

2009 Hall of Fame Award

*Dick Aronson
&
Pat McGeoghegan*



*In recognition of their outstanding leadership & contributions
to the Tire & Service Industry in New England*

2009 Hall of Fame Inductee - Pat McGeoghegan

Mohawk Rubber Sales has a mission statement as many companies do. The real Mission of Pat McGeoghegan and Mohawk Rubber is on display in their corporate office. "May our ears never be turned to the hurting!!" Pat has made a mission of his years in the Tire Industry to hear the calls of those less fortunate and hurting.

Patrick was born in 1945 in a typical Boston Irish family. He attended Archbishop Williams High School and Graduated from Curry College with a BS degree in Business Administration in 1968. He was fortunate enough to marry his high school sweetheart, Susan Keefe, and begin a family.

Patrick is blessed with two children, Brian and Jennifer. Though Brian is more active in the business, both live the 24/7 involvement that is Pat McGeoghegan and Mohawk Rubber Sales. They are never closed to their family of friends that are their customers.

Pat began his work in the tire industry upon college graduation with the Firestone Tire and Rubber Company. Corporate culture and advancement came with potential family relocation.

Pat was fortunate enough to be offered a position in the Sullivan Tire organization. This is where, "The Chef," Robert Sullivan truly mentored him. His involvement with the Sullivan Family and family of employees remains some of his fondest tire industry memories.

Time marched on for Patrick and a growing supply venture drew his interest. A new mentor and friend, Michael Schwarz asked him to begin a new career with Chemi-Cure Co. inc.. The career began and his expansive relationships with the tire dealers of New England and beyond took root. Pat is and was more than a supplier. He is a friend and caregiver. This is the true basis of his success! The tire dealers he supplies he befriends. He always suggests that the dealers that do not currently enjoy a relationship with his company are on loan to other suppliers. He

awaits meeting them and beginning a new journey with the business, its employees and its customers. All are new family members to share experiences with.

In 1991 Pat and his son Brian were again fortunate enough to begin a new role. This role was of owners of Mohawk Rubber Sales. Mohawk Rubber was a family business supplying the New England Tire Dealers for 50 plus years in the trade. Moreover it was 50 plus years of shared friendships and experiences to grow. Pat and Brian originally partnered with the Ahern family to grow the business. Eventually they took complete ownership and have increased their coverage to 50 states and 20 countries. They now have many relationships for Patrick to maintain with plenty of customers still on loan.

It is with great joy that Patrick has transitioned his role with Mohawk Rubber to that of CEO. Brian has purchased the business and Patrick has embraced the role of communicator. He is the Director of Core Values! He has not wavered from his 24/7 involvement with his family of customers and friends.

His greatest joys away from Mohawk are his six grandchildren. He takes great pride that Brian is leading another generation of business. He also treasures his tire industry and persona awards. Personal and business awards that are of great importance to Patrick are; A sub 3 hour marathon, multiple marathon and road race completions, successful Boston Marathons, double knee replacement, multiple chamber of commerce annual growth awards, multiple vendor and customer of the year awards, the 2000 NETSA Presidents award. His personal favorite is the 2002 Charter Member of the Old Timers Club for the National Tire dealers assoc. He received this the same year as the Firestone Tire and Rubber Gum Dippers award.

Pat has also been integral in the establishment of a charitable foundation. Worthwhile life will be administered by Mohawk employees and guided by Patrick.



2009 Hall of Fame Inductee - Dick Aronson

Dick Aronson was born in Medford, MA in 1936 and spent most of his teenage years in Gloucester, MA. He was educated at Tilton School and received a BA in government in 1958 from the University of New Hampshire. In 2004, Tilton honored him with their Alumni of the Year Award. After college, he entered the Army as a 2nd Lt. in the infantry. He earned his wings as a para-trooper and got out of the Army as a Captain.

In 1959, he married Adele Silverman who went to UNH and lived in Portland, ME. At the time, Dick says "I had no idea where Portland, Maine was". Adele's father, Joe Silverman, had a tire company there and offered him a job, but Dick refused it as he had planned a law career.

Here it is 2009 and it's no secret Joe was very persuasive. Dick, with the help of the SBA, purchased Century Tire in 1976. The company opened in 1926, which makes it the oldest family owned tire company in New England.

Dick attributes the success and longevity of the company to the expertise and continuity of the colleagues in management positions.....store managers Jim Galven, Walter Golojuch, Don Holden, controller Mike Bassett, and their co-workers. The combined years of these men with the company is 132 years! These and men such as Marty and Milty Silverman, who both passed away last year at age 81. Yes, they were twins and Dick's uncles! They all made the term "customer service" more than just a catchy phrase. It's because of Century Tire Company's associates, that the "nay sayers", who didn't think the company could compete against the many big box stores and large regional chains, were proven to be wrong. Dick does admit it hasn't been a cake walk, but the "cream rises to the top".

Dick's leadership has been recognized over the years with some very humbling awards. One was the New England Tire & Service Association's President's Award

in 2000. Dick served as President of this group in 1978-1979 and pointed out that Joe Silverman was on the original board in 1952.

His involvement with the Portland Boys and Girls Clubs and the Portland Public Library earned him "life time honorary trustee" status in those organizations. In 1990, the Portland Chamber of Commerce presented him with the "Portland Business Man of the Year" award. In 2001, he was inducted into the Maine Business Hall of Fame by the Junior Achievement organization.

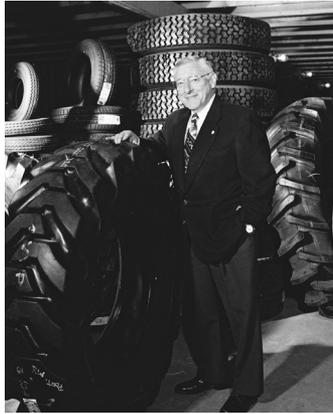
Dick reflects back to the time he was honored by the State of Israel Bonds Organization at a gala event in Portland. The most memorable part of the evening was seeing Sidney Katz and Ed Hogan, Sr. in the audience. He was flattered that these two very busy men drove to Portland from Boston.

The Barbara Bush Children's Hospital and Gibson Oncology Pavillion are recent fund raising activities he was involved with having served as chair-man of the public

portion of the campaign. He and Adele co-chaired the effort to build the new Joel Abromson Community Education Center, which is part of the University of Southern Maine's Portland campus. It has a five hundred seat auditorium, hi-tech labs, classrooms for senior citizens as well as college students, and public meeting spaces.

His many years as a trustee of the Maine Medical Center has been an "experience of a life time," according to Dick. In 2000, he was asked to take a leadership position in starting a new, state of the art, twenty seven million dollar psychiatric hospital (Spring Harbor Hospital). Dick chaired the Board of Trustees and is still on that Board

Adele and Dick's greatest source of joy are their three sons - Andrew of Sunnyvale, California, Michael of Boynton Beach, Florida, and Rabbi Daniel of Elkins Park, Pennsylvania. Of course, they love to talk about their six grand-children who range from age one to nineteen.



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Dick said of his selection to the NETSA Hall of Fame, "I am honored to be amongst last year's inductees, Roland Lesieur and Mr. Robert Sullivan. Rollie and I go back forty years of friendship. Pat

McGeoghean, also an inductee this year, has been a friend and supplier of our's going back to his Firestone days. His integrity and ethics have always been beyond reproach."

Congratulations!

to Pat & Dick for your years of dedicated service & commitment to our industry from your Friends at

SULLIVAN  **TIRE**
AND AUTO  **SERVICE**

