

The Road Runner • Spring 2024



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Executive Director: **Katie Maguire** KLM Consulting, Hingham, MA

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Tim Winkler - VIP, Lewiston, ME

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

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NETSA
1834 Centre Street
P.O. Box 320166
West Roxbury, MA. 02132
or katie@netsa.org



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2024 NETSA Trade Show & Convention

Katie Maguire, Executive Director
Rich Tuttle, President



Four years ago, our lives changed. Everyday routines and the way we ran our businesses shifted drastically. We faced these challenges with resolve, and we are now getting back what we lost. Tire dealers from New England and all over the country became essential workers and worked throughout the pandemic, finding new ways to do business in a COVID-19 world. That is why I always say the independent tire dealer is the heart and soul of our industry. NETSA also had to adapt to and accept the new challenges we faced. Through it all, we have endured, and we are all stronger for it. I am here to say that there is a light at the end of the tunnel. Things are getting back to normal. Although we must continue to be cautious, we can now move forward and live our lives.

I am excited about the 2024 NETSA Trade Show & Convention. We are happy to be returning to Mohegan Sun for the April 5th and April 6th, 2024 events. As I author this article today, we already have many old and new exhibitors committed to participating.

Stacey Miller, Vice President of Communications at Auto Care Association, is our keynote speaker at the luncheon and annual meeting. Stacey will inform us about the critical importance of the Right to Repair Movement and its implications for their businesses and customers. We also have must-attend seminars scheduled for Saturday morning. Bill Weaver, Senior Instructor for EV Training at NAPA Autotech and Kip Nuesch, National Sales Advance Auto Parts/Carquest will kick things off with Navigating Equipment Costs in Diagnostic Auto Repair. Followed by a Panel Discussion on Exploring Emerging Technologies in Auto Repair for Safety, Efficiency, and Training moderated by Glenn Wilder. Both owners and technicians will benefit from these excellent training seminars. But wait there is more, attend all three seminars and you could win \$500.00 or one of two Yeti items. What could be better than that? At the Trade Show each day you will have the chance to win cash and prizes every hour. After the Trade Show, on Saturday night, attend our Hall of Fame Dinner and Scholarship Auction, which is a momentous event each year.

This year we are pleased to announce we will be inducting Jack Abel of Abel Tire Corp formally located in Rutland, VT, Steve Dupoise Sr of County Tire Center Inc. in Middlebury, VT, and Lee Gagne of Lee's Tire and Service in Topsham, ME. Afterwards, you can bid on items at the auction which will raise money for the 2024 NETSA Scholarships. Remember, you can't afford not to come to the Trade Show. Your business future depends on it.



Well, if you haven't heard, I am the acting President. Again. Let me explain. Tony DeSimone was the Executive Director. He retired at the end of 2023. Tony is and always will be my friend, and I wish him all the best in his retirement. Katie Maguire was the President and is now our new Executive Director. I am very proud of and excited about Katie's new role at NETSA. That makes me President. Again. We will be looking for a new President at the 2024 Tradeshow.

This is a busy time at NETSA. First, at the end of 2023 and into 2024, Katie will be working with Tony and the board members, getting trained for and now taking over the executive director job. She had a lot to learn in a short period of time.

We are all hands on deck getting ready for the 2024 NETSA Tradeshow at Mohegan Sun April 5th and 6th. We have Two great, highly informative training seminars. Exploring Emerging Technologies with Bill Weaver from Napa and back by popular demand Kip Nuesch from Advance Auto Part / Carquest. And a Panel Discussion on Navigating Equipment cost. Our Keynote speaker this year is Stacey Miller VP OF Communication of Auto Care Association. Don't miss our Hall of Fame dinner with

three new inductees Jack Abel from Abel Tire, Steve Dupoie SR from County Tire and Lee Gagne SR from Lees Tire and

scholarship auction. Tire and service exhibitors are on hand to show their stuff. And a good time for all. Hope to see you there.

We are getting ready to receive applications for our 2024 Scholarship later this spring. We are given nineteen \$2000.00 scholarships this year. We are planning a Golf tournament for sometime in September.

We are involved in legislation that can be Harmful to our industry in Connecticut and Vermont. Meet with new potential benefit providers for our members. All this and more and we are just in the first two months of the year.

NETSA is committed to serve its members no matter what comes our way. - **Rich Tuttle**



New England Tire & Service Association

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

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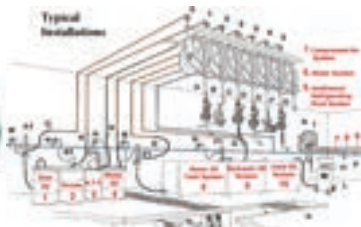
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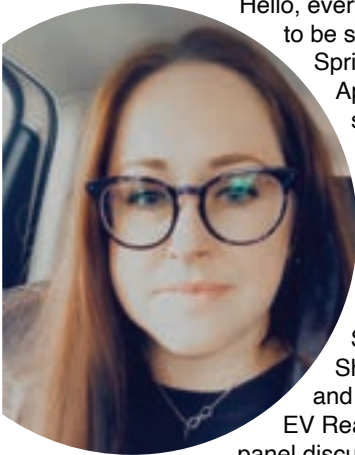
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Hello, everyone, and welcome to my initial message as your Executive Director. I am very excited and honored to be serving you in that capacity. It has been a hectic first few months as the 2024 Scholarship program, Spring Road Runner, and the 2024 NETSA Trade Show and Convention all come together in March and April. I will be forever grateful for the help and guidance Tony DeSimone and Rich Tuttle and our supportive board members gave me.

The Association has made some recent changes since I took over. Our new mailing address is P.O. Box 320166, West Roxbury, MA 02132. We have also moved our storage facility that housed all of our equipment and files. We have also changed some of our committees by combining them and adding new chairs. We are making some website changes and have added our new logo to all our marketing materials and mailings.

I am very excited about the upcoming Trade Show. It continues to be one of the leading Trade Shows in the country, and this year, it will again be a premier event. Rich Tuttle, who chairs our Trade Show Committee, has gone to great lengths to make our 2024 Trade Show and Convention an exciting and informative event. Saturday morning will kick off with a seminar by Bill Weaver, Senior Instructor for EV Ready training at NAPA, then Kip Nuesch, National Sales Advanced Auto Parts/Carquest, leading into a panel discussion moderated Glenn Wilder, Wilder Brothers Tire Pros.

This year, our Keynote Speaker will be Stacey Miller, Vice President of Communications at Auto Care Association. With more than 15 years of experience in corporate communications, Stacey Miller leads multi-channel marketing and communications efforts on behalf of the Auto Care Association, including PR, media relations, creative, web, print, email, social and multimedia. A DIY automotive enthusiast, she's an advocate for the right-to-repair movement and serves as an ambassador for the automotive aftermarket industry.

The Hall of Fame Committee, chaired by Rich Tuttle, put forward an outstanding slate of nominations for this year's selection. We are pleased to announce we will be inducting Jack Abel of Abel Tire Corp formally located in Rutland, VT, Steve Dupoise Sr of County Tire Center Inc. in Middlebury, VT, and Lee Gagne of Lee's Tire and Service in Topsham, ME. The induction ceremony will take place Saturday evening, April 6, 2024, at our Annual Hall of Fame Dinner, which officially closes the 2024 NETSA Trade Show & Convention. We look forward to seeing you there to honor these three outstanding members of NETSA and our industry.

The Legislative Committee continues to work hard to represent our members on matters that affect our industry.

Maine - Maine's right-to-repair law for cars won back in November with an overwhelming 84%. There is still more work to be done concerning this bill as lawmakers try to push back.

Connecticut - We are also still monitoring the Extended Producer Responsibility effort in Connecticut. The bill was passed by both houses in Connecticut and is scheduled to take effect in mid-2024. We are seeking to be a part of that Commission that will be led by USTMA (US Tire Manufacturers Association). We need your involvement so we ensure we have a voice in how this bill will play out for Connecticut Tire Dealers. Reach out to me for information and a voice at the table.

Massachusetts - Senator Warren was in Watertown on February 22nd along with the FTC Chair Lina Khan to speak with Bob Lane, owner of Direct Tire in Watertown, and Tommy Hickey, Right to Repair Advocate, about the Mass Right to Repair that was voted on in the November 2020 election and passed by about 75%. Senator Warren and Khan hope to help jumpstart the process after an alliance of major automakers sued to block enforcement of the law that has been tied up in court since the election.

NETSA is always looking for new members and members willing to serve on the Board of Directors. If you want to get involved, there is no better time than now. We also encourage you to get one of your peers to join our great organization. We are happy to represent the independent tire dealers and service facilities here in New England.

I am looking forward to the spring and my first trade show as Executive Director. Feel free to contact me with any suggestions or ideas for this coming year.

Katie Maguire

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Younger Generations Trust the Online Purchase

The retail industry is undergoing a digital transformation, directly impacting consumers' preferences and shopping behaviors across all sectors. Year after year, research has demonstrated that the number one reason customers purchase tires or service from a retailer is trust. Whether purchasing a set of winter tires or getting a routine oil change, consumers place the highest value on trust and transparency with the seller; however, the way to earn and maintain this trust is changing.

Younger generations want a shop they can communicate with online. A research study found that the Millennial and Gen Z age groups are 47% more likely to purchase tires and service online vs. in-store.¹ The same age groups also believe trusting an online seller is an advantage over an in-store purchase of tires or service.² In order to meet the needs of the growing population of digital shoppers, dealers need to offer an engaging, transparent platform with e-commerce solutions, digital appointment tools and reviews.

Online Reviews are the Most Influential Part of a Business's Digital Presence

One of the first signals a consumer uses to determine trust is a business's ratings and reviews. According to recent surveys in the automotive repair industry, online reviews are the most influential part of a business's digital presence, with 91% of consumers stating they consult online reviews. Recent and relevant feedback helps your business gain credibility and customer loyalty.

TireTutor has collaborated with SureCritic to bring dealers the tools required to grow their online reputation. Verified reviews and two-way messaging help businesses foster credibility, gain loyal customers and boost overall performance. Trust and engagement will help you compete with large online retailers and win the sale in this digital age.

¹ Mintel, 2023
² Lang Marketing 2023

To learn more about TireTutor, visit <https://tiretutor.com/>.

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A black rectangular graphic with white text. At the top, it says "It's Our Business to Protect Yours" in a large, bold, sans-serif font. Below this, the Federated Insurance logo is displayed, featuring the word "FEDERATED" in a large, bold, italicized font above "INSURANCE" in a smaller, bold font, with a shield icon to the right. Underneath the logo is the website "federatedinsurance.com". Below the website are the LinkedIn and Twitter social media icons. At the bottom, it lists "Commercial Insurance Property & Casualty", "Life & Disability Income | Workers Compensation", and "Business Succession and Estate Planning | Bonding". The final line reads "Federated Mutual Insurance Company and its subsidiaries*" with a small asterisked note below it: "*Not licensed in all states." At the very bottom, in small text, it says "20.10 Ed. 2/20 © 2019 Federated Mutual Insurance Company".

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By Tire Talent, Mike Cioffi, Founder

Annually, our Industry Employee Survey seeks to provide hiring teams in the industry with valuable insights into employee preferences. While preparing this year's survey questions, we identified trends that may impact the tire and rubber sector. These trends carry significant implications for workforce management, hiring strategies, and the overall competitiveness of the industry. Let's address some of them.

Technology, Talent, and Sustainable Strategies for the Next Generation

The tech game is on the rise, and you don't want to miss out. Integrating AI-driven solutions not only improves operational efficiency but also appeals to candidates with innovative skills, underlining a commitment to data-driven success. Make sure your team is on board with the data trends. Emphasizing data literacy as a critical skill set for employees is crucial. Therefore, companies should consider robust training programs that stress the significance of security and privacy.

And guess what's trending? Reskilling and upskilling! Invest in your people, and they'll thank you with impact and career growth. Collaborating with educational institutions and trade schools is vital for attracting and nurturing talent, fostering increased productivity and innovation.

Now, if you want to attract the top Gen Z talent in the tire world, you need to go beyond the usual job perks. Think innovative offerings like flexible work arrangements, professional development opportunities, and wellness programs can contribute to a positive employer brand, positioning the company as an employer of choice. Basically, stuff that screams "best place to work."

But hold on, we're not done. The supply chain game is throwing curveballs, and you need to be ready. Local hiring, quick market moves, and transportation costs for sustained growth are among the strategic options. Align your hiring moves with global trends, build that robust employer brand, and show the world you're ready for whatever the supply chain throws at you.

There is also a need for alignment with ESG (Environmental, Social, & Governance) factors. Show you care about the environment and society, and watch top Gen Z candidates come to you. Demonstrating this commitment fosters a positive company culture and improves the employer brand.

The results from our Tire Talent Industry Employee Survey are on the horizon, promising more insights and strategies to keep our industry on the winning track. Stay tuned for upcoming articles where we will share findings and even propose actionable strategies for industry players to thrive.

January 2024 Jobs Report: Insights and Challenges

In the meantime, we offer a brief overview of the January 2024 employment report released this month by the U.S. Bureau of Labor Statistics (BLS) that may be of interest to the tire and rubber industry. The report shows that the total nonfarm payroll employment witnessed a substantial increase, growing by 353,000, while the unemployment rate held steady at 3.7 percent. The report spotlights key sectors such as professional and business services, health care, retail trade, and social assistance, which contributed significantly to the positive momentum in the overall job market.

However, amid the positive trend, challenges emerged in specific industries. The mining, quarrying, and oil and gas extraction sector experienced a decline, prompting concerns about the sustainability of growth within that domain. Revisions in the report shed light on the job market in 2023, revising total nonfarm employment growth upward from 2.7 million to 3.1 million. These revisions, while positive on the whole, revealed challenges in sectors like transportation and warehousing and professional and business services. For industries like tire and rubber, already contending with a downward employment trend, these

revisions emphasize the importance of understanding broader economic forces and conducting a careful analysis of the data.

While the unemployment rate remained stable at 3.7 percent in January, the report highlights persistent challenges in sustaining a robust labor force, with certain demographic groups experiencing elevated unemployment rates. Notably, wage growth is a crucial metric, with average hourly earnings registering a 4.5 percent year-over-year increase in January. This, combined with revisions, introduces considerations for entities like the tire and rubber industry, emphasizing the need for close monitoring of these trends for effective talent management.

Mike Cioffi is the founder of Tire Talent, a boutique recruiting agency dedicated to our industry. This article was originally published for Tire Business. If you have any questions about this article, you can reach him directly at mike@tiretalent.com.

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2024 Weekend Highlights

Friday, April 5, 2024

Exhibit Hall Opens: 4:00 pm - 7:30 pm

Exhibitors – Tires, Wheels, Auto Parts, Oils & Lubricants, Tire & Alignment Equipment, Lifts, Computer Software Providers, Health Insurance Providers, Commercial Insurance Providers, Workers Comp Insurance Providers, Credit Card Service Provider, TIA, Service Trucks, Tire Recyclers, Live demonstrations and more.

Cash bar will be available on Trade Show Floor

Saturday, April 6, 2023

Complimentary Coffee, Muffins Danish & Bagels

Provided at Seminars

Seminar 1: 8:00 am - 10:00 am

Maximizing ROI: Navigating Equipment Costs in Diagnostic Auto Repair



Bill Weaver
Senior Instructor for
EV Ready training
at NAPA Autotech

Are you a business owner or technician in the auto repair industry facing tough decisions about investing in diagnostic equipment? Join us for an enlightening seminar that will provide invaluable insights into the impact of equipment costs on your bottom line and how to make the right decisions for equipment selection in diagnostic auto repair.

Equip yourself with the knowledge and tools necessary to make informed decisions when selecting diagnostic equipment for your auto repair business. Learn how to research, compare, and evaluate different equipment options based on factors such as features, reliability, compatibility, and long-term support

Learn how to evaluate the return on investment (ROI) of diagnostic equipment by considering factors such as increased efficiency, improved diagnostic accuracy, reduced labor costs, and enhanced customer satisfaction.



Kip Nuesch
National Sales
Advance Auto Parts
/Carquest

Seminar 2: 10:15 am - 11:15 am

Driving Forward: Exploring Emerging Technologies in Auto Repair for Safety, Efficiency, and Training



Moderator on the
Panel Discussion
Glenn Wilder
Wilder Brothers Tire Pros
in Scituate, MA

Join us for an insightful panel discussion as we delve into the transformative impact of emerging technologies on the auto repair industry. Our expert panelists will shed light on the latest advancements revolutionizing safety protocols, enhancing efficiency, and redefining training methods within the auto repair landscape. As vehicles become increasingly reliant on software and electronics, the demand for skilled technicians with specialized training is on the rise. Despite the rise of automation and AI, the importance of human expertise in auto repair remains paramount. Hear from industry leaders on the crucial role of human judgment, problem-solving skills, and customer interaction in delivering exceptional service in an era of technological advancement.

NETSA Welcomes...



Keynote
Speaker
Profile

**Stacey
Miller**

With more than 15 years of experience in corporate communications, Stacey Miller leads multi-channel marketing and communications efforts on behalf of the Auto Care Association, including PR, media relations, creative, web, print, email, social and multimedia. A DIY automotive enthusiast, she's an advocate for the right to repair movement and serves as an ambassador for the automotive aftermarket industry. Miller and her team have increased awareness and reach of the association and industry through strategic communications efforts such as using data-based storytelling to earn media coverage in mainstream media outlets.

Individually, Miller is active in as many organizations across the aftermarket as she can be. She serves as a liaison for the association's Marketing and Communications committee and has been a speaker for the Automotive Communications Council, Women of Carquest, Carquest School of Business, Women in Auto Care's Leadership Conference, the Young Automotive Network Group (YANG) Leadership Conference, the Paint, Body and Equipment Specialists Conference, and the Automotive Body Parts Association, to name a few. Miller is also a supporter of the Auto Care Political Action Committee (ACPAC), The University of the Aftermarket Foundation, AACF and the TechForce Foundation. In 2020, Stacey was named as an inaugural "Woman at the Wheel" by AftermarketNews. Stacey has also been nominated for the Women in Auto Care Woman of Excellence Award three years in a row. In 2023, she was nominated for PR News' Top Women in PR Awards and the Washington Women in PR Emerging Leader award.

Prior to joining the Auto Care Association, she spent over a decade, most recently as global head of corporate communications at Cision, a PR software company leading comms for over \$1 billion in acquisitions. During her decade with Cision, she led a team of internal and external communicators while managing the strategy and execution of media, influencer and analyst relations, social media and community development. She also pioneered influencer marketing, data-based PR and social ROI programs through traditional and digital media while earning media coverage in outlets like the Wall Street Journal, New York Times and USA Today. An internationally sought keynote speaker, her writing has appeared in Forbes, CIO and VentureBeat, as well as several published books.

Miller attended the University of Maryland, College Park, majoring in communications. She also holds an AAP from the University of the Aftermarket.

11:30 am - 1:00 pm

NETSA Full Course

Luncheon & Annual Meeting - \$59
with Keynote Speaker - Stacy Miller

Empowering Tire Dealers through Right to Repair

In this session, tire dealers will delve into the critical importance of the Right to Repair movement and its implications for their businesses and customers. As vehicles become increasingly complex and manufacturers tighten their grip on repair information and tools, the ability for independent dealers to provide comprehensive service is under threat. This presentation aims to demystify the Right to Repair legislation, highlighting how it seeks to ensure that independent tire dealers and service providers have equal access to the necessary tools, diagnostic equipment, and information to perform repairs and maintenance. Attendees will learn about the current legislative landscape, the challenges and opportunities it presents, and practical steps to advocate for their right to repair. This session is not just about protecting your business—it's about safeguarding consumer choice, promoting competition, and ensuring the longevity and safety of the vehicles we service.

Key Takeaways:

Understanding Right to Repair: Gain a comprehensive overview of what Right to Repair means for the automotive industry, specifically focusing on tire dealerships. Learn about the legislation's goals, the stakeholders involved, and why it's a pivotal moment for the industry.

Challenges and Opportunities: Explore the challenges tire dealers face without Right to Repair laws and the opportunities that equitable access to repair information and tools can unlock. This includes enhancing service offerings, improving customer satisfaction, and competing more effectively in the market.

Getting Involved: Discover actionable strategies for getting involved in the Right to Repair movement. This includes how to stay informed about legislation, engage with industry associations, and advocate for policies that support independent repair shops and dealerships.

1:00 pm - 4:30 pm

Exhibit Hall Opens:

Live Presentations - On the Trade Show Floor!

- Equipment
- POS Software
- Social Media & Digital Marketing
- Many others - check them out!

6:30 pm - 7:00 pm

Wine & Cheese Reception

7:00 pm - 8:30 pm

NETSA Hall of Fame Dinner - \$79

NETSA Hall of Fame Inductees
Scholarship Auction

Scholarship Auction: If you would like to donate an item or know of someone who would, please let us know.

20
24 **NETSA**
Hall of Fame Inductees

Lee Gagne

Lee's Tire and Service Topsham, ME

Steve Dupoise Sr.

County Tire Center Inc Middlebury, VT

Historical Category

Jack Abel – Abel Tire Corp Rutland, VT

8:30 pm

Trade Show concludes - Thank you.

Enjoy an evening of fun at Mohegan Sun!



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2024 NETSA

Trade Show & Convention

April 5th & 6th 2024

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a YETI Rambler 26 oz. Tumbler
a Yeti Wine Chiller
and a Grand Prize of a YETI Hopper Flip 24 hard cooler

Guest Appearance

Malik The Magic Guy

Trade Show Floor Friday 5:30 pm - 7:00 pm
Saturday 1:00 pm - 2:15 pm

Seminar 1: 8:00 am - 10:00 am

Bill Weaver
Senior Instructor for
EV Ready training
at NAPA Autotech

Kip Nuesch
National Sales
Advance Auto Parts
/Carques

Maximizing ROI: Navigating Equipment Costs in Diagnostic Auto Repair

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Equip yourself with the knowledge and tools necessary to make informed decisions when selecting diagnostic equipment for your auto repair business. Learn how to research, compare, and evaluate different equipment options based on factors such as features, reliability, compatibility, and long-term support

Learn how to evaluate the return on investment (ROI) of diagnostic equipment by considering factors such as increased efficiency, improved diagnostic accuracy, reduced labor costs, and enhanced customer satisfaction.



Seminar 2: 10:15 am - 11:15 am

Moderator on the Panel Discussion

Glenn Wilder
Wilder Brothers Tire Pros
in Scituate, MA

Driving Forward: Exploring Emerging Technologies in Auto Repair for Safety, Efficiency, and Training

Join us for an insightful panel discussion as we delve into the transformative impact of emerging technologies on the auto repair industry. As vehicles become more complex and sophisticated, the need for innovative solutions in repair and maintenance has never been greater. Our expert panelists will shed light on the latest advancements revolutionizing safety protocols, enhancing efficiency, and redefining training methods within the auto repair landscape. As vehicles become increasingly reliant on software and electronics, the demand for skilled technicians with specialized training is on the rise. Despite the rise of automation and AI, the importance of human expertise in auto repair remains paramount. Hear from industry leaders on the crucial role of human judgment, problem-solving skills, and customer interaction in delivering exceptional service in an era of technological advancement.

2024 NETSA Trade Show & Convention

April 5th & 6th 2024

1 Mohegan Sun | Uncasville, CT 06382

Hotel Reservations

Rooms are Subject to Availability

Cut off date: March 20, 2024

Hotel: Mohegan Sun

RESERVATIONS PROCESS & BOOKING WEBSITE

Online and phone reservations will be accepted immediately. A dedicated booking website has been created for our event so you will be able to make, modify and cancel hotel reservations online, as well as take advantage of any room upgrades, amenities or other services offered by the hotel.

Reservations can be made directly via Passkey online via the following URL Link:

<https://book.passkey.com/go/netsa24>

Should you prefer to call please use group code:

netsa24 via toll free phone number 1-888-226-7711

Name of Group: New England Tire & Service Association

Group Code: **nesta24**

Group Room Rate:	Thursday	\$169.00
	Friday	\$239.00
	Saturday	\$279.00



Contact Information

Questions:

Katie Maguire at NETSA

Phone: 855-638-7248

Email: Katie@netsa.org

Directions

1 Mohegan Sun Boulevard in
Uncasville, CT 06382
(GPS Setting 41.49 -72.10)

FROM BOSTON

Take Mass Pike to I-395 South. Exit 9 (old 79A) off I-395 in Uncasville, CT.

FROM NEW YORK CITY

Follow I-95 through New York and into Connecticut. Stay left on I-395 North towards Plainfield/Norwich. Take Exit 9 (old 79A) on CT-2A East toward Ledyard/Preston. Then take Exit 6/Mohegan Sun Boulevard in Uncasville, CT.

FROM PROVIDENCE

Take Route 6 West to I-395 South. Exit 9 (old 79A) in Uncasville, CT.

FROM HARTFORD

Take I-84 East to Route 2 East to I-395 South. Exit 9 (old 79A) in Uncasville, CT.



“Looking forward to seeing everyone!” - Katie Maguire - Executive Director, NETSA



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In the ever-evolving landscape of automotive repair, diagnostic equipment stands as a pivotal tool in accurately identifying issues and providing effective solutions. However, for auto repair businesses, navigating the costs associated with acquiring and maintaining such equipment can present significant challenges. Maximizing return on investment (ROI) becomes paramount in ensuring profitability and competitiveness in the market.

Investing in quality diagnostic equipment is akin to laying the foundation for a successful auto repair business. While the initial cost may seem daunting, the long-term benefits far outweigh the upfront expenditure. Reliable diagnostic tools enable mechanics to diagnose problems swiftly and accurately, leading to reduced labor costs and enhanced customer satisfaction. Furthermore, efficient diagnosis minimizes the likelihood of misdiagnoses, preventing costly rework and potential damage to the vehicle.

When considering which diagnostic equipment to invest in, it's essential to conduct thorough research and evaluate the specific needs of your business. Opting for versatile tools that can address a wide range of vehicle makes and models can offer greater flexibility and value in the long run. Additionally, prioritizing equipment with intuitive interfaces and user-friendly features can streamline workflow and reduce training costs for staff.

In addition to the cost of acquisition, ongoing maintenance and calibration expenses must be factored into the equation when assessing the ROI of diagnostic equipment. Establishing a proactive maintenance schedule and investing in reputable service contracts can help mitigate the risk of unexpected downtime and ensure optimal performance over the equipment's lifespan. Moreover, staying abreast of industry advancements and software updates is crucial in maximizing the functionality and longevity of your diagnostic tools.

Furthermore, leveraging data analytics capabilities inherent in modern diagnostic equipment can provide valuable insights into operational efficiency and customer trends. By analyzing diagnostic data and identifying recurring issues, auto repair businesses can proactively address underlying problems, thereby minimizing warranty claims and enhancing customer loyalty. Additionally, utilizing diagnostic data to optimize inventory management and parts procurement can lead to significant cost savings over time.

In conclusion, while the upfront costs of diagnostic equipment may seem daunting, strategic investment in quality tools is essential for the long-term success of auto repair businesses. By prioritizing versatility, usability, and technological innovation, businesses can maximize ROI and gain a competitive edge in the market. Furthermore, proactive maintenance and leveraging diagnostic data analytics are key strategies for optimizing operational efficiency and customer satisfaction. Ultimately, navigating equipment costs in diagnostic auto repair requires a balance of prudent financial management and a commitment to delivering exceptional service.

Contributor- Hal Odessey



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FF&E: N/A • **Inventory:** N/A • **Real Estate:** \$500,000

Established: N/A • **Real estate:** Owned, included in the asking price

Building SF: N/A • **Reason for selling:** Retirement

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Harriet Sue (Steinberg) Saks
of Randolph and Braintree,
Massachusetts entered into rest on Tuesday,
December 19, 2023 at the age of 79.



Beloved wife of Alan Saks of 58 years.
Devoted mother of Gary Saks and his wife
Staci and Gregory Saks and his wife Penny.
Cherished grandmother of Taylor, Jordan,
Jacob, and Alexa. Born to Eve (Hurwitz) and
Joseph Steinberg in Baltimore, Harriet grew
up in Brookline, MA.



MONROE, CT — **Neil Mellen**, founder of
Town Fair Tire, was born Nov. 13, 1934 to
Etta and Mack Mellen in the Bronx, New York.
Neil attended NYU where he studied
mechanical engineering. He worked
weekends during college selling auto parts,
after having worked at his father's auto parts
store in high school, and was eventually
offered a small space at the Stratford Town
Fair, in Stratford, by Sidney Milwe, who saw
his energy and his potential. With hard work,
focus and sheer joy for what he did, Neil
opened the first Town Fair Tire store in
Fairfield in 1967. And with a clear vision – to
create the first supermarket of tires — and
unbridled drive, Neil and his team grew the
company exponentially to 115 stores across
New England.

Neil was a visionary leader with a keen

intellect, and a man of uncommon
compassion and integrity. He was one of the
unusual businessmen who wedded success
with philanthropy. Neil had a passion for
helping underprivileged individuals and
families, including among them young people
seeking education, people with disabilities
and those in need of medical care, families
who are food insecure and wrongfully
convicted individuals. Neil was responsible for
numerous scholarships and made anony-
mous gifts to scores of nonprofits, he served
on the Board of the University of Bridgeport,
and countless educational institutions,
medical centers, charities, and individuals
have been touched by his generosity.

Neil loved his employees, and he made every
effort to help them learn and thrive in
business and life. Neil was an avid hiker,
runner, cyclist and cross-country skier who
appreciated the beauty of nature and
quietude of peaceful surroundings. An
unassuming, private, serenely beautiful
human being, Neil touched the lives of many
people, leaving his legacy for future
generations.

Neil Mellen passed on Jan. 5, 2024. He is
survived by his wife, Diane Mellen; his
daughter, Debbie Mellen Wegeleben and her
husband Scott; and his brother Michael
Mellen; he was preceded in death by his
daughter, Nancy Mellen.



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John Quirk and Tim Winkeler - VIP Tires & Service

John Quirk says customers do not simply support VIP due to getting great service; it's because his people build relationships.

In many industries, expansion tends to equal success in the eyes of the public. Some may argue that the size of a business should be its sole measurement for success. Anyone who's been in the tire industry for long enough, though, will tell you that adding more stores is just one slice of the pie – and if you ask John Quirk, executive chairman of VIP Tires & Service, that slice is a pretty small one compared to having the right people.

"The real estate's the easy part. Having the right leadership and the team is everything. That's the whole ball game," he says.

VIP has been adding stores steadily over the past several years, thanks in large part to earning a loyal customer base that acts as a pillar of the business's marketing strategy via word-of-mouth advertising. Quirk says these customers do not simply support VIP due to getting great service; it's because his people build relationships with the customer. In fact, he stakes his business on keeping those customers for life.

I recently had the opportunity to sit down with Quirk and pick his brain about what he feels are the secrets to running a successful business, and these are his five words of advice for keeping customers coming back.

1. Don't get comfortable behind the counter.

John Quirk: We don't look at ourselves as being in the selling business, we look at ourselves as being in the education business. Your primary function at VIP is to help educate the customer about their vehicle, and if you really, truly do that through a lens of integrity, you don't stand behind some counter, which is a barrier between you and the client. A lot of people find that really threatening in a way.

When you go out to the parking lot with the customer, you get to see their car, too. When I look at someone's car, I'm already thinking about what this person might be like by how they keep their car. Is it pristine? Really particular? Or is it a car that you can tell has been beat on for a while? You learn so much. I also like to start the car with the customer in the parking lot so I can listen for exhaust issues and see if there are any lights on the dash.

Once we onboard the customer, we'll talk about how their experience at VIP is going to be a little bit different – we hope for the better. If you're here for an oil change, we aren't just going to do your oil change. We're going to actually look at your car and you're going to meet the technician who's working on your car, and we'll make sure your vehicle is safe to operate.

Unfortunately, our industry's had a reputation – some of it well-earned – where people are just trying to make a sale. In this industry, but not at VIP, you sometimes hear these buzzwords: "Pad the ticket. Commission. Shake the car down." All these things are industry words that other people use. But our mission as a company is to earn an automotive customer for life. Even a new recruit here knows that means to be straight and honest with people.

2. Thou shalt educate thy customer on their owner's manual.

John Quirk: About 35% of the total service opportunity in the aftermarket today is all fluid exchanges. If you change the fluid and the filters in your car, your car could last for up to 300,000 miles or more. That is not unheard of at all today. Just do it based on the factory recommendation. That's the other thing: We don't make up our own recommendations. We only follow what the factory recommended. Anytime we ever recommend anything to a customer, they can read it in their owner's manual. But, nobody reads their owner's manual.

People think just changing the oil is maintenance. Well, it is maintenance, but there are other fluids, rotating tires, basic stuff that if you do it, you can make your car last a lot longer, be safer, and with a much better fuel economy. It's not all that sophisticated.

The average vehicle on the road now is almost 12-and-a-half years old. The average car coming in VIP today has close to 150,000 miles, and it's probably on its third owner. Even with newer vehicles the length of ownership has grown a lot. Most people used to turn cars over in four or five years, but now it's approaching seven-plus because cars are so expensive and they last longer.

3. You can't invest too much in your people.

John Quirk: I always say, "The primary responsibility for a manager at VIP is to get their people promoted." We're asking you to forge a relationship with your customer, but this is a team-based strategy. Before you get really good at educating the customer, you need to be working together as a team really well, which means you, as the manager, need to invest time in all of your people.

During our regular store meetings, we talk about how if we want to be transparent with our customers, we have to be transparent with ourselves. So, we do an anonymous survey every year. It's the coolest thing. No question, the best ideas that we've made over the last eight to 10 years have come directly out of that process. We send the survey out blind, it's truly anonymous, and then we send a copy to every employee in the company word for word what the employees say about the company and themselves and us. We don't redact anything. Then, we meet with every employee in the company and we just talk about the business. You'd be amazed what we get out of it.

One of the best ideas that ever came up was around training. It was the first year we were doing this, and I was up in Presque Isle, Maine. There was a technician who'd been working with the company for 13 years. He's this bear of a guy. He lives off the grid and he's got hands twice the size of mine – he's a great technician. But, every time I went in the store, he never wore his uniform, and he thought of himself as a mechanic, not a professional technician. During the meeting, I asked him:

-cont' on page 21

"You're a professional technician, why don't you wear your uniform? Why don't you have your accreditations on your sleeve?" I kept poking him and poking him during the meeting. Well, I finally poked hard enough and he yelled – I mean, really yelled – back at me, "What's in it for me, John!?"

I remember getting in the car and driving home. Gary MacCausland [senior vice president of operations and merchandising] and Tim Winkler [CEO] were in the same car, and it was still like six hours to get home, and I'm steaming, going like, "Can you believe him barking at me like that?"

Then Tim goes, "John, he's right. What's in it for him? Is he going to get a raise because he gets an ASE certification?" I didn't say anything, and Tim goes, "These guys, they're living in the woods. They have to pay for the test upfront. They have to figure out how to register. They have to drive to Bangor, which is three-and-a-half hours away, and if they don't pass the test, the company doesn't reimburse them. So why the hell would he take these tests?"

It just finally clicked for me. So, by the time we got all the way home, I said, "You know what? We're going to pay for everything upfront." We told people that for every two ASEs they get, they'll get an automatic raise. Their boss doesn't have to put in a payroll change notice, either. The HR department will immediately track all the accreditations and immediately give them a raise, and these aren't trivial raises either.

The year before, when we made the employees pay for everything and then we reimbursed them, the company spent like \$3,800 on ASE fees. A year later, after we launched it, we spent over \$100,000. The best hundred grand I ever spent, by far. It lit a fire under everybody. It told everyone that we want the best people and the company's willing to invest.

4. Earn your growth.

John Quirk: We have in our budget to grow by four stores this year, but I'm not chasing. It's not like I want to get to 100 or whatever the number might be someday. We say, "As long as we continue to earn the right to open new stores, we will." We're only going to open new stores if, first and foremost, we've got people that we've developed that can lead the store. The real estate's the easy part. Having the right leadership and the team is everything. That's the whole ball game.

If I could figure out a way to cookie-cut out our leadership, I'd open a lot more stores, because they know what they're doing and they connect with people. The demand is there in the marketplace, especially on the service side of the business.

We could add another couple of stores in Vermont, maybe one or two in Maine, and in New Hampshire, we could probably have eight to 10 more. In Massachusetts, we could have at least that amount, probably 15 to 20 more. We'll get into Rhode Island and Connecticut someday, and maybe upstate New York.

5. Turn good leaders into great ones.

John Quirk: We could spend hours talking about all the things a leader could do to help their people get ahead. Most of our managers never had formal leadership training before working here. They all do an awesome job, they all work their tails off, and I thank my lucky star that they're working for me. But, if you're going to take a \$2 million store and make it a \$4 million store, you have to invest. First of all, you're going to make a lot more money. It can be a life-changing event for you and your family, and I want you to succeed. My goal is to see you double your pay

over the next three to five years. You can do that, but I can't hand it to you on a silver platter.

The only way you get to become a good leader is to practice all the time. So, every 60 days, we have a coaching report given to managers, and one of the first questions is: "Where do you want to be in five years?" A lot of the younger technicians will say that they want to be a Master Tech. Okay, great. That is a great career aspiration. What do you think you need to do to become a Master Tech? A lot of training. So, we're here to help you with those career goals, and we'll even put together a schedule to get you there. That's what a good manager does, he or she pushes his or her technician to achieve more and build a career.

They can tell if you're just pencil whipping something to just check the box that your 12 guys have had their 60-day reviews and whether or not it's a real, genuine process. They can see right through you if you're B.S., so it has to be genuine. That's where you become a leader, when you truly make sure that all of your people know that you're genuine. You have to be willing to take a walk in their shoes. We do things a little differently than some people in the industry do, and I want to make sure you know that inside and out. To do that you have to lead by example. That's why I have ASE accreditations and TIA accreditations, those building blocks for our industry. I can't ask anybody else to take these accreditations if I'm not willing to do myself.

Written for TIREREVIEW by David Sickels

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By Nancy Friedman,
The Telephone Doctor

Believe it or not, there are many, many ways to sabotage your business. And, chances are, your staff is doing some of these now, without your even knowing it. And worse yet, you've probably even heard some of this yourself (ouch!). That's the bad news.

The good news is, through our many Telephone Doctor surveys, we're able to bring to you the top five sabotage practices and then show you how to neutralize the effects. So, get ready. You and your staff are about to be in a much better position to handle: The Five Top Ways to Sabotage Your Business Today:

1. It's Not Our Policy

This, unfortunately, is used more as an excuse than anything else. It's a sure thing that the employee has not been shown how to explain a policy to someone. This phrase is used, then, more as something to say when the employee doesn't know what to say. The customer then calls that an "excuse."

When the customer hears "it's not our policy," they immediately respond (usually silently) with, "WHO CARES?" What a business needs to understand is, no one but the management and staff cares about your policies. Do you really think the customer says to himself or herself as they enter or call your place of business, "Gee, I wonder what their policy is on this issue?"

All this being said, there are companies who do have policies that make it more difficult to work with them than with others. So here's a suggestion: Decide on your policy, then work as a team with your staff to find a positive way to explain it to the customer. Otherwise, it'll be the customer's policy not to do business with you!

2. It's Not My Department

Well, then who's is it? Let's remember one of the Telephone Doctor mottos: Tell the customer what you do, not what you DON'T do. If someone mistakenly gets to your extension and asks for something that you don't handle, the following is far more effective: "Hi, I work in the paint department. Let me get you to someone in the area you need." This is far more effective than telling someone it's not your department. (Let's not say, "YOU have the wrong department." Take full responsibility with the "I" statement.)

3. My Computer's Down

Yeah, yeah, yeah. We've all heard that one. And Ouch! That one hurts because there are still many customers who remember the days BEFORE the computer. My goodness, how did we ever survive? Sure it's easier to have the computer but, believe it or not, millions - of businesses, were launched and operated on 3 x 5 cards or some other type of manual database.

When your computer crashes, this sounds so much better: "I'll be delighted to help you...it may take a little longer as I'll need to do things by hand...our computers are currently down." This way you've still explained what happened and they'll have a little more compassion as you've offered assistance - and didn't simply blame the computer for your inability to help.

4. I Wasn't Here That Day (or I was on vacation when that happened)

This one personally really makes me laugh. I don't remember asking them if they were there that day. Do you really think the customer cares if you weren't here when their problem happened? Honestly, they don't, so that's not even an issue to discuss. Just hit the problem head on - apologize without telling them where you were...or weren't. Remember, you ARE the company whether you were at work or on vacation when the issue occurred.

5. I'm NEW

SO? OK, you're new. Now what? Does being "new" allow you to be anything but super to the customer? When the customer hears this sabotaging statement, do you really think they say: "Oh, so you're new? So that's why I'm getting bad service? Well, then that's okay...you're new... no problem." Yes, even if you are new, the customer honestly believes you should know everything about your job.

Here's the Telephone Doctor® method on this one. You can tell the customer, "Please bear with me, I've only been here a few weeks." That will buy you time. For whatever reason, hearing the short LENGTH of time you are with the company means more to the customer than, "I'm new." Again, it's more of an "excuse." Remember to state the length of time. It's a credibility enhancement. "I'm NEW" is a credibility buster.

Good luck. !

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For questions, call 314-291-1012 or visit www.telephonedoctor.com.



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Scot Holloway, CEO – Bartec TPMS

Tire Pressure Monitoring Systems [TPMS] have been part of the Automotive Repair and Service world for more than two decades. Since 2007, these systems have been a legal requirement on passenger cars and light trucks. According to various data sources, there has been an estimated 239,253,507 cars and light trucks sold that have TPMS. That means we have crossed over the BILLION OE TPMS sensors threshold. That coupled with the consistent rise to the average age of a car or truck, TPMS service is on a definite growth path! Let's make sure you're ready for the increase in business.

As with any opportunity, having the right plan in place to take advantage of said opportunity is critical. Servicing TPMS is no different. There are several best practices that, when applied, make your chances of success much greater. The following steps are in practice at thousands of tire retailers across the United States.

Step One - Use programmable replacement sensors.

Programmable replacement sensors are the best option for TPMS Service. They are flexible, easier to use, and cost effective. Programmable replacement sensors allow you to reduce inventory costs while still maximizing vehicle coverage. As the name suggests, the Programmable replacement is "blank" until it's programmed for the vehicle being serviced. Instead of having thousands of different part numbers sitting on the shelf, you can have fewer parts in stock, while being able to serve more customers' vehicles.



Step Two – Invest in a TPMS Diagnostic Tool.

The TPMS Diagnostic Tool and Programmable Sensor go hand in hand. TPMS service is very process-oriented, and having the right tool and sensor combination makes all the difference. The TPMS Diagnostic tool has multiple functions. First and foremost, "Test Before Touch." Inspect the vehicle prior to work beginning. Determine sensor condition and whether there are fault codes present. Explaining the TPMS condition and what is needed to service it should be included in every tire proposal. TPMS Service is all about maintaining the customer's safety feature and at the same time, it adds to the bottom line!

Once new sensors are installed, use your TPMS Diagnostic Tool to complete the relearn and reset the vehicle's TPMS. It's important to make sure to save the data from the tool and attach the report to the invoice.

Bartec TPMS Pro Tip – using a Bartec TPMS Tool and Rite-Sync®, Rite-Sensor® programming and the vehicle relearn are done in one single step, making TPMS service faster Bartec TPMS Pro Tip and more accurate, and with fewer comebacks!

Step Three – Keep Sensor Service Kits in Stock.

Proper sensor service is the key to getting the most out of the TPMS Sensor. Most sensors fail due to neglected service or damage. Many vehicle manufacturers as well as USTMA, state that the valve stem components are to be replaced every time the tire is serviced on vehicles with TPMS. This is particularly important for vehicles in climates that have road salt or more exposure to sun. The materials found in valve stems, replacement nuts, caps, and cores wear out over time, making them prone to leaking and failure. The best practice is to always replace the rubber valves, the stem nut, and the valve core whenever the tire is removed from the wheel. You can read what USTMA says about service kits here - bit.ly/3UYJWBO



Step Four – Use the Right Service Tools.

When servicing TPMS Sensors, it's important to use the proper tools. Every fastener found on a TPMS Sensor should be attached with a specific torque. There are special tools for attaching valve cores, the stem nut, and the valve stem to the sensor body. Applying the proper torque to the various fasteners is critical to making sure that the various parts do not loosen up while in service. The proper tools also prevent OVER torque. It is very easy to over torque a valve core or retaining nut and damaging the threads and protective coatings. In either case, over tightening shortens the life of the sensor and may lead to part failure.

Cont' on page 25

Step Five – Get Proper Training and Support.

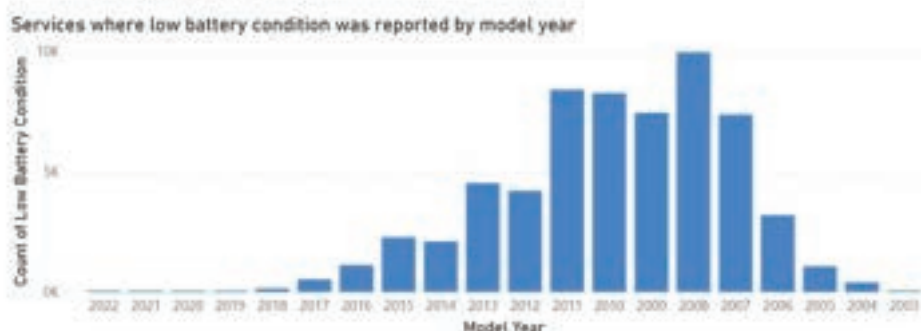
Training and support come in many forms. Because TPMS Service presents so many challenges, having a TPMS Supplier partner that you can count on for support is critical. Field Service Support is an important part of any TPMS program worth their salt. Onsite training and support make getting technicians comfortable servicing TPMS a breeze. Technicians are exposed to tips and trends in TPMS service which saves time and mistakes. When a Field Service Representative isn't available, access to a TPMS Video library is equally important. A short "how to" video can help technicians figure out complex and confusing vehicle issues. Having access to a Toll-free technical support hotline is also important. Technicians need access to good tech support because TPMS diagnostics can be a challenge. One of the best resources for training is the Tire Industry Association. TIA holds ATS classes around the country, and is great training for Automotive Tire Service, including TPMS. Follow this link to learn more about ATS Training.



Step Six – Use your Data.

Today's tire shops are using sophisticated Point of Sale and Point of Service software packages. Some of those systems communicate to the equipment being used in the service bay. Here you can capture huge amounts of service data. Watching for these trends is key to growing your tire sales and service business, especially with respect to TPMS. Some TPMS tools track the service data. The types of sensors used. What

relearns are being performed. TPMS Sensor battery failure data. The number of sensors programmed. Remaining tire tread. All this data can show trends in TPMS service and better prepare your business. What's better, this data can be used to market to and communicate with customers in your database. Imagine reaching out to customers with service data about their vehicle advising, even predicting, upcoming service.



Bartec TPMS Pro Tip – current service data from Bartec TPMS tools shows a definite trend in sensor battery failures for vehicles 2008 thru 2011!

Certainly, TPMS Service isn't a new topic. Over the course of these last two decades, plenty of things have changed in automotive service, and mostly for the better. TPMS Service, however, is about consumer safety, and about vehicle service companies providing a professional level service. That means having [needing] a plan. A plan that keeps your customer safe and your technicians successful. Also, a plan that even helps the bottom line. Yes, proper TPMS Service is profitable, and that's a good thing.

The good news, you do not have to "go it alone." Find yourself a TPMS Service partner[s]. The right partner can help with each of the six steps outlined in this article. From start to finish, the right partner[s] will help with installing tools, setting up inventory, provide proper training while working on actual TPMS vehicles. The right partner will be there with excellent technical support.

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Sometimes called "supplemental insurance," these often employee-paid benefits can stand alone or fill gaps in major medical and other insurance coverage

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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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Life insurance is a vital part of your financial picture. It's important to know how to read your life insurance policy and understand the life insurance policy definitions to make sure you and your loved ones are protected.

You can expect your life insurance policy to contain the details of the plan you purchased, the death benefit amount, your premium, and other key details like policy number, issue date and the name of the insured and beneficiaries. It's important to note the policy owner may not be the same person as the insured. Additionally, your life insurance policy might also contain a free-look period.

What does the death benefit amount mean?

The death benefit amount refers to the amount of money that will be paid to your beneficiary when your policy expires. A beneficiary is the person named in your policy to receive the insurance proceeds at the death of the insured. Anyone or any place can be named as a beneficiary.

How would you like to leave your legacy? If a cause is important to you or your family, philanthropies can also be named as a beneficiary of your life insurance policy. Beneficiaries are changeable and should be reviewed with every major life event.

What is a premium?

A premium is the payment you agree to make for a life insurance policy. Depending on the terms of the policy, the premium may be paid in one payment or a series of regular payments. Your life insurance policy should detail the amount paid and how often you should pay. If a premium goes unpaid, your life insurance policy could lapse (depending on your type of insurance it could lapse immediately).

My life insurance policy includes riders or endorsements.

Riders and endorsements are additional coverage options you can select for your life insurance policy.

Optional riders at Ameritas could include a(n):

- Children's Insurance.
- Accelerated Benefit for Terminal Illness or Accelerated Death Benefit.
- Paid-up Insurance Benefit.
- Waiver of Monthly Deduction.

Look closely to see if riders and endorsements can be added at any time or only within a specific time. Some are not available in all 50 states.

What is a free-look period, and how long do I have to use it?

A free-look period is offered to give the insured time to look over their policy. If the policy is returned within the free-look period, you will be refunded in full. If the policy is not returned after the free-look period, the premium is allocated according to the instructions given on the application.

What type of life insurance do I have and what are the different types?

Term life insurance protects your loved ones for the number of years you choose. When your term ends, so does your insurance coverage unless you convert or have renewable term option. It's the most affordable type of life insurance and makes sense when your need for coverage disappears at some point. Is your policy ending soon or do you need more insurance? Get an instant quote to see how affordable term can be for you.

Whole life insurance is a type of permanent life insurance, which means it protects for a lifetime. It's known for its guarantees.¹ You know how much you're going to pay and how much your beneficiaries will receive. It can also build cash value.² Universal life insurance is also a form of permanent life insurance. It offers more flexibility. You can raise or lower your premium or coverage amount throughout your lifetime. It also can build cash value. Read more about the differences between permanent and term life insurance in our blog.

Learn more about term insurance from Ameritas and our offerings for permanent life insurance.

I'm still not sure how to read my life insurance policy.

Contact a financial professional today to answer any specific questions you still have regarding your life insurance policy. If you need a policy review, read our life insurance policy review checklist to evaluate what you should know before meeting with a financial professional who can help you.

Once you learn how to read your life insurance policy,
don't forget to check if you have enough life insurance.





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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. View our NETSA website at www.netsa.org, built and hosted by Net Driven.

TireTutor:

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TireTutor is an all-in-one platform providing software and tools to digitize and streamline your business. A suite of products including POS, tire ordering, e-commerce, leads, local SEO listings, B2B tires, reviews and marketing with a discounted NETSA rate.

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Tire Industry Market Facts

GfK Benchmarking:

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- Your store(s) vs. Market
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WELCOME NEW MEMBERS

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By Ryan Jespersen



Don't look at your phone or email when you get up in the morning. The optimism, motivation, and positivity you feel will be immediately crushed by all the problems, worries, fears, notifications, text messages, and issues that live on your phone or in your inbox.

The natural thing to do is to wake up and check your phone. It is right there. However, something whether it is social media, email, text messages, news, etc. is going to make you stress or feel like you need to be doing something.

Then you get swept up into the day. Before you know it you are exhausted and those things that you wanted to get to such as a quick workout, meditation, yoga, journaling, or reading get thrown to the wayside.

A simple way to fix this is to not allow yourself to go on your phone for the first 30 minutes of your day.

Not only are you going to find yourself in far better headspace, you are going to get back a good chunk of free time. With this motivated mindset and additional time, you can do those things you've always wanted to start your day with.

Then, when you get them done you feel the pride of starting the day off with something to improve yourself, rather than something that steals your energy. You will find you have a much more productive day because you started it off on the right foot.

Also, no matter what happens in your day you already accomplished something to build the person you want to become. So, improve your morning and your day by simply staying away from your phone and email to start your day.

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