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2012 Trade Show... Educational & Fun...

The NETSA Trade Show Committee has put together another spectacular Trade Show & Convention April 13-14, 2012 at the Mohegan Sun in Uncasville, CT that will be action packed & exciting. Rich Tuttle (Chair) and his Committee have worked extremely hard to make this a MUST ATTEND for all people in the Tire & Service business in New England and beyond.



Nancy Friedman - "The Telephone Doctor" – will present the Keynote Address during the Annual Meeting & Luncheon Saturday Noon. In our continuing desire to have NETSA members hear from speakers that are on the leading edge of our Industry, we welcome Nancy to New England and look forward to hearing her.

Seven Seminars will be presented on Friday & Saturday:

1. Top Ten Tips for Thriving in the Tire Business – Presented by Dave Crawford, American Tire Distributors
2. Attracting Customers with Online & Social Media Domination – Presented by Wayne Crosswell, WECnology and a past TIA President
3. What's the Latest on TPMS, R2R, Tire Repairs, Rolling Resistance & Tire Aging? – Presented by Kevin Rohlwing (TIA), Dan Zielinski (RMA), and Paul Fiore (AAIA)
4. Are you Making Money or Moving Cask? What's the Difference? – Panel Discussion moderated by Spencer Carruthers
5. Health Care Today...but what about Tomorrow? – Presented by Charlie Muise (NEAD Insurance Trust) and Paul Geraghty (Motor Transport Assoc of CT)
6. Telephone Inquiries are not Always about Price – Presented by Nancy Friedman (Telephone Doctor)
7. There's Only One Way to Fix a Flat – Live Demonstration on the Trade Show Floor with participation encouraged.

Trade Show Exhibitors include:

Tires, Wheels, Auto Parts, Oils & Lubricants, Tire & Alignment Equipment, Lifts, Computer Software Providers, Insurance Providers, Credit Card Service Providers, TIA, Payroll Provider, Tire Recyclers, Custom Vehicles, and more

Saturday Evening features a Wine & Cheese Reception followed by our Hall of Fame Dinner honoring this year's Inductees, Robert Dabrowski, Robert Hepp and Robert Malerba. This will also include a Scholarship Auction with Red Sox Tickets and many other sought after items.

And of course, the wonderful experience of Mohegan Sun. Please visit our Website at www.netsa.org for more attendee information

Robert J. "Bob" Malerba was a man destined to be in the tire industry. Born in Meriden, CT on November 14, 1946, he was the son of G. William "Bill" Malerba and Helen Malerba. In 1939, Bill founded Meriden Parcel Gift Delivery. From the delivery business, came a service depot for the delivery trucks and from the service depot came a gasoline station. Soon, the Malerba brothers were servicing not only their own growing fleet of delivery vehicles, but also those of local car and truck owners in Meriden and surrounding communities. From there it was only a logical progression to add a tire recapping and repair facility to supply their own and their customer's needs. Through all of this expansion, the principle of "PEOPLE ARE IMPORTANT" came first.

Bob, as many of us have done, grew up around the family business learning two jobs; first, the operational aspects from the bottom up and second the management of the team. This all was greatly influenced by "PEOPLE ARE IMPORTANT".

Bill saw that Bob was struggling to find himself during his high school years and knew that he needed a more structured environment to mature in. Therefore, Bob attended St. Thomas More School, a residential prep academy in Montville, CT. While there, he served as a dormitory prefect, basketball statistician, school driver (a VW microbus!) prom chairman, was his class President and played varsity soccer and golf. Bob graduated third in the class of 1966 and was the first St. Thomas More graduate to be accepted to Catholic University of America in Washington D.C. All the while, he worked in the family business as a service technician and retreader.

By June of 1970, Bob graduated with a BS in economics, minoring in religion and philosophy. There, he met the love of his life, Marianne, known to all of us as Kitty. During his time at Catholic University, Bob was the senior manager and statistician for the basketball team, played varsity club football, achieving

honorable mention All-American status and a member of Phi Kappa Theta. And again, all the while, he worked in the family business as a service technician and retreader.

Upon graduation, Bob attended U. S. Air Force officer training and then went on to pilot school. This led to three tours of duty in Vietnam, starting as a 2nd Lieutenant (Co-pilot) and progressing to aircraft commander, instructor pilot. He logged over 3,000 hours of flight time. During his Air Force career, Bob and Kitty were gifted with a daughter Kym



and son Jeff. In 1979, Bob declined a position as instructor's instructor along with a promotion to Major to return to the family business no doubt greatly influenced by "PEOPLE ARE IMPORTANT", especially family!

During 1981, Bob was selected to fill a seat on the board of the Connecticut Tire Dealers and Retreaders Association vacated by a retiring member. Subsequently in 1982, Bob was elected President and also represented CTDRA on the board of the NTDRA. Thus began his career serving tire dealers throughout the United States.

In May of 1984, Bob purchased the stock of Malerba's Silver City Tire

Co., Inc. from his father. The company flourished under Bob's leadership; in 1994, Tyre Man of Manchester, Ct was purchased, adding a second location for the first time since 1939. Growing again in 1998, the commercial division of Sam Wibberly Tire in Dayville, CT was purchased and relocated to a brand new facility custom built to specifications resulting from Bob's research and tire service and sales experience.

While he was successfully piloting the family business, Bob was selected by then president of the Tire Association of North America Pam Gatto to help initiate discussions concerning the merger of TANA with the ITRA. In May of 1999, Bob was elected secretary of TANA, setting a course culminating in the presidency of TIA (formed by the merger Bob helped conceive), in November of 2005. He also served as the chair of TIA's training and education committee, having Malerba's Silver City Tire service technicians among the first in the country to be certified in commercial service and also automotive service.

By May, 2004 it became clear to all that Bob's future as a national leader in the tire industry and his involvement as a certified tournament observer with the International Game Fish Association were occupying all of his time and energy. At this juncture, Bob elected to sell the assets of Malerba's to Bob Berlin in order to better manage his duties to the tire industry and most important to Bob, his grandchildren, twins Abigail and Joseph, born in 2004. He was adamant that none of his employees lost jobs or tenure due to the sale. "PEOPLE ARE IMPORTANT"!

Bob's service to the community throughout his life knew no bounds. Just a few follow:

- Established the Alumni Fellows Program to mentor students at St. Thomas More

- Served on the NETSA board for over 10 years, receiving the President's Award in 2005.

- Board member and Corporator of the

Continued on page 4

Robert (Bob) Hepp always seemed predestined to own his own business - some say that's because he probably could not work for anyone else, or maybe it was a result of years of sharing with four siblings growing up in Plainville CT (his two brothers also became business owners). It all started at age 12 when Bob bought a newspaper route and then started to expand it by buying up two adjoining routes.

After graduating high school, Bob was told he was probably not "college material" even though he had good board scores (something about being late for school so often). Accepting the fact that college wasn't in the cards, Bob got a job managing Gas Land gas stations and training franchisees. Here is where fate intervened: that fall a brand new community college happened to open across the street from his current job location, so he joined the inaugural class. An economics professor took an interest in Bob and got him excited about business. Bob graduated with honors and went on to get his B.S. in Business Administration from the University of Connecticut (Go Huskies). UCONN is also where he met his future wife Sandra who has been his partner in life for the last 36 years.

Bob started his next business, building swimming pools, the summer after graduating college. But with the fall coming and having proposed to Sandy (who was starting her teaching career), Bob figured it was time he found a "real job". He took a position with Firestone as a retail sales manager (in training) at their company store in Hartford, CT. Here fate interceded again because this was one of Firestone's largest stores that handled commercial, off the highway, farm (shade grown tobacco) and wholesale sales as well as retail and auto service. For the

next four years Bob worked in every aspect of the business and was lucky to learn from some of the best people in the industry. In 1979 after attending store manager training in Akron, OH (yes, they still made tires there), Bob was assigned as the store manager for the Firestone wholesale store in Manchester, NH, which was losing a lot of money at the time. Over the next three and a half years, Bob grew that store to be one of the largest and most profitable wholesale stores in the country. Bob still claims it would have been number one except for that store in Alaska during the building of the oil pipeline.



In 1983 fate popped up again when one of Bob's dealers in Burlington, VT offered him the chance of a lifetime: to manage a new wholesale tire business as a partner. Knowing it was a risk he had to take (and grateful for Sandy's support), Bob took all their savings and set up shop in a construction trailer for an office and an old cow barn for a warehouse - which became University Wholesalers. In the first year, total sales were around \$400,000 and the business just about broke even. But Bob had seen something that first cold winter in Vermont. With a growing population of imported cars that needed winter tires and domestic manufacturers not yet building the sizes needed, he saw an opportunity to fill a niche if only he

could find a supplier willing to sell to him. Just in time, fate returned. Seeing an ad in a tire magazine for a company out of Finland, Bob got a bank letter of credit and placed an order for almost 2,000 winter tires from a broker handling Nokia (later named Nokian) tires. When this supplier went bankrupt, Bob contacted Nokia directly and brokered a deal. The rest is history.

Over the next 25 years, Bob and some new partners (co-workers) bought out the original partners (as planned), and grew University Wholesalers business to almost \$40 million in sales, built a 200,000 sq. foot warehouse

in Vermont, and added a location near Albany, NY. The last act of fate is when another tire wholesaler from outside New England approached Bob to see if he might be interested in selling the business. When Nokian heard this, they decided it would be better if they bought University Wholesalers, and put together a fair offer. Bob and most of his other partners have proven to be an exception and have stayed on as employees long past what

was required in their contracts. Even after all these years, it's hard to find another person who is as passionate about winter tires (and their impact on driving safety) as Bob Hepp.

When he's not talking about tires, Bob can be found spending time with his family. Both of his daughters grew up working at University Wholesalers in the summers. Erica is now an attorney in Boston and Megan is a registered dietician and trainer in Charlotte NC. Bob has retired from his days of little league coaching, but he still enjoys cheering for local sports teams and most recently watching his daughter Megan participate in the Marathon Olympic Trials.



Robert A. Dabrowski.
Born 1938
Married to Marlene Dabrowski
4 children 2 grand children
Lives in Marlborough, NH

Graduated from Pinkerton Academy, Derry, NH 1956

Served in the US Air Force for 4 years
Graduated from Electronics Trade School
Graduated from Lee Institute of Real Estate, passed the NH Real Estate Brokers license exam and started

Dabrowski Real Estate. When the Shoe factory in Keene, NH closed in 1971, I lost my machinist job and left me with buying/ selling and renting houses, a small antique business, and buying and selling cars. That is when I went into the tire business. 37 years and 46 stores later, I retired.

Current Hobbies includes traveling with my wife and kids, working with my church and Christian school, and working in my machine and wood shop.

My kids make life a lot of fun. We compete in playing pool, target shooting, Pinewood Derby Racing, stock car racing, road racing, and most recently three family members have bought Rock Crawlers- which has been a blast. My favorite thing is having a cook out at the end of the day.

I am a church going believer in Jesus Christ
My goal is to spend more time with my family.

Robert Malerba

Continued from page 2

Meriden Boys' and Girls' Club

Served as president of the Meriden Civitan Club

Served as vice president of the Meriden Unison Club

Was a corporator and advisor to Girl's, Inc. in Meriden

Was a long time member of the Meriden Elks Club

Three time vice president of the Northeast Saltwater Fishing Club

Among the numerous awards and honors Bob has received over the years are:

Inclusion in the Meriden Boys' and Girls' Club Hall of Fame

Uconn Connecticut Family Business Award Runner-up, Small Business Division

Meriden Chamber of Commerce "Faith in Meriden" award winner

St. Thomas More 2010 Founder's Award Recipient

Robert John Malerba, 64 years old, husband of Kitty (Marianne) Malerba of 40 years, father of Kym and Jeff passed away on May 30, 2011 following a courageous two year battle with cancer.

Sadly, Bob is not with us for his induction into the NETSA Hall of Fame, but he has many business associates and friends left behind who benefitted from "PEOPLE ARE IMPORTANT".

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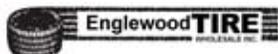
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Annual New England Tire &
Service Association Trade
Show & Convention!

For more information: sales@summittire.com



Well, what a winter this has been. Last year the 3rd snowiest winter on record and this year the 3rd warmest, who would have predicted this? Thank goodness October and November were good snow tire months. December sure took a dive! Thankfully January and February have held up in parts jobs to keep us going because there sure

wasn't any snow anywhere in New England.

A story my father always told me... if we somehow got busy and only ended up eating two meals, it was like when the pigs missed a meal, it created a lean streak for better bacon, maybe this lean streak in our season will somehow make us leaner in our businesses and will help us in the future. With the future in mind, stay tuned for our NETSA Trade Show coming in April. More on that deeper in this letter.

I just got back from attending the Network National Convention at the Wynn Resort in Las Vegas. The convention was a parts manufacturing show facilitated for us through Sanel Auto Parts, one of our suppliers. It was a great opportunity for us to meet with many of our parts reps and see some of the new items coming to market. We also attended several

seminars, all of which were very informative. I always bring back a few new ideas to integrate into the business. I believe if you're not moving forward in your business, you're moving backwards, there is no standing still in our industry. Keeping up-to-date with technology and information is critical. The issues coming up from the State and Federal legislatures have to be monitored and addressed to keep the status quo.

I hope that all of you can make our trade show at Mohegan Sun on April 13h-14h. As I write this in early March, our trade show floor is already 90% sold out with vendors calling daily. The Trade Show committee (Rich Tulle and crew) have a spectacular show lined up. Nancy Friedman is our keynote speaker. Nancy, known as the Telephone Doctor, is a nationally known speaker on telephone sales. I look forward to her presentation on 'How to make the most of your telephone contact' as part of our Annual Meeting. Nancy also has a Q&A session scheduled Saturday afternoon; this is a don't miss event! Nancy is only one of the many seminar presenters; be sure to attend any or all of the sessions.

Last year the trade show floor sold all of the spaces available and we expect this year to be no different. The word is out, this is the best trade show in the east, and the best regional show in the country. The reason for this is YOU! We could not continue this event without our members recognizing the value of this show. The reason the vendor's love this show is because YOU come and participate. Over the last few years, more and more members have attended the trade show and this year should be no different.

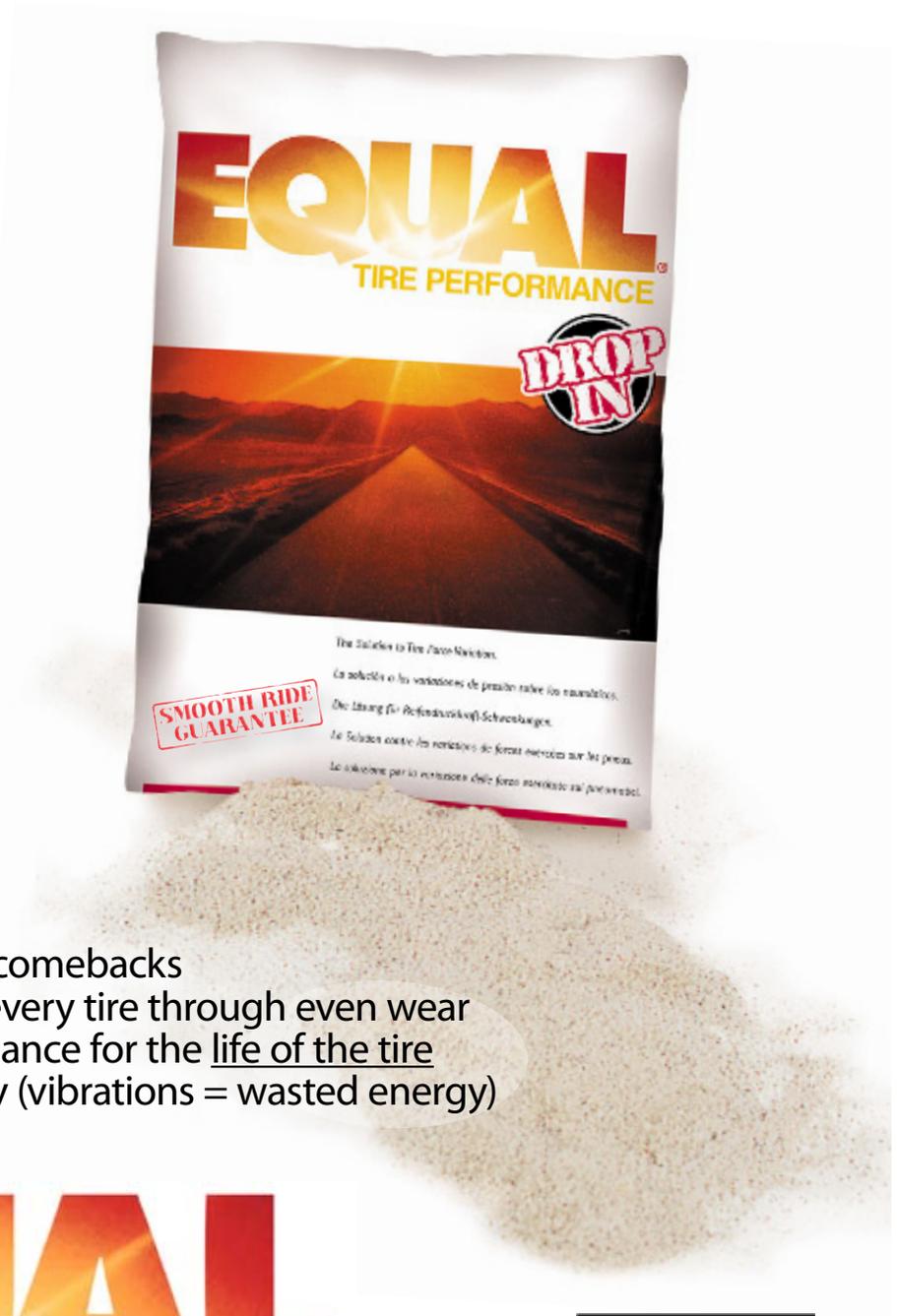
I am looking forward to seeing and talking to all of you.

Steve Dupoise

Welcome New Members

Company	Street	City	ST	Zip	Contact#	Contact Name
BB&J Environmental Consultants	5 Market Square, Suite 205	Amesbury	MA	01913	978-834-0798	Paul Owens
City Tire Co	38 Railroad Ave	West Lebanon	NH	03766	603-298-0497	Mike Hall
City Tire Co	124 Main Street	Keene	NH	03431	603-357-1332	Bill Earley
City Tire Co	82 Boston Post Road	Waterford	CT	06385	860-437-3382	John LaBrecque
City Tire Co	1385 Memorial Drive	Chicopee	MA	10120	413-534-2946	Andy Bewsee
City Tire Co	2830 Boston Road	Wilbraham	MA	01095	413-596-2514	Jeff Ketcham
City Tire Co	560 Hubbard Ave	Pittsfield	MA	01201	413-445-5578	Scott Casella
City Tire Co	177 French King Highway	Greenfield	MA	01301	413-772-2561	Carl Daly
City Tire Co	451 Southbridge Street	Worcester	MA	01610	508-755-2221	Aaron Reifowitz
City Tire Co	292 College Street	Amherst	MA	01002	413-256-8365	Warren Laberge
City Tire Co	740 Marshall Ave	Williston	VT	05495	802-951-9999	Charlie Bryette
Besser Brake Pads, LLC	285 Circuit St, Bldg B, Door K	Hanover	MA	02339	781-261-9999	Marc Cirinna
Tire Track, LLC	2171 Route 130	North Brunswick	NJ	08535	732-599-4915	Evan Ahmed

It comes down to *more dollars* in your pocket and *less hassle* in your day.



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8 Steps to Get You There

We've identified 8 characteristics that those with a great attitude have in common. Stick with us - believe you'll enjoy this!

1. Choose to have a great attitude - Successful people have chosen their attitude. Many folks tell me, "Gee, I'm usually in a good mood." Catch the difference there? Right - 'usually.' You see, a mood is temporary and an attitude is permanent. What we have found is that successful people with a great attitude are able to get out of a bad mood quicker than those who don't have a great attitude.

2. Visualize success - Successful people visualize themselves being successful. It doesn't mean you'll always get what you visualize, but it really helps to visualize what you need. Think about American Idol. Every one of those contestants firmly believe they have a chance of winning. And the successful cyclist Lance Armstrong, winner of 7 Tour de France, never saw himself losing. Visualizing success does help.

3. Energy, humor and enthusiasm - Successful people walk differently. Watch how people walk - even in the parking lot. It's a special energy. Those who keep their head up high and have a gait that's a tad faster than just lollygagging along seem to have the attitude that makes them successful. Show me the slow, drag your feet, head down walker and I'll show you someone who, in all probability, isn't as successful as he'd like to be. And we know from all the very successful comedians, successful people laugh a lot. They enjoy making others laugh. Laughter is contagious. Successful people with a good attitude tend to find humor in things quickly.

4. Resist negative tendencies - Successful indi-

viduals stay away from negative tendencies. Successful people with a good attitude resist becoming part of others negativity. They feel better for it and their attitude stays in check.

5. Be a 'whatever it takes' person - Seems it's real easy to turn customers (or anyone) down and not make a second effort. Successful people are what we call double checkers. They look for positive alternatives. Their attitude tells them to double check the situation and offer a positive alternative.

6. Accept change - Things didn't go your way? You couldn't/didn't get what you want? Successful people can accept change and move on or forward much better than others.

7. Be grateful for what you have - Those that are successful with a good attitude are most often void of jealousy. They share. They help. They donate. They are genuinely happy for others. Are you?

8. Smile - We know the most successful individuals with that great attitude SMILE - a lot!

And please remember that a "Phony smile is better than a real frown!"



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Cole's Column

We're excited that Spring is almost here. It must be - as the clocks are being set ahead on March 11th to give us an extra hour of daylight.

With Spring, comes our Annual Trade Show & Convention at Mohegan Sun in Uncasville, CT from April 13-14th. Our **Trade Show Committee**, chaired by Rich Tuttle, has been very busy putting together the finishing touches on this year's event. It truly is going to be an "Exciting" show. Don't miss it.

Our **Training Committee**, chaired by Spencer Caruthers, has also put together a "must attend" week-end of Training at the Trade Show. Friday and Saturday, April 13th & 14th, will be seven Free 1 hour Seminars designed by our Training Committee to be informative for owners, managers. and technicians.

Our **Hall of Fame Committee**, chaired by Jim Melvin Jr, placed in nomination to the NETSA Board, fourteen people given to the committee in nomination by NETSA Members. We are pleased to announce the three people being inducted into the Hall of Fame in 2012 are Robert Dabrowski (Tire Warehouse Central), Robert Hepp (University Wholesalers) and Robert Malerba - deceased (Malerba's Silver City Tire). Their official induction will take place at our Annual Trade Show & Convention on Saturday evening (4/14/12) at the Hall of Fame Dinner. We hope many of you will be able to attend and Honor these three exceptional members of NETSA and our Industry.

The **Legislative Committee** has been very active these last few months.

Massachusetts – The Massachusetts Motor Vehicle Owners' Right to Repair Act Coalition is moving along nicely with NETSA Board Member Stan Morin, of New England Tire, helping to spearhead the effort. The Coalition includes AAA, AAIA, CARE, MABA, MIADA, NFIB, RAM and NETSA and many others. The Coalition collected over 69,000 Massachusetts signatures, forcing

the Right to Repair question to be decided at the next Statewide election.

Maine – LD 1604 "Resolve, Directing the Department of Public Safety, Bureau of State Police To Review Motor Vehicle Inspection Rules" was killed in the Transportation Committee.

LD 1677 "An Act To Modernize Maine's Motor Vehicle Inspection Program" was also killed in the Transportation Committee. This bill was trying to adopt an electronic Inspection Program.

LD 198 "An Act To Update Motor Vehicle Safety Inspection Laws" was also killed in the Transportation Committee.

Thanks to NETSA Member Pam Cahill for helping to kill all 3 of these bills.

New Hampshire - HB1693 "An Act Relative to Motor Vehicle Inspections" was heard by the Transportation Committee where NETSA presented written testimony against the legislation that was designed to extend the vehicle inspection period from once a year to "every second year". The bill is listed by the Committee as "Inexpedient to Legislate".

Vermont - H. 485 "An Act Relating To Establishing Universal Recycling Of Solid Waste" was first heard by the House Committee on Natural Resources & Energy on January 31st. The bill wanted to impose a \$1 fee for every new passenger and LT tire sold in Vermont. The fee would be collected from the consumer by the retailer selling the tire(s), and then the retailer would submit the fees collected to the State. NETSA testified against this, and the Committee voted not to single out tires, but to increase the Waste tipping fees for all trash brought to Vermont's Solid Waste Sites.

This was then sent to the House Ways & Means Committee who held their own Public Hearing on Feb 21st. NETSA again testified against the \$1 fee for every new passenger and LT tire sold in Vermont. We've been told "The committee plans to vote the bill out the week after Town Meeting. The fees for tire cleanup are no longer in the draft they are considering. But nothing is final til voted out."

Finally - Don't forget to alert your employees about the ten NETSA Scholarships for \$2000 each that will be awarded this July. We've already had over 50 requests for applications.



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TIRE &
SERVICE
ASSOCIATION**

**Need Money for College
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**Apply for One of
NETSA's Annual Scholarships!**

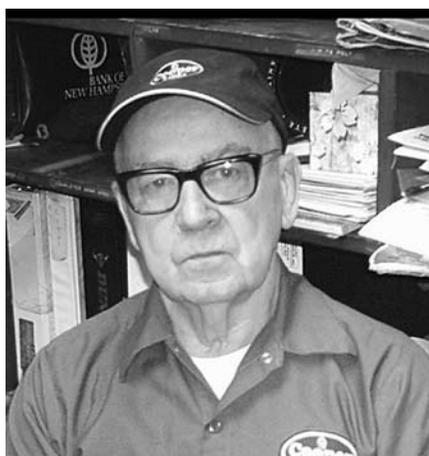
New England Tire & Service Association Annual Scholarship Fund		<u>Next School Year</u>
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<u>Tuition at an accredited 2 or 4 year college, university or Voc/Tech School</u>	<u>NE Tire & Service Association</u>	
ANNUAL SCHOLARSHIP FUND		

**New England Tire & Service Association
is Awarding Ten \$2,000.00 Scholarships
This Year!**

If you have been an employee of a NETSA member at
their member location for at least two years, then you, your spouse,
or your dependents are eligible to receive one of these contributions
toward tuition at an accredited 2-year or 4-year college,
university, or post-graduate technical school.

**To receive an application,
Contact NETSA at (207) 846-0986**

NETSA
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Phone: (207) 846-0986 Fax: (207) 846-0987
email: netsapros@aol.com



Larry and I went to a Michelin meeting in California for 5 days in January. It was to introduce tire businesses to their latest tire "the Defender". It is set to replace two different tires they previously sold. I like the idea of eliminating two tires out of inventory

and replacing it with one. We need the space in their warehouse. My only concern is that all of our competition can also distribute this tire and a lot of them are big business. It is hard for me to envision Michelin giving their competition a fair shake, but there is a first time for everything. Michelin did treat us well in Huntington Beach. I even stuck my finger in the Pacific Ocean and it was pretty cold.

Also in January we had a calamity at our office. Our computer hard drives failed and we lost two weeks of data. I am proud of our employees who pulled together and especially those who stayed late into the night and on weekends to reenter every invoice back into the system.

We have recently taken some space in the warehouse to build a conference room and meeting area. It is nice to have the space and not be interrupted during those meetings by others.

Sears is closing 120 stores around the country. I remember when they downgraded business in downtown Nashua many years ago. In this day and age it is impossible to stay on top forever.

I recently jammed my thumb at work and it's been a killer at work. I can't tie my shoelaces, button my shirt and get through my day without it. Not only do I have a hurt thumb but have been struggling with my teeth. My tooth broke off. I got it repaired and then I broke a second tooth. I am still going back a month or two later after the first problem I had. I keep adding on health problems but I am still here. I plan on being here for as long as possible.

We lost Bill Clark from Cooper Tire on February 21st due to idiopathic pulmonary fibrosis. He was

well liked by all his dealers and he will be missed. My wife and I got to spend time with him on some of the Cooper Tire trips and he was a real gentleman.

On a completely different note, the army has announced they are going to start reducing active duty troops to 490,000. Maybe we will mind our business better in the future.

I hope to attend the NETSA show in April health willing. I hope it will be another great show

Roland Lesieur.

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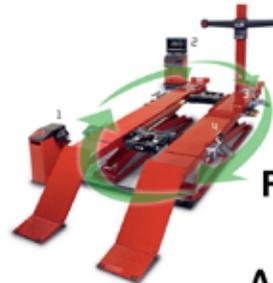
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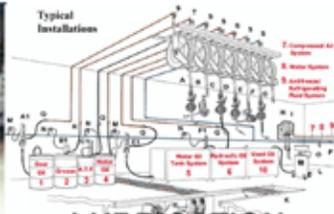
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For 2 weeks in the worst February I've seen in a long time, I was gone. Probably the smartest decision I've made in a while: A week in England, followed by 5 days in the Bahamas, one business and one pleasure... Pubs and pool bars... Rugby and cricket... I think I could get used to it. The staff were happy to see me go too as February in the tire business still makes me crazy, even after all these years.

We visited my Grandmother who lives in the Cotswold's. It's about an hour west of London and it had been 3 years since we've been back. I really forgot how beautiful it is there.

I booked the "Intermediate Wagon" at Hertz online, cheap. And when they handed me the keys to a Ford Focus, I knew it wasn't going to work.... Me and 3 girls.... that's a lot of luggage! A Volvo V70 diesel wagon was in our future at three times the price. A "premium upgrade" at a premium price.... they knew they had me. (Is calling the "intermediate wagon" a Ford Focus, Hertz's equivalent of a \$19.95 tire? And since when is three times the price an "upgrade"?)

It was expensive, but a great car. Fully loaded, with the a/c on, we were getting 45-48mpg and it had more than enough power. Diesels are everywhere because they're more efficient and when gas is \$9 a gallon here, we'll embrace them too.

We spent 3 days in London, which is abuzz with the Olympics and the Queen's 60th Jubilee this year. What a great city, a melting pot of cultures that makes it so unique and vibrant.

But outside of London, the town and cities, it's the same as it is here..... Jobs are hard to find and people are cautious. Like here, things cost more, except houses, and their tyre and auto stores face the same issues as us. Everything costs more (except bacon), but health care is free. Which would you like?

It's nice to be back and ready for action. Bring it on March! Let's forget about snow and what happened to the tax refunds? 2012 is about keeping it good and tight. It's time to sharpen that pencil.

The Trade Show is next month, April 13 & 14, and it's looking good. Come to the seminars and panel discus-

sions on Friday and Saturday and talk to other dealers just like you. Don't miss Dave Crawford's "Top Ten Tips for Thriving in the Tire Business" on Friday at 3, or any of Saturday's seminars.

NETSA seminars are FREE and I'll guarantee you'll take back at least one "golden" nugget of information to use in your business the next day. Last year, I missed the NETSA group rate and stayed at the Hyatt for \$125 a night. It's just down the street and with a free shuttle until 2am, a great deal! Not sure, but I understand they've gone up to \$199 this year.

We're taking a break from statistics, units and executives this year at the Annual Meeting and Luncheon. Nancy Friedman, the "telephone doctor" will be speaking and I like it! Nancy will also be doing a free seminar later Saturday afternoon - "Telephone Inquiries are not always about Price". Register early to reserve your place at the Luncheon

Don't forget the sun screen, and I'm looking forward to seeing you there!

Until next time...

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How much do you think about your on-line and social media presence? These two topics are very important to a tire dealers' business, especially in the retail space. Not long ago, all you had to do was to create a web site and you were good to go. Well times have changed.

Now you have to worry about the constant upkeep of your site and

stuff like search engine optimization. In other words, making sure "what's under the hood of the web site" is satisfactory to the Search Engine Robots so your site will be found and ranked as high as possible. In addition, you need to worry about what your web site looks like on mobile devices such as smartphones and iPads. Did you know that this year there will be more searches performed on mobile

devices than PC's?

Other components to consider in your on-line presence include the many sites that you are being added to or excluded from with or without your involvement. These on-line places can boost your sales or push business to your competition. Now add the social media layer on top of all this. You may not spend much time on these sites or even believe in them, but millions of consumers do and they are influenced by them.

Social Media sites, such as Facebook, Twitter, Yelp, FourSquare, Angie's List, Google Places and YouTube are creating your social brand whether you decide to participate or not. My advice is that you can't afford not to participate and better yet you can shape the outcome.

If done right, you can dominate your on-line and social media presence. But to do it right, you need to turn to experts. And remember, it's no longer one expert that you need, you need a team.

Come learn what you need to do in order to achieve on-line and social media domination at NETSA's Annual Trade Show & Convention, Mohegan Sun on Saturday April 14, 2012 - Seminar #2.



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The Road Runner
Spring 2012

The Netsa Trade Show & Convention
April 13-14, 2012
Mohegan Sun
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Uncasville, Connecticut 06382



2012 Attendee Registration Form
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Tel(207)846-0986, Fax(207)846-0987
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 Street Address: _____ Fax: _____
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Attendee Names:

All Attendees must register for the show in order to attend.

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 Saturday Evening Dinner - Hall of Fame -7:00PM-8:30PM

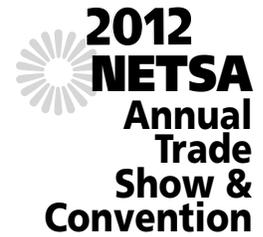
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Friday & Saturday April 13 & 14th

Contact Information

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Hotel Reservations:

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Name of Group: New England Tire & Service Association
Group Code: TIRE12

Group Room Rate:

Thursday	\$169.00
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Cut-Off Date: March 29, 2012



Directions Mohegan Sun

From Providence, R.I. Take I-95 South to Exit 84N (Route 32 North). Take Route 32 North to I-395 North. Take Exit 79A, (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

From Hartford, CT I-91 South to I-84 East to Route 2 East to I-395 South. Take Exit 79A (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

From New York, NY Take I-95 North to Exit 76/I-395 North. Take Exit 79A (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

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Why Balancer Adapters are Critical and How You Can Present Comebacks.

What is the one thing that every customer can notice about their car? They notice vibrations in their steering wheel and their seats. They may not notice a miss, a noise, hesitation or a multitude of things that an experienced technician would notice immediately. But they can feel their steering wheel shake or see their coffee mug vibrate. The good news is that a vibration problem is preventable. The bad news is that if the customer comes back and you have to rebalance the wheels, you have lost not only income but production time. You also have damaged your image and the customer's confidence in you.

Even worse than the above and more common than we would like to admit, the customer does not come back to you, but goes to another shop and has the other shop rebalance the wheels. If they are successful you have lost a customer. Now you have lost more than your reputation, you have lost the opportunity to service that customer in the future. You also now have to bring in two new customers to grow. More if they tell several of their friends what happened and they are trusted by their friends. See how one mistake can really hurt your business without you even knowing about it?

When steel stamped wheels were the standard, 4 cones would work with the majority of the wheel assemblies and a tire tech could easily balance most wheels without issues. However, with the onset of the larger and midsize SUV's and Pickups, along with the demise of the steel stamped wheel, the 4 basic cones no longer can even handle 50% of the wheel assemblies. Couple that with the wear and tear the adapters take (I know we all check our adapters regularly) and the looseness this wear creates, how many wheels are actually getting balanced? Just because we get 0's on the screen doesn't mean the assembly is balanced.

One quick way to check to see if you are mounting the wheel properly on the balancer is to take the first wheel, spin it on the balancer and mark where and how much weight the balancer calls for. Then loosen the hub nut, hold the cone or collet in place and turn the wheel 180 degrees. Lower your hood and see if the balancer calls for the same weight (within a .25oz to .5oz depending on the assy.) in the exact same location. If it does not match, then you are not mounted properly on the balancer. Newer Hunter balancers have this procedure actually on the menu, but you can do this with any balancer. The question is what do you do when it fails?

If you only have the 4 cones, then you don't have many options to choose from. This is where having the proper adapters can save your tech time and you custom-

ers. The problem is more prevalent on the larger wheel and tire assemblies on the SUV's and Pickups of today, but the problem has been around since the mid 90's. Toyota and Nissan have required their dealers to have flange plates since around 2000 as the complaints from improper wheel balancing were threatening their reputation. Many other manufacturers have followed suit. Below are just two service bulletins pertaining to adapters that are required by the OEM's to properly balancer their wheels.

http://www.wkjeeps.com/tsb/tsb_wk_2200209.pdf
<http://www.ih8mud.com/tech/tsb/ToyotaLandCruiser/tsu00296.pdf>

Adapters are available for all balancers, but the balancer needs to have a long enough shaft to fit the adapters and the wheel on to the shaft for centering. This eliminates many of the Chinese made balancers that are so attractively priced on the internet. They come with shorter shafts that eliminate the ability to use flange plates and the proper adapters.

Collets are more costly than cones, but their accuracy and greater coverage can offset the difference in price. When choosing adapters, make sure that you have the coverage for what vehicles you are servicing. Even 11 cone sets could leave you without the adapter you need, so be careful when making your choice. Murphy is likely to be the first customer in your door.

Don't lose customers over using the wrong wheel weights either. Operating costs are now higher than they have ever been. Everyone is trying to cut expenses where they can, but what price do you put on a lost customer? Especially when it probably means more than one customer lost when we don't do the job the right way the first time. The wheel weight investment will look cheap compared to lost sales.

In summary, make sure you have the right adapters, the correct weights, and check to see if you have the wheel mounted properly on the balancer. It will save you time, your image, and keep your business growing. In the long run, it will be more profitable too.

NETSA Welcomes new members, please contact Dick Cole for more information.

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The Importance of "Drive other Car" Coverage

by Keith Monti- Boynton Insurance Agency

The Road Runner
Spring 2012

Do you drive a company vehicle on a regular basis? If so, do you have a personal auto policy in addition to your commercial auto?

Do you provide company vehicles to your employees? If so, do these employees possess their own personal auto policy?

In either case, if a personal auto policy does not exist, there is a gap in insurance coverage with the potential for serious financial liability outcomes. The means to fill this gap, and adequately cover yourself and your business, is an insurance endorsement called "Drive other Car Coverage" or "DOC".

Drive Other Car coverage can be added onto your business auto policy in order to provide coverage for individuals that are scheduled (listed) on the policy when driving an auto that is either rented or borrowed when no personal auto policy exists.

Here are a few scenarios depicting the importance of Drive other Car coverage:

- John, the owner of a tire repair center, only drives his company vehicle, a Ford F350. As a result, he has no personal auto policy. John attends a superbowl party with his friend Larry. Larry picks John up in his Dodge Charger. Larry is so distraught at the Patriot's loss to the Giants, he has twelve beers too many. John, being the responsible sober friend, drives Larry home in the Charger. As they are driving home, John becomes distracted when Larry gets sick. John accidentally drifts across the center line and hits a minivan head-on. The driver of the minivan is seriously hurt and a hefty lawsuit entails. The lawsuit amount is far above the limits of Larry's auto policy. John is on the hook for the additional amount since he was driving Larry's car. John's business auto policy will not cover John in this instance because he was not driving his business auto. John could potentially lose his personal assets and/ or have his future earnings garnished as a direct result of being on the hook for the remaining monetary amount of the lawsuit. The "Drive Other Car" coverage endorsement would provide John personal insurance coverage in this example.

- Another example would be if John takes his family on vacation and rents a vehicle to shuttle all his rug-rats around. Suppose, he opts out of taking coverage from the rental car agency. If he gets into an accident and is at-fault, he has no coverage. Even if he purchases coverage through the rental car agency, the monetary amount of an impending lawsuit could be well above the limits of the rental agency's policy, leaving John on the hook financially for the remainder. John's business auto policy affords him no protection under this scenario, however, Drive other Car coverage would. It is also important

to note that most rental companies liability limits are only available up to \$100,000. One lawsuit could easily be ten times the amount of this limit.

- Perhaps John borrows a friend's minivan to help his girlfriend move and is involved in an accident. Again, there is no personal coverage under his business auto policy. Again, Drive Other Car Coverage would afford him protection.

- The same scenarios can apply to employees who are afforded company vehicles but do not possess their own personal auto policies. Drive Other Car coverage would protect them as well.

One key point to understand about Drive Other Car coverage is that when added to the business owner's policy, this coverage would also apply to household members of the business owner's residence. For employees who drive a company vehicle and have Drive Other Car coverage, their family members would need to be specifically listed on the policy in order to receive this coverage.

Drive Other Car coverage can be added to a business policy for a relatively small additional premium and the coverage it provides could literally keep a business from going under in the event of a lawsuit.

It is also important to remember to drop the Drive other Car coverage if you add a personal auto policy to your existing business auto policy. If you do not, you would be paying double for the same coverage. I recently came across an auto repair center that had been paying for double coverage for the past three years under their existing policy. They were paying for both a personal auto policy and Drive other Car coverage. I am in the process of helping them retrieve this wasted premium (yes, there is a way to be reimbursed if you find that this scenario happened to you).

For questions you can reach Keith at:

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Buxton, ME: Merle William Morse Sr., age 70, of Partridge Dr., passed away on March 5, 2012, unexpectedly at his home.

He was born in Alfred, Maine on Oct. 7, 1941, a son of the late Guy and Nellie (Kimball) Morse. From the age of 15, Merle had an interest in the tire business. For the last 17 years, he became the owner/operator of Charlie's Battery & Tire. He is predeceased by his brothers- Donald and Paul Morse; sister- Bernice Brown; and his grandson- Joseph Morse. Merle is survived by his beloved wife- Ruth (Grace) Morse; sons- Merle Morse Jr. and his wife Audrey of Waterboro and Randy S. Morse and wife Julie of Standish; daughter- Teresa L. Webber and her significant other Fred Saban of Sabattus; brothers- William Morse and Robert Morse; 10 grandchildren; 10 great grandchildren; and many nieces and nephews.

A memorial service was held on Saturday March 9, 2012 at the North Saco Congregational Church,

Terry's Tire Town Adds Mass. Distribution Center. Terry's Tire Town has opened a new 135,000 sq foot distribution facility in East Taunton, Mass. With the new facility, Terry's has consolidated operations at its smaller leased facility in nearby Brockton. Dominick Wycoff, Regional Vice President for the Northeast, said "The expansion allows increased tire inventory, the addition of new product lines and brands, and state-of-the-art customer service capabilities through new computer and phone systems."

Bill Clark Jr., former Northeast region sales manager for Cooper Tire & Rubber Co., died Feb. 22 at age 76 due to pulmonary complications. Born in Orange, N.J., Mr. Clark got his start in the automotive industry working in an accounting position for General Motors Corp. before obtaining a sales position with Findlay-based Cooper Tire in the mid-1960s. He quickly became sales manager for the entire Northeast region, covering markets from Maryland through Canada.

Mr. Clark remained with the company for 44 years before his retirement in 2008, declining other promotion

opportunities in favor of remaining in his home state of New Jersey. During his career, he was named a Fortune 500 Top 50 Sales Manager.

Mr. Clark was preceded in death by his wife of 52 years, Antoinette "Toni" Clark. He is survived by his sister Elizabeth Krause; daughters Joanne Magliaro (James), Patricia Pappas (Andrew) and Kathleen Clark; and eight grandchildren.

Timothy Frederick Haley passed away on Feb. 27, 2012, following a three year battle with cancer. Devoted father, husband, son, brother, nephew, cousin, and friend, Tim was born on Sept. 20, 1967, in Portland. He immediately demonstrated a fearless and impassioned zeal for life as a toddler, flashing his infectious grin accompanied with a knowing twinkle in his eyes, traits that continued throughout his life.

His deep love of family and friends, his work ethic, and his love for all things Maine developed at an early age and became a cornerstone of his character. As a youth, he enjoyed lobstering in Casco Bay, Sunday trips to 'the Dump,' trips to Sebago Lake and Hampton Beach, sports of all sorts, looking out for his sisters, and family cookouts.

His Catholic faith was fostered as a youth, having served as an altar boy at Holy Martyrs Church in Falmouth. Tim went on to graduate from Cheverus High School in 1986, where he helped Cheverus win the State Football Championship on 1985. He also played varsity baseball and basketball.

While a student at the University of Maine, Timmy played rugby and was a member of Delta Tau Delta fraternity where he earned his other nickname, 'Chilidog' from the scores of fraternity brothers who remained close to him for the rest of his life. He graduated with a BS in Business Administration.

Upon graduation, Tim continued to hone his business skills and soon became the third generation of 'Haley Tire.' Tim learned and worked side by side with his beloved father, taking ownership of the four business locations. He was a long-time member of the New England Tire and Technicians Association. Tim was also very active in many charitable endeavors, which included serving on the Portland Salvation Army Advisor Board. His personal and business donations set the bar high for others to emulate.

Timmy first fell in love with Kimberly Burke after watching her ski as fast as he did down a mountain at Sugarloaf. She was finally the woman

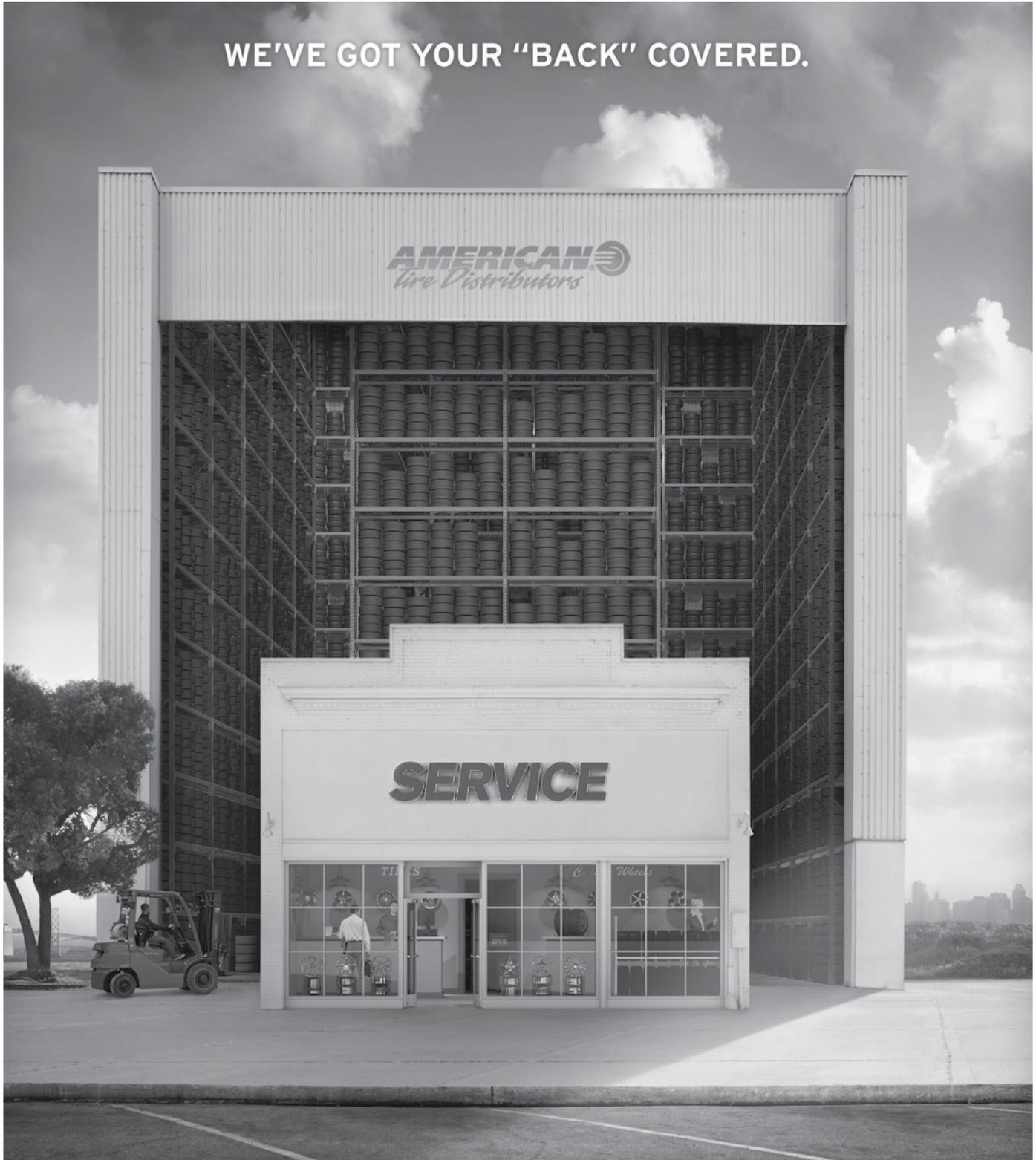
who fit the description of a wife that a priest had once given to Timmy. 'It's easy to find women to stroll in the sun with, but find a wife who can put on her raincoat and walk in the rain with you.' They married on July 1, 2006, at the Audubon Society in Falmouth. Their daughter, Mia Rose Haley, was born on Jan. 15, 2008.

He took great pride in his home. Often toting Mia around in a back pack while he mowed, raked and shoveled their family's yards and gardens. Timmy was a yard fanatic and never met a weed he could not kill.

Continued on page 26



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Is Payroll Fraud Occurring at your Company?

Jennifer D'Angelo, Heartland Payment Services

The Road Runner
Spring 2012

Payroll is often a company's most significant expense. Unfortunately, theft within the payroll system can result if internal controls are not in place and steps are not taken to detect fraudulent activity in the company's records. But there's good news: Payroll fraud in all forms is largely preventable.

Typically, payroll schemes involve fraudulent payments being unwittingly made by a company to an existing employee, a previous employee, or the accomplice of an employee.

Segregate duties – The preparation, distribution and reconciliation of payroll expenses should generally be segregated among different employees at your firm. If any of these duties are currently performed by the same employee, that individual likely knows about any weaknesses in the payroll system. Consider reassigning the duties to avoid the type of collusion that can facilitate fraudulent payments.

Data mine payroll disbursement records – In order for payroll fraud to occur and someone to profit, the fraudster must receive a check. Consequently, company records usually contain the data needed to unravel fraud. For example, is there more than one employee with the same address? Does more than one employee deposit a paycheck in the same bank account? Forensic accountants analyze data including a check of payroll lists of employee addresses, start and termination dates, Social Security numbers and other factors.

Ensure company policy compliance – Make sure to follow strict policies surrounding payroll. For example, are all new employees subjected to a background check? Are wage rates authorized by the designated officials in the com-

pany? Are sick leave, holidays and vacations approved and recorded appropriately in the payroll system? Do exception reports exist and are they reviewed regularly? Are payroll disbursement accounts routinely reconciled and all exceptions investigated by suitably trained professionals?

Outsourcing payroll duties can also reduce losses. The evidence of payroll fraud is often hidden in plain sight because the transactions look legitimate. It can take a concerted effort to combat, but the results will be lower payroll costs and the comfort of knowing that your company is literally not paying employees who haven't earned the money.

For questions, you can reach Jennifer at: MOBILE 860-918-1495, OFFICE 860-659-8900, Jennifer.Dangelo@e-hps.com

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News In Brief - continued

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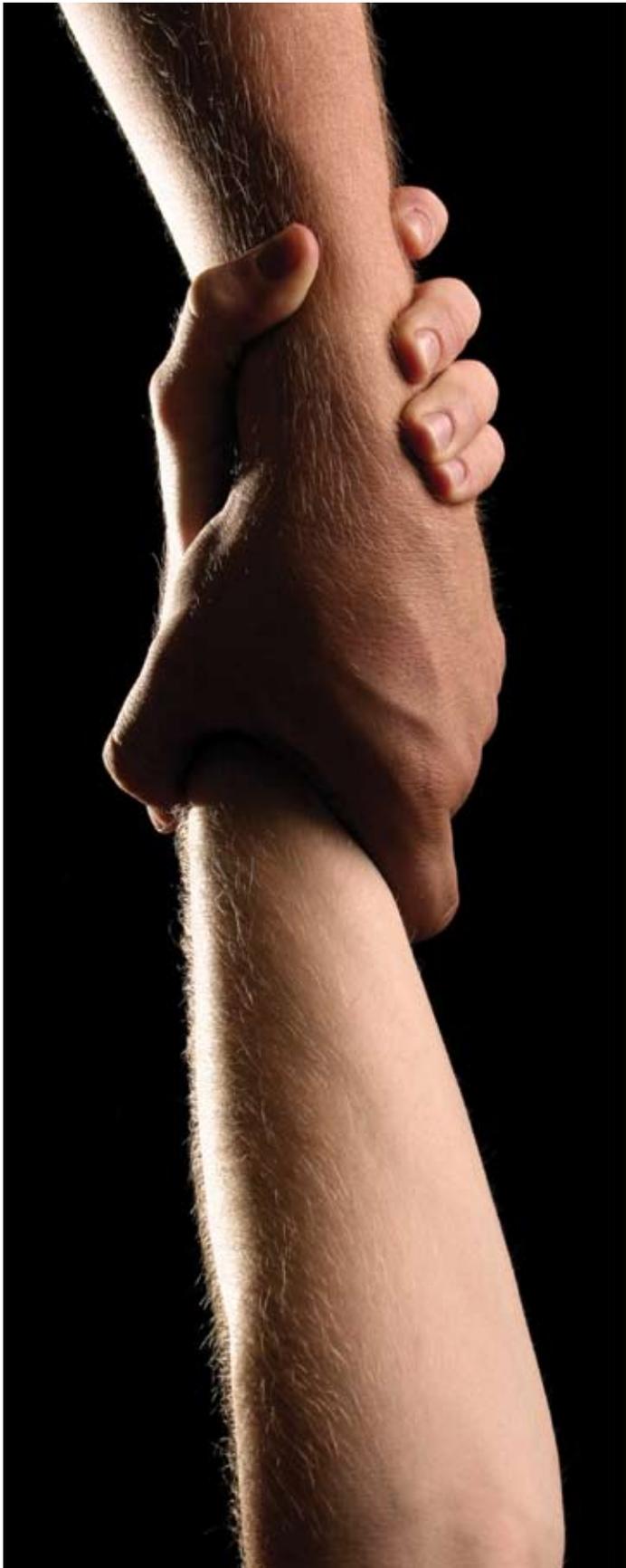
His backyard was also home to his collection of barbecue grills and smokers that he loved to man in the summer for all carnivores, including his formerly vegetarian wife, who would join him. He enjoyed many happy times on his boat, 'Tireless' fishing or simply meeting up with friends.

Tim's courage was put to the test in May of 2009 when he was diagnosed with stage four colon cancer. In typical Tim fashion, despite a dim prognosis, Tim embraced his challenges with defiant optimism. He learned all that he could about his disease while at the same time maintaining a rigorous health regimen to keep the deadly disease at bay for as long as he could. Rather than turning inward, Tim stepped out and got involved in numerous fundraising events for cancer research. Tim founded 'Team Headstrong,' a group family and friends who became cyclists in support of cancer research. Their largest annual event was

the Pan-Mass Challenge, a 192 mile bicycle race in Massachusetts. Tim and Team Headstrong raised over \$70,000 for this worthy cause. Tim was fond of saying to his doctor at the Dana Farber Cancer Research Institute, 'You keep giving me birthdays, and I will keep participating in the Pan-Mass Challenge.' Tim is hopeful that Team Headstrong will continue their efforts in support of cancer research.

Tim once said 'As I continue to learn from this experience, I would like to serve as inspiration to others fighting the same battle. Cancer has made me realize what it means to give 100% to something. Before cancer I was only participating in life, now I have a better understanding of what it means to live it. When God chooses his time for me, I will be satisfied that no rock was left unturned in my quest to preserve my life and help others with theirs.'

Tim is survived by his wife Kimberly; daughter Mia; parents, Frederick J. and Mary Eileen Haley; sisters, Robin Haley and Karen Haley; several aunts and uncles; many cousins; and an enormous circle of loving friends.



An invitation to the New England Tire & Service Association

Raise thousands for your association scholarship fund

THE PROGRAM: The International Tire Exhibition & Conference (ITEC) is pledging \$10,000 to support the scholarship funds of the industry's tire dealer associations – and these amounts could grow even larger through matching funds with aftermarket company sponsors.

HOW IT WORKS: Distribution of the money from the ITEC Scholarship Program will be based on the top three state or provincial tire dealer associations that send the most members from their association to ITEC 2012.

ATTENDING ITEC COMPLETES THE CIRCLE: We give back to your association's scholarship fund while your members gain valuable ideas from the tire industry's most comprehensive educational program and visit with hundreds of aftermarket exhibitors at a real tire show. Each member who attends will boost your chances of bringing home thousands of dollars for your association's cause.

LEARN MORE: Is \$10,000 enough to get you involved? Go to itec-tireshow.com and click on the ITEC Scholarship & Charity Program link.

ITEC2012 INTERNATIONAL TIRE
EXHIBITION & CONFERENCE
SEPTEMBER 18-20, 2012 THE I-X CENTER CLEVELAND, OHIO
www.itec-tireshow.com



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

The Road Runner

The Newsletter of New England Tire & Service Association

Mark your Calendars

2012 NETSA Trade Show & Convention

Mohegan Sun, Uncasville, CT

April 13 - 14, 2012

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Spring 2012



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