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NETSA

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Mail Room - We'd love to hear from You!



Optimism About the Future at 2017 Trade Show

Rich Tuttle, Trade Show Chairman and NETSA Vice President

As we all know, it hasn't been a good start to 2017. For whatever reason tire sales and mechanical work have been down across New England. Some tire dealers and distributors have said it's been the worst first quarter they've had in a long time. Some have said the worst ever. People are just not spending money on their vehicles. But at the 2017 Tradeshow at Foxwoods on March 31 and April 1st, tire dealers and exhibitors were optimistic about the future of our industry. They talked about the past being bad, but are looking forward to the future. The key in the tire business is to survive the bad times the best you can, and don't be afraid of the future. That seemed to be the theme throughout the weekend. That is what makes our industry great and strong. We don't give up!

The 2017 Trade Show at Foxwoods on March 31 and April 1st was another successful show. We had 50 Exhibitors taking up 115 booths. This was about the same as last year [up 1 Exhibitor] meaning another sell out. The move in went great, but a little cold in the hall. Move out went smooth as well. We at NETSA would like to thank all Exhibitors for coming and for their support.

We had 791 attendees at this year's show. It was down a little from last year [835]. I think the winter storm on Friday and Saturday kept some people home, but it still was our second best attendance ever. We at NETSA would like to thank all who attended.

The seminars were very well attended again this year. The eight a.m. seminar had 40, the second had 60 and the third had around 80. All three were very informative and well received. Providing good quality seminars is a key part of our tradeshow.

We at NETSA would like to thank Scott Zolak (pictured right with NETSA attendee) for being our 2017 keynote speaker at our luncheon. This is the second year in a row we tried something different at our luncheon and it seemed



to work. As a fan of the Patriots, I really enjoyed having him there. For

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Cole Announces Retirement

NETSA Executive Director, Dick Cole, Announces Retirement

The Road Runner
Summer 2017

After 14 years as the Executive Director of the growing New England Tire and Service Association, Richard (Dick) Cole has announced his upcoming retirement, effective January 31, 2018.

Dick accepted the Executive Director position in 2003 and has been instrumental in NETSA's growth and the expansion of services for our association. In 2003 there were 240 member locations. Today NETSA supports over 580 member locations with our Trade Show event. NETSA also co-sponsors 20 annual college scholarships, publishes the Road Runner newsletter, maintains an internet web site, as well as monitors state legislation on issues affecting our industry.

Dick served as a board member during the early 1990's, served as President from 1999-2000, and became a Hall of Fame inductee in 2011. His work within the industry provided him with the necessary background to understand how our industry works. Dick began his tire career in 1973 as General Manager of A.J. Cole Tire, a division of Cole Enterprises, which was started by his grandfather. He later moved to Yarmouth, Maine where he and Jane, his wife, owned and operated Dick Cole Tire Center in Portland for over 16 years. Dick built his business by treating every customer as he would his own mother. This approach proved very successful for his business.

NETSA board members are thankful for the groundwork that Dick has provided and his coaching skills have helped board members in numerous ways.

Current NETSA President Tony DeSimone states, **"We have a huge challenge to fill Dick's position with someone possessing his passion and attention to detail. Dick provides critical support concerning various industry issues including State Legislation. Dick's role is imperative in keeping the Board and membership aware of pending legislation throughout New England. His efforts have resulted in NETSA having significant input into 70 legislative bills that have been before our state representatives. Dick often testified to insure we had a voice before these bills were brought to the floor for a vote, and often played a significant role in the outcome."**

Current NETSA VP Rich Tuttle from Nokian Tyre, has worked closely with Dick on the Trade Show for many years. He states: **"Dick has helped us coordinate one of the best auto repair Trade Shows in the country. When Dick started, the NETSA Trade Show was suffering in exhibitor participation,**

as well as attendance. However, Dick has helped us to become one of the best automotive events, with exciting tradeshow themes, educational support, and communication to members as to what is going on within the industry."

NETSA Treasurer Matt Lewis, from Max Finkelstein, says: **"The financial health of our association is strong because of Dick's attention to detail. Our financial reports provide the facts that NETSA vendor partners want to see, such as growth in membership, as well as a financially strong, efficiently run organization. All of this is accomplished while keeping pricing within reach for all members and exhibitors."**

Larry Lesieur of Maynard & Lesieur Inc, former President and Treasurer of NETSA, credits Dick for expanding the College Scholarship program. From securing sponsor

participation, to reviewing all applications, circulating application packages back to the sponsors and notifying scholarship recipients, he works effortlessly to insure the success of the scholarship program. Dick travels back from Florida each year to personally meet each scholarship recipient.

Steve McGrath of Tire Warehouse, former President and Secretary of NETSA, states that: **"Dick provides guidance to members in a way that keeps them focused on association projects and priorities. He coaches board members to insure they follow NETSA guidelines while they**

get the job done. He has a great grasp of timelines and task sheets to insure critical completion dates are met. He does this diplomatically as he balances the Association's needs, while considering the wide range of personalities on the board. Steve Dupoise of County Tire, a NETSA past President, stated that Dick provided him an outstanding level of support that made his job as President much easier. "Without Dick's dedication, these Executive Board positions would pose much more of a challenge than they do now. He will surely be missed."

Pam LaFleur of ATD, former Board Member and assistant to Dick Cole, states: **"It has been a pleasure working with Dick. Over the years he has come to be a great friend. His dedication to the organization shows in everything he does. He has lead with honest passion and compassion and will be missed. I wish he and Jane, his wife, all the best!"**

Dick Cole will be assisting the NETSA Executive Search Committee with the transition that will be completed by January 2018, and is looking forward to spending quality time with his wife Jane. The Executive Committee has begun the search process for Dick's successor. See page 5 for details.



Circa 2003/2004 - Spencer Carruthers, 03/04 NETSA President, welcomes incoming Executive Director, Dick Cole.



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Since this is my first article as President of the New England Tire and Service Association, I want to thank the Board of Directors and the Membership for entrusting me with this opportunity. When I look back at the people that have served before me, it is quite impressive. The list includes at least 12 Hall of Fame Members and certainly some potential future

candidates. I know the bar has been set very high for this office, and I will do my best to uphold the standards set by my predecessors.

The annual Trade Show at the Foxwoods Resort enjoyed another successful year. We once again sold all the available booth spaces to our outstanding vendors, and the turn out for both days was very impressive. This event neither happens nor runs as smoothly as it does, without a lot of hard work behind the scenes. So a special thank you goes out to Rich Tuttle and the Trade Show Committee for the months of preparation and effort that goes into making our Trade Show the premier Tire Association event in the country.

Congratulations once again to our Hall of Fame Inductees, Lionel "Nelly" Labonte, Ron Pisciotta Sr, and Robert "Bob" Katz, all stalwarts of the Tire Industry and well deserving of this recognition by their peers.

One of my goals going forward as President is to get more members involved with the association and especially with the Board of Directors. All our meetings are open to any member, and I would encourage you to attend a meeting and see what goes on in your association. If you would like to attend one of our meetings, please contact any Board Member so a spot could be reserved for you. We are always looking for members that want to get involved and keep this association working for its' membership.

Finally, at my very first meeting, Dick Cole announced his intention to retire as Executive Director of NETSA. This is certainly a well-deserved and well-earned step in Dick's life. Dick will stay on until January 31, 2018. He has served with distinction and dedication for the past 14 years. He was hired at a time when the association was, to be kind, in dire straits. We are now a well-organized and financially sound organization, due in no small part, to the efforts of Dick Cole. On behalf of the Board and our members, thank you Dick for all you have done and will

continue to do for NETSA. The search for a new Executive Director has begun (*see position description on opposite page*), input as well as suggested candidates from our members, are welcome.

I look forward to seeing a lot of you at our September Golf outing. Stay tuned for details.

Tony DeSimone

Optimism About the Future at 2017 Trade Show

continued from pg. 1

2018 we are looking to do the same but different.

The NETSA Hall of Fame Dinner and Scholarship Auction is one of our main events at the Trade Show. We would like to welcome our three new members to the NETSA Hall of Fame. Bob Katz of Nu-Tread Tire & Auto Service, Ron Pisciotta Sr. of Maple Tire Centers and the late Lionel "Nelly" Labonte of Stratham Tire. Our Scholarship Auction raised over \$7500.00, which goes directly into the Scholarship Fund, and goes a long way to providing scholarships to our members. We at NETSA would like to thank all who donated auction items and all who bid on them.

We also wish to thank all of our sponsors for their support. With their help and support, we had a successful show.

Finally I'd like to thank Dick Cole and all the Board of Directors for making this year's Trade Show a success. It is truly a team effort. Also, we are announcing that our 2018 Trade Show will take place on April 6th and 7th 2018 at Foxwoods Resort & Casino in Mashantucket, CT. Please save the dates.



Scott Zolak, Former New England Patriot & 2017 NETSA Tradeshow Keynote Speaker grabs a few moments with Betsey Tuttle.

EXECUTIVE DIRECTOR

Position Summary:

This is an Independent Contractor Position that provides administrative support, financial record maintenance, budget preparation and implementation of business plan to achieve association goals in conjunction with the Executive Board and Board of Directors. Participates in regularly scheduled BOD meetings and maintains communication with NETSA Member Locations.



These responsibilities include but are not limited to:

- Attend to the regular administrative management of the Association.
- Send notices regarding, coordinate, and attend board meetings and board-sanctioned committee meetings. Ensuring the results of these meetings and committee accomplishments are in conformity with the bylaws and goals of the Association as directed by the Association's board of directors.
- Work in coordination with the board-elected treasurer to maintain current Association financial records and records regarding the status of the Association memberships, payments received, expenses incurred. Consultant will prepare appropriate information to an Association-hired accountant for annual tax-return preparation.
- Consultant will bill for all membership fees and services provided by the Association and deposit payment for these when they are collected in an account to be provided by the Association.
- Consultant will maintain contact with the existing Association membership and be a central information point for those existing members. Will provide communications on membership benefits and their details to all Association members.
- Consultant and Board Members will actively recruit and sign up new members. Build prospective Association members list and maintain a system to increase Association memberships. Association has expressed an interest in growing members on an annual basis.
- Consultant will also maintain a member benefits package satisfactory to its' Board of Directors. This role involves the search for new programs in addition to existing programs accepted by the Board of Directors and in coordination with the Benefits Committee.
- Consultant will coordinate one Association tradeshow annually in coordination with the Association and the Trade Show Committee.
- Consultant will coordinate one annual golf outing for the Association in coordination with the Events Committee. A second outing may be held during the annual Trade Show weekend at the discretion of the Board of Directors and the Events Committee.
- Consultant will produce four Association newsletters annually.
- Consultant will maintain a web presence for the Association which currently includes www.netsa.org . All expenses for the development, maintenance, and publishing of this website shall be the responsibility of the Association.
- Consultant will promote and report on activity of the Association Scholarships Program and hold all records pertaining to this event.
- Consultant will monitor New England State Legislation that pertains to, or, affects the tire and automotive service industry. Will provide updates on such legislation to the NETSA Board of Directors on a timely basis and ensure NETSA representation at any formal hearings

These responsibilities are not inclusive and Consultant will be responsible to assist the Board Members with other Association functions on an as needed basis as instructed by the Executive Committee.

Qualifications:

- Tire and Service Industry experience a must
- Excellent Communication and writing skills
- Able to travel throughout New England when required
- Self-starter able to work without supervision
- Excel and Word skills a plus



New England Tire and Service Association is a non-profit trade association incorporated in Massachusetts in 1951. The association provides support services to independent businesses selling tires and independently owned businesses providing automotive services. We currently support over 580 member locations throughout New England.

Interested Parties should submit a Resume to:

**Tony DeSimone, c/o NETSA, PO Box 1012, Yarmouth, ME 04096 or
Email: Desimone49@gmail.com**



As I'm writing this article right after Memorial Day, I should be looking forward to summer but right after the holiday, I got a call at 5:45 AM from one of guys who comes in early, that there was a problem. The problem ended up being

that my long-time warehouseman died over the weekend here on the premises. He had a master key and would spend some time at the warehouse even on weekends. He was a nice guy and a dependable, hardworking employee who will be nearly irreplaceable. Most of our employees have been with us a long time but Tony was here longer than all of them. I think he was here over 25 years and he was just over 60 years old when he died. Way too young. I've worked side by side with him for most of those years now. Sometimes life is cruel and unfair. It hasn't been too great lately.

We are once again in the process of picking scholarship winners for NETSA. The applications are top quality and it makes it hard to choose winners. I know it sounds like a cliché but all the applicants could easily be picked for our scholarships. It seems like 20 scholarships is a lot but I really wish we could do more. Thanks to all of you who sponsor scholarships, donate prizes, attend the golf outing, and bid on prizes at the annual Hall of Fame Dinner. Without all of you we could not continue to make this the great success it has become. Thanks also to all who applied for the scholarships.

I must admit that the reversal of Chinese tariffs on medium truck tires caught me completely off guard. I did not see that coming. With 225/70R19.5 Chinese tires getting close to around \$100 I figured sure that the tariffs would be upheld. Even with the decision, pricing has gone up somewhat, but it's still very competitive. It looks like the inexpensive new medium truck tires will continue to come from overseas, while the premium truck tires will continue to come primarily from the U.S., Canada, and Japan. The ones getting hurt the most by the decision are our medium truck retreaders who are feeling the pressure of competing with the Chinese medium truck tires. It will be interesting to see what changes occur in the next few years.

On a related subject, we have been stocking the Samson's in bobcat tire sizes because they have the extra plies at a competitive price and have held up well. ATD has been forced to drop the Samson brand because it got hit with huge Chinese tariffs recently that have to do with the recent off the road tariffs, and they also got whacked on

their farm tires. I didn't even know that those types of tires were subject to tariffs. President Trump is putting pressure on to keep jobs in the U.S. That sounds great, but if the Chinese retaliate then a lot of goods we ship to China and other countries could be affected negatively. The bottom line is that we should make most of our products here, but there are sometimes valid reasons to make some products including tires outside the U.S.

Personally, I hope that President Trump quits tweeting and gets down to the business at hand, which is running the Country effectively. I certainly don't mind that he won the election but I don't see him making America great again if he has to keep defending his administration at every turn. The first thing they taught me in law school was to listen. It also seems to be the first things that lawyers and Trump forget.

Lastly, I really enjoyed our annual trade show this year. The trade show itself was excellent. I enjoyed the seminars, and thought that Scott Zolak was a gregarious speaker at the luncheon. I also enjoyed the annual dinner and Scholarship auction. I got a lot out of the show this year and a big thanks to Nokian Tyres and Max Finkelstein for having dealer meetings that helped with our attendance over the weekend and also thanks to all our trade show sponsors, exhibitors, attendees, and staff. That's all for now, have a warm, enjoyable summer.

Larry Lesieur.

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I'm the Busboy, But I will get it for You

By Nancy Friedman, the Telephone Doctor

The Road Runner
Summer 2017



It was in a Las Vegas NON-STRIP hotel restaurant. My husband Dick and I were seated quickly enough, but the wait for silverware, water, menu and a waiter seemed forever.

Dick has a lot of patience (he's never used any). Thankfully, this time he held it in for a while. After a few minutes of no service, no water, no menu, no waiter, he waved

the closest person to him and said, "We've been here a while and we have no water, no menu, no silverware and no waiter."

Without missing a beat and with giving us a big smile, the busboy who he had waved over said with a lovely Hispanic accent, "I'm the busboy, but I will get it all for you." And within 45 seconds we had everything. Water, menu, silverware and soon, a waiter.

There was no:

- I'm not a waiter.
- It's not my job.
- I'll get your waiter.

- Someone will be with you soon.
- I'll check for you.

No excuses. He stepped up to the plate, handled and saved the situation.

"I'll get it for you." He took ownership. The number one trait all business owners want –

OWNERSHIP!

That's the way it should be!

Don't pass the buck. Handle the situation.



We normally don't tip busboys; however, this time we made an exception. A big-time exception. It was very impressive. His English wasn't great, but his service sure was.

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



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\$3.79 per Gallon?... Fill'er Up!

By Kevin Griffin, Griffin Financial Planning LLC

The Road Runner
Summer 2017



It was a convenient location, on the corner of a busy intersection and the “low fuel” indicator lamp had been on for miles. With a few customers happily pumping away, I pulled in, stepped out of my car and proceeded to swipe my credit card. It wasn't until it was time to select the grade that

I realized something was wrong.....or was it? The price advertised on the pump for a gallon of premium at this local Mobil station was \$3.79 per gallon! 89 Octane was \$2.99 !

Surely it was a typo or the attendant had posted the wrong price, so I checked the marquees on top of the pump and on the sign at the street and, sure enough.....the same! Perplexed, I glanced across the street to the Citgo for enlightenment. Premium fuel was a mere \$2.89 and I couldn't get the gas cap on fast enough.

As I fueled up, I gazed at the Mobil on the opposite corner wondering why the prices were so much higher. The Citgo too was situated on a corner with easy-in, easy-out access. Was Mobil gas that good? There was no “free car wash” included with fill-up because there was no car wash. In fact, there was no sign of any promotion for anything. The place actually looked a bit dated, with a small “snack shop” and a lone neon beer sign. The 7-Eleven I was at, was no prize either, but offered a true convenience store. And although it was dry that day, I noticed there was no canopy to shield patrons from inclement weather, but does that justify paying over 30% more per gallon?

As I continued filling up, trying to figure out how this could be, the answer passed right before my eyes. Several times. Customers were coming, fueling and going. One after another. The price was clearly advertised in multiple locations, just like every other station I have ever been to.



Maybe the owner is a pillar of the community, like many NETSA members, giving back and supporting local events, charities and sports teams. While certainly possible, a more likely scenario is that the people just weren't paying attention and maybe the station owner figured this out.

If these folks were overpaying here, they likely have no chance when it comes to their investments. Even if they did look for the fees, they would likely not find all of them. Sorting through expense ratios, front-end loads, back-end loads, account fees, service and distribution fees, mutual fund companies make it difficult for individuals and plan sponsors alike to truly know what a fund costs. When it comes to individuals, just like at the gas station, they are wasting their money and it is no wonder most Americans don't have enough saved for an emergency, never mind retirement. For Plan Sponsors, making plan decisions on behalf of their employee participants, wasting participant money is a fiduciary breach. Paying reasonable fees for necessary services is a requirement.

Using these two gas stations as a metaphor for deciding which mutual fund to select for your company's 401(k) plan, unless you have a documented due diligence process for selecting one fund over another and are able to justify the higher cost funds, put the cap back on and look across the street.

Kevin Griffin can be reached at (781) 591-7526 or by email to: Kevin@griffinfinancialplanning.com

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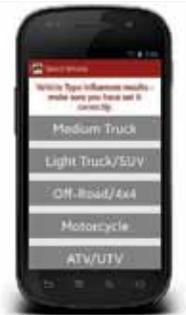


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Selling a business is reflective of the game of life. It's an unpredictable process. Even when an effective marketing plan is implemented, no one knows for sure how long it will take before a qualified buyer candidate seeking a particular type of business will make an inquiry...or whether that buyer will make an acceptable offer... or even if a contract is

signed, whether that buyer will get financing and make it to the finish line.

Like a roller coaster, the process has its ups and downs, twists and turns, and an occasional loop de loop to make your head spin. On average, most businesses are sold within four to twelve months.

One example of the roller coaster process was the sale of an auto repair shop in which I acted in a consulting capacity assisting the owners and broker in valuing the business, creating a marketing plan, preparing a Confidential Business Review, and assisting in obtaining financing for the sale. The shop stands out in my mind because the owners did everything correctly in preparing their business for the sale and working with buyer candidates, but were hampered and delayed by circumstances beyond their, or my, control. In fact, it turned out to be a 26-month climb to the finish line.

Preparing the Business for Sale

In 2014, the owners made the decision to sell the business and seek new opportunities. They had weathered the shifts in the industry and the economy and come out of it all stronger. They wanted to sell the business to an energetic entrepreneur wishing to continue the tradition of quality customer service and reap the potential to further grow the operation to the next level. The owners were really working to ensure that they had something valuable and appealing to sell. Annual sales consistently produced exceptional cash flows year after year and the business easily qualified for bank financing.

Due to the confidential nature of a business sale, it typically takes longer to sell than a house or commercial real estate. A business broker can advertise your business while

maintaining the confidentiality of your business name and specific location, but obviously you don't want a big "For Sale" sign placed on the building.

Strike 1...Strike 2...Home Run!

In this case, despite doing all the right things, it took much, much longer to sell. Sometimes that happens because there is a shortage of buyer prospects looking for a particular business, but in this case the extended time period was compounded by having to go through several months of the due diligence and financing process with multiple buyers before the "perfect" buyer came along, got his financing and made it to the finish line.

There were two potential buyers with whom we went through the whole long, involved process of ramping up and getting under contract before the third and final buyer was found. The first potential buyer did not have the support of his wife to purchase the business and it led their decision to get a divorce. After several months of unsuccessful mediation about the disposition of their house and other marital assets, the bank/SBA could not approve the loan and the buyer had no choice but to withdraw his contract. We had to start all over again.

The second buyer candidate was a young entrepreneur who wanted to be his own boss and was going to receive some financial support from his father. Contracts were signed and the bank began their review of the buyer's qualifications. The SBA has strict standards on a buyer's personal background and unfortunately this candidate had an incident on record from his past that could not be overcome and the bank turned him down. It was back to square one. By this point, after such disappointments, many owners would have concluded that selling their business was just not meant to be and would probably have taken a break or taken the business off the market. The danger of doing that, of course, is that the perfect buyer could come into the market looking for an opportunity just as you removed it from consideration.

Patience and Perseverance

This is where patience and perseverance paid off. The third and final candidate owned a similar business with his father about 20 miles away, was looking for a second location, and turned out to be the perfect buyer. Once this last buyer visited the business it took only two months get to the finish line and close the sale. Unfortunately the entire roller coast ride for the owner took about two and a half years after the initial decision to sell.

For more detailed information on the process of selling your tire and auto service business, or to initiate a no-obligation confidential consultation, call Art directly at 610.722.5636 or visit www.art-blumenthal.com





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2017 Trade Show Exhibitors

The Road Runner
Summer 2017

Company	Contact	City	ST	Zip	E-mail
American Tire Distributors	Bob Vacca	East Taunton	MA	02718	rvacca@atd-us.com
Andreoli & Associates, Inc	Mary Andreoli	Huntersville	NC	28078	maryandreoli@hotmail.com
ASA Automotive Systems	Cindy Lieberman	Deerfield	IL	60015	clieberman@friedmancorp.com
ATC Tire, Inc	Peter Zhang	Moorestown	NJ	08057	peter@atctire.com
Auto Zone	Angela Martin	Manchester	NH	03103	angela.martin@autozone.com
BDS Waste Disposal Inc	Frank Schofield	Corinna	ME	04928	frank.schofield@bdswastedisposal.com
Blackburn OEM Wheel Solutions	Tom Hogarth	Macedonia	OH	44056	tomh@blackburnwheels.com
Carroll Tire Company	John Clark	Auburn	ME	04210	jclark@carrolltire.com
Dennison Lubricants, Inc	Scott Burian	Lakeville	MA	02347	scottb@denlube.com
Excel Tire Gauge, LLC	Michael Cote	Warwick	RI	02886	mikec@exceltiregauge.com
Federal Mogul Motorparts	Bruce Cote	Norwood	MA	02062	BruceC.Cote@federalmogul.com
Fleet Equipment Corporation	Scott Pearson	Franklin Lakes	NJ	07417	scott@fctrucks.com
Future Tire	Bob Poska	Old Bethpage	NY	11804	robertposka@futuretire.com
Gallagher Tire, Inc	Chris Klotz	Levittown	PA	19057	chris.klotz@gallaghertire.com
GEM-CAR Repair Shop Mgt Software	Kevin King	Burlington	VT	05408	kking@gem-car.com
GetTransparency	Warner Jones	Wellesley	MA	01760	warner@gettransparency.com
GH Berlin/Windward Petroleum	Jim Rogers	Pelham	NH	03076	jrogers@ghberlinwindward.com
Griffin Financial Planning LLC	Kevin Griffin	Braintree	MA	02066	kevin@griffinfinancialplanning.com
Hunter Engineering Co. *	Robert "Bo" Barbieri	Selden	NY	11784	RBarbieri@hunter.com
J S Products	Danny Bova	Las Vegas	NV	89113	dbova@steelman-js.com
JMK Computerized -Tire Dirs Info Sys.	Jim Krakower	Urbana	IL	61802	james@jmktdis.com
K & W Tire Co., Inc*	Brandy Seyfert	Lancaster	PA	17603	bseyfert@kwtire.com
MACPEK/RSSW	Jeff Poulin	Quebec	Qc	G1X4P7	jeffpoulin@rsw.com
Max Finkelstein, Inc	Matthew Lewis	South Windsor	CT	06074	mlewis@maxfinkelstein.com
Mohawk Rubber Sales	Laura Haskins	Hingham	MA	02043	lhaskins@mohawkrubber.com
Motostar Tire & Auto Products, Inc	Gene Bova Jr	Merrimack	NH	03054	ejbova@motostartire.com
Myers Tire Supply	Jason Weintraub	Braintree	MA	02184	jweintraub@myerstiresupply.com
NAPA Auto Parts	Henry Jonkman	Middletown	CT	06457	henry_jonkman@genpt.com
Nationwide Payment Solutions	Brian Soares	Windham	ME	04062	briguy0401@gmail.com
NE Tire Wholesale, Inc	Bob Bodnaruk	Malden	MA	02148	newt398@gmail.com
Net Driven	Holly Biondo	Scranton	PA	18503	hbiondo@getnetdriven.com
Nokian Tyres	Rich Tuttle	Gorham	NH	03581	rich.tuttle@nokiantyres.com
Optimize Social Media	Ben Moore	Oakdale	MN	55128	ben@optimizesocialmedia.net
Podium	Kaylie Smart	Lehi	UT	84043	kaylie@podium.com
Reliable Tire Company	Shawn Young	East Hartford	CT	06108	shawn.young@reliabletire.com
Roland's Tire Service, Inc	Bill Palmer	Fairhaven	MA	02719	rolandtire@yahoo.com
Schrader International	Rob Tinson	East Hampton	CT	06424	rtinson@schraderint.com
Stellar Industries Inc	Tom Formanek	Garner	IA	50438	tformanek@stellarindustries.com
Sullivan Tire	Larry Farrell	Norwell	MA	02061	larry.farrell@sullivantire.com
TCI Tire Centers, LLC	Bryan Tierney	Taunton	MA	02780	bryan.tierney@tirecenters.com
TCS Technologies an ARI Co.	John Schuldt	Duluth	MN	55802	john.schuldt@arinet.com

continued on page 17.

Scrap Tire Recycling

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



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Phone: (207) 278-3833



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An Organization is only as strong as it's people. Due to the great efforts and support from our Sponsors and Exhibitors NETSA is able to provide a strong voice on behalf of it's memebers, in the communities it serves.



2017 Trade Show Exhibitors

TIA	Roy Littlefield IV	Bowie	MD	20716	rlittlefield@tireindustry.org
Tony's Tires & Wheels	Brian Murphy	Westfield	MA	01085	bmurphy@tonystiresonline.com
Town Fair Tire Centers, Inc	Bill Pawlak	East Haven	CT	06512	BPawlak@TownFair.com
Toyo Tire USA	Rich Williams	Swoversville	PA	18704	williamsr@toyotires.com
Trans Tech Sales LLC	Eric Glifort	Sagamore Beach	MA	02562	RED69HD@aol.com
TWW - Tire Wholesale Warehouse	John Waterhouse	Windsor	CT	06095	jwaterhouse@twwonline.com
Vogue Tyre & Rubber Co	David Long	Jamesville	NY	13078	david.long@voguetyre.com
Wheel Pros	Phil Cospser	Manchester	CT	06042	philc@wheelpros.com
Worthwhile Life Foundation	Katie Maguire	Hingham	MA	02043	kmaguire@mohawkrubber.com
Zafco International LLC	Mark Lefkof	Jamaica Estates	NY	11432	mark.lefkof@zafco.com





2017 Hall of Fame Auction Items

The Road Runner
Summer 2017

2017 Scholarship Auction Items	Donated By	Winning Bidder	Amount
\$1,000 gift	Falken Tire	Donation	\$1,000
\$ 570 gift	Worthwhile Life	Donation	\$670
	Sportsworld	Silent Auction	\$100
2- Red Sox / Yankees Tickets 4/25/17	Maynard & Lesieur	Dan Cook	\$150
Hero Session Pack		David Katz	\$150
\$100 Gift Card	Motorstar	Alan Saks	\$115
Board & Hero Pack	K&W	Mark Rochefort	\$175
Fitbit & Alta	ATD	Tom Formanek	\$125
Sportswear	Yokohama	Dale Franklin	\$150
2 - Red Sox / Orioles	Nu-Tread Tire	Brian McGeoghegan	\$125
55" TV	Carroll Tire	Ron Pisciotta Sr	\$400
Gronk signed Football	Nu-Tread Tire	Larry Farrell	\$375
\$100 Gift Card	Motorstar	Terry Vazquez	\$130
Fit Alta	ATD	Dale Franklin	\$150
Showroom Stools	Myers Tire Supply	Steve Dupoise	\$35
Lincoln Power Lube	Myers Tire Supply	Dale Franklin	\$105
Apple Watch	TCI	Steve Dupoise	\$250
Home Google Kit	TCI	Tony DeSimone	\$100

Cooper Days - Yankees	Cooper Tire	Michele LaBonte	\$350
Leather Bag of Cash	Hunter Engineering	Raffle	\$740
2 - Red Sox / Pirates	Mohawk Rubber Sales	Tim Graham	\$125
Bridgestone Golf Bag	Bridgestone	Bruce Jergensen	\$100
Service Bag Support	Myers Tire Supply	Ron Pisciotta Sr	\$325
2 - Red Sox/Cubs	Town Fair	Steve Dupoise	\$125
Fire HD	ASA	Michele Chase	\$200
Amazon Echo Dot	Net Driven	Dale Franklin	\$70
4 - Red Sox/Orioles	Sullivan Tire	Ron Pisciotta Jr	\$400
Pirelli Calender	Pirelli	Dave Goldman (Fink)	\$125
Dustin Pedroia	Sullivan Tire	Matt Lewis	\$200
2 - Goodyear Blimp Ride	Goodyear Tire	Tim Graham	\$250
Garage Stool	Federal Mogul	Katie Maguire	\$45
1 Night Foxwoods Gift Certificate	Foxwoods	Malcolm Elidossian	\$175

Over \$7K raised for the scholarship fund

Thank you for your continued support of this great program



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I was contacted by Modern Tire Dealer Magazine this past spring to contribute to a story on Ransomware. The cover story, “Beware of Ransomware”, appeared in their April 2017 edition. We knew Ransomware was real but little did we know that weeks after the story was published, Ransomware was about to strike the world in a big way.

The “WannaCry”

ransomware attack began on May 12, 2017, and had infected more than 230,000 computers in over 150 countries in the first day. By May 25th, over \$123,000 was paid in Bitcoin ransom. Add to the ransom paid, all the down time and labor costs to remove and restore threat. Ransomware became a household name overnight.

What is ransomware?

According to the FBI, ransomware “is a form of malware that targets your critical data and systems for the purpose of extortion.” “After the user has been locked out of the data or system, the cyber actor demands a ransom payment. After receiving payment, the cyber actor will purportedly provide an avenue to the victim to regain access to the system or data.”

Ransomware attacks are typically carried out using a Trojan disguised as a legitimate file. They enter a system or network through, for example, a downloaded file or a vulnerability in a network service. The program then runs a payload, which locks the system in some fashion, or claims to lock the system but does not (e.g., a scareware program). Payloads may display a fake warning purportedly by an entity such as a law enforcement agency, falsely claiming that the system has been used for illegal activities, and contains content such as pornography and ‘pirated’ media.

Payment is virtually always the goal. The victim is coerced into paying for the ransomware to be removed — which may or may not actually occur — either by supplying a program that can decrypt the files, or by sending an unlock code that undoes the payload’s changes. Payment can be as little as \$10 or even \$1,000, and many victims quickly pay it to get their system back. The attacker can infect thousands of systems and collect millions of dollars in ransom.”

When ransomware first hit the scene, computers predominately became infected with it when users opened email attachments that contained the malware. But more recently, we’re seeing an increasing number of incidents involving so-called ‘drive-by’ ransomware, where users can infect their computers simply by clicking on a compromised website, often lured there by a deceptive email or pop-up window.

Another new trend involves the ransom payment method. While some of the earlier ransomware scams involved having victims pay ‘ransom’ with pre-paid cards, victims are now increasingly asked to pay with Bitcoin, a decentralized virtual currency network that attracts criminals because of the anonymity the system offers.

According to the US government, you are strongly encouraged to contact a local field office of the FBI or US Secret Service immediately upon discovery to report a ransomware event and request assistance. They may be able to use legal authorities and tools that are unavailable to most organizations. Law enforcement can enlist the assistance of international law enforcement partners to locate the stolen or encrypted data or identify the perpetrator. These tools and relationships can greatly increase the odds of successfully apprehending the criminal, thereby preventing future losses.

There are serious risks to consider before paying the ransom.

- Paying the ransom does not guarantee access to your data once the ransom is paid.
- Paying the ransom opens the door to future attacks because the attackers know you will pay.
- After paying the ransom, some victims have been asked to pay even more to get the encryption keys.
- Paying ransom supports and encourages this illegal activity.
- The U.S. government does not encourage paying the ransom, but doesn’t prohibit it, either. “Whether to pay a ransom is a serious decision requiring the evaluation of all options to protect shareholders, employees and customers.”
-

Prevent defense

As with other forms of malware, security software might not detect a ransomware payload, or, especially in the case of encrypting payloads, only after encryption is under way or complete, particularly if a new version unknown to the protective software is distributed. New categories of security software, specifically deception technology, can detect ransomware. Deception technology can detect ransomware and notify cyber security teams, which can then shut down the attack and return the organization to normal operations.

Using software or other security policies to block known payloads from launching will help to prevent infection, but will not protect against all attacks. There are several tools intended specifically to decrypt files locked by ransomware, although successful recovery may not be possible.

To help prevent being hacked and held for ransom, I suggest the following eight preventive measures:

1. Make sure you have updated antivirus software on your computer.
2. Enable automated patches for your operating system and web browser.
3. Have strong passwords, and don’t use the same passwords for everything.
4. Use a pop-up blocker.
5. Only download software — especially free software — from sites you know and trust (malware can also come in downloadable games, file-sharing programs, and customized toolbars).
6. Don’t open attachments in unsolicited emails, even if they come from people in your contact list, and never click on a URL contained in an unsolicited email, even if you think

continued on pg.28

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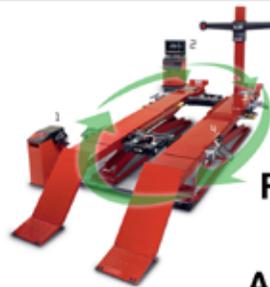


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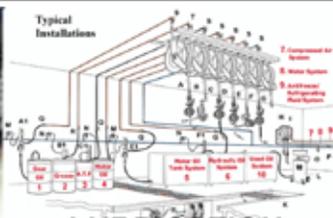
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This year's **Trade Show & Convention** at Foxwoods in Connecticut was another success (see Rich Tuttle's Front Page Article). We want to sincerely thank the **Sponsors and Exhibitors** for their wonderful and enthusiastic support of our Industry and Association. We have listed them

separately in the Road Runner, and encourage you to support those supporting you.

Thanks also to Rich Tuttle - Chairperson of the Trade Show, Larry Lesieur - Sponsors Chair, Jim Melvin Jr - Hall of Fame Chair, Glenn Wilder & Mark Rochefort - Seminars Co-Chairs, Tony DeSimone - Meals and Receptions Chair, Blaise & Frank Pascale - Floor Events and Audio/Visual Co-Chairs, Steve McGrath & Katie Maguire - Auction and Pictures Co-Chairs, Steve Dupoise & Pam LaFleur - Registration Co-Chairs, our fine Registration Desk Staff, Dale Franklin - Ambassadors Chair and all the Board Members who helped with the Show. A tremendous amount of time goes into putting on a great show, and these people deserve a big thank you..

The **Scholarship Committee**, chaired by Larry Lesieur, has

received 45 applications for the twenty \$2000 Scholarships to be given out in July by NETSA and our Sponsors. The award winners have been notified in June, and we'll let you know in the next Road Runner who they are.

The **Golf Committee**, chaired by Jim Melvin Jr, is setting up this year's Golf Event to contribute the proceeds to our Scholarship Program. Please consider playing in this September 15, 2017 event at the Shining Rock Golf Club in Northbridge, Massachusetts to support our many students who need our financial help. You don't have to be good to play. Just have plenty of Golf Balls. A Registration form is enclosed in this Road Runner.

The **Membership Committee**, chaired by Dale Franklin, is pleased to report that the membership is at 577 members. We are very grateful that we've continued to grow these last 14 years and look forward to helping our members through the strength of your Association.

The **Trade Show Committee**, chaired by Rich Tuttle, has chosen the dates of April 6th & April 7th for our 2018 Trade Show and Convention at Foxwoods Resort Casino in Connecticut. More details to follow in our Winter Road Runner.

In Closing. I pray that we turn our Great Country back to our founding principles of the Constitution, rather than the self destructive course we've been on and that God will Bless us and watch over us.

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2018 Hall of Fame

**Nominations now being accepted:
Deadline is December 31, 2017**



NETSA Hall of Fame Guidelines

All nominations must be submitted to the Hall of Fame Committee by the end of each calendar year by a current NETSA Member, to be considered for induction the next year.

The Hall of Fame Committee will do a background check, by the January Board Meeting, to make sure each nominee meets the requirements to become a NETSA Hall of Fame Member. A Biography of the nominee, listing their qualifications to become a member of the NETSA Hall of Fame will then be written by the Committee.

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

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

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

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

Criteria & requirements to be considered as a nominee:

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

2018 Hall of Fame Nomination

Name: _____

Company Affiliation: _____ Years: _____

City: _____ State: _____

Recognition and Awards Received in our Industry:

Recognition and Awards Received outside our Industry:

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

Your Name: _____ Telephone: _____

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

Welcome New Members

The Road Runner
Summer 2017

Company	Address	City	ST	Zip	Phone	Contact
JX Nippon Oil & Energy USA	20 N. Martingale Rd, Ste 325	Schaumburg	IL	60173	630-432-3605	Andrew Sorensen
Wilson Tire Co	35 Old Etna Road	Lebanon	NH	03766	603-448-4541	Michael Devers
Wilson Tire Co	697 Tenney Mountain Hwy	Plymouth	NH	03264	603-536-3411	
Wilson Tire Co	5 Salisbury St	Randolph	VT	05060	802-728-9511	
H&W Marketing Inc	256 Eagleview Blvd	Exton	PA	19341	610-304-3825	John Weir
C&H Automotive Towing	185 Main Street	New Canaan	CT	06840	203-966-3600	Steve Gaeta
Robert Thibert Inc	200 St Jean Baptiste Blvd	Chateauguay	QU	J6R2L2	450-699-0560	Patrick O'Hara
MGB Tire Co	265 Main St	Terryville	CT	06786	860-845-8122	TJ Quinn
MGB Tire Co	162 South Main Street	Thomaston	CT	06787	860-283-9634	Tim Quinn
Emmett's Auto Service	184 Campbell Ave	West Haven	CT	06516	203-934-3100	Emmett Maher
John's Auto Repair	278 South Road	Exeter	RI	02822	401-294-3527	Tim Strickland
Wilton Auto & Tire Center	658 Danbury Road	Wilton	CT	06897	203-761-9541	Michael Linquist
BTS Tire & Service Stores	580 Pawtucket Ave	Pawtucket	RI	02068	401-727-7670	Tony Carlone
Smooth Automotive	30 Harvard Ave	Medford	MA	02155	781-648-4538	Frank Balurdi
Tri-State Tire, Inc	136 Dudley Ave	Wallingford	CT	06492	203-265-2027	Edwaed Naclerio
Foley Motorsports	894 Boston Turnpike	Shrewsbury	MA	01545	508-842-9300	Kevin Gemelli
Star Tires Plus Wheels	40 Boston Post Road	West Haven	CT	06516	203-933-2886	Andy Weinstein
Gimme A Brake	176 Federal Street	Greenfield	MA	01301	413-824-7968	Alex Fiorey
Deriu and Sons Auto Service	1945 Baldwin Street	Waterbury	CT	06706	203-755-2712	Marco Deriu

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2017 NETSA Scholarship Golf Tournament



All proceeds benefit the NETSA Scholarship Fund!



Plan on Joining Us...

Anyone & Everyone is Welcome to participate!
Registration Deadline: September 1, 2017

Location: Shining Rock Golf Club - Northbridge, MA
Date: Friday, September 15, 2017
Time: 9:00 am Shotgun Start
Fee: \$125.00 (per player)
Fee includes: Round of Golf, Cart, Lunch, Patio BBQ Dinner, and 2 Sleeves of Golf Balls.

Prizes for: Low Team Gross (\$100 gift certificate per player)
 Low Team Net Score (\$75 gift certificate per player)
 Longest Drive (\$50 gift certificate)
 Closest to Pin (\$50 gift certificate)
 Many other prizes & raffles

Business Name: _____ Phone: (____) _____ - _____

Street Address: _____ Fax: (____) _____ - _____

City/Town: _____ State: _____ Zip: _____

Contact Person: _____ Email: _____



Players Names

Handicap or Average Score

Please note any players you would like to play with. We will do our best to accommodate requests.

1.) _____

2.) _____

3.) _____

4.) _____

Payment Method (cash, check or credit card).

Credit Card Type: (please circle one) Visa Mastercard Discover AMEX

Credit Card Number: _____ - _____ - _____ - _____ Exp. Date: ____/____

Signature: _____ SIC code: _____

Check Payment: Send completed registration with check to Dick Cole, Executive Director NETSA, P.O. Box 1012, Yarmouth, ME 04096.
 Make checks payable to NETSA. Credit Card Payment: Fax completed registration with credit card information to 207-846-0987.

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Have you ever wondered what would have happened if you hadn't missed that phone call?

Businesses receive billions of calls each

year and phone calls to businesses are increasing year over year. While phone calls have always been a key engagement and lead generating activity, the landscape has changed. In today's world, it's easier than ever to contact a business with just the tap of a button while browsing the web or while viewing mobile advertising.

With more phone calls comes the need to understand where those calls come from, how they're handled, and what they result in. Not to mention, the need to regain lost leads from missed phone calls. If you're a local business owner, it's critical for you to have insights into how phone calls drive your revenue and influence your customer service process. To capture these insights, you need call analytics and that means tracking the calls that flow into your business.

Call tracking is a form of analytics just for phone calls and it has been used by business owners and marketers alike to measure the effectiveness of their efforts. With call tracking, you can fill in the gaps left behind by traditional analytics by tracking lead activity beyond the click-to-call button that appears in search or on your site. Businesses are now able to take a closer look into who their customers are and how customer service is provided at their business.

With call tracking, you get a clear picture of the effectiveness of your marketing efforts and how successful they are at driving phone calls and generating sales. You are able to gather a wealth of information that can not only optimize your marketing strategies, but coach your team and improve customer service, turning more phone calls into sales.

There are multiple ways to implement call tracking in your business and it takes a trusted partner to provide the analytics you're looking for. There are multiple options available, but the key things to look for are: will the reporting show where my calls are coming from? Are calls recorded so that I can listen in and coach my staff afterwards? Are call sources tracked so that I can recover lost leads?

Features like these are absolutely key for any business. With call recording, you gain valuable insight into your customers as well as your staff's customer service skills. In what ways do they excel at customer service? Where do they need improvement? Call tracking can double as a training tool, enhancing your team's skills and strengthening business.

Reporting on call sources and call types, such as answered calls vs. calls that went to voicemail, is also valuable. Call type reporting delivers answers to questions like, "Is my team answering the phone or are calls being forwarded to voicemail?" or "Are my phones properly staffed during peak call periods?"

Call source reporting allows for you to get records of

numbers that placed calls to your business, making it easy to recover lost leads who may have been disconnected mid-call or who abandoned a call. This is a huge opportunity for any business owner – imagine being able to make up that lost revenue!

Find a call tracking solution that provides these key insights and start implementing call tracking into your marketing efforts now – it's never too late to start recovering those leads and getting greater insight into what's working and what's not in your business. If you've ever wondered what would have happened if you had greater insight into your marketing channels, or even if you didn't miss that phone call, call tracking offers answers that are actionable and powerful.

You can put into practice all that you glean from the call tracking reports, making changes based on assessable data that can improve your team's performance and client relations along with your marketing efforts. Many industries rely on phone calls as a top lead source. If calls are the best leads out there, why wouldn't you want greater insight into your biggest lead generator?

Mandy Pennington can be reached at 877-860-2005 ext. 142 or email at mpennington@netdriven.com.

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NETSA Hall of Fame Nominations are open for any NETSA Member to nominate a person they feel is worthy of this award. See page 25 for more information on the Hall of Fame Guidelines. All 2018 nominations must be received by the NETSA Nomination Committee at netsapros@aol.com by December 31, 2017.

NETSA 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 April 6 th & April 7 th, 2018 in Mashantucket, CT. Full details will be available the first of January 2018



Charles F. Towse Sr. (79) Passed Away April 20, 2017. Charlie worked in marketing & Sales for Firestone, Kelly-Springfield and then joined Toyo Tire for 30 years. He was Toyo's Director of Sales for the Eastern Division calling on many customers throughout New England and Eastern U.S. After his retirement from Toyo, Charlie and his

wife Chris spent 4 years living in Hawaii before returning to Westfield, where they spent over 40 years of their lives. He is survived by his wife of 57 years, Christine, 9 children, 16 grandchildren, and 6 great-grandchildren.

VIP Tires & Service Raises \$52,511 For Make-A-Wish. The funds were raised during the company's 9th Annual Season of Wishes Campaign. During the campaign, customers and employees from all their Maine, New Hampshire and Massachusetts locations raised \$26,255 and VIP matched that amount.

NokianTyres Is Investing \$360 Million To Build Its First North American Manufacturing Plant. Nokian Tyres will break ground on the Dayton, TN plant in early 2018 with a completion date of 2020. The new plant will be capable of producing four million tires annually and will service customers across the United States and Canada, concentrating on production of passenger and light truck all-season tires. The site will also house a distribution facility with a storage capacity of 600,000 tires which will help better serve their growing customer base by improving customer service and efficiencies. The plant will also create up to 400 new jobs in Rhea County, Tennessee.

Ransomware is Everywhere, Beware! Wayne Crowell, President & CEO of WECnology, Inc.

continued from pg.18

it looks safe. Instead, close out the email and go to the organization's website directly.

7. Use the same precautions on your mobile phone as you would on your computer when using the internet.
8. Conduct regular system back-ups, and store the backed-up data offline.

The Department of Justice has one more step to limit a ransomware infection: "No users should be assigned administrative access unless absolutely needed, and those with a need for administrator accounts should only use them when necessary."

From Russia without love: Ransomware is a global phenomenon

While initially popular in Russia, the use of ransomware scams has grown internationally. In June 2013, security software vendor McAfee released data showing that it had collected over 250,000 unique samples of ransomware in the first quarter of 2013, more than double the number it had obtained in the first quarter of 2012.

Wide-ranging attacks involving encryption-based ransomware began to increase through Trojans such as CryptoLocker, which had procured an estimated \$3 million before it was taken down by authorities, and CryptoWall, which was estimated by the U.S. Federal Bureau of Investigation to have accrued over \$18 million by June 2015.

Can the cloud protect you? Not completely!

Discount Tire, the largest independent tire dealer chain in North America, recently announced a multi-year, multi-million dollar cloud-based service agreement with OneView Commerce plc.

"We found that the overall savings in time and cost make cloud-based delivery of a digital store platform the most efficient and economical arrangement for achieving the operational return

and improved customer experience that is at the heart of our strategy," said Tom Williams, senior vice president for Reinalt-Thomas Corp., which does business under the trade name Discount Tire in most of the U.S., America's Tire in parts of California, and as Discount Tire Direct online.

But does a cloud-based system protect the company against ransomware? Not completely.

Having a cloud solution doesn't eliminate ransomware from happening. But when you host your application with a trusted secure company, they have the highest level of protection software which can help prevent hacks from getting in.

However, you still have computers at the desks of employees and counters, and if someone there gets a ransomware attack, it could infect the cloud instead of their in-house network.

Wayne Crowell can be reached at (603) 249-6278 or email at wcrowell@wecnology.com



NEW ENGLAND TIRE & SERVICE ASSOCIATION

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

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NETSA and its members are constantly monitoring the State Legislative activities



concerning the Tire & Automotive Industry in all six New England States. We have actively participated in representing our members views on many such Legislative issues

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Road Runner - Our Newsletter is published four times a year with Information & fun articles. Free to members.

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Kevin Griffin (781) 783-2232

- An Independent sole advisory firm, providing Flexible workplace retirement plan options for plan sponsors and their participants
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- See old friends and meet new ones at our Wine & Cheese Reception & Dinner
- Prizes & Fun for the entire family.

Training

- During our Annual Trade Show, NETSA Offers valuable seminars for owners and managers. These are free for our members.
- We also participate in TIA's Certified ATS Program for Tire Technicians, the TPMS Program, and the CTS Truck Tire Program.

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FOR REGISTRATION
INFORMATION**

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