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Fax: (855) NETSA4U

or netsapros@aol.com



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



## Congratulations to our 2019 Scholarship Recipients

By Larry Lesieur, Chairman of the NETSA Scholarship Committee Chair

NETSA was pleased to award nineteen scholarships over the summer to some very deserving individuals as you will see for yourself in this edition of our Road Runner. Again, this year, we notified any graduating high school seniors as soon as they were picked so that they could include the award in their graduation ceremonies. The applications were great, and we were pleased that so many scholarships were ultimately awarded. Since all the winners are presented in this issue, I won't list them in this article but thanks to all the people who are involved with the scholarships, namely the applicants, sponsors, members who donate prizes at the annual NETSA Hall of Fame Dinner Auction and at the NETSA Annual Golf Tournament, and of course our members who bid on the donated prizes at the events.



It takes tons of effort to pull this all together, and our Executive Director Tony DeSimone deserves much credit for running all over New England in July to present the awards. Handing out so many scholarships and coordinating efforts to pull us all together for pictures and the presentations is not easy, especially in the summer. We will be working on firming up our 2020 scholarship sponsors by the end of the year and hope to be able to continue to award at least nineteen more next year. I would ask that if you have someone apply for one of our scholarships that they complete the application properly so that we don't

*Continued pg. 2*

# Thoughts from the President's Desk

The Road Runner  
Fall 2019



As we finish off an incredibly busy summer season for both tires and service, I have been doing some thinking. We are problem solvers, people who make our customers' lives easier. Often times we accomplish this task with no scheduled appointment,

making scheduling a virtual hell. We as an industry need to understand the value that is being provided to the motoring public, our customers. I have had to rely on emergency service from other trade industries twice this summer. Once for A/C repair during a heat wave, the other a plumbing issue in a tenant's space that needed to be rectified quickly. My plumber not only returned my phone call, but promptly resolved the problem. My A/C contractor provided similar

outstanding service. When handed an invoice for \$250 for 45 minutes of plumbing repair, and \$300 for an hour of A/C service, I didn't even flinch. I was so appreciative of the quick response to a problem, I gladly paid.

I feel in our industry it is time to look at our business in a similar fashion. If we want to attract bright men and women to our industry, we have to be able to generate the income necessary to pay accordingly for their talents. I ask owners and managers to give some thought to this. My customers rarely have a question about a bill, as they know the value of being able to have their automotive problems solved quickly. I wish everyone a busy fall season, and good health.

See you all at the golf outing!

*Glenn*

## News In Brief



Jerry Finkelstein (L), Rich Kramer (C) and Harold Finkelstein (R)

### Max Finkelstein, Inc. Celebrates 100 Years in Business

Max Finkelstein, Inc. celebrated its centennial anniversary on Saturday, June 29th at the Ziegfeld Ballroom in New York City. The company, family owned and operated for four generations, welcomed family members, past and present associates, vendors, and customers to this milestone occasion.

A keynote tribute was delivered by Rich Kramer, Chairman, CEO and President of The Goodyear Tire and Rubber Company. Mr. Kramer also presented Harold and Jerry with first-of-their-kind Lifetime Achievement Awards for their dedication to the industry and 96-year business partnership with Goodyear.

Congratulations to Max Finkelstein, Inc. NETSA member and longtime supporter for this milestone achievement.



*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.*

*Congratulations to our 2019 Scholarship Recipients... Continued from pg 1.*

*have to return it for additional information. If we get it at the deadline and it is substantially incomplete, then we may have to pull it from consideration that year. If you are not sure about eligibility to receive a NETSA Scholarship, please let Tony know and he can send you our scholarship application guidelines. We try to be as fair with our guidelines and deadline as possible. Hopefully we will again receive numerous applications next year like we have the past few years.*

*Congratulations to all our 2019 winners and let's keep the momentum going for the NETSA Scholarship Program in 2020!*



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## 4 Benefits of Getting a Business Valuation of Your Tire Store

By Art Blumenthal MBA, CBI • Nationwide Automotive Aftermarket Business Broker

The Road Runner  
Fall 2019



If you have not had an assessment of your business' value in the past few years, you should consider it. A business valuation provides the owner with an estimate on the "Most Likely Selling Price" in the event that the business were to be sold in the current market environment.

This information is something that all business owners should have available. Many owners are interested in how the valuation changes from year to year, based upon annual financial results and the market conditions for selling a business, which change from time to time.

### Here are 4 benefits of getting a business valuation.

#### 1. Taking Action Steps to Maximize the Most Likely Selling Price

An experienced business broker who knows the automotive aftermarket industry also knows what buyer candidates are looking for in a tire and automotive center. They know which aspects of your financials, employee team, lease, equipment and building/location will be most appealing to a buyer.

Very often, the broker will be able to give you specific action steps to take to maximize the valuation over time, if you are not planning to sell the business for a few years. By knowing how to make your business most attractive to a buyer and obtain a premium selling price, you might add \$50,000 - \$300,000 to the value when the time comes to cash in your chips. Securing updates to the valuation on an annual basis and completing the Sell-ability Score questionnaire on my web site will enable you to see if implementing the actions steps is resulting in a measurable improvement to your business value.

#### 2. Understanding of Company Resale Value

If you are contemplating selling your company, knowing its true value is necessary. This process should be started far before the business goes up for sale on the open market because you will have an opportunity to take more time to increase the company's value to achieve a higher selling price. A valuation is also critical if you are considering a sale to an employee or family member.

Most business owners don't know what their business is really worth or how buyers determine their offer to purchase prices. The last thing you want is to leave money on the table by putting your business on the market at too low a price. If you have an inflated opinion on the true value, then your business will likely languish on the market and become stale.

#### 3. Obtaining a True Company Value

You may have a general idea of what your business is worth, based a percentage of sales or multiple of profit. But, there

is much more to business valuations than those simple factors. Work with a reputable broker or valuations company that has prior experience with automotive businesses and provide several years of financial statements and information about all owner perks and benefits to ensure that the full cash flow of your business is being taken into consideration.

Knowing the true value of your company is often a deciding factor if selling the business becomes a possibility. Also consult with your accountant on the cut that the federal and state government will likely take out of the sale proceeds. You need to know exactly what you will be left with to determine if it fits with your retirement needs. If you own the real estate, then it is important to know the fair market value of the property if you want to sell the complete package, or the fair market rent if you would prefer to lease the building to a buyer of your business.

#### 4. Advantages During Acquisitions by Chains

If a regional or national tire chain asks about purchasing your company, chances are they will attempt to acquire your business for as little money as possible. When you know what your business valuation really is, you and/or broker will be able to hold your ground and negotiate a better deal.

Most of the larger chains in New England like Monro, Mavis, VIP, and Pep Boys are more focused on acquiring multi-location operations, rather than a single shop business. It's harder to get their attention and receive a fair selling price, because for not much more time and energy, they may be able to purchase a 5-20 location family operation. However, by working with a creative broker who has experience with the corporate chains, you may be able to piggyback onto a multi-location acquisition or band with other single shop owners in a market to create a more appealing and worthwhile group sale.

#### Conclusion

Once your business' valuation has been established, set new goals to increase the company's value over the next year. Every year, you should set time aside to compare the previous years' valuations to measure

growth,  
losses, and  
implement the  
action steps to  
maximize the  
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Selling Price of  
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# Is the Road to AI a Round About?

By Mike Cioffi, Tire Talent & Chained Wolf

The Road Runner  
Fall 2019



Just recently, Andrew Moore, the dean of computer science at Carnegie-Mellon University, has announced that researchers are giving up on the prospect of human-like Artificial Intelligence. What? In the middle of all this progress we've been making? Well,

it turns out that the progress the AI field has seen recently has been more about refining the techniques we've had for years, rather than discovering anything new.

This even applies to our most ambitious AI technologies, as we will explain here. For self-driving cars, they've been all the buzz in the automotive industry, and MIT researchers continue to make improvements, while Japan optimistically promises a self-driving car system by 2020. As for knowledge systems, they're becoming more robust in every industry from the medical field to human resources, but there's limits to what they can do.

## The Two Definitions Of AI

There's a huge gap between the popular public understanding of AI and what's actually going on in the field. Popular culture, after all, is riddled with improbable fantasies about human-like machines, be it the HAL9000 from 2001: A Space Odyssey, Ava from the more recent Ex Machina, or GlaDOS, the sarcastic mechanical mentor from the video game franchise Portal. Not only are we led to believe that Artificial Intelligence leads to rebellious, super-intelligent machines with wills and desires of their own, but there's a whole movement out there including world-class entrepreneurs insisting that it's right around the corner.

But it isn't. To this date, not only do we not know how to make a computer reason like a human, or even an earthworm, but we have no idea where to start. Instead, we've gotten better at simulating pseudo-thinking behavior thanks to Moore's Law (no relation to the above-mentioned Andrew Moore). The cofounder of Intel Corporation, Gordon Moore, famously predicted (roughly) that computer technology doubles in power every two years. And this is how we have gotten "Black Box AI," the hottest new trend in "smart" machines.

This is the practical, ad-hoc approach to AI, in which we forget worrying about creating an electronic brain that will laugh at jokes and cry at soap operas, instead focusing on throwing all our processing power into solving real day-to-day problems. The distinction is so old that it's in the Jargon File, that grimoire of ancient hacker wisdom. Human-like AI is the "neat" approach, which has evaded us so far; the "scruffy" approach just cares about results no matter how the computer gets them.

In Black Box AI, we literally abuse our processing speed so that the computer can find its own solution by trial-and-error. It is exactly like dropping the world's fastest mouse into a maze and letting it crash all over until it finds a way out. Sometimes we can give it millions of patterns to learn from and let it arrive at its own conclusions in recognizing new patterns, which is pretty much how things like voice and face recognition work. Or we use pure discovery, such as how Google's AI DeepMind learned to "walk," simply by giving it a virtual arena and telling it to try moving everything in any pattern it can find until it hits on how to move from point A to point B. In the case of self-driving cars, a union of both

approaches is needed, a combination of heuristic rules and learning in a simulated environment. The process is known as "emergent learning."

That video animation of DeepMind's spastic flailing is the perfect illustration of why Black Box AI can only get us so far.

## You Can't Get To "Neat" From "Scruffy"

Going back to Andrew Moore at Carnegie-Mellon University, he's saying we're not making any progress on the "neat" side of AI research, but things are going great for the "scruffy" DeepMinds of the world right now. And that's a difficult concept for the layman to grasp, or even some experts, because it requires deep understanding of both fields of computer science and neurology. For instance, some proponents of "neat" AI insist that it's a simple matter of hooking up enough computers in a neural net and allowing the computer to explore endlessly. The problem is, humans don't just think with electrical impulses traveling down neurons; we also have a chemical element involving neurotransmitters, and well as several appended organs such as the hippocampus and the amygdala whose function we barely understand at all.

That's one inherent limitation of human-like AI: Before you can program a computer to do something, you have to understand how it's done yourself. And the human mind is still a big mystery to its owners. We still don't fully understand the process behind most of the brain's diseases, how emotions drive us, what part of our personalities are from nature and what part nurture, why placebos work, and ten other mysteries of the brain besides.

Turning an AI loose in a simulation and letting it discover everything from quantum physics to Italian cooking by itself isn't the answer either. Emergent learning techniques only work for specifically prescribed sets of problems.

## AI's Likely Impact On Industries

Thus we might ask: Will AI replace doctors? Yes, AI will help in diagnosis by being a fast pattern-matching search engine, but no, humans will still have to oversee them. Will AI replace human resources recruiters? Probably not, because our best search algorithms are already deployed to scour resumes, and there isn't too much beyond that you can do without a human pilot. Now take a negative example: Will AI replace psychopaths? Aside from the sensationalist headline, AI is almost by definition psychopathic, in that computers lack empathy unless we figure out how to teach it to them. The truth is an image-recognition AI was confined only to be exposed to morbid images, then it interpreted new images with a morbid guess. What a non-surprise.

Most assuredly, self-driving cars will be a thing, even though the media is quick to alarm us about every one-off accident they have. Emergent driving AI will learn from each mistake, while in the United States human drivers still cause over 30,000 fatalities per year and keep doing the same stupid things. Just like being a psychopath, perhaps not driving inebriated or distracted is one measure where AI is an improvement on humans already. Demand will increase as more people get comfortable with a robot driver, and even a sloppy AI that has an accident once in awhile seems to beat the average human driver.

## In Conclusion

Yes, there is AI in your future - Not only that, but it's very much in your present every time you have a "conversation" with the virtual assistants Amazon Alexa or Apple Siri. But the human-like AI from science fiction books will have to remain, alas or fortunately, a fantasy.

*Mike Cioffi is the Founder of Tire Talent and Chained Wolf Inc. Specializing in team building and human optimization.*

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| What the plan pays after deductibles     | In network                                    | Out of network                                  |
| Type 1 Preventive procedures             | 100%  | 100%  |
| Type 2 Basic procedures                  | 80%<br>90% year 2<br>100% year 3+             | 80%   |
| Type 3 Major procedures                  | no benefit                                    | 50%   |
| Claim Allowance                          | 95 <sup>th</sup> U&C*                         | Discounted Fee                                  |
| Orthodontia                              | no benefit                                    | 50%, child only \$1,000 lifetime benefit        |

| Monthly Rates                   | Low Plan | High Plan |
|---------------------------------|----------|-----------|
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I'm writing this first part of the column in early August while I am in an unusually contemplative mood. We have just had two more mass shootings and I fear that by the time this article is published they will be forgotten. There are certainly no easy answers but there sure seems to be a lot of

angry young men out there who for some reason have a lot of hate in their hearts. Maybe it's the way they have been treated by their parents. Maybe it's the way they have been treated by their peers. Maybe they were just born with an axe to grind. Regardless, we must do a better job of recognizing troubled young people and try to get them some help. The problem is, many of them don't seem to want it. They live and thrive on anger. Many play these violent video games that desensitize them to violence. As more kids stay home and play on the stupid computer and fewer go outside and play sports or other activities, we are creating a society of lonely and angry young people. We could and should tighten loopholes in the laws that allow private gun sales to occur without background checks including mental health. We should continue to outlaw bump stocks and look seriously at limiting rapid fire weapons. But the NRA will once again call all the politicians that are in its pocket and nothing will get done, I fear. I have been a lifelong Republican but I'm a U.S. citizen first on this issue. I have no problem with most guns and people who own them. They are responsible individuals. The right to bear arms is a Constitutional right. But there should be limits. For example, some people think nothing of killing our men and women in uniform today. There is a lack of respect for others by many of these mass killers, most of whom are young white men for some reason. Sometimes, the reason for these shootings are as stupid as the fact that they are bored or want to make a name for themselves. Some are legitimately mentally ill. Whatever the reason, there are many more of these people out there than we want to believe. I refuse to live my life in fear of them, but I just wish we could do more to prevent these mass shootings and get these individuals the help they need. On the plus side, I believe that most people are good and want to do the right thing. Bad people make the news while good people get the last thirty seconds of the newscast. As I said earlier, there are no easy answers on this issue, but we should not put our decision making solely in the hands of Wayne Lapierre and the NRA.

On the business side, the summer has stayed busy, even in August. Our retail and commercial business has been quite good. That along with a lack of help and vacations has put a strain on many of us in the business. Some hot weather in August has made me feel very old. I'm just not 21 anymore so the extreme heat and the extreme cold bother me more than it used to. Our warehouse vegetables did very well with the heat this summer but like me were wilting by day's end. I have to water them at 6am and 4pm daily. They are needy but productive, just like the help. The tomatoes, peppers, eggplant, and green beans did particularly well. We give them to employees and drivers that deliver tires to us. We have a lot of fun seeing them grow and we are pesticide free because we don't get a lot of bugs around here. I don't know how many more years we will do the vegetable garden, but it has been a tradition for around 5 years now. I hope to do it for at least another year or two.

In this issue of the Road Runner you will find all the winners of the 2019 NETSA Scholarship Awards. Presenting scholarships is the most rewarding thing that we do. These award winners are great people and are our future. It is the best thing we do as an association. Thanks to all who support us by either sponsoring, donating and/or bidding on auction items at the Annual Trade Show and the Annual Golf Tournament. Without all of you, none of this would be possible. It shows our generosity as a community that this scholarship program is so successful. Also, thanks to the people who take the time to apply for our scholarships. We wish we could award more scholarships because all applicants presented very strong qualifications. This makes the selection process challenging, so we encourage you to try again next year. If you don't win you are in good company. I was never awarded any scholarships while I was in school, and I was a decent student. I was too "busy" to apply for any. Lastly, congratulations to our Leo H. Lesieur NETSA Scholarship winner Parker Saunders for being published at such a young age! You never cease to amaze me. Have a great fall season.

*Larry*

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# Message from the Executive Director

The Road Runner  
Fall 2019



to start communications by the middle of October.

Our **Scholarship Committee** Chairperson, Larry Lesieur, announced our nineteen recipients of 2019 NETSA Scholarships. These impressive young people are featured in this issue of the Road Runner and I encourage you to read their short biographies. We have some recipients that have received grants for research, have published research papers in a trade journal, are studying abroad, taking graduate level courses as an undergraduate, and graduating early to work on the upcoming Presidential campaign, to mention just a few of their accomplishments. This is a rewarding commitment that NETSA and our Scholarship sponsors undertake each year and my favorite task is handing out the \$2000 checks in July. Congratulations to these fine young people and to their families, they certainly should be proud.

The **Golf Committee** Chairperson, Jim Melvin Jr., and his team are hard at work finalizing the last details for the September 13, 2019 NETSA Scholarship Golf Tournament at Shining Rock Golf Club.

We are offering a chance to win \$10,000 for a Hole-In-One at this year's tournament. If you are interested in playing call me or send in the registration form in this issue. We will feature the results of this important fund raiser in our Winter Issue.

## Our Benefits

**Committee** Chairperson, Jack Kelley, has announced they will be meeting with several

new potential benefit providers at our September 12th meeting. We will be interviewing these companies and reporting on additional Benefits Providers in our Winter Issue of the Road Runner. It is our desire to continue to offer benefits to members that provide services and goods that allow you to save money as a NETSA Member. We appreciate all our Benefit Providers and thank them for their continued support. Please show your appreciation by giving these companies a chance to prove their worth to you.

The **Trade Show Committee** Chairperson, Rich Tuttle, is pleased to announce that the 2020 NETSA Trade Show & Convention will be moving back to our old friends at **Mohegan Sun, 1 Mohegan Sun Boulevard in Uncasville, Connecticut on April 3 thru April 4, 2020**. Rich and his team are excited about the new venue and promises another great show with information and fun for all attendees. We will be sending out more information to keep all members informed of our progress. Mark the dates down in your calendars and be sure to join your peers at Mohegan Sun in April.

Jim Melvin Jr. the Chairperson of the **Hall of Fame Committee** reminds you that all 2020 nominations **must be received by December 31, 2019 at [netsapros@aol.com](mailto:netsapros@aol.com)** or mailed to NETSA, 3 Lefevre Drive, Kingston, NH 03848. Any NETSA member may nominate a person they feel is worthy of this honor. You will find this information in this issue of the Road Runner.

The **Legislative Committee** is monitoring the progress of the Massachusetts Right to Repair campaign. Backers of a proposed initiative petition, that would require vehicle manufacturers to make digital repair information easily accessible, took one of their first steps toward putting their question before voters next year.

The Right to Repair Coalition, made up of auto repair and parts shops, submitted its first round of paperwork to Attorney General Maura Healey's office. They will find out if they were successful on September 4, 2019. We will report the results in our next issue. You could stay informed and get involved in this important fight by checking their web site [www.massrighttorepair.org](http://www.massrighttorepair.org).

I will once again be heading to Washington, DC for the Auto Care Association's Lobby Day September 18 & 19. I will be meeting with members of the House and Senate to talk about NETSA and issues that concern our members. Let me know if you have a topic you would like me to discuss. Have a great fall season, remember to suggest Winter Tires for everyone's safety.

Best Wishes,

*Tony DeSimone*

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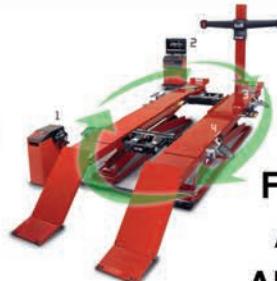


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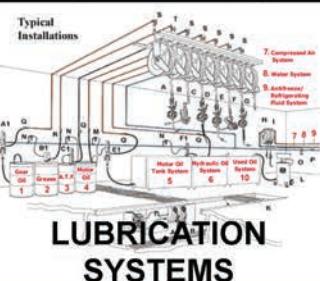
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# 2019 NETSA Scholarship Winners

The Road Runner  
Fall 2019



(L-R) Tony DeSimone – Executive Director NETSA, Kevin Gleason – Father, K&W Tire Member Employee, Aimee Gleason – Recipient, Jennifer Gleason – Mother and Kevin Jordon – Sponsor – Pete's Tire Barn

**Aimee Gleason** Winner of the \$2,000 Pete's Tire Barn 2019 Scholarship Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament) is from Sterling, Massachusetts.

Aimee is a 2019 graduate of Wachusett Regional High School in Holden, Massachusetts where she graduated with a GPA of 4.0. Throughout her four years of high school Aimee achieved academic excellence. Her efforts earned her membership in the Wachusett Chapter of the National Honor Society, where she served as president throughout her senior year. As a junior, she was awarded the University of Rochester Book Award and Scholarship in recognition of her overall academic achievements. She was a member of Wachusett's Mock Trial Team during her junior and senior years.

Outside of school, Aimee has been a member of the Girl Scouts, and has served her local community for the past three years through this organization. She also has two part-time jobs. She works at a local diner and as a babysitter. Lauren Clark, who serves as the head of Wachusett's School Counseling Department describes Aimee as a "highly motivated" student, who is "grounded", and has a "great sense of humor".

Aimee will enter her freshman year at Rochester Institute of Technology in Rochester, New York this fall, with an anticipated graduation date of May 2024. She will pursue a degree in Chemical Engineering.

Aimee's father is Kevin Gleason, Branch Manager for NETSA member K & W Tire in Ayer, Massachusetts.  
**Congratulations Aimee!**



(L-R) Brooks Saunders Sr. – Sullivan Tire Member Employee, Brooks Saunders – Recipient, Debbie Saunders – Mother, Kierman O'Neil – Co-Sponsor, Mohawk Rubber Sale and Larry Lesieur – Co-Sponsor, BOD, Chairperson Scholarship Committee, HOF

**Brooks Saunders** Winner of the \$2,000 Kurtrick Schlott 2019 Scholarship Award (funded by Mohawk Rubber/Larry Lesieur and the NETSA Scholarship Golf Tournament) is from Peabody, Massachusetts. This is Brooks's second time being awarded a NETSA Scholarship.

Brooks is a 2015 graduate of Peabody Veterans Memorial High School in Peabody, Massachusetts. He will be entering his senior year at the University of Massachusetts, in Lowell, Massachusetts this fall with an anticipated graduation date of May 2020. He currently holds a GPA of 3.2 and has a double major in Electrical Engineering and Computer Science. Brooks plans to pursue a Ph.D.

Brooks would like to pursue a career in Computational Neurology, a branch of neuroscience which links the diverse fields of neuroscience, computer science, physics and applied mathematics to investigate the function and mechanism of the nervous system.

For the last four years Brooks has been employed by Massachusetts General Hospital in Boston. He works as a Radiation Oncology Research Assistant. His area of research is primarily with proton radiation patient history related to the brain. His work at Mass General has given him considerable experience with using and creating medical software, and has shown him the dependence of clinical work and computation. At his university he works as a Project Teacher for high school students interested in pursuing engineering careers. For the last two years he has done Computer Science Research work for his university into the analysis of road conditions and driving behavior via smartphone sensors. His findings have been submitted to conferences and journals.

Brook's father is Brooks Saunders Sr., Production Manager for NETSA member Sullivan Tire in Peabody, Massachusetts.

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# 2019 NETSA Scholarship Winners

The Road Runner  
Fall 2019



(L-R) Larry Lesieur – Sponsor Maynard and Lesieur, Tony DeSimone – Executive director, Courtney Thim – Recipient, Cheryl Thim – Mother, Safehold Special Risk, Inc. Member Employee and Tom Ferguson - Safehold Special Risk, Inc. Member

**Courtney Thim** Winner of the \$2,000 Leo H. Lesieur 2019 Scholarship Award (funded by Maynard and Lesieur and the NETSA Scholarship Golf Tournament) is from South Berwick, Maine.

Courtney is a 2019 graduate of Marshwood High School in South Berwick, Maine, where she achieved High Honors throughout her four years while enrolled in very rigorous Honors Level and Advanced Placement Level (college level) course work. She graduated with a cumulative average of 101.64 and was ranked second in her class of two hundred and twelve. She was ranked in the top three in Science Achievement in her school. She served as Class President in her junior and senior years, organizing events, fund-raising, and representing her class when needed. Courtney was a member of the Interact Club, a community service-based club, for four years. She served as vice president of Interact throughout her junior and senior years.

Courtney played Varsity Soccer for four years and served as team captain during her junior and senior years. She was nominated for Seacoast Online Soccer Player of the Year. She played Varsity Basketball for four years and was team captain sophomore, junior, and senior years. She also played AAU Basketball for four years. Outside of school, Courtney has worked as a hostess and barista.

Courtney enters Clemson University in Clemson, South Carolina this fall as a freshman, with an anticipated graduation date of May 2023. She will major in Chemical Engineering and will also pursue a Master's Degree. Her goal is to work in the research area of the pharmaceutical industry. The motto she lives by is to: "Put your good where it does the most," and she feels that she can fulfill that in her career in the pharmaceutical industry. Krista Zurek, Guidance Counselor at Marshwood High School, says: "Courtney is not afraid to take all she can from the opportunities education provides to her but, what is even better, is that she gives back even more. When Courtney is part of something, it just gets better."

Courtney's mother is Cheryl Thim, Account Executive for NETSA member Safehold Special Risk, Inc. in Portsmouth, New Hampshire.

**Congratulations Courtney!**



(L-R) Tony DeSimone – Executive Director NETSA, Grace Arpin – Recipient, Mary Arpin – Mother, Gary Arpin – Father, Webster Square Tire & Auto Member Employee and Jeremy Matson – Owner- Webster Square Tire & Auto

**Grace Arpin** Winner of the \$2,000 John DeSimone Memorial 2019 Scholarship Award (funded by Modern Tire of West Hartford and the NETSA Scholarship Golf Tournament) is from Worcester, Massachusetts.

Grace is a 2019 graduate of Worcester Academy in Worcester, Massachusetts. She was a member of the Worcester Academy Varsity Swim Team since the sixth grade and served the team as captain during her senior year. She was also a member of the Varsity Rowing Team for four years and served as a captain this past year. Grace was chosen as a member of the Pillars, a school leadership group of peer educators that teach fellow students about a variety of health-related topics.

Grace will enter Sacred Heart University in Fairfield, Connecticut this fall as a freshman. She has an anticipated graduation date of May 2023. She will pursue a degree in Nursing. Future aspirations include a return to school a few years after the completion of her undergraduate degree to become a Nurse Practitioner specializing in labor and delivery or neonatal.

Michael Geller, Senior Associate Director of College Counseling for Worcester Academy says Grace: "is a kind, compassionate, and caring young woman." Geller goes on to say that Grace has: "a true love of helping others." Outside of school Grace works as a lifeguard and teaches swimming lessons. During the school year she works as a babysitter.

Grace's father is Gary Arpin, Tire Sales Associate for Holyoke Tire and Auto, in Springfield, Massachusetts. **Congratulations Grace!**

# 2019 NETSA Scholarship Winners

The Road Runner  
Fall 2019



(L-R) Tim Larcombe – Sponsor Sullivan Tire , Brad Adley – Father, Adley's Auto Service Member Employee, Sue Adley – Mother, Jon Adley – Recipient, Lillie Williams – Friend and Tony DeSimone -Executive Director NETSA

Jon Adley Winner of the \$2,000 Tim Haley 2019 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Rumford, Maine.

Jon is a 2017 graduate of Mountain Valley High School in Rumford, Maine. He was a member of the

National Honor Society. He served on the Student Council and was a member of Peer Helpers.

Jon was a member of the Varsity Baseball Team, making the All-Star Team in his junior and senior years. Jon played Varsity Soccer as well. He was a member of the Alpine Ski Team for four years and State Champion his sophomore year.

Jon will be entering his sophomore year at Central Maine Community College in Auburn, Maine this fall. He is majoring in Automotive Technology. He is in the Deal Trax Program which allows students classroom and automotive lab training with paid, on the job experience. Jon's goal is to own his own auto repair shop in the future.

Mark Thibodeau, Teacher/Ski Coach for Mountain Valley High School, describes Jon as: "...mature beyond his years. He demonstrates good common sense, responsibility, and emotional control in every setting. He is a young man in whom I trust implicitly. It is his personality, beliefs, and values that make him a leader. His quiet leadership serves as an example and model for others to follow."

Jon's father is Brad Adley, Owner/Mechanic for NETSA member Adley's Auto in Rumford, Maine. Congratulations Jon!

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# 2019 NETSA Scholarship Winners

The Road Runner  
Fall 2019



(L-R) Tony DeSimone -Executive Director NETSA, Cheryl Appelstein - Mother, Maynard & Lesieur Member Employee, Julie Appelstein - Recipient and Larry Farrell - Sponsor Sullivan Tire

**Julie E. Applestein** Winner of the \$2,000 Robert J. Sullivan 2019 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Salem, New Hampshire and is a 2017 graduate of Salem High School. This is Julie's third time being awarded a NETSA Scholarship.

Throughout her high school career, Julie achieved a GPA of 4.162 and was very active in extracurricular activities including several clubs, athletics, the arts, and the National Honor Society. Julie played a leadership role in most of these endeavors which allowed her to develop a unique skill set that will serve her well throughout college and beyond.

Julie will enter her junior/senior year at American University in Washington, D.C. this fall after making Dean's List every semester, and currently has a GPA of 3.87. She plans to complete her undergraduate studies in three years with an anticipated graduation date of May 2020. She is studying communications, law, economics and government which will allow her to eventually explore different areas of public service with a goal of working in government or in a non-profit agency. She has a passion for justice and ensuring laws are fair for all Americans. Julie was an active member of American University College Democrats the past two academic years, and the School of Public Affairs Leadership Program which works to combat economic inequality in Washington, D.C. She is a member of Sigma Kappa Sorority which raises money for the Alzheimer's Association, as well as Huntsman Cancer Institute. Julie served as Operations Manager for the Congressional Primary Campaign of Naomi Andrews from May to September 2018. Ms. Andrews says that Julie is: "tireless and has one of the strongest work ethics I've encountered in my career." Julie also served as an intern in the office of Congresswoman Carol Shea-Porter. Ms. Andrews also said: "I've hired and worked with many people during my twelve-year career as a Congressional Chief of Staff and Campaign Manager. Julie is an exceptional young woman and one of the strongest employees with whom I've ever had the pleasure of working. She has a bright future....".

Julie's mother, Cheryl Applestein, is a Delivery Driver for NETSA member Maynard and Lesieur, Nashua, New Hampshire. **Congratulations Julie!**



(L-R) Steve Long - Director of Operations Bartec USA, Scott Holloway - CEO Bartec USA, Geo Bryja - Father, Jasmine Bryja - Recipient and Jeannie Bryja - Mother, Bartec USA Member Employee

**Jasmine Bryja** Winner of the \$2,000 New England Tire and Service Association 2019 Scholarship Award (funded by NETSA and the NETSA Scholarship Golf Tournament) is from Warren, Michigan.

Jasmine is a 2019 graduate of Parkway Christian School in Sterling Heights, Michigan. She graduated with a GPA of 4.22 and was ranked first in her graduating class. She was a member of Parkway's National Honor Society for two years. She was a member of the Varsity Volleyball and Varsity Soccer Teams for three years, as well as a member of the Competitive Cheer Team for one year.

Jasmine received an individual Academic All-State Honors Award for Varsity Volleyball and Competitive Cheer. She was a member of Parkway's Student Council and served as the body's vice president for three years, and a member of the Student Leadership Institute.

Outside of school Jasmine is very active in her church and its Youth Group. She has participated in many Detroit Outreach events serving the homeless. She has traveled to South Africa twice to work with children. She also works in the Grace Café, connected to her church, on the weekends.

Ingrid Kocik, Head of the Math Department at Parkway speaks of Jasmine in this way: "While I believe academic excellence is important, and Jasmine is an excellent student, I believe what separates a good student from a great student is character. Jasmine's integrity and leadership along with her heart to serve her school and community are what make Jasmine a great student."

Jasmine will enter Oakland University in Rochester, Michigan this fall as a freshman. She has an anticipated graduation date of May 2023. She plans to pursue a career in the medical field, more specifically in the health and nutrition portion of that field.

Jasmine's mother is Jeannie Bryja, Inside Sales Manager for NETSA member Bartec USA in Sterling Heights, Michigan. **Congratulations Jasmine!**

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# 2019 NETSA Scholarship Winners

The Road Runner  
Fall 2019



(L-R) Tony DeSimone – Executive Director NETSA, Jonathan Dalbec – Recipient, Michael Dalbec – Father, Pete's Tire Barn Member Employee and Mark Mancini – Sponsor Nokian Tire

**Jonathan Dalbec** Winner of the \$2,000 Nokian Tyre 2019 Scholarship Award (funded by Nokian Tyre and the NETSA Scholarship Golf Tournament) is from Rutland, Massachusetts.

Jonathan is a 2019 graduate of Bay Path Regional Vocational Technical High School in Charlton, Massachusetts. He graduated in the top 5% of his class with a GPA of 4.0. His academic achievement earned him membership in the Bay Path National Honor Society. Jonathan was a member of the Robotics Club for two years and as a junior competed at the Robo Games in California with two robots he designed and built. He was named Programming and Web Development Student of the Year in 2016 and 2017 and won a Gold Medal in the Skills USA District Competition for Computer Programming in 2017, 2018, and 2019. Christopher Hickman, Programming and Web Development Instructor at Bay Path, has known and worked with Jonathan for four years. He says that Jonathan: "deserves the highest level of recognition for his leadership and accomplishments in our program." He goes on to say that Jonathan: "has excellent algorithmic problem-solving skills." Jon was a member of Bay Path's Cross-Country Team for four years, Indoor Track Team for two years, and Track and Field Team for two years.

Outside of school, Jon has been a member of the Boy Scouts since first grade. The last two summers he has worked at Treasure Valley Scout Reservation, a Boy Scout Camp, as a counselor. He is presently an Eagle Scout and his Eagle Scout Project included a Community Tire Recycling Day.

Jon will enter his freshman year at Norwich University in Northfield, Vermont this fall, with an anticipated graduation date of May 2023. He will pursue a degree in Computer Security and Information Assurance. Since Norwich is a military college, Jon will be a member of the Norwich Corps of Cadets but will also be a cadet in the Air Force ROTC. Upon graduation he will serve his ROTC commitment in the Air Force.

Jonathan's father is Michael Dalbec, Sales Representative for NETSA member Pete's Tire Barn in Shrewsbury, Massachusetts. **Congratulations Jonathan!**



(L-R) Tony DeSimone – Executive Director NETSA, Jim Melvin Jr. – Father, BOD, Melvin's Tire Pros, Jessie Melvin – Recipient, Matt Lewis and Tom Maguire – Sponsor Max Finkelstein, Inc.

**Jessie R. Melvin** Winner of the \$2,000 Max Finkelstein 2019 Scholarship Award (funded by Max Finkelstein Tire and the NETSA Scholarship Golf Tournament) is from North Scituate, Rhode Island. This is Jesse's third time being awarded a NETSA Scholarship.

Jessie is a 2017 graduate of LaSalle Academy in Providence, Rhode Island. She was a member of the Girls Varsity Indoor and Outdoor Track and Field teams winning three State Shot Put Championships, also participating in Discus and Javelin events as well. She completed her high school career with an overall average of 97.91% and was a member of the National Honor Society and the National Society of High School Scholars, while acting as a peer tutor in history, math, and English.

Jessie will begin her junior year at Saint Joseph's University in Philadelphia, Pennsylvania this fall after making Dean's List freshman and sophomore years with a current GPA of 3.70. She has an anticipated graduation date of May 2021. Jessie has a passion for history and aspires to either attend law school or pursue a Doctorate Degree in history in her post graduate years. As a freshman, Jessie wrote for "The Hawk", her University's Newspaper, and was nominated for the University's First Year Writing Award. She was a member of Saint Joseph's Psychology Club and the Women's Leadership Initiative freshman and sophomore years.

Dr. Julie McDonald, Chair, Department of Philosophy at Saint Joseph's University has stated; "I was immediately impressed by Jessie given her contributions to class discussions. Those impressions were confirmed once I began to read her written work and grade her exams. She struck me as being more mature than most of the other new first-year students."

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

# 2019 NETSA Scholarship Winners

The Road Runner  
Fall 2019



(L-R) Tony DeSimone- Executive Director, Kathy Solimine – Mother, Dorchester Tire Member Employee, Jamie Solimine – Recipient, Scott Leone – Sponsor Reliable Tire Co. and Alan Saks, BOD, Dorchester Tire

**Jamie L. Solimine** Winner of the \$2,000 Reliable Tire Company 2019 Scholarship Award (funded by Reliable Tire Company and the NETSA Scholarship Golf Tournament) is from Stoughton, Massachusetts. This is Jamie's third time being awarded a NETSA Scholarship.

Jamie is a 2015 graduate of Stoughton High School in Stoughton, Massachusetts. Throughout her four years at Stoughton, Jamie was a member of the Marching Band and received several competition awards. She also was a member of the Color Guard Marching Band.

Jamie received her Associate Degree in Elementary Education from Massasoit Community College, in Brockton, Massachusetts in May 2017. In the fall of 2017, she enrolled in Bridgewater State University to begin working toward a Bachelor of Science Degree in Elementary Education-Special Education, and a Bachelor of Arts Degree in Dance. This fall she will enter her senior year with an anticipated graduation date of May 2020. She presently has a GPA of 3.57. She plans to pursue a master's program after graduation.

Jamie has had a passion for teaching children since she was a child herself. She is currently an after-school program teacher and a summer camp counselor. Jamie has been employed at Kidsports in Stoughton, Massachusetts since 2013, starting out as a front desk assistant and party helper, and advancing to a management position. Susan Greenblatt, her supervisor at Kidsports says; "Jamie is loyal and dependable...she is a good problem solver...and does a fantastic job working with the children in the program, making sure they are all safe and having fun." Jamie is certified in EEC, CPR, and First Aid.

After completing an internship at Joseph R. Dawe Elementary School in Stoughton, Massachusetts under the supervision of Susan L. McCabe, Miss McCabe summed up Jamie's performance there like this; "There are tens of thousands of people walking the halls of universities hoping to learn all they can about teaching so they can become an expert teacher. Only very few of those people have 'the gift' of teaching. I can say in my heart of hearts, Jamie Solimine has the 'Gift'. She is smart, dedicated, reliable, assertive, gentle, and has the motivation to be an expert teacher."

Jamie's mother, Kathleen Solimine, is a Bookkeeper/Office Manager for NETSA member Dorchester Tire, Boston, Massachusetts. **Congratulations Jamie!**

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# 2019 NETSA Scholarship Winners

The Road Runner  
Fall 2019



(L-R) Tony DeSimone – Executive Director NETSA, Lynnette Davis – Mother, Keegan Davis – Recipient and Ken Davis – Nokian Tyre Member Employee

**Keegan Davis** Winner of the \$2,000 Town Fair Tire 2019 Scholarship Award (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament) is from Colchester, Vermont.

Keegan is a 2019 graduate of Colchester High School in Colchester, Vermont. She completed her high school career with a 3.6 GPA. Keegan will be a freshman at Westfield State University this fall majoring in Music. She has an anticipated graduation date of May 2023.

At Colchester High School, Keegan was a member of the Chorus, Concert Choir, Chorale, Concert Band, and Chamber Singers, and she excelled. She was accepted into the Champlain Valley District Music Festival, All State Music Festival, New England Music Festival, National Association for Music Educators (NAfME) All National Honor Choir in 2016, and the NAfME All Eastern Women's Honor Choir in 2019. She has also participated in the New England Music Festival and Madrigal Festival sponsored by the Vermont chapter of the American Choral Directors Association. Melissa Towle, Colchester High School's Choral Music Director describes Keegan as: "a truly hard working, perseverant and committed music student!" She goes on to say that Keegan: "is a leader, and other students look up to her. She is encouraging, thoughtful and generous, a truly outstanding student!"

Outside of school, Keegan is a cantor at her church singing throughout the Mass and leading the congregation as well. She also works at her local Subway Restaurant making sandwiches.

Keegan's father is Kenneth Davis, Truck Driver for NETSA member Nokian Tire in Colchester, Vermont. **Congratulations Keegan!**



(L-R) Tony DeSimone – Executive Director NETSA, Lynnette Davis – Mother, Kerrigan Davis – Recipient, Ken Davis – Nokian Tyre Member Employee and Eric Blaha – Sponsor – Pete's Tire Barn

**Kerrigan Davis** Winner of the \$2,000 Pete's Tire Barn 2019 Scholarship Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament) is from Colchester, Vermont.

Kerrigan is a 2017 graduate of Colchester High School in Colchester, Vermont. She will be entering her junior year at Castleton University in Castleton, Vermont this fall with an anticipated graduation date of May 2021. She has a double major in English and Graphic Design. She has consistently achieved President's List and Dean's List status and currently has a 3.93 GPA. Her goal is to graduate with a literacy in the media and the necessary skills in graphic design to work for Dream Works or Disney on design promotions, or to join the advertising world.

Kerrigan is a member of the Creative Content Lab at Castleton. She and her fellow creative students work closely with a professor to create projects for clients in the region. This is giving her real-world experience and practice with the elements of graphic design, communications, and advertising, which are all directly related to her career goals. Christopher Boettcher, English Professor at Castleton describes Kerrigan as: "one of the finest writers I have seen at her level in sometime. She has a critical eye and sophisticated style that is head and shoulders above her peers." He goes on to say that she is a "leader."

Outside of school, Kerrigan works as a cashier, as well as in the bakery, for Sam Mazza's Greenhouse, a favorite local spot in Colchester. She also works as a member services worker in the athletic office at the Edge, in Essex, Vermont.

Kerrigan's father is Kenneth Davis, Truck Driver for NETSA member Nokian Tire in Colchester, Vermont. **Congratulations Kerrigan!**

# 2019 NETSA Scholarship Winners

The Road Runner  
Fall 2019



(L-R) Tony DeSimone- Executive Director, Madison Dyer – Recipient, Jeffrey Dyer – Father, American Tire Distributors Member Employee, (Not Pictured – Sponsor Cooper Tire)

Madison Dyer Winner of the \$2,000 William J. Clark 2019 Scholarship Award (funded by Cooper Tire and the NETSA Scholarship Golf Tournament) is from Merrimack, New Hampshire.

Madison is a 2018 graduate of Merrimack High School in Merrimack, New Hampshire where she graduated with a 4.65 GPA. She was enrolled in many Honors Level and Advanced Placement Level (college level) courses. She was an active member of Merrimack High School's Student Council for four years as well as president of her junior class. As a senior she was President of

Merrimack's High School Chorus and Chamber Choir and was a two-time All-State Choir participant. Madison served as vice president of the Merrimack High School Theater Department during her senior year. She was founder and president of Merrimack Cares, a service-learning organization at her high school during her senior year. Madison was awarded the Outstanding Character Award from her high school as a senior.

Madison will enter her sophomore year at St. John's University in Jamaica, New York this fall. She completed her freshman year with a 3.94 GPA. She has an anticipated graduation date of May 2022, with a degree in Government and Politics. Madison is enrolled as an Ozanam Scholar at St. John's, a program that seeks the brightest and most passionate young leaders to critically examine systems that perpetuate poverty and take action to advance social justice through academic scholarship, service, and global citizenship. She was one of twenty-five students chosen for the program out of seven hundred applicants.

Madison would like to attend law school upon completion of her undergraduate degree and eventually become a prosecutor specializing in sexual assault, harassment, and domestic violence. She aspires to eventually work in government, either as a U.S. Senator or federal judge.

Outside of school, Madison is an Independent Consultant for Rodan and Fields Skin Care. She is also a Sales Associate at Torrid, a retail fashion store.

Madison's father is Jeffrey Dyer, Commercial Sales Manager for NETSA member American Tire Distributors in Londonderry, New Hampshire.

**Congratulations Madison!**

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# 2019 NETSA Scholarship Winners

The Road Runner  
Fall 2019



(L-R) Tony DeSimone - Executive Director, Alex Rucki - Father, Rucki Tire Member Owner, Michael Rucki - Recipient and Laurie Rucki - Mother

**Michael J. Rucki** Winner of the \$2,000 Tom Lyons Tire 2019 Scholarship Award (funded by Michael Garzone and the NETSA Scholarship Golf Tournament) is from Ludlow, Massachusetts. This is Michael's fourth time being awarded a NETSA Scholarship.

Michael is a 2016 graduate of Holyoke Catholic High School in Holyoke, Massachusetts. He was a member of both the Indoor and Outdoor Track teams and was the recipient of several Sports Awards. Michael was a member of the National Honor Society and was awarded numerous academic Excellence and Achievement Awards as a high school student.

Michael will enter his senior year at Bryant University in Smithfield, Rhode Island this fall, with an anticipated graduation date of May 2020 and a degree in Marketing, Accounting, and a minor in Communications. He has made Dean's List and the President's List throughout the last three years and has a GPA of 3.95. Michael is most interested in accounting and will pursue an accounting career after graduation. He will take his CPA exam and hopes to eventually become a partner in an accounting firm. Michael is a member of the Bryant University Marketing Association, the Bryant University Honors Program, and has been awarded membership in Beta Gamma Sigma, a Business Honor Society limited to the top 10% of students enrolled in AASBC accredited universities (Association of Accredited Small Business Consultants).

Jane McKay-Nesbitt, Ph.D., Associate Professor, Marketing thinks very highly of Michael. She says that he is a "delightful student and one that 'stands out in the crowd'." She goes on to say; "Michael was a pleasure to have in the classroom as he contributed to a positive and productive class atmosphere."

Michael's father, Alex Rucki, is the owner of NETSA member Rucki and Son Tire in Holyoke, Massachusetts.

**Congratulations Michael!**



(L-R) Brian Murphy - Father- Reliable Tire Co. Member Employee, Cameron - Son, Stephanie Pontillo - Recipient, Dave Ventura - Sponsor Mohawk Rubber Sales and Tony DeSimone- Executive Director NETSA

**Stephanie Pontillo** Winner of the \$2,000 Mohawk Rubber Sales 2019 Scholarship Award (funded by Mohawk Rubber Sales and the NETSA Scholarship Golf Tournament) is from Bridgeport, Connecticut.

Stephanie is a 2015 graduate of John F. Kennedy High School and Waterbury Adult Education in Waterbury, Connecticut. She is married with two young sons, and although she faces the everyday challenges that life has to offer a young mother, she is also seeking to further her education.

Stephanie began taking college courses in January of 2019 at Housatonic Community College in Bridgeport, Connecticut. She plans to pursue a career in Radiography. Once her pre-requisite courses are completed, she will transfer into St. Vincent's to become part of their Radiography Program. Upon completion of that program, Stephanie will continue with a thirteen-month course to specialize in Ultrasounds.

Jennifer Ortiz, School Counselor at John F. Kennedy High School has known Stephanie for seven years and says that it was a pleasure to work with her during that time. She goes on to say: "Stephanie is strong-willed, passionate, and she is tenacious.... she never gave up on herself."

Stephanie's father is Brian Murphy, Sales Manager for NETSA member Reliable Tire in East Hartford, Connecticut.

**Congratulations Stephanie!**

## GfK POS data show US summer tire sales up 14% versus 2018

*In independent tire dealer channel, summer tires generated \$291 million on 1.8 million units sold in the first half of 2019*

New York, NY; August 27, 2019: Summer is bringing a smile to the faces of independent tire dealers across the US. The latest POS (point-of-sale) data from GfK's panel of tire retailers shows a year-over-year jump of 14% in units sold for summer models. With 1.8 million units sold, summer tires have accounted for \$291 million in revenue so far this year.

Overall, the independent tire channel has grown 1.5% compared to first-half figures for 2018. Light Truck tires and larger (18" plus) rim sizes have also posted gains versus 2018:

- Light Truck dollar sales have grown 11% year to date, with an 11% increase in units sold
- Dollar sales for 18-inch and above rims are up 8%, with a 7% jump in units sold

In addition, the latest GfK POS data show that

- Unit and dollar sales in the independent tire dealer channel have increased YTD 2019, relative to the same period last year
- +2% out-the-door price increases have resulted in higher dollar sales in YTD 2019 than units sales
- Run Flat tires increased +1.5% YTD vs. YTD 2018 Table 1.

## Year-to-date trends in US independent tire channel

| Segment             | Monthly Unit Share change vs. year ago | Monthly - Units % Change vs. year ago | Monthly - Dollars % Change vs. year ago | YTD - Units % Change vs. year ago | YTD - Dollars % Change vs. year ago |
|---------------------|--|---------------------------------------|---|-----------------------------------|-------------------------------------|
| Passenger Car & SUV | -1.3                                   | -0.5                                  | 1.6                                     | -0.2                              | 1.6                                 |
| Light Truck         | 1.3                                    | 9.5                                   | 10.0                                    | 11.2                              | 10.5                                |
| 18" & Above         | 2.0                                    | 8.3                                   | 8.2                                     | 7.3                               | 7.6                                 |
| UHP Speeds          | -0.7                                   | -6.7                                  | -7.4                                    | -3.0                              | -1.6                                |
| Run Flat            | -0.1                                   | -5.3                                  | -5.3                                    | 1.5                               | 1.0                                 |
| Summer              | 0.3                                    | 11.4                                  | 0.0                                     | 13.8                              | 12.4                                |

Representing nearly 35,000 points of sale nationwide, GfK's POS tire panel provides unprecedented data to inform dealer and manufacturer decisions. GfK's data allows manufacturers and retailers to understand – for the first time – country-wide trends, competitor activities, sale prices, and brand market share.

### About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”.

*Press Release August 27, 2019; David Stanton VP, MarComms – (908) 875 9844 david.stanton@gfk.com For more information, please visit [www.gfk.com](http://www.gfk.com) or follow GfK on Twitter: [www.twitter.com/GfK](https://www.twitter.com/GfK).*

# 2019 NETSA Scholarship Winners

The Road Runner  
Fall 2019



(L-R) Larry Lemire – Father, Pete's Tire Barn Member Employee, Tyler Lemire – Recipient and Tony DeSimone – Executive Director (Not Pictured – Sponsor Connecticut Tire Dealers Association)

**Tyler Lemire** Winner of the \$2,000 Bob Malerba 2019 Scholarship Award (funded by Connecticut Tire Dealers and the NETSA Scholarship Golf Tournament) is from North Windham, Connecticut. This is Tyler's second time being awarded a NETSA Scholarship.

Tyler is a 2018 graduate of Arts at the Capitol Theater (ACT) Performing Arts Magnet High School in Willimantic, Connecticut where he graduated with a 3.72 GPA. Throughout his four years he achieved academic excellence. He was inducted into ACT's High Honors Society as a sophomore, as well as the National Society of High School Honors. He participated in food drives and other fundraisers to help those in need and was a major contributor to every school show, video, and school assembly during those four years. Stacy Vocasek, English Teacher at ACT describes Tyler as: "diligent and hard-working." She goes on to say that: "he is extremely dependable and exemplifies a reliable work ethic." Tyler continues to volunteer his services at ACT.

Tyler will enter his sophomore year at Roger Williams University located in Bristol, Rhode Island, this fall with an anticipated graduation date of May 2022. He continues to pursue a career in Cyber Security where he can help people and establish a feeling of safety and security. Tyler made the Dean's List at the conclusion of his Fall Semester 2018.

Outside of school, Tyler has worked as a custodian for Windham Public Schools, as a Concession Stand Attendant at the Mansfield Drive-in, and he worked as a Security Officer for Foxwoods Resort Casino.

Tyler's father is Larry Lemire, who is a Tire Technician for NETSA member Pete's Tire Barn in Franklin, Connecticut.  
Congratulations Tyler!



(L-R) Tom Maguire and Matt Lewis – Sponsor Max Finkelstein, Inc., Kevin Paiva – Father, Pete's Tire Barn Member Employee, Taylor Paiva – Recipient, Juliette Pacheco – Grandmother and Tony DeSimone – Executive Director NETSA

**Taylor Paiva** Winner of the \$2,000 Max Finkelstein 2019 Scholarship Award (funded by Max Finkelstein Tire and the NETSA Scholarship Golf Tournament) is from Fall River, Massachusetts. This is Taylor's second time being awarded a NETSA Scholarship.

Taylor is a 2016 graduate of Durfee High School in Fall River, Massachusetts where she was active in the Marching Band, Concert Band, and her school's Symphony Orchestra. Taylor was also a member of the Durfee Choir. Achieving Honor Roll level all four years ensured her induction into Durfee's National Honor Society.

Taylor will be entering her senior year at the University of Massachusetts in Dartmouth, Massachusetts this fall, with an anticipated graduation date of May 2020. She currently holds a GPA of 3.8 and was named to either the Chancellor's List or the Dean's List for all semesters enrolled at the university.

Taylor has a passion for Cellular and Developmental Biology and plans to pursue a Ph. D in Molecular Biology. She aspires to become a professor and teach at the university level. She is currently a research assistant in Dr. Whitney Hable's Lab. Dr. Hable is Professor of Biology at the university. Hable has said that Taylor is: "a kind and easy going individual who has been a pleasure to have in the lab." She goes on to say that Taylor's scores: "place her in the top 5%-10% of students." In the Developmental Biology Lab, Taylor is currently studying the effects of sunscreen on fucoid algae development and has been awarded a grant by the Office of Undergraduate Research to fund her research. Of her current research, Dr. Hable says: "Taylor is careful at the bench and thoughtful about her project. She is also scientifically independent; several new experiments have come from her ideas and interpretations of her data." Outside of school Taylor works as a Sales Associate at Target in North Dartmouth, Massachusetts.

Taylor's father is Kevin Paiva, Store Manager for NETSA member Pete's Tire Barn in Providence Rhode Island.  
**Congratulations Taylor!**

# 2019 NETSA Scholarship Winners

The Road Runner  
Fall 2019



(L-R) Tony DeSimone -Executive Director NETSA, Bill Hogan – Father, Hogan Tire & Auto Member Employee, William Hogan – Recipient and Jim Melvin Jr. – Sponsor Melvin’s Tire Pro

**William Hogan** Winner of the \$2,000 Melvin's Tire Pros 2019 Scholarship Award (funded by Melvin's Tire Pros and the NETSA Scholarship Golf Tournament) is from South Hamilton, Massachusetts.

Will is a 2019 graduate of Hamilton-Wenham Regional High School in South Hamilton, Massachusetts, where he graduated with a 3.69 GPA. He was enrolled in several Honors Level and Advanced Placement Level (college level) courses throughout his four

years. He was a member of Hamilton-Wenham's National Honor Society, and a three-time silver medal winner of the National Spanish Exam. He was a District and State Champion of the History Fair. Will was a four-year member of the Student Council and served his class as their president for four years. Will was founder and president of his school's Computer Science Club, he was a member of the Mock Trial Club and Robotics Club, and vice president of the Political Club. Will was a founding member of Generals for Generations, a community service group focusing on assisting the elderly, an American Legion Volunteer, as well as a STEM Camp Volunteer (science, technology, engineering, math). He was a four-year member of the school Varsity Golf Team playing in 90% of their matches as a junior and senior. Will was a four-year member of the Varsity Hockey Team and helped both the Golf and Hockey teams make it to the state tournament in his junior and senior years.

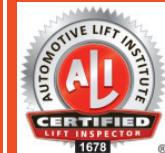
William Corley, Golf Coach and Teacher for Hamilton-Wenham says that Will: “is a young man who will be successful at whatever he chooses for his future endeavors because of his determination and outstanding character.”

Outside of school, Will has worked at Myopia Hunt Club in the Pro Shop and as a caddy since 2012.

Will enters the University of Massachusetts Amherst Honors College as a freshman this fall. He has an anticipated graduation date of May 2023. He will major in Computer Science with future aspirations of working in the tech industry as a Software Engineer.

Will's father is William Hogan, Treasurer for NETSA member Hogan Tire in Woburn, Massachusetts.

Congratulations Will!



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(L-R) Tony DeSimone - Executive director, Randy Pascarella - Sponsor American Tire Distributors, Yvonne Laporte - Recipient, Lee Davis - Sponsor American Tire Distributors and Jason Bandieramonte - Father, Empire Tire Member Employee

**Yvonne Laporte** Winner of the \$2,000 American Tire Distributors 2019 Scholarship Award (funded by American Tire Distributors and the NETSA Scholarship Golf Tournament) is from Canterbury, Connecticut.

Yvonne is a 2016 graduate of Plainfield High School in Central Village, Connecticut, where she was a CAPT Scholar (Connecticut Academic Performance Test), achieved High Honors all four years, was a member of the National Honor Society, and Valedictorian of her graduating class.

She will enter her senior year at the University of Connecticut in Storrs, Connecticut this fall with an anticipated graduation date of May 2020. She is majoring in Psychology with a minor in Physiology/Neurobiology and Neuroscience. She plans to attend graduate school to pursue a Doctor of Psychology Degree, a Psy.D, which is more focused on the practice of Psychology rather than research. With the Psy.D Yvonne will be able to assess, diagnose, and treat mental illness and other psychopathologies. She hopes her future work will help to destigmatize mental illnesses. She has achieved Dean's List every semester at UCONN and was named a New England Scholar for her freshman and sophomore years' achievements. She is a member of UCONN's Honor Program, the National Collegiate Scholars and Psi Chi the Psychology Honor Society.

Yvonne has a passion for dance and has been dancing since a very young age. At Danceworks Dance Center she studied, competed, and taught dance. She has been a member of UCONN's Tap Team since freshman year. Besides performing, she has served the group as Treasurer and will serve as vice president in her senior year. She has also danced with the UCONN Dance Company since freshman year. Through these groups, Yvonne has participated in several volunteer initiatives and fund raisers.

Outside of school, Yvonne works at Jewett City Savings Bank in Jewett City, Connecticut as a Teller and Customer Service Specialist.

Yvonne's father is Jason Bandieramonte, Operations Manager for NETSA member Empire Tire in Plainfield, Connecticut. **Congratulations Yvonne!**

## Dear World,

My young son starts school today... It's going to be sort of strange and new to him for a while, and I wish you would sort of treat him gently.

You see, up until now he's been king of the roost ... He's been boss of the backyard... His mother has always been near to soothe his wounds and repair his feelings.

But now things are going to be different. This morning he's going to walk down the front steps, wave his hand, and start out on the great adventure...

It is an adventure that might take him across continents, across oceans... It's an adventure that will probably include wars and tragedy and sorrow... To live his life in the world he has to live in, will require faith and love and courage.

So, World, I wish you would sort of look after him... Take him by the hand and teach him things he will have to know. But do it gently, if you can.

He will have to learn, I know, that all men are not just, that all men are not true. But teach him also that for every scoundrel there is a hero... That for every crooked politician there is a great and dedicated leader... Teach him that for every enemy, there is a friend. Steer him away from envy, if you can... and teach him the secret of quiet laughter.

In school, World, teach him to have faith in his own ideas, even if everyone says they are wrong... Teach him to be gentle with gentle people and tough with tough people. Try to give my son the strength not to follow the crowd when everyone is getting on the bandwagon...

Teach him to listen to all men - but teach him also to filter all he hears on a screen of truth and take just the good that siphons through.

Teach him, if you can, how to laugh when he's sad... Teach him there is no shame in tears... Teach him there can be glory in failure and despair in success. Treat him gently, World, if you can, but don't coddle him... Because only the test of fire makes fine steel...

Let him have the courage to be patient... Let him have the patience to be brave. Let him be no man's man... Teach him always to sublime faith in himself. Because then he will have sublime faith in mankind.

This is quite an order, World, but see what you can do... He's such a nice little fellow, my son!

Written by Dan Valentine submitted by Pat McGeoghegan - Mohawk Rubber Sales-reprint



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# Best Practices in Lift Safety

By Paul Stern

The Road Runner  
Fall 2019

Safety is an increasingly important concern in the tire shop. The opportunity for a misstep can be costly on multiple levels. Consequences range from trivial, such as non-billable work created by a technician's error to serious, such as multimillion-dollar injury and negligence lawsuits. Keeping your technicians safe means keeping your tire shop safe. Please note that lift safety is a complicated and exhaustive effort that is continually developed by both manufacturers and other third-parties and is by no means an exhaustive list. Here are some best practices in lift safety:

## Train Your Technicians Properly

Safety starts from the top and works its way down to your technicians. If a manager assumes that a technician may know how to work a lift (especially a junior technician), it may be a big mistake. **It's a best practice for the Manager to read a lift's operating manual to understand the lift. There are also a variety of third-party educational resources dedicated to vehicle lift safety like Automotive Lift Institute ([www.autolift.org](http://www.autolift.org)).**

In general, some of the important criteria for a lift are:

- i. Capacity: What weight can the lift tolerate? Are there any vehicles that come into the tire shop that specifically cannot go on this lift? The capacity is on the nameplate of each lift.
  - ii. How do the controls work? Operating controls are designed to close when released- do not block open or override them.
  - iii. How do you properly spot a vehicle?
- b. Some other important tips to note:
- i. A vehicle should never be up on a lift with someone inside, no matter what. Customers or bystanders should not be anywhere in the lift area during operation.
  - ii. Always keep lift area free of obstructions, grease, oil, trash and other debris.
  - iii. Before lowering lift, be sure tool trays, stands, etc. are removed from under vehicle. Release locking devices before lowering lifts.

However, the training process doesn't stop after initial onboarding. It's a best practice for the Manager to retrain technicians when technicians change the lift they're working on (either because of a new lift or simply switching lifts in the same service department). It's also recommended that the Manager refresh his technicians annually on lift safety.

## Technician's Responsibilities

*After being properly trained by his Manager, a technician is responsible for the day-to-day operations and upholding safety standards for his lift. Here are some best practices for technicians:*

- i. Be aware of what is going on in your bay at all times. Do not allow unqualified people in your bay. Customers continue to be unaware of the dangers present in the service area.
- ii. Wear the right protective equipment. Safety goggles are necessary in case any debris flies off a car while working. A protective hard hat is also recommended.
- iii. Always use the proper vehicle lifting points. Consult ALI's

## Vehicle Lifting Points- Quick Reference Guide.

- iv. Check all parts of the lift (especially the lifting points and adapters) for any wear, damage or corrosion. Report any concerns to management immediately and discontinue work on the lift until the issue has been remediated.
- v. Make sure that the vehicle is properly centered and balanced on the lift. Some vehicles have different centers of gravity. Having an imbalanced vehicle means that the vehicle can be subject to tipping.
- vi. Remember that the work a technician is doing can involve both the addition and removal of heavy parts to a vehicle while in the air. Using high reach vehicle support stands is important. Never lower a vehicle onto vehicle support stands.

## Inspection and Maintenance

*Another important aspect to vehicle safety is routine inspection and maintenance. Inspection is a process whereby a lift inspector can check your lift for any potential problems or concerns. This must be done annually by a qualified lift inspector. Maintenance on a lift includes anything from part replacement to complete overhaul of a machine to ensure its proper functionality, use and safety.*

## Choosing a Lift Inspector/Repairer

Choosing a qualified lift inspector can seem daunting. The Automotive Lift Institute, also known as ALI, sponsors several nationally recognized automotive lift safety standards and offers a Third-Party Certification Program for automotive lift products and automotive lift inspection services provided by inspectors. The only independent verification of lift inspector qualification in North America is the Automotive Lift Institute (ALI) Lift Inspector Certification Program.

Here is some of what makes ALI Inspectors special:

- i. Follow industry standard lift inspection processes and use standardized lift inspection documentation to ensure that every lift receives a consistently thorough inspection.
- ii. Have been independently tested and certified by ALI as qualified to inspect any vehicle lift, regardless of manufacturer, brand, model, type, age or location.
- iii. Have signed the ALI Lift Inspector Certification Program Participant Code of Ethics.

For lift repairers, make sure that they understand the lifts intimately and better than your Managers; make sure that they deal with your lift's manufacturers regularly and make sure that they make a commitment to expedience and attention to detail. In the long run, choosing the right inspector and repairer will not only benefit your business (as preventative inspection and maintenance is always cheaper than fixing problem once it's occurred), but it will benefit your tire shop's safety as well.



*Paul Stern is the founder of LIFTNOW, which sells leading lines of automotive equipment to car tire shops in New York, New Jersey, Connecticut and Massachusetts. LIFTNOW is committed to the education of tire shops, holding seminars and generating content so that the shop of the future can succeed. For more information, contact 1-800-LIFTNOW or info@liftnow.com*

# 2019 Scholarship Golf Tournament

Join Us... All are Welcome!

The Road Runner  
Fall 2019

## Don't miss this great event... Everyone is welcome to participate!

Registration Deadline August 30, 2019



## 2019 NETSA Scholarship Golf Tournament



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

# Can E-Cigarettes Damage Dental Health?

NEAD, Charlie Muise

The Road Runner  
Fall 2019



Since E-Cigarettes were first introduced in 2006 in the United States, many people have wondered whether they are better for oral health than traditional cigarettes. New research shows that both choices are equally damaging to teeth and gums.

## Popular option

Often E-Cigarettes are promoted as a healthier option to traditional cigarettes because they do not use tobacco. The e-cigarette device contains a battery that heats liquid in a cartridge containing nicotine, flavoring and other chemicals. When users inhale from the device, they breathe in the vapor.

The Centers for Disease Control and Prevention states that the number of people using E-Cigarettes has increased, especially among high school students. In 2011, just 1.5 percent of young people reported using E-Cigarettes compared with 16 percent in 2015.

## New studies

Years ago, scientists determined that the nicotine and chemicals in traditional cigarettes contributed to gum disease. With the introduction of E-Cigarettes, the thought was that they wouldn't be as damaging.

However, researchers at the University of Rochester Medical Center's School of Medicine and Dentistry studying this question discovered that E-Cigarettes could harm dental health. The vapors release inflammatory proteins that stress mouth cells, potentially causing dental health diseases. Menthol flavoring created the most damage, with or without nicotine. It is believed that people who frequently use E-Cigarettes throughout the day may be at higher risk for developing oral problems, such as gum disease, loose teeth, even cancer.

A Canadian study discovered that e-cigarette vapor damage was cumulative. Researchers determined that over a three-day period mouth cells died at an increasing rate:

- 8 percent the first day
- 40 percent the second day
- 53 percent the third day

More research is necessary to investigate further the long-term health effects of using E-Cigarettes.

## Sources:

*University of Rochester  
Medical News Today*

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# Massachusetts Leads the Way in the Repair Industry

By Tom Tucker

The Road Runner  
Fall 2019



The independent vehicle aftermarket is clearly one of the great success stories in the United States economy. Despite the increasing sophistication of vehicle systems and attempts by the vehicle manufacturers to capture market share, independents continue to grow and prosper through innovation and just plain good customer service. However, the ability of independents to compete is based on full access to the vehicle and the tools, information and software needed to provide repairs.

In 2012, the Auto Care Association and Coalition for Auto Repair Equality successfully obtained passage of the Massachusetts “Right to Repair” law and in 2013, the subsequent Right to Repair Memorandum of Understanding (MOU) that required equal access for independent repairers to the same service information, tools and software that manufacturers provide to their franchised dealers. While the right to repair laws have been successful for the most part in ensuring independents have the ability to work on late model vehicles, new challenges to competition in the repair industry are quickly emerging as car companies seek to lock down access to the on-board diagnostic system in the name of “cybersecurity.”

The industry only needs to look as far as Fiat Chrysler (FCA), which for its model year 2018 vehicles now require shops, the technician and the tools to be authorized by the manufacturer before they can access the OBD system for many bi-directional repairs. Other car companies are looking at similar systems or are considering their own approach to cybersecurity that could force shops to access diagnostic data through the manufacturer’s cloud.

Cleary, due to the security issues related to the connected vehicle, the days are numbered when a technician can plug into the on-board diagnostic port and pull off all of the data needed to repair the vehicle. Car companies will argue that the ends—a secure vehicle—are worth the means, i.e., a locked down port. It is critical to understand that with control of data comes market power, whether it is now or sometime in the future.

It is not just the independence of the repair industry that is currently threatened. The ability to control data will provide the manufacturers with a significant leg up on other entities include fleet owners, car rental companies and insurance companies, all of which could become beholden to the manufacturer for the data that they need for their operations. Think about a fleet of vehicles and being forced to rely on the vehicle manufacturer to obtain the logistics and health data for the vehicles that you own.

While cyber security is clearly an important issue, the independent auto care industry cannot let the manufacturers argue that they now must control access to that vehicle from factory to junkyard. Instead, it is important that the issue of cybersecurity be addressed in a manner that is standards-based and ensures that the control of the data is with the owner of the vehicle. The Auto Care Association has shown that this can be done through what is called the Secure Vehicle Interface (SVI). SVI offers a common language and set of interfaces for securely communicating vehicle information to third parties. SVI was demonstrated at AAPEX in 2018 and more information can be found on the Auto Care Association website.

Which brings me to the latest action by our industry to ensure our competitive future. The Auto Care Association along with CARE, the Coalition for Auto Repair Equality, have been working with the Massachusetts Right to Repair Coalition to introduce legislation that would amend the state’s right to repair law in order to require that the vehicle owner has the ability to control where the repair data on their vehicle is sent. The legislation also seeks to take on actions by FCA to lock down the OBD port by prohibiting manufacturers from restricting access to the on-board diagnostic system unless access is standardized across all makes and models and that control over access is independent of the manufacturer.

The time has come to allow the innovations and competitiveness of the independent repair industry to continue to serve the motoring public. By removing the manufacturer as the gatekeeper for access to on-board diagnostic systems and the data that shops need to service their customers, the industry can do what it does best: provide affordable, convenient and effective repairs for vehicles. That battle is on for the industry’s future.

*Additional information on the Massachusetts Right to Repair effort can be found at: [www.massrighttorepair.org](http://www.massrighttorepair.org).*

# Your Website is an Investment: Trust the Professionals

By McKensie Curnow, Net Driven

The Road Runner  
Fall 2019

Building your own website has become increasingly simple and inexpensive in recent years. Though easy and accessible, DIY websites do not guarantee a website that works well or leaves a lasting impression for your business and your audience.

Your website is a reflection of you and your business, so you're obviously going to want to build a strong, professional, and positive presence to attract customers. Taking the risk of building a website on your own is taking the risk of losing potential leads and damaging your business's reputation – we never get a second chance to make a first impression!

When you invest in a professional web design team, such as our team here at Net Driven, you're not only investing in the visual appearance and accessibility of your website, you also invest in expert advice, techniques, and best practices to create the best possible user experience. Spending less money and trying to do it on your own may seem like the easy way out, but let's dive into why it's important to give your business the professional auto service website design it deserves.

## COMMON MISTAKES MADE BY INEXPERIENCED DESIGNERS

### Poor Structure & Navigation

A website should be attractive, accessible, and easy to navigate; all in all, user-friendliness is vital. A site's content should be understandable and full of useful information without being cluttered.

In today's day and age, people like quick and simple. If they can't find what they need without gaining a headache, they're going to leave your site and find a frustration-free one instead. At Net Driven, we know how to organize automotive websites in a way that makes sense for both the business owner and their potential customers.

### Lack of SEO

If no one can find your website, what's the point in making the effort of creating one? Many rookie designers forget the importance of SEO, or Search

Engine Optimization.

As a certified Google Partner, our team highly knowledgeable of automotive SEO and works hard to make sure your site gets found.

### Missing CTA

Your website is one of the most powerful marketing tools for your business. Not only does your website have the power to bring in new customers, it also helps current customers remain loyal if they find what they're looking for with minimal frustrations.

One of the main components of a great website is a clear CTA, or call-to-action. A CTA is what converts website visitors into customers by driving them to purchase your good or service.

If your website is missing a clear CTA, you'll lose sales and customers. At Net Driven, our team ensures that every website offers conversion-focused responsive web design.

### Using Free or Low-Cost Templates

Rookie designers are likely to use a free or low-cost template for their website. While this may seem like an easy solution, it will make your website look generic and unconnected to your brand.

Your business is unique, your website should be, too. Our designers take the time to ensure each one of our automotive websites are exclusive to the client and capture the individuality of their business.

As with any service or good, you get what you pay for. Your money buys value, which in turn, will actually build your business's bank account in the long run.

Your company's website is no exception. If you want to leave a lasting, positive impression of your brand, leave website design to the professionals.

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**Your TPMS Headquarters**

The advertisement features a dark, textured background with a diamond plate pattern. At the top, the text "Your TPMS Headquarters" is displayed in a bold, serif font. Below this, there are several product images and logos:

- Schrader TPMS Solutions:** Shows a close-up of a TPMS sensor.
- Dill Air Controls Products:** Shows two TPMS sensors and a small box containing tools.
- MOHAWK RUBBER SALES:** Logo with the tagline "The Spirit of Mohawk...the Spirit of Commitment".
- BARTEC USA TECH 400 PRO TPMS PRO SERIES:** Shows a handheld diagnostic tool.
- GOT TPMS?**: A large graphic with a question mark inside a hand shape.
- ALLIGATOR sens.it**: Shows a TPMS sensor.
- TECH 200 PRO TPMS PRO SERIES:** Shows a handheld diagnostic tool.
- X-SENSE SMART Sensor ELITE:** Shows a handheld diagnostic tool and its carrying case.
- AUTEL MX-SENSOR PROGRAMMABLE UNIVERSAL TPMS:** Shows a handheld diagnostic tool and its packaging.
- TITAN T500 KIT:** Shows a handheld diagnostic tool and its packaging.

At the bottom, the text "Order online at [mohawkrubber.com](http://mohawkrubber.com)" and the phone number "1-800-242-1446" are provided.

# Energy Efficiency - Not-So-Secret Key to Success

By Jan Keleher, Energy Efficiency Consultant, Eversource

The Road Runner  
Fall 2019



New Englanders rely on their local service centers to keep their cars running at top performance, while providing the latest advances in technology and top-notch customer service. Successful businesses are easy to spot. The service bays are full, employees are productive and customers refer their friends and neighbors.

But one success metric that isn't noticeable is energy efficiency. From compressed air and lighting to exhaust fans and HVAC systems, how can service centers be sure they're doing more, using less

energy, and protecting their bottom line?

A good place to start is finding out what's new in energy efficiency. Just like what's under the hood of today's cars, energy efficiency technology has changed.

That's why Eversource is working with companies and residents in New Hampshire, Massachusetts and Connecticut. Together, we're sharing new ideas and ways to manage costs.

Since no two service centers are exactly the same, we offer a wide variety of opportunities to help better manage energy costs including engineering resources, sustainable energy management services and financial incentives.

We recently worked with a family-owned and operated business that has multiple locations and is proud to serve customers in New England for more than 50 years. Together we completed a comprehensive energy efficiency upgrade at several locations throughout New Hampshire and Massachusetts. The scope of the work includes several common energy efficiency projects that service centers should consider:

## Compressed Air

- By replacing and upgrading inefficient compressed air motors with premium efficiency motors, we addressed one of the biggest energy offenders in service centers, air leaks.

- Increasing air receiver storage tanks and installing automatic shut off can reduce re-starts and short-cycling and reduce the unnecessary running of compressors, a common energy hog in many service centers.

- Incentives are now available that often pay for at least 50 percent of new 10-25 horsepower range units.

## Lighting

- Today's LED lights and lighting controls can cut consumption by over 60 percent per fixture and deliver energy savings.

- Upgrading and replacing outdated lighting with new LED fixtures provide brighter, long-lasting and low-maintenance light and better-quality light in the service bays, retail sales spaces and customer waiting areas.

- Installing sensors with automatic shut off can improve convenience, reduce energy consumption and extend bulb life.

## HVAC

- Just as engines can be optimized with careful maintenance and new technology, today's HVAC systems have advanced systems and controls that optimize heating and cooling throughout service bays and buildings.

- Installing high-efficiency drives and rooftop optimization technology, and switching out unit heaters to infrared technologies can result in noticeable reductions in heating and cooling costs and increase occupancy comfort.

## How we can help

Service centers interested in getting started and learning more should visit the Save Money & Energy section of Eversource.com. At Eversource, we are ready to connect you to solutions for savings. Contact us for more information and find out what opportunities are right for your business. We look forward to helping you achieve peak performance!

*Jan Keleher is an Energy Efficiency Consultant with Eversource, phone: (413) 787-9433 or jan.keleher@eversource.com.*

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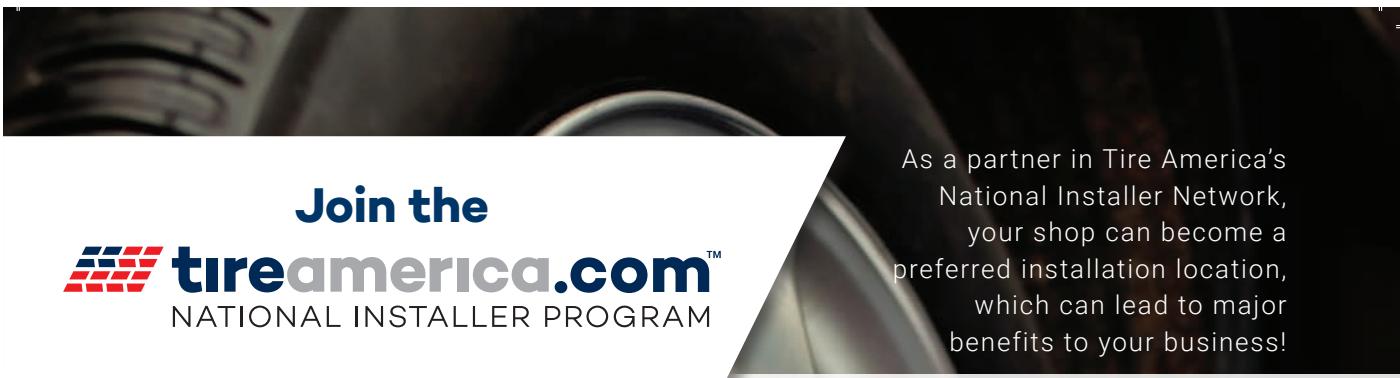


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# Your Professional Decline Is MUCH Sooner Than you Think!

Wayne Rivers, Family Business Institute - *Blog Transcript August 2019*

The Road Runner  
Fall 2019



So, this week I want to hit you between the eyes with a two by four and tell you your professional decline is coming. And it's coming much sooner than you think. I read a terrific article in the July 2019 issue of The Atlantic Magazine. It was written by Arthur C. Brooks and it talks about a lot of his personal experiences. A really accomplished guy, you may have heard of him. And he was on

a flight, the way the article starts off, he was on a flight and he instantly recognizes this guy sitting nearby. In fact, he can hear the conversation between the man and his wife and his wife is giving him some encouragement. This is a world-famous person, an immensely famous person. He doesn't identify him, but he says he's instantly recognizable and this is what he hears.

The wife says, "It's not true that nobody needs you anymore." And this world-famous man that Arthur Brooks really sort of idolized says this, "I wish I was dead." And he was floored and it really got him thinking, it got me thinking. I mean that's a heck of a story. It got me thinking this is a world-famous guy, from outward appearances it would look like he's got everything in life that a professional person would want and yet he says he feels like he's not needed anymore and he wishes he was dead.

So why am I telling you about this? Why am I telling you about this article? Because all of us reach a point in our lives and careers where we're not as young as we once were, we're not as strong as we once were, and I've got some evidence to give you in this blog that your decline is coming and it's coming sooner than you think. And five tips for how to make the transition a lot easier on yourself, your family and your business. So, stay with me here.

Okay, so he wrote that the biggest fear we all have, I think this gentleman on the airplane had, is that we become irrelevant and if we think or fear that we're becoming irrelevant, we become unhappy. Studies show that growth, success and productivity tend to come early in your careers and studies ... when I say studies I mean Nobel Prize winners, bestselling authors, founding entrepreneurs of companies, home plate umpires, nurses, policemen, air traffic controllers, across the board people tend to learn and grow and prosper and get better during the first 20 serious years of their career. So, if you really got serious about your career around age 30 let's say, about 50 you're at your peak and after that you get into a decline professionally.

Now happiness studies I think we've talked about in this blog, the happiness hypothesis by Jonathan Haidt for example, happiness studies show that happiness, on average, is in a U-shaped curve. People become less happy in their 20s and 30s, then it kind of bottoms out in their 40s and then about age 50 the curve starts back up again. So that's really encouraging, but around age 70, that's when you have to make a choice, especially our audience, really super successful entrepreneurs, that's when you have to make

a choice. The fear that we have, I heard this quote from a former chairman of one of the big multi-national banks that's based here in North Carolina, he said the day he retired he felt like he went from who's who to who's he. I mean it was a shock, it was like he was being courted by all kinds of people on Friday, Monday he's retired sitting at home with nothing to do to fill his 40 or 50 or 60 hour week and he felt like he'd just been abandoned by all the people around him. They continue with their careers, he shuffles off into retirement and was at a loose end.

So, this is where you have to make a choice. Starting in your 50s and 60s, happiness tends to go up, but by age 70 and 75 it's a dicey thing. In fact, after age 75 for men in particular, depression and suicide rates climb dramatically. So, this is where that inflection point comes in and where these five tips ... so how do you turn your U-shaped curve into a hockey stick curve that keeps on going? That's the question. And there are five tips that Brooks has in his article that I think that I can ratify and agree with.

The first thing is accept. You have to accept that your hearing's a little tougher, your eyesight's a little weaker, you're not as physically strong and don't have the stamina that you once did. You're not the lion, you're not the alpha lion anymore in the pack, you're a contributor for sure, but you're not the alpha anymore. And that's hard for us to accept, but it's ultimately inevitable as we get into our late 60s and 70s.

I would be remiss as a consultant running a firm like The Family Business Institute if I didn't say to work, put serious elbow grease on your management succession plan and your ownership succession plan. Most of you have done a good job with the ownership succession plan because you've got good financial planners, lawyers and CPAs. The management succession plan though, the people that are really going to run the company after you're no longer the alpha anymore, that is the thing that usually needs help. So, work on that.

The third tip is re-orient yourself from being a doer and a driver to being more of a teacher and a coach and a mentor. Because one of the things that's interesting is that our ability to learn new things gets a little ... well we lose that ability as we age, but your intelligence until you're really frail and elderly, your intelligence doesn't drop. So, you have this immense store house of information that you can pass along to other people in your company to make things easier for them. And so, if you can transfer that knowledge over time, with all that collected wisdom that you and the other white-haired folks in the organization have, boy, what a benefit that is. So, become a coach, maybe you're not estimating anymore or managing projects, but you can still coach those people because you've all this accumulated wisdom.

The fourth thing is develop your bucket list with your spouse. And I think there was a movie about that a few years ago, it's kind of a common term now, but what are the things you've always wanted to do in life? I've never seen Niagara Falls. I've always thought that would be cool. So maybe we could put that on our bucket list. Lisa and I have lots of things that we would like to do while we're still young enough and physically fit enough to do

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Fall 2019

them. So, develop that bucket list and start to check things off so that while you have your health you can still check those things off and find enjoyment in life somewhere other than work. And finally cut your schedule back in order to give yourself time to adapt. It's inevitable that you're going to be spending more time at home, more time traveling, perhaps, with the family, things like that, so cut your schedule back first so you have time to adapt to those things.

Because otherwise you'll see potentially, and this is bad, family time, family vacations, trips, bucket list things, as intrusions in your work schedule and that is not the message that you want to send to your wife and kids and grandkids and everybody else. In fact, Dennis Engelbrecht, my partner, for the first time ever, he's an amazingly hard worker, for the first time ever in a meeting a couple of weeks ago he regretted being at work because he wanted to be on the floor rolling around playing with his grandkids. So, it was really a touching thing, but at the same time that transition point,

that inflection point happens in all of our lives, so give yourself time to be able to do that.

Ultimately think about the virtues that you want people to talk about in your eulogy. Think less about your resume, your career, your CV, your LinkedIn profile. Think less about that kind of stuff and more about the kind of stuff that people talk about in eulogies. And that can help you inform your bucket list, your activities, how you orient yourself as you get to the sunset of your career.

Cultivate happiness and you'll find it. Continue to be a crazy, hard worker and happiness might elude you. So, I'd like to hear what you guys are doing, guys and girls are doing to make that post-70, post-75 self better. That would be terrific, and you can encourage our other readers and listeners to the blog. This is Wayne Rivers, thanks so much.

## Welcome New Members

| Company                  | Address           | City         | ST | ZIP   | Contact     | eMail                             |
|--------------------------|-------------------|--------------|----|-------|-------------|-----------------------------------|
| Tire Talent              | 177 East Main St. | New Rochelle | NY | 10801 | Mike Cioffi | mike@tiretalent                   |
| Colonial Life & Benefits | 150A Andover St.  | Danvers      | MA | 01923 | Jeff Mishol | jeff.mishol@coloniallifesales.com |

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# 6 Steps to More Satisfied Customers

By Nancy Friedman, Keynote Speaker; Customer Service Expert; President, Telephone Doctor Customer Service Training

The Road Runner  
Fall 2019



Every business has one thing in common. Phone calls. Inbound or outbound...service or sales. How these phones are answered and handled is critical.

New software and hardware is constantly coming into the marketplace...and yet, the one thing that remains constant is how these phone are answered, no matter WHO answers it.

Telephone Doctor has a near full proof plan on improving customer service that will boost your employees moral – and more importantly – your callers will feel they have definitely “called the right place”. By using only a few of these Telephone Doctor tips – you will raise awareness and increase customer satisfaction. Here goes:

We'll start with the obvious. **SMILE**. And be sure you use our Telephone Doctor motto, SMILE BEFORE you answer the phone. Often times, it is too late to smile after you know who it is. There can be no discrimination when you answer the phone. Everyone gets a smile before you know who it is.

Assure the caller they have “called the right place”. This needs to be said before you ask for any information. It's very frustrating to be interrogated before you welcome the caller. If you need information, be sure you welcome the caller first.

## Be a good listener..

Often times, this takes practice. If your mind wanders – or you find yourself “not terribly interested” in the call or the caller – you need a good listening course. Listening is an art, NOT a science. It needs to be practiced.

## Take notes..

Take notes, and then take more notes. It'll also help you become a better listener. By jotting key words as the caller talks, you can refer back to any point in the conversation and the caller thinks you're a great listener. It can be very dangerous to be on the phone without a pencil and paper. Good note takers become great on the phone.

## Use buffers..

“BUFFER WORDS” in Telephone Doctor language means the words before the key point. “Good Morning”, “Good Afternoon”, or “Thanks for calling” are buffer words for your company name. Use buffers when you ask a question too. Just blurting out a question can become offensive. Using a soft buffer before the actual question is an excellent technique to learn. Example, if you need to ask several questions to gain more information, a good buffer might be: “Mrs. Jones, so that we can get you exactly what you need...I'll need to ask a few questions”. That way the caller is notified...prepared...and expects the questions...rather than feeling as though you're bombarding them with one question after another.

## Take your time..

Remember Telephone Doctor Cardinal Rule # 4, “Rushing threatens callers”. Sure – you may need to take as many calls as possible, but at no time does anyone want you to sacrifice quality for quantity. There are many ways to ask questions that can help move the conversation along.

## Stay in control..

Sometimes it seems as though a caller can wander off into another world. It's up to us to get them BACK ON TRACK. There are several ways to do this. One is to tell the caller, “The story about your great-grandmother sounds very interesting, but I know you called with a specific question, and I'm eager to help you.” In other words, you've acknowledged what they're wandering off about, and yet you're still in control. Indeed, some calls are more challenging than others. When you learn to stay in control of the call, it's much more fun.

## Enjoy it!

## Have fun!

**And when all else fails...  
go back to tip #1.**

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## Catching the M&A Wave

By Michael J. McGregor

The Road Runner  
Fall 2019

As capital continues to flow to the big market consolidators it's clear that acquisitions won't slow down unless the economy cools or some big deal blows up. Instead of fighting it or worrying about it, let's examine some ways that tire dealers and others in the industry ecosystem can catch the wave.

Small tire dealers can catch the wave by improving your competitive position. For small tire dealers this involves taking an honest look at the life stage and risk profile of the owner, financial and physical condition of the business and the customer loyalty you engender in the market. Step back and take an unvarnished look at your business and ask if you have the energy and resources to improve it. If you're in a market that competitors will be eyeing you need to protect your position. Getting bigger and more profitable in your market will make you a stronger competitor. Retaining your people by giving them more opportunities for advancement will make you a stronger competitor. Not staying in the run-down part of town forever and moving into new, higher-income areas will make you a stronger competitor. Growing your sales, locations and profits improves your competitive position, your business value and it makes you wealthier. Maybe the timing isn't right for you to catch this wave, but you'll be ready for the next one.

10-15+ store tire dealers can catch M&A wave by becoming mini-consolidators themselves. You've probably already done one or two acquisitions in an ad-hoc fashion. Many of the larger consolidators can't be bothered with 1 to 3 store acquisitions so that's your sweet spot. Develop a list of small competitors in markets and areas that you're interested in expanding into. Go visit the stores and rank them by location attractiveness and then by how close the owner appears to be to retirement. Call them up and start meeting face to face with the retirement-age owners first and move down the list. Solidify the hold on your market by growing locations, sales and profits to improve your business value. Be perceived, as the dominant player in your market and you'll be worth even more when you catch your wave.

Regional Tire Associations like the New England Tire & Service Association have for the most part figured it out. It's about 'know your customer' for them. They know that their actively participating membership base is made up of single location to smaller multi location dealers and they need to keep recruiting members of that size. If larger store groups are members they support the organization for the in-state lobbying being done. Regional tire association meetings are great venues for idea sharing, educational seminars and supporting technical training needs. I've attended and spoken at several of these groups. I'd like to see more panel discussions on attracting technicians or sharing best practices. Think more 20 Group and less golf.

Tire buying groups are wonderful organizations that level the playing field for tire dealers on purchases. They've helped their members grow and become wealthy. Sometimes a member will

become an attractive acquisition candidate and leave the group. There's not much that you can do about it. Maybe look into making all of your programs more 'sticky' so it's painful to leave. You might also facilitate business transfers among members by knowing which members will buy out retiring or struggling members to keep volume purchases all in house.

Consolidation is inexorable and unpredictable in the retail tire business. Like the tide it ebbs and flows. But it's better to catch the wave and ride it to shore than to wipe out.

*Michael McGregor is a veteran of the tire and service industry and a Partner at FOCUS Investment Banking, LLC (focusbankers.com/tire-and-service). Contact him at michael.mcgregor@focusbankers.com or 704-621-7200.*

*Michael McGregor, a FOCUS Managing Director and Partner, has over 15 years of experience advising on business transfers, capital raises, and management buyouts for middle market businesses. As a columnist for Modern Tire Dealer he regularly writes about matters relating to mergers and acquisitions in the tire and service business.*

*Mr. McGregor started his career in finance as a registered representative at Paine, Webber Jackson & Curtis and then took a 20-year detour into the automotive aftermarket. He joined the Firestone Tire & Rubber Company (later acquired by Bridgestone Tire) where he worked in a variety of positions including financial analysis, automotive product marketing, retail store management, regional marketing management for 350 western region stores, market research, database marketing management and strategic project management. Mr. McGregor ran tire store groups in Los Angeles and in Northern California for Bridgestone. He specialized in finding ways to improve gross profit margins while growing car count, unit sales and service sales.*

*Mr. McGregor has been a founder or co-founder of 3 automotive-related businesses: a direct advertising & marketing firm in Northern California that specializes in promoting auto service; a retail chain of automotive accessories in Southern California and an innovative auto service start-up. Modern Tire Dealer calls him the "Duke of Managed Car Care" because he founded and launched AutoPact Car Service, the nation's first "HMO for Car Care". He sold the operations to AAA Carolinas in 2001.*

*Mr. McGregor earned his Bachelor of Science degree in Business Administration /Finance from California State University at Long Beach. He received his M.B.A. from The University of Pennsylvania's Wharton School of Business*



## *Scrap Tire Recycling*

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



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# NETSA Membership Benefits

## Mission Statement

**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 66 years starting in 1952.
- We have over 580 regular members

## Computer Software

### ASA Tire Systems:

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### Nationwide Payment Solutions:

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- Free Equipment
- Free Online Processing Gateway
- Gift & Loyalty Card Marketing Programs
- No Increase Rate Guarantees

## Merchant Partners

### Sales (866) 814-4083

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

## Dental Coverage - NEW

### NEAD Insurance Trust/Ameritas:

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- \$1750 Calendar Year Maximum
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### Affiliated Insurance Agency:

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- Providing virtual lease-to-own for customers since 1999
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## Legislative Monitoring

NETSA and its members are constantly monitoring the State Legislative activities concerning the Tire & Automotive Industry in all six New England States.

## Oil Products

### GH Berlin Windward/Valvoline:

Jim Rogers (860) 250-2076

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- Free Valvoline POS Imaging & Training
- VPS Equipment & Marketing Program

## Online Reputation Management

### WECnology, LLC/Certified Reputation Services:

Wayne Croswell (603) 249-5530

- Online reviews matter.
- NETSA members save 10%

## Publications

Road Runner

Our Newsletter is published four times a year (March, June, September & December) with information & fun articles. Free to members.

## Retirement Planning

### Griffin Financial Planning LLC

Kevin Griffin (781) 783-2232

- An Independent sole advisory firm, providing Flexible workplace retirement plan options for plan sponsors and their participants
- Offers Fiduciary services at a reduced flat fee. While also reducing your personal liability
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## 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 nineteen \$2,000 scholarships to member employees, their spouses, and their dependents

## Tire Industry Market Facts - NEW

GfK Benchmarking:

Neil Portnoy (212) 884-9269

- Monthly Benchmarking reporting
- Your store(s) vs. Market
- Sales, Share, Price; all by product line.
- Know what customers are buying, so you could make informed inventory decisions

## Trade Show & Annual Meeting

- 50-plus exhibitors with over 110 booths.
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- See old friends and meet new ones at our Wine & Cheese Reception & Dinner
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Net Driven provides Industry leading solutions to drive your business. They will build, host, & update your site at much reduced NETSA Member rates. Our NETSA website is hosted by them at [www.netsa.org](http://www.netsa.org)

# 2020 Hall of Fame

## NETSA Hall of Fame Guidelines

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

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

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

The full NETSA 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

Nominations now being accepted:  
Deadline is December 31, 2019



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 himself or herself in our industry and community as a reputable and honored leader.

### 2020 Hall of Fame Nomination

Their Name: \_\_\_\_\_

Company Affiliation: \_\_\_\_\_ Years: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Recognition and Awards Received in our Industry:

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Recognition and Awards Received outside our Industry:

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

Your Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Fax your nomination to: (855) NETSA4U or email: [netsapros@aol.com](mailto:netsapros@aol.com) by 12/31/2019



For More information please contact: Tony DeSimone  
New England Tire & Service Association  
3 Lefevre Dr.  
Kingston, NH 03848  
Tel: (855) 638-7248  
Fax: (855) NETSA4U  
email: netsapros@aol.com  
website: www.netsa.org

# The Road Runner

*The Newsletter of New England Tire & Service Association*

*Mark your Calendar*

**2019 NETSA Scholarship Golf Outing**

Shining Rock Golf Club - Northbridge, MA  
Friday, September 13, 2019



The Road Runner  
Fall 2019



3 Lefevre Dr.  
Kingston, NH 03848