
Tire Tutor, Inc.	Jason Abrahams	Boston	MA	jason@tiretutor.com
TireHub, LLC	Shaughn Shea	Marlboro	MA	shaughn.shea@tirehub.com
Tony's Tire and Wheels, Inc.	Jimmy Bruce	Westfield	MA	jimmy@tonystiresonline.com
Town Fair Tire	Bill Pawlak	East Haven	CT	bpawlak@townfair.com
Transportation Technology	Eric Glifort	Sagamore Beach	MA	red69hd@aol.com
Wheel Pros	Phil Casper	Manchester	CT	philc@wheelpros.com
Worthwhile Life Foundation	Katie Maguire	Hingham	MA	kmaguire@mohawkrubber.com

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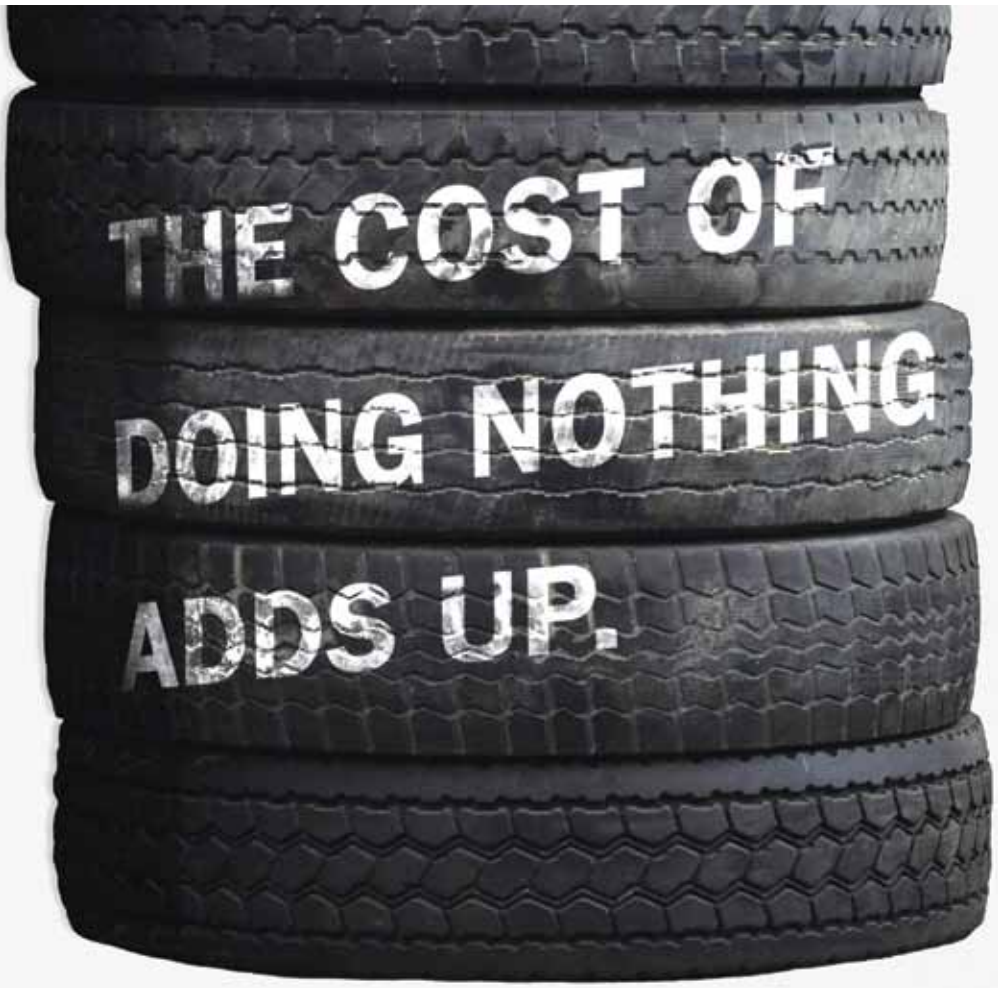

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2008- 2019 Hall of Fame Members

Inducted	Name	Business Name	Business Location	
2008	Robert J. Sullivan	Sullivan Tire	Rockland, MA	*Deceased*
2008	Roland M. Lesieur	Maynard & Lesieur	Nashua, NH	
2009	Richard "Dick" Aronson	Century Tire Co.	Portland, ME	
2009	Pat McGeoghegan	Mohawk Rubber Sales	Hingham, MA	
2010	Edward H. Hogan	Hogan Tire Centers	Woburn, MA	*Deceased*
2010	Anthony T. Koles	Montvale Tire	Melrose, MA	
2011	Jack Axelrod	Axelrod Tire	Portland, CT	*Deceased*
2011	Barry Steinberg	Direct Tire & Auto Service	Watertown, MA	
2011	Richard "Dick" Cole	Dick Cole Tire Center	Portland, ME	
2012	Robert A. Dabrowski	Tire Warehouse	Keene, NH	
2012	Robert "Bob" Hepp	University Wholesalers	Colchester, VT	
2012	Robert J "Bob" Malerba	Malerba's Silver City Tire	Meriden, CT	*Deceased*
2013	Anne S. Evans	EER Limited	Hebron, CT	
2013	Timothy F. Haley	Haley's Tire & Service Center	Falmouth, ME	*Deceased*
2013	James P. Melvin Sr.	Melvin's Tire Pros	North Kingston, RI	
2014	Max Katz	Merchants Tire	Boston, MA	*Deceased*
2014	Ben Kravitz	Summit Tire of Mass	Brockton, MA	
2014	Glenn Wilder Sr	Wilder Brothers Tire	North Scituate, MA	
2015	Robert "Bob" Sims	Stillman Sims Tire Co.	Brockton, MA	
2015	Dominic "Sonny" Toce	Toce Brothers Inc	Torrington, CT	*Deceased*
2015	Irving Greenberg	City Tire Co.	Springfield, MA	*Deceased*
2016	Bruce E. Jergensen	Nokian Tyre formerly Import Tire	Glastonbury, CT	
2016	Jeremiah "Jerry" Massaro Sr	Reliable Auto Tire	Hartford, CT	*Deceased*
2016	Rene A. Therrien	Central Tire Co	Sanford, ME	
2017	Robert "Bob" Katz	Nu-Tread Tire	East Boston, MA	
2017	Lionel "Nelly" Labonte	Stratham Tire	Brentwood, NH	*Deceased*
2017	Ron Pisciotta Sr	Maple Tire Centers	Stafford Springs, CT	
2018	Jack Kelly	Tom Lyons (Sullivan Tire)	Waltham, MA	
2018	Larry Lesieur	Maynard and Lesieur	Nashua, NH	
2018	Irving Katz	Nu-Tread Tire	East Boston, MA	*Deceased*
2019	Thomas Auger	VIP Discount Tire	Lewistown, ME	*Deceased*
2019	Harvey Rudnick	Summit Tire of Mass	Brockton, MA	
2019	Sid Tinson	Sullivan Tire	Norwell, MA	

2020 NETSA Hall of Fame Award

Submissions due by 12/31/2019 - See page 39.
Help us honor those who have provided outstanding Leadership & Contributions to the Tire & Service Industry in New England.

Are you making better decisions this year?

GfK Tires - Market Report, New York, NY

With 2019 nearly halfway gone, I need to ask a simple but often overlooked question: Are you making better decisions this year? In today's crowded, "real-time" marketplace, rich data is essential for making smart decisions. Where will you get the data you need to up your game in 2019?

I'm happy to share with you the latest trends from our nationwide POS panel of tire specialty retailers. This is just the tip of the iceberg - the depth and flexibility of this data is something I would be glad to demonstrate to your team one-on-one.

Let's talk soon - and thanks!
Neil

Segment	Monthly Unit Share change vs. year ago	Monthly - Units % Change vs. year ago	Monthly - Dollars % Change vs. year ago	YTD - Units % Change vs. year ago	YTD - Dollars % Change vs. year ago
Passenger Car & SUV	-1.1	-2.3	-0.9	0.2	1.6
Light Truck	1.1	6.0	4.6	13.1	11.7
18" & Above	1.5	4.4	4.7	6.5	7.0
UHP Speeds	0.0	-0.7	1.1	0.0	1.1
Run Flat	0.1	9.4	5.2	4.4	2.9

Winter selling season is defined as October through January based on selling more than 100K tires in each of those months.

Key Findings from March 2019:

- **Sales in the Independent Tire Dealer channel have increased YTD 2019, relative to the same period last year.**
- **The Light Truck segment has shown strong growth YTD 2019 (13.1% in units; 11.7% in dollars).**
- **Price increased have resulted in the higher "dollar sales" in YTD 2019, as units sales were flat.**
- **March was a strong month for Run Flat tires, as they increased 9.4% vs. March 2018.**
- **18+ rim diameter tires continue to take overall share (currently 1.5%), as 6.5% more 18+ tires were sold this year vs. last.**

Why Won't Employees Just CHANGE?

Wayne Rivers, Family Business Institute - *Blog Transcript May 2019*

So, we had our first boot camp class a few weeks ago, and it was a great success, lots of enthusiasm, lots of energy, and great ideas in the room. It was actually a little bit bigger success than we had envisioned even, so that was great; we really thank our members for participating.

And there was a great question that came out of boot camp, and the question was "Why won't our employees just change when we ask them to?" Now this is important, obviously, because every organization has one, or two, or 10, or 20 change initiatives going on at one time or another. And so, this question was a terrific one, "We want to be safer, we want to change a process, we want to do something different in the field. We won't our employees just change?" So, we're going to talk about that.

It was just a terrific question, it set off a great round of discussion in the boot camp meeting. The fact is that, according to the studies, about 90% of corporate change initiatives fail; we know that. Now if you want your change initiatives, safety, processes in the field, etc., if you want your change initiatives to succeed, what do you need to do? What specific things do you need to do to make it happen?

The first thing is focus. Bringing a list of 10 change initiatives to your organization, or implementing one, then another, then another, then another change initiative in your organization over a relatively short period of time, like a year, is going to set you up for failure. The leaders need to focus, focus and measure. You've got to measure what you want to change, but you've got to have a baseline, and you've got to have a goal, and you've got to be able to measure your milepost, and incremental improvements along the way.

Most organizations, when they create change initiatives, don't set SMART goals, they're not Specific, Measurable, Action oriented, Realistic, and Timely. It's like, "We want to be a safer company." Well that's not measurable. That's just broad, and vague, and it doesn't give your people the actions that they need to undertake in order to be a safer organization.

There's lag measures and there's lead measures. Okay what's a lag measure? Well your safety incidence rate, by the time you've measured accidents on job sites, it's too late; the accidents have occurred, the mistakes have happened, the slip- ups and have been already. What's another lagging? Well your financials, for example. Once you get your financials at the end of the month, or the end of the year, what can you really do about them besides maybe make a little adjustment here or there? It's too late, they are lagging indicators.

What you need to focus on is leading indicators, what are the things that we can do to get our profits in the right place? What do we need to do? What specific actions do we need to take to improve margins, or whatever it is we're trying to improve in terms of the finances?

So, the second key, then, is to focus on the vital behaviors that create change. If safety, again, is our measure .... Well, let me give me an example from ... This is just a general example, it's not related to family business at all. The YMCA operates hundreds of pools around America, and maybe other countries too. And they want their pools to be safe, they don't want any drownings and yet, drownings happen, accidents happen; it's awful what it does, but let's face it, it happens.

So, they implemented something because, again, by the time they measure drownings, it's too late to do anything about them. They implemented a simple 10/10 scanning, that's what they call it, 10/10 scanning measure. They train their lifeguards every 10 seconds to scan the 10 feet of pool in front of them, and the third 10 was offer assistance to anyone who might be in trouble, who might be in trouble, within 10 seconds; it's actually 10/10/10. So, the 10 feet, every 10 seconds, and offer assistance to anyone who's even remotely in trouble within 10 seconds. And that reduced their incidence of drowning by, get this, two thirds. That's a lot of lives saved through a simple action, a simple behavior, that was easy to implement for every single lifeguard.

Now let's talk about safety. What about safety in your organization? I read a story about a company that wanted to improve safety, I think they were residential builders actually. And, again, by the time they measured the safety statistics, it's too late to do anything about them. So, they came up with some really simple behaviors that can influence those safety numbers. And the behaviors were simple: everybody wears hard hats, eye protection, gloves, and steel-toed boots on the job sites. And guess what? Their safety issues just dropped off the table, their safety record improved dramatically.

Those lead measures, those behaviors that you can influence to get the result that you want, that's what you need to focus on. And then there are six particular forms of influence that you need to focus on in order to get people to help you get your people and your organization, itself, to reinforce the change. There are two personal motivations, two social motivations, and two structural motivations. The personal are personal motivation, some people are just motivated to change, and they're eager to embrace new things. And then, of course, you've got other people who are not early adopters, they're not adopters.

You've got to focus on those people who are personally motivated to make changes happen, people who have the ability to change, so it's always motivation and ability, motivation and ability. The people that have the ability to change, focus on them because they will be

your leaders, and your champions for the changes that you want to make. You've got to change the social norms in your organization. If it's not okay for a field worker to talk to a project manager, or even an executive in the company about safety, then that's a social norm that prevents your organization from being as safe as it could be. Every employee ought to be empowered to call out, or to respectfully challenge any other employee who's engaging in unsafe behavior on a job site, for example. You got to find those champions, you've got to find people with the social ability to talk up your new change initiatives, and to be your champions and your guides; your early adopters, that's you're looking for.

You've got to have structural motivation. If you want to have more and more safe organization, again, for example, then one of the things you can talk about is specific rewards. If we can improve safety, maybe that means a financial bonus, or more time off, or some other incentive; so, these structural motivations need to be in the organization.

And then, finally, does the organization itself, does the environment, does the culture support the kind of changes that we want to make? The worst thing that can happen is if you're focused on safety, and the chief executive of the company shows up on a job site and doesn't have a vest, and a hard hat, and gloves, and eye protection, that sends a message to everybody, "Guess what? We're not really serious about this." So, the organization, embodied by the CEO, the organization has said, "We don't care about this change, we're not going to make it happen."

So those are the six influencers there, so focus and measure SMART goals, focus on those vital behaviors, not the lagging indicators, but the leading indicators, and then engage the six forms of social, personal, and structural motivation. Here's what it comes down to, try to change one thing at a time. I worked for a bank when I first got out of college, and it was miserable; thank God those days are over. But I did learn one valuable thing, and one of my managers said, "Only try to change one thing at a time." And that has stood the test of time over 30 years, I think that was really good advice. And I think those of us that try to push change, after change, after change, after change in our organizations, and try to go too fast, we just bite off more than we can chew.

And then the leaders need to focus on that change. If the leaders aren't focused, if the leaders don't talk it up, if they don't make it a part of their toolbox talks, if they don't make it a part of their staff meetings, if they don't make it a part of their project management meetings, etc., etc., it's not going to happen. Your people are not going to change willingly, it is not human nature. If you want change in your organization, the executives have to drive change and reinforce it throughout the organization.

I would love to have your comments on this particular blog, this is Wayne Rivers at The Family Business Institute. Thank you.

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5 Reasons to Offer Dental & Vision

NEAD, Charlie Muise

Nearly **23 percent** of full-time workers don't receive the employer benefits they want, especially dental and vision coverage. But **research** shows benefits are key to hiring and keeping great workers. Often employers can't afford plans, or workers don't meet group coverage requirements. Consider five reasons employers should offer individual dental and vision benefits.

Impacts employee attitudes

Employers who offer competitive benefits packages, including individual dental and vision plans, improve employees' quality of life. And when employees' overall well-being needs are met, they can focus on their work and develop stronger relationships with co-workers.

Improves employees' health

Employees with individual dental and vision coverage can take advantage of preventive dental checkups and vision exams. During appointments, health professionals can catch issues before they require more costly treatments.

For example: Dentists look for signs of tooth decay or dry mouth caused by medications that can lead to more serious conditions.

- Eye doctors check for vision changes or problems caused by dry eyes or eyestrain. Employees also receive allowances for new eyeglass frames or contacts.

Provides benefits for those who don't work full time

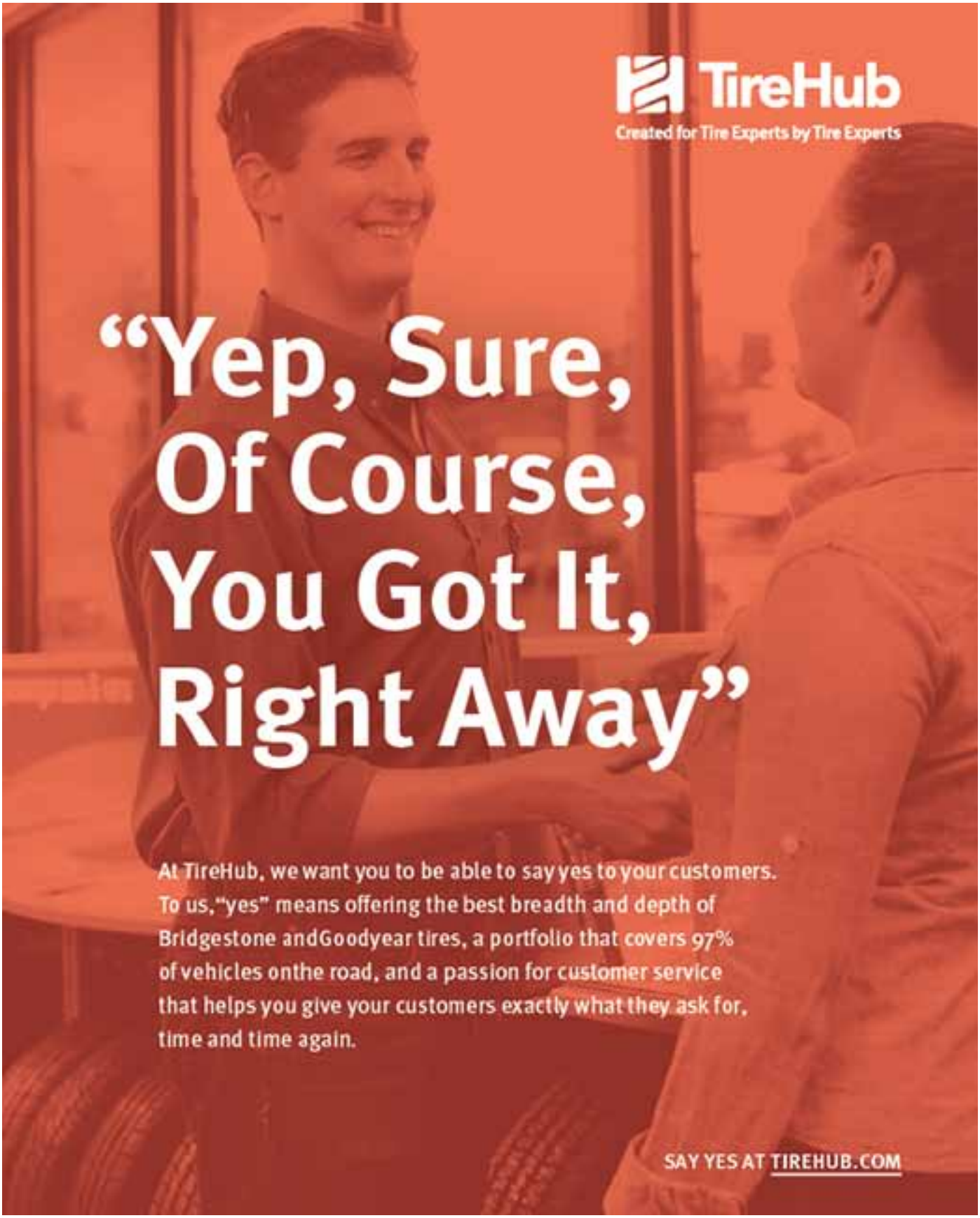
Individual benefits are ideal for part-time or contract employees. Also, employees leaving the company can opt for individual coverage vs. COBRA coverage.

Ensures continued coverage during job or life changes

For position changes that occur during mergers, acquisitions or layoffs, employers may want to offer individual coverage to employees. Employees who retire, or employees' family members who surpass the dependents age, may want individual dental and vision plans to ensure there is a continuum of care.

Develops employer of choice reputation

Offering quality individual dental and vision coverage sets employers apart from competitors. It shows that employers are interested in employees' well-being. Word spreads that employers care, which creates interest among potential employees and positively impacts recruitment and retention. Employers quickly develop a reputation as an employer of choice.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SAY YES AT TIREHUB.COM

The Greatest Threats Facing our Industry

By Tom Tucker

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

TRADE: The Trump administration's trade agenda and its desire to revisit, renegotiate and even retaliate on trade with other nations has created feelings of apprehension and uncertainty for many across the industry. Now that an agreement has been reached on the "new" NAFTA agreement, will Congress ratify the agreement and will the agreement help or hurt the auto industry?

RIGHT TO REPAIR/TELEMATICS/EMBEDDED SOFTWARE: The Right to Repair memorandum of understanding (MOU) would require automobile manufacturers to provide the same information to independent repair shops as they do for franchised dealerships. We continue to work with the automakers to ensure they are providing access to the information as required by the memorandum of understanding (MOU). But the fight for and the control of consumer data is a game changer. The industry supports giving consumer consumers control over their vehicle data and to right to determine who has access to that data.

MAGNUSON MOSS: The Magnuson Moss Warranty Act is the federal law that governs consumer product warranties. Passed by Congress in 1975, the Act requires manufacturers and sellers of consumer products to provide consumers with detailed information about warranty coverage. In addition, the Act outlines the requirements of a warrantor and explains that consumers are not required to use branded vehicle parts or complete repairs at a dealership to maintain the warranty. In short, independent repair shops can service the vehicle without voiding the warranty, in spite of what consumers are being led to believe.

While these are all significant threats to the industry, the greatest threat is our lack of active involvement in the political process. Now it's time to get in the game and stay in the game. What can you do?

1. Meet with your elected officials and ensure they know you are a business in their district.
2. Invite your elected officials to tour your facility of host a community event at your facility.
3. Attend and testify at a legislative or regulatory hearing.
4. Host a fundraiser or make a financial contribution to your representative's campaign.
5. Attend a community meeting with your elected officials.
6. Participate in a legislative fly-in.

NETSA staff and consultants routinely meet with elected officials, **but no one can tell your story better than you.** We encourage industry leaders to meet with legislators and host them at your respective businesses. This is your opportunity to educate your elected leaders on policy issues that affect your ability to grow your business, hire additional workers while staying competitive in the global marketplace. Now it's your turn to get off the sidelines because the future of the industry depends on your active involvement.

How to Handle Irate Customers

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

Irate, rude, unhappy and sometimes abrasive customers can drain you emotionally.

Do any of these challenging customer interactions sound familiar?

• "The information you sent me is wrong! What's the matter with you people? Can't you read?"

• "My bill isn't RIGHT! And this is NOT the first time, either! You all NEVER get anything right!"

• "I WANT MY MONEY BACK, AND I WANT IT NOW! I AM SICK AND TIRED OF ALL YOUR MISTAKES, AND I'M TELLING EVERYBODY I KNOW HOW YOU ALL REALLY ARE!"

If you're handling complaint calls or talking to customers who are hot under the collar, your job is a tough one. It takes time and training to learn how to handle and work through these situations. Here's a question for you: When is it OK to be rude or hang up on a customer? Our answer is simple: never. It's never OK to be rude or hang up on anyone, even though we may feel like it sometimes.

Working with difficult customers goes with the territory—it's part of your job. But while it's never okay to be rude or hang up on a customer, there are guidelines and helpful hints that will save the day for you. Our highly effective Four Point Plan will help you calm customers who are fuming and reduce the stress you're under.

FOUR POINT PLAN

Point #1: It's Nothing Personal.

The distressed callers are unhappy about a problem. They're venting their anger at you, but it's nothing personal. The customers don't even know you. Your job as a representative involves taking responsibility and taking the blame for something you probably didn't do. Most irate customers will begin to unload their anger before you get a chance to say anything more than your greeting. You may think that angry customers are unhappy with you. Once you have the situation in proper perspective, you realize they aren't angry at you, personally. Their anger is directed at something your company did—or didn't do—and you are representing the company to them in this moment. The fact is that you are the front line for your organization. When you answer the phone or greet a customer in person, you are the company to that person. If they have a problem with the organization, you are the lucky one who gets to hear about it. Even when your customer is unhappy and shouting—and maybe even slamming things around on their end of the call—that angry customer is unhappy about a problem. If your job includes handling problem calls, bring along a shield to protect yourself.

Remember!

- It's not personal. The customer is angry at a situation, not at you.
- You're the lightning rod, not the target.
- Don't be rude or match the customer's anger with anger of your own.
- It's never OK to be rude or hang up on a customer!

Point #2: Use the ASAP Technique.

Try to reduce the customer's anger by following these steps.

• **APOLOGIZE**, and acknowledge the customer's feelings. You'll probably spend about 80% of your time massaging the feelings and, hopefully, about 20% actually working on the problem. Feelings are key. We need to apologize sincerely and immediately. Then follow up with action. Just lamely saying "I'm sorry" won't work.

There is an important difference between an apology and sympathy (or empathy.) Apologizing says that you regret the problem occurred. Sympathizing tells the customer you understand his/her feelings about it. You should always put yourself in the customer's place. How would you feel if this happened to you? Let the customer know that.

• **SYMPATHIZE**, and empathize with the customer. Pretend it's you having the problem. How would you want to be handled?

• **ACCEPT** the responsibility of the situation. If you're representing your company, you have, indeed, accepted 100% responsibility of the situation.

• **PREPARE** to help—and be very willing to help, because if the customer senses an insincere apology or a ho-hum attitude that will make the customer stay angry. Most customers want sympathy or empathy almost as much as they want the problem fixed. It's disturbing and frustrating to tell your complaint to someone who obviously doesn't care.

Let's see how it works when we put it all together.

EXAMPLE

Customer: *"I want my money back, and I want it now! I am sick and tired of all your mistakes."*

• **APOLOGIZE** and acknowledge the feelings.

"I apologize for the inconvenience. No wonder you're upset."

• **SYMPATHIZE** and empathize. This is key!

"And I don't blame you. It's got to be very frustrating."

• **ACCEPT** the responsibility and reintroduce yourself. The reintroduction is very important.

"Let's see how I can help. Again, my name is Paige, and your name is?"

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Customer: *"Lauren. Lauren Perkins."*

• PREPARE to help and be sure to use the customer's name. It will help defuse the anger.

"Thanks, Ms. Perkins. Again, my name is Paige, and I'm here to help. Now, please, tell me what happened!"

Customer: "OK. Here's what happened … ."

The **ASAP** technique will work most of the time, but there are some people who are difficult to satisfy.

Remember!
Use the Telephone Doctor's **ASAP technique**:

1. Apologize.
2. Sympathize and Empathize.
3. Accept Responsibility.
4. Prepare to Help.

Point #3: You Can Satisfy Most of the People Most of the Time.

The majority of people making a complaint call want the opportunity to vent their feelings, and they want to deal with someone who obviously cares and can fix the problem. They need to hear a sincere apology. Use our ASAP technique. This will help you handle most of the situations. Now we all know that there will be exceptions. There are a few people, who, despite your very best efforts will need to be passed along to a supervisor. There is no need to tie up your supervisor with situations that you can handle yourself, and, on a positive note, the ASAP technique will handle and satisfy most complaint calls.

Remember!

- You can satisfy most people most of the time.
- Know your organization's procedure for escalating irate customers when necessary.

Point #4: Use the Swear Stopper technique.

Every once in a while, someone will use a swear word or really abusive language, and that's unfortunate. If customers only realized you're there to help, and if they could only hear themselves when they become irate it might change the picture. But there are some people out there who still feel the need to be sharp-tongued. It's very unfortunate. If customers use abusive or offensive language, use our Swear Stopper.

• *"What the #%!!@# is wrong with you people? Every %!!@ thing is wrong! What kind of IDIOTS you got working there?!?"*

Time to use the Swear Stopper!

• *"Excuse me—I can handle your problem. That's no problem. I'm not able to handle your abusive language."*

When someone swears at us, our instinct is to say something like this:

o *"Hey, you jerk, KNOCK IT OFF! You can't talk to me that way!"*

We need to fight our instincts, however, and remember the customer is not angry at you, personally. Be aware that you're the lightning rod, not the target. Sometimes people don't even realize they are swearing. So we need to make them aware that the problem can be solved without using abusive language.

Let's re-examine step by step what to do when someone is swearing at you. Pleasantly and firmly take immediate control of the conversation.

First, interject.

"—Excuse me … ."

The interjection is important to get attention and take control of the conversation. It's time for calm, cool confidence.

—I can handle your problem. That's no problem. I'm not able to handle your abusive language."

The customer's reaction will range from grumbling all the way up to an apology. Again, take control of the conversation, repeat the fact that you will start to handle the situation in an affirmative, pleasant manner. Your customers need to hear that relief is coming their way, so, after taking control, immediately start asking questions to stay in control.

"Now, please tell me what happened, and I'll get the ball rolling to fix it."

There are extreme cases where nothing seems to work, even though you've done your very best. At this time, don't take it personally, but politely let the customer know you'll bring in your supervisor.

Customer: "NO! That's NOT good enough! You all messed up EVERY SINGLE BILL. Someone's GOT IT IN FOR ME!!!"

"Well, sir, we don't want you to be unhappy. Let's see if my supervisor can help us. Are you able to hold?"

Well done! Remember, you still need to be sympathetic and sensitive to their feelings, but, at no time does that mean you should accept foul language. So stay calm and be firm. Don't accuse or argue. Merely state what you can do. And, don't forget, you're the lightning rod, not the target.

Here's a Bonus Tip: Make no excuses on complaint calls. Why not?

Because when you say, *"Gee, I'm sorry. Our computer's down."*

[The customer hears "I'm not gonna help you!!"]

And when you say, *"Hey, I'm the only one here."*

[The customer hears "I'm not gonna help you!!"]

And when you say, *"Um, I'm new here."*

[The customer hears *"I'm not gonna help you!!"*]

What's the customer supposed to think? Excuses only fan the flames on a complaint call.

Remember!
Use the Telephone Doctor's **Swear Stopper** technique:

- Interject immediately. Say, *"Excuse me … ."*
- Assure the customer you can help. Say, "*I can handle your problem. That's no problem."*

- Address the offensive language directly. Say, *"I'm not able to handle your abusive language."*
- Keep control of the call. Begin asking follow-up questions immediately.

REVIEW

Now let's review our **Four Point Plan**.

• **Point #1** It's nothing personal. You're the lightning rod, not the target. The customer is unhappy about the problem, not you, personally.

• **Point #2** Use the **ASAP technique**.

1. **APOLOGIZE** for the problem and acknowledge the customer's feelings. Don't let the customer confuse your calm confidence with disinterest or indifference. Be sure you're sincere and not just mouthing the words, which could be an easy trap to fall into at the end of the day. When you say, "I am sorry that happened," be sure to mean it.
2. **SYMPATHIZE** and empathize with the customer. Draw out what happened. That's so important so that you can truly treat whatever the problem. Don't guess or assume. Determine the difficulty and then treat the problem as though it happened to you.
3. **ACCEPT** the responsibility for the situation, because even though you may have had nothing to do with the cause, it is your responsibility to help resolve the problem or bring it to a happy resolution. None of that "It's not my job" attitude—because it is your job.
4. **PREPARE** to help. Ask questions.

• **Point #3** You can satisfy most of the people most of the time. Feel good about yourself!

• **Point #4** Use the **Swear Stopper** for the customer who uses abusive language or swears. Take control of the conversation with the technique.

Interject: "*—Excuse me. I can handle your problem. That's no problem. I am not able to handle your abusive language."*

Don't forget the Bonus Tip!

No excuses. Excuses mean that what happened wasn't our fault and it says, *"I'm not gonna help you!"*

Every organization is made up of people, and people can make mistakes. It follows, then, that no organization is perfect and will sometimes make mistakes that may upset customers. Remember, it's not the mistake, but how you handle it that will make the difference in what type of customer service you provide.

A company's reputation is built not so much on how few irate customers they have, but in how those customers are handled and how their problems are resolved. This is the key element that will set your organization apart from the rest.

Reputation Management: Taking Control of Reviews

By Sam Chiarelli, Net Driven

If you don't have the time to respond to online customer reviews, contact us about our Reputation Management service!

Why Responding to Online Reviews is Important

Customer referrals and testimonials have always been important for driving businesses forward. Traditionally, much of the communication between existing and potential customers was conducted by word of mouth, away from public eyes. But in the past few years, social media has changed that.

Now, reviews of your business--both positive and negative--are visible to everyone. If you don't have the time to interact with your customers on social media, they may feel that their concerns are not being heard. You risk losing the reviewer's loyalty, but also the business of anyone who disapproves of your non-responsive attitude.

Your response to reviews is critical for your bottom line. A customer who has had a less-than-desirable experience can often be turned into a more committed customer if their concerns are addressed properly. Other customers can see this interaction play out in real time (and far into the future, as reviews remain visible indefinitely). When potential customers view your efforts to make things right, they are more likely to choose your business.

How to Respond to Online Reviews

If you receive a negative review, you may be tempted to fire a defensive response back quickly. Take a moment to collect yourself, and be sure to answer calmly and politely. No matter how you may feel privately, it's important to remember this is a public exchange and you want to portray your business in the best way possible. To help you do so, here's a step-by-step guide on how to write a response to a negative review:

1. Acknowledge the customer's complaint and show them that the concerns raised have been heard.

2. Apologize for the service issue and explain how the situation will be handled by you and your staff. The way you handle the situation is up to you, but the way the customer's experience is managed will affect others' opinions of your business.

3. You can also ask for more information about the incident or schedule a meeting or phone call to discuss the matter further. Make sure someone speaks to the dissatisfied customer, hears his or her concerns, and apologizes directly.

4. Make it clear that this is not how you want to do business and that you will do everything possible to make sure this situation doesn't happen again.

5. Make a gesture to rectify the situation--whether that's assuming the cost of a repair, providing a free service in the future, or some other incentive to keep the person's business and make amends for the previous issue.

Remember: the more heartfelt and earnest your reply, the better the exchange will go. Responding to negative reviews can be a challenge, but doing so affects the perception of your business. Take control of the situation and you'll be able to win some honor back, and propel your business to the next level.

Even positive reviews can be a springboard to cementing relationships. The following positive review was addressed by

our Reputation Management team:
This 5-star review is visible to the customer's friends and those who follow the business page. This positive interaction is an authentic interaction that operates like free advertising for the business.

What Your Business Can Do About Reviews On Social Media

So how can you ensure your online brand management is under control? Our Reputation Management service responds to your customer reviews on Facebook, Google My Business, and Yelp, while providing a personal touch on all these platforms. We also notify you when new reviews are posted so you'll know what your customers are saying about you and how we've responded to them.

With Reputation Management working alongside our Social Media Master Tech services, you'll get maximum exposure for your online reviews and your social profiles--each supporting the other for a comprehensive social internet marketing package.

Scrap Tire Recycling

BDS Waste Disposal provides scrap tire storage, collection, transportation, and recycling services throughout New England. We provide scheduled route/on-call individual tire collection and scrap tire container services in Maine, New Hampshire, Vermont and Massachusetts. We provide box trailer and bulk tire collection services in all New England states. Our business is focused on providing exceptional service. We utilize late model, well maintained equipment and uniformed professional drivers and operators.

Collection, Transportation & Processing

We own and operate:

- 10 road tractors (trucks)
- 4 packer trucks
- 200+ trailers
- 8 tire shredders

Tires are unloaded and shredded at our MEDEP licensed processing facility.

BDS Waste Disposal, Inc.

For more information, visit: **bdswastedisposal.com**
Phone: (207) 278-3833

NETSA Membership Benefits

Mission Statement

New England Tire & Service Association's purpose shall be to benefit the public by supporting independently owned tire dealerships and automotive service centers.
• We've been a vibrant association for 66 years starting in 1952.
• We have over 580 regular members

Computer Software
ASA Tire Systems:
Dave Vogel (603) 889-8700
• Complete Software for the Automotive & Tire Business at a 10% Discount

Compressed Air Energy Saving- NEW
Eversourse:
Jan Keleher (413) 787-9433
Eversource can connect you to solutions for savings
on your compressed air equipment. Leaks, outdated compressors – our professional contractors have seen it all! Incentives are now available for energy-efficient upgrades. Plus, talk to us about energy-saving lighting and HVAC solutions. Get started today. Eversource is a proud sponsor of Mass Save

Credit Card Service
Nationwide Payment Solutions:
Brian Soares (207) 400-4495
• Free 100K Dollar Breach Insurance.
• Free Equipment
• Free Online Processing Gateway
• Gift & Loyalty Card Marketing Programs
• No Increase Rate Guarantees

Merchant Partners
Sales (866) 814-4083
• Meet or Beat pricing for NETSA Members
• They also Process Industry & Fleet Cards
• Check Guarantee Service

Dental Coverage - NEW
NEAD Insurance Trust/Ameritas:
Charlie Muise (781) 706-6944
• $1750 Calendar Year Maximum
• Rates guaranteed until April 1, 2021
• No waiting periods
• Coverage for single, spouse, family
• High-low plans available

Insurance Coverage - NEW
Affiliated Insurance Agency:
Phil Muller (516) 576-0166
• All forms of insurance for the tire and rubber industry since 1981
• Comprehensive comparison review of current insurance portfolio for retailers, wholesalers, commercial, industrial, retreaders and manufacturers
• Insurance products included but not limited to: Property, Liability, Automobile, Employment Practices Liability and Cyber Liability
• Employee Benefits

Lease to Own - NEW
Progressive leasing:
Aric Wredberg (267) 372-9270
• Providing virtual lease-to-own for customers since 1999
• Best-in-class customer support
• Customers could pay off early with 90-day purchase options

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

Oil Products
GH Berlin Windward/Valvoline:
Jim Rogers (860) 250-2076
• Valvoline Quality Products - Motor Oils, Trans Fluids, Grease, Oil & Air Filters, Fuel Inj. Cleaners, Antifreeze & Wiper Blades all earning rewards points/money.
• Free Valvoline POS Imaging & Training
• VPS Equipment & Marketing Program

Online Reputation Management
WECnology, LLC/Certified Reputation Services:
Wayne Croswell (603) 249-5530
• Online reviews matter.
• NETSA members save 10%

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

Retirement Planning
Griffin Financial Planning LLC
Kevin Griffin (781) 783-2232
• An Independent sole advisory firm, providing Flexible workplace retirement plan options for plan sponsors and their participants
• Offers Fiduciary services at a reduced flat fee. While also reducing your personal liability
• He's an Accredited Investment Fiduciary (AIF) and a Certified Financial Planner (CFP)

Social Media
Optimize Social Media
Ben Moore (218) 213-2251
• Creation, Manage & Maintenance of: Facebook, Twitter, Google, Yelp & You Tube with a dedicated account manager

Scholarships
As a member business, your employees & their dependents qualify for Academic Scholarships.
• This year NETSA and our sponsors, will provide nineteen $2,000 scholarships to member employees, their spouses, and their dependents

Tire Industry Market Facts - NEW
GfK Benchmarking:
Neil Portnoy (212) 884-9269
• Monthly Benchmarking reporting
• Your store(s) vs. Market
• Sales, Share, Price; all by product line.
• Know what customers are buying, so you could make informed inventory decisions

Trade Show & Annual Meeting
• 50-plus exhibitors with over 110 booths.
• Free training seminars
• Annual Luncheon Meeting with Keynote Address by an industry expert.
• See old friends and meet new ones at our Wine & Cheese Reception & Dinner
• Prizes & fun for the entire family.

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

Showroom Video Advertising
Migma Systems Inc.
Erin Wheaton (508) 660-0328 ext 349
• Provides Directed Advertising with 5 to 20 rotating Slides of your choice on a TV in your showroom.
• 10% NETSA Discount and a 30 day free trial
• Special NETSA member prices from $20 to $75 per month

Web Site
Net Driven:
sales@netdriven.com
(877) 860-2005 x298
Net Driven provides Industry leading solutions to drive your business. They will build, host, & update your site at much reduced NETSA Member rates. *Our NETSA website is hosted by them at www.netsa.org*

2020 Hall of Fame

Nominations now being accepted:
Deadline is December 31, 2019

NETSA Hall of Fame Guidelines

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.

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. A biography of the nominee, listing his/her qualifications to become a member of the NETSA Hall of Fame will then be written by the committee.

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

The full NETSA 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 himself or herself in our industry and community as a reputable and honored leader.

2020 Hall of Fame Nomination

Their Name:_____

Company Affiliation:_____**Years:**_____

City:_____ **State:** _____

Recognition and Awards Received in our Industry:

_____
_____
_____
_____
_____

Recognition and Awards Received outside our Industry:

_____
_____
_____
_____
_____

If more space is needed please use another page and submit together.

Your Name:_____ **Telephone:**_____

Fax your nomination to: (855) NETSA4U or email: netsapros@aol.com by 12/31/2019

For More information please contact: Tony DeSimone
New England Tire & Service Association
3 Lefevre Dr.
Kingston, NH 03848
Tel: (855) 638-7248
Fax: (855) NETSA4U
email: netsapros@aol.com
website: www.netsa.org

The Road Runner

The Newsletter of New England Tire & Service Association

Mark your Calendar

2019 NETSA Scholarship Golf Outing

Shining Rock Golf Club - Northbridge, MA
Friday, September 13, 2019

2019 NETSA Scholarship Golf Tournament

The Road Runner
Summer 2019

New England Tire & Service Association

3 Lefevre Dr.
Kingston, NH 03848