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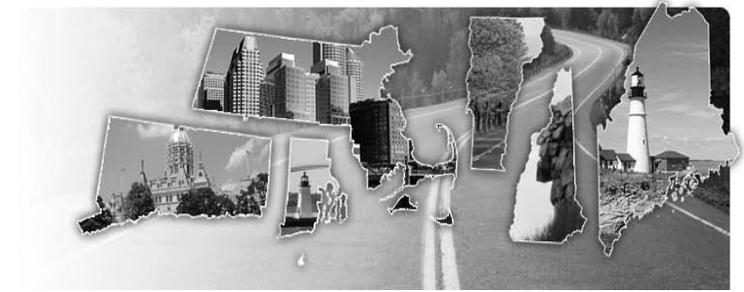
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2013 NETSA Scholarship Golf Outing.

Jim Melvin Jr. - Golf Tourney Committee Chairman

We held the annual NETSA Scholarship Golf Outing on Thursday, September 12th at The Shining Rock Golf Club. Mother nature smiled on us again, after a questionable forecast, we got lucky & had a beautiful day. 77 golfers navigated the "difficult" 18 hole course and shot some very respectable scores.

Congratulations to Team Pro Cut Int, as Coady Dodds, Tim Hooper, Bruce Prince & Trenor Dobbs captured the Low Gross.



Steve McGrath presenting to Team 5 - Winners of the Low Gross; Cody Dodds, Tim Hooper, Bruce Prince and Trenor Dodds: Pro-Cut International

Congratulations also to the Low Net winners, Team Summit Tire NE, Jim Swett, John Reid, Steve Shaw & Steve Chaput. The skill competition winners were, Spencer Carruthers, Tim Hooper, Paul Laskowski, Paul Richard, Kevin Walsh, Dave Black & Spencer Carruthers (AGAIN!!! Spencer, your obviously spending way to much time on the golf course!) Congratulations to all!



I realized how fortunate we are as I headed home from our September NETSA Meeting.

Our Meetings are always educational and the room is full of experienced players. Looking around the room, the combined years of the board's automotive experience exceeds over 500 years. Having this vast experience makes my roll easier. (We just

seem to use the rest rooms more often). I appreciate that support and hope all NETSA members get a chance to use that resource because that's what NETSA is all about.

With this experience, combined with feedback from over 500 members, we have been able to continue with programs that are worthy of our team efforts. Here's some updates we feel are important.

Our Scholarships:

The great news- There are 12 very special people that were selected for this years scholarships. The bad news is there are many applicants that are equally deserving. Of the 12 NETSA Scholarships awarded, the scholarship committee reports that over 20 applicants were well qualified, and difficult to ignore. We would love to expand funding so more deserving applicants can benefit.

Your continued support at the annual Trade show Scholarship Auction, and the Scholarship Golf Outing plays an important part in funding our scholarships. In addition, we are grateful for the donations provided by our Scholarship Sponsors: Wells Fargo Special Risks, Maynard & Lesieur, Mohawk



Rubber Sales, Sullivan Tire, Melvin's Tire Pros, Pete's Tire Barns, Tom Lyons Tire, Connecticut Tire Dealers Assn, Nokian Tyre, and Hennessy Industries. If any NETSA member business would like to promote goodwill, and help make our world a better place, you should consider being a NETSA scholarship sponsor by donating \$1,000 which is then matched by another \$1,000 from NETSA making it a \$2,000 Scholarship .

The Scholarship Golf Tournament was a great day for the scholarship and dealers. Thank goodness that many attendees play for the fun and camaraderie rather than serious play. Great job to the players, the sponsors and our Golf Committee for making this a successful fund raising event. (Pictured below - Steve, Jack & Dick welcome players)

Our Annual Meeting & Trade show:

A new and exciting venue is going to take place for the 2014 trade show, (watch for more details in the Road Runner). Attendees will enjoy more convenient access for the trade show events, particularly the seminars, and the hotel rooms. For those of us that always realize we've forgotten important things in our room, the rooms close proximity to the tradeshow will be greatly appreciative. Our Trade Show committee members are making the final arrangements for the event, so we encourage every member to find a way to attend this valuable event in April.

Providing a voice:

We have enjoyed working with two people that are leaving our NETSA Board this year. Spencer Carruthers and Shawn McKenzie. These two individuals are passionate and strong supporters of NETSA and great resources for our organization.

Spencer worked to invest in educating people on the basic skills of our industry. Spencer is rightfully proud of his business and always enjoyed being a hands on leader at NETSA and at his dealership. Spencer provided us with an informative "town hall" question and answer periods at the trade show. Everyone enjoyed sharing ideas that were always hits. Spencer will use his new "free time" to work with his community and his business.

Shawn McKenzie helped us move into the latest internet marketing techniques. If anyone needed information on connecting their business into the newest internet trends, Shawn was the experienced leader in that area. I want to thank both Spencer and Shawn for all your support and wish you both the best in your journey in life. Your shoes will be tough to fill.

I am proud to be a part of NETSA for all the things we do for our regional members, and hope to meet you by e-mail, phone, or in person this year.

Have any ideas or suggestions, I would love to hear them!

Steve McGrath



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You may have found the tire business, or it may have found you.

It could be a family legacy, or the basic need for a job, any job, that brought you to the world of tires.

For me, it was pure luck.

I never liked cars: I caught the train to school, rode my bike and got rides to the beach from friends. I was conscripted at 18 and

didn't get my first real car until I was 24.

In 1989, I hitchhiked with my Kiwi girlfriend from Cape Town to Victoria Falls and back, when the engine on the VW Beetle we'd bought cheap the week before, blew up 300 miles in to our journey.

It was probably something minor, like needing some oil, but we were poor and ditched the car, continuing on with our backpacks, some 3rd class public transportation and a lot of rides from strangers.



Through Africa to Victoria Falls, or Tokaleya Tonga:
- The Smoke that Thunders.

An epic month long adventure that opened my eyes and ears to the World: I found inside, an inherent trust and respect in people, no matter where they're from.

Because hitchhiking is about relationships: It's about body language, humility and finding common ground; at 80 mph with your thumb out and once you're in their car.

Travel I did and I met my love, Holly Wood while studying in London.

Smitten, I followed her home to West Bridgewater where her father had a tire shop. Soon after I arrived, he was forced to retire and when no one wanted the keys to the front door. I took them.

I still knew nothing about cars or tires, but I was more qualified than I thought when it came to the people side of things. Because people buy from people. They read your body language and first impressions, to decide whether to buy tires or service from you or take you on a wild trip through Africa.

That's how I came to be in the tire business: I joined associations, met great people, read trade magazines and

became a sponge. And while it's easy to get down on yourself and your business, I feel lucky, every day, to have this opportunity.

Yes, it's a changing world: Tire Technology, Distribution, Competition and Consolidation. The economy, environment - Generation Y?

What hasn't changed is my belief in finding the good in people, earning their trust and leaving an impression:

Bon Voyage!

Spencer



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I have been thinking about why tire sales are down so much for many of us in the industry. For our business it is crucial since we only sell tires and do no mechanical work. There seems to be several factors. First, it appears that people are driving their cars less and less, especially on

nonessential trips. In the days when I was growing up and gas was relatively cheap, we'd think nothing of piling our family into the old station wagon and drive out to the countryside or up to Maine for the day. That happens less now that gas is always between three and four dollars a gallon. Second, tires are made better and better with each new product introduced and manufacturers are pushing these high mileage tires. When some folks from Michelin recently stopped by, I lamented the fact that the Defender is a 90,000 mile tire. Who asked for that kind of mileage? See you in 9 years God willing. Third, the cars are made better and we see less misalignment wear on many cars even though the owners don't rotate the tires properly. Due to competition, we now offer the first rotation for free and after that we charge half price. Most people don't even come back for the first free rotation and their tires are wearing okay. And fourth is competition. In our local area we have three warehouse clubs, two Town Fair's, NTB, Sears, two Sullivan Tires, Tire Warehouse, VIP, a Goodyear store, a Firestone Store, Pep Boys, and some tough independents. Competition is good but we've taken it to a new level in Nashua. I'm sure all of you have plenty of competition also. So are we just hapless victims? Is there nothing we can do? These factors all seem to be out of our control. What we can control is how we serve the public. We try to be competitive but we will never be the lowest price in town. We try to have tires in stock but are increasingly relying on our suppliers for at least twice a day service. Unfortunately, they are also selling all the competition in town so that has been a double edged sword. We have always stressed fast service at competitive prices but as business drops, our overhead keeps rising. That has us looking at cutting overhead without cutting service. Good luck with that.

My conclusion is that the big are getting bigger in

all businesses and that it is a tough road ahead for many of us in the tire business with one store. Just like the 1% on Wall Street is back to prosperity yet Main Street in Nashua has more and more stores closing. We had a revived and vibrant downtown for years but now that the so called recovery is here at least one third of the downtown is vacant. If the competition doesn't get you, complying with government regulations probably will. And the new generation of tire buyers seems more interested in buying tires on the internet then in establishing personal relationships with your business. So is it all doom and gloom? No. None of us are going to get rich in this business but I have seen some signs that business is getting a little better. The independent dealer is still the place where people have the best experience buying tires. And that is why I am a NETSA member. Our best resource is our fellow dealers. I have been on the NETSA board since 1997 and although I may have to eventually leave the board I will always try to at least go to the trade show and interact with fellow tire dealers. And NETSA has never been stronger. The board continues to make changes that I believe will make our trade show and scholarship programs even better.

Lastly, two things. I couldn't be prouder of our NETSA scholarship program and winners, particularly the Leo H. Lesieur NETSA scholarship winner Emily Looby. She and Erin Kelly from Kelly's Tire in Putnam Ct. both won a scholarship. And while we awarded 12 scholarships, we had many more that deserved one and didn't get one. ***We would like to see more NETSA members step forward and offer \$1,000 for a scholarship, which NETSA would then match with money we raise from the charity golf tournament and the auctions at the trade show. Please consider it.*** I love giving away a scholarship every year. It is the highlight of the year for me, along with helping out at our trade show.

And lastly, an update on my father Roland, the original blogger who wrote this column forever. He isn't driving anymore so I pick him up every day at 6:15AM. Physically he is doing fine, but mentally he is starting to have his good days and his bad days. He works until 1PM every day and then we bring him home. He does better at work than he does at home, but his frustration is increasing with his forgetfulness. I suppose we will all be there at some point. We will continue to do what we can to support him as a family through these difficult times. He'll be 85 in March so he's done well so far. And by the way, he still loves the tire business.

Larry Lesieur.



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The Evolution of Shopping for Tires & Auto Service

I recently found a black and white photograph of my Grandfather from 1953. In the picture, he was standing in the showroom of his new tire and auto service shop in Scranton, PA. He and the showroom were polished and neat. My grandfather wore a suit and tie and the showroom was clean and well organized. The pride in my grandfather's face was reflected in the layout of his showroom. While working with my father at the same store over 50 years later, I could see the same pride in the showroom. I also learned the importance of the details of that showroom and why it was a large part of the success of my family's business. Indeed, the showroom of a tire dealership or auto repair shop serves a similar purpose to a classroom in a school. The education of the customer in that showroom not only transfers knowledge, but is a critical step in making the sale.

For many years my family has focused on educating customers and preparing the showroom to be the center for that education. Their showroom includes all the materials needed to deliver information to the consumer including not just tires, but detailed information like placards describing features and benefits, technical information, warranty data and available specials. The salespeople are ready to provide reviews on the various products and comparisons between tires. This approach is followed on auto services as well. Informational handouts on the benefits of a fuel injection service are neatly stacked at the counter and a brake pad and rotor are in reach to help explain why brakes need to be replaced. The combination of props, products and knowledge are available to customers to help them not just buy, but to match the right product and service to meet their needs. Making the consumer feel comfortable helps my family make sales and is instrumental to their success. This level of service and knowledge is one reason independent tire and auto repair dealers have thrived over the years and why their customers are the most loyal in the industry.

We all want to be educated about our purchases and this applies to auto related items more so than for many other types of purchases. Today customers are increasingly being educated about their auto related purchase online as opposed to in your showroom. This shift requires your business to adapt to get new customers and retain old ones.

Twenty years ago consumers shopping for brakes or tires followed a very different shopping process than they do today. Previous generations used the phone book and called three shops after realizing they needed brakes or new tires. Based on those calls they would visit a shop or two to learn more about what they needed and then make a purchase.

(see "Traditional Tire and Service Buying Process" graphic #1)



"Traditional Tire and Service Buying Process" graphic #1

Today, however, over 70% of consumers shopping for automotive related products and services using a process called ROBO (Research Online, Buy Offline) where the research and education is occurring online. A recent study by Google revealed that, while ecommerce is growing fast, nine out of ten purchases still occurs at brick-and-mortar stores. That same white paper states, "if the last five years were about selling online, the next five years will be spent working out how to use online to influence the way customers spend money offline." (Influencing Offline – The New Digital Frontier, Google, December 2011)

The Internet is fueling a fundamental shift in the purchase process for tire and auto services which empowers the consumer to gain more information faster than ever before and much of this information gathering is happening online. While the fundamental steps in the shopping process remain the same, the activities and sources of information have changed drastically. One of the biggest shifts is that

(continued on pg 10)



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“Digital Tire and Service Buying Process” graphic #2

education and research are moving online. That means the showroom experience needs to move online as well. (see “Digital Tire and Service Buying Process” graphic #2)

This shift in consumer behavior means that you need to think differently about your website and the data it provides. Just like in years past, the business that educates the consumer is likely to be the business that sells the consumer. Various studies indicate that online shoppers are looking for the following information online; consumer reviews, manufacturer rebates, product images, warranty data, and product/service comparisons. How well is your website providing that information? If we take my Dad’s approach to the showroom and apply it to a website, you need to replicate the following items digitally; products pictures, feature and benefit data, warranty info, manufacturer rebate info, consumer reviews and comparison shopping data. Similarly for auto services, a great website will provide visual aids, answers to commonly asked questions and descriptions of services to help make the sale. A website without these items is like an empty showroom without products, selling aids or salespeople. You would not invite consumers into an empty showroom and similarly you should not invite customers to a website without critical information like consumer reviews, a tire fitment guide and the

ability to compare products side-by-side. The days of a website displaying your name, address and phone number are over; consumers today are demanding much more from your website. When it comes to an effective showroom experience, lots of easy to understand information is best and the same holds true for your website; having more information than your competition may give you the edge that makes the sale.

The good news about the tire and auto service business is that it is hard to buy tires online and the Internet is never going to replace your brakes or give your car an oil change. Even in industries that lend themselves to e-commerce like publishing, brick-and-mortar retail is still the number one sales channel according to a recent article in the NY Post (NY Post, July 17th 2012). This fact, however, does not mean that you can pursue business as usual. Consumer habits are certainly changing and we need to change with them. If your customers want to get educated online, move your showroom online as well. Embracing this trend can be a critical advantage over your competition, while ignoring it could cost you your best customers. (See Graphic #3: The Digital Showroom Example)

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“The Digital Showroom” graphic #3

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2013 NETSA Golf Tournament

The Road Runner
Fall 2013

On behalf of the NETSA board I would like to thank, Maynard & Lesieur, Mohawk Rubber, Pirelli Tire, Hankook Tire, Sullivan Tire, Hennessy Ind, Stellar Ind, Falken Tire, Nokian Tire, Summit Tire NE, Tom Lyons Tire & Steve Palmisano for graciously donating items for our auction. This auction is one of the primary tools for funding our NETSA scholarships. I would also like to thank ALL of our sponsors, because without your generous donations/sponsorships we would not be able to hold this event.

Thanks again to everyone that attended & those that donated their time to help make this tournament a great success!

Jim Melvin Jr.



2013 NETSA Golf Tournament Sponsors



**Special Donation -
40 Dozen Golf Balls -
2 Sleeves for each player in the
tournament.**

This great event - which supports the Scholarship fund - can not be held without the wonderful support of your donations. We thank you! - NETSA Golf Committee

Special appearance... Adam Sandler, or was it just a look alike?

(pictured, John Reid, Reg.VP Summit Tire, Steve Shaw, Summit Tire & Tony DeSimone, Englewood Tire.



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4th	American Tire Distributors	Closest to Pin - 15th	BWP/Advance Auto Parts
5th	Myers Tire Supply	Longest Putt - 1st	Pirelli Tire NA
6th	Titan Tire	Longest Drive - 9th	Max Finkelstein
7th	Wells Fargo Special Risks	Longest Drive - 16th	Pirelli Tire NA
8th	Town Fair Tire		
9th	Mohawk Rubber Sales	Low Gross Winners	TCI Tire Centers
10th	Carroll Tire		
11th	Lappen Auto Supply	Low Net Winners	Nokian Tyre
12th	Napa Auto Parts		
13th	ASA Automotive Systems	Lunch/Snack	Max Finkelstein
14th	Import Tire	Dinner	Max Finkelstein
15th	Englewood/Summit Tire NE	Registration Desk	Max Finkelstein & Hankook
16th	Reliable Tire	Beverage Cart	Hamel's Tire Center
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2013 NETSA Golf Tournament Winners

The Road Runner
Fall 2013



L - R - Clockwise: Team 15 - Jim Swett, John Reid, Steve Shaw & Steve Chaput; Summit Tire with Steve McGrath; Closest to the Pin winners, Lunch on the patio - great weather - great food; Longest Drive & Putt winners. Names listed on page 19.



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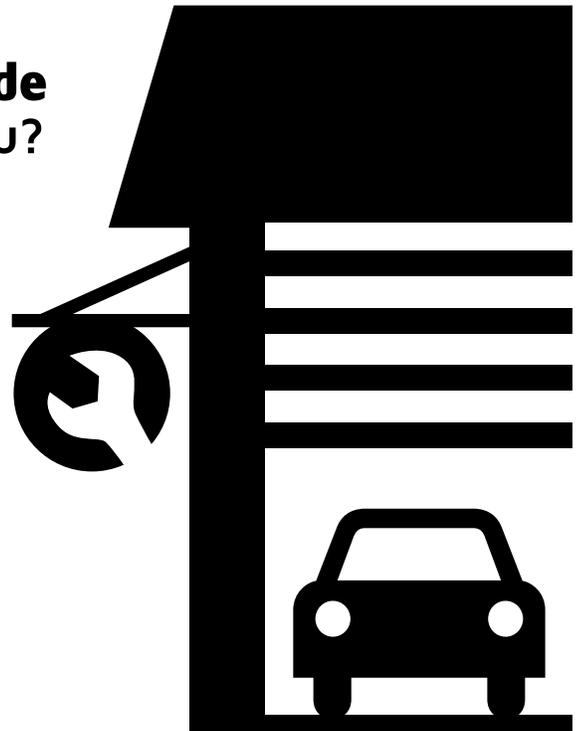


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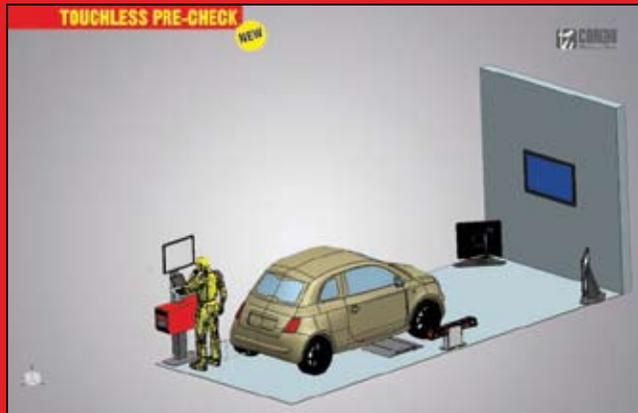
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2013 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Fall 2013



Team 1: Wayne Crosswell, Paul LasKowski and Erik Crosswell, WECnology; Steve Palmisano, ATD



Team 2: John Waterhouse, Mike Leone and Michael Moore; TCI



Team 3: Steve Sabol, Bridgestone; Steve Garzone and Mike Garzone; Tom Lyons Tire; Dan Greenberg, City Tire



Team 4: Mike Baker, Mike Dalley, Steve L. and Larry Cherrier, Partner Tire



Team 5: Cody Dodds, Tim Hooper, Bruce Prince and Trenor Dodds, Pro-Cut International



Team 6: John Pardi, Cooper Tire; Mike Bourgault and Gil Canastra, Cooper/Roland's

2013 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Fall 2013



Team 7: Dick Stacey and Dave Black, Carroll Tire; Mark Barron, Carroll Tire/Advantage Tire; Earl Larson, Carroll Tire/WJ Hoey



Team 8: Bruce Jergensen, Import Tire; Doug Smith, Import Tire/Direct Tire; Dennis Kelly, Import Tire/Kelly's Tire; Howie Fetzer, Import Tire/Fetzer Tire



Team 9: Chris Richards, Al Rivera, Bob Cote and Norm LaCoste, Max Finkelstein



Team 10: Matt Lewis and John Parla, Max Finkelstein; Kirk Feinswog, Max Finkelstein/Pirelli; Lou Patrick, Max Finkelstein/DeSantie



Team 11: Spencer Carruthers, Kenwood Tire; Kevin Conley, Long Distance Tire; Kevin Walsh, Mass Tire



Team 12: Tom Ferguson, Wells Fargo Special Risks; Barrett, Toce Brothers; Carmen Lesieur and Steve Lesieur, Maynard & Lesieur

2013 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Fall 2013



Team 13: Darryl Holdsworth, Craig Marran, Paul Richard, Motostar



Team 14: Tony DeSimone, Englewood Tire; Piere Sader, Quick-stop Tire Stop/Summit Tire NE; Jon Bruhm, Bruhms Tire/Summit Tire NE; Bob Bednard, Summit Tire NE



Team 15: Jim Swett, Swett's Tire/Summit Tire NE; John Reid and Steve Shaw, Summit Tire NE; Steve Chaput, BTS/Summit Tire NE



Team 16: Mike Leland, Brad Curren, Timmy Raymond, Casey McMullen, Sullivan Tire



Team 17: Pete Georgantas, Dave Ventura, Walter Bunzel and Pete LaPrade, Mohawk Rubber Sales



Team 18: Peter Row, Titan Tire; Mike Dalbec, Titan Tire/Pete's Tire Barn; Marcus Borgia, Titan Tire/N.E. Whsle; Steve McGrath, Tire Warehouse

2013 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Fall 2013



Team 19: Scott Collins, Jim Ragone and Mike Caico, BWP/Advantage Auto Parts



Team 20: Jason Weintraub and Tim Leavitt, Myers Tire Supply; Bill Baxter, Hennessy Industries



Team 21: Chris Smiley and Greg Seiffert, BP Lubricants/Castrol



Team 22: Steve Forrest, Scott Bauman and Jerry Peters, Liberty Tire Recycling

2013 NETSA Golf Tournament Winners

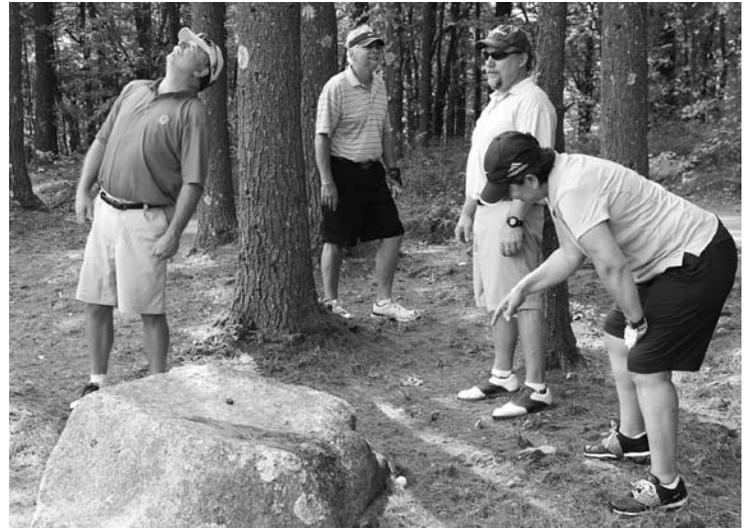
Amt	Winner of A club gift certificate - Donated by NETSA	Contest	Amt	Winner of A club gift certificate - Donated by NETSA	Contest
\$100	Coady Dodds - Pro Cut Int	TLG	\$50	Spencer Carruthers - Kenwood	Longest Drive #9
\$100	Tim Hooper - Pro Cut Int	TLG	\$50	Tim Hooper - Pro Cut	Longest Drive #16
\$100	Bruce Prince - Pro Cut Int	TLG	\$50	Paul LasKowski - WECnology	Closest to Pin #5
\$100	Trenor Dodds - Pro Cut Int	TLG	\$50	Paul Richard - Motostar	Closest to Pin #8
\$75	Jim Swett - Summit Tire NE	TLN	\$50	Kevin Walsh - Mass Tire	Closest to Pin #12
\$75	John Reid - Summit Tire NE	TLN	\$50	Spencer Carruthers - Kenwood	Closest to Pin #15
\$75	Steve Shaw - Summit Tire NE	TLN	\$50	Dave Black - Carroll Tire	Longest Putt #1
\$75	Steve Chaput - Summit Tire NE	TLN			

2013 NETSA Golf Tournament Auction/Raffle

The Road Runner
Fall 2013

Donor	AUCTION ITEM	Winning Bid
Maynard & Lesieur	2-Boston Red Sox Tickets	Tom Ferguson
	2-Boston Red Sox Tickets	Lee Dierkes
Mohawk Rubber	4-Boston Red Sox Tickets	Russell Barrett
Pirelli Tire	2013 Pirelli Calendar	Matt Lewis
Steve Palmisano /ATD	Matt Booner Autographed Toronto Raptors NBA Jersey	Dick Cole
Sullivan Tire	Justin Pedroia Autographed Boston Red Sox Shirt	Steve Garzone

Team 12 (1) : - Where oh Where did that golf ball go!
A great quote... "As a kid, I might have been psycho, I guess, but I used to throw golf balls in the trees and try and somehow make par from them. I thought that was fun."
- Tiger Woods



Donor	RAFFLE ITEM
Shining Rock Country Club	Round of Golf for 4 People (\$260)
Hennessy Ind	\$250 Dick's Sportg GC
Hennessy Ind	\$125 Dick's Sportg GC
Hennessy Ind	\$125 Dick's Sportg GC
Stellar Industries	\$125 Best Buy GC
Falken Tire	\$125 Best Buy GC
Nokian Tyre	15 Nokian Sweatshirts
Summit of NE	Yokohama Watch
Pirelli	5 Shirts
Tom Lyons	2 Pullovers
Tom Lyons	Dozen Bridgestone Golf Balls
Hankook Tire	36 Hats
Hankook Tire	10 Dozen Golf Balls

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2013 NETSA Scholarships Awarded

The Road Runner
Fall 2013

Tom Ferguson, Scholarship Committee Chair



I am pleased to announce that we have been able once again to provide 12 worthy recipients scholarships of \$2000 each (\$24,000 total) due to the generosity of the membership and our sponsors. Out of the 47 applications received, awards were granted to the wonderful students listed in the chart below.

All of the scholarships awarded on an annual basis are funded by \$1000 donations from NETSA member sponsors and then matched with another \$1000 via funds raised by the Scholarship Committee through your participation in our golf outing and various auctions. Your participation is greatly appreciated.

Please join me in thanking our member sponsors, without whom we would be unable to assist these most de-

serving students, Maynard & Lesieur (Nashua, NH), Mohawk Rubber Sales (Hingham, MA), Sullivan Tire (W Bridgewater, MA) Melvin's Tire Pros (Warwick, RI), Pete's Tire Barn (Orange, MA), Wells Fargo Special Risks (Portsmouth, NH), Tom Lyons Tire (Waltham, MA) CT Tire Dealers Assn (Bloomfield, CT), Nokian Tyres (Essex Jct, VT) and Hennessy Industries (LaVergne, TN).

Due to limited space in our Road Runner, we have decided to place the Bio of 4 of the 12 winners in this issue of the Road Runner, and will have the Bio's of the other 8 scholarship winners in the Winter edition of the Road Runner.

Finally, we would love to be able to do more. Due to the ever increasing costs of higher education, we are receiving applications from more and more exceptionally qualified individuals every year. If your organization has any interest at all in joining the cause by establishing a scholarship, please do not hesitate to contact Executive Director, Dick Cole.



Name	School Attending	Member Company	Award	Sponsor
Jon P. Gualdarrama	Worcester Polytechnic Institute	Sullivan Tire	Robert J Sullivan Award	Wells Fargo Special Risks
Sasha A. Bodnaruk	Northeastern University	Northeast Whse Tire	Manual Dobrusin Award	Wells Fargo Special Risks
Emily K. Looby	Nichols College	Kellys Tire	Leo H. Lesieur Award	Maynard & Lesieur
Dante E. Fabrizio	MCPHS University	Sullivan Tire	Mohawk Rubber Sales Award	Mohawk Rubber Sales
Megan K. McGrath	Champlain College	Tire Warehouse	Sullivan Tire Family of Employees	Sullivan Tire
Nicole K. Cartier	Babson	Don Fosheys Disc Tire	Tim Haley Award	Sullivan Tire
Alecia M. Vacca	Framingham State	Summit Tire NE	Melvin's Tire Pros Award	Melvin's Tire Pros
Ashlynn R. Doyon	University of Vermont	Vianor	Pete's Tire Barn Award	Pete's Tire Barn
Mathew R. Tavares	Roger Williams University	Falmouth Car Care	Tom Lyons Tire Award	Tom Lyons Tire
Margaret M. Dobroth	University of Maine Orono	Town Fair Tire	Bob Malerba Award	Connecticut Tire Dealers Assn
Michaela Vaughn-Kuehl	Unity College	Maple Tire	Nokian Tyre Award	Nokian Tyre
Erin E. Kelly	Yale University	Kelly's Tire	Hennessy Industries Award	Hennessy Industries

Welcome New Members

Company	Address	City	ST	Zip	Contact#	Contact Name
Marathon Solutions, Inc	6700 Squibb Road, Ste 215	Mission	KS	66202	913-953-5311	Ben Bradshaw
Mighty Auto Parts of CT	202 New Britain Road	Kensington	CT	06037	860-827-0654	Eric Sehl
BP Lubricants/Castrol	1500 Valley Ave	Wayne	NJ	07470	443-527-1698	Gerald Abrams
Stan Morin	86 South Street	Somerset	MA	02726	774-644-3939	Stan Morin



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Picture (Dick Cole - NETSA Executive Director, Dennis Kelly - Father, Kathie Kelly - Mother, Erin Kelly, Bill Baxter - Hennessy Industries)

Erin E Kelly - winner of the \$2,000 Hennessy Industries 2013 Scholarship Award (funded by Hennessy Industries and the NETSA Scholarship Golf Tournament) is from Woodstock, Connecticut where she attended Woodstock Academy graduating in 2011 at the top of her class of 288 students. She was a member of the National Honor Society, the Spanish National Honor Society, the girls Golf Team, and received the 2010 Bausch and Lomb Science Award, the 2010 Harvard Book Award, the 2010 President's Education Award, and the 2011 AP Scholar with Distinction Award. She is currently attending Yale University in New Haven, CT as a Junior majoring in Psychology and is an active member of TAPS, a dance group.

Erin has been active working and volunteering these past years while attending school. She's worked at Kelly's Tire for four years pumping gas, checking air pressure and oil, answering the telephone, scheduling appointments, and filing and billing tasks. She worked at Old Sturbridge Village summers in 2009 & 2010 as an 1830's costumed worker cooking over an open fire, dyeing wool, giving school lessons, and playing 1830's games. Kim Adams, Old Sturbridge Village Coordinator of Volunteers, Interns, and Visitor Services, says Erin's "desire for knowledge, her cheerfulness with any assignment given her, her thoroughness at completing all assignments, and her wonderful way of interacting with visitors have impressed all staff who have worked with her." At Yale she is working in the Sterling Memorial Library and is responsible for discharging returned books to their proper location. Erin was also a volunteer for the Roseland Cottage (local historical landmark) with their Craft Fair and cleanup activities, Creating for a Cause which knits items for local charities, Woodstock Agricultural Society caring for flowers, is on the Missions Committee at her Church, and tutored students in Spanish. At Yale, she volunteers for New Haven Reads where she tutors children in reading and writing and is a tax preparer for the Volunteer Income Tax Assistance (VITA) Program.

Erin has completed 4 semesters at Yale earning a 3.73 GPA and having an internship in a psychology lab. She plans on continuing to major in Psychology, with a concentration in neuroscience, and "after college, I would like to attend graduate school for a degree in Speech-Language Pathology."

Her father, Dennis Kelly, is a co-owner of NETSA member, Kelly's Tire in Putnam, CT. Congratulations Erin.



Picture (Wayne Morris - Sullivan, Tom Ferguson - Wells Fargo Special Risks and NETSA Board Member, Jon, Hope Gualdarrama - Mother, D'Yani Gualdarrama - Sister, Cruz Gualdarrama - Father)

Jon P. Gualdarrama - winner of the \$2,000 Robert J. Sullivan 2013 Scholarship Award (funded by Wells Fargo Special Risks and the NETSA Scholarship Golf Tournament) is from Worcester, Massachusetts where he attended St John's High School graduating in 2012. He was a member of the Chess Club, Vice President of the Computer Club, and performed as an actor, singer, and dancer in almost a dozen musicals while in school. He received the Rochester Institute of Technology Award in 2011, was the winner of the Spanish Scrabble at St John's, and earned high honors with a 3.89 GPA in the Advanced Placement Program. Jon has been active working and volunteering these past years while attending school. He worked at 44 Sterling Street, in Worcester, doing general maintenance on the apartments such as painting, wall-papering, installing carpeting, shoveling snow, and mowing, raking and weeding lawns. He is also a very active volunteer at the New Citizens Center as a mentor and tutor to young peers who are non English speaking immigrants to America. He has tutored in algebra, geometry, chemistry and English. His teacher, Gregory Blondon, says "Jon's excellent communication skills and knowledge of a second language development have allowed him to work with adolescents learning to speak English." He has also assisted the elderly with translating both verbally and with their letters while often helping them with their home chores. He has also been active at his church, St. Peters Parish, singing in the Choir, in special chorus, and as the lead Alter Server.

Jon is attending Worcester Polytechnic Institute in Worcester, MA as a Sophomore majoring in Computer & Electrical Engineering where he was on the Dean's List his Freshman year with nine A's and 1 B. His goal is to obtain his Bachelor's and Master's Degrees and says "I hope to obtain a position in which I can make my passion for digital circuit design my work every day."

His father, Cruz Gualdarrama, works for NETSA member, Sullivan Tire as an Auto Tech in their Sudbury, MA. store. Congratulations Jon.



Picture (Dick Cole - NETSA Executive Director, Wayne Tavares - Father, Mathew, Stacey Tavares - Mother, Steve Garzone - Tom Lyons Tire)

Mathew R. Tavares - winner of the \$2,000 Tom Lyons Tire 2013 Scholarship Award (funded by Tom Lyons Tire and the NETSA Scholarship Golf Tournament) is from Falmouth, Massachusetts where he attended Falmouth High School graduating in 2012. He participated as a member of the Varsity Football Team all four years as a Center and Linebacker, earning a Varsity letter his Junior & Senior years, the 2011 Tim Fuller Outstanding Lineman Award, and was a 2011 Atlantic Coast League All Star. He was also a member of the Spring Track Team earning a Varsity letter his Sophomore, Junior & Senior years, a three year member of the Basketball Team, and a Winter Track Team member his Senior year. He excels in graphics and digital photography where he won a Cape Cod Times award for graphics in advertising and had one of his photographs published in the local paper. He showed a steady progression in his academic studies over the four years, was on the Honor Roll his Junior and Senior years, and was elected to the National Art Honor Society his Senior year.

Mathew has been active working and volunteering these past years while attending school. He's worked the last two years for the Town of Falmouth's Beach Department as a parking attendant, cleaning the parking lot, and collecting parking fees from visitors. He volunteers for the Falmouth Service Center as a landscaper, the last four years for the Falmouth Road Race, and many other community events with the National Art Honor Society.

Mathew is attending Roger Williams University in Bristol, RI as a Sophomore majoring in Engineering and has earned a 3.40 GPA. His goal is to obtain his Bachelor's Degree and then Master's in Mechanical Engineering. His High School Social Studies Teacher, who also was his Track and Football Coach says "Matt is an outstanding citizen and a true gentleman. Highly respected by both his peers and the faculty here at Falmouth High School he has left an indelible mark here at FHS as a model student-athlete. He is the type of young man you would want your daughter to bring home."

His father, Wayne Tavares, works for NETSA member, Falmouth Car Care Center as an Auto Tech in their Falmouth, MA. store. Congratulations Matt.



Picture (Dick Cole - NETSA Executive Director, Don Foshay Jr - Discount Tire & Alignment, Buffy Cartier - Mother, Nicole, Ron Barnes - Sullivan Tire)

Nicole K. Cartier - winner of the \$2,000 Tim Haley 2013 Scholarship Award (funded by Sullivan Tire and the NETSA Golf Tournament) is from Biddeford, Maine where she attended Biddeford High School, graduating in 2010, and earning high honors throughout high school. She was a member of the National Honor Society and was elected as their V.P., was the Manager of the Biddeford High School Lady Volleyball Team, was a member of Interact, and earned her 2nd Degree Black Belt.

Nicole has been active working and volunteering these past years while attending high school. She worked two Summers at Funtown/Splashtown USA as a game attendant and cashier. She worked from 2009 to 2012 at the Southern Maine Medical Center as a food service attendant. She volunteered for the Big Brother/Big Sister program, the Women Giving Back program, and Habitat for Humanity. At Babson, she has been working at the Undergraduate Center for Career Development since 2011 starting as an office assistant and now both as recruiting assistant and a Peer Career Ambassador. She has accepted an internship for the summer of 2013 with Ernst & Young in commercial Audit and is very excited about this new experience. She has also been very busy as a Babson Resident Assistant, Chairperson of the Babson Honor Board, and member of Boston Women Giving Back.

Nicole is attending Babson College in Wellesley, Massachusetts as a Senior and majoring in Accounting. She has earned a 3.54 GPA her first 3 years and says that "upon graduation I will start studying for the CPA exam" and hope to work for Ernst & Young while taking the MSA Program to study for the CPA certification. Her Babson instructor, Phyllis Schlesinger, says "I can't praise Nicole enough. Her creative entrepreneurial spirit, her concern for others, her friendliness and warmth, and her intelligence and diligence single her out."

Her mother, Buffy Cartier, works as an office assistant for NETSA member Don Foshay's Discount Tire & Alignment in Biddeford, ME. Congratulations Nicole



Are You Driving Your Customers Away?

A recent Telephone Doctor survey revealed these common sayings to be Killer Words of Customer Service. These Killer Words will distract your customers and potential customers away from the real point of your conversation.

So best we eliminate them from our routine. It's not

easy to do. If it were easy to do, everyone would be doing it...and we know everyone isn't doing it.

Remove these Killer Words from your vocabulary and watch your customer interactions improve.

1. "It's not our policy."- Ouch! Okay, okay, most every company has policies and it's something we need to deal with on a daily basis I'm sure. What we realized was it's not necessarily the policy that's frustrating, it's blurting out first and foremost, "It's not our policy" or in some cases it's "their" policy. The policy needs to be rephrased so that it starts off in a more positive way. We like to say "rejecting gently." And rephrasing policies are a good way to explain what's not gonna happen. Next time you find yourself saying, "That's not our (their) policy." Stop. Regroup and reword. Buffer it with, "Let me see what we can do. Normally the policy of that company doesn't allow last minute changes. (The request MUST be stated so the customer hears that you're going to go to bat for them.) However, we can sure tackle this."

What happens here is sometimes when we go back on behalf of the client, it works. And then sometimes it doesn't. But at least we double checked. And we didn't just slough it off with, "I'm sorry. It's not our/their policy."

2. "Our computers are so slow." - Big excuse. Everyone's computer runs slow every once in a while. When you complain about your computer it's as though, you're complaining about your company. That's how it's perceived. And perception is reality. Take the time to say, "This might take a bit longer than I'd like it to. Tell me about..." and then ask a benign question that will take time and let the customer talk. While most people do understand slow computers, they don't like it. It kills the conversation.

3. "Calm down." - Oh man does that make the hair on the back of their neck stand up. In any movie or TV show I've watched lately when someone is told to "calm down," the next words are, "Don't you tell me to calm down." Bill O'Reilly said that to a guest the other night. And the guest slammed back at him "don't you tell me to calm down." There are times when the client may need to vent. Your job is to listen and come in at

the appropriate time with sympathetic and empathetic wording. Instructions on how to handle something is one of the last things they need. Get rid of "calm down."

4. "No problem." - And they're thinking, "When was I a problem?" Believe we can thank the 'islands' for this one. When we take a cruise and ask for anything, what's the first thing the waiter says? Right, "no problem."

Well on the cruise it may be ok; however, back home it should be "you're welcome," "my pleasure," "happy to help," and a host of other ways to let the customer know you're glad to do that.

No problem appears to be a big problem with your customers. Lose it. It kills the conversation.

5. "Yes, but..." - Hmm what's wrong with that? We all say it. Well, what's wrong with that is the minute we say "yes, but," the client knows something negative is coming. If you have ever said, "I love you so much, but..." There's a condition coming, isn't there? Here's one way to change that: "Yes, we can do that. There is, however, a \$50 additional fee." Doesn't that sound better than, "Yes but...?"

Most people have phrases and pet peeves which aggravate them. Keep a list of your killer words (along with ours) and make an effort to avoid them.

###

Nancy Friedman, president of Telephone Doctor, is a featured speaker at association, franchise, and corporate meetings. For a Demo & packet on Nancy, please email Donna.Bryan@telephonedoctor.com Or call 314.291.1012.

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Cole's Column

NETSA's **2013 Scholarship Golf Tournament** was another great success and raised \$10,831 toward our Scholarship Program. Golf Committee Chair – Jim Melvin Jr, Registration Desk Chair Jack Kelley,

and President Steve McGrath put on a wonderful event for our 77 players at the Shining Rock Golf Club in Northbridge, MA on September 12th. We wish to sincerely thank the **33 SPONSORS** for their enthusiastic support of our Industry and our Association. We have listed them separately, in the Road Runner, and encourage you to support those supporting you.

Our **Scholarship Committee** – Chaired by Tom Ferguson, announced our Twelve 2013 Scholarship Winners in this issue of the Road Runner. We feature four of those twelve in this issue, and will be featuring the other eight winners in the Winter Issue of the Road Runner. Congratulations to all.

Our **Benefits Committee** – Chaired by Jack Kelly, met on 9/17/13 to hear presentations from three Companies interested in being a NETSA Benefits Provider or expanding their benefit offerings. We wish to continue to offer Benefits to our members that allow you to save money by being a member of NETSA. One member reports to saving over \$7,000 a year and another member has saved over \$10,000 by taking advantage of our NETSA Benefits. We appreciate our many Benefits Providers, and thank them for their support (see the list in this issue).

Our **Trade Show Committee** - Chaired by Rich Tuttle, has announced this year's Trade Show & Convention will be spiced up a bit with our new 2014 location at the **MGM Grand at Foxwoods in Mashantucket, CT on April 4 & 5, 2014 (Image below)**. Rich promises another informational and fun event for 2014 with a Friday/ Saturday schedule. We'll be



mailing out more detailed information to all of you about the April 2014 event, after the first of 2014.

Our **Legislative Committee** has also been actively working these last three months. **Massachusetts – H254, S103, H184** was heard by the Joint Committee on Consumer Protection and Professional Licensure on **July 23, 2013 at 1:00 PM at the State Capital in Boston**. These bills are in response to the differences and confusion caused by the weaker Right to Repair Law passed by the Massachusetts Legislature and signed by the Governor in August 2013 vs. a tougher Right to Repair ballot question presented by the Right to Repair Coalition (and NETSA) for a vote taken by the citizens of Massachusetts in November 2013 and passed by an 86% margin. The Committee heard public testimony, including NETSA and our members, but has not determined what needs to be done to reconcile the differences between the two existing Massachusetts laws.

Our **NETSA Membership** this year (2013) has grown to 508 paid members. We are very appreciative to all of you who are members during this tough economy, and our Board is continually striving to ensure your value in being a NETSA Member. We'll send out our 2014 Dues in November, which will remain the same as 2013, and encourage you to remain a NETSA member.

Dick Cole

GREAT NEWS

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What do you think of when you hear the word “Google”? Do you think, search engine? Google is the most widely used search engine on the Internet, 5 ½ times more popular than is closest rival, Bing. Maybe you think of Google+ Local (on-line business directory) or do you think of Google Gmail which is a very popular free email

service. Perhaps you use Google to search for on-line reviews about a business or a product? How about using Google Maps for directions or Google Earth to get a real view of anywhere in the world? Do you watch videos on YouTube? Did you know YouTube is owned by Google?

Google has over 50 million businesses listed on its Google+ Local directory, each with extensive information about the business, maps and directions, hours of operation and many on-line reviews from real customers. Google has tens of millions of customer reviews posted regarding the businesses listed on their site and they receive over 5.2 billion requests from people looking for information each day. They have over 500 million users of Google+ (their answer to Facebook).

Did you know that Google is building/buying/developing a complete fiber optic network to offer to its subscribers.

What comes to mind when you hear the word “Facebook”? Some people might say it’s a place where a lot of people waste a lot of time. Most people would say it’s a community of relatives, friends, businesses and acquaintances all getting together in one place to share life’s stories, pictures and more.

Facebook has over 1 billion users and over 665 million of them use it every day. There are over 50 million Facebook pages (businesses/athletes/celebrities etc). There are over 150 billion Facebook friend connections, which mean on average each person has 141 friends. How do you stack up against the average friend connections?

There are over 240 billion pictures posted on Facebook. Facebook has over 17 billion location-tagged posts, which have a specific location tagged in the post. These posts may be something as broad as a town or as specific as a place of business. They may even include the Facebook page of the business/place they have tagged. There are over 2 billion connections between local businesses and Facebook users. The average number of business pages viewed weekly is 645 million and there are over 13 million comments posted

each week on local Business Pages.

Facebook is the dominant choice for people communicating on-line with each other. Do you know who owns Instagram with its 130 million users? You guessed it, Facebook.

Facebook Graph... newest offering from Facebook

Have you heard about Facebook’s newest offering, Facebook Graph? Have you used it? The premise behind Facebook Graph is simple. If you are looking for information about a business, product or service, why not ask your network of friends? It automatically searches throughout the postings of friends and friends of friends for all kinds of information. Do you know how powerful the recommendation from a friend is? People trust a recommendation from a friend 92% of the time. So imagine the power of searching the Facebook network for a dinner recommendation in a town you might be visiting and getting first hand comments from your network of friends/friends of friends. How about searching that same network for a local business to find a place to buy new tires or auto service? Friends listen to friends. Imagine if a negative experience is posted by these users about a particular business or product. I hope you are getting the picture of how powerful Facebook Graph can become.

Facebook took a different approach than Google. They built the infrastructure and the users built the vast collection of valuable information by using Facebook as the tool. The results are clear; the most extensive site on the Internet for people communicating with people and businesses about everything.

So what does all this mean to you, the business owner? It means you best pay attention. To which one you ask? Both! With the extensive user communities in both camps, you need to establish your business presence on both. Claim your Google+ Local site and create your business Facebook page. Make sure you get positive reviews, experiences, Facebook “likes” and postings from consumers updated to both sites. You need customers to become raving fans of your business and share their satisfaction of your company on both Google and Facebook.

You may decide to ignore one or both, but the user communities won’t, especially if they have a bad experience. You can almost guarantee they will post it somewhere or worse, everywhere. If you are proactive in your on-line reputation management, you might be able to intercept negative reviews before they post them to the world. You need to make sure you have the best possible on-line reputation.

Meanwhile, I recommend, as a business owner, you need to pay attention to both and make sure you are participating fully in both.

For more information- contact Wayne at (603) 249-5530 or email him at wcrowell@wecnology.com



It is a very popular question. There is no doubt that sometimes studded tires get a bad rap. However, there is a reason that companies like Nokian and Gislaved, whose primary business is winter tires, make their flag ship products studded. (WHY IS THAT – THIS IS A RANDOM SENTENCE IF YOU DO NOT PUT AN EXPLANATION) Often times my choice of recommending studded tires is not as obvious as you would think. With no stud regulation in Vermont, my business has vast experience in making a studded vs. non-studded decision for customers. This article will dispel some of the most common misinformation about this choice.

Let me start with questions I am frequently asked about the down side of studded tires, both the actual and perceived.

Putting only two studded tires as the drive tires on a front wheel drive is okay. NO! Take all the reasons you shouldn't put the best tires on the drive tires with regular tires and quadruple them. My Dad has countless horror stories of what happens with such a drastic traction difference.

Studded tires are expensive. Current retail pricing is an extra \$16-\$20 per tire. You can decide if that is too expensive. For customers that are low on cash and live in harsh conditions, I often recommend buying a less expensive winter tire and using the money to have them studded.

There are laws for when I can run studded tires. In Vermont, there are no such laws, but most states and provinces do have these laws. In the northern states, the dates are a good guideline of when you should put on and take off your winter tires anyway.

Studded tires are louder than studless tires. Yes, they are louder. Even the new advanced, quieter studs used by some manufacturers are louder than studless tires. Winter tires are louder than all-season tires and more aggressive winter tires are louder than less aggressive. This is where qualifying the customer is very helpful. Are they buying winter tires as a luxury or a necessity? Do they go skiing every weekend? Do they have concerns about noise when they first start talking about winter tires?

Studded tires hurt the road. Technically, they do hurt the road a little bit, and this fear is where much of the stud regulations have come from. This may be true in southern climates, but studs will do nothing to reduce the life of the road in northern climates because the vast damage caused by frost. Frost will destroy the road long before any effects of studs will be evident. This is like

complaining about being bitten by a mosquito while you are being chased by a polar bear.

Studded tires extend dry and wet road braking. This is also true. Some tests show they can extend wet pavement braking by as much as 15%. My opinion is that it is worth giving up some wet and dry braking to improve snow and ice performance. This is because I never find the limits of my tires in wet and dry conditions where I always find the limits of my tires in snow and ice.

So then, why would anyone want these loud, expensive, regulated things? One word – safety. I have run all manner of studded and studless tires on my personal vehicles and I have found the benefits of studs go well beyond what any test can show. More important than any improvement to ice and snow braking or improved lateral stability is how studded tires react to the loss of traction vs studless tires. Because of the mechanical connection to the road, studded tires lose traction in a more gradual and predictable way than their studless counterparts. They also never totally lose traction no matter what surface you are on or how cold it is. This all adds to a safer more predictable driving experience.

Who do I think should use them? There are the traditional people I (and everyone else) will recommend studded tires to. If you live on that side of a mountain as I do, or you need to drive no matter what to get to your job, or you live on rural roads that don't get plowed or salted as frequently, you should definitely consider studded tires. But here is an example of someone less obvious that I think should use studs. The road warrior, especially one that drives many of his/her miles on the highway. This customer in my opinion should run studs. The reason I recommend studded tires to this type of driver is because when you are putting on that many miles, like it or not, you probably aren't always paying as much attention to the road as you should be. In winter, even on sunny days, there is often water that runs across the road in spots that may cause black ice. With studs in your tires, this is less of a concern. They can save you when you don't even realize there is a problem. I know this from first-hand experience. I drive a lot and so does my wife. We both run studded tires.

So who would I NOT recommend studded tires to? People who have the option to not drive on really bad days. People who live and drive in mostly plowed and salted areas. Also people who are spirited drivers regardless of season; studded tires probably aren't the best choice.

A few final notes if you do decided to sell studded tires. First, not all studded tires are made equal. If the tire is designed right, the studs will be arranged so that they hit in 4 or more different spots. This ensures that every stud has a fresh spot on the ground for maximum tractions. Second, the amount of studs on a given tire can be different. For example, a Cooper Weather-Master WSC has 5 points of contact and twice as many studs as the average tire. On the other end of the spectrum, there are tires with only two points of contact (which is the worst) and a low stud count.

Finally, remember that the studs have a break in period where the stud "sets". During this period, tell your customer to drive more gingerly and try to avoid spinning on start of sliding to a stop. When the nubs have worn off on the tread of the tire, it is a good indicator that the studs are set.

— JOHN 3:16 —

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City Tire Company Celebrates 85 Years. City Tire opened in Springfield, MA. in July 1927 by founder Irving Greenberg, who had come to the United States from Russia. They have grown to 11 stores in Massachusetts, New Hampshire, Vermont, and Connecticut and are now run by grandsons, Peter and Dan Greenberg. Congratulations to our fellow NETSA member.

Bangor Tire Company Changes Ownership Jim Rocha, 4th owner of Bangor Tire, retired on June 30, 2013 and the company is now owned by Rob Porter and Craig Wooster, the next generation. Bangor Tire was started in 1927 on Franklin Street in Bangor, Maine by Arthur Wardwell and Howard Collmer. Their employee Percy Merrill became the sole owner in the mid-1960's. Gene Merrill, Percy's son, was the third owner who was succeeded by his employee Jim Rocha, and now by Jim's employees Rob and Craig. Congratulations on 85 years to our fellow NETSA member.

ASA Automotive Systems Celebrates 25 Years serving the Tire Dealer Industry. They commemorated their first quarter century at their annual InfoExpo conference in Nashville the last week of September, where they showcased their next generation of TireMaster software. The new TireMaster software has been totally rewritten in Java, while leveraging the same database. It is web-based, so it's native to the cloud and able to run on all mobile devices - reports their President, Ken Halle.



Bruno Wessel, 81, Dies August 2, 2013. Bruno started in the Tire Industry in 1972 selling studs and studding equipment door to door primarily in the Northeast. Within a short period of time, he expanded his business to the North American Market. Bruno Wessel, Inc. today is owned and managed by his son, Garry Wessel. For many in the Tire Industry, this is an end of an error and Bruno will be missed.



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