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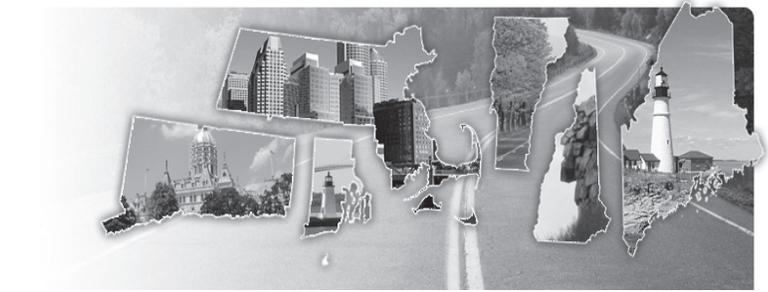
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Trade Show Moves to Foxwoods Resort & Casino

The NETSA Trade Show Committee has put together another spectacular Trade Show & Convention April 4-5, 2014 with the event moving to a new location at the Foxwoods Grand Ballroom in Mashantucket, CT. 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 have a new event location to spur on the excitement.



Rick Brennan - Executive Director of Product Strategy for Falken Tire – 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 Rick to New England and look forward to hearing him.

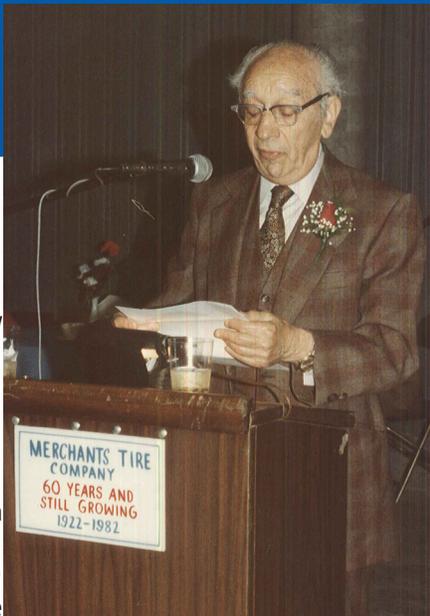
Many Seminars will be presented on Friday & Saturday:

- The Top Nine Reasons Businesses Fail and The Eight Building Blocks for Creating a Sustainable Closely Held Business” - Presented by Wayne Rivers - Family Business Institute
- “Marketing in the Time of No Magic Bullets” - Panel Discussion moderated by Mark Rochefort owner of Vermont Tire
- “How Automotive Service Providers Can Become Invincible to Lawsuits and Save Thousands in Taxes” - Presented by Cameron C. Taylor - American Society for Asset Protection
- Live Presentations on the Trade show Floor – with your participation encouraged

Saving Money Using NETSA's Benefits Providers

Max Katz Merchants Tire Co.

Max Katz's life spanned nearly all of the twentieth century with all of its incredible changes. In 1904 he journeyed to New England from Lithuania with his mother settling in Boston's North End. Max learned early on that he had to rely solely on himself to make his way in the world and showed his penchant for business at 9 years of age, cornering the market selling newspapers to the rich and famous in Boston's Scollay Square. Working almost every day since his start on a Boston street corner until the age of 100 when Merchants Tire Company closed its doors, Max was a relentless businessman devoted to his company and the industry that helped him become an immigrant success story.



His formative years in the tire industry began after completing high school where he worked for Central Tire Company while taking night courses and earning a degree in Business Administration from Northeastern University in 1917. Several years later he founded Merchants Distributors (later named Merchants Tire Company), a business that was destined to be the center of his life and the life of his family.

Over the years Merchants grew from a single location to become one of the largest regional tire companies of its day. Introducing many firsts in the tire industry; during the Great Depression, Merchants started the "K-Service Stores" – a buying group that was a precursor to today's franchise concept. The K-Service Stores were independent dealers that bought their tires, batteries and radios from Merchants. They offered them for resale, often on credit, with payments as low as 35 cents per week, long before credit was the business necessity it is today.

Over the coming decades, Merchants Tire Company helped countless independent tire dealers get their start by providing their dealer network with innovative service and product offerings from sales training for the dealer's staff and marketing assistance with Co-Op advertising, to fulfilling Max's credo - selling "honest tires at honest prices" by providing new tires from leading manufacturers to retreaded passenger or truck tires from Merchants own retread plants. Max had the ability to select and train the best people to build his organization. Ultimately, Merchants business grew to include Whole-

sale, Retail, Commercial and retread operations from Rhode Island to Maine with more than 300 employees.

Always a believer that like-minded businesses working together make an industry stronger, Max was one of the founding members and supporters of the New England Tire Dealers Association as well as an early supporter of the national association now known as TIA. He was a long time attendee of the National Tire Dealers and Retreaders Association meetings, and was inducted into the Tire Industry Hall of Fame in 1987, joining industry giants such as Harvey Firestone and Frank Seiberling.

Anyone that encountered Max, whether professionally or personally, knew that the tire business was his life, but he still managed to find time to be an active member of the Boston community where he and his wife helped organize Brandeis University, served on the boards of the Presidents Council, B'nai Brith and together, had many philanthropic interests.

Ben Kravitz Summit Tire of Mass

Ben's business career started in 1971, one year after graduating from Colby College. He and longtime friend and business partner, Harvey Rudnick, opened a gas station in Norwood, Mass named Windsor Garden Shell. Their original goal was to own a string of gas stations but as often happens their path took several twists and turns and at one point consisted of three gas stations, nine tire stores (most of which were named Windsor after their original business) and three tire distribution centers, named Summit Tires of Mass. Along the path they picked up a third partner, Frank Ledwith, who started with them on a work study program from Stoughton High School. During the early years Ben spent his time pumping gas during the day and pursuing an MBA at Northeastern University's Graduate School of Business at night.



Over the years Ben has participated on many industry and civic boards. Industry boards include NESSARA, NETSA, Delta-National, American Car Care Centers and several manufacturers' dealer boards. He is a past President of NETSA as well as a past Chairman of ACCC. Ben is also a former board member and treasurer of Temple Chayai Shalom in Easton, Mass. He is currently a member of the Metro

South Area Department of Mental Health Citizens Advisory Board, Friends of Taunton State Hospital Board and the Boys and Girls Club of Brockton, where he serves as Chairman. He is also currently President of the Temple Chayai Shalom Drinking and Investment Club.

In 1983 Ben married his wife, Denise, and between them they have five boys; Josh, Alex, Will, Jason and Chris. Two of the boys, Alex and Will, work with Ben in his post tire industry real estate investment business, nostalgically named Rubber Realty, whose motto is "You can always trust a Rubber check".

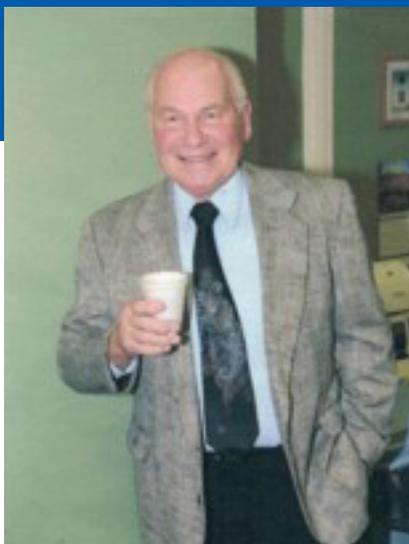
When not at the Boys and Girls Club or Rubber Realty Ben can be found winters in Longboat Key, Florida, summers at Lake Sunapee, New Hampshire and most other times cursing and replacing divots at Thorny Lea Golf Club in Brockton. He has long since run out of free tire logo golf balls and spends much time in the woods foraging for used balls.

Ben is very proud of the early leadership role Summit Tire took in business internet tire sales, dealer marketing programs and manufacturer loyalty programs. Summit Tire consistently invested in training, advertising and marketing for its dealers. He always felt that a strong, profitable dealer base was crucial to the success of Summit. The personal bonds that were made through these programs as well as the many dealer trips and events sponsored by Summit over the years have created relationships and memories that will last a lifetime.

Ben says that any success he's had was the result of being surrounded by great people, his partners Harvey and Frank, his many loyal employees and especially his wife Denise. Without all of them he says Summit Tire wouldn't have had all the terrific New England tire dealers they had for customers. Ben feels that the future of the independent tire dealer is strong in New England and he hopes dealers will continue to meet to share ideas, support each other and develop best practice benchmarks.

Glenn Wilder Sr. Wilder Brothers Tire

Glenn Wilder was born on February 2, 1934 as the youngest of 6 children to parents Russell and Vera Wilder. He went through Scituate schools, and upon graduation he attended Wentworth in Boston for engineering. In 1954 he left Wentworth to enlist in the army during the Korean War. He was stationed in Fort Belvere in Virginia in



engineering school and upon completion was deployed to Japan for his remaining tour of duty.

Glenn came back to the Boston area and went back to complete his education at Wentworth. From college he worked for D.S. Kennedy Co. installing radar systems in the northern quadrant of the world known as the d.e.w line (defense early warning). This was to keep an eye on Russia during the cold war. As satellites were developed, the company became defunct. It was at this time he entered the family garage and tire business (1962).

He entered a business full of history and family pride. The idea of the business started in 1898 during the Chicago expo. At that time his uncle and Dad(as a young boy) met Henry Ford with his first automobiles. Russ was intrigued and in 1907 he and uncle Herbert Bates started the Bates/Wilder Co. Bound Brook Garage. They had cars available with drivers or to rent. When the autos broke Russell was the man to fix them. They sold tires dating back to 1908 including Michelin and Fisk. By 1912 it had grown to a large multiple bay garage with a large showroom selling tires as well as auto parts.

It was a shop with many "firsts". It had the first underground gasoline tanks with a hand pump and glass globe delivery system in the area (1908). The first self calibrating powered pump(no more hand pump!) 1918. The first electric cable lift manufactured by Walker(it was stamped #8 being the eighth ever produced) 1934. The garage always tried to do well by the customers.

The Wilder's were pioneers in tire repair, always using the latest products available to get the customer back on the road. It was from this solid base that Glenn joined his 2 brothers Malcolm and Gilman propelling the business forward. Glenn saw the need in the area to ramp up the tire end of the business. He became involved in the NEAITD (New England Association of Independent Tire Dealers) in the sixties. In the seventies he served on its board, and as president from 1973-1975. Glenn went down to New Orleans in 1975 to the national convention and headed a booth to spark interest in the New England Chapter, promoting the 1976 national convention in Boston.

Glenn showed incredible fortitude when the business burned to the ground in 1990. He remortgaged his house at 56 yrs old to rebuild the family business. The outpouring of support he received from distributors, suppliers, other tire dealers, as well as customers and the community are a testament to who he is as a man and businessman.

Glenn was instrumental in forming the North Scituate Merchants Association. He and several other key businessmen made sure that North Scituate would stay on the map as a retail center with a community feeling. He has been a member of St. Luke's church since its inception in 1962, helping out wherever there is a need. He is an active Mason, and a past worthy grand patron of Eastern Star with over 50 years of service. He is a mentor to his son, Glenn Jr, in the tire business and in life, and worthy of the recognition of his peers.



I hope everyone has enjoyed this winter's robust sales trends.

Having a supply of winter tires made for a great winter tire season. All season tires proved useless against the hardened ice we saw with our brutally cold New England season. These quiet performance tires left many New England motorists stuck trying to get

their new vehicles home on cold icy roads. These new winter customers would have opted to use their all seasons in a typical year.

Strong winter sales traditionally provides another spike in spring sales. Be ready for customers that can't wait to get their winter tires off when the weather warms up.

Speaking of changing seasons, our NETSA Annual Trade show is just over a month away. The NETSA Trade Show team has worked hard to make this year's show a great one. It will be at the MGM Hotel at Foxwoods which has plenty to offer in casino, and entertainment activity while providing improved accessibility between guest rooms, seminars, and the trade show.

The trade show will offer the latest updates on new tire and service products, along with some special gifts and fun prizes. What will the recent consolidation of distributors mean to you? Our top regional wholesale distributors will have teams in their booths to answer many questions. What products and equipment will you need to address your market demands? Come see the huge displays and try out some of the newest equipment.

Our Keynote speaker has a vast level of experience and shares an engaging perspective on our industry and seminar leaders will provide the latest in business development opportunities. What are other dealers seeing in their market place? Listen to the group feedback during our

2014 Top Shop Award

Tire Review has announced the Entry Period has opened for their 2014 Top Shop Awards. Presented by Ammco/Coats, the entry period will run through June 6, 2014. Now in its eighth year, the industry-leading Top Shop Awards program seeks to honor the "best of the best" independent tire dealers in the U.S. and Canada. Entry forms and information are available online at: www.tirereview.com <<http://www.tirereviewtopshopaward.com>>/topshop

seminars Are you aware of your newest competitors marketing efforts to take your sales?

The Saturday Evening Annual Hall of Fame dinner honors three very special industry leaders, Ben Kravitz, founder of Summit Tire of Mass, Glen Wilder Sr, of Wilder Brothers Tire, and Hall of Fame Memorial inductee Max Katz of Merchants Tire. Listen to how these three special people developed their partnerships for success.

At the end of the Hall of Fame evening comes our NETSA Scholarship Auction. This event helps support the NETSA scholarship funding, while providing some great gifts and prizes for the attendees that can bid on the wide range of items. We anticipate over \$30,000 will be awarded to this year's scholarship recipients, and this event helps make that possible. 100% of all the Auction proceeds goes to our Scholarship fund, so help us support the NETSA Scholarship program and join your peers during this special event.

The Foxwoods MGM Premier Ballroom area will provide the easiest trade show entrance you have ever attended, and the food is fantastic too. We suggest you book early, as the Preregistration for the Hotel ends on March 21st and the Attendee Preregistration ends March 28th. If you have not scheduled this into your agenda, you'll want to start. You won't regret attending this trade show.

Steve McGrath

Trade Show Moves - continued from pg. 1

There's Only One Way to Fix a Flat.
Dealing with TPMS: The New Technology
Social Media & E-marketing
and many more

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Saturday Evening features a Wine & Cheese Reception followed by our Hall of Fame Dinner honoring this year's Inductees, Max Katz, Ben Kravitz and Glenn Wilder Sr. This will also include a Scholarship Auction with Red Sox Tickets and many other sought after items.



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As a millennial, I know how difficult it can be to market to Gen Y. We get a bad rep—we're lazy, we have short attention spans, we don't have money to spend—but we are the most highly educated generation of this lifetime and we are over 85 million strong. Think you don't need to market to us? Think again. But think hard, because unless it's good, we won't pay attention.

Generation Y is typically categorized as being born between 1980 and 1993. As a generation who grew up with Internet and instant gratification, it's hard to grab our attention and keep it. But it is possible.

You're in the business to sell tires, and at some point, every millennial behind the wheel of their own vehicle will need to replace their current tires. But how do you make Generation Y want to buy your tires?

Become Young

First, you need to understand this generation of shoppers just as you would with any demographic. Research and market from their perspective.

Just like other demographics, we need to be engaged through informative, interactive marketing. We appreciate clever ads and social media posts that will stick with us and make us believe that you are different from the next guy. After all, you are. So showcase what you do differently and better in a fun, clever way. We look for quality and service just as much as convenience, and if you present that in a refreshing way, we'll pay attention.

Create "Shareworthy" Content

Reaching Millennials is best accomplished through incorporating social media campaigns into your marketing mix. According to Forbes (<http://www.forbes.com/sites/capitalonespark/2013/04/29/marketing-to-millennials-you-have-to-do-it-their-way/>), the "millennial economy is a 'participation economy.'" Social engagement just might be the best and easiest way to

captivate millennials. We like sharing, being involved, and sparking new trends.

If you aren't producing shareworthy content, we'll probably overlook it. Shareworthy can mean gaining Facebook "likes," Twitter "retweets," or Pinterest "pins." Shareworthy content is content that readers want to pass along to their friends and followers on their social media accounts.

It's not about going "viral." It's simply about engaging your audience and making them react. If a respected connection shares your Facebook post, we're even more likely to pay attention to it. The goal is to produce something that makes us listen.

Your marketing tactics should be as stand-out and stellar as your business, and if you make that happen, you've got millennials in your web.



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A hearing was held on March 5, 2014 at 1:00 pm in room B2 at the Massachusetts State House in Boston with the Transportation Joint Committee for bill H3016 "Tire Aging". The purpose of this bill would place the enforcement onto the Mass State Inspection program. It

would place a 6 (six) year limit on the age of any tire on a vehicle that comes in for a state inspection using the tire born date (date of manufacture). This part would have no reflection on the date of the vehicle. Thus, a tire could be made and possibly not placed onto a new vehicle by the car manufacturer for months. Under this bill it would be considered - new car and old tires. Not consumer friendly.

NETSA Board member Alan Saks of Dorchester Tire gave testimony from a consumer point of view which seemed to be well received by the Committee. I represented NETSA and testified that the **"New England Tire and Service Association opposes any legislative language that requires mandatory tire replacement based strictly on age."**

Dan Zielinski from RMA (Rubber Manufactures Association) gave an outstanding rebuttal to the testimony in favor of the Bill. Thanks Dan. It is my personal opinion that this bill is DOA.

The basis of the bill is from Sean Kane who believes that many car manufactures have stated in their owner's manual that 6 year old tires is their limit on their vehicles. This sets the stage for a revenue stream to their car franchise dealers, and when you peel back the layers of noise and look at it for the truth, you find that this is really about RISK MANAGEMENT. At what point will a class action lawsuit start? If something happens after their 6 year old tire limit, they'll shout "we told you so! You need to listen to us, because we know more than anyone else." Can't you just hear that from a Car Dealer Service Advisor!!

I have not heard if any Car Manufacturer has signed onto the Right to Repair Memorandum of Understanding agreement signed by AAIA, CARE, The Alliance of Automobile Manufacturers, and The Association of Global Automakers.

Stan Morin

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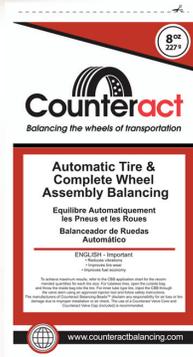


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Average size for Pickups



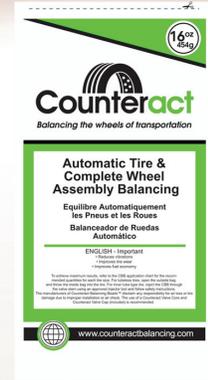
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Top 5 Kick Starters to the Almighty Customer Experience

By Nancy Friedman, the Telephone Doctor

The Road Runner
Spring 2014



How do you make sure every customer's visit turns into the Almighty Customer Experience, the kind that creates a great lasting impression? You start things off right! Here are the top 5 ways to set the stage with your customers at your establishment, right from the get-go! And it doesn't matter what industry...the top 5 are the top 5! Here's what your customers are looking for in those critical

first moments:

1. A Proper Greeting The first words a customer hears really do matter, so make them count! The most common greeting we seem to hear is, "Hi, how are ya?" While it's not the worst thing you can say, it's weak and ineffective. Why? Well, because it's social noise. Let's face it... most folks don't care how you are. And it's usually just returned with, "Fine, how are you?" Again, there's no substance, and therefore no basis to begin building rapport. Kick start that almighty customer experience with one of these:

- "Nice to see you!"
- "Glad you're here!"
- "Nice of you to stop in today!"

The list goes on. Anything but the dull, overused, "Hi, how are you?"

2. A Few Good Manners Please. Thank you. You're welcome. Come on...your mother taught you these! But sadly, they're underused, replaced by casual, sloppy language and just plain bad manners.

- "No problem" is NOT "You're welcome"
- "Here ya go" is NOT "Thank you"
- Any instruction you give that doesn't begin or end with "please" is an order ("Pull forward to the next window.")

Please. Thank you. You're welcome. These are words that every customer needs to hear. Add them into your conversations, phone calls, emails...wherever and whenever you're working with a customer. Darn it, I shouldn't have to tell you this! It would be nice to hear a "Thank you for holding," when you come back after putting a caller on hold, too.

3. Turn Your Ears On Your customers must believe they're being heard, and that means you need to listen! When a customer has to repeat themselves, they get frustrated. Why? Because they feel you're not listening. So even if you need pen and paper to jot notes as they talk, be sure you've listened and heard what they have to say. Then ask questions. Building rapport begins with good listening skills. Your customers need to be heard.

10

4. Show What You Know (Job Knowledge) Customers want to deal with people who know what they're doing, and that's why the phrase, "I don't know" must be banished from your vocabulary. As most of our Telephone Doctor clients know, "I don't know" is a forbidden phrase. It's not allowed. At Telephone Doctor, it's a condition of employment, grounds for termination. That's right, you will never hear, "I don't know" from a Telephone Doctor employee. You might hear, "Gee, that's a great question! Let me find out for you." Don't derail yourself with that one forbidden phrase! Show your customers that you're knowledgeable and competent.

5. Smile Right, smile! You knew that, didn't you? And smiling means we want to see those pearly whites! (Otherwise, you're just grinning, and that makes you look goofy.) Here's the coolest thing about a smile...it's contagious! Once you start one, your customers catch it. Your co-workers catch it, and maybe even your grumpy ol' boss catches it! Pretty soon, you have a full-on smile epidemic, and the world is a better place!

The list of things that go into creating that Almighty Customer Experience goes on, but I promise you, these Top 5 Kick Starters will set you on the right path!

Nancy Friedman can be reached at (314) 291-1012 or email to nancy@telephonedoctor.com

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Do you remember who made famous the saying “Just the facts, ma’am”? It was Sgt. Joe Friday of the TV show, *Dragnet*, played by Jack Webb. Perhaps CARFAX put a spin on that famous phrase when they coined the words “Just say, show me the CARFAX”? They have been very busy lately with something you should to pay attention to.

Have you heard about the new site launched by CARFAX, called www.myCARFAX.com? If you haven’t heard about it, I suggest you read on. [myCARFAX.com](http://www.myCARFAX.com) is a website for consumers that allows them to create a user account and enter their vehicles for FREE in the CARFAX garage. There is a free app for your smartphone as well. Consumers can view for free:

- Personal vehicle service history
- Safety and vehicle recalls
- Recommended service schedules
- Repair costs for potential services in their geographic region
- Recommended service shops in their area for their vehicles.

This is According to the mycarfax.com website:

“Owning a vehicle requires maintenance to keep it going. But it’s not always easy to know how to care for your car. That’s why we created myCARFAX – to help take the hassle out of servicing your car. There are many sites that offer similar car care services, but no one is able to provide instant service records upon entering your car in the my-Carfax garage. With up to 5 cars able to be stored at once in your personalized garage, keeping tracking of service updates for multiple vehicles is easy! It’s a free way to track your service history and stay on schedule with recommended maintenance. With myCARFAX’s many car services, you can also get help with auto repair costs and finding service shops near you.”

Both the Smartphone app and website will alert consumers of recommended services based on time and mileage intervals. In addition, it will provide consumers with a list of recommended service shops in their geographic area. However, only service shops registered in the

CARFAX service network will appear. The smartphone app shows me a graphical display of when my next oil change, tire rotation and state inspection/registration is due.

If a consumer selects one of the services, for example ‘Oil Change’, they get a detailed view of when their last service was performed, the mileage at that time and when the next oil service is due. They can even look further into the previous oil change to see where it was performed. In addition, they are able to search for a shop in the area without ever leaving the app. How cool is that?

When they tap on the “repair costs” icon and select a service (for example- Front Brake Pad Replacement), it instantaneously displays a range of pricing in their zip code area, and the breakdown of parts and labor, with some valuable information about brake pads and how they work. Further, they can tap “Find a Shop” and BINGO...up pops a map with the service shops (in the CARFAX network) in the area. Tap on any map pin and have detailed information including phone number, directions etc. to that shop. They just became a well-informed consumer.

As a tire dealer, if you are not registered with CARFAX, what are you waiting for?

If your business is not registered with CARFAX to be in their service network, I recommend you do so. CARFAX may have contacted you to join their network. But, I wouldn’t wait. Another way you can join is to contact your POS software provider. Some POS software providers have a relationship with CARFAX, whereby they are uploading your customer’s service history data. If you agree to share your service history data, CARFAX will include your service shop in their service network. Don’t worry, no customer information is shared, just vehicle service related information. By joining the CARFAX network, you have lots to gain including new customers, access to customers vehicle information from CARFAX right in your POS system, reverse tag lookup, VIN decoding and more. What do you have to lose? I talk with dealers all the time about the benefits that CARFAX has to offer them. Several dealers tell me they are not interested in participating. Meanwhile, CARFAX is building the dealer service network and signing up lots of consumers. This site has been making the news throughout the country.

With the release of myCARFAX.com, can you afford to risk losing customers simply because you are not part of their service network? It is my recommendation that you join.

To learn more about myCARFAX.com or software companies that offer this service in their POS software system, contact me at 603-249-5530 or wcrosswell@wecnology.com

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I don't often get involved in the retail end of our business but my brother Steve called me to come over and look at a customer's tire on a 2013 Nissan NV200 business van recently. On the vehicle were OE tires that were 185/60R15 94T JK America Tyres Cargo commercial grade. These are straight rib design

tires that are only available around here from the Nissan dealer in Manchester, NH. Our cost was \$154 each and the retail price was \$175. On Nissan's website they tout how these small work vans have commercial grade tires. But they don't tell the customer that they are a captive customer of Nissan's since there appears to be no other tire company making this size tire in a commercial grade. So it would appear that the right to repair is starting to spread to even tires. Maybe next the car manufacturers will start demanding that the OE tires on their new cars be available only through the car dealers. If the independent tire dealer wasn't such a threat to the car dealers by giving great service at competitive prices, then OE replacement tires would cost the consumer a lot more if they had to come from the car dealers only. It is the continuation of car manufacturers cutting the independent dealer out of selling the car dealer his tires. Except for Ford and GM, the car companies have all found a way to eliminate the around the wheel tire programs, and you can be sure that both of them will find a way to tie in to one of the national distributors like Dealer Tire, ATD or TCI, at some point.

I noticed that Michelin's corporate sales were down but its revenue was up recently. They also are the first supplier I have seen to raise prices by increasing the Defender by around 5% since the Chinese tariffs went off. It's funny because none of my customers were complaining that their prices were too low. We have sold Michelin Tires for over 50 years now but the fact remains that while Michelin itself has made money, the Distributor's and dealers have not. The product is excellent as always, but when you have to work on nothing to sell a 90,000 mile tire you sometimes have to question your sanity. Our friends, the clubs and mass merchandisers, use their product to bring people into their stores and hope that they buy something else while they are waiting for their tires to

be mounted and balanced. We don't have that option since we don't do mechanical. I believe that we should be able to make money on Michelin tires if Michelin makes money on Michelin tires. Correct me if I am wrong.

It's seems like it has been one continuous winter season since November and I think everyone is getting worn down from the snow and cold. Spring and warmer weather is coming as is the NETSA trade show in early April this year. It is going to be held in the hotel and convention complex that was named the MGM at Foxwoods until recently.

Alas, there is no hill for me to stand on and freeze to death on while guiding supplier trucks down to the convention center this year. I believe I will be floating around and helping wherever we need help during trade show set up this year. I also will be putting up some of the signs at the events. Now for those of you who almost never go to the show, I want you to take note of four things.

First, members wanted a change of venue from Mohegan Sun so we are at Foxwoods.

Second, some members complained and room rates have been reduced significantly.

Third, the trade show hours have been extended Friday night so that you can get on the floor and have a chance to get around and talk to people.

Fourth, the show has been moved to early April to avoid 70 degree days and the Masters.

You really should consider coming down to the show and help support NETSA and the suppliers that spend a lot of money to exhibit at the show. To me the best part of the show is talking to other dealers in a relaxed atmosphere. I always learn something I didn't know from other members or from the trade show seminars. Mark Rochefort of Vermont Tire has taken charge of the seminars this year after Spencer Carruthers has stepped down from the Board of Directors. He'll do a great job following Spencer, who now has extra time on his hands to write his great Road Runner column. Lastly, if you come to the Hall of Fame Dinner Saturday night, you can bid on items where the proceeds go to help fund our 15 (yes \$30,000) NETSA scholarships. Or if you have anything you can donate like a TV, sports tickets, sports paraphernalia, I pads, etc... Dick Cole will gladly accept them on your behalf. It should be a great show this year so I hope to see you there.

No excuses. I'm taking attendance.

Larry Lesieur.



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celebrating success.



Consider this article as a primer to the marketing session at the NETSA Conference at Foxwoods in April. Your online reputation is quickly becoming the most important aspect of your business's reputation. A year ago, general industry consensus was that 50%

of people research tires and tire businesses online and then make their purchase in a brick and mortar store. A year later, this average has increased to 65-80%. Many in our industry have ignored this information, essentially sticking their heads in the sand. Some say they aren't computer people, or their customers are older and aren't computer people, or they feel it is too much effort. They think if they do nothing, they will have no online presence. The facts are that every business has an online presence and if it isn't managed by the business, more than likely it is negative or misleading. Another troubling fact is that people tend to put more value on what other people write about your business than any crafted message.

I recently searched on a bigger shop that has a very loyal customer base and is universally loved, but has avoided an online presence all together. It wasn't surprising to find that there was nothing but negative press about that shop online. If someone was new to the area, it would be the last place they would take their car. I had this problem with my own business when I tried to have a single Facebook page for both my retail locations. Facebook is setup to only have one address per business page. At one point, there were seven different Facebook pages for my other location that other people had created so they could "Check In". They had all sorts of information, some accurate and some not at all. I would remove them and more would be created. Finally I relented and made a second Facebook page. Many of the other pages had customer likes that were lost because of my stubbornness.

The fact is that your business's virtual identity affects your business just as much as anything you can say in the real world. In addition, mobile technology is accelerating this trend exponentially. I went through the process to take charge of my business's online identity, and I was amazed and shocked with what I found. Bad reviews from 5 years prior were lingering around, dragging down my company's reputation. Warehouses I owned that were unstaffed and used for cold storage but had phone lines for their security systems were listed just as prominently as my actual retail location. If you Googled "Vermont Tire & Service", it would link you to a competitor's website because they chose to use my company's name as a search item.

The good news is that your online presence can be the cheapest advertising you do and can be more powerful than anything you can pay for or any message you can craft yourself.

I obviously have mended my stubborn ways and made this a priority in my marketing efforts and it has paid off in spades. The fact is, just doing a few simple things, you can gain many of the benefits with no money and very little effort.

Here is guide to taking the first step in owning your companies online identity:

First start a document and write a paragraph highlighting what is great about your company, this will be your online identity. Then write down what your shop does, ie: tire sales, auto service, brake repair, wheel alignments, etc. Make a list of all the manufacturers you sell. Finally, write down all your company's relevant addresses. Now you have a template to start claiming your online identity! As an added bonus, keep a flattering picture file of your business handy.

Google your company's full name, then Bing it, then Yahoo it. See what comes up. You may need to put in your town and state at well. More than likely there will be links from Google, Yelp, Yellow Pages, Superpages, Facebook, and other more random ones. And there will probably be some reviews. Starting with Google, go through each instance and "claim" your business. This generally involves either a phone call or in extreme cases, something actually being mailed to you. After you have claimed each site, paste in the information from your document and answer all the reviews positive or negative. Remember that responses and comments from an owner are very important.

In time you will notice something amazing. Soon all the information about your company will be information you have control of and your company will start coming up for the things you do and products you sell opposed to just your company name. The first time I did this, I did it all on a slow afternoon. You can certainly pay a company to do this part for you as well, and for most of the more in-depth aspects of online reputation, I would probably suggest some professional help. But I would advise taking this first step on your own because it will give you a basic understanding of your companies place and position on the web.

This article doesn't even start to deal with managing online reviews and the differences on how different sites filter them. It doesn't deal with websites, managing social media, or true search engine optimization, but it is a first step. The fact is, if your business doesn't come up online, then it doesn't exist to a larger and larger majority of the buying public. There is no excuse not to take this first step because it is the starting point for your company's success and profitability in the future.

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I came across an article last year about how one of Thailand's biggest businesses – the 23rd biggest in the country according to Forbes – was having trouble finding family members who wanted to succeed their father, the founder; it was a fun story and a good read. Having digested it, it began to dawn on me that the number of American family business owners who have this same dilemma has skyrocketed in the last 10 years. I can't begin to tell you how many senior generation family business moms and dads come up after public appearances or at industry gatherings and say "My kids aren't in my business with me, and I would like to have a clear plan for how I'm going to exit my company one day. What do I do?" Some family business owners who DO have their kids in the business with them ask the same question; they have little confidence that their kids will be able to succeed them, apparently.

So what's our advice for people who don't have a clear line of succession among ambitious, driven, and hard working children? Where can they turn, and what should they do?

Exit Strategy

Stated plainly, there are only four ways to dispose of a family business. It doesn't matter if your family firm is a corner drugstore or a family business giant with hundreds of millions of revenue and a nationwide footprint; the same four alternatives apply:

- 1. Close the door and walk away**
- 2. Give it away**
- 3. Sell it to insiders**
- 4. Sell it to outsiders**

Another possibility is, of course, to combine some or all of the alternatives above to achieve a more synergistic plan. That is, you could close the doors on an under performing division, give some of the ownership of the business away to your children and grandchildren, and sell a portion of the company to insiders and/or outsiders. There are probably an infinite number of ways to combine the four alternatives to achieve the best possible outcome. Sounds easy, huh? Let's dig deeper.

With respect to the incidence of successfully selling a family company to outsiders, this outcome is exceedingly rare. I'm always amazed when family business owners with a small to modest size company come up and say "I'm just going to sell

my business when I turn 65." I hate to rain on their parades, but, for the vast majority, that's a pipe dream! They don't have businesses, they have jobs, and they have pretty thankless jobs at that. They work 80 hours a week, they have to make every decision in their companies, they personally indemnify company debt or lines of credit, they are the complaint department, the head of HR, the head of sales, the head of production, the CFO, etc., and they have the burden of being the mothers and fathers of not only their blood children but a percentage of their employees as well. For what many family business owners get paid, what kind of idiot would sign up for a job that has all those burdens, risks, and responsibilities? If you think I paint too bleak a picture, here are some statistics: In 2005, the last year for which we have solid figures, less than 6000 closely held businesses were sold in America. That is 0.03%. The sad fact is that most small to medium-sized family firms are simply not attractive to buyers and cannot be sold for substantial value.



Here's another story to further illustrate my point. One of our former family business consultants, himself a fourth generation family business owner, happened to have a father-in-law who was smart and successful enough to be able to sell his company to outsiders. Recognizing his son-in-law's vast potential, he gave him money and time budgets and instructed him to search out family companies in the southeast they could purchase and operate for their own portfolio. Over 18 months, they ended up doing due diligence on about 20 companies in three states, and they ultimately made offers on – you guessed it – ZERO! When asked why, our consultant whipped out a list he and his father-in-law had made for evaluating target companies. They, as rational and deliberate investors, specifically wanted the following:

1. Customers and suppliers who were loyal to the company, not just the previous owner

2. A company which had a unique niches with barriers to entry

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Continued from pg. 20

3. Relatively little competition, and giants like Wal-Mart couldn't easily squash the company
4. The management team could run the company without the previous owner being there
5. There were assets in the company which could be leveraged (property, receivables, etc.)
6. There was a recurring, predictable stream of revenue
7. There was motivation for employees to stay following the purchase rather than leaving to compete – the buyer's worst nightmare

Our consultant and his father-in-law recognized the absence of any one of these seven items dramatically reduced the value of the company, and if two or more were missing the purchase would have been absolutely foolhardy. They elected to make no offers having found what we here at The Family Business Institute have long known. In most family businesses, the entire company's survival, not to mention prosperity, is dependent on one or a tiny handful of people. Take that person out of the picture, and the company has dramatically diminished value.

Back to the four options, we have virtually eliminated an outside sale as a realistic alternative. We may also eliminate "close the door" alternatives as well; that's rarely the best way to get value from a lifetime of hard work. Giving the company away may work for those few who have managed to put millions away into their 401k plans or income producing real estate, but even those people still wish to get returns from their companies, the goose which has always laid golden eggs for them. That leaves as the most viable and commonly utilized alternative: selling the company to insiders.

While this may seem to be a risky or radical proposition, it's not all. In fact, in some industries, accounting, medicine, law, engineering – the professions – this methodology of transitioning a business from generation to generation has been the norm for decades. There's no reason in the world why this strategy couldn't work for a family business engaged in commercial construction, a convenience store business, a trucking company, a manufacturing company, a distributor, or almost any other form of closely held business. Inside sales can often be the best avenue for departing family business leaders to realize value from the businesses they've built.

What's the big variable in selling to insiders? It's PEOPLE. Without the right people in place, without people who are super-competent and eminently capable of replacing the departing owner, the deal won't work. But, in reality, how is that any different from an inside-the-family transition? If the departing owner doesn't have daughters and sons who are eminently capable of replacing him, then his inside-the-family transition strategy is just as flawed as any other!

More and more, smart family business leaders are keeping their options open when it comes to transitioning their companies into a new generation of leadership. Selling a company to established employees who have demonstrated their competence over a number of years is a viable strategy and one that's increasing in popularity. On Wall Street, they would call a transaction like this a management buyout (MBO). If it's good enough to have its own acronym on Wall Street, why isn't it good enough for family business owners to consider at transition/exit time?

Wayne Rivers is the president of The Family Business Institute, Inc. FBI's mission is to deliver interpersonal, operational and financial solutions to help family and closely-held businesses achieve breakthrough success.
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15 minutes to opening time and looking at the day ahead, I'm wondering why I didn't go on vacation this week! But what a week to stick around!

In my little tire world, American Tire Distributors buying Terry's Tire Town is like AT&T buying Verizon. After being left alone by mega distributors and manufacturers for so long in the Northeast, we have been experiencing changes to our market like never before.

We'll see how it pans out, but for the small dealer, it seems the business is becoming a big funnel, with the sides getting steeper. The pressures of keeping up in marketing, technology, employees and supply chain are enormous: Owning a small business is a balancing act that takes commitment and courage.

It wasn't too long ago, that if your customers loved you, that's all you'll need: Today, buying a new Toyota gets you 2 years or 25,000 miles of free maintenance at the dealer. Some dealers offer "free tires for life" and while it's debatable whether the "free" is really "free", these plans do work and there is a price on love.

Speaking of love, Dick Aronson is retiring: Reading the Portland Press Herald's comments section, I found this: "Having worked for Dick for several years, I can attest to the fact, what a great man to work for. As well as Marty, Milty, Jimmy Galvin, Rick, and the rest of the crew. God bless you all. Jim Holland.....p/s Dick go back to golf." And from a customer: "I've never bought tires anywhere other than Century Tires....and I'm due. Thanks Mr. Aronson....and farewell to a great Maine small business".

Dick, you are one of the best-dressed and nicest guys in the business. You'll be missed, but now it's time to work on that short game! Good luck!

15 minutes after closing. The cable modem quit today After 10 years of working flawlessly, it had to be this morning of all mornings, just like our customers' cars I suppose. Got through it, but having no Internet in a tire store today, sucks!

I interviewed a tire tech working for a chain yesterday making \$8.75 an hour, working on cars and changing tires. It would be the best thing for a service business like ours, if the House passed a bill this year increasing the minimum wage to \$11.

We're a service business, robots can't do what we do and we shouldn't be paying technicians close to minimum wage, so

we can give away free tires and services. Who can survive in Massachusetts on \$8.75 an hour nowadays? Changing tires and working on cars.

It's going to be a hot debate this year, but it seems so far away, sitting here on a freezing 26th of February. I can't wait for spring!

And I'm looking forward to attending the NETSA Trade Show this April 4th & 5th at Foxwoods. The change of location is great and it can't come soon enough! This has been a brutal winter in many ways and perhaps I'll be luckier at Foxwoods?

Congratulations to our 2014 NETSA Hall of Fame Inductees. Ben Kravitz, Glenn Wilder Sr. and Max Katz. Gentlemen, businessmen and the heritage of New England tire business.

I've never met Mr. Wilder Sr. or Mr. Katz, but starting out in this business, Ben was a reluctant mentor to me, Ben knew how to keep his employees happy and his customers loyal. His door was always open to me and he was always there with advice and encouragement. Thanks Ben. Congratulations!

It's been a long day and I'm going home.

Spencer xoxo



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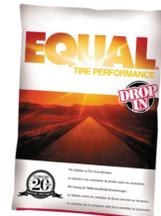


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Cole's Column

We're excited that Spring is almost here. It must be - as the clocks are being

set ahead on March 9th to give us an extra hour of daylight.

With Spring, comes our Annual Trade Show & Convention at a new location this year at the Foxwoods Resort & Casino in Mashantucket, CT from April 4-5th. 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 & Seminar Committee**, chaired by Mark Rochefort, has also put together a "must attend" week-end of Seminars at the Trade Show. Friday and Saturday, April 4th & 5th, will be Free Seminars designed by our Seminar Committee to be informative for owners, managers, and technicians. Included is **Cameron Taylor** who'll be coming from Nevada to present his "How Automotive Service Providers Can Become Invincible to Lawsuits and Save Thousands in Taxes" and **Wayne Rivers** from North Carolina presenting "The Top Nine Reasons Businesses Fail and the Eight Building Blocks for Creating a Sustainable Closely Held Business". Don't miss these and many more.

Our **Hall of Fame Committee**, chaired by Jim Melvin Jr, placed in nomination to the NETSA Board, five people given to the committee in nomination by NETSA Members. We are pleased to announce the three people elected into the Hall of Fame in 2014 are Max Katz - deceased (Merchants Tire), Ben Kravitz (Summit Tire of Mass) and Glenn Wilder Sr (Wilder Brothers Tire). Their official induction will take place at our Annual Trade Show & Convention on Saturday evening (4/5/14) 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 – HB3016 "An Act to increase road safety" calls for a vehicle to be rejected for an annual maintenance inspection if it has any tire (including the spare) greater than six years of age on the Tire Identification Number. The bill was scheduled to be heard before the Joint Transportation Committee on January 21, 2014 but was postponed due to snow. It was then rescheduled for February 5, 2014 only to be again postponed due to snow. NETSA intends to testify that we oppose any legislative language that requires mandatory tire replacement based strictly on age.

Maine – LD 788 "An Act To Provide Owners and Repair Facilities Access to Vehicle Diagnostic and Repair Information and Equipment" was carried over from 2013 to 2014 and referred to the Committee on Transportation. The Committee allowed the bill to die due to the Massachusetts Law that was signed and the pending National agreement between the Vehicle Manufacturers and the Right to Repair Coalition.

Rhode Island - H7404 "An Act Relating to Insurance - Motor Vehicle Replacement Parts" was just introduced to change the definition of "Aftermarket part" from body replacement part to replacement part. While this relates to Body Shops, it may well require only OE parts be installed on vehicles less than 30 months old.



Finally - Don't forget to alert your employees about the Fifteen (15) NETSA Scholarships for \$2,000 each that will be awarded this July. We typically have over 50 applications.

Dick Cole

(AAIA) Automotive Aftermarket Industry Association to Change Name. On or about April 1, 2014 the association will officially change its name to the Auto Care Association. President and CEO Kathleen Schmatz told Tire Business " 'aftermarket' is difficult to understand and has a downright negative connotation to some consumers. We are urging those in our industry to define themselves as the auto care industry."

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Is Obamacare a challenge in terms of health law, and what it means for you this year? We have answers:

1. Delaying doesn't pay off. You have until March 31 to sign up for health insurance or pay the penalty: \$95, or 1 percent

of your income based on your income tax return, whichever is greater in 2014 (that goes way up by 2016: \$695, or 2.5 percent of income). There are some exceptions – like if your plan was one of the thousands canceled last year in a big healthcare.gov.

2. The grandfather plan, it's sort of like whatever it wants. Some existing plans, if they haven't changed significantly since the law passed, do not have to comply with everything the ACA mandates. These "grandfathered plans," for example, can still charge co-pays for preventive services, which the health law otherwise requires to be free. If you have one of these plans and your employer makes changes that raise your out-of-pocket costs, the plan would then lose its grandfathered status and all the ACA's protections would kick in.

3. Insurance companies can no longer care that you're sick or have re-existing conditions. Insurers can no longer deny you coverage, charge you more based on a pre-existing medical condition or limit the coverage of essential health benefits, which include prescription drugs and hospitalization.

4. Only thing you will spend for some screenings and tests. You are likely eligible for some preventive services such as breast cancer screenings and cholesterol tests with no out-of-pocket costs to you.

5. Government coverage- income based. Medicare- your income may determine what kind of coverage you get from the government, by state. If you live in one of the 25 states and the District of Columbia that expanded Medicaid, the government is offering to fully cover insurance costs for anyone making less than about \$16,000 for an individual and \$32,500 for a family of four. If you make too much money for Medicaid, you still qualify for a subsidy through the insurance marketplaces. Those are available, for example, to people making \$11,490-\$45,960 per year.

6. If your company has 50+ people, you will eventually have to provide coverage to your employees, or pay a fee. Starting in 2015, businesses with 50 or more full-time employees will have to provide health coverage to them or they could face penalties. Firms with fewer than 50 people won't face any penalties, however, and if you own a small business or start-up, the health law offers a tax credit to help cover the cost.

GREAT NEWS

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THE NEW ENGLAND AUTO DEALERS INSURANCE TRUST (NEAD) IS PLEASED TO ANNOUNCE THAT IT HAS PARTNERED WITH NETSA TO OFFER A MET LIFE DENTAL PROGRAM WITH A LEVEL OF BENEFITS AND PREMIUMS THAT WOULD NORMALLY ONLY BE AVAILABLE TO THE LARGEST OF EMPLOYERS.

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The Tire Industry Association (TIA) will be hosting a Certified Automotive Training Service (ATS) Instructor Training Class in the Boston area this fall. The class will take place September 9-12, 2014 at MassBay Community College in Ashland, MA.

The Certified ATS Instructor Program is a 4-day in-depth classroom and hands-on class that industry professionals must successfully complete in order to return to the dealership(s) to train technicians to prepare them for certification.

Certified Automotive Tire Service (ATS) is a certification program that provides in-depth and comprehensive instruction on the recommended procedures for servicing modern automobiles and light trucks. Certified ATS is designed for the professional passenger and light truck tire technician so the subjects range from the relationship between torque and clamping force to the TPMS relearn procedures on domestic and import vehicles.

For information, contact Chris Hoogenboom, Director of Training, at choogenboom@tireindustry.org or 1-800-876-8372, ext. 106.

Welcome New Members

Company	Address	City	State	Zip	Name
Fidelity Information Services, LLC	11601 Roosevelt Blvd, TA-06	St Petersburg	FL	33716	Mike Zalansky
Tobacco Valley Retreading	60 East Dudley Town Road	Bloomfield	CT	06002	Frank Pascale
Dynamic TPMS	151 Snyder Ave	Barberton	OH	44203	Ed Jones
Keymotive Marketing Services	40503 Koppernick Road	Canton	MI	48187	Jerry Terrasi
Best Choice International Trade Co, Ltd	8 Yinghua West St	Beijing	China	100029	Stephen Wu
Pirelli Tire N.A.	7 Falcon Lane	Shelton	CT	06484	Nick Howard
Zafco International	184-16 Tudor Road	Jamaica Estates	NY	11432	Mark Lefkof

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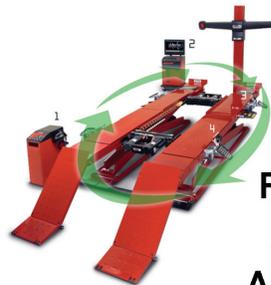
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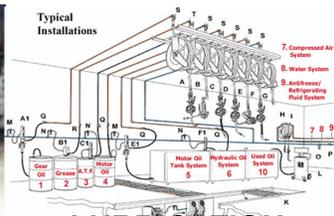
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Legislative Monitoring

NETSA and its members are constantly monitoring the State Legislative activities concerning the Tire & Automotive Industry in all six New England States. We have actively participated in representing our members views on many such Legislative issues

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Road Runner - Our Newsletter is published four times a year with Information & fun articles. Free to members.

Scholarships

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- This year NETSA and our sponsors, will provide ten \$ 2000 scholarships to member employees, their spouses, and their dependents

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- Prizes & Fun for the entire family.

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- During our Annual Trade Show, NETSA Offers valuable seminars for owners and managers. These are free for our members.
- We also participate in TIA's Certified ATS Program for Tire Technicians, the TPMS Program, and the CTS Truck Tire Program.

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ASA Automotive Systems Announces Dates of their Annual InfoExpo Conference. As part of the Friedman Corporation, a wholly-owned subsidiary of Constellation Software Inc., ASA will join forces with the Friedman User Group Conference and share the Hyatt Regency in Austin Texas on July 27-30 to host its 2014 ASA InfoExpo conference.

Max Finkelstein Inc Opens Its 11th Distribution Center in Rochester, N.Y to better serve dealers in the Rochester, Buffalo, and Finger Lakes area. This is the fifth Distribution Center in New York with the others located in Connecticut, Maine, Vermont, Pennsylvania, and two in New Jersey

Century Tire Co - Portland, ME, Closes After 88 Years. Founded in 1926 as Deering Tire Co, Century Tire was the oldest family-owned tire company in New England. It was founded by Hyman Silverman and his son, Joseph Silverman. Joseph persuaded his son-in-law, Dick Aronson, to get into the tire business, rather than go to law school after serving in the Army as a Captain. Aronson worked his way up in the company, and bought it in 1976. Dick expanded the business to four locations in the Portland area and was very very active in the Portland community. He was President of NETSA 78-79 and was elected into the NETSA Hall of Fame in 2009. Dick, now 78, divested his other three locations, the



past number of years, before closing his Kennebec Street location on February 14, 2014 and selling the property to a developer. We wish Dick and his wife Adelle a wonderful retirement

ATD Buys Hercules in January and Will Acquire Terry's Tire Town in early April. After their very recent purchase of Hercules Tire & Rubber Co., American Tire Distributors is scheduled to acquire all the outstanding capital stock of Alliance, Ohio's Terry's Tire Town Holdings in early April.

Terry's moved into New England in 2011 when they acquired Summit Tire of Mass and then Englewood Tire Wholesale. ATD also moved into New England in 2011.

Rene Therrien Retires on February 3, 2014. Sanford Maine's Central Tire Company owner Rene Therrien (68) has decided to retire and turned his business over to his two sons Doug Therrien (president) and Jeff Therrien (VP). Rene has been dealing with some health issues of late and will now enjoy some time in Naples, FL the rest of this Winter. Rene was also a NETSA Board Member from 2004 to 2011, and we wish him the very best in retirement.



Sullivan Tire Supporting MDA's 32nd Annual Shamrocks Fundraiser in Framingham, Newton, Bedford and Keene, NH. Between now and March 22, customers can purchase and put their names on a \$1 green shamrock or a \$5 gold one and display it on the walls of the Sullivan showroom. "If you're lucky enough to have your health this St Patrick's Day, this is a wonderful opportunity to pass along some hope to those who are battling this disease" said Paul Sullivan, Vice President of Sullivan Tire. Funds raised through 2014 Shamrock sales will help support Muscular Dystrophy Association's programs throughout the United States.

Nu-Tread Tire Celebrates 80 Years in Business: *Article Courtesy of East Boston Times:* Bob Katz has been the president of Nu-Tread Tire and Auto Service Center for 32 years but the well-known business at the corner of Boardman and Saratoga Streets has been in existence for more than 80 years. Prior to becoming president, Katz worked at the business that was started by his father, Irving. "I started here in 1960 as a kid working part time for my dad in

the retread shop," recalled Katz, who is 66 years old.

Irving Katz started the business in 1933 when he was a young attorney representing Mohawk Rubber Sales in a court proceeding to repossess retreading equipment during the depression. The business that had purchased the equipment from Mohawk had abandoned the business, so the court granted Mohawk the right to repossess. After the hearing, Mohawk Owner Max Stone commented to young Irving that he had no interest in the used equipment and would dump it all for \$50 if he had a chance. Irving quickly asked if Max would sell it to him for \$50 and the deal was agreed upon. Irving Katz then solicited his brother (a fisherman) and the two tire novices were in business learning to retread tires and selling them while Irving remained an attorney for a short time to supplement his income.

When Irving Katz passed away in 1981, Bob Katz became president of Nu-Tread Tire a year later. "At that time, Nu-Tread was entirely a tire business - there was no auto service at all," said Katz. "We sold tires, repaired tires, and retreaded tires." In 1983 Katz expanded the business to auto service and brought in the full gamut of general repairs: brakes, front end, suspensions, exhausts, and most other repairs.

Nu-Tread Tire and Auto Service is an Eastie success story, a local business that has thrived and prospered because of the Katz's and their employees' hard work, excellent service, and the building of trustworthy relationships with their customers. Bob's oldest son Mark, now works for Nu-Tread, making it 3 generations and 80 years in Business..



(Bob Katz, president of Nu-Tread Tire and Auto Service Center in East Boston, is pictured in the repair shop at the well-known business that is celebrating its 80th anniversary).

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The Newsletter of New England Tire & Service Association

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