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



## 2015 NETSA Scholarships Awarded!

### Tom Ferguson - Scholarship Chairman

One of the true highlights of my year is to announce our scholarship winners. I am very proud to announce that, through the generosity of 16 member sponsors and you the membership, we were able to provide 18 deserving students from within our membership with scholarships of \$2000 each. Each scholarship consists of \$1000 from the sponsor and \$1000 from NETSA members through their participation in the annual golf event and Hall of Fame dinner auction.

Our 2015 recipients are Megan McGrath (Champlain College), Sasha Bodnaruk (Northeastern), Brady Foshay (Dickenson College), Joel Katz (Northeastern), Julia Kenney (Bentley), Lillian Furrier (Bentley), Jared Oleksiak (Western New England), Joseph Zaccheo III (Northeastern), Jeffrey L'Heureux (Salve Regina), Rielly Richards (Worcester State), Jon Gualdarrama (WPI), Jordan Phelps (Endicott), Angela Dupoise (Castleton State), Ryan Irvine (Univ of Maine-Orono), Joseph Peterson (Univ of Florida), Ari Theilman (Central Connecticut State), Abigail Denis (Providence College) and Connor Boucher (Southern Maine Community College). You have all done a tremendous job to get to this point. Congratulations and good luck to all!

Once again, thank you to all of our sponsors without who this would not be possible. They are Mohawk Rubber Sales of NE, Maynard & Lesieur, Safehold Special Risk, Inc., Melvin's Tire Pros, Pete's Tire Barn, Tom Lyons Tire, Nokian Tyres, Town Fair Tire, Sullivan Tire, American Tire Distributors, Max Finkelstein, Inc., Myers Tire Supply, the CT Tire Dealers Assn., Kelly's Tire, Inc., and Reliable Tire Co.



I think that you will agree that this is one of the greatest things we do as an association. Please continue to support the program through your participation in our fundraising events. We want to make this benefit available to as many members as we can. Thank you all.



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In years like this one, where it is 59 degrees in December and I find myself looking at piles of winter tires instead of piles of snow, our dependence on weather becomes blatantly apparent. It also makes me think about the cyclical and increasingly need

based nature of the tire business in our region.

The cyclical nature is due to both our unpredictable New England weather and to early ordering requirements. If you are a dealer buying direct from a manufacturer, most winter tire orders need to be placed by the end of March or April. This means all orders, or as I like to refer to them, bets, are secured long before anyone has any idea of what the next winter's weather is going to be. We in turn, try to pass as much product to our dealers so we are all part of the gamble and all share the risk. Ordering tires in this way in the best years, when we get dumped with snow in October, will lead to shortages. In the worst, such as this year when people are still mowing their lawns in December, will lead to mass overages that affect the entire next year negatively, as leftover inventory impacts both warehouse space and cash flow.

The increasing needs based nature of snow tires in our region is largely driven by the proliferation of increasing rim size and base tire price. These tires have become harder for people to afford. Tires have moved from a regular part of seasonal auto maintenance to an "only when I absolutely need them" for many customers. This became apparent to me last year after we had a Thanksgiving snowstorm. Five of the customers I helped that day were either buying tires for their car that had been in an accident or for their new car (because their previous one was totaled). In other words, the purchase was driven by circumstance.

These days, the majority of general product is being built on demand with relatively short lead times. Why

is this not the case with snow tires? This is part of our industry that is broken. To compound the problem, more and more people are looking at DOTs on winter tires for build dates. As discussed above, this date can be a year or more old if warm weather the previous year generated leftover inventory.

It didn't used to be this way. My father would always preorder half his winter product early and the rest would be built as needed during the fall. The manufacturers would continue building winter product right through the season so there was always very little waste. It was a much better way, with much less risk for dealers. Unfortunately, all that came to an end when more and more product got pushed to cheaper markets, with China being the primary culprit. In many cases, manufacturers became customers of their own tires and the efficiency of on demand construction was replaced with increased per unit profit margins. I am not sure if years like this impact the manufacturers as negatively as the dealers. If it isn't



snowing in New England, it is snowing somewhere else where they can dump inventory. I do know that the manufacturers I deal with say that all the largest winter tire purchasers are in the Northeast.

Maybe there is a silver lining to the Chinese tariff and the increasing emphasis on tire age if it creates more reasonable policies on seasonal tires from the manufacturers. I won't hold my breath, but one can dream.



*Mark Rochefort*



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



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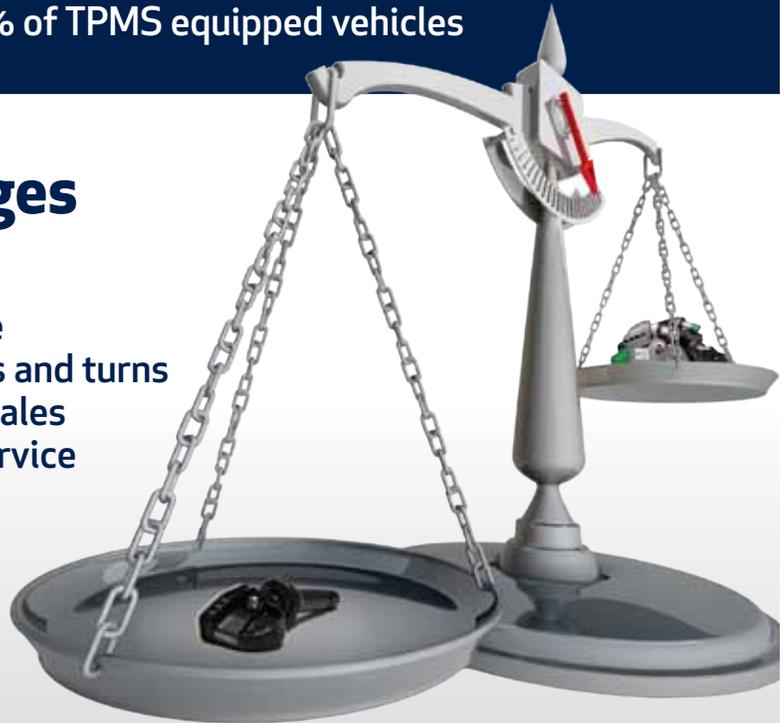
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Photo (Dick Cole – NETSA Exec. Dir., Dennis Kelly – Kelly’s Tire, Abigail, Daniel Denis – Father)

Abigail N. Denis – Winner of the \$2,000 Kelly’s Tire 2015 Scholarship Award (funded by Kelly’s Tire and the NETSA Scholarship Golf Tournament) is from Hanover, Massachusetts. Abigail graduated from Hanover High School in 2015 with a 4.10 GPA. During her four years there, Abigail belonged to the National Honors Society, Student Council, Students Against Destructive Decisions (SADD), Yearbook Committee and the Concert Chorus. She played field hockey, lacrosse and was a member of Irish Step. Abigail earned the Spirit Award in Chorus, the Silver Award of Achievement in Concert Chorus, the Dedication Award in Chorus, the Sage Scholar Award, World Language Award (Spanish) and 10 Year Achievement Award in Irish Step.

Abigail spent her high school years working part-time at a local frozen yogurt shop. While in this position she developed real world work habits. It was the first time for strict guidelines, coworkers and a boss. Abigail calls this “one of the most enriching experiences of her high school years.”

She is a strong believer in giving back to her community and chose to volunteer at food pantries, tutored children who were not able to afford a tutor, volunteered at a Senior Center, organized teams for the annual Breast Cancer Walk and Relay for Life, volunteered at road races, spent time with foster children during school vacation, and on Thanksgiving Day, worked at a local food bank, giving to those less fortunate.

Allyson Gately, M.A., Spanish Teacher at Hanover High School said “Abbie exhibits leadership skills both in and out of the classroom. She is gracious, sincere, intelligent and a hard-working individual.”

Abigail’s aspirations are to attend Providence College in Providence, Rhode Island. She plans to major in Finance and minor in Spanish. Abbie is passionate about keeping her options open, travelling the world and working with other cultures.

Her father is Daniel E Denis, Sales Manager for NETSA member Pete’s Tire Barn in Orange, Massachusetts. Congratulations Abigail.



Photo: (Michael Boucher – Father, Connor, Dick Cole– NETSA Exec, Dir.)

Connor J. Boucher – Winner of the \$2,000 Reliable Tire Co. 2015 Scholarship Award (funded by Reliable Tire Co. and the NETSA Scholarship Golf Tournament) is from Hooksett, New Hampshire. He attended Pembroke Academy, Pembroke, New Hampshire, graduating in 2015 as an Honor Student with a Cumulative GPA of 91.94. During his four years there, Connor received the Coaches Award for Academics in 2014, the New Hampshire Scholar Athlete Award in 2015, was Class President in both his Junior and Senior years, a three year member of the National Honor Society, and a member of a volunteer organization called the Key Club.

Connor volunteered each summer for the PYL (Pushing Your Limits) Orientation Program and was elected Senior Leader of that program in the summer of 2014. Sports were an important part of Connor’s high school years. He participated in Varsity Basketball for 4 years (Captain SR Year), Varsity Football, Varsity Cross Country. Along with his busy schedule, Connor was able to devote time for both the Yearbook committee and Media club.

Passionate about becoming a member of the Hooksett Fire Department, Connor spent two summers riding with this Department, developing more of a public service spirit. Connor is a recent graduate of the Concord Regional Technical Center’s Fire Science Program and also earned “Fire 1” from the New Hampshire Fire Academy. He is presently enrolled in the Fire Science program at Southern Maine Community College, and plans to graduate with an Associate in Applied Science (A.A.S) degree. Connor has applied to be part of their Public Safety Live-in-Program which enables full-time students to reside in a firehouse while acquiring on-the-job experience. Connor’s goal is to work in fire/rescue and emergency medicine, and to give back to his community by becoming employed at a local fire station in his hometown.

Paul Famulari, Dean of Students at Pembroke Academy said “Rarely does an administrator have the good fortune to come to know a student of Connor’s caliber. His leadership transcends the co-curricular realm, when you consider that Connor is a vibrant and active participant in volunteerism and community service-based opportunities. Connor Boucher is a superbly well-rounded young man and a fine representative of our school community. He is well liked and respected by one and all.”

Connor’s father is Michael Boucher, who is Vice President of NETSA Member Granite State Tire & Battery in Manchester, New Hampshire. Congratulations, Connor.



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*Photo: Michael Abare – Nokian Tyre, Lisa Dupoise – Mother, Steve Dupoise – Father, Angela, Marsha Dupoise – Grandmother, Steve Dupoise – Grandfather & NETSA Dir., Dick Cole – NETSA Exec. Dir.)*

Angela N. Dupoise - Winner of the \$2,000 Nokian Tyre 2015 Scholarship Award (funded by Nokian Tyre and the NETSA Scholarship Golf Tournament) is from New Haven, Vermont where she attended Mt. Abraham Union High School, graduating in 2015.

Angela played basketball all four years of high school. In her junior year on the Varsity team, they won the state championship title. In her freshman year, Angela was manager of the JV softball team and went on to play for the JV team during her sophomore year. The spring and summer of her freshman, sophomore and junior years, Angela played AAU Basketball for Valley Magic, the local team in her hometown. She attended several summer basketball camps including the Swish Camp in Maine.

Angela was a member of the drama club for four years. She was a member of the cast in *Singing in the Rain*, *The Wizard of Oz*, *A Christmas Carol* and *Shrek the Musical*. In her senior year of high school, she played Alice in *Alice in Wonderland*.

During her senior year of high school, Angela participated in an Independent Study Program at Beeman Elementary School in New Haven, Vermont. She volunteered as a duo assistant in both a kindergarten and first grade classroom. Working around her high school schedule, Angela also volunteered both in the morning and afternoon to help children in the second grade. She was both patient and supportive of the students, helping them with math assignments and other school projects.

Kathy Sagendorf, Beeman Elementary School Teacher, said “she is a kind and compassionate young woman, she shows lots of initiative, is personable, conscientious, and encouraging to younger students... Her times with us clearly illustrated her ease when working with children. She is a real natural and responsive to what my students need.”

Angela worked two summers in the grant funded program, Leaders in Training sponsored through the Mary Johnson Children’s Center in Middlebury, Vermont. The New Haven Summer Program provided an opportunity for Angela to not only give back to this community, but to oversee and engage with the children enrolled in this summer program. Angela has also worked as a Recreational Assistant through the Mary Johnson Children’s Center since June of 2014.

Her responsibilities included preparing meals, helping children with homework, playing games and ensuring the children’s safety. Angela plans to attend Castleton State College in Castleton, Vermont, majoring in Elementary Education. Her desire is to teach elementary children and simultaneously obtain her Master’s Degree.

Her father, Stephen M. Dupoise, is owner of NETSA member Country Tire Center, Middlebury, Vermont. Congratulations Angela.



*Photo: (Dick Cole – NETSA Exec. Dir., Steve Himmelman – Carson City Tire, John L'Heureux – Father, Jeffrey, Brandon Wilson – Sullivan Tire)*

Jeffrey R. L'Heureux – Winner of the \$2,000 Tim Haley 2015 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Litchfield, New Hampshire.

Jeffrey graduated from Bishop Guerbin High School in May 2012 and is now a senior at Salve Regina University in Newport, Rhode Island. He will graduate in May 2016 with a degree in nursing. His past work experience includes summer part time positions cashiering at Hannaford Supermarket and a rides operator at Canobie Lake Park. Since 2013, Jeffrey has worked full-time during the summer months as assistant manager for Four Oaks Country Club. In May 2015, Jeffrey began working in the capacity of student nurse assistant at the Massachusetts Eye and Ear Infirmary, Boston, Massachusetts, earning only per diem, during the summer months.

In his freshman and sophomore years at Salve Regina, Jeffrey was the starting goalkeeper for the Salve Regina Men’s Soccer Team. They were the Champions of Commonwealth Coast Conference (CCC) in the 2012-2013 season.

Jeffrey has volunteered for the Special Olympics and was a member of the Relay for Life Committee at Salve Regina University. He was a lecturer for the “Have You Served” Program where he spoke to hospital workers on how to identify toxins which veterans may have been exposed to during their deployments.

Honors and awards are not new to Jeffrey. He was on the Salve Regina Dean’s List for 2013 Spring Semester, membership in the Commonwealth Coast Conference Academic All Conference from 2012 through 2014, and has been invited into the membership of The Delta-Upsilon-At-Large Chapter of Sigma Theta Tau International Honors Society of Nursing. This membership is for the top 30% of junior and senior nursing students at each university across the country. He will be inducted April 25, 2015.

Miss Jo-Ann M. Moore, MS, RN, ANP-BC, Instructor/Lecturer for the Department of Nursing at Salve Regina University, has said “He has outstanding clinical nursing skills and displays the utmost care and compassion in all that he does. Academically, Mr. L'Heureux epitomizes academic standards of excellence and integrity. He maintains an excellent GPA in a highly competitive university nursing program.” Jeffrey aspires to graduate in the top 25-35% of his 2015 nursing class, pass the NCLEX Licensure and become a Registered Nurse. He desires to hold an RN position in telemetry, cardio-pulmonary or emergency department for several years before returning to school to pursue a Masters Degree and a Nurse Practitioner license. Someday, Jeffrey may pursue a Doctorate in Nursing Practice.

Jeffrey’s father is John R. L'Heureux, Sales Manager for NETSA member, Carson City Tire in Amherst, New Hampshire. Congratulations Jeff

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*Photo: (Dick Cole – NETSA Exec Dir, Joe Zaccheo – Father, Joe III, Katie Maguire – Mohawk Rubber Sales and NETSA Director)*

Joseph M. Zaccheo III – winner of the \$2,000 Mohawk Rubber Sales 2015 Scholarship Award (funded by Mohawk Rubber Sales and the NETSA Scholarship Golf Tournament) is from Hanson, Massachusetts. He is a 2013 graduate of Boston College High School, Dorchester, Massachusetts and is presently a junior at Northeastern University in Boston, Massachusetts, majoring in Civil Engineering.

While in high school, Joseph volunteered 100+ hours working at the Sunset Point Camp in Hull, Massachusetts. He assisted the camp counselors with the beach and sport activities. Joseph also volunteered at the St. Vincent de Paul Society, Quincy, Massachusetts, where he helped the staff give out food to those in need. Along with donating his time to these different organizations, Joseph was simultaneously a member of the National Honors Society, Indoor and Outdoor Track and Field teams, Senior Mentor Program and served as an assistant coach for the Freshman Soccer team.

At Northeastern University, Joseph is both a member of the American Society for Civil Engineers (ASCE) and the Society for Automotive Engineers (SAE). He has been on the Engineering Dean's List for his first three semesters at Northeastern. He was selected to enroll in a BS/MS Program in Civil Engineering which will allow him to graduate with both a bachelors and a master's degree in Civil Engineering while only taking four extra classes. Joseph presently plays on an intramural flag football team.

Since 2012, each summer Joseph is employed at Sullivan Tire Company, Inc., as a warehouse worker. In the summer of 2014, he was employed at Bay Colony Investigators, working such events as parking lot detail or checking the bags of the guests as they entered an event.

As part of the curriculum at Northeastern University, Joseph has been given the opportunity to enroll in a Cooperative Education Program where he takes a six month period off from school and works full-time for a company that specializes in his major. Joseph started working for J. F. White Contracting in January 2015 and his time there will conclude July 2016.

Mr. Gregory Sugarman, Civil Engineer with J. F. White Contracting Company, says "Joe is one of the best interns I have worked with in my 10 years with J. F. White. Joe has very strong interpersonal skills, which in this business, is one of the most important aspects of being successful. He is well spoken, a quick learner and understands his task with minimal explanation. Joe also takes responsibility and ownership for his assignments and always follows through with seeing his tasks to completion where most people take a long time to develop that skill."

His father, Joseph M. Zaccoco, works for NETSA member, Sullivan Tire Company as Chief Financial Officer in their Norwell, Massachusetts store. Congratulations, Joe



*Photo: (Dick Cole – NETSA Exec. Dir., Suzanne Oleksiak – Mother, Jarod, Larry Lesieur – Maynard & Lesieur and NETSA Director, Richard Oleksiak – Father, Dennis Kelly – Owner Kelly's Tire)*

Jared E. Oleksiak – winner of the \$2,000 Leo H. Lesieur 2015 Scholarship Award (funded by Maynard & Lesieur and the NETSA Scholarship Golf Tournament) is from Woodstock, Connecticut where he graduated from Woodstock Academy in 2012. Jared is presently a senior at Western New England University in Springfield, Massachusetts, majoring in Mechanical Engineering with a 4.0 GPA. He will graduate in May 2016 with a Bachelor of Science in Mechanical Engineering and then wants to find a job as a Mechanical Engineer.

Jared received the First Year Achievement Award – College of Engineering, Sophomore Academic Award – College of Engineering and the Marian LaRiviere Merit Scholarship Award while attending Western New England University. He is a member of Tau Beta Phi Engineering Honor Society, member of Alpha Lambda Delta Honor Society, Member American Society of Mechanical Engineers (ASME) and tutors in his spare time.

He received a summer internship at Smith & Wesson, Inc., where he assisted with manufacturing processes, aided engineers in organizing and completing current projects and designed fixtures and parts using SolidWorks. School engineering projects included Arduino Design Projects to include designing and building a bridge out of Popsicle sticks with a maximized strength to weight ratio, and performed truss analysis for entire structure to predict reliability. He also designed, built and programmed a robot to successfully navigate an obstacle course, placing in the top 5 out of 80+ groups.

Over the past four years, Jared has worked at NETSA Member Kelly's Tire, Inc. in Putnam, Connecticut. His first position as a gas station attendant pushed him into the public arena, teaching him how to interact in a kind and respectful manner, to be responsible for his time, handle money and multi-task. Jared now has an obligation to report for work on time and ready for the challenge of each day. Jared's responsibilities have grown because of his drive to constantly learn. He plans to continue in this position while he finishes his college education and possibly work at Kelly's Tire on the weekends after he graduates from college.

Jennifer A. Mallory, Ph.D. Assistant Professor of Mechanical Engineering, Western New England University, says "he demonstrates the exceptional intellectual ability required to understand and apply foundational engineering concepts presented in his classes. This is supported by the fact that Jared has received numerous academic awards since arriving at Western New England University. As our top junior student, he will be receiving the Outstanding Junior Award in May to add to his previous awards." Congratulations Jared.

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Photo: (Dick Cole – NETSA Exec. Dir, Cheryl Thielman – Mother, Ari, Gene Thielman – Father, Blaise Pascale (CT Tire Dealers and NETSA Director)



Photo: (Dick Cole – NETSA Exec. Dir., Jason Phelps – Father, Jordan, Lance Prentiss – Pete's Tire Barn)

Ari Thielman – Winner of the \$2,000 Bob Malerba/CT Tire Dealers 2015 Scholarship Award (funded by Connecticut Tire Dealers and the NETSA Scholarship Golf Tournament) is from Meriden, Connecticut, where he attended H.C. Wilcox High School, graduating in 2015.

Ari competed two consecutive years in Skills USA, volunteered at local elementary schools helping with holiday fairs and special events, mentored incoming freshmen students to help them transition into a new learning environment. Because Ari maintained a high honors grade point average during all four years of high school, he qualified to tutor students in a variety of subjects.

He played for the school golf team and received the Most Improved Player Award as well as earning medals for six matches in this sport. Ari was most proud of his award for four years of perfect attendance in high school.

Ari has been described as being expected to attain all of his goals after graduation by his Math Instructor, Steven M Wodarski; as a serious, energetic, organized young man who reasons well, solves problems and clearly communicates his ideas verbally as well as on paper by John Nylander, US Modern History Instructor; being most impressive with his accomplishments, he remains humble and appreciative of his success by his Social Studies Teacher, Sarah Martorelli.

Ari spent the last four summers working at his father's business, G. T. Silver City Tire Company. As Ari's skills and knowledge increased, he was moved into other important facets of the business, taking with him much needed knowledge to become successful in his own life.

He will be attending Central Connecticut State University with a Bachelor of Science Degree with a major in Business Administration and a minor in Mechanical Engineering. After graduation, Ari's desire is to work for his father in order to learn the various aspects of running a successful tire and auto repair shop. He desires to either partner in his father's tire and auto repair company or develop his own successful tire and repair business.

Ari's father is Gene Thielman, President/Owner of NETSA member G. T. Silver City Tire Company in Meriden, CT. Congratulations, Ari.

Jordan L. Phelps – Winner of the \$2,000 Pete's Tire Barn 2015 Scholarship Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament) is from Springfield, Vermont. Jordan attended Springfield High School in Springfield, Vermont and graduated in June 2015 with a 4.119 GPA. Her four years of high school have proven to be a commitment of helping others. Jordan has served as Class President of Student Government and secretary of Student Council. She was a member of the Climate Committee. She not only played Varsity basketball, but was also Team Captain. Jordan continued her leadership role in an anti-bullying program called "World of Difference," where she encouraged dialogue, using patience and compassion.

In her sophomore year, Jordan was a delegate for the Hugh O'Brien Youth Leadership Conference. Her junior year a delegate for the Washington Journalism and Media Conference year of high school. She also received high honors in all four years of high school. One of Jordan's greatest experiences was her work as a print and broadcast journalist for "Green Horn and Green Horn Live," Springfield High School's publication and broadcast show. She thrived as a reporter and editor which earned her the chance to travel to Washington, D. C. in 2014 and serve as the first-ever Vermont representative at The Washington Journalism and Media Conference.

Jordan's community service experience includes coaching elementary school basketball and working each school day in a kindergarten classroom.

Jade Costello, Counseling Director, describes Jordan as "self-driven, virtuous, reliable and sharp." She is "a standout humanities student and a gifted writer." "Jordan has earned the reputation of a progressive and goal-driven pioneer and she deserves the opportunity to share her energies with your community." Jordan will attend Endicott College in Beverly, MA., and will major in early childhood education, earning certification in elementary education and special education. She plans to graduate with a Bachelor's Degree and pursue a Masters Degree. Her desire is to study abroad in South Africa and teach underprivileged children. Her long term plan is to teach and someday become a school administrator.

Jordan's father is Jason C. Phelps, of NETSA member Vianor Tire, Colchester, Vermont. Congratulations Jordan.



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Rielley T. Richards – Winner of the \$2,000 Melvin's Tire Pros 2015 Scholarship Award (funded by Melvin's Tire Pros and the NETSA Scholarship Golf Tournament) is from Athol, Massachusetts. Rielley attended Athol High School, Athol, Massachusetts, graduating in 2015 with a 3.90 GPA. Her extracurricular activities included 4 years of field hockey and softball, 3 years of Drama Club which included several plays and musicals, the National Honor Society for

3 years, basketball and winter track for 2 years, along with the Athol Women's Club, SADD Club and Best Buddies Club.

During high school, Rielley volunteered time during the school year and summer months, which was a requirement of the National Honor Society. She lived and worked as a camp counselor at the YMCA Camp Wiyaka as a life guard.

Rielley received the Sportsmanship Award during the field hockey season for the best attitude on and off the field, the Diane Cass Raiment Memorial Award for the field hockey player with the highest academic standing, Coach's Award for indoor track runner who did their best and the Sportsmanship Award for the softball player with the best attitude on and off the field

Rielley will start her freshman year at Worcester State University in Worcester, Massachusetts and plans to major in psychology with a minor in education. Her career goals will be accomplished through obtaining a Master's Degree in school counseling or teaching. It is Reilly's desire to be a guidance counselor to help others in achieving their goals. In addition, she is considering spending time in the Peace Corps.

Ms. Maria Domenica Pieropan, Ph.D., Spanish Teacher, offered testimony to Rielley Richard's character. "The successful attainment of goals is evident in the high "A" Rielley earned for her independent study and the honor she currently holds as one of the top two students in Honors Spanish III. It is also evident in her elite class rank attained while taking a rigorous course load, participating in extracurricular activities and working numerous hours. She is without exaggeration one of the finest young women I've had the honor to teach during my lengthy career. Polite, poised, genuine, kind, compassionate, ambitious, industrious, responsible and remarkably mature are traits that define this exceptional young woman. I can think of no better investment for your trust and generosity than Rielley Richards."

Her mother, Christine Richards, works for NETSA member Pete's Tire Barns in Orange, MA. Congratulations, Rielley.



Photo: (Bill Pawlak – Town Fair Tire, Jeff Mastroianni – ATD, Joseph, Tony DeSimone – ATD and NETSA Director, Dick Cole – NETSA Exec. Dir.)

Joseph J. Peterson – Winner of the \$2,000 American Tire Distributors 2015 Scholarship Award (funded by ATD and the NETSA Scholarship Golf Tournament) is from East Haven, Connecticut.

Joseph graduated from East Haven High School, East Haven, Connecticut in June 2015 with a 4.04 GPA. During his last four years of high school, Joseph worked two years at NETSA member Town Fair Tire in East Haven, Connecticut. His various responsibilities included filing and scanning documents for the accounting department. Joseph also worked for a short time in the carriage department of Expect Discount Grocery.

Since the age of ten, Joseph has volunteered as an alter server at his church and at the church's annual carnival. While in high school, Joseph was Vice President of the National Honor Society, an active member of the jazz band, a four year member of the golf team, and a two year member of the marching band. Joseph was a member of the student ROPES Club which promoted positive choices, and to engage the student body into to becoming connected through many activities. Joseph was also a four year member of Students against Destructive Decisions (SADD). He is a CAPT scholar and received the Saint Michael's book award.

Michele Madonna, East Haven High School Counselor, has said "Joseph is a young man who, from the first day, I met him, I knew was someone very invested in his future and going to take advantage of all he could academically. Joseph is that behind the scenes student who quietly achieves and is humbled by all he accomplishes. His drive and commitment to his goals tells me he has great promise for success as a college student."

Joseph is attending the University of Florida in Gainesville, Florida as a Freshman this year. Science is a passion of Joseph's, therefore, his plan is to major in biological engineering. His desire is to be able to help millions of people by finding cures for both diseases and ailments that afflict so many in today's world. Congratulations Joseph

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How do you handle them?

Do you have any bad online reviews? Most likely you do. Ultimately, it's more important to handle them properly than to avoid them. Although, avoiding a bad review isn't a bad thing. Virtually every business will eventually receive

some bad online reviews from its customers. It's practically impossible to satisfy all your customers all of the time. In fact, I believe a few bad reviews can be a good thing. It shows customers that you and your staff are human, and may occasionally make a mistake. Just as important, you should make sure you have tons of positive reviews to outweigh any bad ones. Most importantly, you need to show that you are proactive in dealing with bad reviews properly. Consumers are "social media" junkies. They thrive on posting the good, the bad, and the ugly in their lives—day in and day out. Do you know there are over 100 social media sites consumers can pick from to tell their story?



## A good online reputation is important.

- Most consumers say positive reviews online have reinforced their decision to purchase a product or service recommended to them.
- Consumers say negative reviews online have made them change their mind about purchasing a product or service recommended to them.
- One negative online customer review can cost a company upwards of 30 customers.
- Each additional Star rating on Yelp or Google can equate to a 10% increase in business revenue.

## Guidelines to follow when a bad review is posted online about your business.

1. **Do** your best to determine if the review is legitimate.

Determine if it's from a legitimate customer. If you believe it's not a legitimate review, you should contact the review site itself and request the review to be removed based on the premise it is not from a legitimate reviewer.

2. **Don't** post fake reviews anywhere. Social media sites have no problem punishing businesses they find posting fake reviews. It's ok to encourage your customers to post reviews about their experience doing business with you.

3. **Don't** call out a negative reviewer publicly. Your first inclination is to defend your reputation; resist the temptation. Not only will you look like the bad guy, you subject your business to the many review fans piling on and defending the negative reviewer—magnifying the original negative review. In fact, the negative publicity you may receive from your response could be worse than the impact of the original negative review.

4. **Do** post a brief comment on the negative review that shows you are concerned with the bad experience and want to work directly with the customer to resolve it to their satisfaction. Less is more. If you need help in properly wording your responses, seek advice from the experts. You **don't** want to add fuel to the fire by posting the wrong message.

5. **Do** address the negative review personally and with care. The sooner you can address it the better. Reviews that are handled quickly and properly can cause the reviewer to modify or re post their positive experience with your business.

6. **Do** have a formal process in place to prevent negative reviews from occurring in the first place. Empower your staff to handle negative situations when they occur.

7. **Do** treat every customer as a potential online reviewer and make sure customer satisfaction and online reputations are top priorities with every one of your staff. By asking customers for feedback from each occurrence of service, you give yourself the opportunity to be proactive in addressing negative experiences before it is too late. Take the process off-line by communicating directly and privately with the customer.

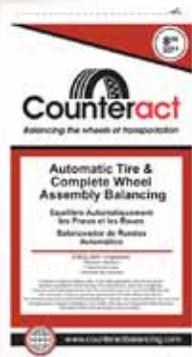
Take your online reputation seriously and do what you can to promote positive online reviews from your customers.

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## 10 Things Your Customers Won't Tell You

By Nancy Friedman, the Telephone Doctor

The Road Runner  
Winter 2015



your best friend will tell you. (By the way, that would be us... Telephone Doctor.)

Dear Owner/Manager:

- Nobody greeted me when I walked into your store. No one said, "Hello," no one asked if they could help me, and no one said goodbye when I walked out. Well, at least I wasn't any trouble.

- Your sales staff looked tired. Yea, they did. Otherwise why wouldn't they greet me with a big smile and some enthusiasm? It didn't look like they even wanted me in the place.

- I bought a lot of stuff. I couldn't believe no one said, "Thank you." No one told me to enjoy my purchase. I did get a luke warm "Have a nice day." But it was said so routinely, and to the floor instead of my face, it didn't mean anything to me.

- When I phoned for some information, my call was treated as an annoyance. I sensed very little desire to be of any real help. Know what I did then? I called a few more places until I found one who sounded as though they wanted my order.

- Whoever answered your phone never identified themselves. I happen to like to know who I'm talking with and when I don't, it hurts any trust I might give your company.

- During the phone call, the voice of whoever answered sounded aggressive and challenging, annoyed and in a hurry. I didn't feel very welcomed.

Most business owners know that customers will walk – take their business elsewhere if they're not treated as they'd like to be. But how does a business owner or manager find out what the customer really likes or dislikes? Well, your customers have told us what they may not tell you. Here are TEN things only

- When I walked in, all your employees were talking and laughing amongst themselves and ignored me until I finally asked a question. They acted as tho they were upset I interrupted them.

- There was no management around. Remember the old saying "when the boss is away, the mice will play." Guess what? They do!

- When I told your staff about my needs, which were important to me, no one sympathized with me. It was 'business as usual' for them.

- They looked angry. No one was smiling. Remember, sometimes it's the things you 'don't do' that make me want to go elsewhere.

- Thanks for listening. We all know these are basic common sense topics, but we also know that basic common sense isn't too common

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



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As a tire or automotive service shop owner looking to sell your business, you may be making the process even more challenging by mistakenly disqualifying potential buyers who would actually make great owners.

In a career spanning over 30 years of working in the automotive aftermarket industry, I have often heard reference to the misperception that only veterans of our industry can successfully own and run tire and automotive service

shops.

In fact, as baby boomers now ready to retire have created a surge of businesses that are primed to change hands, that misperception, widely held by so many shop owners, has evolved into a misstatement of fact masquerading as the unquestioned truth...or in other words, a myth.

I have facts to debunk that myth, based upon my sales of over 40 tire and automotive service business in the last three years. Of those transactions, involving a balance of independent and franchised shops, only 24% of the buyers had prior working experience in an automotive business. That's right, only one in four buyers were from the industry and 76% of the buyers were from another industry!



## Consequences of Believing the Myth.

Why are those numbers so significant to a shop owner considering the sale of his business? There are several reasons.

First, if a seller tries to sell their business themselves without using a business broker, they might very well pre-judge and prematurely disqualify buyers without automotive experience, thus dramatically reducing their buyer pool of potential candidates.

To further complicate that scenario, a seller who engages a general business broker without automotive background may influence the broker to believe the myth as well. The broker may not know any better and, as a result, also limit the buyer pool of candidates to only those with automotive experience. The myth spreads!

Having a real sense of who your potential buyers might be is a key ingredient to selling your shop in a timely manner to a qualified buyer and maximizing your sale price. Limiting the number of qualified candidates because of a myth hampers that process.

Additionally, qualifying for a bank/SBA loan for the purchase of an automotive service business does not necessarily hang on whether or not the buyer has previous industry experience. In fact, in prioritizing the relevance of industry experience, there are many more significant factors that contribute to a much greater degree to the successful qualification for a loan, such as having the financial liquidity and net worth to satisfy the bank and SBA.

## Look for a Success-based Skillset.

So the fact is that the 76% of buyers I've worked with from outside the aftermarket brought to the table their own excellent business, marketing, and customer relationship skills, along with entrepreneurial zeal and drive that made them poised to take

successfully over shop ownership. In fact, an individual with that skillset can oftentimes be more successful than a buyer with technician or service advisor skills who has never owned a business or handled the financial aspects of operating a business along with the myriad of other management responsibilities placed upon an owner.

I have many shining examples of new shop owners who have successfully migrated from other industries to the automotive aftermarket. They include such former careers as:

- A health care industry executive with over 25 years as a sales and marketing executive with a national health care association management, marketing, communications, and publishing firm. As dramatic changes within that industry impacted him and his firm, he began thinking outside the box and exploring other areas of opportunity. He landed in the automotive aftermarket, acquiring two shops.
- A retired U.S. Navy officer who purchased his first shop in 2013 and his second shop this year. He really wanted a business which matched his professional values, in which he could make a positive impact. He has found that the military attributes of discipline and listening well apply equally well to auto service shop ownership.
- A former senior vice president for a Fortune 500 company who, after about three years of retirement, was pulling his hair out with boredom and decided to go into business for himself by purchasing an auto service shop.

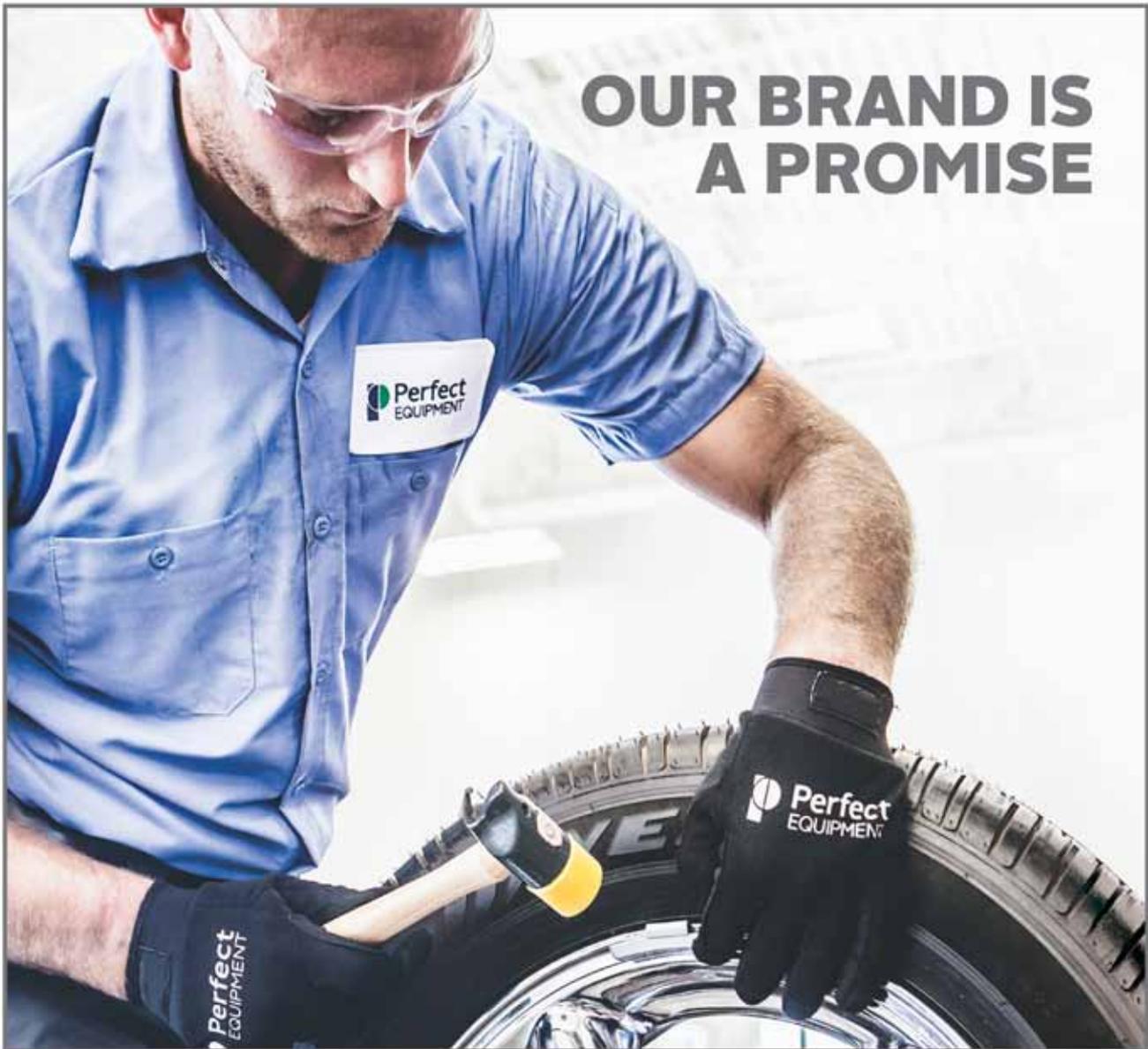
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I am writing this column only after Dick Cole called me and asked if I was going to write anything for the Winter RoadRunner. We finally upgraded our Microsoft Office to this year from 2007, and as a result I haven't been getting emails from Dick for a few months now because he has been using my older email address that apparently sent his notes

to hyperspace. I just thought he didn't want to be a bother during the busy season! I try to send a column in as soon as I get the notice so that I don't forget. Maybe this column will have to be short and sweet. You can always hope.

The biggest event for me recently was the purchase of an adjustable bed. I was having all kinds of health issues, but the biggest thing was that I was getting up 4 or 5 times a night to go to the bathroom and figured it was just part of getting older. As a result, I would wake up in the morning exhausted with bloodshot eyes and headaches. I couldn't figure out the problem. Finally, I realized that I needed a new mattress. The last one I bought was in 2004, two weeks before Jordan's Furniture had their promotion that if the Red Sox won the World Series your purchase was free. Timing is everything. I upgraded from a full bed to a queen size and also got an adjustable one so that if my body adjusts to the mattress I can change the position. It is also important to rotate your mattress every couple or months (or flip it) after the break in period. I also use a very small pillow or no pillow because I sleep on my stomach and most pillows are made for people who sleep on their side or on their backs. Now I get up only once a night and feel much better.

Apparently even if your mattress doesn't look bad it can cause all kinds of problems. It looks like a replacement is in order after 8 years or so. If you are having sleep issues figure out how old your mattresses are and consider an adjustable or a sleep number bed if you and your spouse have different needs. It seems like in my unscientific survey that most guys like a firm mattress while women like the mattress to be a little softer. Sleep number beds have been known to save

marriages! Our sleep time is crucial and yet we seem to know so little about what goes on during that time. A good night's sleep is crucial to your health and productivity during the day. I recommend that you either visit a place that lets you try out their mattresses and has a knowledgeable staff and a place that lets you try the mattresses out with a 30-day return policy.

Consumer Reports recently ran an article on mattresses that was somewhat helpful and if I can be of any help, email or call me and I will try to help get you on the right path. While I am by no means an expert on sleep, mattresses, and pillows, I have learned a lot this year about all three and would be glad to share what I have learned with you. By the way, I have been tested for sleep apnea twice and have been told I don't have it. Despite that, I wear nasal strips and custom dental devices that help me breathe easier at night. As a bonus, if someone breaks in to my house at night I look like Frankenstein and that should be enough to scare the intruders away.

While on the subject of intruders, if like myself you don't have a gun or mace on hand, my hardware store guy recommends that you buy a can of the hornet/wasp spray that sprays up to 20 feet away and keep it near your bed. Spray it at an intruder's eyes and he will run for the exit. I laughed about it until an intruder broke into my brother Mark's house a couple of years ago. I keep a can right next to my bed.

I'm going to wrap up the column by wishing you all a belated Happy Hanukkah, Merry Christmas, and a Happy New Year. Next month your NETSA trade show committee will be back at work planning the 2016 trade show at Foxwoods. It is important to see each other and talk about business at the show as well as raise money at the Hall of Fame dinner for the scholarship fund. And it's always great to induct deserving individuals into our Hall of Fame.

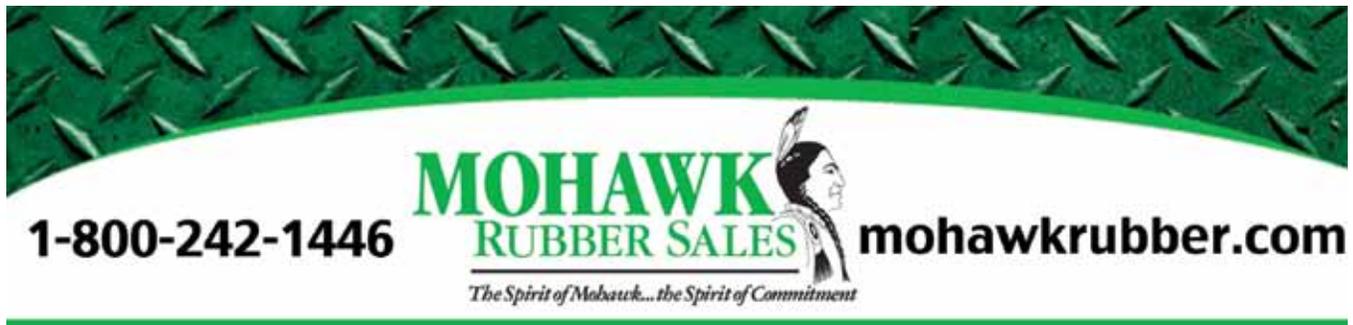
Roland continues to amaze us with his continued decent health. He still comes in and works all morning and loves to talk to long time customers. He's a little foggy on current events but his memory of events from years ago still amazes us. My mother's health has deteriorated this year but my parents are fortunate to still be living at home where they are most comfortable.

If you have good health you have a lot.  
 Feel blessed.

*Larry Lesieur.*

## Welcome New Members

Business	Address	City	State	Zip	Tel #	Contact Name
Optimize Social Media	442 Hayward Ave N.	Oakdale	MN	55128	855-676-1212	Ben Moore
J S Products	6445 Montessori Street	Las Vegas	NV	89113	502-724-7948	Danny Bova



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## 5 Things You Can Do Offline to Get More Customers to Follow You Online.

If you build it, they will come...right? Well, not necessarily.

When it comes to building a strong social media presence, you don't have to rely or concentrate on building it only online. There are many offline tactics a business owner can use to strengthen and increase the business's presence online.

One of the most difficult things about social media is finding the right people to market to and connect with your profiles, but don't stress if you're thinking you need to do a lot of research to find those people! The perfect audience is likely walking in and out of your business daily already. Engage with those people and you'll have a strong foundation for social media success.

### Here are 5 things you can do offline to build your social media presence online.

#### 1. Tell People to Follow You Online.

It sounds simple, but it makes a difference! Let your customers know that you're online and encourage them to follow you on Facebook, Twitter, or Google+ - whichever channels you update most frequently. By simply having a dialogue with your customers and encouraging them to give your social media profiles a look, you're setting yourself up for potential growth in the size of your online audience and overall engagement.

#### 2. Give Your Customers an Incentive.

Make it known to your customers that when they follow your social media profiles, they are likely to receive exclusive deals and be the first to know about current or upcoming promotions. You can also sweeten the deal by offering exclusive coupons for social media audience members only.

For example, by offering a 10% off discount for customers who have liked your Facebook page, you might see an increase in likes and traffic to your page, not to mention a boost in in-store traffic related to that promotion. Creating exclusive social media only promotions gives your customers a reason to connect.

#### 3. Use Signage to Send a Message.

From window clings to counter displays, make your social media presence known. It's important that you include some type of signage or a brief mention on your shop's receipt to like your Facebook page, follow you on Twitter, or even leave a review on Google. You can even combine the signage with your incentive, and give customers a special gift or deal when they like your profile in store.

#### 4. Include Your Social Media Presence on Any Traditional Advertisements.

If your business relies on traditional print media, be sure to include

the URLs for your social media profile on the ad. The same is true for any type of printed marketing materials your business uses. Using radio or TV to market your business? Include a call to action to follow you on Twitter or like your page on Facebook.

#### 5. Get Social with Events.

Is your business attending a trade show in the near future? A community festival or another event where you can reach potential customers? If you are going to be at an event, make sure to highlight it on your social media channels.

Share exclusive photos and information from the event as you attend it live. Create a unique hashtag that people can use on their own social channels to follow along, and be sure to use the same hashtag as you post your own updates. It'll help make it easy for people to find and follow you. Does the event have its own hashtag? Use it! Other people following the event can then find you. You may connect with someone you might not have otherwise reached.

**Tips for Creating Your Own Hashtag:** Keep it short, simple, and relevant to what you're posting about. The easier it is to remember, the more likely it is to be used by others!

These are just some of the ways you can integrate your online and offline marketing for optimum results. The most important thing is being consistent and active with your offline and online marketing. After all, it is called social media for a reason!



*Answers to my questions!*

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- Condition of entrances and exits: Are they in good condition or could snow, water or wind cause problems? Repair them now instead of waiting for an emergency.
- Heating, ventilation and air-conditioning systems: Don't wait for a breakdown or even a sign of trouble. Make checking the condition of the system part of your operating plan. For businesses using waste oil heaters, it is important to follow the manufacturer's service recommendations. Scheduled maintenance may help prevent costly breakdowns and save money.
- Businesses using waste oil heaters should also check the storage facility for safe conditions and to ensure that trash hasn't accumulated that could pose a fire hazard. Inform your oil supplier of your projected requirements for the season.
- If you are in an area where there may be significant snowfall, review your snow removal plans and procedures. Responsibilities and personnel may have changed over the year. Check your own equipment and confirm that contract service providers are familiar with your location.
- Items that pose no hazard in good weather may become a problem in bad weather. Check your premises for potholes, uneven curbs or sidewalks, or obstacles that might become hidden under snow or ice. Fix these items and avoid potential losses.
- If employees use portable electric space heaters to warm office cold spots, the heaters and cords should be inspected for condition and the stamp of approval from a national testing laboratory should be visible. Establish controls so that heaters don't overload your building's electrical circuits.
- Vehicles should be checked for safety related items such as tires, brakes, lights and windshield wipers. In bad weather, it is important that drivers make sure that their vehicles are in top condition before being dispatched.
- Review driver responsibilities and the company safety policy with your employees. Communicate that safety takes priority during bad weather situations.

For questions about this loss prevention topic, contact the Zurich Risk Engineering Department at 800-821-7803



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## It's your choice !!!!

We all face daily challenges, but it's not the size of the problem that's important, it's our perception of that problem; it's how big or small we make it in our minds. Seriously, each day brings pleasures, hardships, adventures, and disappointment. It's just the way it is.

But what you focus on, you magnify. If you stay focused on your problem or what you don't have and how it will never work

out, all you're doing is making it bigger than it really is. When you magnify something you don't change the size of the object; you only change your perception of it. Just know that you have a choice today and your future lies within your power.

I read today in a book called "Time for Joy" Daily Affirmations by Ruth Fishel the following: "whatever we see in our lives is a product of what is going on in our minds. Our thoughts produce the reality of our lives. When we live with loving thoughts, we find love all around us. On the other hand, if our mind is full of judgements, criticism, negativity or fear that is what will present itself to us in our now. That is the way that we will find our world."

I believe if one doesn't love and value oneself that you (we) would not really be able to love back someone who does. As I have mentioned in the past GOD DOES NOT MAKE JUNK !!!

***"Mistakes are a fact of life. It is the response to error that counts." ...Nikki Giovanni.***

I read this someplace and it seems appropriate: *"If life is a stage, I seriously need better lighting."*

You can't always choose the situation you find yourself, but you can choose how you react to it. Shame over mistakes, or over shortcomings in general, is certain to exaggerate and multiply the negative self-opinions that generally haunt those of us who demand perfection. And the result is even more mistakes, because our attention is diverted from the task at hand. We must believe that mistakes are the guideposts to the destination we're headed for.

To all of you, I thought you deserve a "time out" before you hopefully finish reading this latest letter and I am stepping out and sharing right here, right now an **IRISH PRAYER** to all of you.

*May God give you...  
For every storm, a rainbow,  
for every tear, a smile,  
for every care, a promise,  
And a blessing in each trial.  
For every problem life sends,  
a faithful friend to share,  
for every sigh, a sweet song.  
And an answer  
for each prayer.*



Throughout life, unfortunately, it's true that we're taught from an early age to believe the opinions of others more than our own opinions of ourselves. Believing that who we are is defined by what other people think of us cripples the joyful spontaneity of our uniqueness. And this has the possibility of leading us to "enduring life as compared to enjoying life."

Dr. Seuss gives us this insight; *"Be who you are and say what you feel, because those who mind don't matter, and those who matter don't mind."*

This thing called LIFE is an awfully long journey and no one knows when the end is near. Ever get the feeling that life could be like a violin solo and you're wearing boxing gloves? I surely have at times. Especially when a thought hits me when my load seems extra heavy and it appears that the other guy's load is virtually nonexistent. As I shared in one of my last letters that no one knows what happens in a person's home once that **FRONT DOOR IS CLOSED**. Haven't you noticed, comparison is lethal!

When you are down- I mean "bottom of the ocean" down-and you focus on how easy others seem to have it, self-pity siphons that last drop of motivation you needed to finish the day. Thus are you hanging in there, enduring life? Be honest. We have all been there at one time or another.

Thoughts are the thermostat that regulates what we accomplish in life. Proverbs 23:7 "For as a man thinks within himself, so he is." Shakti Gawain said it this way: "What we create within is always, mirrored outside us. This is the law of the universe."

Happiness is a matter of right thinking, not intelligence, age, or position. Happiness is readily available to all of us. I read that one's performance is directly related to thoughts one deposits in their memory bank. And I choose happiness compared to this example.

"What kind of performance would your car deliver if every morning before you left for work you scooped up a handful of dirt and put it in your gas tank? The engine would soon be coughing and sputtering. Ultimately it would refuse to start. The same is true of one's life. Thoughts that are narrow, self-destructive, and abrasive produce needless wear and tear on one's mental motor, which will send you off the road as others drive by." Again are you **enduring life?** Why not try **enjoying life**. "Today is tomorrow's yesterday. How do you want to remember it?" I invite you all to take some private time today (you truly deserve it) and think about "allowing" the belief to settle within you from your head to your heart about **WHY NOT ENJOY LIFE?** A truly cheerful face comes from a joyful heart, not from a lack of concern for life's tragedies.

William Shakespeare states: "Striving to better, oft we mar what's well"

Do not say, 'It is morning,' and dismiss it with a name of yesterday. See it for the first time as a new born child that has no name. ....Rabindranath Tagore

As most of us realize, Joy is a Choice-but it isn't an easy choice. With each new dawn, life delivers a package to your front door, rings your doorbell, and runs. I invite you upon opening the door choose a package with joy on it and let the day begin!

**- Pat**

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

*PPS - "A new day: Be open enough to see opportunities. Be wise enough to be grateful. Be courageous enough to be happy." ..... Steve Maraboli*

# WHEN THE RUBBER LEAVES THE ROAD



GET THE WINNING COMBINATION OF  
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Work with the leading tire recycling company in the United States and take advantage of:

- **Custom scheduling** with your choice of pick-up frequency including winter and summer schedules
- **Pickups that are on time, every time** by courteous and professional drivers. This ensures your facilities stay environmentally clean and compliant
- **Technologically advanced fleet of trucks** with state of the art routing and scheduling





## Cole's Column

NETSA's **Hall of Fame Committee** - Chaired by Jim Melvin Jr, wants to alert all NETSA members that they must nominate any person they feel is deserving of this award, to the Committee by **December 31, 2015**. Simply email NETSA or write us with your nomination and

Biography of the nominee. The Committee will then investigate the eligibility of the nominees and bring their names before the full NETSA Board for a vote at their January Board Meeting. **The Criteria & Requirements to be considered as a nominee are:**

- 1) *Must have been active in the Tire and/or Vehicle Service Industry in New England for at least 20 years.*
- 2) *Must have distinguished him or herself in our Industry and Community as a reputable and honored Leader.*  
*See the full criteria on page 31 in this Road Runner.*

**Our Trade Show Committee** - Chaired by Rich Tuttle, has announced the dates of April 8 & 9, 2016 for this year's Trade Show & Convention, to be held at Foxwoods in Mashantucket, CT. Last year's show was another success with a 20,000 sq. foot display area filled by 45 Exhibitors (109 booths) and attendance of 787 people. Rich promises another informational and fun event in 2016 with the Friday/ Saturday schedule that has been such a success and our 3rd year at Foxwoods. We'll be mailing out more detailed information to all of you about the April 2016 event, in Early February 2016.

**Our Scholarship Committee** – Chaired by Tom Ferguson, announced our Eighteen 2015 Scholarship Winners in our Fall issue of the Road Runner. We featured eight of those eighteen in that issue, and are featuring the other ten winners in this issue of the Road Runner. We are thrilled to have been able to give out \$36,000 in scholarships in 2015. Congratulations to all the recipients.

**Our Legislative Committee** – is continuing to work in opposition to the mandatory tire registration push that places the burden of manually filling out the forms on the retailer. NETSA is in agreement with TIA that the full responsibility for tire registration should not be on the small tire retailer but should include the manufacturers and consumers as well.

NETSA is also continuing to oppose the Department of Labors proposed changes to the white collar exemptions to Federal overtime pay regulation. They are proposing to raise the minimum salary threshold from the current \$23,660 annually to \$50,440. We joined the Auto Care Association in September to oppose this, and on November 19th we also joined the Partnership To Protect Workplace Opportunity, along with over 100 other organizations, to write letters to our Senators & Representatives asking for their support of our position not to support this change.

**Massachusetts HB 3810** has been introduced and awaiting a Hearing date. It would require that all new car dealers in Massachusetts deliver to purchasers of new cars a statement that begins with "The Magnuson-

Moss Warranty Act, 15 USC 2301 et seq., makes it illegal for motor vehicle manufacturers or dealers to void a motor vehicle warranty or deny coverage under the motor vehicle warranty simply because an aftermarket or recycled part was installed or used on the vehicle or simply because someone other than the dealer performed service on the vehicle." It also says "(c) In addition to any other remedies that may be available, a violation of this chapter shall be deemed to be an unfair method of competition and an unfair or deceptive act or practice in the conduct of trade or commerce in violation of Section 2 of Chapter 93A." NETSA supports this bill.

**Our Benefits Committee** – Chaired by Jack Kelley, is happy to announce the addition of three new NETSA Benefits Providers to our list of other strong providers. It's our desire to continue to offer Benefits to our members that allow you to save money by being a member of NETSA. Please read our welcoming announcements for Optimize Social Media, Inc and Valvoline/GH Berlin Windward on pages 32-33 in this issue of the Road Runner. We'll have a welcoming page for our third new provider Parts Tech in our Spring issue of the Road Runner.

**Our NETSA Membership Committee** - Chaired by Dale Franklin, has grown this year (2015) to another record of 574 paid member locations. We are very appreciative to all of you who are members during this tough economy, and our Board is continually striving to ensure your value in being a NETSA Member. We've sent out our 2016 Dues invoices, and encourage you to send in your payment if you haven't already done so.

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



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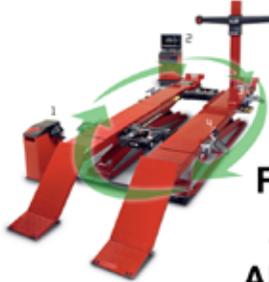
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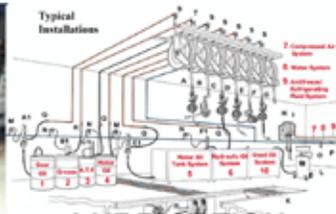
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# NETSA Membership Benefits

The Road Runner  
Winter 2015

## Commercial Insurance

### **Safehold Special Risk, Inc:**

Tom Ferguson (603) 559-1378

They've got you covered for your business Insurance needs.

- Property, Casualty, Vehicles & Workers Compensation

## Computer Software

### **ASA Tire Systems:**

Dave Vogel (603) 889-8700

• Complete Software for the Automotive & Tire Business at a 10% Discount

## Credit Card Service

### **Nationwide Payment Solutions:**

Alison Dumont (603) 320-1221

- Meet or Beat pricing for NETSA Members.
- No Set Up Fees
- Gift & Loyalty Card Marketing Programs

## **Merchant Partners**

### **Sales (866) 814-4083**

- Meet or Beat pricing for NETSA Members
- They also Process Industry & Fleet Cards
- Check Guarantee Service

## Dental Insurance

### **Met Life Dental**

Charlie Muise (781) 706-6944

- As few as Two Employees to be eligible
- Met Life Dental is available to ALL NETSA members in ALL States in the US.

## Fuel Discount

### **Sunoco Inc :**

Jeff Meserve (860) 337-0122

- Sunoco Sun Trak Card gives our members a minimum 2.25% off all Sunoco gas & diesel purchases (Up to a 3% discount)
- No Fees to join nor any monthly fee

## Legislative Monitoring

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

## Oil Products

### **GH Berlin Windward/Valvoline:**

Jim Rogers (860) 250-2076

- Valvoline Quality Products - Motor Oils, Trans Fluids, Grease, Oil & Air Filters, Fuel Inj. Cleaners, Antifreeze & Wiper Blades all earning rewards points/money.
- Free Valvoline POS Imaging & Training
- VPS Equipment & Marketing Program

## Online Parts Ordering System

### **Parts Tech:**

Erik St. Pierre (860) 977-5498

- Order Parts from your preferred distributors all on the same interface at the same time. No more multi systems from each Distributor.
- Free to NETSA Members includes training.

## Online Reputation Management

### **WECnology, LLC/Certified Reputation Services:**

Wayne Crowell (603) 249-5530

- Online reviews matter.
- NETSA members save 10%

## Payroll/HR Service

### **Heartland Ovation Payroll:**

Jennifer D'Angelo (860) 659-8900

- Complete Payroll Service
- HR Support Center provides: job descriptions, email alerts on new federal & state laws, electronic employee file system, and resources when disciplinary action or termination is required

## Publications

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

## Social Media

### **Optimize Social Media**

Ben Moore (218) 213-2251

- Creation, Manage & Maintenance of: Facebook, Twitter, Google, Yelp & You Tube with a dedicated account manager

## Scholarships

As a member business, your employees & their dependents qualify for Academic Scholarships.

- This year NETSA and our sponsors, will provide ten \$ 2000 scholarships to member employees, their spouses, and their dependents

## Trade Show & Annual Meeting

- 40 Plus Exhibitors with over 110 booths.
- Free Training Seminars
- Annual Luncheon Meeting with Keynote Address by an Industry Expert.
- See old friends and meet new ones at our Wine & Cheese Reception & Dinner
- Prizes & Fun for the entire family.

## Training

- 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.

## Web Site

### **Net Driven:**

Ross McArthur 877-860-2005 x 229

Our website is [www.netsa.org](http://www.netsa.org)

Net Driven will build, host, & update your site at much reduced NETSA Member rates. Visit: [www.getnetdriven.com](http://www.getnetdriven.com).

**JOIN NETSA  
TODAY**

Introductory rate of just \$39.00.  
Start enjoying the benefits of  
Membership Today!

## Online Payroll Processing Can Help Your Business Run Smooth By Jennifer D'Angelo, Heartland Payment Systems



CPAs: "December is the Best Time to Make a Payroll Change for 2016"

I'll go ahead and say it. Making a change in payroll providers is never easy. That being said, the best time to make a change is in December for the upcoming year. 30% of businesses switch payroll for the better every year.

All you generally need to do is to provide the employee list that contains the information you need to start to pay them in the New

Year. If you switch later in the year you have to bring over numbers for what they have been paid during the previous quarters, so while this doesn't mean you can't change later, now is the best time to do it.

"54% of employees indicate there is room for improvement in the way they get paid. 66% of people will experience financial difficulty if their paycheck were delayed by a week."(2015) Expertise and customer service are the main reason people make changes, but increasingly businesses are changing because of technological features such as integration with HR. It never hurts to get a payroll quote for the New Year. Association partners are always willing to help members by providing discounts.

*Jennifer D'Angelo, Territory Manager*  
860-659-8900 office, 860-918-1495 mobile, 866-598-9989 fax

# Hall of Fame Awards

**Nominations now being accepted:  
Deadline is December 31, 2015**



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. Each nomination must be accompanied by a Biography of the nominee, listing their qualifications to become a member of the NETSA Hall of Fame.

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.

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.

**2016 Hall of Fame Nomination:**

Name of Nominee: \_\_\_\_\_

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: \_\_\_\_\_ Phone: \_\_\_\_\_

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

## Board of Directors

Gene Bova	Motostar Tire & Auto Products Merrimack, NH
Tony DeSimone	American Tire Distributors E. Taunton, MA
Steve Dupoise	County Tire Center, Inc Middlebury, VT
Tom Ferguson	Safehold Special Risk, Inc Portsmouth, NH
Don Foshay Jr	Don Foshay's Discount Tire Biddeford, ME
Dale Franklin	Partner Tire & Service, Inc Colchester, VT
Ray Hamel	Hamel's Tire Center Cumberland, RI
Robert Katz Service	Nu-Tread Tire & Auto Service East Boston, MA
Jack Kelley	Tom Lyons Tire Waltham, MA
Anthony Koles	Montvale Tire Co., Inc Melrose, MA
Larry Lesieur	Maynard & Lesieur, Inc Nashua, NH
Matt Lewis	Max Finkelstein, Inc South Windsor, CT
Katie Maguire	Mohawk Rubber Sales Hingham, MA
Steve McGrath	Tire Warehouse Keene, NH
Jim Melvin Jr.	Melvin's Tire Pros Warwick, RI
Blaise Pascale	City Tire Company Greenfield, MA
Frank Pascale	Nokian Tyres Glastonbury, CT
Mark Rochefort	Vermont Tire Montpelier, VT
Alan Saks	Dorchester Tire Service, Inc Boston, MA
Shaughn Shea	TCI Tire Centers, LLC Exeter, NH
Sid Tinson	Sullivan Tire Norwell, MA
Rich Tuttle	Nokian Tyres Colchester, VT
Glenn Wilder Jr	Wilder Brothers Tire N. Scituate, MA



To: NETSA Members

December 1, 2015

From: Dick Cole – Executive Director  
Jack Kelley – Benefits Committee Chair

NETSA is pleased to announce a new value added Benefits Provider for our 574 members. **Optimize Social Media, Inc. (OSM)** is a Minnesota based company with a professional staff that strives to bring your social media status and online reputation to a whole new level. Word of mouth recommendations have fueled the automotive industry for decades- In 2016 word of mouth happens on Social Media!

Specializing in the tire and automotive industry, OSM creates and works with your Facebook, Twitter, Google+, Yelp and YouTube accounts to boost customer retention and drive sales . Each platform requires its own unique set of practices and their expert team will work diligently to provide you with top-notch customer service. The OSM team will create compelling and informative posts to engage your customer base and build an online community of satisfied customers.

Optimize Social Media's already competitively priced Startup Package is at a discounted price for NETSA members. This package of services is among the most cost-effective ways to manage and maintain your social media and online reputation.

### **Startup Package Includes:** Social Media Pack

- Creation and maintenance of:
  - 1 Facebook Account
  - 1 Twitter Account
  - 1 Google+ Account
  - 1 Yelp Account
  - 1 YouTube Account

### Online Reputation Management

- Daily review monitoring
- Negative review consulting and response

### **NETSA Member Startup package cost:**

- \$350 One Time Set-Up Fee
- \$259 Monthly Fee

**For more information contact: Ben Moore - Optimize Social Media at 218-213-2251 or email [ben@optimizesocialmedia.net](mailto:ben@optimizesocialmedia.net)**

PO Box 1012 - Yarmouth, Maine 04096  
Phone: (207) 846-0986 - Fax: (207) 846-0987  
[netsapros@aol.com](mailto:netsapros@aol.com)

## Board of Directors

Gene Bova	Motostar Tire & Auto Products Merrimack, NH
Tony DeSimone	American Tire Distributors E. Taunton, MA
Steve Dupoise	County Tire Center, Inc Middlebury, VT
Tom Ferguson	Safehold Special Risk, Inc Portsmouth, NH
Don Foshay Jr	Don Foshay's Discount Tire Biddeford, ME
Dale Franklin	Partner Tire & Service, Inc Colchester, VT
Ray Hamel	Hamel's Tire Center Cumberland, RI
Robert Katz Service	Nu-Tread Tire & Auto East Boston, MA
Jack Kelley	Tom Lyons Tire Waltham, MA
Anthony Koles	Montvale Tire Co., Inc Melrose, MA
Larry Lesieur	Maynard & Lesieur, Inc Nashua, NH
Matt Lewis	Max Finkelstein, Inc South Windsor, CT
Katie Maguire	Mohawk Rubber Sales Hingham, MA
Steve McGrath	Tire Warehouse Keene, NH
Jim Melvin Jr.	Melvin's Tire Pros Warwick, RI
Blaise Pascale	City Tire Company Greenfield, MA
Frank Pascale	Nokian Tyres Glastonbury, CT
Mark Rochefort	Vermont Tire Montpelier, VT
Alan Saks	Dorchester Tire Service, Inc Boston, MA
Shaughn Shea	TCI Tire Centers, LLC Exeter, NH
Sid Tinson	Sullivan Tire Norwell, MA
Rich Tuttle	Nokian Tyres Colchester, VT
Glenn Wilder Jr	Wilder Brothers Tire N. Scituate, MA



To: NETSA Members  
From: Dick Cole – Executive Director  
Jack Kelley – Benefits Committee Chair

December 1, 2015

NETSA is happy to announce another value added Benefits Provider for our 574 members. **Valvoline** is a nationwide company that sells Lubricants and Chemicals through one of its larger Distributors in the U.S. GH Berlin Windward is a full line Valvoline distributor and carries all of their products and administrates all of their programs. Below are the highlights to the program:

- **Full Line of Automotive Products:** Valvoline motor oils, Valvoline Professional Series chemicals, Valvoline filters, Zerex antifreeze, and Valvoline wiper blades.
- **Point of Sale Items.** POS material designed especially for your dealership including menu boards, curb signs, bay banners, pennant strings, and other high impact branding tools available at no charge.
- **Valvoline Boost Program:** Valvoline is offering Free Complete Fuel System treatments or Free Wiper Blades based on annual purchases
- **Valvoline Blade Lift & Replace Program:** Valvoline will lift & replace competitive wiper blades with new Valvoline Wiper Blades at no cost to the installer.
- **Valvoline Bay Box Program:** Valvoline has a very competitive bay box program with free rack and pouring pitchers.
- **Oil Change Promotions.** Designed to increase car count, drive up average ticket, and develop customer loyalty.
- **Preventative Maintenance Promotions.** Designed to increase car count, drive up average ticket and develop customer loyalty. Valvoline offers a \$10.00 rebate on any preventative maintenance service.
- **Lifetime Limited Warranty:** Valvoline will warranty the main components of the automobile for the life of the vehicle if VPS Services are used.
- **Training.** Online training available 24/7 featuring product, operational and general education courses. Easy, convenient and delivers increased employee performance.
- **Technician and Service Advisor Incentives.** VPS incentives, including debit card programs as well as prize and trip incentives, offered on selected products and services.
- **Engine Guarantee.** Valvoline offers a 300,000 mile engine warranty starting at 125,000 miles.
- **Valvoline Technical Support Line.** 1-800-TeamVal if you have any product questions.
- **Pay For Performance Rebate.** There will be two rebates issued on an annual basis to NETSA. One to the member for \$.02/point and another to the NETSA group for \$.01/point

**For more information contact: Jim Rogers -Territory Sales Manager - GH Berlin Windward, at (860) 289-7800**



PO Box 1012 - Yarmouth, Maine 04096  
Phone: (207) 846-0986 - Fax: (207) 846-0987  
[netsapros@aol.com](mailto:netsapros@aol.com)

## Paul J. Burns



**Paul J. Burns passed away November 6th, 2015** after a battle with ALS- Lou Gehrig's Disease. Paul worked in sales for the Goodyear Tire & Rubber Company for 30 plus years calling on many customers throughout New England. After his retirement from Goodyear in 2013, Paul joined the Max Finkelstein sales team. He is survived by his wife Donna, daughter Tiffany and husband Jarrod Gero, son Jason and wife Gillian, and 3 grandchildren.



**NETSA Hall of Fame Nominations** are open for any NETSA Member to nominate a person they feel is worthy of this award. See more information on the Hall of Fame Guidelines here in the Road Runner or at our website [www.netsa.org](http://www.netsa.org). All 2016 nominations must be received by the NETSA Nomination Committee at [netsapros@aol.com](mailto:netsapros@aol.com) by December 31, 2015.

**TIA Calls Dealers To Act vs. Mandatory Tire Registration** reports Tire Business newspaper. TIA is urging independent tire dealers throughout the U.S. to join the trade group in petitioning Congress to reject a return to mandatory tire registration. TIA said "We oppose a return to the failed, onerous paperwork requirements of the past and urge the House to reject any legislation that could lead to independent dealers being forced to turn over our customer information to product manufacturers." You can find the petition and draft letter at [www.change.org](http://www.change.org)

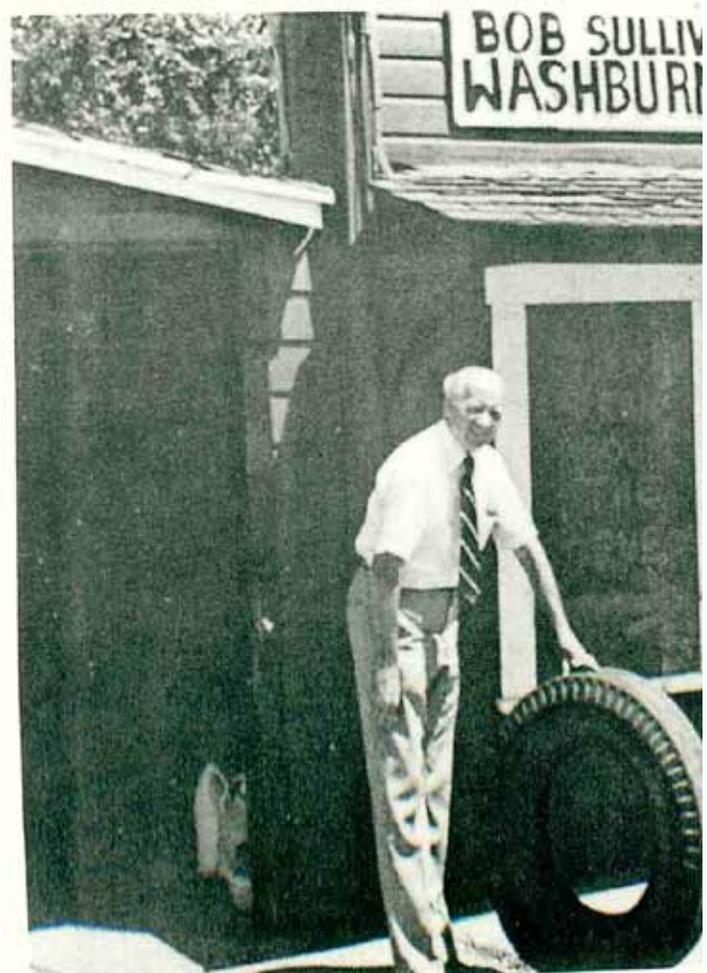
**NETSA 2016 Trade Show Dates Are Announced.** Rich Tuttle, Chairperson of the Trade Show Committee, has announced that the NETSA Trade Show & Convention will be held at The Foxwoods Resort & Casino on April 8th & 9th, 2016 in Mashantucket, CT. Full details will be available in January 2016

**Motorstar Tire and Auto Products Strives for Efficiency in 2015 and Beyond.** At the close of 2014, Motorstar Tire and Products posted one of their most successful winter tire selling seasons in the company's 22 year history. In the wake of this experience, their management team set goals for improving efficiency within the distribution system from top to bottom, companywide. They implemented a warehouse re-organization and activation of a binned inventory management system. Then the company all but eliminated hand powered equipment, investing

in powered pickers, pallet jacks, fork-lifts, and a 2nd floor conveyor to move products. Motorstar just installed a state of the art telecom system along with a new Customer Order Center based in Merrimack, NH. They also purchased GeoTab GPS location and route analysis software to track all 50 company vehicles and optimize routes for efficiency and timeliness. Motorstar Tire and Auto Products is family owned with 3 distribution centers serving New England and upstate New York.

**Tires Reported Stolen** from TireSupplier Distribution Inc in Cambridge, Ontario Canada. Stolen were 241- 226/65R17 Michelin Latitude X-Ice Xi2 and 525 - P265/70R17 Firestone Winterforce UV along with a 53' Stoughton trailer, License Plate #M8346X. Please report any information on the above to: Jeff Moser, TireSupplier Distribution Inc at (519) 624-2282.

**Sullivan Tire Celebrates 60 Years** reports Modern Tire Dealer magazine. Bob Sullivan started the business in 1955 on a dead end street in Rockland, Massachusetts and had seven full time employees. Sixty years later, Bob's eldest son, also named Bob, presides over close to 1,500 employees along with brothers Paul, Billy and Joey. Sullivan Tire is the 12th largest independent tire dealership in the U.S., with 67 retail stores, 15 commercial outlets, three retread plants, 11 distribution centers and 2 warehouses. They held a number of promotional sales efforts tying into their anniversary this year. That included an internal "60 days of prizes" for all employees, with winners announced on an online portal every day. Congratulations from NETSA



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> VISIT [ATD-US.COM](http://ATD-US.COM) for more information.



Miles Ahead.™

For More information please contact: Dick Cole  
New England Tire & Service Association  
P.O. Box 1012  
Yarmouth, ME 04096  
Tel: (207) 846-0986  
Fax: (207) 846-0987  
email: netsapros@aol.com  
website: www.netsa.org

# The Road Runner

*The Newsletter of New England Tire & Service Association*

*Mark your Calendars*  
**NETSA Trade Show**

Foxwoods Resort & Casino, Mashantucket, CT

April 8 & 9, 2016

The Road Runner  
Winter 2015



P.O. Box 1012  
Yarmouth, ME 04096

