



**In recognition of their outstanding
Leadership & Contributions
to the Tire & Service Industry in New England**

2017 Hall of Fame Inductees April 1, 2017

2017 Hall of Fame Inductee - Robert Katz



Robert Katz, President of Nu-Tread Tire and Auto Service of East Boston, Massachusetts and Founder of Air Travelers Service Corporation, started in the tire business as a young boy, working in his

Father's tire shop.

Katz holds a Bachelor of Science Degree in Business Management from Boston's Northeastern University. After graduating from college, in order to build a strong background in the automotive business, Bob worked as an auto mechanic trainee, and later became an ASE certified technician.

In 1972, Bob went to work for the Goodyear Tire And Rubber Company as a service manager at it's Watertown, Massachusetts location. In his nine plus year career with Goodyear, he also held positions of retail sales manager, credit manager, and managed stores for the last four years of his career with Goodyear. He was the first with ASE certification in the Boston District to manage a Goodyear Company owned service store. Katz won many achievement awards, some on a national level while with Goodyear.

Bob has served as a director on five boards, those being:

- East Boston Chamber of Commerce
- NETSA (New England Tire And Service Association)
- Meridian Charitable Foundation (an arm of Meridian BankcorpInc)
- TIA (Tire Industry Association)
- FKO (For Kids Only) A Large Multi-Location Non Profit Education and Care Organization serving many underprivileged children in the Boston area. Bob currently remains on the Board of FKO and NETSA where he is serving in his 21st year and was President in 2000.

Katz has served on many councils and advisory committees. Among them have been the Massachusetts Automotive Compensation Corporation, a self-insured group consisting of tire dealers and hardware stores, Inc., World Trade Show, a local business show sponsored by Inc Magazine and The Revere Journal Newspaper Group where he was also a guest columnist.

Because of his expertise, he was asked to represent Bank One Dayton (at that time one of the largest banks in America) in helping them market their private label credit card for the dealers at three consecutive National Tire Dealer conventions. He also served on a National Task Force Committee established by Bank One. Bob sat on a marketing committee representing transportation management association. (TMA) which worked in conjunction with Massport Authority to provide services relative to Logan Airport.

Katz has also served in advisory positions for two very popular trade publications, Modern Tire Dealer and Tire Business. Both have done stories on Bob and his business. Tire Business once doing an editorial on Bob and his creative ideas.

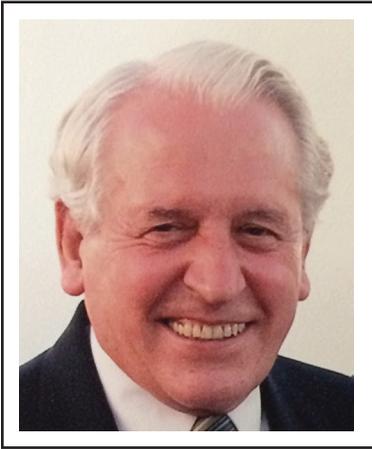
Nu-Tread Tire was affiliated for many years with American Car Care Centers, a partnering group that had over 1,100 stores nationally. Bob served as the first chairman of its advisory committee for the New England Contingency.

In 1997, Bob was selected by Inc Magazine (A National Business Publication) As a "Marketing Master". They featured Bob and Nu-Tread in an article about his air traveler concept relative to his airport location tire business. They hosted him in LaJolla, California where they acknowledged his accomplishment at an official award ceremony.

Bob served as a Corporator for the East Boston Savings Bank and after proving his worth was promoted to a Trustee. He still serves for this bank which has growth to be a 4 billion dollar bank with 33 locations and is now publicly held. In the East Boston community, Bob has been very active, he served as a Corporator for the Salesian Boys and Girls Club of East Boston and also on a committee that produces the Columbus Day Parade, the largest parade in New England. He was asked and served as an announcer multiple times for the parade on Boston television.

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2017 Hall of Fame Inductee - Lionel R. Labonte



Lionel R. Labonte (“Nelly”) was born on August 16, 1936 in Newmarket, New Hampshire. After graduating from Newmarket High School, Nelly proudly served as a Sergeant in the 82nd Airborne division of the Army; where he earned status as

‘Paratrooper of the Month’ for his outstanding physical stamina. Upon completion of his service to his country, he returned home, where he married his sweetheart; Greta “Beth” Dalrymple. They settled in Stratham, New Hampshire where together, they raised five children.

Nelly started in business with a small gas station (Stratham Sunoco) in 1961 to support his growing family, and soon found customers were requesting tires in addition to their fuel and vehicle maintenance. He grew the business through delivering fast service for a fair price. Always delivering “a buck for a buck” he quickly developed a loyal customer base, and expanded his business to include tire sales. Before long (1966)

Stratham Tire was formed.

Probably his biggest gamble in the tire business was his acquisition for Snow’s Tire in Maine in the early 80’s. Nelly put it all on the line, and at the same time started in the retread business. Surrounded by dedicated employees and an uncompromised commitment to succeed, Snow’s was integrated into the Stratham Tire family, and Nelly ultimately earned his two Bandag franchises.

Throughout his fifty-three years in the tire business, Nelly strategically opened locations throughout Maine, New Hampshire and Vermont. He was well known for being a shrewd business man with one heck of a temper when things didn’t go per plan. More than once Nelly pulled his gun out of his desk drawer (in jest) telling vendors that they’d better not mess with him (although he used a slightly more vulgar term).

People can say what they want about his tough demeanor, but he was one hell of a business man, and an even greater Dad. Sadly, Dad passed away from a brain tumor in December of 2014, but I know he would be quite honored to have been elected to the New England Tire & Service Association Hall of Fame. He truly loved the tire business, and the many friends and associates he made along the way. Thank you all for this honor; our family is truly blessed.

2017 Hall of Fame Inductee - Robert Katz - Continued from pg. 2

In addition to Nu-Tread being named a Business of the Year in 2000, Bob in 2014 was awarded by the East Boston Chamber of Commerce the 1st Annual prosperity award which honors and recognizes 12 of the community’s most influential business and community leaders each year.

Bob has been active in sporting activities throughout his life. He participated in varsity football programs at Winthrop High School, in prep school at Bridgton Academy, and Northeastern University. In November of 2016, he and his teammates were inducted into the Winthrop High School Hall Of Fame. He has run sixteen marathons, his best ones under an 8:00 minute per mile pace. His last being Boston’s hundredth in

1996. He is an avid baseball fan and has been a Red Sox season ticket holder for more than thirty years. Bob is also an avid golfer and skier and often enjoys these activities with his children, son Mark (24 years old) and twins Joel and Emily (22 years old). Bob has been a member for many years at the Winthrop Yacht Club, The Winthrop Golf Club, and Winthrop Elks, all located in his hometown.

Bob’s bio and activities may be extensive but if you were to ask him what his greatest body of work has been, he will tell you that he gets his greatest sense of accomplishment in watching his children’s continued growth and accomplishments.

2017 Hall of Fame Inductee - Ronald D. Pisciotta Sr.



Ronald D.
Pisciotta Sr

Born: June 7,
1945
Married to Pat for
48 years
Two Children:
Ron and his
wife Allyson
and their two
children, Gianna
and Gennaro of
Stafford Springs,

CT and Ryan Pisciotta of San Diego, California

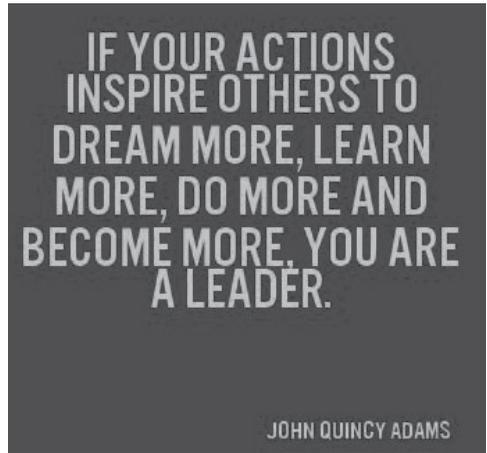
I worked for several years in the automobile business selling new and used cars. In 1972, my brother Wayne and I bought Maple Garage where we sold used cars, gasoline and tires. As the business grew, we soon were only selling tires. This year, we will be celebrating our forty-fifth year in the tire business.

In 1985, I served as chairman of the Civic Pride Commission to help raise private money to build Haymarket Common on Main Street in Stafford Springs, Connecticut.

I was elected to the NETSA Board of Directors in 1997 and served as President in 1999. I retired from the Board after fifteen years of service.

I am still working and have no plans to retire anytime soon. I can only play so much golf.

Thanks to the Board of Directors for this Great Honor and all the hard work they do.



NETSA 2016/2017 Officers

President: **Mark Rochefort** - Vermont Tire, Montpelier, VT
Vice President: **Rich Tuttle**, Nokian Tyres, Colchester, VT
Treasurer: **Matt Lewis**, Max Finkelstein, Inc., Windsor, CT
Secretary: **Blaise Pascale**, City Tire, Co., Springfield, MA
Executive Director: **Dick Cole**, NETSA, Yarmouth, ME

New England Tire & Service Association's purpose shall be to benefit the public by supporting independently owned tire dealerships and automotive service centers.

We've been a vibrant Association for over 60 years, starting in 1952. We have over 500 members of independently owned businesses.

We provide these tire businesses with information, training, tire industry-related events and other benefits.

Congratulations!

*to this year's inductees for your years of dedicated service & commitment
to our industry from your Friends at*

SULLIVAN TIRE