



Officers

President:

Glenn Wilder - Wilder Brothers Tire, N. Scituate, MA

Vice President:

Rich Tuttle, Nokian Tyres, Colchester, VT

Treasurer:

Matt Lewis, Max Finkelstein, Inc., Windsor, CT

Secretary:

Katie Maguire - Mohawk Rubber Sales, Hingham, MA

Executive Director:

Tony DeSimone, NETSA, Kingston, NH

Board Members

Gene Bova - K & M Tire, Merrimack, NH

Steve Dupoise, County Tire Center, Inc. Middlebury, VT

Dale Franklin - Partner Tire & Service, Inc, Colchester, VT

Larry Farrell - Sullivan Tire, Norwell, MA

Don Foshay Jr. - Don Foshay's Discount Tire & Alignment, Biddeford, ME

Ray Hamel - Hamel Wholesale Tire Center, Cumberland, RI

Robert Katz - Nu-Tread Tire & Auto Service, Inc., Boston, MA

Jack Kelley - Sullivan Tire, Waltham, MA

Anthony Koles - Montvale Tire Co., Inc., Melrose, MA

Larry Lesieur - Maynard & Lesieur, Inc., Nashua, NH

Steve McGrath - Tire Warehouse, Keene, NH

Jim Melvin Jr. - Melvin's Tire Pros, Inc., North Kingston, RI

Blaise Pascale, Holyoke Tire & Auto Service, Holyoke, MA

Frank Pascale - Nokian Tyres, Glastonbury, CT

Mark Rochefort - Vermont Tire, Montpelier, VT

Alan Saks - Dorchester Tire Service, Inc., Boston, MA

Bob Vacca - American Tire Distributors, E. Taunton, MA

Tim Winkeler - VIP, Lewiston, ME

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

Please send your letters to:
NETSA

3 Lefevre Dr.

Kingston, NH 03848

Tel: (855) 638-7248

Fax: (855) NETSA4U

or netsapros@aol.com



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



2018 NETSA Scholarships Awarded

by Larry Lesieur, Chairman of the NETSA Scholarship Committee, NETSA Board Member

Over the summer, NETSA awarded nineteen scholarships to some very deserving individuals, and you will meet them all in this edition of the Road Runner. This year we notified graduating high school senior recipients as soon as they were chosen so that they could include the award in their graduation ceremonies. As always, the applications were great, and we could have awarded many more than the nineteen that were ultimately bestowed. Thanks to all the people who were involved with this endeavor, namely the applicants, sponsors, members who donated prizes at the Hall of Fame Dinner/Auction and at the annual golf tournament, and members who bid on the prizes at these events. Awarding nineteen scholarships and coordinating the efforts to pull us all together for pictures was no easy task, and our Executive Director,



Tony DeSimone, deserves much of that credit. Because the annual golf tournament is later than usual this year we are including all the winners in this issue, so you can read about each winner yourself. The winter issue will have extensive coverage of the NETSA Golf Tournament, which will be nice to read about in December when the weather has turned cold. We will be working to firm up 2019 scholarship sponsors soon and hope to be able to continue to award twenty or so NETSA scholarships next year. We would also like to see someone come forward to sponsor a scholarship for individuals who would like to stay in the tire/automotive industry. The qualifications for this scholarship would be more skill/industry interest oriented, giving an opportunity to those applicants who want to be the future in this business. If interested, please contact Tony DeSimone concerning this. It could possibly be called the "NETSA Future Scholarship" with the sponsor's name attached, of course.

So again, **CONGRATULATIONS!** to all our winners and let us keep the momentum going for the NETSA Scholarship Program in 2019!



In the everchanging landscape of our tire and service industry, there is one common theme that keeps you viable regardless of those conditions—SUPERIOR customer service. This simple, yet often not practiced premise is true whether you are a manufacturer, a distributor, or a tire dealer. We consumers can choose with whom we do business. So can our customers. My decision is never solely based on lowest cost. I

gravitate towards those that are kind, helpful, and knowledgeable. It is a nice feeling when you walk into a place and are acknowledged promptly, and in some cases by name. It is essential as a business owner to be passionate about what we do and surround ourselves with like minded people that share our vision.

My decades in the tire business have shown me some of the hardest working, caring, and capable men and women of any field. The men and women who work for me thoroughly impressed me by breaking sales records and serving a record number of customers during a summer where 90 degrees and 90% humidity were the norm, while at the same time maintaining a positive attitude. By going above and beyond as far as attitude, follow up, and empathy towards those that trade with you, you will be rewarded with far more than just a customer. You will then have a person with whom you share a relationship, where trust is paramount, and price, not so much.

As an independent tire dealer, now is your opportunity to rock! Don't be afraid to ask for, and equally important, thank your customers for their business. As competition takes on more faces than ever—Jiffy Lube adding brakes and diagnostics, Aamco actively seeking out the rest of a car's repairs, and dealers trying to desperately steal your customer base, we must strive to do a better job than our competition every day. You know we do!! With that, as we enter the "back to school" rush, embrace it and happy selling!

Glenn Wilder

News In Brief

Sullivan Tire acquires Montvale Tire

Sullivan Tire and Auto Service has acquired Montvale Tire Car Care Centers, a 50-year-old dealership with stores in Melrose and Woburn, Massachusetts. Founder and President Tony Koles started the business in 1968. The business expanded in 1973 with a move to the current Woburn location and the addition of the Melrose location. Mr. Koles stated that many of the existing Montvale Tire staff will be staying on as Sullivan Tire employees. A native of Melrose, Massachusetts Mr. Koles was President of the New England Tire and Service Association from 1993-1994 and still serves as a member of the Board of Directors. Mr. Koles was elected to the New England Tire Dealers Hall of Fame in 2010. We wish Tony well in this new chapter of his life.



YOUR PARTNER IN SERVICE!

For over 50 years, Fleet Equipment has been by your side.



Our commitment to YOU is why we are the "Most Trusted Name in Tire Trucks."



Fleet Equipment Corporation
The Most Trusted Name in Tire Trucks

Franklin Lakes, NJ
800-631-0873
www.fectrucks.com



Please
make it home
safe today.



It's Our Business to Protect Yours
FEDERATED
INSURANCE

Federated Mutual Insurance Company
Federated Service Insurance Company*
Federated Life Insurance Company

Owatonna, Minnesota 55060
507.455.5200 | www.federatedinsurance.com

*Not licensed in the states of NH, NJ, and VT.
17.08 Ed. 12/16 © 2016 Federated Mutual Insurance Company

MAX FINKELSTEIN INC
MFi
WHOLESALE TIRE DISTRIBUTOR

www.maxfinkelstein.com

800-229-8900

FAMILY OWNED AND OPERATED SINCE 1919



WHY MAX?

- Family Owned and Operated since 1919
- Easy On-line Ordering 24/7
- Dedicated and Professional Customer Service Team
- Dependable On-time Delivery
- Over 1,000,000 Tires in Stock
- 15 Distribution Centers in the Northeast and Mid-Atlantic



Manufacturer Programs:



CONSUMER
Touring, Performance, CUV, SUV,
Light Truck, All Terrain, Mud
Terrain, and Off Road



COMMERCIAL
Line Haul, Regional and
Mixed Service



SPECIALTY
OTR, Earthmover, ATV,
UTV, Industrial and Farm



TRAILER
Boat, Utility, Cargo,
RV, and Landscaping



LAWN & GARDEN
Golf Cart, Tractor, Wheel
Barrow, and Tubes



Hello NETSA members,
It has been a busy summer and I hope a prosperous one for all our members. As September comes to an end our attention starts to shift to the fall selling season and the preparations for winter. Our thoughts and prayers to those people affected by hurricane Florence and closer to home our friends in Massachusetts who were affected by the Columbia Gas catastrophe. Personally, I have a

nephew who is a Lieutenant in the Raleigh PD that was kept very busy during the storm. His brother is an employee of National Fuel Gas in Buffalo, NY and was dispatched to help with the crisis in Massachusetts. My daughter is the Vice-Principal at the Parthum School in Lawrence, which was closed and used as a shelter for many Lawrence residents. I am happy and proud to say all were safe and well.

Larry Lesieur our **Scholarship Committee** Chairperson announced the nineteen recipients of our 2018 scholarship awards. All nineteen are featured in this issue of the Road Runner. When you read their bios, I am sure you will agree, that it is an impressive class of scholars. It was my great pleasure to have the opportunity to meet them all and present each one with their \$2000 award check. Congratulations to all the recipients and I hope they have a great academic year.

Our **Golf Committee** Chair Jim Melvin Jr. and his team worked hard preparing for our annual Scholarship Golf Tournament held on September 27th. This year all participants had a chance at a top prize of \$5000 for a Hole-In-One on the 12th hole at Shining Rock. We will feature the results in our winter issue of the Road Runner.

Our **Hall of Fame Committee** also chaired by Jim Melvin Jr. would like to remind you that any NETSA member may nominate a person they feel is worthy and deserving of induction into the NETSA Hall Of Fame. **All 2019 nominations must be received by the NETSA Nomination Committee by December 31, 2018.** Nominations can be submitted to NETSAPROS@AOL.COM or mailed to NETSA, 3 Lefevre Drive, Kingston, NH 03848. You will find the information and Hall of Fame guidelines on page 7 of our Newsletter.

Our **Trade Show Committee** Chairperson Rich Tuttle has announced next year's Trade Show and Convention will be held once again at the Foxwoods Resort Casino in Mashantucket, CT on March 30 through April 1, 2019. The committee is already hard at work to ensure another informational and fun filled event for 2019. Look for more detailed information in January of 2019.

I was honored to represent the New England Tire & Service

Association at the **TIA Federal Lobby Day** in Washington, DC on June 20, 2018. TIA did a great job with this event and I found it to be informative and helpful for our organization. We began the day with a briefing from the United States Department of Transportation. Anthony Bedell, Deputy Assistant Secretary for Intergovernmental Affairs for DOT started the briefing with an overview of the department and their focus on issues that concern our industry. This meeting was also attended by George Ricardo, Senior Congressional Affairs Officer for DOT, Brian Barnard, Director of Governmental Affairs for NHTSA and several other members of the DOT.

Mr. Barnard was most informative talking about the number of traffic fatalities in 2017, a staggering 34,000 plus, on our nation's roads. Mr. Barnard said a big number of these deaths are a result of distracted driving which could be avoided if we all focus on our driving. He talked about NHTSA's concern, especially for teen drivers and their cell phone use, although this practice is not unique to teens. NHTSA is making efforts to reach teens through their website and social media. There is a wealth of information for our members on the NHTSA website. I would encourage all to visit **NHTSA.ORG** to see all the helpful information available from this agency including "*Be Tire Wise*" and "*the Garage*". I believe this is information our members could use to help convince their customers about proper car care.

We also heard from Tom Tucker, State Relations Director, Auto Care Association regarding the Magnuson Moss Warranty Act. Tom's focus on this bill was an eye opener for me. Tom said, "*Unfortunately, many consumers are unaware of their rights under federal law when a warranty is voided due to the use of a non-original part or service. The result is that either the car owner or an independent repair shop is unfairly saddled with the cost of warranty repairs, when those costs should have been borne by the franchised dealer or new car manufacturer. This is a daily occurrence across the country, but the interactions are difficult to document since consumers rarely know their rights.*" I would like to get Tom to come to New England and address the members at our upcoming Trade Show.

We wrapped up the day in the Transportation and Infrastructure Committee Room of the Rayburn Building. Here TIA hosted an "**Industry Issues Seminar**" where Members of Congress led a discussion on the current state of the industry and the prospects of infrastructure funding. Everyone agreed that the funding is sorely needed. When considering how much should be spent and where it should come from led to the finger pointing. It was disappointing to see party politics up close without a remote control handy to change the channel!

All in all, it was a great day, which I found very interesting. Being able to have open and free access to the governmental process, was a rewarding experience as well.

A big thank you to TIA for a great day in Washington.

Tony DeSimone



THE OFFICIAL MOTOR OIL OF THE BOSTON RED SOX

ENEOS ECO CVT Fluid

**Excellent accelerating performance
and thermal & oxidation stability**

Fully synthetic CVT fluid formulated to meet quality requirement for many types of Asian CVTs. It can be used for on extensive array of both and chain types of CTs and is compatible with many of the latest CVTs including Nissan NS-3, Toyota FE, Honda HCF-2, Subaru CVTF-II



ENEOS ECO CVT (Part # 3026-300) Buyers Guide

- Toyota
- Infiniti
- Acura
- Mazda
- Nissan
- Honda
- Subaru
- Mitsubishi



ENEOS is available at Dennison Lubricants Inc.
www.denlube.com /T:800-564-5142

www.eneos.us/products

Major League Baseball trademarks and copyrights are used with the permission of MLB Advanced Media, LP. All rights reserved.



You never know what to expect when you show up to bestow a 2018 NETSA Scholarship. As I arrived at Sullivan Peabody I thought of the history of the place. For years it was Merchant's Tire and then Lyon's Tire, now Sullivan Tire; three

great families (Katz, Garzone, Sullivan) in the history of the tire business in New England. As we began talking, I was explaining to this year's recipient of The Kurtrick Schlott NETSA award, Brooks Saunders, who Kurt really was. I mentioned that he had been a mentor to me and how he used to love to run in charity events until he died of brain cancer shortly after our Hyannis NETSA Trade Show. Brooks and his mother then told me that he had been treated for brain cancer himself, after he was hospitalized for a different illness. The cancer was discovered because of the other tests he had undergone. This form of cancer can be very treatable if diagnosed early. The disease does not normally show up until your fifties like it did with Kurt, and by then it is usually too late. Brooks wants to go into the medical field to help treat or eliminate brain cancer. Wow! Neither Tony DeSimone nor I realized the connection until that day, and I was floored to say the least. It really drove home how important these scholarships have become. We are all rooting for you Brooks! That scholarship is co-sponsored by Mohawk Rubber Sales and this moment would not have been possible without them so thanks to a wonderful company who does so much for our tire community. Speaking of Mohawk, we awarded the Leo H. Lesieur NETSA Scholarship to Connor McDermott at Mohawk Rubber Sales in Hingham. Connor is exceptionally bright and is a senior in college this year. So, while he will no longer be applying for scholarships, I am told he has a very competitive brother who may be applying. We may have to change the name of the Leo Lesieur award to the McDermott Family Award!

On a different subject, my last article in the Road Runner was picked up and run by Tire Business in a recent issue. I was a little nervous about the article since it was more in the style of writing made popular by my father Roland. I tried to be analytical and only state what I knew to be true. I purposely held back some information that I had but couldn't prove. So, when Tire Business called and wanted to run the article nationally I was even more nervous. Bridgestone dropping ATD from being able to offer the Affiliated program at the same time as my article ran was unexpected. Let me repeat here and now two things. Firstly, ATD has a great marketing strategy that was impacting other tire distributors' business. They have served the tire market well

and although I am not a big customer of theirs, I respect what they are doing. It takes tons of money and effort to support all the brands and the twice a day delivery that they are offering their customers. The logistics of it all is mind boggling. Secondly, I respect Bridgestone's and Goodyear's decisions to control how their products go to market. They have a right to do it since it is their brands. If they give their other independent distributors a fair chance to compete against Tire Hub, no problem. With the emergence of NTW, I doubt Michelin is going to follow and eliminate ATD from the alliance program soon or at all. In their case, the lack of other Michelin tire distributors in the U.S. would probably raise antitrust concerns with the Justice Department anyway.

Amazon just added another partner installer with the Monro chain. Obviously, Sears was not going to be able to handle all of Amazon's installation business. Monro must see value in getting that Amazon customer into their shops and having an opportunity to sell them brakes, shocks, mufflers, and other related items. It certainly will not be because they will make a fortune on the tire installation. This situation will be worth monitoring as we see where it goes. I guess I cannot blame Monro for doing this, but will other large chains follow and become Amazon installers? Probably.

Lastly, an update on health. I have been diagnosed with an inner ear disorder that has been causing me a lot of trouble for a few years. I am inhaling Flonase twice a day, which is helping, but I may have to have surgery as a last resort. I also underwent an endoscopy and as a result I am on Prilosec OTC which is helping that issue. Roland is starting to feel every bit of 89 years old. He still comes in to work for half a day, but he uses a cane at home unless he forgets it and then wobbles around the house. He worked overtime one day as you will see in one of the scholarship pictures. When I told him Larry Farrell was going to be in at 1 PM to give his granddaughter one of the Sullivan Tire scholarships, he decided to stay for the picture! Recently I talked with our retired NETSA Executive Director Dick Cole. Dick and his wonderful wife Jane took a trip down South recently and had a ball! They even sent us pictures. Unfortunately, Dick has been suffering from an injury to his eye that has caused poor vision. He can still drive, but that can be a challenge. I told Dick that he should write a travel column for the Road Runner, "On the Road with Dick and Jane" comes to mind. Speaking of health, we grew an assortment of vegetables in pots at our warehouse this year. We had a great season and harvested beets, onions, carrots, many kinds of tomatoes and peppers including ghost peppers, ochre, peas, basil, strawberries, and eggplant. Next year we may add corn. I may put a picture in the spring Road Runner and issue a challenge so if you grow vegetables at your workplace or have a lot of flowers there please send me a picture and maybe we will add it to my spring column. We have a lot of fun doing it and it is amazing to see how well they grow. Have a nice fall. *Larry Lesieur. Email: Larryl@mltire.com.*

2019 Hall of Fame



Nominations now being accepted:
Deadline is December 31, 2018



NETSA Hall of Fame Guidelines

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

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

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

The full NETSA Board will then vote by secret ballot, on the nominees, at their January Board meeting or by absentee ballot sent to the NETSA President (each Board Member present will be allowed to vote for up to 3 candidates). The President of NETSA will count the votes and confirm the top

vote recipients. The 2 living people receiving the highest number of votes, and the 1 historical person receiving the highest number of votes, will be elected into the NETSA Hall of Fame for that year.

The Induction Ceremonies for the new Hall of Fame members will be held at the NETSA Trade Show and Convention on Saturday evening that same spring.

Criteria & requirements to be considered as a nominee:

1. Must have been active in the Tire and/or Vehicle Service Industry in New England for at least 20 years.
2. Must have distinguished himself or herself in our industry and community as a reputable and honored leader.

2019 Hall of Fame Nomination

Their Name: _____

Company Affiliation: _____ Years: _____

City: _____ State: _____

Recognition and Awards Received in our Industry:

Recognition and Awards Received outside our Industry:

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

Your Name: _____ Telephone: _____

Fax your nomination to: (855) NETSA4U or email: netsapros@aol.com by 12/31/2018



I brokered the sale of Precision Motors, an auto repair and tire center in Mystic, CT to new owners this year. The highly profitable business, operating in a spacious 9,750 square-foot facility in this historic New England seaport, was family owned since 1995 by husband and wife owners Tom and Vickie LaFrance. It was one of the largest single location sales I have brokered to date.

few dissatisfied customers had posted their opinions online.

Some older owners are unaware of the importance and significance of online reviews, especially to younger customers. I advised the LaFrance's to proactively communicate with their many satisfied customers and encourage them to post positive reviews. My point was that customers who have a bad experience are more likely to write a review that someone who had a good experience. However, if you can get even a small percentage of your customers to write a positive one, then it helps balance it out and improve your overall score. Once the LaFrance's incorporated this practice into their business, their online reviews shot up.

Sustained High Sales Revenue

Tom and Vickie LaFrance successfully sustained high sales revenue in the years leading to their retirement, thus ensuring the best possible sales price of their business. They avoided the pitfalls some owners face who wait too long before selling or try to sell when sales revenue is down. The cash flow their business generated, providing a lucrative owner/operator salary, was attractive to potential buyers.

Right now in 2018, economic condition forecasts and renewed business optimism are fueling growth activities among expansion minded organizations looking to leverage their economies of scale and team resources. I am now actively working with many more individual entrepreneurs and corporate buyers seeking new business opportunities and expansion and matching them with sellers looking for a retirement exit strategy.

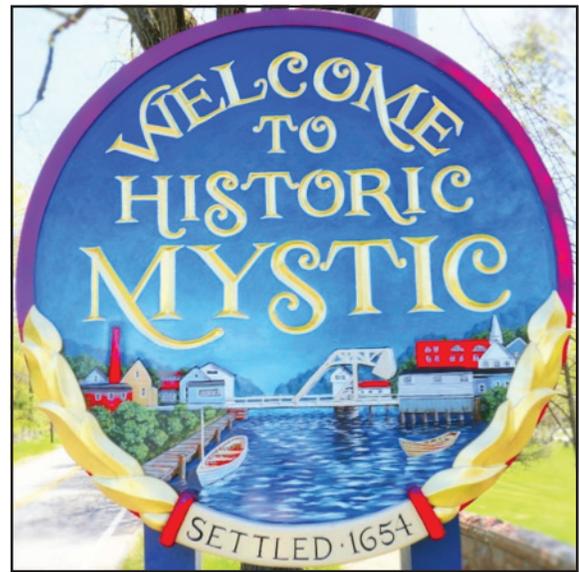
When interviewed post-sale and while still assisting the new owners with the business transition, Tom LaFrance said, "Handing the reins of our shop's sale over to an experienced automotive aftermarket-specific broker was the best business decision I ever made. The experience was ultimately 100% positive and professional after my wife and I initially faced what seemed like an overwhelming and daunting project. We needed assistance in developing and implementing our exit strategy after owning our business for twenty three years."

Key Contract Features

Several factors helped to make the sale especially rewarding. For instance, buyers will likely pay a premium for a business that is showing sustained sales and sales increases over the past few years.

Also, a deal was worked out that after the sale, Tom LaFrance still owns the real estate. He was delighted to sign a long term lease with the new owners to provide consistent retirement income for his wife and himself.

In addition, after an initial interested buyer decided to pass, I investigated why and learned that it was because of some negative online reviews about the business. There has been a noticeable increase in the number of auto and tire service shop buyers who look at internet reviews when evaluating whether to buy a business or deciding on a sales price offer. Buyers who do this are hesitant to buy a business with negative reviews, as the reviews tend to stick, are difficult to get rid of, and could lead to customers who are searching for a shop, to go somewhere else and hence there could be sales declines in the future. Even though the owners had a wonderful reputation for honesty and excellent service, as proven by their sustained high sales revenue, just a



Continued Legacy

Tom and Vickie LaFrance are rightfully concerned that their legacy of goodwill continue in providing excellent service to their customers. The new owners have vowed to continue on by conducting business with passion and pride for the industry's history and future and to retain their valued employees and service their loyal customers.

For more detailed information call Art directly at 610.722.5636 or visit www.art-blumenthal.com



**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 relay solely upon the advice of his or her own hired legal council. The road Runner invites and encourages comments from its readers.



Counteract Balancing Beads are the only tire and wheel balancing system in the world proven to improve fuel economy in 2 separate TMC and SAE type II tests.



Accept No Substitutes
Counteract provides an automatic readjusting trouble-free lifetime balance of the tire and complete wheel assembly, for all wheel positions.

Curious about how much Counteract to put in a tire? Visit howmuchcounteract.com and try our online calculator or download our handy app.



The Counteract Stud Cleaning Tool



Allows you to clean the full length of the thread on 10 wheel studs in 3 minutes or less.

The award winning Counteract Stud Cleaning Tool is available in a range of sizes to fit most commercial studs from 12 to 39.6mm

To watch the tool in action visit www.studbrush.com

Now Available the Counteract Stud Cleaning Tool Dealer Kit



Our two most popular tools and 7 different size brushes, safety goggles and 1/4" adapters.

For more information on any of our Counteract products visit www.counteractbalancing.com
519 837 3331
800 572 8952



Jim Lynch – Maine Commercial Tire Member Employee, Gerry Ouellette – Father, Maine Commercial Tire Employee, Adam Ouellette – Recipient, Lisa Ouellette – Mother, Clayton Farrin – Sponsor Max Finkelstein Tire, Tony DeSimone – Executive Director



Matt Lewis – Sponsor Max Finkelstein, BOD, Edward Regan – Father, Town Fair Tire Member Employee, Aislynn Regan – Recipient, Susan Regan – Mother, Tom Merola – Town Fair Tire Member, Tony DeSimone – Executive Director

Adam Ouellette Winner of the \$2,000 Max Finkelstein 2018 Scholarship Award (funded by Max Finkelstein and the NETSA Scholarship Golf Tournament) is from Hampden, Maine.

Adam is a 2018 graduate of Hampden Academy in Hampden, Maine. Throughout his high school career, he was active in sports as a member of the Hampden Football Team and as a member of their Golf Team. He also served as a volunteer for Special Olympics at the University of Maine, which he found to be a truly rewarding experience. Adam was selected by faculty members to assist with the State of Maine Robotics Competition hosted by Hampden Academy. His experiences with this event led to his decision to pursue a career in Information Technology.

Adam will enter his freshman year this fall at the University of Southern Maine located in Gorham, Maine. He has an anticipated graduation date of May 2022. He will pursue a Bachelor's Degree in Information Technology. His future endeavors include working as an Information Technology Consultant, using his analytical skills to work in partnership with clients, advising them how to use information technology in order to meet their business objectives or overcome problems.

Outside of school, Adam works for the Hampden Recreation Department Kids Korner which is an after-school day care program. He has been a counselor for two years and has recently been promoted to a supervisory position. Adam says that this job: "has taught me to be a better leader and teacher. The job has also taught me patience and social skills." Ms. Erika Oliver, Counselor at Hampden Academy says: "Adam is a wonderfully well-rounded young man. He is compassionate, honest and friendly. He also has an intense drive to succeed. He is mature, responsible and a true leader."

Adam's father is Gerry Ouellette, Human Resources Safety Manager for NETSA member Maine Commercial Tire in Hermon, Maine.

Congratulations Adam!

Aislynn Regan Winner of the \$2,000 Max Finkelstein 2018 Scholarship Award (funded by Max Finkelstein and the NETSA Scholarship Golf Tournament) is from Guilford, Connecticut.

Aislynn is a 2018 graduate of Guilford High School located in Guilford, Connecticut. She was a member of the Guilford Crew Team and as a junior helped her team to medal in the Connecticut State competition. She feels that Crew has helped her to be a better leader. Throughout high school she participated in many volunteer activities including serving food to the homeless, working at animal shelters, and serving as a camp counselor at a local church. Aislynn has been a Girl Scout since the age of five and is now bridging to an adult scout, and plans to continue serving her community through this organization.

Outside of school and Girl Scouts, Aislynn has done secretarial work for a Real Estate Company, which strengthened her organizational skills as well as her listening/communication skills. She is presently working as a hostess in a local restaurant and as a babysitter.

Aislynn will enter her freshman year at Saint Joseph's College in Standish, Maine this fall with an anticipated graduation date of May 2022. She plans to pursue a degree in nursing, specializing in pediatric nursing. Ashley Daudish, School Counselor at Guilford High School describes Aislynn as: "kind, a great self-advocate, independent, respectful, responsible, and self-aware." She also says that: "her values and morals really align well to the nursing profession."

Aislynn's father is Edward Regan, Accountant for NETSA member Town Fair Tire in East Haven, Connecticut.

Congratulations Aislynn!



Since 1933, Myers Tire Supply continues to be the number one sourcing choice for automotive shops.

Over 160 knowledgeable sales representatives nationwide
Broadest selection of products and solutions in the industry

**Products and Solutions for Everything
in the Tire Service Center**



Shop Supplies



Shop Chemicals



O.E. & Aftermarket
TPMS Tools, Sensors
& Service Kits



Tools &
Equipment



O.E. & Aftermarket
Wheel Weights



Tire Repair Products
& Do It Right Training



800-998-9897 | myerstiresupply.com



Mark Paquette – Sponsor Mohawk Rubber Sales, Jon Bruhm – Father, Bruhm’s Tire & Service Member Owner, Alexander Bruhm – Recipient, Tony DeSimone – Executive Director



Alan Kapocius – Father, Don Foshay Discount Tire Member Employee, Andrew Kapocius – Recipient, Tony DeSimone – Executive Director, Don Foshay – Don Foshay Discount Tire Member Owner, BOD, Not pictured – John Pardi – Sponsor Cooper Tire

Alexander Bruhm Winner of the \$2,000 Mohawk Rubber Sales 2018 Scholarship Award (funded by Mohawk Rubber Sales and the NETSA Scholarship Golf Tournament) is from Ipswich, Massachusetts.

Alex is a 2018 graduate of Ipswich High School in Ipswich, Massachusetts. His passion is sports. He was a three-sport athlete at Ipswich High. He played Lacrosse for four years leading his team to a Division III State Championship in 2017 along with earning the Most Improved Player Award that same year. He played Basketball for four years, chosen as a Team Captain his senior year, and receiving the Team Sportsmanship Award that year. Alex also was a member of the Football Team for four years and helped lead his team to the playoffs twice. He was a member of the Environmental Club, the Fitness Club, and a member of the Sustainability Class where students promoted composting in all Ipswich Schools.

Alex will enter his freshman year at Bridgewater State University in Bridgewater, Massachusetts. He has an anticipated graduation date of May 2022. He plans to major in Business Management. Future endeavors include owning his own small business.

Outside of school Alex works at Bruhm’s Tire and Service where he performs an assortment of different jobs. He also works at his local Dairy Queen. Jennifer Starrett, Ipswich High Guidance Counselor describes Alex as a: “friendly, mature, unassuming young man.” Matthew Simms, History Teacher at Ipswich High says: “Alex is a very conscientious and capable student.”

Alex’s father is Jonathan Bruhm, owner of NETSA member Bruhm’s Tire and Service in Ipswich, Massachusetts.

Congratulations Alex!

Andrew Kapocius Winner of the \$2,000 Andrew J. Clark 2018 Scholarship award (funded by Cooper Tire and the NETSA Scholarship Golf Tournament) is from Brunswick, Maine and is a 2015 graduate of Brunswick High School in Brunswick, Maine.

Andrew will be entering his senior year at Thomas College in Waterville, Maine this fall, with an anticipated graduation date of May 2019. He currently holds a GPA of 3.3 and is a Criminal Justice major. Andrew has been described as an outstanding student with strong analytical and organizational skills by Mark Marsolais, Ph.D., Associate Professor of Criminal Justice and Security, Thomas College. Marsolais, who has known Andrew for three years, goes on to say: “He is a bright, trustworthy, motivated, and dedicated individual.”

Andrew is a student-athlete and has been a member of Thomas College’s Baseball Team for three years and will continue to play in his senior year, he plays the infield. College baseball includes fall games (September–November) and spring games (March–May), which means training and practice for most of the academic year. Andrew also attends spring training camp in Auburndale, Florida for ten days each spring. He continues his baseball training throughout the summer months playing for two leagues in his home town.

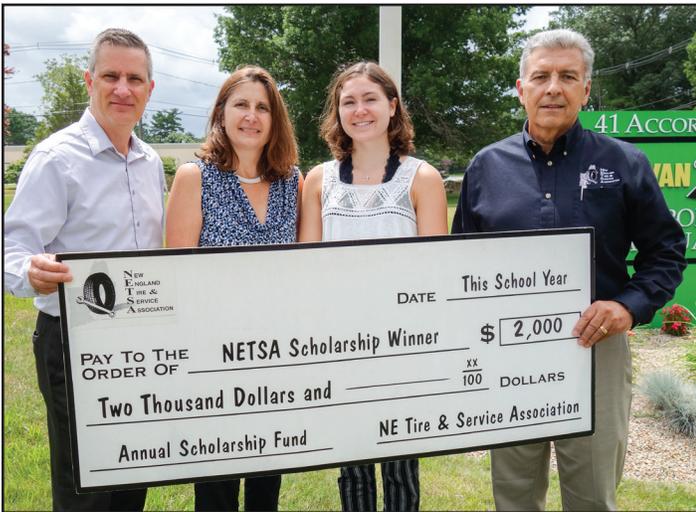
Andrew will participate in an internship with a local police department during his senior year. His future plans include work in Law Enforcement, and possibly enlisting in the U.S. Navy with the goal of becoming a Navy Seal.

Andrew’s father, Alan Kapocius, is the Manager of NETSA member Don Foshay Discount Tire in Brunswick, Maine.

Congratulations Andrew!

2018 NETSA Scholarship Winners

The Road Runner
Fall 2018



Mark Gillard – Sullivan Tire – Marketing Manager, Laurie Fadden – Mother, Sullivan Tire Employee, Brianna Fadden – Recipient, Tony DeSimone – Executive Director NETSA, Not pictured Tom Ferguson – Co-Sponsor Safehold Specials Risk

Brianna K. Fadden—Winner of the \$2,000 Robert J. Sullivan 2018 Scholarship Award (funded by Safehold Special Risk and the NETSA Scholarship Golf Tournament) is from Duxbury, Massachusetts.

Brianna is a 2017 graduate of Phillips Andover Academy, where she was an Honor student receiving the AP Scholar with Honor designation. As an Academy student she played four varsity sports; soccer, ice hockey,

track and lacrosse. One of Brianna’s dreams has already been fulfilled by continuing her soccer career at the University of Chicago. She will enter her sophomore year at the University this fall.

As a student-athlete Brianna balances a twenty plus hour weekly commitment to soccer at the same time as managing a full, challenging, academic course load. While maintaining a 3.5 GPA as a freshman, she helped her soccer team win the title of NCAA DIII 2017 National Runner-Up, as well as University Athletic Association Champions. She is a member of the Women’s Athletic Association which promotes women’s athletics and organizes/fundraises for Special Olympics. Brianna is a member of the Delta Gamma Sorority which is committed to raising funds for the blind and visually impaired.

Brianna is pursuing studies in Public Policy with an environmental specialty and a minor in Human Rights. She has always had a concern with economic and political systems and how their structure influences the way society functions. With an anticipated graduation date of 2021, her future goals include work that will insure the equal and equitable treatment of people.

Amy Howley Reifert, Women’s Soccer Coach at the University of Chicago says; “Bri has contributed to our program with her work rate, her maturity and tremendous growth mindset.” Reifert goes on to say; “Bri is an amazing young woman who embodies the true spirit of a student athlete.”

Brianna’s mother, Laurie A. Fadden, is the Employee Development Manager for NETSA member, Sullivan Tire, Norwell, Massachusetts. Congratulations Brianna!

MOHAWK RUBBER SALES
The Spirit of Mohawk ... the Spirit of Commitment

1

2

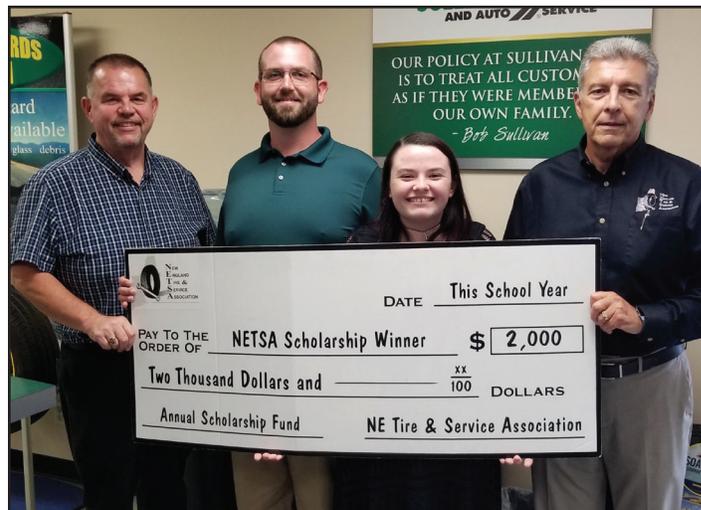
3

4

Your authorized **HUNTER** distributor

1-800-242-1446

mohawkrubber.com



Larry Lesieur – Co-Sponsor, BOD, Chairperson Scholarship Committee, HOF, Debbie Saunders – Mother, Brooks Saunders – Recipient, Brooks Saunders Sr. – Sullivan Tire Member Employee, Dave Ventura – Co-Sponsor, Mohawk Rubber sales

Steve Jones -Pete's Tire Barn , Matt Mitchell – Step-Father, Sullivan Tire Member Employee, Cassidy Doris – Recipient, Tony DeSimone – Executive Director NETSA

Brooks Saunders Winner of the \$2,000 Kurtrick Schlott 2018 Scholarship Award (funded by Mohawk Rubber/Larry Lesieur and the NETSA Scholarship Golf Tournament) is from Peabody, Massachusetts.

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

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

For the last three years Brooks has been employed by Massachusetts General Hospital in Boston. He works as a Radiation Oncology Research Assistant. His area of research is primarily with proton radiation patient history related to the brain.

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

Congratulations Brooks!

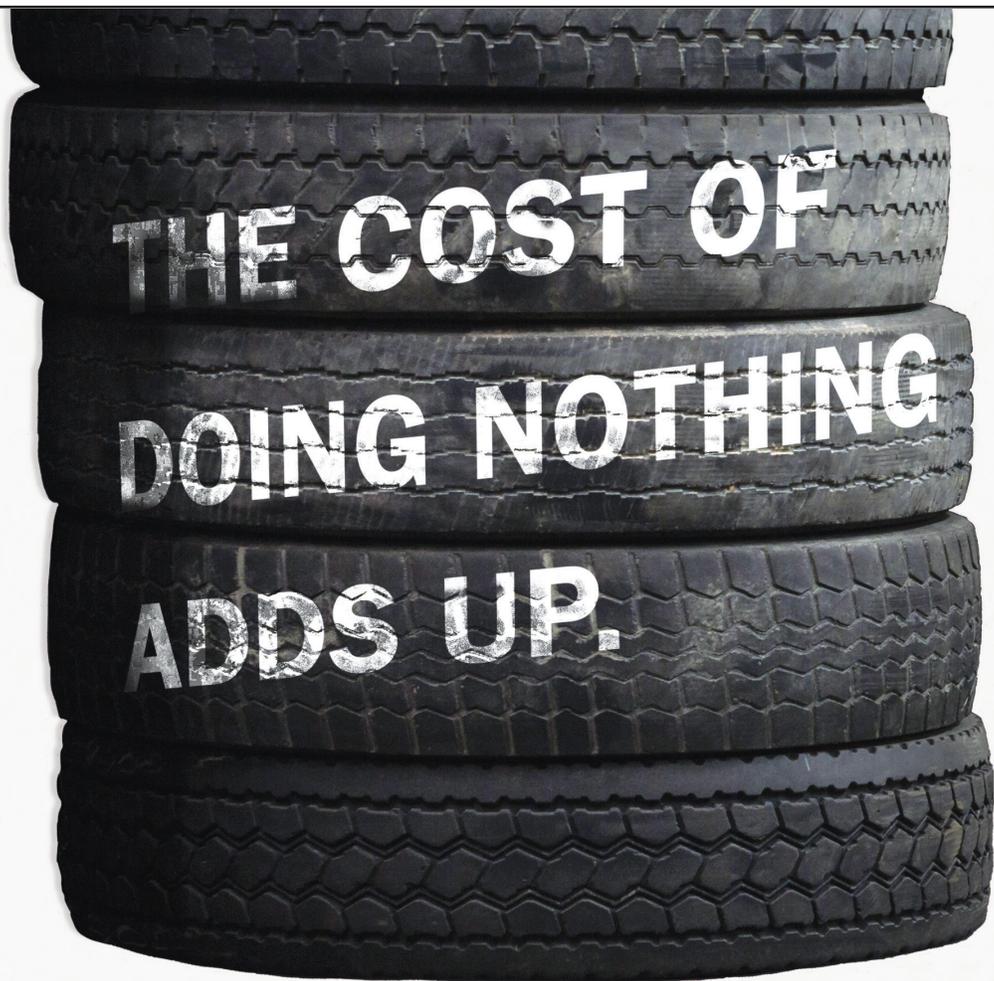
Cassidy Doris Winner of the \$2,000 Pete's Tire Barn 2018 Scholarship Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament) is from Cumberland, Rhode Island.

Cassidy is a 2018 graduate of Cumberland High School in Cumberland, Rhode Island, where she graduated with a 3.9 GPA. Throughout her four years of high school, Cassidy achieved academic excellence while completing Honors Level and AP or college level course work. She was a member of the French Honor Society as well as the Tri-M (Music) Honor Society. Cassidy was a member of the Cumberland High School Chorus and the Rhode Island All-State Chorus. She served as President of the Mock Trial Club as well as served as a Representative in the Rhode Island Model Legislature House of Representatives where she received the Rhode Island Civic Leadership Award. Cassidy served her fellow students as a French tutor, and was a founder and president of the Debate Club.

Cassidy will enter her freshman year at Northeastern University in Boston, Massachusetts this fall with an anticipated graduation date of May 2022. She plans on earning a master's degree. Cassidy's future plans include a career as a manager for an international business, possibly in a French speaking country.

Cassidy's father is Matthew Mitchell, Territory Sales Manager for NETSA member Sullivan Tire in Warwick, Rhode Island.

Congratulations Cassidy!



**FOR EVERY TRUCK AND TRAILER,
THE COST OF DOING NOTHING IS \$500.**

Tire margins are shrinking, but that doesn't mean your bottom line should, too. Adding EQUAL FLEXX™ to every tire during installation takes just minutes, but delivers benefits throughout the life of a tire. As the most scientifically-refined internal wheel-end balancer available, FLEXX maximizes a fleet's productivity – and your profitability – at every turn.



ONE-STEP
INSTALLATION



EASY TO REMOVE
FROM TIRES



BOOSTS ROI
OF NEW TIRE INSTALLS

See the science behind FLEXX at www.imiproducts.com/FLEXX.



FLEXX
MORE MILES. LESS FUEL.



Tony DeSimon- Executive Director, Connor Boucher – Recipient, Brian Murphy – Reliable Tire Co. Sponsor, Not pictured – Michael Boucher – Father, Granite State Tire Member Employee.



Larry Lesieur – Sponsor, BOD, HOF, Scholarship Chairperson, Leonard McDermott- Father, Mohawk Rubber Sales Member Employee, Connor McDermott – Recipient, Cassie McDermott – Mother, Tony DeSimone- Executive Director

Connor J. Boucher Winner of the \$2,000 Reliable Tire Company 2018 Scholarship Award (funded by Reliable Tire Company and the NETSA Scholarship Golf Tournament) is from Manchester, New Hampshire.

Connor is a 2015 graduate of Pembroke Academy, Pembroke, New Hampshire. He was an honor student graduating with a 91.94% average. He was a member of the National Honor Society, and a Scholar Athlete. He was also Class President in his junior and senior years.

Connor is passionate about becoming a member of the Hooksett Fire Department, and is a graduate of the Concord Regional Technical Center's Fire Science Program. He has also earned "Fire 1" from the New Hampshire Fire Academy. He is presently enrolled in the Fire Science Program at Southern Maine Community College in South Portland, Maine, where he has a 3.72 GPA. Connor plans to graduate in 2019 with an Associate Degree in Applied Science in Paramedicine. In the future, Connor would like to further his studies in the field of nursing.

After knowing and working with Connor for the last few years, Ryan Mitchell, Captain of the New Gloucester, Maine Fire Rescue said: "Connor is a fine fire fighter/EMT, and an even better person. He's goal oriented, compassionate about his work and helping others, and exudes a sense of enthusiasm in everything he does."

Connor's father is Michael Boucher, who is Vice President of NETSA member Granite State Tire and Battery in Manchester, New Hampshire.

Congratulations Connor!

Connor J. McDermott Winner of the \$2,000 Leo H. Lesieur 2018 Scholarship Award (funded by Maynard and Lesieur and the NETSA Scholarship Golf Tournament) is from Hingham, Massachusetts.

Connor is a 2015 graduate of Hingham High School, in Hingham, Massachusetts where he was active in sports, competing in football and track. He was a member of the National Honor Society, winning several academic awards for his outstanding academic achievements. He served his community through tutoring classmates, counseling special needs children in sports, and volunteering his time at the Hingham Food Pantry, as well as with the Hingham Fourth of July Parade Committee.

Connor will be entering his senior year at the University of Alabama in Tuscaloosa, Alabama this fall with an anticipated graduation date of May 2019. He will graduate with a Bachelor of Science Degree in Commerce and Business Administration specializing in Professional Accounting. He currently holds a GPA of 3.9 and has consistently been named to the Dean's List and the President's List for the last three years. His post graduate goals include a position as a Certified Public Accountant. He would then like to pursue possible career options that could possibly include the Federal Bureau of Investigation or the Securities and Exchange Commission.

Connor is a member of the Alpha Kappa Psi Professional Business Fraternity, the Phi Eta Sigma Honor Society, and the Phi Sigma Pi Honors Fraternity. He holds the office of Treasurer for Phi Sigma Pi Delta Beta where he prepares and manages a \$20,000 budget for each fiscal period, maintains a record of receipts and expenditures, balances accounts, and supervises the fundraising committee. He also receives, records, and secures all chapter money and pays all debts and expenses.

Brian P. McGeoghegan, President of Mohawk Rubber Sales, has known Connor for the last thirteen years and thinks very highly of him. He says of Connor, "He has worked hard to achieve continued academic success and pursue his dreams while giving back to the community in which he lives."

Connor's father is Leonard McDermott, the Controller of NETSA member Mohawk Rubber Sales in Hingham, Massachusetts.

Congratulations Connor!

**JOIN NETSA
TODAY**

Introductory rate of just \$39.00.
Start enjoying the benefits of
Membership Today!



Gary Saks – Dorchester Tire Member – Owner, Kathy Solimine – Mother, Dorchester Tire Member Employee, Jamie Solimine – Recipient, Alan Saks, BOD, Dorchester Tire, Lee Dierkes – Sponsor American Tire Distributors

Jamie L. Solimine Winner of the \$2,000 American Tire Distributors 2018 Scholarship Award (funded by American Tire Distributors and the NETSA Scholarship Golf Tournament is from Stoughton, Massachusetts and is a 2015 graduate of Stoughton High School.

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

Jamie received her Associate Degree in Elementary Education from Massasoit Community College, in Brockton, Massachusetts in May 2017. In the fall of 2017 she enrolled in Bridgewater State University to begin working toward a Bachelor of Science Degree in Elementary Education and a Bachelor of Arts Degree in Dance. This fall she will enter her senior year with an anticipated graduation date of May 2019. She presently has a GPA of 3.64.

Jamie has had a passion for teaching children since she was a child herself. She is currently an after-school program teacher and a summer camp counselor. She also works in a preschool program. Jamie has been employed at Kidsports in Stoughton, Massachusetts since 2013, starting out as a front desk assistant and party helper, and advancing to a management position. Susan Greenblatt, her supervisor at Kidsports says; “Jamie is loyal and dependable...she is a good problem solver...and does a fantastic job working with the children in the program, making sure they are all safe and having fun.” Jamie is certified in EEC, CPR, and First Aid. After completing an internship at Joseph R. Dawe Elementary School in Stoughton, Massachusetts under the supervision of Susan L. McCabe, Miss McCabe summed up Jamie’s performance there like this; “There are tens of thousands of people walking the halls of universities hoping to learn all they can about teaching so they can become an expert teacher. Only very few of those people have ‘the gift’ of teaching. I can say in my heart of hearts, Jamie Solimine has the ‘Gift’. She is smart, dedicated, reliable, assertive, gentle, and has the motivation to be an expert teacher. “

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

Congratulations Jamie!

1-800-242-1446

mohawkrubber.com



John Donovan Jr. – Sullivan Tire Sponsor, Jim Melvin Jr. – Father, BOD, Melvin's Tire Pros, Jessie Melvin – Recipient, Jim Melvin Sr. – Grandfather, HOF, Melvin's Tire Pros, Jack Adley – Sullivan Tire Sponsor, Matt Mitchell – Sullivan Tire Sponsor



Dan Hanna – Sponsor Town Fair Tire, Ann Mercer – Mother, Dorchester Tire Member Employee, Jillian Mercer – Recipient, Alan Saks, BOD, Dorchester Tire, Tony DeSimone – Executive Director

Jessie R. Melvin Winner of the \$2,000 Tim Haley 2018 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from North Scituate, Rhode Island.

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

Jessie will enter her sophomore year at Saint Joseph's University in Philadelphia, Pennsylvania this fall after making Dean's List freshman year with a GPA of 3.88. She has an anticipated graduation date of May 2021. Jessie has a passion for history and aspires to either attend law school or pursue a Doctorate Degree in history in her post graduate years. As a freshman, Jessie wrote for "The Hawk", her University's Newspaper, and was nominated for the University's First Year Writing Award. She was a member of Saint Joseph's Psychology Club and the Women's Leadership Initiative.

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

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

Congratulations Jessie!

Jillian Mercer Winner of the \$2,000 Town Fair Tire 2018 Scholarship Award (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament) is from Dedham, Massachusetts.

Jillian Mercer is a 2016 graduate of Dedham High School, Dedham, Massachusetts graduating with a 4.6 GPA. She was a member of the National Honor Society, Spanish Club, and was very active in Student Government while representing her class on the Student Council for four years.

Jillian will enter her junior year this fall at Boston College, Boston, Massachusetts, with an anticipated graduation date of May 2020. She currently holds a GPA of 3.14. Although initially Jillian planned on studying medicine at Boston College, she changed her major as a sophomore to Communications with a minor in Management and Leadership. She has a passion for writing, language, and interacting with others. Her future endeavors include a career centered around social media, public relations, marketing, or advertisement. She feels her course work and experiences at Boston College will prepare her very well for the future.

Jillian presently works on campus at Boston College Campus Recreation Center as an Equipment Desk Attendant. The center serves faculty, staff, students, and family members of the Boston College community. Sandra Corsi, Manager, Member Sales and Services at Boston College Rec describes Jillian as a highly responsible young woman who is very organized and efficient at her job. Corsi goes on to say: "Jillian represents the Core Values of Campus Recreation and Boston College by living by the Jesuit values, which is demonstrated in both her strong work ethic and her interpersonal skills."

Jillian's mother is Ann Mercer, an Accounts Payable Clerk of NETSA member Dorchester Tire Service in Boston, Massachusetts.

Congratulations Jillian!



John Pardi – Father, Cooper Tire Member Employee, Julia Pardi – Recipient, Tony DeSimone- Executive Director, Jim Melvin Jr. – Not Pictured Sponsor Melvin Tire Pros

Julia R. Pardi Winner of the \$2,000 Melvin's Tire Pros 2018 Scholarship Award (funded by Melvin's Tire Pros and the NETSA Scholarship Golf Tournament) is from Manchester, Connecticut. She is a 2017 graduate of Manchester High School in Manchester, Connecticut.

Julia had a very successful high school career as a scholar-athlete. She graduated with a 3.88 GPA with many awards, certificates, and

high honors throughout her four years. She was a member of the National Honor Society and served as its president. She participated in Cross Country, as well as Indoor and Outdoor Track. Julia will enter her sophomore year at the University of New Haven in West Haven, Connecticut this fall after achieving a 3.74 GPA as a freshman. She has an anticipated graduation date of May 2021, with a Psychology Degree along with a concentration in Forensic Psychology. She also plans to earn a degree in National Security and a Certificate in Cyber Securities and Networks. Her future plans include graduate work in her field and eventually earning a Doctorate in Forensic Psychology and working for the Federal Bureau of Investigation or the court systems. Julia is an active member of the Rotaract Club, a community service-based organization that organizes a variety of volunteer services around the New Haven area. She is also a member of Love Your Melon which brings joy to young Cancer patients.

Ashley Bell, Manchester High School Math Teacher and Cross Country Coach describes Julia like this; "She is known by staff and peers alike for her positive attitude, intellectual acumen, and her drive to succeed."

James J. Tierinni, Jr., Manchester High School Math Teacher says: "Julia's competitive edge can be seen during sports, but also in the classroom. She is a hardworking and kind-hearted person who continues to excel in and out of the classroom."

Julia's father is John H. Pardi, Territory Manager of NETSA member Cooper Tire, Findlay, Ohio.

Congratulations Julia!

No More Tire Chains!

www.AutoSock.us/netsa



- Improve traction for cars & trucks
- Increase fuel economy
- Quicker, 5 min install
- Safer
- Light weight
- No more chain hangers or damaged fenders
- Distributors wanted!



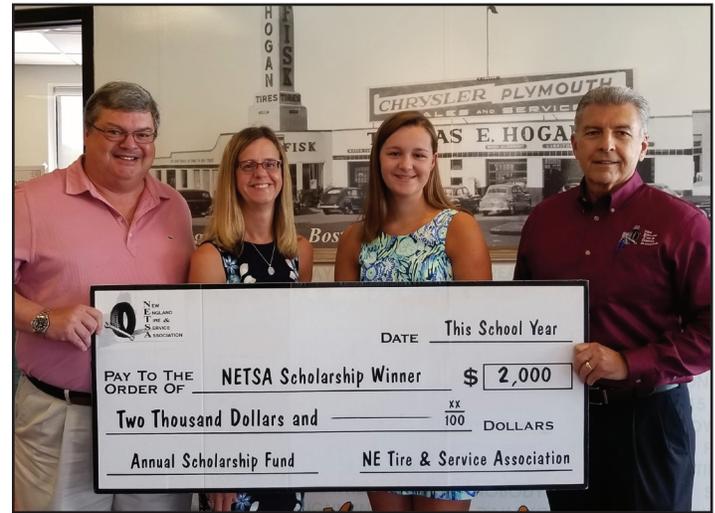
Approved across the US & in BC!

1-888-525-8888





Larry Farrell – Sullivan Tire, Cheryl Appelstein – Mother, M & L Employee, Roland Lesieur – Grandfather, HOF, M & L, Julie Appelstein – Recipient, Larry Lesieur – BOD, Chairperson Scholarship Committee, HOF



Matt Furrier, Dad, Member Hogan Tire, Julie Ferrier, Mom, Katherine Furrier – Recipient, Tony DeSimone – NETSA

Julie E. Applestein Winner of the \$2,000 Sullivan Tire Family of Employees 2018 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Salem, New Hampshire and is a 2017 graduate of Salem High School.

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

Julie will enter her sophomore year at American University in Washington, D.C. this fall after making Dean's List her freshman year. She has an anticipated graduation date of May 2021. She is studying communications, law, economics and government which will allow her to eventually explore different areas of public service with a goal of working in government or in a non-profit agency. She has a passion for justice and ensuring laws are fair for all Americans. Julie was an active member of American University College Democrats this past academic year, and the School of Public Affairs Leadership Program which works to combat economic inequality in Washington, D.C. She is a member of Sigma Kappa Sorority which raises money for the Alzheimer's Association, as well as Huntsman Cancer Institute. She plans to intern on Capitol Hill with her Congresswoman in the fall of 2018, as well as interning in the Scottish Parliament in the fall of 2019.

Jillian A. Thiele, Humanities Teacher, Salem High School says of Julie; "I was continually impressed by her ability to contribute meaningfully to classroom debates and discussions, often resourcefully connecting to humanitarian issues and world events. Her passion for political involvement is exemplary."

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

Katherine Furrier Winner of the \$2,000 Myers Tire Supply 2018 Scholarship Award (funded by Myers Tire Supply and the NETSA Scholarship Golf Tournament) is from Wilmington, Massachusetts.

Katherine is a 2017 graduate of Wilmington High School in Wilmington, Massachusetts. She graduated with a 3.63 GPA on a 4.0 scale. She was a member of the Rotary Interact Club which is an international service club for young people, as well as DECA, an international association that prepares leaders for careers in marketing, finance, hospitality, management, and other business areas. Katherine is an avid dancer.

Outside of school Katherine has worked at Barnes and Noble, The Dance Company as a Receptionist, and as an Administrative Assistant for Schawbel Technologies. Kathleen Rooney-Gray, Owner/Director of The Dance Company in Wilmington, Massachusetts says that Katherine is: "one of the most valuable members of our studio, and a role model for younger students." She goes on to say: "Katie's leadership and organizational skills have been invaluable. Katie is an ambitious leader and a terrific team player."

Katherine enters her sophomore year this fall at Merrimack College in Wilmington, Massachusetts. She has an anticipated graduation date of May 2022, and will graduate with a Bachelor of Science degree in Business. At this point she is unsure if her area of concentration will be marketing, finance, or accounting. She hopes that by including summer course work, she may be able to graduate early.

Katherine's father is Matthew Furrier, Controller for NETSA member Hogan Tire Centers in Woburn, Massachusetts.

Congratulations Katherine!

DELIVERING A DIFFERENCE

G3XPRESS

ADVANTAGE
YOKOHAMA ASSOCIATE DEALER PROGRAM



QUALITY BRANDS COMPETITIVE PRICES



SERVING ALL OF NEW ENGLAND

GOODYEAR | MICHELIN | BRIDGESTONE | CONTINENTAL | SAILUN
DUNLOP | BFGOODRICH | FIRESTONE | GENERAL | HANKOOK
TBC BRANDS | KELLY | KUMHO | UNIROYAL | FUZION
SUMITOMO | YOKOHAMA | PIRELLI | NOKIAN | NEXEN | FALKEN

FAMILY-OWNED AND OPERATED SINCE 1955

SULLIVAN TIRE

WHOLESALE DIVISION

1-800-892-1955 • sullivantirewholesale.com • Express Locations

Professional Tire Dealers of New England Incentive Program

South Windsor, CT | Sagamore, MA | Sudbury, MA | Taunton, MA
Waltham, MA | Woburn, MA | Augusta, ME | Bangor, ME | Scarborough, ME
Hudson, NH | Auburn, NH | Portsmouth, NH | Warwick, RI

HUNTER
Engineering Company

New England Distributor
Alignment Equipment
Wheel Balancers
Tire Changers



Equipment Division
Toll Free - 800-392-6330
www.liftworks.net





Tony DeSimone- Executive Director, Alex Rucki – Father, Rucki Tire Member Owner, Michael Rucki – Recipient, Laurie Rucki - Mother, Not pictured – Mike Garzone – Tom Lyons Co-Sponsor.

Scott Pardo – Pete’s Tire Barn – Sponsor, William Virgin – Father, Bruhm’s Tire & Service Member Employee, Rachael Virgin – Recipient, Kerrie Virgin – Mother, Tony DeSimone- Executive Director

Michael J. Rucki Winner of the \$2,000 Tom Lyons Tire 2018 Scholarship Award (funded by Michael Garzone and the NETSA Scholarship Golf Tournament) is from Ludlow, Massachusetts.

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

Michael will enter his junior year at Bryant University in Smithfield, Rhode Island this fall, with an anticipated graduation date of May 2020 and a degree in marketing. He has made Dean’s List the past two years with a GPA of 3.76, and made the President’s List for the spring semester 2018 with a 4.0 GPA.

He has a passion for automobiles and would love to pursue a career with an automobile company at the corporate level where he could use his marketing skills and knowledge. Michael is a member of the Bryant University Marketing Association, the Bryant University Honors Program, and the Bryant University Ski and Snowboard Club.

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

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

Congratulations Michael!

Rachel Virgin Winner of the \$2,000 Pete’s Tire Barn 2018 Scholarship Award (funded by Pete’s Tire Barn and the NETSA Scholarship Golf Tournament) is from Saugus, Massachusetts.

Rachel is a 2018 graduate of Saugus High School, in Saugus, Massachusetts where she graduated with a 4.46 GPA. Throughout her four years of high school, Rachel attained academic excellence while completing Honors Level and Advanced Placement or college level course work. This achievement led to her induction into the National Honor Society. Michael Bontempo, Technology Teacher, Saugus High School, who has known Rachel for three years says: ”she is a mature young lady...always willing to lend a hand to those less gifted. Rachel Virgin is among the very finest students I have had in 44 years of teaching.”

Rachel’s extracurricular activities included Model United Nations, where students learn to negotiate solutions to world problems, as well as Malawi Club which works to raise funds to help the people of Malawi, Africa. She was a member of the Book Club and served as its Vice President. She was a member of the Philosophy Club, and Rachel was a staff member of Vistas, Saugus High School’s Literary Magazine. Outside of school Rachel has been a four-year volunteer at the First Congregational Church of Chelsea.

Rachel will enter her freshman year at Boston College in Boston, Massachusetts this fall. She plans on earning a degree in Secondary Education, specializing in English. She has a passion for literature and writing and would like to share her passion with young students. Her long-term goals are to teach on the college level and to one day publish a novel.

Rachel’s father, William Virgin is an auto mechanic at NETSA Member Bruhm’s Tire and Service in Saugus, Massachusetts.

Congratulations Rachel!

LAPPEN'S

Serving New England Since 1928...



WHEEL BALANCERS



ALIGNMENT SYSTEMS

Your Authorized Distributor
HUNTER
Engineering Company



TIRE CHANGERS

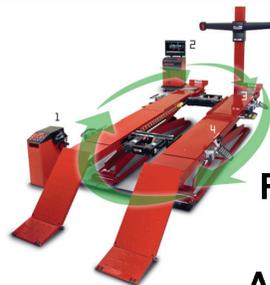
New England's Largest Automotive Equipment Supplier



AIR COMPRESSORS



KAESER
COMPRESSORS
Built for a lifetime.



FLUSH MOUNT OR
ABOVE GROUND
ALIGNMENT RACKS



EZ Financing - We Take Trades - Best Prices



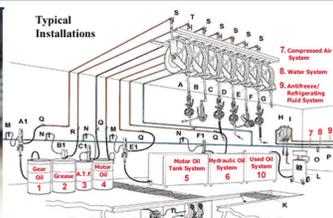
All Types
of
LIFTS



Design, Supply, Install... We Do It All!!



A/C MACHINES



LUBRICATION
SYSTEMS



EXHAUST SYSTEMS



TECH BENCHES

See more items and sign up for specials at www.lappens.com

LAPPEN'S GARAGE EQUIPMENT

Call Today... **800-752-7736**



Kevin Paiva – Father, Pete’s Tire Barn Member Employee, Taylor Paiva – Recipient, Juliette Pacheco – Grandmother, Tony DeSimone – Executive Director NETSA

Tony DeSimone– Executive Director, Larry Lemire – Father, Pete’s Tire Barn Member Employee, Tyler Lemire – Recipient, Tom Hart – Pete’s Tire Barn Member Employee, Frank Pascale – Sponsor Nokian Tire Employee

Taylor Paiva Winner of the \$2,000 Bob Malerba 2018 Scholarship Award (funded by Connecticut Tire Dealers and the NETSA Scholarship Golf Tournament) is from Fall River, Massachusetts.

Tyler Lemire Winner of the \$2,000 Nokian Tire 2018 Scholarship Award (funded by Nokian Tire and the NETSA Scholarship Golf Tournament) is from North Windham, Connecticut.

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

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

Taylor will be entering her junior year at the University of Massachusetts in Dartmouth, Massachusetts this fall, with an anticipated graduation date of May 2020. She currently holds a GPA of 3.7 and was named to the Chancellor’s List in the fall of 2016, and the Dean’s List in the spring and fall of 2017.

Tyler will enter his freshman year at Roger Williams University located in Bristol, Rhode Island, this fall with an anticipated graduation date of May 2022. He is interested in pursuing a career in Cyber Security where he can help people and establish a feeling of safety and security.

Taylor has a passion for Cellular and Developmental Biology and plans to pursue a career as a research technician. She also plans to further her studies on the graduate level, and will seek a Ph.D. in Cellular Biology. She is currently a Research Assistant in Dr. Whitney Hable’s Lab. Dr. Hable is Professor of Biology at the University. Hable has said that Taylor is: “a kind and easy going individual who has been a pleasure to have in the lab.” She goes on to say that Taylor’s scores: “place her in the top 5% of students.” Outside of school Taylor works as a Sales Associate at Target in North Dartmouth, Massachusetts.

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

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

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

Congratulations Taylor!

Congratulations Tyler!

Welcome New Members

Business	Address	City	State	Zip	Tel #	Contact Name
Compressor Energy Services	395 Daniel Webster Highway	Merrimack	NH	03049	603-892-4022	Aaron Cornell



505

BALANCING COMPOUND

DRIVE LONGER. DRIVE SMARTER.



- Quick and easy balancing
- Increased fuel efficiency
- Prolonged tire life
- TPMS safe
- More driving comfort
- Environmentally friendly



Learn more at www.hofmann-powerweight.com



Every New England state has their own version of a vehicle inspection which includes either a vehicle safety check, emissions inspection or both. Whether you are an official inspection station or not, the looming annual, mandatory inspection provides an opportunity

to gain a potential customer or retain a current one. By providing a complimentary front-end shake-down, tire condition evaluation and confirmation of a working horn, lights and wipers, you're doing your part to help the customer, and your fellow motorists, stay safe on the road. And of course, the opportunity to make a few bucks in the process.

No Downside

The inspection is complete and your tech has found no issues or has compiled a list of deficiencies. As you approach the customer in the waiting room, you have mixed emotions. You feel proud that you or your technician performed the inspection properly and you may have just saved the customer and perhaps some unsuspecting motorist's life. Literally. Or at a minimum, you saved them some money by identifying the problem sooner, rather than later. You feel pleased to have an estimate with a list of items that need to be addressed, yet empathetic to their situation. Or, you're happy to report their vehicle is good-to-go, reinforcing the trust they have in you and your team.

While your customer doesn't want to hear that their vehicle failed, it's probably a good thing they were required to have it inspected, as their ball joint is practically falling-out and the inside shoulder of their tire has exposed steel belts. The customer had no idea. Once you inform them of their vehicle's condition, they may still not fully grasp the fact that you and your team saved them, their family or some unsuspecting motorist from disaster.

So what?

So the question is, why is a 401(k) Adviser, talking about how courtesy vehicle inspections can save lives and provide the opportunity to gain or retain a customer?

Because, the condition of many small business 401(k) plans show clear signs of neglect and lack of proper preventative maintenance. Your company's 401(k) plan won't go careening off the road, but financial disaster could be looming for both the

plan sponsor and its participants. In addition to helping your plan's participants retire "on-time", a well-run plan will help you gain and retain the best employees.

Did you know?

So, without a mandatory annual plan inspection with a pass or fail result, how do you know if your plan is leaking fees, or has components that should have been replaced years ago? How do you know if you're not administering the plan according to the plan document?

Did you know, according to the DOL, the plan should be reviewed "periodically"? The definition of "periodic" is open to interpretation depending on the area of responsibility; Investments, Administration or Service Providers. But clearly, "set-it and forget-it" is a problematic approach.

Here are some questions to ask your current service provider(s):

- Request a total fee analysis, including both direct and indirect, to ensure the plans fees are reasonable and their services are necessary.
- Ask them how the investments for your plan were selected and why? What are the investment alternatives?
- Is your current plan design still the best option for your team?
- Check your agreements, do they take written fiduciary responsibility for the investments in your plan? If not, the named fiduciary on the plan will, is that you?
- If you have a participant directed plan, are they performing annual education meetings?

Make sure your plan is "roadworthy". If you're the plan administrator, it's ultimately your responsibility. If you have questions or if you're interested in a complimentary **29-Point 401(k) Plan Inspection**, please email or call, I'm happy to help. Finding potential issues with your 401(k) sooner rather than later is a best practice. And while this may not be as easy as confirming your customer's horn is working, it also isn't as difficult as diagnosing why that Jeep on the rack has a "death wobble".

Kevin A. Griffin, AIF®, CFP®



97356 / 97358 PROGRAMMABLE SENSORS

STEELMAN SELECT TPMS



99466



98032



VT56-1001



WRT400PRO



97019 RT-4000PRO

STEELMAN

Est. 1986



99719 LOW PROFILE TIRE TOOL

STEELMAN[®] PRO



99495



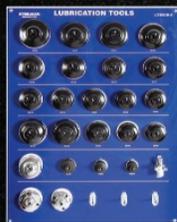
99764



99471



102-4



LTB03B-SR-WT



97743 / 97496



95212



97034



99721

WWW.STEELMANSELECTTPMS.COM

J.S. PRODUCTS
PROUD MEMBERS OF

TIA
TIRE INDUSTRY
ASSOCIATION

AUTOMOTIVE
MAINTENANCE
REPAIR
ASSOCIATION



EARLY TIP: Beware of customers who ask for “ballpark prices” unless you’re selling automobiles or houses. Most prices are firm. Try going into Macy’s and asking for the “ball park price” on the product you’re holding. There’s a price tag on the item and it’s not a ball park price! It’s THE price. Or try asking the server in a nice restaurant for the “ball park price” on the steak. Or your insurance agent on the new policy you’re buying, etc., etc.

Not gonna happen. You get the picture. But there are ways to negotiate prices. Here are only a few negotiating tips:

1. Best not to start off with the price right off the bat. Put price in the bottom righthand drawer. Often a price cut will get the salesperson more excited than the prospect. You may think going in with a lower price will make the prospect grateful and give you an easy ‘go’ right away. It usually won’t. If they take your offer of the lower price, that indicates they might have taken it at the rate card price which is where you SHOULD be quoting from to start with. When the customer asks for prices, let them know you’ll be covering that very shortly. Then get into value, benefits, etc. and better yet, a few key qualifying questions.
2. When you do bring up price, be strong and confident. A weak or hesitant delivery doesn’t impress the customer. When the price sounds soft, it can often invite a lower offer.
3. Delay giving concessions until later in the conversation. A concession given too early is just a ‘giveaway.’ Save it by saying: “That’s an interesting idea. And, to be sure, we will get back to that shortly.”
4. When there is a request for a price concession, have a nice/soft way to reject it. Just because they have dealt with other salespeople who have weakened when price came up doesn’t mean you need to be that way. The WISH statement often works. Customer asks: “Can I get a cheaper price?” Either answer with: “I wish we could; however, that’s not an option we have.” Or, if you have the opportunity to ‘play,’ you might use this: “Mr. Jones, since your budget is \$4,000 and the project is \$5,500, we can remove a few parts of the package and I can work the pricing in your favor.”
5. Never underestimate your strength in a negotiating situation. Some prospects assume a salesperson is in the position of weakness. If you fall for that, that will weaken your resolve and soften your backbone. Understand this: If the prospect is bargaining with you or even discussing the proposal with you, that’s an indicator of interest; a buying sign. Their actions are telling you without saying it outright you have something they need or want.
6. When do negotiations begin? Ready? When you say “hello.” Negotiations, in general, are ongoing all day long at work and at home. And it’s often a subtle thing. Recognizing you’re constantly involved in negotiation gives you an advantage. Be aware that life itself is a series of negotiating situations. You often are negotiating without realizing it. Kids, spouses, siblings, parents; we’re all negotiating.
7. Avoid thinking: “BEING NICE is good negotiating.” Some salespeople believe if they’re nice and give a price concession, the other side will reciprocate with a concession back (i.e., the sale). Nice idea. However, it usually backfires with a buyer. What they do is take what you offer and then try to get more. (After all you’re giving things away.)
8. When you give – GET. When you’re considering giving a price concession, GET SOMETHING IN RETURN. Use the ‘if/then’ technique so you get something in return. SAMPLE: “Mr. Jones, if I can get you the widgets at that price, are you able to give me the go-ahead now?” or “Mr. Jones, if I can get you that price, are you able to give me a great referral?” The idea of the ‘if/then’ is to GET SOMETHING IN RETURN. There are dozens of other “gets” when you give. The most important reason to take something back when you give a concession is this: It puts a ‘price’ on your concession. No longer are concession requests free. By asking for something in return, it keeps you from getting additional requests for concessions.
9. Why is it important to be a good negotiator? Because a bad negotiator leaks dollar and reduces the all-important profit to the company. Profit is what’s needed to run a company. No profit, no company.
10. And while this tip isn’t ‘new’ – it’s still very good. When you can, substitute the word ‘investment’ for the word “price” or “cost.” In most cases, the prospect is making an investment, and a good one at that.

BONUSTIP: When asked: “Is that your bottom price?” A strong, smiling, “Yes sir/ma’am, it is” might get you the order. (They seem to ‘have’ to ask. LOL!)

Tough Jobs Need Tougher Equipment



Call Your Stellar Industries Sales Representative Today!
Tom Formanek 800.321.3741 ext. 4253
tformanek@stellarindustries.com

STELLAR *Our People. Our Products.*
INDUSTRIES INC. 800-321-3741
An employee owned company. www.stellarindustries.com

WHEN THE RUBBER LEAVES THE ROAD



GET THE WINNING COMBINATION OF OUTSTANDING PRICING AND EXCEPTIONAL RECYCLING SERVICES WITH LAKIN TIRE

Work with the leading tire recycling company in the United States and take advantage of:

- **Custom scheduling** with your choice of pick-up frequency including winter and summer schedules
- **Pickups that are on time, every time** by courteous and professional drivers. This ensures your facilities stay environmentally clean and compliant
- **Technologically advanced fleet of trucks** with state of the art routing and scheduling



Call: 1-800-368-8473 or 1-203-932-5801
or email: eastsales@lakintire.com

to find out more about Lakin Tire's special offer for
new customers and be sure to ask about our
large selection of used tires

When it comes to selling to the Millennial audience, many businesses are discovering they are unable to provide them with the right lending option for myriad reasons. Millennials are walking away from larger purchases and many brick and mortar stores are seeing a decline in business especially when it comes to this demographic. Understanding this audience and what they need to purchase large ticket items will increase sales and improve revenue.

Who are Millennials?

Millennials make up the largest portion of the population in U.S. history. Millennials are those born between 1982 and 2004. According to the U.S. Census Bureau, they now number 75.4 million, surpassing the 74.9 million Baby Boomers (ages 51-69).¹ Millennials are often divided into two groups, young Millennials (20-23) and older Millennials (32-35). Since they make up such a large portion of the population, it is imperative that retailers understand this demographic and cater to their needs.

Roadblocks to a Millennial Purchase

Millennials have several roadblocks when it comes to making larger purchases. Their average salary is 20% less than the previous generation, and their median net worth is 56% less.² Sadly, at the same time, college costs have increased dramatically, and the average student loan debt is \$29,400.³ This creates a generation saddled with debt and an inability to purchase larger ticket items.

In 2009, the Credit Card Accountability and Disclosure (CARD) Act was passed making it more difficult for younger millennials to obtain credit cards. It restricted credit card companies from marketing to college students on campus and prevented them from giving incentives for signing up if they were under the age of 21. The change in marketing as well as other restrictions created under the same act, make qualifying for a credit card problematic at best.⁴

As a result, the percentage of Americans under 35 with one or more credit cards is at the lowest since 1989, according to the Federal Reserve. The financial crisis also affected how Millennials view credit and many refrain from having credit cards altogether to avoid overspending.⁵ The outcome is a generation that often has little to no credit history or poor credit.

One study shows that “two-thirds of consumers under 30 have subprime or non-prime credit scores and one-third of millennials don’t have any credit history.”⁶ If they need to purchase a large ticket item, many Millennials won’t qualify for traditional lending options that rely heavily on FICO scores. Retailers have felt the effects and watched as sales decline on larger ticket items.

Few Options Available

Millennials are left with few valid options when it comes to lending. Most companies haven’t kept up with their changing needs, and as a result, Millennials end up using less than optimal solutions, such as cash advance options, which only furthers their debt cycle. Many leasing companies have popped up over the years, but lack the stability or technology to cater to the needs of this demographic.

Why Lease-to-Own is the Perfect Solution for Millennials

An ideal solution to the difficulties posed by the Millennial generation is a lease-to-own option that allows those with less-than-perfect credit greater purchasing power with an approval process designed to address their needs and concerns. Lease-to-own offers an alternative to traditional lending or finance, while offering millennials flexibility.



An ideal solution should provide the following:

- Mobile friendly
- No debt cycle
- An underwriting process that doesn’t solely rely on consumer credit
- Fixed term
- Flexible payments
- Ability to terminate
- Technology-based
- Early buyout options available
- Instant decisions

Progressive Leasing is at the forefront of understanding the Millennials and addressing their needs when it comes to making larger purchases.

To learn more about Progressive Leasing’s services, visit progleasing.com or contact Keith Smith, Sr. Director of Business Development, at keith.smith@progleasing.com.

1. Millennials overtake Baby Boomers as America’s largest generation | Pew Research Center, Millennials overtake Baby Boomers as America’s largest generation, <http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/>. 2. Millennials earn 20% less than Boomers did at same stage of life <https://www.usatoday.com/story/money/2017/01/13/millennials-falling-behind-boomer-parents/96530338/>. 3. Survey: More Millennials Say No to Credit Cards | Bankrate.com, More millennials say ‘no’ to credit cards, <http://www.bankrate.com/finance/credit-cards/more-millennials-say-no-to-credit-cards-1.aspx>. 4. Student card survey: Offers fewer but more generous, Student card survey: Offers fewer but more generous, <http://www.creditcards.com/credit-card-news/student-card-survey.php>, CreditCards.com. 5. How Millennials Became Spooked by Credit Cards, <https://www.nytimes.com/2016/08/15/business/dealbook/why-millennials-are-in-no-hurry-to-take-on-debt.html>, NATHANIEL POPPER, AUG. 14, 2016. 6. Why millennials are often denied credit, Why millennials are often denied credit, <http://www.cnb.com/2016/10/24/why-millennials-are-often-denied-credit.html>, Jessica Dickler.



WHY SCHRADER?



A strong historic brand, Schrader has been **an award-winning partner of choice for 175 years.**

Over 450 million sensors sold, making Schrader the global market leader in both OE and aftermarket TPMS.

All Schrader technology is extensively tested and proven to perform, offering only **the highest OE quality products.**



CONTACT YOUR SUPPLIER FOR MORE INFO!



Hello, this is Wayne Rivers at The Family Business Institute. As always, thanks for tuning in. Scroll down below, please, and check out our social media icons and follow us, if you will, on Twitter and YouTube, and subscribe to our podcast and all that stuff. We appreciate your help.

This week I want to talk about why you don't have to be "The Answer." Allen Iverson, a former NBA player, his nickname was "The Answer". He had the answer

for every defense, and I think that sometimes our family business leaders think that they too are the answer. This is consistent with the blog we did a few weeks ago about the Wisdom of Crowds, where basically two heads are better than one.

So, I remember a client from Houston called up one day, and it was 7:30 here, so it was 6:30 in Houston, and he said, "Wayne, its 6:30 in the morning. I just got here, and already there are five people standing at my door needing answers from me." and he was frustrated. He was frustrated because he didn't think that the people in his organization were even trying to get to the solutions that they needed. They would just come to him, he would give them the answer and shortcut the process. And sometimes we do cultivate that culture in our organizations because it feels good to be the answer person, doesn't it? It feels like you're the knight in shining armor that rides up on a steed and solves problems for everyone else and makes their lives better. Okay, that feels good psychologically. It's really nice, but it is also limiting. If you're

creating that crutch in your culture, it's also quite limiting, and it forces you to have to work much harder than potentially you would otherwise.

Now, you do have to be a resource for your people. I'm not saying that you don't, but leadership is different from providing answers on a day to day basis. You've got to avoid conditioning your people not to think. You've

got to challenge them to think, and you've got to try to drive down answers farther and farther down into the organization so that decisions are getting made in the field or at some point in the office where they don't have to rise up to you. There are just not that many situations that require the president or the CEO or the senior VP of something in an organization to make the decision. If you've got competent people, decisions can get made lower and lower in your organization.

I'm going to give you one question, one question that you can use to help drive down those decisions to a lower level in the organization and free up your time and energy, and also condition your company, condition your people to subscribe to the culture that decisions ought to get made at the appropriate level of the organization, and here's the question. What do you think we should do? It's as simple as that. You can use that with your children. You can use it with your employees. You can use it for people at church or on the committees that you're on or whatever. What do you think we should do?

And listen to the answers, and most of the time people will have things pretty well figured out. You might give them a suggestion here or there, maybe a tip. Every once in a while they'll be going off on a weird tangent and you'll need to center them back a little bit. That's okay too. But 95 times out of 100, let's say, they already know what needs to get done. They're just looking for ratification, maybe they want time with the boss, who knows what it is, but in order for you to free up your time and your energy and your life to do the things that you as the leaders uniquely need to do in your businesses, you've got to drive down decision making, and what would you do is the question that will allow you to do that.

So, I've got a great story that talks about why the leaders don't need to make decisions. Let's put it that way. So everybody knows Dwight Eisenhower, World War II, and eventually president and all that stuff. Well after World War II, before he became president of the United States, he became the president of the University of Kansas. After World War II, they were doing a lot of building and putting up new classrooms and dormitories and administrative buildings and all this other stuff, and they were having this robust debate among the admin and the professors and everybody about where to pour the sidewalks. Where do they need sidewalks for all the pedestrian traffic? So they ended up ... They can't agree on anything, so they end up coming to Ike and they say, "Ike, we got to make some decisions. Where do we put these sidewalks?" And he said, "That's easy. Don't put any sidewalks down. Watch where pedestrians wear out the grass and then you'll know exactly where the sidewalks need to go."

I thought that was beautiful. He didn't provide the answer. He didn't allow the culture to bubble up decisions to the president of the university. He said, "Here's another way to do it that'll make life easy for all of us." He wasn't the answer, and I suggest to you, you don't have to be the answer either. Ask people, what would you do? Find alternative ways, like watching the pedestrians, where they wear down on the grass. Sometimes the answers will be quite apparent with virtually no time and effort on your part. This is Wayne Rivers at The Family Business Institute. We'd love to have your comments. Thank you.

<https://www.familybusinessinstitute.com/you-dont-have-to-be-the-answer>
www.familybusinessinstitute.com Phone: 919-783-1880 Fax: 919-783-1892 COPYRIGHT © 2018 THE FAMILY BUSINESS INSTITUTE, INC. ALL RIGHTS RESERVED.

TNT GOLDEN TOOLS

DON'T BE FOOLED BY THE IMITATORS!

The Golden Tools are STILL made in the USA!
Over 25 Years USA Manufactured
Tools of Choice by Professional Tire Changers
No damaged beads - No RAR's
Ask for the original TNT Golden Tools
Why Take a Chance on an Imported Tool?

Our Quality and Durability Exceed the Industry Standard
Call 800-631-0873

Scrap Tire Recycling

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



Collection, Transportation & Processing

We own and operate:

- 10 road tractors (trucks)
- 4 packer trucks
- 200+ trailers
- 8 tire shredders

Tires are unloaded and shredded at our MEDEP licensed processing facility.

BDS Waste Disposal, Inc.

For more information, visit: bdswastedisposal.com

Phone: (207) 278-3833

NETSA Membership Benefits

Computer Software

ASA Tire Systems:

Dave Vogel (603) 889-8700

- Complete Software for the Automotive & Tire Business at a 10% Discount

Credit Card Service

Nationwide Payment Solutions:

Brian Soares (207) 400-4495

- Free 100K Dollar Breach Insurance.
- Free Equipment
- Free Online Processing Gateway
- Gift & Loyalty Card Marketing Programs
- No Increase Rate Guarantees

Merchant Partners

Sales (866) 814-4083

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

Legislative Monitoring

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

Oil Products

GH Berlin Windward/Valvoline:

Jim Rogers (860) 250-2076

- Valvoline Quality Products - Motor Oils, Trans Fluids, Grease, Oil & Air Filters, Fuel Inj. Cleaners, Antifreeze & Wiper Blades all earning rewards

points/money.

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

Online Reputation Management

WECnology, LLC/Certified Reputation

Services:

Wayne Crosswell (603) 249-5530

- Online reviews matter.
- NETSA members save 10%

Retirement Planning

Griffin Financial Planning LLC

Kevin Griffin (781) 783-2232

- An Independent sole advisory firm, providing Flexible workplace retirement plan options for plan sponsors and their participants
- Offers Fiduciary services at a reduced flat fee. While also reducing your personal liability
- He's an Accredited Investment Fiduciary (AIF) and a Certified Financial Planner (CFP)

Social Media

Optimize Social Media

Ben Moore (218) 213-2251

- Creation, Manage & Maintenance of: Facebook, Twitter, Google, Yelp & You Tube with a dedicated account manager

Scholarships

As a member business, your employees & their dependents qualify for Academic Scholarships.

- This year NETSA and our sponsors, will provide nineteen \$2,000 scholarships to member employees, their spouses, and their dependents

Training

- We also participate in TIA's Certified ATS Program for Tire Technicians, the TPMS Program, and the CTS Truck Tire Program.

Showroom Video Advertising

Migma Systems Inc.

Erin Wheaton (508) 660-0328 ext 349

- Provides Directed Advertising with 5 to 20 rotating Slides of your choice on a TV in your showroom.
- 10% NETSA Discount and a 30 day free trial
- Special NETSA member prices from \$20 to \$75 per month

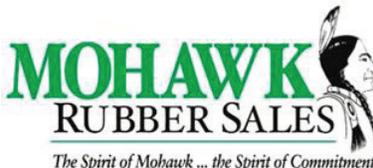
Web Site

Net Driven:

sales@netdriven.com

(877) 860-2005 x298

Net Driven provides Industry leading solutions to drive your business. They will build, host, & update your site at much reduced NETSA Member rates. *Our NETSA website is hosted by them at www.netsa.org*



MOHAWK RUBBER SALES
The Spirit of Mohawk ... the Spirit of Commitment



SCHRADER
PERFORMANCE SENSORS
EZ-sensor

Bartec WRT400PRO
TPMS Service Tool



Dill 5010



Autel TS508K12



GOT ! TPMS?



Dill Air Controls Products **TPMS**



REDI-Sensor



TPMS Torque Tools # 4065

Dill # 8100

YOUR TPMS HEADQUARTERS

1-800-242-1446 **mohawkrubber.com**



By choosing ATD as a distribution partner, and benefitting from a wide range of innovative programs and services, our customers are equipped with everything they need to move ahead of the competition.

LOCAL+PLUS UPGRADED!

MANCHESTER 29 JACKS BRIDGE RD LONDONDERRY, NH 03053 855-860-5272	BOSTON 220 O'CONNELL WAY EAST TAUNTON, MA 02718 855-577-6440
WESTBROOK 765 WARREN AVE PORTLAND, ME 04103 888-874-8473	HARTFORD 200 PRESTIGE PARK RD E HARTFORD, CT 06108 855-577-6440



Your local ATD Distribution Center now has additional access to regional inventory:

- + Over 450,000 square feet of inventory space
- + Over \$30,000,000 in inventory
- + FREE FREIGHT!
- + Overnight delivery to your local ATD Distribution Center
- + Product delivered to you the next day*
*Orders must be in by daily cut-off



- Continental** - GOLD
- COOPERTIRES** - MEDALLION
- FALKEN** - FANATIC
- HERCULES TIRES** - POWER
- KUMHO TIRE** - FUEL
- Mastercraft** - CENTURY
- MICHELIN** - ALLIANCE
- MICKEY THOMPSON** - MTMA
- NITTO** - ENTHUSIAST
- NEXEN TIRE** - NEXT LEVEL
- PIRELLI** - FASTRACK
- TOYO TIRES** - DRIVEN

Not all programs available in all areas

In addition when you become a partner with ATD you can take advantage of exclusive programs:



Helping our customers move ahead.
Miles Ahead.™

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

The Road Runner

The Newsletter of New England Tire & Service Association



Mark your Calendars

2019 NETSA Hall of Fame

Please submit nominations for the 2019 HOF Inductees

by December 31, 2018

The Road Runner
Fall 2018



3 Lefevre Dr.
Kingston, NH 03848