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2017 NETSA Scholarships Awarded

by Larry Lesieur, Chairman of the NETSA Scholarship Committee, NETSA Board Member

We are very happy to once again announce the winners of our 2017 NETSA Scholarships. In this issue of the Roadrunner are the profiles of the scholarship winners not already profiled in the Fall Road Runner edition. Through the support of all our sponsors, we were able to provide twenty deserving students within our membership with \$2,000 Scholarships towards their college tuition. Twenty scholarships are the most we have ever given out surpassing last year's total of nineteen awards. We received over 40 applications this year, which is the second most that we have ever received. Each Scholarship consists of \$1,000 received from our generous sponsors and is matched by another \$1,000 raised from supportive NETSA members through their participation in



our annual Scholarship Golf Tournament and from the auction at our Hall of Fame Dinner during the annual NETSA Trade Show.

Please join us in congratulating this year's deserving recipients. The winner of the Sullivan Tire Family of Employees Award sponsored by Sullivan Tire is Julie Appelstein of Maynard and Lesieur attending American University as a Freshmen. The Mohawk Rubber Sales Award goes to Courtney Morin of County Tire Center attending Paul Smith's College as a Freshmen. Julia Pardi of Cooper Tire attending the University of New Haven as a Freshmen has won the Melvin's Tire Pros Award. The Town Fair Tire Award goes to Kaylee Smith of Freedom Tire attending Boston University as a Freshmen. American Tire Distributors awarded its scholarship to Jamie Solimine of Dorchester Tire attending Bridgewater State University as a Junior.

Donations collected at the Sullivan Tire trade show booth at the NETSA Trade Show this year and Sullivan Tire have funded the

continued on pg. 13



Hello NETSA Members. If you check the calendar it will tell you it is December and winter is upon us. However, if you venture outdoors you wonder if you are in New England. In November, we had less than one inch of snow registered in Concord, NH and above average temperatures. While talking to many of our members, I received mixed responses about how this has affected business in our area.

Most say that business has been steady. No big rushes and crazy days working till midnight. So, we will reserve judgment on the winter season until we are out of December, considering our average snow fall for December in NH is 13.5 inches. This is not a unique snow season in NH. Snowfall totals have been recorded for the last 150 years in NH, and in that time 50 of those years recorded less than 2 inches of snow in the month of November. Another reason we need to be selling Winter Tires and not Snow Tires. Just saying (again).

The seasons were not the only changes taking place in New England. The business landscape has also changed. Tom Lyons Tire was acquired by long time New England mainstay Sullivan Tire. After three generations Tom Lyons gives way to another family business and we wish them well. Best wishes to Steve Garzone and his family. Last month another family owned business, MotoStar Tire was sold to K&M Tire. While K&M Tire is new to the New England area they operate several successful distribution centers in 27 states. NETSA welcomes them to New England and we look forward to working with them. The good news is that the Bovas will remain active in the new venture. We congratulate them for the sale of their business and wish them well in their new duties.


Change is also coming to NETSA. We will be saying goodbye to Dick Cole at the end of January as he retires from his position as Executive Director. Dick has held that position

for over 14 years and will be missed a great deal by the Board of Directors as well as the membership. I have personally enjoyed working with him for many years and can't begin to explain how important he is to the success of our Association. He has always been a great help and sounding board for me personally. The committee has concluded its search for his replacement and I am honored and humbled to say that I will succeed Dick when he retires. We have already started working on the transition, and with Dick's help I am sure it will be as painless as possible. Dick has set a high bar for me to follow, but I pledge to live up to the standards he has set for the Executive Director position.

In closing, I would like to share an interesting quote I saw on LinkedIn, "A boss can be judged on how well his department works when he's not there." This is an 1880 quote from Edouard Michelin and it still has so much relevance today. We should all look at our operations and assess how well our departments would function if we weren't there. Have we trained and empowered our teams to service our most valued customers? This is a great time, as the new year approaches, to make this evaluation.

I wish all of you a very Merry Christmas and a Happy New Year. However you celebrate the coming holidays be safe, and I look forward to a successful 2018.

Tony DeSimone



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 rely solely upon the advice of his or her own hired legal council. The road Runner invites and encourages comments from its readers.



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The end of 2017 nears, and I can't believe how much faster time goes by the older you get. I'm writing this, the day after Thanksgiving, and it's always a time to look back as well as forward and be thankful for the things we have. Of course,

the health of ourselves and our families should be number one on the list. If you and your family are healthy, you should be very thankful. My health is fair, but I suppose it could be a lot worse. Roland suffered a stroke at the end of October, but it was a mild one considering he is approaching 89 years old. His speech and balance were affected mostly. After hospitalization and a week in rehabilitation he is back home now. We moved him to the ground level so that he doesn't have to climb the stairs to his bedroom anymore, and sometimes he uses a cane, especially when he is tired at night. We are still bringing him to work but the stroke has slowed him down a bit.

Business has been very good in November considering we haven't even had a threat of snow yet. But it has been cold, and the rainstorms that knocked slippery leaves to the ground gave us a surprising boost. We need at least some Alberta clipper's soon, or December is probably going to slow up without them. I'm still amazed how many winter tires we sell even though Nashua isn't that hilly. I think we are probably on the Southern edge of the snow belt, so it remains a decent market for us. We order most of the exotic snows in and stock just the bread and butter sizes. We don't return our snows to our suppliers, so it keeps me on my toes when I do the ordering. Nokian continues to dominate our winter tire sales, but we still sell some Cooper's too. Any of the other winter brands, we order in. I can't wait until Nokian has a plant in the U.S. When they get big runs on a size it is hard to get them in from Europe in a timely manner. We have been fortunate to have developed the relationship with them for many years now.

I was sorry to hear about the passing of Dick Cole's mother Suzanne on October 27th. Although I never met her, I know it was as hard for Dick as it was for me when my mother passed away last year. Even when they are older, it's still your mother. I guess you have to be thankful that they lived as long as they

did, and you hope that they weren't in much pain for long before they died. My mother had about six bad months but died at home surrounded by family. Hospice did a great job with her, and Mary, her live-in caretaker from Ghana, was fantastic. We were truly blessed.

Speaking of being blessed, we were blessed to have Dick as our NETSA Executive Director these past 15 years or so. Dick had the knack for getting things done in a timely and professional manner. He leaves us with the best regional tire association in the Country without a doubt. We will miss the "coach" and wish him and Jane well in this next chapter of their lives. May you both be healthy and do the things you want to do in these next years ahead.

Dick's replacement is Tony DeSimone who I have known going back to his days at Continental Tire and Englewood Tire. Tony is another professional who is conscientious and low key like Dick. Tony will forge his own path after the "coach", and we will need to support him as he starts his tenure with us in 2018. It's not easy to replace a legend as I know all too well. Tony is a great choice and I look forward to working with him in this new role. Congratulations to Tony and best wishes to you and your wife this Holiday season.

Lastly as we approach Chanukah and Christmas I wish all our members a Happy Chanukah and a Merry Christmas. We've made it through another year somehow and unless Amazon finds a way to take over the tire business next year, we should all have a decent 2018.

God bless all of you and best wishes for health and happiness in the New Year!

Larry Lesieur.



Welcome New Members

Business	Address	City	State	Zip	Tel #	Contact Name
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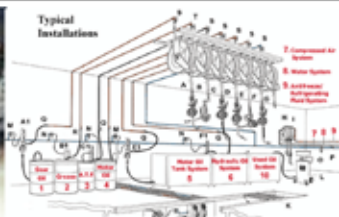
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Are you a customer? The answer is obvious, but you might not think about yourself and your colleagues as each other's internal customers. That's right. We are even customers within our organizations. So, great customer service not only helps you with the customers that pay the bills and keep the lights on, great customer service can

help your organization function at a higher level. Here are 10 Tips and Techniques we've learned work!

- 1. Be a "double checker."** People love to hear these words, so make sure you learn to use them! Think about this situation: a customer calls and asks for an item you are certain is out of stock. "We might be out of that item right now, but please let me double check that for you." Who knows? Maybe your inventory has been restocked! But if you are out, the customer feels like you took an extra step to help them.
 - 2. Pretend it's you.** Empathy is a great bridge builder! Put yourself in the caller's shoes. What would make you happy? What would bring you back? What would make you satisfied? By putting yourself into your customer's shoes, great outcomes are much easier to see!
 - 3. Get involved.** Make sure your customers know you are on their team. For example, when you're ringing up a purchase, tell the customer how nice their choice is. If you're helping someone with a trip or accommodations, get excited with them. When your customers know you are part of the package, they love it!
 - 4. Stay focused.** When you're face-to-face with your customer, make eye contact! Eye contact is crucial in delivering excellent customer service. If you're on the phone, pay attention to the call! Don't read something else, and don't type unless it's part of the service. Remain focused on your customer!
 - 5. Do something extra.** There's almost always something extra you can do for a customer. Sometimes, it doesn't cost anything! On the phone, you can ask if there are any other orders you can check for them, or offer to send them some free giveaway item like a mouse pad. In person, keep a few lollipops, balloons, crayons, etc.
- for customers with children. People love getting "extras" even when they don't need the item.
- 6. Show your teeth.** Here at ServiceSkills and Telephone Doctor, that's our term for "smile." People sometimes think they are smiling, but they are not. Show your teeth! It's especially important to smile when you are on the phone. Yes, that's right! People can "hear" a smile.
 - 7. Ask questions.** Customers know you are listening to them and working to help them when you ask questions! Even a simple, "Please tell me more," can keep the customer engaged and build rapport. Listen carefully for details you can ask about. Remember, customer service is about connecting to your customer, and asking questions is a terrific technique for making those connections.
 - 8. Use complete sentences.** One word answers rarely communicate anything positive. In fact, one word answers are usually perceived as rude. Even "yes," can come across as telling the customer you don't care.
 - 9. Care.** Most people have a "care gene." The problem is that sometimes we forget. It's important to care about your customer, what they are saying and what they need or want. Care about your customers, and they will take care of you.
 - 10. Laugh at appropriate times.** Humor goes a long way towards building rapport. And let's face it. Sometimes customers are funny and have problems where humor can help. A shared laugh can take the air out of a difficult situation. Take the time to laugh with your customers!

Put any one of these tips or techniques into practice and see what happens. If you apply all ten, you might be surprised at how much more business you'll earn.

Inspired by the book, "54 Golden Nuggets," by Nancy Friedman the Telephone Doctor.





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Are you thinking of selling your shop? Have you regularly checked your shop's social media reviews? Will those reviews negatively impact the sellability of your business and what a potential buyer might offer? Just a handful of negative social media reviews can paint an inaccurate picture that poisons the sellability of your thriving business. Develop an action

plan now to avoid scaring off buyers later.

The New Reality

A reality of doing business today is that customers who are dissatisfied with doing business with you, or perceived their experience as bad, are much more likely to review a business than a fully satisfied customer.

It is important to point out how having too many negative reviews can actually impact your ability to sell your shop and how it will impact the offer prices you receive.

When considering the purchase of a business, buyers perceive negative social media reviews as an indication of a reason for potential future sales declines. And when it comes to them making a major investment in a business, that possibility is scary to them. To make it worse, if your shop already has a small sales decline over the past few years, even if totally unrelated to your reviews, some buyers will incorrectly conclude that the bad reviews are already negatively impacting business and the trend will continue.

Buyers also believe that current reviews will be visible on the internet and impact the shop's score far into the future, so even if they buy the business and start getting positive reviews, the old ones will have an impact on their sales for a while.

Buyers will likely pay a premium for a business that is showing sales increases over the past few years. If the business has great reviews, then the buyer is more inclined to think that the positive growth in sales and profits will continue.

Viewing the Problem as an Opportunity

Perhaps the best way to approach this aspect of managing your business is to view the problem as an opportunity...an opportunity to leverage the power of the internet to positively impact your business.

Recent studies have shown that a whopping 72% of consumers will visit a business for the first time after reading a positive review online. It is critical that your shop have enough positive reviews to outnumber the negative reviews in a sufficient ratio to negate the effect of the negative reviews.

As a business owner, you should know how your business is represented online by your customers. Knowing what information is being listed about your business and being aware of both positive and negative feedback is critical to managing your online reputation.

Action Steps

Yelp, Google, and (increasingly) Facebook, are all platforms that present customer reviews. What can you do as the owner of an auto service shop to get more positive on-line reviews? Here are a few suggestions:

- Just ask for feedback and the best time to ask is when your shop has successfully finished the job, you are with the customer, and you can see they are satisfied.
- Make it easy for customers to leave a review. They are more likely to do so if you pave the way and make the process as easy and convenient as possible. As you meet your customers at the service counter in person, give out business cards that list your shop's URL so they can easily locate review options. Place a feedback form on your web site and post a status update on your shop's Facebook page that asks how you've been doing.



- Offer minor incentives for review submissions. Give out incentives that make sense and relate to your business, such as percentage off coupons for future services.
- If you want to build up reviews quickly, try holding a contest. For a specified period of time, enter anyone who gives a review into a drawing for a more expensive and impressive item, such as an iPad or a gift card.
- Follow a routine to maximize the number of positive reviews. Not everyone will get around to giving your shop reviews, even when you ask. But if you incorporate the task of making the request into your regular business routine, you will begin to accumulate an impressive amount of reviews.

If, as a shop owner, you either have no clue or no time to deal with the online aspects of your business, consider hiring a service to help with social media and on-line reputation management.

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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NETSA's **Hall of Fame Committee** - Chaired by Jim Melvin Jr, wants to alert all NETSA members that they must nominate any person they feel is deserving of this award, to the Committee by December 31, 2017. Simply email NETSA or write us with your nomination and brief

Biography of the nominee. The Committee will then investigate the eligibility of the nominees and bring their names before the full NETSA Board for a vote at their January Board Meeting.

The Criteria & Requirements to be considered as a nominee are:

1. Must have been active in the Tire and/or Vehicle Service Industry in New England for at least 20 years.
2. Must have distinguished him or herself in our Industry and Community as a reputable and honored Leader. *See the full criteria in this Road Runner. Pg. 11.*

Our **Trade Show Committee** - Chaired by Rich Tuttle, has announced the dates of April 6 – April 7, 2018 for this year's Trade Show & Convention, to be held at Foxwoods in Mashantucket, CT. Last year's show was another success with a 20,000 sq. foot display area filled by 51 Exhibitors (116 booths) and attendance of 791 people. Rich promises another informational and fun event in 2018 with the Friday/ Saturday schedule that has been such a success and our 5th year at Foxwoods. We'll be mailing out more detailed information to all of you about the March/April 2018 event, in Early February 2018.

Our **Scholarship Committee** – Chaired by Larry Lesieur, announced our Twenty 2017 Scholarship Winners in our Fall issue of the Road Runner. We featured eight of those twenty in that issue, and are featuring the other eight winners in this issue of the Road Runner. We are thrilled to have been able to give out \$40,000 in scholarships in 2017. Congratulations to all the recipients.

Our **Benefits Committee** – Chaired by Jack Kelley, is happy to announce the addition of one new NETSA Benefits Provider to our list of other strong providers. It's our desire to continue to offer Benefits to our members that allow you to save money by being a member of NETSA. Please read our welcoming announcements for Migma Systems Inc on page 33 in this issue of the Road Runner.

Our **NETSA Membership Committee** - Chaired by Dale Franklin, has grown this year (2017) to another record of 584 member locations. 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've sent

out our 2018 Dues invoices, and encourage you to send in your payment if you haven't already done so.

This will be my Final Road Runner Column, as I'll be officially retiring on January 31st 2018. Tony DeSimone has been hired by NETSA to replace me as your new Executive Director. He and I will be working together until February 1, 2018, when he'll take this position on by himself.

I have been very blessed over the last 25 years to have served an industry and NETSA that I love. NETSA has been like a family, all pulling together to accomplish all that we have over the years. Words can not express the gratitude that I feel toward each and every one of you. It has been my honor and pleasure to serve with you all these years. From 1993 to 2003, I was on the Board of Directors and then from 2003 to 2018 I've served as the Executive Director. The "Coach" (me) will miss all our past and present Team members beyond what I can express. Our Team was able to accomplish so much these past 15 years. One person can not accomplish all this by himself, so don't praise only the "Coach". It takes a Team to be a winner and our Team of 23 to 25 Board members, 584 members, and many volunteers has made our association the very best in the USA. Thanks and Congratulations to All my dear friends - our Team.

Wishing all of you a Merry Christmas and a Joyful Holiday Season

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2018 Hall of Fame

Nominations now being accepted:
Deadline is December 31, 2017



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 their 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 to the full NETSA Board, the names and Biography of all nominees.

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

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

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

Criteria & requirements to be considered as a nominee:

- 1) Must have been active in the Tire and/or Vehicle Service Industry in New England for at least 20 years.
- 2) Must have distinguished him or herself in our Industry and Community as a reputable and honored Leader.

2018 Hall of Fame Nomination

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 or Email your nomination to: (207) 846-0987 or netsapros@aol.com by 12/31/2017



Picture: (Dick Cole – NETSA Exec. Dir. Cheryl Appelstein – Mother, Larry Farrell – Sullivan Tire, Julie, Roland Lessieur – Grandfather, Charlie Appelstein – Father)

Julie E. Appelstein – Winner of the \$2,000 Sullivan Tire Family of Employees 2017 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Salem, New Hampshire where she attended Salem High School, graduating in 2017.

Julie graduated from high school with a 4.149 GPA and Class Rank of 11 out of 263. She was very active in extracurricular activities through high school. Grades 9-12, she was: Vice President of the Student Body; Captain of SHS Girls Varsity Tennis Team; Faculty Nominated Representative of SHS Key Club; Trombone Section Leader for Salem High March Band; Marimba Player for the SHS Winter Percussion Ensemble and Captain of the Salem High Math Team. In Both 11-12 grades, Julie was president of National Honor Society; Digital Lead of Salem at Hillary for American during her 11th grade year; and in Grade 12, Julie was Canvass Captain of New Hampshire Democratic Party.

All of these activities showed Julie different experiences. She learned to run weekly meetings and solve complex math problems; coordinate warm clothing drives, lead monthly meetings, organize food drives for those in need and attend competitions and world championships.

Julie's awards included: Wellesley College Book Award, Grade 11; Spanish Studies Award, Grade 10; Academic High Honor Roll; Grades 9-12 and Girls Tennis Sportsmanship Award, Grade 11.

During her senior year in high school, Julie worked as a Sales Team Member at Babies R US. She assisted at guest service, processed returns, provided registry aid and helped to solve guest issues. She was awarded "Employee of the Month" for the month of September and was promoted to Associate with special privileges.

Jillian A. Thiele, Humanities Teacher, Salem High School, said "An extremely dependable and polite young woman, she possesses a strong respect for her work, community, school and athletic endeavors. While Julie is industrious and charismatic, she retains a strong sense of humor and humility.... In over 12 years of teaching, I count her as one of the most promising young women I have ever worked with. I have no doubt in my mind that her inventiveness, ethos, and growth mindset reflects her values as an applicant." "Her musical talents as a percussionist are also notable. I have no doubt that Julie's personality and academic drive for success represents Salem High School to the fullest."

Julie looks forward to attending American University in Washington, D.C. She feels she will have access to a wide variety of internship opportunities and hopes to intern at the Department of Health and Human Services and possibly work with nonprofit organizations as well.

Her mother, Cheryl Appelstein, is a Delivery Driver for NETSA member, Maynard & Lesieur, Nashua, New Hampshire. Congratulations Julie.



Picture: (Dick Cole – NETSA Executive Director, Kerrigan, Kenneth Davis – Father)

Kerrigan R. Davis – Winner of the \$2,000 Auto Zone 2017 Scholarship Award (funded by Auto Zone and the NETSA Scholarship Golf Tournament) is from Colchester, Vermont where she attended Colchester High School, graduating in 2017 earning a 3.85 GPA.

Kerrigan will be a freshman this fall at Castleton University, Castleton, Vermont. She has chosen her major to be English Education and she plans to graduate in May of 2021. She then hopes to become a high school English teacher spreading her joy of literature to her students.

During Kerrigan's freshman year in high school, she became very active in volunteering several hours a week at her local church. She also spent her summer, helping a neighbor with barn chores. Kerrigan helped volunteer at many school events, working concession stands and helping wherever she was needed.

Last year, Kerrigan worked at a gym facility called Edge, located in Essex, Vermont. Her position was that of front desk clerk. Her main responsibilities included customer service with a smile, acknowledging everyone entering and leaving and answering each client's questions. Kerrigan has grown very comfortable with face to face communication, enjoying it so much that she was asked to train new hires.

Kerrigan has played the flute since fifth grade and whole-heartedly enjoyed playing first chair flute in the Concert Band. She also was a member of the pit band for the school's production of Little Shop of Horrors.

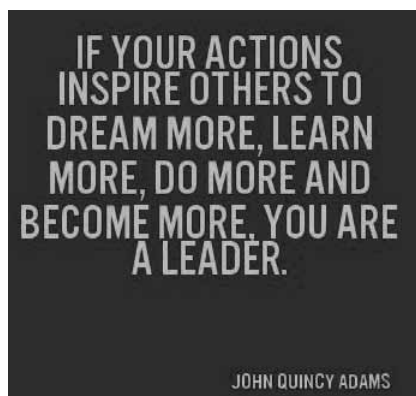
The Honors Distinctions Award was received by Kerrigan during her freshman year in the Thinkers and Revolutionaries class. This year long class, was a combination of English and Social Studies. Kerrigan demonstrated she was a hardworking student, setting an example for others. She was also a member of the National Honor Society.

Mr. Bob Hall, Guidance Team Leader at Colchester High School, said "Kerrigan has done very well in a college preparatory curriculum. What strikes me about Kerrigan is she has a very strong sense of herself as a learner." "Kerrigan is a bright, kind, involved young woman. I have no doubt Kerrigan will be a welcome addition to your roster of scholarship recipients."

Her father, Kenneth Davis III, is a Truck Driver for NETSA member Nokian Tyres, Colchester, Vermont. Congratulations Kerrigan.



Submissions due by 12/31/2017 - Help us honor those who have provided outstanding Leadership & Contributions to the Tire & Service Industry in New England. See page 11 for details.



*Deceased

Inducted	Name	Business Name	Business Location
2008	Robert J. Sullivan*	Sullivan Tire	Rockland, MA
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
2010	Anthony T. Koles	Montvale Tire	Melrose, MA
2011	Jack Axelrod*	Axelrod Tire	Portland, CT
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
2013	Anne S. Evans	EER Limited	Hebron, CT
2013	Timothy F. Haley*	Haley's Tire & Service Center	Falmouth, ME
2013	James P. Melvin Sr.	Melvin's Tire Pros	North Kingston, RI
2014	Max Katz*	Merchants Tire	Boston, MA
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
2015	Irving Greenberg*	City Tire Co.	Springfield, MA
2016	Bruce E. Jergensen	Nokian Tyre formerly Import Tire	Glastonbury, CT
2016	Jeremiah "Jerry" Massaro Sr.*	Reliable Auto Tire	Hartford, CT
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
2017	Ron Pisciotta Sr.	Maple Tire Centers	Stafford Springs, CT

2017 NETSA Scholarship Awarded - Continued from pg. 1

Tim Haley Award which goes to Jessie Melvin of Melvin's Tire Pros attending the University of Connecticut as a Freshmen. Michael Rucki of Rucki and Son Tire received the Max Finkelstein Award and is attending Bryant University as a Sophomore. The Nokian Tyres Award this year goes to Danny Gillotti of Hogan Tire in Houlton Maine attending the University of Southern Maine as a Freshmen. The William J. Clark Award sponsored by Cooper Tire was again presented to Angela Dupoise of County Tire who is attending Castleton University as Junior. Tom Lyon's Tire awarded its scholarship to Kelsey Desjardin of Nokian Tyres who is attending the University of New Hampshire as a sophomore. Pete's Tire Barn has graciously again sponsored two scholarships, one of which went to Jonah Houle of Melvin's Tire Pros who is attending Rhode Island College as a Sophomore while their other scholarship was again presented to Joseph Peterson of Town Fair Tire who is at the University of Florida. The winner of the Leo H. Lesieur Award sponsored by Maynard and Lesieur was again Connor McDermott of Mohawk Rubber Sales of NE who attends the University of Alabama as a Junior. Safehold Special Risk awarded its Robert J. Sullivan scholarship to Brianna McFadden who is attending the University of Chicago as a Freshmen. Ari Theilman of GT Silver City Tire attending Central CT State University as a Junior again received the Bob Malerba/ Connecticut Tire Dealers Award sponsored by the Connecticut Tire Dealers.

Rounding out our 2017 NETSA Scholarship Award recipients are Haley Denis of Pete's Tire Barn and attending Fairfield University as a freshman was given the Kelly's Tire Inc. Award. Connor Boucher of

Granite State Tire and Battery attending Southern Maine Community College as a Junior was again the recipient of the Reliable Tire Co. Award. Lillian Furrier of Hogan Tire in Mass. attending Bentley University as a Senior was again presented with the Myers Tire Supply Award and Joseph Zacheo III of Sullivan Tire and attending Northeastern University as a Senior was again recipient of the Kurtrick Schlott Award sponsored by Mohawk Rubber Sales, DPH Inc. and myself. Kerrigan Davis of Nokian Tyre's attending Castleton University as a Freshman was the recipient of the Auto Zone Award.

Thanks again to all our scholarship sponsors and to those members who have contributed matching funds either through our annual Scholarship Golf Tournament and/or the Hall of Fame Dinner Auction. Without all of you we could not have awarded twenty \$2,000 scholarships to these very bright students who have worked hard and accomplished so much in their lives. These individuals are our future and deserve our continued support. Please let our Executive Director know if you are interested in giving a NETSA scholarship in 2018. You get to name the scholarship after a family member, your business, or someone you admire. From 2003 to now, we have been able to fund over one quarter million dollars (\$296,000) in scholarships through the NETSA scholarship program. Unbelievable!

On behalf of the Scholarship Committee and the NETSA Board of Directors, thanks to everyone involved in this worthwhile activity. When you look at the reasons why you should belong to NETSA, our scholarship program certainly should be at the top of the list. See you next year and have a great holiday season.



Picture: (Dick Cole – NETSA Executive Director, Kelsey)

Kelsey P. Desjardin – Winner of the \$2,000 Tom Lyons Tire 2017 Scholarship Award (funded by Tom Lyons and the NETSA Scholarship Golf Tournament) is from Colchester, Vermont. Kelsey is a sophomore, at the University of New Hampshire and her major is Athletic Training. She plans to graduate in 2020.

Throughout high school Kelsey was a three sport athlete. She played soccer, basketball and lacrosse. In her senior year, she was captain of the basketball team and received the most valuable defensive player award for her team in both her junior and senior year. Kelsey received most improved player of the year from her lacrosse team during her junior year. She is quick to point out that the most important activity she was a part of was the unified basketball team in which she volunteered to help kids with disabilities from her school play on a basketball team together. Kelsey felt it was truly amazing to be a part of such a meaningful program.

Kelsey has worked since age 16, at both a local farm stand as a cashier and babysitting. She presently works at Zachary's Pizza as a waitress and The Village Scoop. When time permits, Kelsey also babysits. Molly Terrien, Manager of The Village Scoop, said "Kelsey leads by example, is responsible and always reliable. She is respected and admired by her peers, coworkers and employers. Her good nature draws people to her whether she is behind the ice cream counter, out tending to the customer seating area or simply stopping by the shop to check on things. I am consistently impressed with how Kelsey is able to juggle multiple jobs and college yet still come to work each day with a smile willing to do whatever is necessary to get the job done. Kelsey gives 100% of herself to her job and her work ethic is one of the best we've seen in an employee."

Julie Pastore, School Counselor, Colchester High School said, "Kelsey has dedicated herself to becoming an Athletic Trainer. If she is not working at a high school, college or for a professional sports team, she would like to work in a gym and help people recover from their injuries. She has an innate desire to teach people about proper nutrition and would like to incorporate this into her career in some way. She is very driven to achieve all her goals and I have no doubt that she will be successful in all she does."

Kelsey's goal in life is to become a certified athletic trainer and a physical therapist. Her plan is to graduate with an Athletic major from the University of New Hampshire in 2020 and attend graduate school for physical therapy, graduating in 2023. Kelsey sees her future as owning both a gym and rehabilitation center.

Her father, Jason P Desjardin, is the Controller for NETSA member Nokian Tyres, Colchester, VT. Congratulations Kelsey.



Picture: (Dick Cole – NETSA Executive Director, Daniel Denis – Father, Haley, Dennis Kelly – Kelly's Tire)

Haley C. Dennis – Winner of the \$2,000 Kelly's Tire 2017 Scholarship Award (funded by Kelly's Tire and the NETSA Scholarship Golf Tournament) is from Hanover, Massachusetts. Haley is a 2017 graduate of Hanover High School in Hanover, Massachusetts. She will be a freshman at Fairfield University, Fairfield, CT and plans to graduate in May 2021 with a degree in nursing.

Participation in sport activities was a large part of Haley's high school years. She played 4 years of field hockey and lacrosse, and assisted in the field hockey clinic. Haley twice received academic achievement during the field hockey season. She was involved with the school yearbook, and spent 3 years in the Concert Chorus. During that time, Haley received both the Bronze and Silver Achievement Awards; the Director's Award and was Concert Chorus Librarian.

Haley volunteered to help with the Music Department's car wash, she taught at summer Bible School, delivered Thanksgiving dinners in her community and participated in Christmas Caroling during all four years of high school.

Miss Renee Parry, Math and Science Teacher at Hanover High School, Hanover, MA, said, "Living in a middle class community it is often easy to forget the needs of others, but Haley consistently seeks ways to help others who are less fortunate." "She is a sincere, compassionate young woman who surrounds herself with peers who are mature and responsible. She is a positive presence in her groups and she does not seek attention of accolades for herself." "She has a genuine interest in the well being of others and I am confident she will achieve her dream of making a difference in the world and helping those in most need, through a career in medicine. She will contribute to your community by involving herself and supporting others. And she will grow into the wonderful woman she is destined to be."

Haley believes that many people think a college degree is a symbol of success; however, it's what is done with that degree that determines success. Degrees are used to bring change to the world, and work with others to bring progress. After college she hopes to continue her education, complete graduate school and become a nurse practitioner. The idea that she can bring change to the world inspires her.

Her father, Daniel E. Denis, is the Sales Manager of NETSA member Pete's Tire Barn, Orange, Mass. Congratulations, Haley.

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Picture: (Laurie Fadden – Mother, Brianna, Dick Cole – NETSA Executive Director)

Brianna K. Fadden – Winner of the \$2,000 Robert J Sullivan 2017 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Duxbury, Mass where she attended Phillips Academy, graduating in 2017.

This fall, Brianna will start her freshman year at The University of Chicago in Chicago, Illinois. She plans to major in Environmental Science and anticipates graduating in 2021.

Brianna's activities and honors are many. She has played four varsity sports: soccer and ice hockey (4 years each), track (1 year; named Rookie of the Year and captain of the team) and 2 years of lacrosse. She is a member of one of the most competitive clubs in Massachusetts, Global Premier Soccer Club. Interesting, is the fact that her parents played at college level soccer. So one might say, soccer is in Brianna's blood! She has fine-tuned her technical skills to compete at a very high level and was a member of the under seventeen Massachusetts Olympic Development team, competing against other teams. Brianna played for 4 years on the top GPS elite team competing in the highly selective National Premier League. She has played ice hockey from the age of nine and has worked her way up to one of the most competitive girl's hockey clubs in the nation, Assabet Valley Girls Hockey Club. Her team has been ranked first in MA and tenth in the country. One of her dreams has already come true as she will be playing soccer at the University of Chicago! Brianna received the SUMMA Leadership Award in 2014 & 2015, the AP Scholar with Honor designation, and continues to volunteer for both Meals on Wheels and Relay For Life.

During the summer months, Brianna worked at several local restaurants as a food runner and/or bussing tables. She was hired by the Duxbury Beach Reservation and Harbor Master, as a bird watcher. She recorded data on the piping plovers' movement and egg count along with guarding the reserved plover area from beach goers and vehicles.

Karina Hernandez-Guarniz, Associate Director of College Counseling, said "She immediately impressed me with her desire to challenge herself both in and out of the classroom. Bri often speaks of her wish to step out of her comfort zone and learn about others who are different from her. While many new students tend to surround themselves with the familiar, she has sought to do the opposite. I have no doubt that at her next step, Bri will contribute in meaningful ways in the classroom, athletic field and beyond."

Brianna's mother, Laurie A Fadden, is the Employee Development Manager for NETSA member, Sullivan Tire, Norwell, Massachusetts. Congratulations Brianna.



Picture: (Rich Tuttle – Nokian Tyres and NETSA V.P., Danny Anderson – Grandad, Danny Gillotti, Jody Anderson – owner Hogan Tire)

Danny J. Gillotti – Winner of the \$2,000 Nokian Tyre 2017 Scholarship Award (funded by Nokian Tyre and the NETSA Scholarship Golf Tournament) is from Ludlow, Maine where he attended Hodgdon High School, graduating in 2017.

In the Fall of 2017, Danny will be a freshman at the University of Maine, Presque Isle. He plans to major in Small Business Management/Entrepreneur with an anticipated date of graduation in 2021.

During Danny's freshman and sophomore high school years, he participated in the student council as Vice President. He was awarded the Golden Student award and received high honors for most of his high school years. He played baseball on the varsity team and participated in kickboxing classes for more than four years.

Danny has used negative challenges in his short lived life as motivational challenges to make himself not only a better person, but to enable himself to put aside excuses and charge ahead despite the obstacles placed before him. His father's tragic death in 2014, has enabled Danny to mold himself into being a better person. Just as important, death has also taught Danny what not to become.

Danny had his first job at age twelve. For two years, he worked for a pastor who had a very busy schedule, but lacked the physical ability to get everything done. Danny would do random jobs such as mowing his lawn, helping him pack and move and maintaining his multiple properties that he owned. At age fourteen, Danny got a worker's permit and began working at Hogan Tire over the summer. For the past four years, Danny continues his work schedule which includes before school, during his study halls and after school, including daily work during the summer.

Entrepreneurship and business are Danny's aspirations. Working for his uncle gave Danny an opportunity to see firsthand that running a business takes hard work, great communication, social and bargaining skills to make it successful.

His four years of kickboxing classes has made Danny determined to open a larger, multipurpose gym business and become very successful.

Danny works as a warehouse tech for NETSA member Hogan Tire Inc., Houlton, Maine. Congratulations Danny.



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Picture: (Dick Cole – NETSA Executive Director, Jim Melvin Sr – Melvin's Tire Pros, Wilfred Houle – Father, Jonah, Steve Jones – Pete's Tire Barn)



Picture: (Dave Ventura – Mohawk Rubber Sales, Courtney, Jennifer Morin – Mother, Dick Cole – NETSA Executive Director)

Jonah A. Houle – Winner of the \$2,000 (Pete's Tire Barn 2017 Scholarship Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament) is from Woonsocket, Rhode Island where he attended Woonsocket High School, graduating in 2015

Jonah will attend Rhode Island College, Providence, Rhode Island, as a Sophomore. He is majoring in finance with an anticipated graduation date of June 2019.

Through a local program, Community Care Alliance, Jonah worked during the summer as a shelf stocker for CVS. Jonah also worked full time as a dishwasher at the Texas Rhode House in North Smithfield while enrolled as a full time student at Rhode Island College. Presently, he works approximately 24 hours a week as a server in a local restaurant. Jonah is proud of his ability to work part time while maintaining his studies.

Jonah participated in basketball, baseball and track while in high school. He enjoyed coaching and helping underclassmen achieve their goals. He also helped coach the 7th grade girls traveling team. It was then, that Jonah realized the importance of helping others reach their goals. He soon began looking at other organizations where he could help kids realize their dreams. Jonah's high academic level enabled him to become a member of the Rhode Island Honor Society.

Before July 2016, Jonah was in the gym every day, training to be on the television show, "American Ninja Warrior." This was one of many goals, Jonah had set for himself. He was proud of his workout ethic and the physical accomplishments of his body. The morning of Jul 12, 2016 changed his life forever. He and four friends were in an auto accident. They were hit from behind, triggering a four car pileup. Everyone but Jonah was able to return to their daily lives. From July 2016 until January 2017, Jonah was unable to walk properly due to nerve damage from his seat belt tightening up and crushing his femoral nerve. Expectations of Jonah being able to walk normally again, were low. Jonah proved them wrong and after many physical therapy visits, chiropractic adjustments and doctor visits, he was able to retrain his legs to work and walk correctly.

Jonah feels the car accident was a blessing in disguise, for he now will not take his life for granted. "It's not about how hard you hit, it's about how hard you can get hit and keep moving forward, how much you can take and keep moving forward." What has happened to Jonah has made him do his best in everything and to share his story with the world how anything is possible if you set your mind to it.

His father, Wilfred M. Houle, is an Automobile Tech for NETSA member, Melvin's Tire Pros, Warwick, RI. Congratulations Jonah.

Courtney M. Morin – Winner of the \$2,000 Mohawk Rubber Sales 2017 Scholarship Award (funded by Mohawk Rubber Sales and the NETSA Scholarship Golf Tournament) is from Addison, VT where she attended Vergennes Union High School, graduating in 2017.

Courtney was very active in extracurricular activities through high school. She played JV softball for two years and competed in varsity rowing since seventh grade. She was on the yearbook committee, winter ball committee, graduation and project graduation committee. She took 4 years of German and was able to participate in a two-week exchange with German students from Bochum, Germany. The German students were hosted by our German Club in school, and then we traveled to Germany where we stayed with host families.

Courtney is very invested in instrumental music. She has given clarinet and bass clarinet lessons and tutored eight grade math students.

Courtney was a member of both the high school marching band and pep band and participated in two festivals. In seventh grade, Courtney auditioned and was accepted to participate in the Green Mountain District Festival. This year, for the first time, she participated in the Vermont Allstate Music Festival. During Courtney's last year of high school, she was the clarinet section leader in the band ensemble.

Since her freshmen year of high school, she has worked at the Addison Volunteer Fire Department's monthly pancake breakfast. Courtney feels very connected to her community as she helps raise money to pay for new and updated equipment including trucks, fire suits, hoses and all sorts of firehouse equipment. Courtney has also helped raise money for Camp Ta Kum Ta, a camp for children and teens who have cancer or have witnessed cancer in loved ones. Her family has a love for hunting and archery, so they have partnered with another chartered non-profit organization called "Snake Mountain Archers Shooting For A Cause." They host up to three archery competitions during the summer and donate all the profits to a group or organization in the community that needs the funds.

Courtney plans to major in fisheries and wildlife sciences. She has three major goals: maintain at least a B+ in all classes, enjoy life on campus by participating in organizations such as environmental clubs, and have a full time position in place by graduation. Ultimately, Courtney wants to work for the Vermont Fish and Wildlife Department as a wildlife biologist in the Addison County area of Vermont. This is where she grew up and she would like to settle.

Her mother, Jennifer C. Morin, is an Automotive Service Writer of NETSA member County Tire Middlebury, VT. Congratulations Courtney.



Picture: (Dick Cole – NETSA Executive Director, Jim Melvin Sr – Grandfather, Jessie, Larry Farrell – Sullivan Tire)

Jessie R. Melvin – Winner of the \$2,000 Tim Haley 2017 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from North Scituate, Rhode Island, where she attended LaSalle Academy, graduating in 2017.

This fall, Jessie will start her freshman year at Saint Joseph's University in Philadelphia, PA. She plans to major in "Classics" with an anticipated graduation date in May 2021.

Jessie was a member of both the Girls Varsity Indoor and Outdoor Track and Field Teams for 3 consecutive years. Three State Shot Put Championships were won. She was both captain and instructor in both javelin and discus, along with participating in both of those sports.

Other activities Jessie participated included: membership in

the National Honors Society, National Society of High School Scholars, Photograph Club, Pep Band, Concert Band and Art Club. Jessie was awarded the Girl Scout's Bronze Award within her community. Jessie received an award for superior effort and achievement in the Honors Bioethics class. She tutored students in history, math and English during her 10th, 11th and 12th grade years.

Jessie worked part time during her junior and senior years of high school. Her position at the North Scituate Public Library included categorizing books for a book sale, shelving returned library media, reviewing books along with assisting the public. Jessie also volunteered as a teacher's assistant at Harry Kizirian Elementary School, where her main function was that of teacher's assistant and her focus was to help children learn to read.

Edward L. Cronan, Jr., School Counselor, has described Jessie as being "self-disciplined, focused, determined, and dependable and is willing to ask questions because of her inquisitive nature and genuine desire to learn." "She will be a pro-active contributor to the campus environment and one who will be appreciative of the opportunity to study at a university or college. Jessie is the caliber of person who will support her alma mater long after her graduation."

After graduating from the Saint Joseph's University, Jessie aspires to either attend law school or pursue a Doctoral Degree in history. Which path she chooses is undetermined at the moment, but she knows that law and history serve as her 'eudemonia' in life.

Jessie's father is James Melvin Jr., an Owner of NETSA member, Melvin's Tire Pros, in Rhode Island and Massachusetts. Congratulations Jessie.



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Picture: (Dick Cole – NETSA Executive Director, Jim Melvin Sr – Melvin's Tire Pros, Mike Linhart – Cooper Tire, Julia, John Pardi – Father)

Julia R. Pardi – Winner of the \$2,000 Melvin's Tire Pros 2017 Scholarship Award (funded by Melvin's Tire Pros and the NETSA Scholarship Golf Tournament) is from Manchester, Connecticut where she attended Manchester High School, graduating in 2017. Julia is a freshman at the University of New Haven, West Haven, Connecticut, majoring in Forensic Psychology. She anticipates graduating in June 2021.

While in high school, Julia participated in Cross Country, Indoor Track and Outdoor Track for all four years. She was captain of Cross Country, and both Indoor/ Outdoor track. She was a member of the Activities Planning Board. Julia was both president of the National Honor Society and member for four years; she was Editor-in-Chief for the school newspaper, and her achievements included Awards/Certificates/High Honors in grades 9 through 12. Julia had above a 3.5 GPA for all quarters of her high school years.

Mr. James J. Tierinni, Jr., Mathematics Teacher for Manchester High School, strongly recommends Julia Pardi for any scholarships. "Julia is the type of person who matches her intelligence only by her kindness. She is a tremendous young adult, someone who is not forgotten by the people who she meets. Julia is kind, smart and competitive. She is highly motivated, diligent in her studies, responsible and personable." "Julia knows what it is to be a leader; she constantly has people looking up to her, feels the pressure and responsibility and continues to make great choices. These characteristics are demonstrated in her leadership through multiple clubs." "Julia's competitive edge can be seen during sports, but also in the classroom." "She is a hardworking and kind hearted person who continues to excel both in and out of the classroom."

For four years, Julia participated in Relay for Life, an organization that raises monies for cancer patients. She is a member of her church congregation program called "Rebuilding Together." This program reached out to those in the community needing help. Church members painted and helped clean up yards, etc. Julia was also a member of the Interact Club.

Julia plans to earn a Bachelor Degree in Forensic Psychology, a Master's Degree in Forensic Psychology and further down the road, her PhD in Psychology. Her inspiration is Dr. Henry C. Lee and hopes to follow his steps and accomplish what he has, as he is one of the top Forensic Psychologists in the world. Her father, John H. Pardi, is a Territory Manager of NETSA member, Cooper Tire, Findlay, Ohio. Congratulations Julia.



Picture: (Alan Saks – Dorchester Tire, Bob Vacca – ATD, Kathleen Solimine – Mother, Jamie, G. Saks – Dorchester Tire, Dick Cole – NETSA Executive Director)

Jamie L. Solimine – Winner of the \$2,000 ATD 2017 Scholarship Award (funded by American Tire Distributors and the NETSA Scholarship Golf Tournament) is from Stoughton, Massachusetts, where she attended Stoughton High School, graduating in 2015. In June 2017, Jamie received her Associate's Degree in Elementary Education from Massasoit Community College, Brockton, Massachusetts. She is now a junior at Bridgewater State University in Bridgewater, Massachusetts and plans to graduate in 2019.

Jamie is currently an after school program teacher and a summer camp counselor. She loves working with children, getting to see them grow and learn. She realizes teaching is where her heart is and intends to follow her dreams of pursuing a position as an elementary school teacher.

September 2013 to present, Jamie has worked at Kidsports as a front desk/ weekend manager, co-site coordinator for both the after school and summer program. She was charged with training new and after school staff, along with interviewing interested employees. Jamie volunteered her time as a babysitter at Elite Health and Fitness. She is certified in EEC, CPR and First Aid.

Miss Susan L. McCabe, Joseph R. Dawe Elementary School, Stoughton, MA, wrote a letter of recommendation for Jamie. Miss McCabe said "Ms. Solimine was required by her college to spend several hours in a classroom. She promptly arrived on time, everyday, with a smile on her face to my inclusive second grade classroom." "After the students would go to lunch, she would rush off to her second job, preparing as manager for the afterschool program at Kidsports in Stoughton."

"Although she was required to only come one week, she has volunteered to come in and help in small group, whole group and one on one settings when she can. She immediately became acclimated and took the initiation as an educator with the students. It was amazing to watch her in the short time I was with her to investigate and know the students needs and how they think, modify work as needed without assistance and be assertive, yet gentle, when it came to classroom management."

"There are tens of thousands of people walking the halls of universities hoping to learn all they can about teaching so they can become an expert teacher. Only very few of those people have "the gift" of teaching. I can say in my heart of hearts, Jamie Solimine has the "Gift". She is smart, dedicated, reliable, assertive, gentle, and has the motivation to be an expert teacher."

Her mother, Kathleen Solimine, is a Bookkeeper for NETSA member, Dorchester Tire, Boston, Mass. Congratulations Jamie.



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Picture: (Jay Cusello – Town Fair Tire, Kaylee, Desiree Boisvert – Mother, Daniel Guide – Mgr Freedom Tire, Dick Cole – NETSA Executive Director)

Kaylee S. Smith – Winner of the \$2,000 Town Fair Tire 2017 Scholarship Award (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament) is from Fremont, New Hampshire where she attended Timberlane Regional High School, graduating in 2017.

Kaylee graduated from high school with a 4.5204 GPA and Class Rank of 2 of 305. She was very active in extracurricular activities through high school. From September 2013 to present, Kaylee volunteered her time through Community Caregivers. This is a program where she assisted a disabled woman with dishes, cleaning and vacuuming until she moved in 2015. She also assisted a disabled woman with laundry and taking out the trash and offered companionship once a week for two hours.

She was both a member and treasurer of the Science Honor Society.

As Treasurer, she conducted a biology experiment and created a presentation as part of her senior year membership requirement. She also assisted other officers in running monthly meetings, earned 12 hours of science related community service including blood donation and tutoring. Kaylee was a member of Government Club and attended Harvard Model Congress which is a four day program where students take on the roles of members of the US government. She was Secretary for the French Honor Society from June 2016 to graduation. As a member, she tutored underclass French students during free periods and attended monthly meetings. Kaylee was also a member of the National Honor Society, Phi Kappa Honor Society, Math Honor Society and the English Honor Society.

Ms. Patricia Deyermond, Timberland Regional High School said this about her: “Kaylee is one of the most intellectually gifted students I have had the pleasure to teach, but it is her incredible work ethic and quiet determination to be her best that has secured her the number two ranking out of almost four hundred students in her very academically competitive class.” “Kaylee also possesses a superb analytical mind and her desire to become a patent lawyer is the perfect career choice for her talents.” “Kaylee is involved in virtually every aspect of our school community. However, all that Kaylee does is not for attention or resume-building, but for the fact that she truly believes in civic responsibility and engagement.”

Kaylee plans to major in biology at Boston University with the goal of one day becoming involved in medical research or becoming a patent lawyer for medical innovations. She will determine whether she is more interested in research or law while in college. Her mother, Desiree L. Boisvert, is a Bookkeeper for NETSA member Freedom Auto and Tire, Plaistow, New Hampshire. Congratulations Kaylee.

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The One Resolution You Must Keep

By Kevin Griffin, Griffin Financial Planning LLC

The Road Runner
Winter 2017



With 2018 here, it's resolution time again. For business owners, personal and professional goals are often the same. For small business plan sponsors who aren't sure they're doing all the right things with their workplace retirement plans, a new year provides an opportunity to make sure you are.

and benchmark these fees against other providers of similar services. The fee regulations implemented in 2012, require service providers who charge over \$1K to provide a disclosure (408b2) detailing their fees. This fee disclosure regulation helps you manage fiduciary responsibility, so be sure to stay active on this one.

Preventative Maintenance

Think of workplace retirement plan maintenance in the context of tire maintenance. With tire maintenance, regular alignment, balancing, pressure and visual checks combined with scheduled rotations are the keys to increasing tire life, maximizing fuel economy, avoiding failure or worse. A proactive approach to maintaining your 401k plan can maximize valuable benefits dollars, reduce liability and increase participant success.

Not sure where to begin? Call Kevin Griffin @ 781-591-PLAN or email him at kevin@griffinfinancialplanning.com

The one resolution you must keep

Even though all plan sponsors are fiduciaries, 49% do not think they bear this responsibility according to a recent AllianceBernstein (AB) survey, a global asset management firm. This is up from 37% of plan sponsors who said they are not fiduciaries in 2014 and 30% in 2011. If you keep one resolution in 2018, make sure you know who your plan fiduciaries are.

What's the big deal?

Hiring service providers to help manage your company's retirement plan is a prudent decision. From disclosures to recommendations to advice, passively relying on any service provider unchecked, to assist with the plan can increase your liability. Not knowing who the fiduciaries to your plan are is a problem. As the plan steward, you are responsible for all decisions made by your service providers on behalf of the plan and its participants. Now is a good time to make sure they are doing their job and you're not on the hook for their "recommendations" or errors.

What's their Plan?

If you have a broker/dealer as a current service provider, ask what their plan is for complying with the impending "fiduciary" rule. If they have decided not to serve in a fiduciary capacity to your plan, your broker or payroll provider will have to team up with someone who will serve as a fiduciary. Or, they will have to quit advising retirement plans to pursue other opportunities.

What's your Plan?

The DOL fiduciary rule has been reported and discussed in the mainstream media, shining a brighter light on the rules and responsibilities of plan sponsors. Regardless of plan size, it is important to understand that litigation is always a risk, no matter how remote. Audits from the Internal Revenue Service (IRS) and the Department of Labor (DOL) are a more likely threat as a small plan fiduciary. Errors in plan administration can be detected on an IRS audit. DOL audits are structured to ensure a plan sponsor is meeting their fiduciary responsibilities.

Review plan expenses

As plan sponsor, you have a duty to pay reasonable expenses for the services provided. Be sure to review fee disclosure statements

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Google, Twitter, LinkedIn, Yelp)?

Have you heard about the **Automotive Social Portal**? Better yet, have you signed up for it? Before you read the rest of this article, let me ask you two simple questions:

- Do you care about your retail business on-line reputation?
- Do you (or a third party) currently manage your many on-line business sites (ie. Facebook,

If you answered "yes" to either of these questions, read on. If you answered "no" to both questions, **you really need to read this article.**

At the beginning of 2017, The Automotive Marketing Foundation launched the Automotive Social Portal (ASP) for the entire Automotive Aftermarket. The portal has been in successful operation since the launch and has been endorsed by many national, regional and state tire associations throughout the US and Canada including TIA and TDAC.

The ASP resides in the cloud-based so all you need to participate is a log-on account and access to the Internet. If you are in the retail tire and service market, you automatically qualify for a **FREE** private dashboard to access to the portal.

As a retail dealer, here is a brief list of what you can do on the portal:

- Review all social chatter posted by customers on all the popular social sites
- Respond to all social comments right from within your ASP dashboard
- Review all customer reviews posted throughout social media platforms
- Respond to customer reviews from the dashboard
- Create, schedule and post professional looking social media content to any/all your social media sites
- Review analytics about your social media activities (trends, posting results, etc.)
- Manage Multi-location dealerships from one private dashboard
- Receive free content from Certified Content Providers such as National and Regional Tire Associations, Manufacturers and Suppliers (you maintain control of what gets posted to your social sites)

The **Automotive Social Portal** has multiple levels of participation that populate Dealer Social Network sites, Facebook, Twitter and

Linked-in, with pertinent content all from a single dashboard. TIA, Government Safety Agencies, manufacturers, suppliers, state, regional associations and other information providers create and supply the content that the ASP delivers to dealers who redistribute it to their customers.

The software that drives the ASP was developed by an Irvine, CA-based company called Rallio. They are a leader in providing social media tools for many industries. I worked closely with their CEO to explain the need for tire dealers to embrace the social media space. Their CEO agreed to build and support the portal for all tire dealers at no cost to the dealers. By now you may be a little skeptical about the **FREE** part, after all, we are taught nothing is free. Not to worry, there are some advertising revenue opportunities for Rallio and potential future advanced features.

To date, there are several hundred tire dealers participating on the portal, communicating with many thousands of consumers each day. To those early adopters, I commend you for seeing what this **ASP** brings to your business for **FREE**. As of the writing of this article, there is one major tire manufacturer that has signed on board to provide content to their dealer base and one national wholesaler doing the same.

Even if you outsource your social media management, the **ASP** is for you. You can give the logon to them and they can utilize the tool as well on your behalf. Meanwhile, you can log on as well and check your social inbox, create social content, and all the other powerful features the ASP gives you.

In closing, I want to share why I am so passionate about this effort. During my 30 years of introducing technology solutions to the automotive aftermarket, I had the privilege of meeting many of you at your shops, Manufacturer, state and national conventions, and of course the Global Tire Expo at SEMA. When I served on the TIA Board of Directors and became the president of the Tire Industry Association in 2009, I had two major goals. One was to improve the overall environmental impact our industry had, so I formed the TIA Environmental Advisory Council. The second goal was **Consumer Education on "All things TIRE and Automotive"**. The Automotive Social Portal provides a platform to communicate with millions of consumers on tire safety, recalls, product education and so much more. Your participation in the portal provides the opportunity to connect with consumers without compromising the loyalty you have built with your customers.

If you want more information about the portal you can email me at info@wecnology.com or call 239-703-7177. To sign up for the portal, visit <http://www.wecnology.com/automotive-social-portal/> and fill out the form.

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Search engine ranking and visibility is the end game to search engine optimization. You want your site to be a top contender for rank organically on Google’s search engine. You’ve created a website for your business. You’ve sent it out into the world wide web. You’re sure you’ve done everything right. But, um, wait... it isn’t on the first page. What’s that about?!

First, we should get an idea of what ranking means. Here’s the definition for ranking straight from [Moz.com’s Learning Center](#):

“Ranking refers to the process search engines use to determine where a particular piece of content should appear on a SERP. Search visibility refers to how prominently a piece of content is displayed in search engine results.”

It’s difficult to not want to get to the number one organic spot, and fast. But don’t forget, your website will be competing with similar automotive and tire businesses who are located in your immediate area that may have just as much relevant content as you do with their own set of SEO strategies in place. They may also have had a web presence for a year, maybe several. Everyone is vying for a coveted organic spot on page one. Google knows this. That’s why there are guidelines when it comes to ranking in search engines.



If you’re at the top of the ranks, Google will take a closer look at your site. It’s important to keep this in mind when you’re developing your SEO tactics. You must avoid low-quality techniques that might get you on the fast track to page one, but once you’re there, send you zipping straight back to the depths of organic results due to penalties.

Google considers over 200 factors when ranking search queries. This can make it difficult to determine why a competitor might be outranking you. But, where high rank is concerned, it normally comes down to two things: a piece of content that is doing a better job of [answering user intent](#) and [satisfying RankBrain’s priority ranking factors](#). Aren’t familiar with [RankBrain](#)? It’s Google’s machine learning program that evaluates and re-evaluates individual ranking factors for different industries and queries.

The gist:

You want to create value with your content. Ranking for the

keywords of your choice can be tough, especially fighting for high-volume keywords on Google’s first page. Create your content with the user in mind, focusing on depth and uniqueness. Answer their questions in an easy-to-read format, addressing the audience you intend to reach. Check out this [Master SEO Blueprint](#) for ideas on how to lay the foundation for solid SEO.

Also, pay attention to your page titles and meta descriptions. They may no longer affect rank as much as they used to, but they are what appears in the SERP’s and they can vastly improve your website’s [click-through-rate](#).

Design matters. Put thought into the way your site will look. A creative and well-made design with a site structure that is easy to navigate makes for a good user experience. That’s the goal.

Stay away from outdated SEO tactics and other factors/techniques that could get your website penalized or at the very least, have Google take up an issue with it. Things like duplicate content, keyword stuffing, anchor text overuse, broken links, over-optimization, and “quick fixes” that claim to guarantee to get your site to number one. Check out the [full list of factors](#) that can grant you a penalty from Google and ultimately affect the performance and rank of your site.

And last but not least, be patient. The number one question any SEO specialist gets asked is: “How long until my website (page) ranks on top of Google?” Well, there is no definitive answer to that question because it is and will always remain variable. No website is ever guaranteed a number one spot on Google SERPS.

Having up-to-date knowledge of SEO and its best practices, staying up to speed on any [algorithmic updates](#), and being aware of changes to the local search landscape are all integral in your quest to rank on Google’s front page. More importantly, don’t get frustrated if you do not see immediate results. Avoid partaking in blackhat SEO tactics that could get your site penalized. Trust that quality SEO work will pay off when you’re sending out all the right signals!

Are you an automotive or tire business and want to know more about what Net Driven can do for your website? Check out how our team of internet marketing professionals provides [search engine optimization for the automotive industry!](#)

Additional Sources:

<https://smartblogger.com/seo-mistakes/>

<https://propecta.com/competitor-outranking-you-google>

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K&M Tire Acquires Motostar Tire and Auto Products on 11/13/17.

Cheryl Gossard (Vice President – K&M Tire) said “We are pleased to have Motostar employees and customers join K&M and will work hard to provide a large offering of high quality products, dependable deliveries, competitive pricing and excellent service.” K&M Tire, Inc was founded in 1970 by Ken Langhals and now operates 26 distribution centers and serves 27 states. Gene Bova founded Motostar in 1993 and grew the business across 7 states. “We have known K&M for a long time and respect their business model and focus. Adding K&M’s strength to Motostar makes us very excited about the future.” Many of the existing Motostar staff will be staying on as K&M Tire employees.

NETSA Hall of Fame Nominations are open for any NETSA Member to nominate a person they feel is worthy of this award. See page ?? for more information on the Hall of Fame Guidelines. All 2018 nominations must be received by the NETSA Nomination Committee at netsapros@aol.com by December 31, 2017.

NETSA Announces New Executive Director. Rich Tuttle, Chairperson of Executive Director Search Committee and Vice President of NETSA. As most of you have heard by now, Dick Cole our executive director of almost 15 years is retiring January 31st 2018. Dick has been a big part of NETSA success for these many years. The Coach [as we call him] has overseen the growth of our association in our membership to [580 plus]. He has set up committees like the legislative committee that looks at state laws that may help or hurt our tire dealers. The Scholarship committee that offers up to twenty \$2000.00 Scholarships a year. The Trade Show

committee that puts on the best trade show in the northeast each year. Plus 10 other committees that board members work on to help make our members succeed. His leadership will be missed and hard to replace.

When Dick announced his plan to retire to the board of directors in May of this year, we set up an executive director search committee to find his replacement. Over the last seven months the committee has updated its requirements for the next director. We placed wanted ads in local and national publications. We reviewed all applications and conducted interviews of all qualified persons. The committee carefully reviewed all the information offered and made its recommendation to the full board of directors. The board voted to hire Tony DeSimone as NETSA’s new executive director.

Tony has the skills and background to maintain and grow NETSA well into the future. His 40 years experience has allowed him to work in all facets of the tire and service industry. He has held the positions of Director of Sales - Strategic Accounts, General Manager, Business Development Manager and Manager of Customer Service. He is a proud member of NETSA and has served on the Board of Directors for several years. He also has served on the Executive Board as Secretary and is currently our President. Tony has worked directly with many of our Association Members. He lives in New Hampshire so, he knows New England well. Tony and Dick will work together until the end of January 2018. Tony will then take over and become NETSA’s Executive Director on February 1st 2018.

I’d like to thank all board members for their help and Committee members Matt Lewis, Blaise Pascale, Steve Dupoise and Steve McGrath for all the late nights they had to work on this.

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To: NETSA Members December 1, 2017
From: Dick Cole & Tony DeSimone – Executive Directors
Jack Kelley – Benefits Committee Chair

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