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2016 NETSA Scholarship Golf Tournament Produces Record Braking Results!

by Jim Melvin Jr., Chairman of the
Annual NETSA Golf Tournament,
NETSA Board Member

NETSA held our annual Scholarship Golf Tournament Friday Sept 16th at Shining Rock Golf Club in Northbridge, Mass.. The weather was glorious and so were the accommodations at Shining Rock. We had a full field of 24 Teams with 93 Players and everyone commented how they enjoyed the event.

On behalf of the NETSA Board, I would like to thank all those that played, the 36 Sponsors, and all the companies that donated Auction and Raffle items for our scholarship fund. Your combined effort has netted the largest profit ever generated by The Scholarship Golf Tournament of \$13,800. A true "team effort" that goes directly into our Scholarship Fund where this year we awarded nineteen \$2,000 scholarships for a total of \$38,000. Thanks again to all!



continued on pg. 12

After a summer of drama surrounding Chinese truck tires with the Department of Commerce levying tariffs of 40 percent and more for many importers, I thought I would close the summer off on a positive note. In preparation for the insanity of fall busy season, I wanted to write an uplifting piece about how great it is to be in our business.

This thought began taking form the other day. I was giving a customer a ride to work and through the course of the conversation I mentioned that I had a degree in computer graphics and my previous job was making video games and teaching at university. Perhaps I should not have been surprised when he quickly exclaimed with contempt, "Then why are you doing this?!" Feeling affronted, I shot back with a smile, "Because this is better." He muttered "If you say so," and I changed the subject to the weather. There seems to be a common misconception that because you are part of an industry many consider as traditionally blue collar, you are uneducated, that you would rather be doing anything else or both. The fact is, if you were to take a survey on the NETSA conference floor, you would find degrees from many of the top universities in New England and beyond. It is common for us to poke fun at ourselves and say comments like "I'm an average guy in a below average industry," but the fact is that, degree or not, some of the smartest people I know are in our industry. I am also lucky enough to say a few are employed by me.

I think much of the tire industry has an identity problem. I grew up in the tire business with my Dad starting our company when I was born. From the time I was 12, I worked summers and after school for him on and off for many years. I did everything from studding tires to making deliveries in a box truck when I got my license at 16 (can you imagine that in today's world?). When I went off to college and to have my own career, anytime I would mess up my father would say to me, "Well, there is always the family business". In retrospect, I think this might have subconsciously programmed me to believe that going into the family business was some sort of failure. It took me over a decade in another industry to realize that the tire industry was actually the best place to be.

I know many other second generation tire people who are like me. They went off and got a great college degree and had good careers, but later realized it wasn't even close to the business they had left. Our industry is superior to many others when you look at its stability, perks, income levels, and life balance. And unlike many other industries, 61 percent of tire dealers are independently owned. This is up from 1976, where only 39 percent were independently owned. How many industries can say that? I truly believe that if people knew how good the tire industry was, we would be flooded with talent.

So indulge me for a few moments while I talk about some of the great reasons to be in our industry. We have the good fortune of selling a disposable necessity. One of my best friends owns a ski shop and on "the good years" he is living high. On "the poor years", either by economy or weather, he struggles to make ends meet. Regardless of the weather or the economy, people always need tires. While many industries have been devastated by the advent of the Internet and online shopping, we are relatively

unaffected because people still need to get their tires mounted and their cars serviced.

When I was in game development, I found the sobering truth that my performance, and even the performance of my team, had little to do with my company's success or failure. Running a tire store, I am in control of my own destiny and am able to see the effects of my choices almost in real-time. Some people I know in the tire industry golf a LOT, and I'm not saying that as an insult. It's a complement to our industry that it allows people to have more balance to do the things they enjoy. The cyclical nature of the tire industry in New England means that, though they may be crazy busy in the transitional seasons of spring and fall, there is time for fun and family in the summer and winter.

Did I mention that we get to play with cars all days and tire dealers have some of the coolest cars around? Oh, and tire dealers usually make good money. While many other industry's perks have dried up, there are still many great incentives offered to us.

I know it is easy to get caught up in the day to day, the latest promotion of a couple dollars on a tire here and there, but the bottom line is that people come to us because they have problems every day. They trust us with their most valuable possessions. They trust us with both their and their families lives. We play an important role as advisors and our customers are always safer because of it. That feels pretty good.

So here is to all you "above average guys in and above average industry." Let's take some time to reflect on all the good things and the great connections we make with each other through NETSA. I hope you all have a prosperous Fall season.



*Mark
Rochefort*



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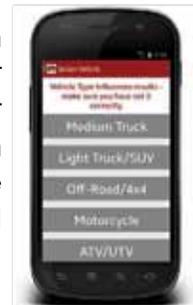


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Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social media accounts. Wikipedia refers to social media as “electronic word of mouth” (eWOM). eWOM refers to any statement your prospects or consumers share about your business online. The giant among them is Facebook.

Facebook is the dominant social platform, used by 57 percent of American adults and 73 percent of those ages 12 to 17. More than six in ten adult users visit the site on a daily basis. Facebook references are growing; over and over more users are gravitating here in increasing numbers.

If there is a target audience for your product or service that you can market to, that audience is also on Facebook where over 1.5 billion monthly users exist. There really is no reason for your business not to be on Facebook today. In fact, a business without a Facebook Page faces serious disadvantages. It can make you look out of touch and even reduce customer trust.

All you really need to do is be present. People may not be in the right place to buy from you at the moment, but by posting regularly and sharing your knowledge, Facebook helps you be top-of-mind to those who matter while proving your authority. Staying in touch with family members and friends is the primary reason the majority of people use Facebook. Inserting your business into that normal flow of communication is an ideal way to gain exposure and loyalty.

Social networking websites allow individuals to interact with one another and build relationships. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. Creating content that triggers consumers’ imagination enhances its value to the distributor. They pass it on to others. This is called “going viral”.

To accomplish this, you need only to produce posts that play to the interests of an audience that is likely to need auto

service or tires – almost everyone. You can write these yourself, re-post items written by others on Facebook or subscribe to a program that produces and personalizes auto-care-specific content on a daily basis. This type of program was recently introduced by the Automotive Marketing Foundation called AMF Social. (www.automotivemarketingfoundation.com)

The ability Facebook offers that allows followers to “repost” comments made by others about a product being promoted is extremely powerful. By repeating the message, the user’s connections are able to see the message, multiplying its impact. No other form of media other than traditional Word-of-Mouth is as powerful. And, eWOM is hundreds or thousands of times more so. Because the information about the product or business is being put out there and getting repeated, more traffic is brought to the business.

Profiles vs. Pages

The difference between Profiles and Pages as Facebook defines them are that Personal Profiles are for non-commercial use and represent individual people. This can be confusing because Profiles and Pages look very similar. While Pages look similar to Personal Profiles, they offer unique tools for automotive service dealers. Pages are managed by real people who have Personal Profiles, themselves. The Pages they manage are different from their Profiles. You can “like” a Page to see updates in the News Feed of that Page regularly. The News Feed is that information in the middle of your screen when you open Facebook. Pages are not like Profiles where another Facebook user must accept you to make a connection, with Pages, all an individual need do is to “Like” your Page to establish a relationship. Businesses want people to “Like” them. They have given you permission to send them information. Caution: Abuse the privilege and they can “unlike” you just as quickly.

These days almost everyone has a Facebook page. All too often business owners turn their personal Facebook pages into the online representation of their business. This is a mistake for many reasons. First, it violates Facebook’s terms of service.

While this isn’t a major crime, Facebook can and will terminate your profile when it is discovered. This wipes out a lot of work on your part if you have put effort into building it up to your key audience.

You need to establish a Facebook business Page. It makes you look more professional. Using a personal profile for business makes it look like you don’t know what you’re doing. This is not the message you want to be sending to customers and potential customers.

One other key reason to use a Facebook Business Page instead of a Personal Profile is that with a profile you are limited to 5,000 “Friends”. With a Facebook Business Page, you can accumulate an unlimited number of followers called “Fans”. They “like” you.

One other, sometimes humorous, side benefit of not using a Profile as opposed to a Page is that a Page clearly distinguishes a business from a person. It does not give your business a birthday or a gender. This is a challenge for people who attempt to use a Profile for a business. A Page, logically, gives your business a category, a mission, allows product descriptions, a list of awards, if applicable, and a founding date.

What you share on a Business Page will not show on your Personal Profile and vice versa. They are entirely independent channels. If you don’t have a Page separate from your Profile, do it now. And, keep it flowing with information to your prospective audience.

Next time we will explore Facebook marketing strategies and tools available to you.



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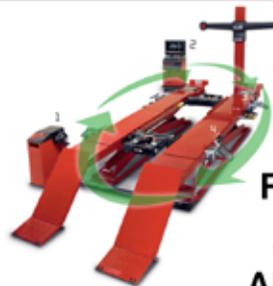
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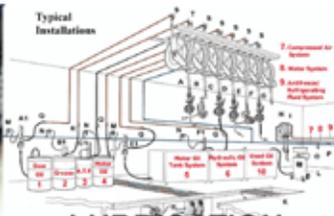
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Fresh off the NETSA Board meeting there are several items to tell you about. First, we are adding some new benefits to Netsa members that you may find helpful to your businesses. Look for details to come in the Winter Road Runner. Second, we are again authorizing up to 20 NETSAScholarships next year (we gave out 19 this year) so if you would like to donate \$1,000 and have it matched by NETSA please contact Dick Cole. This is one of the best things we do as an organization and our members have given away over a quarter million dollars in scholarships since 2003!

Unfortunately, due to illness I had to miss the presentation of the Leo H. Lesieur NETSA scholarship award this year at Mohawk Rubber to Connor McDermott. It is the first time I can remember missing a presentation and I apologize profusely to the McDermott family. Connor is a dean's list student who does lots of volunteer work, is on student council, and is also on the track team. I have never seen a better application for a NETSA scholarship in all my years of being involved with the association.

As Scholarship Committee chairperson I am extremely proud, and I can't thank our members enough who donate prizes and sponsor golf holes as well as those members who bid on items at both the golf tournament and at the Hall of Fame Dinner during our annual trade show. Special thanks to Jim Melvin Jr. for spearheading those two events.

Speaking of the golf tournament, the weather was the best I can remember and my brother Steve and his wife Carmen enjoyed golfing with our insurance guy Tom Ferguson, our old scholarship chair. Tom's a great guy and I miss his presence on the NETSA Board. Hope all is well Tom.

At the NETSA Board meeting, I sat next to Tony Koles from Montvale Tire who is currently our longest serving board member. I have served for almost 20 years now after taking over for my father and there are several board members who have served for longer than that. The board continues to have longtime members and newer members but we are always looking for new people who are interested in helping to keep NETSA a vital organization. Contact Dick Cole if you may have an interest in serving our membership on the board. I have found it to be a very rewarding experience over the years. We could particularly use some younger members (40 to 50) as most of the board now is in the gray hair or limited hair club.

In terms of how business has been, it has been kind of spotty. In the mornings we could use more help, in the afternoons, less help. We are tires only with no appointments which is proving to be more difficult as we work tight on help. The retail and commercial parts of the business are better than our wholesale, which is just hanging on.

I don't know how we can do less business and have more junk tires. It seems that the tire fairy appears at night and multiplies our junk tire pile. The price of junk tire disposal has gone back up to where it was a while ago. There are apparently less places that use them now and we are paying the price. It is a situation that bears monitoring.

Another situation that bears monitoring is the tariffs being put on truck tires from China. What happened in passenger will happen in truck. Production will shift to other countries and a few American jobs may be saved. People being affected include Michelin (I've seen some Uniroyal truck tires made in China) and Cooper Tires Roadmaster truck line. It's not only the Double Coins of the world who will be hurt. The best byproduct of the tariffs may be to help some of our local truck tire retreaders. The price of some of the Chinese products was putting some real pressure on our retreaders own pricing. We don't want to see our retreads go the way of the dairy farms. So some good might actually come out of this situation.

Last but certainly not least, it has been a tough summer personally. First, I developed a case of sciatica and had it for most of July and August. It was painful and hard to sleep. I went to my chiropractor twice a week during that time and he got me through it without missing any work. Muscle relaxants helped a little and when I was referred to physical therapy they scheduled my first appointment over three weeks later so I cancelled it. I thought the least they could do was have me come in and give me some exercises to do while I was waiting for the appointment. Of course my doctor downplayed seeing my chiropractor but without him I never would have gotten through it. In the middle of all this on July 19th, my mother passed away. I was by her side along with my brother Mark and Mary, our caregiver from Ghana. Mom ate supper that night and said she had to lie down. She went quickly and died at home. She was under hospice care, so the hospice nurse came over and helped make the arrangements. It hit both dad and I hard at first even though it was expected, but you still never think it's

going to happen when it does. We had a small wake at Davis funeral home for family only since my mother was a very private person. Now we are trying to handle the paperwork involved with my mother's passing but at least we set up revocable trusts for her and Roland and the house is in an irrevocable trust so that makes life a little easier. Cleaning the cellar where my mother has stored her shopping treasures over the years won't be as easy. So far we have found a few interesting things. Dad is doing okay and all four kids are sharing time staying with him at night since he is most comfortable at home in the house he has lived in since 1960. Roland still goes to work for half a day and still enjoys talking to the old time customers even at age 87. Last weekend I had to stay up with him until almost 11PM so he could watch UNH take on Holy Cross in our new \$25 million football stadium. UNH looked awful until late in the second quarter (down 14-0) when sophomore quarterback Trevor Knight (from Nashua) made a great play and UNH scored a touchdown. I thought dad would go to bed at the half but he told me UNH might win it and that he wanted to stay up. Of course as usual he was right and UNH beat Holy Cross. I was amazed that someone who routinely goes to bed at 7:30 PM could stay up so late (and I usually go to bed a little after 9PM). The only sports he loves to watch are football and golf, in that order. He isn't happy when the Patriots don't have a 1PM or 4 PM game. Thankfully this week's game is at 1PM. I never thought I'd finish my column with a sports report but there it is. Have a healthy, happy fall season and I hope that 2016 ends up being a better year for you than it has been for me. God bless you and God bless America. After this presidential election, America will need all the help it can get no matter who wins!

Larry Lesieur.





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Recasting Your Financials Properly Will Showcase Your Business and Accurately Justify the Selling Price You Hoped For

After over 30 years of owning and successfully running the town's well-known and successful tire and auto service business... first as a single location and then growing to multiple sites over the course of his career... Dan the Tire Man is about to make the biggest decision of his professional life.

Dan has decided that it is time to find a buyer for his business. He looked ahead a few years ago and planned to sell at an unspecified date in the future. Now is that time. For years, as his family grew and matured and became involved in the business, he had assumed one or more of his children would carry on the legacy of the firm. But as adults they have now clearly told their father that the 60-hour workweeks and personal sacrifices they witnessed Dan experiencing for so many years, along with all the inherent risks in running a family business, do not interest them.

Dan's fallback had been to sell to trusted long-term employees and retire on the note payments and rents that he would receive out of the future earnings of the business. But after taking a long hard look, Dan realized that as skilled as his employees are, the downside risks of his financial security being dependent on his employees are too great. He was not sure he could sleep well at night, worrying about whether or not they could run the business as well as he has and provide for his comfortable retirement in the process.

So the optimal option, Dan has determined, is to find a buyer who can grow and expand his legacy while also receiving a cash settlement that he could safely invest for his retirement.

That being the case, there is one particularly significant task that must be done to prepare for successfully selling at a price that will justify the years of hard work Dan put into his business.

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

One of the biggest mistakes a seller can make is simply providing a buyer copies of the business tax returns or unadjusted financial statements. The objective of most owners and their accountants is to do everything that they can to minimize taxable income. This is effective for reducing taxes, but it paints an incomplete picture when it comes to showing a potential buyer the true cash flow, and hence the maximum value, of the business. If you want buyers to get excited about your tire business, they need to truly appreciate the full financial benefit and actual income-generating ability. By "recasting" or adjusting the financial statements for presentation purposes, the "real" financial performance of the business can be demonstrated.

A "recast financial statement" is a reconstructed representation of the earnings that a buyer would be able to enjoy from the business. It "normalizes" the figures by removing all the unusual, non-recurring and one-time items that would not likely occur in the future for the buyer. Recasting supplements the owner's compensation listed on the tax return with all other "perks" or fringe benefits, while also adding back depreciation, amortization, interest payments and capital investments in equipment or property improvements.

Just as a homeowner "stages" their house before putting it on the market, you will want to legitimately dress up your business financials. After all, those cash flow numbers will be a crucial element

of how buyers will determine the price they are willing to pay for your business and how much money that a bank will be willing to lend to the buyer.

Dan himself was not well versed in the practice of recasting and was not sure what it entails, so he is using the services of a business broker to guide and assist in the process.

Keep in mind one key principle of the selling process: A buyer is buying his future, not your past. The only way to accurately highlight your future profitability is by recasting your historical financials so that the buyer can use these figures to project out three to five years, using the new recast baseline as their starting point. So if your broker does not have an understanding of the tire and auto service business or does not take the extra time to dig into your financials for all of the appropriate add-backs, your base year could understate your profitability, impacting what buyers will pay for your company. Brokers who have sold dozens of tire and auto service businesses will have the skills and knowledge to quickly spot expense levels that are above industry norms and search for non-recurring purchases or personal perks that can be added to maximize your cash flow.

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Time is Money

By Kevin Griffin, Griffin Financial Planning LLC

The Road Runner
Fall 2016

Just days prior to the 2016 NETSA Trade Show, the Department of Labor released the long awaited "Conflict of Interest" (COI) final rule. Since the demise of Studebaker, the DOL has been trying to protect plan participants' retirement savings. The Employee Retirement Income Security Act (ERISA), was passed in 1974 to ensure that what happened to the employees of Studebaker never happens again. ERISA, adopting 200 year old trust law, was originally passed to help defined benefit pension plan participants and it has slowly adapted to the increasing use of the 401k plan as the main retirement savings vehicle for employees. While the DOL "Conflict of Interest Rule" is the latest development in protection for employees, it is still up to the plan sponsor to take the appropriate steps to mitigate personal liability. After 5 years, the 1,023 page rule seeks to reduce conflicted advice to workplace retirement plan sponsors and participants by holding all workplace plan advisors to a fiduciary standard.

An example of a conflicted provider of investment advice would include an "adviser or advisor", or anything else that is printed on their business card, to provide investment advice that is "suitable" for a specific plan and collect a sales commission for doing so. Think Eddie Haskell of "Leave It to Beaver", who tried to shield his shallow character by being overly polite. "I have a lovely proprietary investment product for you Mr. Plan sponsor." Meanwhile, Eddie the "adviser" with his "suitability" standard and fancy shoes, is racking up sales and hitting his numbers, at the expense of the business owner and employees. To make matters worse, the named fiduciary in the plan documents, typically the owner in a small business, is personally liable for implementing fast Eddie's recommendations.

The Department of Labor Rule, effective April, 2017, will make it much more difficult for commissioned based financial salespersons to work with plan sponsors, but it won't prevent them. The rule does make all advisors who provide investment advice fiduciaries, including Edward Clark Haskell Jr.. The lobbying dollars in Washington did pay-off as the COI rule provides several exceptions and a prohibited transaction exemption for commissions. The result is that commissioned financial salespeople will be able to apply what is known as a "Best Interest Contract Exemption" (BICE). This contract will allow the financial product salesperson, err...I mean advisor, to recommend a financial product and collect a sales commission. The contract will disclose this information in detail and must be formally acknowledged by the plan sponsor. Why a plan sponsor would enter into such a contract is another question entirely, one perhaps for a future article. But the fact remains the BICE option exists for insurance, broker reps and others. Many were hopeful the DOL would take a page out of the U.K's playbook and ban commissions altogether, forcing all advisors to charge a level fee. The SEC still has a chance to do this and is reportedly working on it.



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TEAM 1



TEAM 2



TEAM 1B



TEAM 3



2016 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Fall 2016

TEAM 4



TEAM 6



TEAM 4B



TEAM 7



TEAM 5



TEAM 8



2016 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Fall 2016

TEAM 9



TEAM 11



TEAM 10



TEAM 12



TEAM 10B



TEAM 13



2016 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Fall 2016

TEAM 14



TEAM 16



TEAM 14



TEAM 17



TEAM 15



TEAM 18



2016 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Fall 2016

Team	Name	Company	Team	Name	Company
1	Jim Melvin Jr	Melvin's Tire Pros	10B	Mark Rochefort	Vermont Tire
	Matt Ricci	Melvin's Tire Pros		Ryan Getchell	Vermont Tire
	Chris Cameron	Melvin's Tire Pros		Frank Pascale	Vermont Tire
	John Pardi	Melvin's Tire Pros		Tom Austin	Vermont Tire
1B	Daniel Schmitz	Interstate Battery	11	Chris Richards	Max Finkelstein
	Joe Testagrossa	Interstate Battery		Jon Bruhm	Max Finkelstein
	Nate Stawieck	Interstate Battery		Tim Winkler	VIP Tires & Service
	Brett Reslow	Interstate Battery		Steve Leblanc	Max Finkelstein
2	Dave Ventura	Mohawk Rubber Sales	12	Al Rivera	Wholesale Exhaust
	Bobby Schlosser	Mohawk Rubber Sales		Mark Gibbs	Wholesale Exhaust
	Rich Troupe	Mohawk Rubber Sales		Bob Dulaney	Wholesale Exhaust
	Tim Dowley	Mohawk Rubber Sales		Kevin Dulaney	Wholesale Exhaust
3	Pete Georgantas	Mohawk Rubber Sales	13	Jim Rogers	Valvoline/GH Berlin Windward
	Mike Morrey	Mohawk Rubber Sales		Joe Comely	Valvoline/GH Berlin Windward
	Walter Bunszel	Mohawk Rubber Sales		Rich Flaherty	Valvoline/GH Berlin Windward
	Dave Zalwea	Mohawk Rubber Sales		Pat Jones	Valvoline/GH Berlin Windward
4	Mike Garzone	Tom Lyon's Tire	14	Mark Bagdasarian	Auto Zone
	Kevin Walsh	Mass Tire & Auto Service		Pat Malone	Auto Zone
	Kevin Conley	Long Distance Tire		Ken Murray	Auto Zone
	Dwayne Dubey	ATD		John Colton	Auto Zone
4B	Fred Gralinski	Bridgestone	14B	Dick Stacey	TCI
	Peter T	Bridgestone		Marty Gullotto	TCI
	Dave Paul	Bridgestone – C&R	15	Dale Franklin	Partner Tire
	Art LeBlanc	Bridgestone – Pete's Tire Barn		Mike Baker	Partner Tire
5	Tom Ferguson	Safehold Special Risk		Larry Cherrier	Partner Tire
	Russell Barrett	Toce Brothers		Mike Dalley	Partner Tire
	Carmen Lesieur	Maynard & Lesieur	16	Tom Holland	ATD
	Steve Lesieur	Maynard & Lesieur		Henry Gauthier	ATD
6	Dave Black	Carroll Tire		Steve Small	ATD
	Earl Larson	Carroll Tire		Craig Porter	ATD
	Steve Champaign	Carroll Tire	17	Shaun Hanson	ATD
	Barry Liner	Carroll Tire		Manny Brown	ATD
7	Jim Hallenbeck	Carroll Tire		Jamie Kekeisen	ATD
	Keith Gale	Carroll Tire		Phil Gillette	ATD
	Tim Petronio	Carroll Tire	17B	Bob Katz	Nu-Tread Tire
	Mike Leone	Carroll Tire		Mark Hurley	Montvale Tire
8	Dan Greenberg	City Tire		Dave Hurley	Montvale Tire
	Jay Michelman	City Tire		Tony Koles	Montvale Tire
	Steve Hurwitz	City Tire	18	Jason Weintraub	Myers Tire Supply
	Jim Muccino	City Tire		Greg Serafin	Myers Tire Supply
9	Bruce Jergensen	Nokian Tyres - CT		Paul Stanley	Myers Tire Supply
	Howie Fetzer	Nokian - Fetzer Tire		Alan Ward	Myers Tire Supply
	Dennis Kelly	Nokian – Kelly's Tire	18B	Shawn Young	Reliable Tire Co
	Barry Steinberg	Nokian – Direct Tire		Kevin Griffin	Griffin Financial Planning
10	Matt Lewis	Max Finkelstein		Bob Grisevich	Reliable Tire Co
	Kirk Feinswog	Max Finkelstein			
	Lou Patrick	Max Finkelstein			
	Bill Gill	Max Finkelstein			

TEAM 18B



Winners - Longest Drives



Team Low Gross - Team #8



Longest Putt #1 - Dale Franklin



Team Low NET - Team #3

2016 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Fall 2016

SPONSORS

Item	Donor	Amount
1st Hole	Melvin's Tire Pros	\$275
2nd Hole	Hogan Tire Centers	\$275
3rd Hole	Tom Lyons Tire	\$275
4th Hole	American Tire Distributors	\$275
5th Hole	Griffin Financial Planning	\$275
6th Hole	Motostar Tire	\$275
7th Hole	Nokian Tyre	\$275
8th Hole	Town Fair Tire	\$275
9th Hole	Mohawk Rubber Sales	\$275
10th Hole	Carroll Tire	\$275
11th Hole	Lappen's Garage Equipment	\$275
12th Hole	Stellar Industries	\$275
13th Hole	ASA Automotive Systems	\$275
14th Hole	TCI Tire Centers	\$275
15th Hole	Sullivan Tire	\$275
16th Hole	Reliable Tire	\$275
17th Hole	K&W Tire	\$275
18th Hole	Interstate Batteries	\$275
Closest to Pin - 5th	Myers Tire Supply	\$275
Closest to Pin- 12th	Max Finkelstein	\$275
Closest to Pin - 8th	Auto Zone	\$275
Closest to Pin - 15th	Falken Tire	\$275
Longest Putt - 1st	Pirelli Tire NA	\$275
Longest Drive - 9th	Max Finkelstein	\$275
Longest Drive 6 +16th	Interstate Batteries	\$275
Low Gross Winners	NAPA Auto Parts	\$275
Low Gross Winners	Maynard & Lesieur	Golf Balls
Low Net Winners	Cooper Tire	\$275
Low Net Winners	Interstate Batteries	Golf Balls
Lunch/Snack	Max Finkelstein	\$250
Dinner	Max Finkelstein	\$500
Beverage Cart	Hamel's Tire Center	\$275
Raffle Certificate	Cooper Tire	\$200
Raffle Certificate	Hunter Engineering	\$200
Raffle Certificate	TWW Tire Wholesale Whse	\$200
Raffle Certificate	Continental Tire	\$200

RAFFLE

Donor	Prize
Interstate Batteries	12 Doz Golf Balls
Maynard & Lesieur	Sleeves of Kumho Golf Balls
Kings Care/Mohawk	Bowling for 6, 2 Strings, Pizza/Soda
Nokian Tyre	3 - Golf Umbrellas
Nokian Tyre	1 - Golf Bag
DPH, Inc	6 - Books
Bridgestone	2 - Bridgestone Jackets
Cooper Tire	\$150 Gift Certificate
Hunter Engineering	\$150 Gift Certificate
Continental Tire	\$150 Gift Certificate
TWW Tire Wholesale	\$150 Gift Certificate
ATD	\$100 Dunkin Donut Gift Certificate
Montvale Tire	HP Office Jet 4650 Printer
Yokohama Tire	34 Golf Shirts
Yokohama Tire	4 Doz Golf Balls
Yokohama Tire	4 Golf Towels



Winners - Closest to Pin



2016 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Fall 2016



WINNERS

Donor	Prize	Winner	Contest	
NETSA	\$100 Gift Certificate	Dan Greenberg - Team #8	Team Low Gross	62
NETSA	\$100 Gift Certificate	Jay Michelman	Team Low Gross	62
NETSA	\$100 Gift Certificate	Steve Hurwitz	Team Low Gross	62
NETSA	\$100 Gift Certificate	Jim Muccino	Team Low Gross	62
NETSA	\$75 Gift Certificate	Pete Georgantas - Team #3	Team Low NET	56
NETSA	\$75 Gift Certificate	Dave Zalwea	Team Low NET	56
NETSA	\$75 Gift Certificate	Mike Morrey	Team Low NET	56
NETSA	\$75 Gift Certificate	Walter Bunszel	Team Low NET	56
NETSA	\$50 Gift Certificate	Jason Weintraub - Myers Tire	Longest Drive #9	
NETSA	\$50 Gift Certificate	Greg Serafin - Myers	Longest Drive #16	
NETSA	\$50 Gift Certificate	Dennis Kelly - Kelly's Tire	Closest to Pin #5	5'10"
NETSA	\$50 Gift Certificate	Dave Black - Carroll Tire	Closest to Pin #8	4'6"
NETSA	\$50 Gift Certificate	Tom Ferguson - Safehold	Closest to Pin #12	11'10"
NETSA	\$50 Gift Certificate	Phil Gillette	Closest to Pin #15	6'4"
NETSA	\$50 Gift Certificate	Dale Franklin - Partner Tire	Longest Putt #1	13'11"
Interstate Batteries	24 - Dozen Golf Balls	3 Balls to each player	Giveaway	
Maynard & Lesieur	26 - Dozen Golf Balls	3 Balls to each player	Giveaway	

AUCTION

Donor	Auction	Winner	Company
Carroll Tire	1 - Set of Tires up to \$800 in Value	Russell Barrett	Toce Brothers
Sullivan Tire	Dustin Pedroia Autographed Boston Red Sox Jersey	Bill Gill	Max Finkelstein
Maynard & Lesieur	2 - Red Sox vs Toronto 9/30 @7:10	John Pardi	Cooper Tire
GH Berlin Windward	2 - Red Sox vs Yankees 9/18	Dave Ventura	Mohawk Rubber
Mohawk Rubber	4 - Boston Bruins Tickets	Tony Koles	Montvale Tire
Shining Rock G.C..	Round of Golf for 4 People (\$260)	Dave Black	Carroll Tire
Nokian Tyre	1 - Golf Bag	Tony Koles	Montvale Tire
Direct Tire	1 - Set of 4 Ryder Cup Golf Balls	Chris Cameron	Melvin's Tire Pros
Pete's Tire Barn	Umbrella etc	Tom Ferguson	Safehold Spec Risks

Thinking about bringing your children into your family or small business? Beware! This can be either a blessing or a curse depending on how you do it. Experience shows there are right ways to introduce your offspring into your business and, most decidedly, wrong ways. The following are 10 tips for pursuing the former and avoiding the latter.

- 1. Have them work elsewhere for at least five years.** There are plenty of rationalizations for why people hire their children as soon as formal schooling has ended. “We need help right away.” “They would learn more here than they would anywhere else.” “I’m getting older, and I need my potential successors around me.” All are good reasons; however, the main reasons for having your children work elsewhere have to do with them, not you! They need time to mature, individuate and gain confidence learning and doing things as distinct human beings rather than just children of successful parents. They need to learn how to work, to be punctual, to earn their own money and to be held accountable. Everyone wins when potential successors have excellent training and gain skills and confidence outside the nuclear family.
- 2. Understand generational differences.** Today’s young people are more & more likely to want to “work to live.” Contrast that with their parent’s “live to work” orientation. The generation gap is very much alive in family businesses; the senior generation is mystified that their children don’t want to work 80-hour work weeks. They see the work to live mind-set as a lack of commitment to the business, and that’s not entirely fair nor is it cognizant of their children’s – and other younger employees — desires for a different workplace experience.
- 3. Give them psychometric assessments to make sure their personalities and capabilities fit the jobs contemplated.** Two older brothers were very frustrated with their younger sibling. He just didn’t seem capable. Assessments revealed that he was temperamentally unsuited for his role in the family firm; he was in a position that demanded amazing attention to detail and strict deadlines, but he had much more of a big-picture, laissez-faire attitude. How had he come to be in this position? His older brothers, having entered the family business earlier, took the roles for which they were best suited. When he came along, the only management position available was this one; he was very much a square peg in a round hole. Some initial assessment for job fit would’ve gone a long way toward improving both business function and family harmony.
- 4. Hold them strictly accountable – but not to an unreasonable standard.** Family members, more than any other employees, need to be held accountable for their actions. They need to have crystal-clear roles and responsibilities and regular reviews to make sure they’re living up to the requirements of their job descriptions. The biggest morale killer in small businesses is underperforming or dysfunctional family members who are allowed to meander through various roles in the business with virtually no accountability and to inflict themselves on others in the organization. The opportunity costs for coddling underperforming family members are tremendous.
- 5. Communicate formally and regularly with a third-party facilitator.** It’s hard to be in a family, and it’s really hard to be a member of a family business. You can take to the bank the fact that virtually every family employee thinks she works harder and contributes more than anyone else and stewes over this “fact.” Family businesses have a greater need for formal communication in order to resolve perceived contribution issues as well as discuss and resolve a host of other pressing family and business ones. If they could discuss these often volatile topics constructively and productively by themselves, they would. Since they usually can’t, they should seek the help of a talented facilitator to get the most out of themselves and their meetings.
- 6. Don’t assume there’s interest in working in the business.** In the 1995 movie “Sabrina,” Harrison Ford laments to Julia Ormond, “I’ve been following in footsteps all my life.” Don’t assume that your children or grandchildren want to follow in your footsteps. And they shouldn’t assume that you want them to! A family member entering your small business ought to do so intentionally of his free will. Make entry into the business formal and deliberate vs. casual and impulsive. A family hire should be treated at least as carefully and rigorously as any other hire.
- 7. You shouldn’t hire a family member because he “needs a job.”** Related – don’t let anyone flunk into a job. You should demand that a potential family hire be able to walk into your place of business with his head held high. He should be able to point to accomplishments in previous jobs, promotions and valuable leadership experiences. Hiring a family member who is down on his luck or who can’t seem to hold a job anywhere else is a recipe for poor morale.
- 8. Don’t pay family members the same.** The default payment plan for many family businesses is to pay all next generation family members the same. After all, you love them the same, right? This is foolish. Every employee, family member or not, brings different talents, skills, attitudes, ambitions and capabilities. Family members, like everyone else, should get paid wages commensurate with what the market bears for the given position.
- 9. Avoid turning in-laws into outlaws.** Some family businesses view in-laws with a jaded eye. Shouldn’t someone with the intelligence and good sense to marry your son or daughter also be judged to have the good sense to know how to work productively in a family business context? Why does it make sense to ignore the capabilities and talents of in-laws as potential employees and even business successors?
- 10. Get rid of morale killers.** It is sometimes necessary to prune the family tree. Several times a year we get calls from family business leaders who are wrestling with underperforming, sometimes incompetent, family members. The acid test question: “If this person were not your son, would you keep him on your payroll?” The answer almost always comes back a profound “NO!” Pruning the family tree almost always results in business productivity improvement. There are, however, usually family repercussions. See the point above about hiring a skilled facilitator to manage difficult family conversations.

Managing the intersection between family and business is quite difficult. These 10 tips will help you realize that delicate balance more effectively.

Wayne Rivers, the co-founder and president of the Family Business Institute and written for The Wall Street Journal

How to Be Business Friendly

By Nancy Friedman, the Telephone Doctor

The Road Runner
Fall 2016

When you take the “friendly” out of Business Friendly, the only thing you have left is business – business as usual. And we all know that’s just not good enough.

You may be asking yourself, “What exactly is Business Friendly customer service?” We define it as the middle ground between being too cold, impersonal and uncaring, and the other extreme of being too familiar. We’ve all experienced both I’m sure. Here are five points to help you deliver Business Friendly customer service.

Every Call is Unique – Don’t Become Desensitized: The customer interaction you perform at the end of the day needs to be as upbeat and helpful as you were with the first one of the day. What happens is often times we get the same questions over and over and it’s easy to become desensitized. We need to remember that to the customer, his question is new to him. And it’s the first time for him; no matter what time of day it is.

Solve the Problem – Don’t Argue: You know the old saying “the customer is always right.” Well, the reality is “the customer always thinks they’re right” and that’s the perception we need to deal with. There are indeed times when the customer is wrong and we as service specialists know and realize it. There’s zero value in pointing out to a customer that they’re wrong. So focus on the problem; don’t worry about whose fault it is. There’s simply nothing to be gained by arguing with your customer. You’ll lose every single round. Focus on solving the problem.

Show Empathy – Don’t Ignore What The Customer Says: The other day, I called a company and explained that the product they sold me wasn’t operating properly. The answer from the company representative? “Oh, OK.” AGGGGGG. That drives me crazy. First of all, it’s NOT OK that the product wasn’t working right. And secondly, where was a little empathy? Where was some sort of acknowledgement that they indeed heard what I was calling about. None. And you can have empathy in happy and good things too. Empathy isn’t only for disasters and bad times. You can join in when someone mentions a birthday, a vacation, a wedding, or anything that is happy. Point is, just do not ignore what they say. COMMENT on it.

Smile: Yes, the customer can hear it. We all know that. And since we all know that, we all need to do it. And by the way, smiling is showing your teeth. If your teeth aren’t showing, you’re only grinning – not smiling. Grins cannot be heard! Let those teeth show!

Avoid Emotional Leakage: Emotional leakage is the act of ‘getting mad at Peter and taking it out on Paul.’ It’s when we take the negative thought or emotion from one situation and transfer it to another, unrelated situation. It’s not right, not fun and not fair. Let’s learn how to avoid emotional leakage when

one transaction goes bad and you need to deal with another one immediately.

- A. Take a deep breath
- B. Regain your professional composure
- C. Smile (Even if it’s phony)
- D. Then start the transaction

Being Business Friendly will make a huge difference in customer satisfaction. Don’t be cool and aloof and don’t get too familiar; be the middle ground and deliver Business Friendly customer service.

Nancy Friedman can be reached at (314) 291-1012 or email to: nancy@telephonedoctor.com



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Auto Dealership Network Drives Major Savings with MTS Xpress



First installation saves more than \$60,000/year



Using MTS Xpress immediately reduced waste and hoarding, while increasing productivity.

The Performance Automotive Network is a large group of car dealerships in the Midwest and West. Performance has car dealerships in four cities, and is listed among the top 50 dealership groups in the U.S.

The leadership at Performance Automotive began to realize that its parts departments and technicians were spending too much time and money on shop supplies. By installing MTS Xpress automated dispensing technology at six of its dealerships, the network is saving tens of thousands of dollars in labor time and inventory costs.

Problems Tracking Shop Supplies

When a technician at a Performance dealership needed supplies for a job, he would walk to a parts desk and ask for it in person, or simply take it from a shelf in a storage room. Either way, supplies were freely available, with no way for the parts department to track or bill for what was used.

Ken Kocher, director of fixed operations for the Performance group, was seeing a number of problems with this setup. To start with, techs were losing productive time just walking back and forth to the parts room and waiting for supplies, and the parts department was losing time handing out routine items.

Accountability was a problem too, as there was no control over what each technician used, and many of them were hoarding supplies at their work stations.

"Our techs would grab a handful of Brakleen®, sanding discs or valve stems so they wouldn't have to come back for more later," he said. "But the problem was that I'd see the same tech go back on the next job and get another handful.

I would go 'shopping' with a cart to the service bays and find all of the supplies that our techs were hoarding – it was enough to restock our shelves."

Frequently, techs would forget to mention that they took the last of something, which led to stock-outs. Without the supplies they needed, they would sit idle, reducing the number of jobs they could complete. Meanwhile, the parts department would place expensive emergency orders to restock.

It all added up to lost time and lost money for each dealership.

More Control with MTS Xpress

To better manage all of these problems, the Performance group found a solution from Myers Tire Supply, a national distributor of tire, wheel and automotive service supplies and solutions. Myers and its technology partner, Apex Supply Chain Technologies®, are installing MTS Xpress automated dispensing devices at six Performance dealerships in Ohio.

Wholesale business
increased 6.9% at
the first installation.

ACCESS™ 6012 asset lockers have 12 compartments that hold bulky items such as boxes of gloves, cans of grease, Brakleen, anti-seize paste and PB Blaster nut loosener. EDGE™ 5000 machines store and track high-volume consumables such as sanding discs, razor blades, batteries, brake pad lubricant, electrical tape, Loctite® glue, valve stems and duct tape. When installation is complete, each dealership will have one of each type of device.

Every tech has a unique PIN code to dispense the supplies he needs from the device. Details of each transaction go to the Apex Trajectory Cloud™ platform, which is the brain behind each device. Trajectory, in turn, alerts Performance and Myers Tire Supply about who is using inventory, how much, and when.



Ken Kocher, Director of Fixed Operations, found that greater employee accountability reduced supply spending by \$4,500 per month.

Saving Time and Money

Kocher adopted MTS Xpress to give his people more time to be more productive, and he immediately began to see the benefits. The network's first dealership to use the technology, Performance Toyota in Cincinnati, increased wholesale business in its parts department by 6.9%. Kocher attributes that jump largely to the fact that his parts team doesn't lose time handing out shop supplies, which are now stored and dispensed by the MTS Xpress devices.

"The counter guys can now spend more time on the phone making calls to customers, so they sell more," he said.

When technicians at Performance Toyota understood that everything they check out is traced back to their unique PIN code, they became more accountable and started to use less. As a result, the dealership immediately began saving \$4,500 a month on shop supplies.

"We forced a change in behavior with this technology. Now our techs are pulling 2 to 3 cans instead of the 5 to 8 that they used before."

Productivity increased, too, due to all of the time saved by MTS Xpress. The AXCESS™ and EDGE™ sit closer to service bays, so techs regained the hours they had been using to walk to the parts department and wait at the counter for supplies. They are more productive, turning more jobs each week.

Managers no longer have to bother with manual inventory counts, because Trajectory automatically counts what's in each device. When inventory drops to pre-set minimum levels, Trajectory alerts Myers Tire Supply to reorder, and a Myers rep then restocks the device. This means an end to stock-outs, and an end to the work interruptions that they caused.



Employees enter their unique PIN and quickly get the supplies and materials they need.

Making People's Jobs Easier

Kocher was quickly impressed by the positive change made possible with MTS Xpress.

"We were looking for ways to improve the business, and really focused on this pile of supplies in the corner that we weren't paying attention to," he said. "We went with MTS Xpress to save the parts guys' time on what they were buying. And I have more control over inventory — our techs went from taking anything they wanted to only taking what they need."

"I wish we'd had this technology years ago," he said. "If I can make my managers', parts team and technicians' jobs easier, I'm going to save money and make money. And that's what MTS Xpress is all about."

Gain Control and Visibility of Your Supplies

The MTS Xpress Inventory Management System offers multiple options for any size shop. Visit myerstiresupply.com to learn more or ask your Myers sales representative to determine which system is best for your business.



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2016 NETSA Scholarships Awarded

Larry Lesieur, Scholarship Committee Chair

The Road Runner
Fall 2016

We are very happy to announce the winners of our 2016 NETSA Scholarships. Through the support of nineteen Sponsors we were able to provide nineteen deserving students, within our membership, with \$2,000 Scholarships towards their college tuition. Nineteen Scholarships are the most we have ever given out surpassing last year's total of eighteen awards. We received 50 applications this year, which is also the most 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 Julia Kenney of Vermont Tire attending Bentley University. The Mohawk Rubber Sales Award goes to Mark Katz of Nu-Tread Tire attending Salem State University. Nina Callahan of K & W Tire attending Umass Amherst has won the Melvin Tire Pro's Award. The Town Fair Tire Award goes to Ryan Irvine of Tom Lyon's Tire attending the University of Maine Orono. American Tire Distributors awarded its scholarship to Brandon Walsh of Mass Tire and Auto attending the Wentworth Institute of Technology.

Donations collected at the Sullivan Tire trade show booth at the NETSA Trade Show this year and Sullivan Tire have funded the Tim Haley Award which goes to Brady Forshay of Don Forshay Discount Tire attending Dickinson College. Alexa Wilder of Wilder Brothers Tire received the Max Finkelstein Award and is attending MCPHS University. The Nokian Tyre Award this year goes to Erin Robinson of Pete's Tire Barn attending Regis College. The William J. Clark Award sponsored by Cooper Tire was presented to Angela Dupoise of County Tire who is attending Castleton University. Tom Lyon's Tire awarded its scholarship to Joel Katz of Nu-Tread Tire attending Northeastern University.

Pete's Tire Barn sponsors two scholarships, one of which went to Michael Rucki of Rucki & Son Tire who is a Freshman this year at Bryant University while the other scholarship was presented to Joseph Peterson of Town Fair Tire who attends the University of Florida. The winner of the Leo H. Lesieur Award sponsored by Maynard and Lesieur was Connor McDermott of Mohawk Rubber Sales of NE who attends the University of Alabama. Safehold Special Risk awarded its Robert J. Sullivan scholarship to Tabitha Danyow of County Tire who is attending Bridgewater State University. Art Theilman of GT Silver City Tire attending Central CT State University received the Bob Malerba/ Connecticut Tire Dealers Award sponsored by the Connecticut Tire Dealers.

Rounding out our 2016 NETSA Scholarship Award recipients are James Melosci of Mohawk Rubber Sales who is attending the University of Georgia as a freshman and was given the Kelly's Tire Inc. Award. Connor Boucher of Granite State Tire and Battery attending Southern Maine Community College was the recipient of the Reliable Tire Co. Award. Lillian Furrer of Hogan Tire in Mass. attending Bentley University was presented with the Myers Tire Supply Award and Joseph Zaccheo III attending Northeastern University was recipient of the Kurtrick Schlott Award sponsored by Mohawk Rubber Sales, DPH Inc. and myself.

Due to limited space in our Road Runner, we will present biographies of eight of the nineteen 2016 NETSA Scholarship winners in our Fall issue, and the rest will be published in our Winter issue. 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 nineteen \$2,000 scholarships to these very deserving students who have worked hard and accomplished so much in their young lives. These students are our future and deserve our continued support.

Next year we are authorized to give up to 20 scholarships and hope that through your continued support we can give away up to \$40,000 in 2017. From 2003 to now, we have been able to fund over a quarter million dollars (\$256,000) in scholarships through the NETSA scholarship program. I am very proud of that fact, and you should be too. Our Association does a lot of good things for its members and the awarding of scholarships is right up there at the top.

On behalf of the Scholarship Committee and the NETSA Board of Directors, thanks to everyone involved in this worthwhile endeavor and KEEP UP THE GOOD WORK!



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Picture: (Lisa & Steve Dupoise – County Tire, Tabatha, Michael Danyow – Father, Dick Cole – NETSA Exec Dir, Steve Dupoise – County Tire and NETSA Director)

Tabatha J. Danyow – Winner of the \$2,000 Robert J. Sullivan 2016 Scholarship Award (funded by Safehold Special Risk and the NETSA Scholarship Golf Tournament) is from Addison, Vermont. She is a 2012 graduate of Vergennes Union High School and is presently a senior at Bridgewater State University in Bridgewater, Massachusetts.

Tabatha is a Resident Assistant, a position she has held since December 2015. As Resident Assistant, Tabatha has utilized her time management skills to develop and implement programs to increase the well-being of the residents. She has learned to balance multiple responsibilities and has been trained to handle crisis situations. Not only has Tabatha's leadership roll become a resource to the residents, she has forged personal relationships with many of the students.

Tabatha has been on the Dean's List the Fall of 2014 and both Spring and Fall for 2015. She was awarded Staff Member of the Week three times in the Spring semester of 2016 for her outstanding work throughout each of those weeks. Tabatha has been tutoring anthropology students since March 2015. She has been trained to work with students with disabilities, lead small group sessions and tutor students one-on-one. Tabatha is the liaison between the tutors and students, field's questions from students and tutors, answers phone calls and emails, collects payroll information and works with graduate assistants to make the process of acquiring a tutor as smooth as possible.

Mr. George Marshall, Jr., Resident Director, Bridgewater State University, states "Her work with first year students has shown her genuineness for individuality, bringing a positive attitude to our team and an admiration toward being a resource to her fellow students." "On top of her class load, Tabatha organizes social and education programs for her residents in a first year residence hall. As a Resident Assistant, she serves on an on-call duty rotation where she is the first responder for residential issues. Tabatha has proven to be a reliable and approachable student leader."

Tabatha will graduate in May 2017 with a Bachelor of Arts degree in English with a writing concentration, giving her the knowledge and ability to work for a publishing company. The English Society offered her time to work with students by editing their academic and personal work. This experience will help Tabatha achieve her goal of not only creating books for others to enjoy but also give her a better foundation for an editing or publishing career.

Tabatha's father is Michael Danyow, who is an Automotive Technician with NETSA Member County Tire in Middlebury, Vermont. Congratulations Tabatha.



Picture: (Jeff Hood – K&W C.O.O., Dick Cole – NETSA Executive Director, Michael Callahan – Brother, Maria Callahan – Mother, Nina, Jim Melvin Jr – Melvin's Tire Pros, Jeff Short – K&W Senior V.P.)

Nina B. Callahan – Winner of the \$2,000 Melvin's Tire Pros 2016 Scholarship Award (funded by Melvin's Tire Pros and the NETSA Scholarship Golf Tournament) is from Clinton, Connecticut.

Nina, will be a senior this fall at the University of Massachusetts, Amherst, Massachusetts. Her major is in Food Science with a concentration in Health and Wellness and she plans to graduate in May 2017.

Nina is a member of the UMass Dance Company, where she uses her leadership and organizational skills to both create and perform dances for two annual showcases. The dance company has performed at fundraisers for the March of Dimes, Relay for Life and for Diabetes Awareness. Nina is also a member of NEIFT (North East Institute for Food Technology).

Her prior work experience has included a variety of jobs in retail, food service, and Corporate America. Those experiences have taught her valuable skills such as how to work as a team, organizational skills and time management. She completed two summer internship programs working in the Quality Assurance Department of Pepperidge Farm in Norwalk, Connecticut. Nina was involved in organizing over 600 database formula cards, testing different samples in lab for moisture, salt content, PH, texture and water activity, as well as being in charge of regular weekly product showings. Her responsibilities also included numerous shelf life studies and organizing quality assurance product showings. Nina became proficient in the use of salt analysis equipment. These positive assignments have influenced Nina in the art of customer service, organizational skills and time management.

Nina's future after graduation is to attend graduate school for Sensory Food Science. This particular specialty works with consumers of food products and how the five senses affect their purchases. Nina will learn how large corporations work, how their products are distributed across the country and how they extend product shelf life. Nina's ultimate goal, however, is to be in a much smaller field, working with the general population to improve food standards.

Nina's mother is Maria Caporale, who is a Business Development Manager with NETSA Member K&W Tire of Lancaster, Pennsylvania. Congratulations Nina

Message from the Executive Director

The Road Runner
Fall 2016

NETSA's **2016 Scholarship Golf Tournament** was blessed to have had another great success and raised \$13,800 toward our Scholarship Fund. Golf Committee Chair – Jim Melvin Jr, Registration Desk Chair Jack Kelley, Rich Tuttle and Frank Pascale put on a wonderful event for our 93 players at the Shining Rock Golf Club in Northbridge, MA on September 16th. We wish to sincerely thank the 36 SPONSORS for their enthusiastic support of our Industry and our Association, the many businesses that supplied us with wonderful items for our Auction and Raffle, and those that bid on the Auction items and bought raffle tickets. We have listed them in this Road Runner.

Our **Scholarship Committee** – Chaired by Larry Lesieur, announced our Nineteen 2016 Scholarship Winners in this issue of the Road Runner. We feature eight of those nineteen in this issue, and will be featuring the other eleven winners in the Winter Issue of the Road Runner. Congratulations to all.

Our **Benefits Committee** – Chaired by Jack Kelly, met on 9/15/16 to hear presentations from four Companies interested in being a NETSA Benefits Provider. We'll be following up with these Companies and reporting additional Benefits Providers in the Winter Road Runner. It's our desire 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.

Our **Trade Show Committee** - Chaired by Rich Tuttle, has announced this year's Trade Show & Convention will be at the **Foxwoods Resort Casino in Mashantucket, CT on March 31 thru April 1, 2017**. Rich promises another informational and fun event for 2017 with our popular Friday/Saturday schedule. We'll be mailing out more detailed information to all of you concerning the 2017 event, in January of 2017.

Our **Hall of Fame Committee** - Chaired by Jim Melvin Jr, wants to remind you that any NETSA Member may nominate a person they feel is worthy of this award. All 2017 nominations must be received by the NETSA Nomination Committee by December 31, 2016 at netsapros@aol.com. Please see the information, in this Road Runner, on the Hall of Fame Guidelines

Our **NETSA Membership** - Chaired by Dale Franklin, has grown this year to a record **582 paid members**. We are very appreciative to all of you who are members during this difficult economy, and our Board is continually striving to ensure your value in being a NETSA Member. We'll send out our 2017 Dues in November, which will remain the same as 2016, and we encourage you to remain a NETSA member.

Our **Nominating Committee** – Chaired by Steve McGrath, made a nomination to the full Board at the September 15, 2017 meeting to elect Tim Winkler – VIP Tires & Service as a NETSA Board Member. The Board then voted and elected Tim unanimously as our newest Board Member. Welcome Tim to our NETSA Board of Directors.

In Closing, Don't forget to Vote in November. No excuses. We need all U.S. citizens to express their wishes for the direction of our wonderful Country.

Dick Cole –
Executive Director



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Picture (Dick Cole – NETSA Executive Director, Connor, Leonard McDermott – Father)

Connor J. McDermott – Winner of the \$2,000 Leo H. Lesieur 2016 Scholarship Award (funded by Maynard & Lesieur and the NETSA Scholarship Golf Tournament) is from Hingham, Massachusetts.

Connor is a 2015 graduate of Hingham High School, Hingham, Massachusetts and is now a sophomore, majoring in accounting at the University of Alabama, in Tuscaloosa, Alabama.

Connor played football for all four years of high school and was awarded “Best Teammate” in his senior year. He was a member of the National Honor Society from 2011 through 2015, winning the Century Club Award given to the top 25 students in each grade and awards for Outstanding Achievement in English, Outstanding Achievement in History and Excellence in Oceanography.

His community activities included: tutoring classmates, community service, counseling special needs children in sports, assisted the Hingham Food Pantry by packaging food for those in need during the holiday, volunteered his time to the Hingham Fourth of July parade committee where he participated with fund raising and parade day activities. Connor twice attended summer Catholic mission trips, building handicap ramps and painting homes of the elderly. Presently, Connor is a member of AI’s Pal’s, a mentoring program of Tuscaloosa school children where his fluency in Spanish has enabled him to better communicate with students.

Mr. Brian P. McGeoghegan, President of Mohawk Rubber Sales, said “I see one trait that stands above the rest that overwhelms me as I offer recommendation, for Connor possesses an organized drive, work ethic, kind heart and caring spirit. His leadership qualities combined with his spirit to help, allows me with complete confidence to recommend Connor McDermott for scholarship consideration by NETSA.”

Ms. Kelly McPeck, School Counselor, for Hingham High School stated “Connor is diligent, driven, sincere and respectful.” “He sets goals for himself and regardless of setback, he manages to persevere and succeed.”

Connor’s goal is to become a certified public accountant. Pursuit of this goal will require a five year undergraduate degree or an additional year in a Master’s program. Connor will weigh these options as he progresses in his education. His minor in Spanish will help to enhance his language skills and enable him to pursue opportunities with multi-national organizations. Connor will strive to grow personally and become a contributing member of our global society.

Connor’s father is Leonard McDermott, who is the Controller of NETSA Member Mohawk Rubber Sales in Hingham, Massachusetts. Congratulations Connor.



Picture (Bob Vacca – ATD – NETSA Board member; Brandon, Kevin Walsh – Father; Dick Cole – NETSA Exec. Dir.)

Brandon M. Walsh – Winner of the \$2,000 ATD 2016 Scholarship Award (funded by American Tire Distributors and the NETSA Scholarship Golf Tournament) is from Carver, Massachusetts.

Brandon is a junior at Wentworth Institute of Technology in Boston, Massachusetts, where he majors in Business Management. He plans to graduate in June 2018. Currently, Brandon is a member of the Student Association of Managers at Wentworth Institute and was named on the Dean’s List in 2015.

Brandon started working part time at Massachusetts Tire & Auto Service while in his sophomore year of high school. He has worked in both the office and the shop, acquiring knowledge in the fundamentals of vehicle performance, the importance of being consistent and productive while delivering a trustworthy service, how to communicate with customers, and provide them an in-depth explanation of services provided to their vehicle.

Brandon is proud to work with his family in the tire and auto service business and feels they are better communicators in and out of the business. They are an extremely tight family and Brandon’s parents have been very supportive of his personal and career goals. In a letter from Jeremy Teunis, Music Teacher at Carver Middle High School, “I believe Brandon will flourish and achieve in a university setting for several reasons. First, Brandon is a very self-disciplined young man with a tremendous capacity to work diligently towards any goal he believes is worthwhile. Brandon demonstrates this unique quality every day in our school music, athletic and academic programs. Second, Brandon is a leader. His charismatic personality and dedication to excellence in many of his activities brings him the respect of his peers, coaches and many teachers. Third, Brandon is very intelligent. Brandon Walsh is one of the more talented, insightful and self-motivated music students I have had the pleasure of working with in my fifteen years of teaching.”

Brandon’s goal is continue working at Mass Tire & Auto Service and someday in the near future, market the company and develop more locations.

Brandon’s father is Kevin Walsh, Owner of NETSA Member Mass Tire & Auto Service in Weymouth, Massachusetts. Congratulations Brandon.

Welcome New Members

The Road Runner
Fall 2016

Business	Address	City	State	Zip	Tel #
Town Fair Tire Center	111 Teaticket Hwy	Falmouth	MA	02540	508-548-2047
Town Fair Tire Center	570 Meadow Street	Littleton	NH	03561	603-444-0008
Town Fair Tire Center	40 Sockanosset Cross Rd	Cranston	RI	02920	401-463-3065
Town Fair Tire Center	162 South Main Street	Rutland	VT	05701	802-747-0375
Auto Zone	921 South Willow St	Manchester	NH	03103	516-924-6903
Max Finkelstein, Inc	2281B Route 66	Randolph Center	VT	05061	877-999-4428
JTTS, LLC DBA Torello Com Truck Service	187 Saltonstall Pkwy	East Haven	CT	06405	203-467-0308
TD Consulting (Tony DeSimone)	40 Littles Lane	Hampstead	NH	03841	603-489-9206



*To the members of the NETSA community,
Worthwhile Life would not be the successful charitable organization if it wasn't for the generous community that surrounds it. Whether you know it or not, you have helped give back to hundreds of families, individuals, fellow charities and organizations that need the support through your association & dedication to Mohawk Rubber Sales.*

Thank YOU!

For the 3rd year Worthwhile Life Foundation & Mohawk Rubber Sales are proud to announce we will be collecting donations for Nick's Toy Drive: Quinlan's Treasure's. Nick's Toy Drive donates toys to children and young adults who have to spend the holidays at Children's Hospital Richmond, Virginia. To donate a toy or gift contact info@worthwhilelife.org or check us out on Facebook!



1-877-343-9425



www.worthwhilelife.org





Picture (Dick Cole – NETSA Executive Director, Bob Katz – Father & NETSA Director, Joel Katz, Mike Garzone – Tom Lyons Tire)

Erin M. Robinson – Winner of the \$2,000 Nokian Tyre 2016 Scholarship Award (funded by Nokian Tyres and the NETSA Scholarship Golf Tournament) is from Peteroham, Massachusetts. Erin is a 2015 graduate of Ralph C Mahar Regional High School in Orange, Massachusetts. She is a sophomore at Regis College in Weston Massachusetts. Erin plans to graduate in 2019 with a degree in nursing.

Participation in sports activities was a large part of Erin's high school years. She played soccer in 9th grade, volleyball in 10, 11 and 12 grades, and both basketball and softball for all four years of high school. She was voted captain of the volleyball team in her senior year and captain of the softball team in both her junior and senior years. Erin was a member of the Peer Mediation Club from 7th through 12 grades; she volunteered at church and was also a member of the Fish-N-Game Club at Ralph C Mahar Regional High School.

Erin was a part time seasonal employee at the Red Apple Farm for three years. She assisted wherever needed and her last season was spent assisting the baker with the pies, breads and pastries. Erin intends to work during winter breaks and summer months.

Miss Barbara Schulze, Science Department Coordinator for R C Mahar Regional School speaks highly of Erin. "Erin is a strong student who is clearly motivated to learn. She makes her school work a high priority and comes to class prepared to work." "Erin is a mature, respectful young lady who has gained the respect of her peers and teachers." "I am fully confident that Erin will be a great asset to the college she attends due to her strong work ethic, determination to succeed, and solid academic foundation."

Pennie J. Smith, teacher, at Ralph C. Mahar Regional School, Orange, Massachusetts states "I would recommend her enthusiastically as a worthy recipient of your scholarship in terms of academic performance, extra-curricular activities and character."

Erin Robinson's dream has always been to work in the healthcare field. She is attending one of the most prominent nursing schools in New England. Erin is highly confident to learn from some of the very best hospitals in the country, located right in Boston, Massachusetts. Her long range goal is to become a midwife and desires to work at Brigham and Women's hospital.

Erin's father is Dana Robinson, who is the Controller of NETSA Member Pete's Tire Barns in Orange, Massachusetts. Congratulations Erin.



Picture (Dick Cole – NETSA Exec. Dir.; Laurie Rucki – Mother, Michael, Alex Rucki – Father, Rob Guerin – Pete's Tire Barn)

Michael J. Rucki – Winner of the \$2,000 Pete's Tire Barn 2016 Scholarship Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament) is from Ludlow, Massachusetts. Michael graduated from Holyoke Catholic High School, Chicopee, Massachusetts in June 2016 and will enter Bryant University, Smithfield, Rhode Island, for his freshman year. Michael has chosen Marketing as his major with an anticipated date of graduation in June 2020.

In high school, Michael participated in both the indoor and outdoor varsity track teams and was the recipient of many awards. Michael tutored Chinese foreign exchange students and helped to teach them more about the American culture. He was accepted into the National Honor Society last fall.

Michael volunteered at a local organization that had a goal of providing supplies to expectant mothers who did not have the money to get everything they needed to care for their child. For two Christmas seasons, Michael helped to wrap gifts at the local mall to benefit VNA Hospice. He contributed to a Christmas project that provided gifts for the children of incarcerated parents. Michael felt that the most substantial project he participated in was to serve a year on the Pastoral Council at his parish. In this position, he attended monthly meetings and gave his input on events.

For the past 4 years, Michael worked at Rucki and Son Tire during summer months, after school and between his sports participation. He also worked the past four years mowing neighbor's lawns, painting for neighbors and washing cars. Last year he spent over 150 hours painting and helping to fix up a neighbor's house to prepare it for sale. Dr. Corinne D. Morgan, Holyoke Catholic High School, said "His intelligence alone makes him stand out, but it is compassion and kindness for others that truly make him a special student. Michael goes out of his way when doing group work to help those who are struggling. He will add intelligence and energy to any classroom, pushing both group discussions and himself to their highest academic potential."

Michael wants to combine his love of cars and numbers by working in a career based around them. With a degree in marketing, his dream of either selling cars or working in a finance department of a car dealership would be suitable for him. Michael would like a position that makes it feel as though he never has to go to work and a career centered on automobiles would make that possible.

Michael's father, Alex Rucki, is owner of NETSA Member Rucki & Son Tire in Holyoke, Massachusetts. Congratulations Michael

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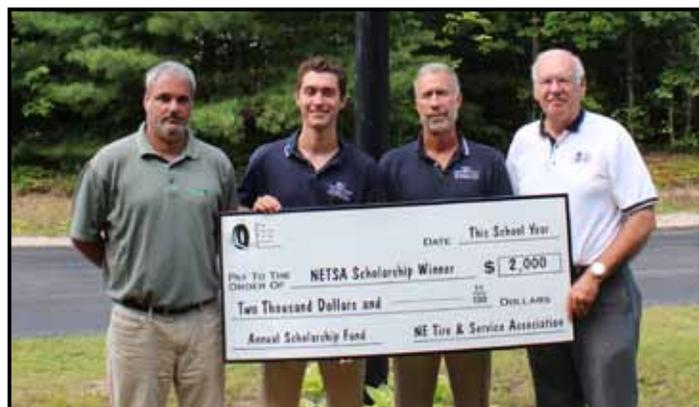
Picture (Dick Cole - NETSA Executive Director, Bob Katz - Father & NETSA Director, Joel Katz, Mike Garzone - Tom Lyons Tire)

Joel A. Katz - winner of the \$2,000 Tom Lyons Tire 2016 Scholarship Award (funded by Tom Lyons tire and the NETSA Scholarship Golf Tournament) is from Marblehead, Massachusetts where he attended Marblehead High School graduating in 2012 with a 3.6 GPA and scored a perfect 800 on the Mathematics portion of his SAT. He lettered three years on the Varsity Football Team as an Offensive Guard and Defensive Linebacker, awarded the "Unsung Hero Award" as a Junior, the "Esso Haines Award" his Senior year, chosen by his teammates as one of three captains also his Senior year, was named to the All-Conference Team of both the Salem News and the Lynn Item, and was a Boston Globe and Boston Herald All-Star. He was also a three year member of the Winter Indoor and Spring Outdoor Track Teams, the Varsity Wrestling Team his Freshman year, and became the Sports Editor for his school newspaper his Senior year. He was a three year Class President, was a Co-President of the Student Government his Senior year, and was the Host of the Senior Class Talent Show. His High School Guidance Counselor, Allan Gauthier, says "He is honest, respectful and conscientious. He is an integral part of this high school community and his presence has a significant and positive impact."

Joel has been very active working and volunteering these past years while attending school. He's worked for Nu-Tread Tire cleaning the shop, changing tires, performing oil changes on vehicles, and learning to do general mechanical services. He also worked his Junior year as an Instructor at For Kids Only, an afterschool program in Peabody, that helps educate, guide and mentor under privileged children. He has been an energetic two year volunteer with the Big Brother "Bridging Lives" program where he spent every Sunday with his "little brothers" as their mentor and positive role model finding this to be extremely rewarding.

Joel is attending Northeastern University in Boston, MA as a Senior majoring in Business Administration (Marketing) and has earned a 3.3 GPA. He's been a member of the Northeastern University Entrepreneurs Club and the Northeastern University Marketing Association which both meet weekly. He's worked as a Lab Attendant in the Mathematics Department, for Techtronic Industries in the Northeastern University Cooperative Program as a Field Sales Rep. and for Boston Beer Company as a Donations Coordinator and Brewery Ambassador. Joel's goal is to earn his Bachelor's Degree in Marketing and then his Master's before working in Marketing Management.

His father, Bob Katz, owns NETSA member, Nu-Tread Tire and Auto Service in East Boston, MA. Congratulations Joel.



Picture (Ron Barns - Sullivan Tire, Brady, Don Foshay Jr.- Father; Dick Cole - NETSA Executive Director)

Brady W. Foshay - Winner of the \$2,000 Tim Haley 2016 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from South Portland, Maine.

Brady graduated from Cheverus High School in 2013. He participated in basketball, baseball and cross country as well as both indoor and outdoor track. In his senior year, Brady was the individual 800 meter indoor state champion. He also won state championships in the indoor 4x800, 4x200 as well as outdoor state championships in the 4x400, 4x800 and 4x100. In his senior year, Brady was captain of both cross country and indoor/outdoor track. He was also awarded the MVP (Most Valuable Player) in track and field at the end of his senior year.

Brady volunteered at the Easter Seals Child Care and Learning Center during his senior year of high school. His position was to help prepare both autistic children and children with various disabilities for kindergarten. Each day was spent teaching different activities to the children to stimulate their readiness abilities.

During the last five years, Brady has worked for his father in his tire warehouse where he was utilized stocking tires that came in every day, as well as loading tires on trucks to be taken to different stores. Brady also worked for the City of South Portland in their civil engineering internship program. It was with the city position that he worked with others to help create a GPS mapping system for the cities bike and walking trails. They took pictures through various trails and then uploaded the photos onto an internet database that would take the on-line viewers through each trail. The project eventually was given to the cities' technical group, and Brady was transferred to the grounds keeping department. It was there, that Brady helped maintain different city-owned properties.

Brady is attending Dickinson College in Carlisle, PA as a Senior majoring in English. He traveled to England and is passionate about his goals and aspirations of exploring different cultures of the world. He hopes to use writing as a craft that can bring personal and career oriented success to his life

Joe Connors, Operations Manager for Summit of New England, said "I have had the pleasure of having Brady as a valuable employee. He has been exceptionally dependable and has proven to be versatile in our office and warehouse setting. He produces consistent quality work with attention to detail. All duties were always performed professionally and correctly. His great personality and attitude were just icing on the cake."

His father Donald A. Foshay, Jr., owns NETSA Member Summit of New England in Biddeford, Maine. Congratulations Brady.



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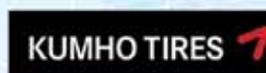
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Warm Up For Winter Tire Season

Kristen Pietryka, Net Driven

The Road Runner
Fall 2016

It's that time of year again. The leaves are changing color and the sun is setting earlier. Ahh, autumn--the beautiful season of harvest. It's such a great time to think about and enjoy apple cider, bonfires, pumpkin flavored everything, football games, and winter tire sales. What, winter tire sales?! You got that right, now is the best time to promote your best winter tires, in preparation for the winter weather ahead!

As an automotive professional, you already know why winter tires are important and the facts that back up this claim. BUT do your prospective customers? Do your site visitors? What about your social media followers? Provide information that's important for them to know when making online purchases decisions.

Winter tires, just like any other product, receive some backlash from customers. The most common reasons behind drivers not purchasing winter tires are that they believe "all-season tires are enough for the winter months", "winter tires cost more than all-season tires", or they believe they "don't drive enough in the colder months for winter tires to be worthwhile".

Combat these common beliefs through your internet marketing promotions! Let consumers know why they should have winter tires, how it will benefit them, and that you'll be there to make sure they're satisfied AND safe.

Create ease for online consumers searching for new winter tires. Also, don't forget about those customers who want to reuse their winter tires from last season-- they need service, too! Maybe you offer summer tire storage. Let people know! Post about it on social media, put it on your website, or run a targeted ad campaign online.

Beginning to promote your winter tires during the fall will be very beneficial for your business and the means of promoting online are endless. Do you want to fully resort to Facebook and Twitter? Do you want an eye-catching slider to appear on your business' website

throughout the fall months? Or maybe you wish to run a targeted PPC campaign around the time of your promotion?

Create an online marketing strategy to promote your winter tire sales and stick to it! This means paying attention to what works and what doesn't. Maybe adding promotional content to your website will help increase winter tire quote requests? Perhaps social media is the way to go for your current and target customers? No matter what you want to do, [well-planned] online resources can help you every step of the way.

HINT: Offering high-quality tire videos on your website, social media pages, and in emails to customers are great ways to promote your winter tires. Imagine being able to show your potential customers exactly how your top selling snow tires perform in winter conditions. Seeing is believing, and nothing helps consumers see your tires in action like video.

What it comes down to is this, with the help of a powerful responsive website you can increase your winter tire sales in many ways. When combined with a strong social media presence, you have an advantage over your competitors and you will attract more of the winter tire shoppers.

So, be ready for winter tire shoppers, and more importantly, be ready for winter weather!

Kristen Pietryka can be reached at (877) 860-2005 ext 301 or email at kpietryka@netdriven.com



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Don't get caught out in the cold!

2017 Hall of Fame

**Nominations now
being accepted:
Deadline is
December 31, 2016**

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.

2017 Hall of Fame Nomination:

Their Name _____

Company Affiliation _____ **Years** _____

City _____ **State** _____

Recognition and Awards Received In Our Industry _____

Recognition and Awards Received Outside our Industry _____

(Use more space on another page if needed)

Your Name & Tel # _____

Fax or Email your nomination to: (207) 846-0987 or netsapros@aol.com by 12/31/16

Well hello again. It has been awhile since my last letter but I've been busy with life. My wife Susan and I have had a "few" doctor dates lately which have kept us busy. Praise God, all is well.

More importantly, I have been working at getting some quiet time to 'listen with my heart' and hear deep within my soul what next to share with all of you. This is not that easy for me, but I have been working at acquiring quiet time each day for many years now. Some days I 'get it', some I don't. But one thing I have learned, I never stop trying. It is so worth the effort! Once again I invite all to work at it and gain the beautiful benefit of quite time.

As most of us already know, life continually presents us with opportunities for achieving that which we desire. Again we are confronted on a daily basis, with the reality, that we can influence our world. "...the greater part of our happiness or misery depends on our dispositions and not on our circumstances..." Martha Washington.

The history of human life is the history of each person's journey from birth to death. Life is a process where we learn, we grow, share burdens, reformulate ideas, and restructure our values. In other words "Life is what happens while we're making other plans." "One problem for a lot of us is that the first step can be so difficult." Sometimes that first step hits us as such a big one. A quote from Mme. du Deffand (1696 to 1780 French hostess and patron of the arts) tells it this way: "Our doubts are traitors, and make us lose the good we oft might win by fearing to attempt."

Daily life hold so much! Every morning we can open a package, so to speak, of "That joyous certainty" that is out there for us, with the right choice, the right attitude. Yes, Life has seasons. I like to think that everything is for a season, the good times as well as the bad times. Each change takes some of the old with it, yet brings something new. I judge for a lot of us this thought can be somewhat difficult. Change is certain, yes. But the unknown is still a little scary. I fully understand that some question this and for some of us just getting the day started at one time or another can be troublesome. In my opinion, the book containing the wisdom of ages, the Bible, states this: "Do not be terrified; do not be afraid of them. The Lord your God, who is going before you, will fight for you" (Deuteronomy 1:29,30)

It's not just major challenges that require courage from a lot of us. It can be even the minor skirmishes with life that demand some deep breath, perhaps pushed prayers, and lots of hope. As we have experienced, especially if old enough, is that "life is not always what one wants it to be, but to make the best of it as it is, is the only way of being happy."

—Jennie Jerome Churchill (Born Cobble Hill, NY, NY-American Born British Socialite and Mother of Winston Churchill)

There is no easy way through this life. Few days are void of some type of struggle. Am I meeting this situation in this moment, or am I letting the past govern me. Am I acting or reacting? But know that no problem is beyond solving. "You can't change the past, but you can ruin the present by working about the future." ...anonymous

Life is what it is. People are who they are. All the wishing and trying and struggling cannot change any of this. I have realized over time that the person who has the most to do with you and what happens to you in life, is you! Let's be honest with ourselves, we make decisions and we decide how much energy we want to put behind that decision. Let us admit our imperfections; they are part of our humanity. I have come to understand, that I have control over my own destiny each day.

So today let's all accept the responsibilities of our lives. It is time to STOP AND LOOK WITHIN. Please try, it truly feels good to know that we are in charge of our own lives, that you and I have

choices in our lives and we can accept the outcome of our personal decisions.

"A good head and a good heart are always a formidable combination." (...Nelson Mandela) and that combination will help us through the day. And help us take responsibility of our day.

We have so often tried to make everything the way we want it so that we could feel good. We even have tried to make people do what we anted them to do so we could be happy. The closer we come to accept what is here... what is real... what is true, whether we like it or not, the closer we will be to finding JOY. Marianne Williamson shares this thought; "JOY is what happens to us when we allow ourselves to recognize how good things really are."

Joel Osteen in his book "Your Best Life Now" talks about "don't just go through he motions in life. Have some enthusiasm." When you live with passion and are excited about your dreams, other people will notice. I believe and pry that all kins of advantages and opportunities will come your way if you'll simple do everything with enthusiasm, with your whole heart. Ok some might not believe it's possible to do and act like this, but I suggest that's the way you and I should be. Please just don't go through the motions in life. Have some enthusiasm! For example, when I am asked throughout a day, "how are you doing" my response is fast, BEST DAY EVER, even when the clouds are all around me. Please try it, choose to be happy, put a smile on your face and let the world know you are enjoying the life the God of your understanding has given you. Don't live another day defeated and depressed. Dwelling in crisis prevents us from moving forward. Stir yourself up; rekindle that fire of joy and passion. Get it, Get it, Get it... allow it to sink into your head and heart that God Does Not Make Junk- Choose to be AWESOME!!!

In the New Testament, the apostle Paul spoke to his young coworker Timothy: Fan the flame. Rekindle the embers. Stir up the gift that is within you."(2 Timothy 1:6)

My prayer is that we stop looking at what's wrong today. We are not a result of our mistakes—we can each do better and it might just start by thinking positive, happy thoughts.

I hear some of you asking what happens if the day ends in the pits? My answer is that tomorrow will bring each of us one day closer to a breakthrough, a miracle, one day closer to turning things around. This will be the day you will see a sunrise or a sunset or a rainbow or a smile from a little child and you will know. This will be the day you will know that it is not all about the struggle you have been up to or the results you want to get. You will know that it is all about being touched with joy of this day called life.

James McGreevey (politician) states: "I try to be grateful for the abundance of the blessings that I have, for the journey that I'm on and to relish each day as a gift."

May the world be kind to you, and may your own thoughts be gentle upon yourself.

—Pat McGeoghegan

P.S. May the raindrops fall lightly on your brow. May the soft winds freshen your spirit. May the sunshine brighten your heart. May the burdens of the day rest lightly upon you. And may God enfold you in the mantle of His love... Irish Blessing.



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Sonny Toce (L) with Mark Rochefort (R) at the presentation of the NETSA Hall of Fame induction.

Dominic R. Toce Obituary



Dominic R. Toce, 85, of Torrington, CT, passed away Sunday, July 3, 2016, at Charlotte Hungerford Hospital. He

was the husband of the late Rita Ann (McCarthy) Toce.

Sonny, a nickname he was given by his dad, was born May 15, 1931, in Torrington, son of the late Dominick and Angela (Leroy) Toce. Sonny often accompanied his father to work at the family business, starting at the age of nine.

Sonny graduated from Torrington High School, class of 1949, where he was known for his prowess on the basketball court. He went on to complete his education at the University of Connecticut, Class of 1953 with a B.S. in Business Administration. After College, Sonny returned to Toce Brothers, the family business, which started in 1924 by his father and three uncles. It was there that he met the love of his life, Rita McCarthy, as she was walking by the garage on her way to work. They married in June of 1953, and later that month he was drafted into the US Army. He joined the transportation battalion where his knowledge and experience allowed him to rise to the rank of sergeant.

Upon his honorable discharge in 1955, Sonny rejoined Toce Brothers when they were selling GMC trucks and starting to diversify into the tire industry. Realizing the benefits of concentrating on one area, Sonny decided to cease the sale of trucks and focus on the tire industry.

Through his hard work, devotion and commitment to the tire service business, Sonny rose to the rank of President of Toce Brothers in 1975. Sonny realized that it was important to service all areas of the tire business: passenger, light truck, commercial, farm and off-road. He built the business with a loyal company base that is dedicated to customer service, providing not only tires, but also service to customers in the field and beyond. Well into his 80's, he still went to work most days with the same grace, honor and loyalty that he had his entire life.

Anyone who knew Sonny would describe him as a hard working, dedicated and a sincere businessman. He worked in the trenches alongside his fellow employees, in the shop or on the road changing tires. To quote Sonny, "Basically, it is a very simple theory. We were brought up to work hard, try to do everything right, be fair and honest and always pay the bills. This is the simple theory upon which our business is founded." Sonny was devoted to the tire industry for over six decades, and celebrated the Toce Brothers 90th anniversary in 2014.

Sonny also had a strong devotion to his family. He and Rita raised four daughters and one son. Sadly, his son Mark died in a tragic car accident in 1977, and his beloved wife Rita preceded him in death in 2011. His daughters and one of his grandsons are currently active in the tire business and will carry his legacy forward.

Sonny traveled the world with Rita and vacationed every summer in Rhode Island. He was a fanatic for UCONN basketball, following both the men's and women's teams closely. He also enjoyed watching the Indianapolis 500,

a particular favorite, and had the privilege of seeing the race in person, even visiting the pit area. He was an avid card player.

Sonny was active in many organizations was a former member of Goodyear Dealer Councils. He was a recipient of the 2003 Business Leader award from the Northwest Connecticut Chamber of Commerce, as well as one of the founding members of the local Varsity Alumni Club. He was also a member of the Elk's, Unico, and the Masons and was a Shriner. Sonny is survived by four daughters, Debra Lopardo (Mark) of Torrington, Janice Toce Lesieur (Mark) of Torrington, Diane Barrett (Russell) of New Hartford, Karen Morin of Torrington and nine grandchildren.

In lieu of flowers, memorial contributions may be made to the Varsity Club Alumni, c/o Paul Denza, 60 Wheeler Lane, Torrington, CT 06790 or to The Center for Cancer Care Fund, 200 Kennedy Drive, Torrington, CT 06790. Condolences may be sent to the Toce family by visiting www.cookfuneralhome.com

"Sonny was also a valued and respected member of our NETSA Hall of Fame and will be greatly missed – NETSA Family"

Motostar Holds Inaugural Customer Appreciation Golf Invitational to benefit the New Hampshire Chapter of Make-A-Wish Foundation. The Invitational was held at the Atkinson Resort & Country Club with many of their customers, manufacturer partners, and Motostar staff raising \$5,500 that was presented to Holly Blanchard from Make-A-Wish and Guest of Honor, Padraic, a Wish Trip recipient.

NETSA Hall of Fame Nominations are open for any NETSA Member to nominate a person they feel is worthy of this award. See page 35 for more information on the Hall of Fame Guidelines. All 2017 nominations must be received by the NETSA Nomination Committee at netsapros@aol.com by December 31, 2016.

NETSA 2017 Trade Show Dates Are Announced. Rich Tuttle, Chairperson of the Trade Show Committee, has announced that the NETSA Trade Show & Convention will be held at The Foxwoods Resort & Casino on March 31st & April 1st, 2017 in Mashantucket, CT. Full details will be available the end of January 2017

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