

The Road Runner • Fall 2023



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NETSA Celebrates \$500,000 Scholarship Milestone



NETSA celebrated reaching the milestone of awarding \$539,000 in scholarship money to its members and their employee families by awarding a \$5000 Scholarship to Andrew Kapocius of Maine.

Andrew, initially awarded the William J. Clark Memorial Scholarship sponsored by Cooper Tire, was selected in a random drawing of all twenty scholarship recipients. Andrew is the son of Alan Kapocius, manager of member Don Foshay's Discount Tire & Alignment.

Andrew had this to say about the scholarship award; "The money is an unbelievable help to me, and I am grateful for your kindness and willingness to help students. I look forward to my new career, and I appreciate you helping me get there."

Cooper Tire's John Pardi said he was proud of Cooper's long-time sponsorship in the NETSA Scholarship Program and pleased that Andrew was selected for this first-time award. He is a deserving and accomplished young man, and Cooper Tire wishes him success in his academic and career pursuits.

I am proud of NETSA's continued support of this yearly program, which has awarded over 280 scholarships and \$539,000 over the last two plus decades. This was possible because of the commitments of our sponsor companies and the NETSA Board of Directors. It was exciting to present the award on behalf of NETSA at our member Don Foshay's Discount Tire & Alignment Biddeford location. I will ask the NETSA Scholarship Committee to suggest to the NETSA Board the possibility of awarding another \$5,000 scholarship in 2024 in addition to our many \$2000 scholarships currently offered.

Congratulations Andrew and best wishes for your continued success.

Larry Lesieur
NETSA Scholarship Chairman

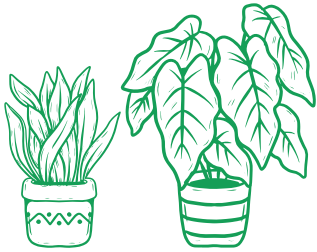




Summer is almost officially at its end. Kids have gone back to school and before we all know it, fall will fly by, and it will be winter. The Farmer's Almanac predicts that snow totals will be above average and a whole lot of cold temperatures through to spring. Have you ensured your shops and homes are fully supplied with your winter needs?

Since the day I bought my first car, I have kept a "seasonal kit" in my car. I make sure I have a box, or a bag stocked up just in case something happens. I am not saying we will have a winter like '78 again (not that I was alive then and remember it) but with these weird weather patterns we may be in for 1 or 2 bomb cyclones.

I also feel like the summer season should be extended. I just got the hang of gardening. Who knew I had a green thumb? After watching many videos on gardening, I chose to use garden beds to start off. I found that filling it with composting material and soil instead of completely filling it all in with soil helped my plants grow. All summer long we have had zucchini, cucumbers, lettuce, kale, and other leafy greens, we have also had an abundance of cherry tomatoes and strawberries. I plan to do a lot more reading over the winter to learn how to best utilize my backyard, to turn it into a larger more productive garden. I have taken pride in how good our small space in the city looks and enjoy hearing my neighbors compliment us on it.



Gardening is known to relieve stress and can reduce negative thoughts and feelings. So, when the winter blues hit, grab some plants and tend to them.



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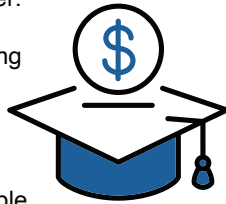




Hello all! I hope you had a great and prosperous summer. As we approach the fall selling season we are still faced with high inflation, high gas prices, supply issues, and probably the most annoying item we face is continued staffing shortages.

I have three things I want to share with you in this issue of the Road Runner.

Firstly, I have just completed delivering \$43,000 to our twenty NETSA Scholarship recipients. They are all featured in this issue. I encourage you to take a minute or two and read the bios of these talented young people.



I am especially excited that one of the recipients, Andrew Kapocius, the son of Alan Kapocius an employee of Don Foshay's Tire & Alignment was the lucky beneficiary of our \$5000 scholarship to celebrate our exceeding the \$500,000 in scholarships awarded by NETSA and our generous sponsors. Andrew's name was drawn in a random selection that included all of our 20 NETSA Scholarship recipients. Andrew was selected by Cooper Tire to receive the William J. Clark Award. Congratulations to Andrew and all our NETSA Scholarship Award winners.

Secondly, we will be holding our 2024 NETSA Trade Show & Convention at Mohegan Sun on April 5 and 6, 2024. We will be looking to build on last year's success by increasing the number of exhibitors and the hands-on demonstrations. Rich Tuttle and the committee are currently working on the seminar agenda, theme, and Keynote Speaker for 2024. So, mark your calendars and plan on attending this great event.



Thirdly, NETSA held its annual Scholarship Golf Tournament once again at Shining Rock Golf Club. This event was again a great success, raising over \$18,000 for the NETSA Scholarship Fund. We had a great day with plenty of sunshine and mid-seventies for a fantastic day of golf, or at least a valiant attempt at golf.



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

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

Have a great fall selling season.

Tony

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2023 NETSA Scholarship Winners

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L-R: Scott Paido – Sponsor Pete’s Tire Barns, Abigail White – Recipient, James White Father Sullivan Tire Member Employee Tony DeSimone – Executive Director NETSA

Abigail White Winner of the \$2,000 Pete’s Tire Barn 2023 Scholarship Award (funded by Pete’s Tire Barn and the NETSA Scholarship Golf Tournament) is from Westport, Massachusetts.

Abigail is a 2023 graduate of Westport High School, in Westport, Massachusetts. She was enrolled in Honors and Advanced Placement (college level) courses throughout her four years of high school. She achieved Honors and High Honors status during her high school career, and graduated with a 4.04 GPA. Abigail was the Team Manager for Westport’s Boys Lacrosse Team and was a member of the Prom Committee during her senior year. Melissa Lamber, Art Educator at Westport High School has known Abigail for three years. She says: “Abby is an inquisitive, passionate and creative student.” She also describes Abby as: “... a kind, understanding and open person....”

Outside of school, Abigail has been a cook at Village Pizza for the last two years. In July 2022 she began working with children ages 6-10 in an after-school program and has continued this position through the summer months as well.

Abigail will be entering her freshman year at the University of Massachusetts in Dartmouth, Massachusetts this fall with an anticipated graduation date of 2027. She will pursue a degree in Psychology. Her future plans are to be a Psychologist practicing in her own private practice.

Abigail’s father, James White, is the Store Manager for NETSA member Sullivan Tire, in North Attleboro, Massachusetts.

Congratulations Abigail!



L-R: Bill Pawlak – Town Fair Tire Representative – Member Meryl DeRasmo – Mother and Town Fair Tire Member Employee Abigail DeRasmo – Scholarship Recipient, Doug Gentile – Sponsor Pete’s Tire Barns, Tony DeSimone – Executive Director NETSA

Abigail DeRasmo Winner of the \$2,000 Pete’s Tire Barns 2023 Scholarship Award (funded by Pete’s Tire Barns and the NETSA Scholarship Golf Tournament) is from Oxford, Connecticut.

Abigail is a 2022 graduate of Oxford High School in Oxford, Connecticut, where she achieved Honor Roll status throughout her four years. She served her fellow students as a member of the Student Council during her junior and senior years. Abigail was also a member of Oxford’s Dance Team all four years. She was a member of Mu Alpha Theta Mathematics Honor Society as a junior and senior. Alicia Mancinone, School Counselor, Oxford High School describes Abigail as: “tenacious, resourceful and determined.”

Outside of school, Abigail has worked for Oxford Park and Recreation as a Camp Counselor, Old Navy as a Brand Associate, and CSPA Dance and Gymnastics as an Assistant Dance Teacher.

Abigail will enter her sophomore year at the University of Rhode Island in Kingston, Rhode Island this fall, with an anticipated graduation date of May 2026. She completed her freshman year with a 3.42 GPA and achieved Dean’s List status. She is pursuing a Nursing Degree and hopes to become a Pediatric Nurse or a Labor and Delivery Nurse. On campus, Abigail is a member of Alpha Chi Omega Sorority.

Abigail’s mother, Meryl DeRasmo, is a Media Assistant at NETSA member Town Fair Tire in East Haven, Connecticut. Congratulations Abigail!

Congratulations Abigail!



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2023 NETSA Scholarship Winners

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L-R: Jennifer Gleason – Mother, Aimee Gleason – Scholarship Recipient, Tony DeSimone – Executive Director NETSA, Kevin Gleason – Father -K&W Tire Member Employee, Larry Lesieur – Co-Sponsor- BOD -Scholarship Chairman -Maynard & Lesieur, Inc., Not Picture – Co-Sponsor Myers Tire Supply

Aimee Gleason Winner of the \$2,000 Kurtrick Schlott 2023 Scholarship Award (funded by Maynard and Lesieur and the NETSA Scholarship Golf Tournament) is from Sterling, Massachusetts. This is Aimee's fourth time being awarded a NETSA Scholarship.

Aimee is a 2019 graduate of Wachusett Regional High School in Holden, Massachusetts where she graduated with a GPA of 4.0. Throughout her four years of high school Aimee achieved academic excellence. Her efforts earned her membership in the Wachusett Chapter of the National Honor Society, where she served as president throughout her senior year. As a junior, she was awarded the University of Rochester Book Award and Scholarship in recognition of her overall academic achievements. She was a member of Wachusett's Mock Trial Team during her junior and senior years. Lauren Clark, head of Wachusett's School Counseling Department describes Aimee as a: "highly motivated" student, who is "grounded," and has a "great sense of humor."

Aimee will enter her senior year at Rochester Institute of Technology in Rochester, New York this fall, with an anticipated graduation date of May 2024. She will pursue a degree in Chemical Engineering. Aimee completed her junior year with a 3.8 GPA, and has made the Dean's List all semesters enrolled at RIT. She is a member of the Colleges Against Cancer Club, dedicated to raising money for the American Cancer Society. She is a Sponsor Delegate for the American Cancer Society on Campus and serves as Treasurer for the organization. On Campus Aimee works as a Research Laboratory Assistant, and as a College Level Tutor in engineering and science classes. Aimee's future goals will be to earn a doctoral degree in bioengineering and conduct research in anti-cancer adaptive immune responses.

Karuna Koppula, Ph.D., Senior Lecturer, Chemical Engineering Department at Rochester Institute of Technology describes Aimee as: "A very hardworking and diligent student with excellent work ethics." She continues with: "She responds positively to feedback and criticism by showing great improvement. Aimee is self-critical and does her best in everything she can."

Alexander D. Roth, Ph. D., professor in the RIT Department of Chemical Engineering says of Aimee: "...it is wonderful to see a student trying hard at the work, succeeding, and feeling comfortable to ask me questions." He goes on to say: "Aimee has shown diligence and care in her studies and can perform well on complex tasks in both group and individual settings."

Penny Timms, Postdoctoral Research Fellow, DeKasky Lab at RIT describes Aimee as: "diligent, hard-working and friendly."

Outside of school, Aimee has been a member of the Girl Scouts, and has served her local community through this organization. She works as a Barista at Beanz and trains new employees as well as manages finances.

Aimee's father is Kevin Gleason, Branch Manager for NETSA member K & W Tire in Ayer, Massachusetts.

Congratulations Aimee!



L-R: Larry Lesieur –Sponsor- BOD -Scholarship Chairman -Maynard & Lesieur, Inc., Alyssa Alviti - Scholarship Recipient Jason Alviti – Father- Sullivan Tire Member Employee, Dawn Alviti – Mother Vincenzo Alviti – Brother, Tony DeSimone – Executive Director NETSA

Alyssa Alviti Winner of the \$2,000 Leo H. Lesieur Memorial 2023 Scholarship Award (funded by Maynard and Lesieur and the NETSA Scholarship Golf Tournament) is from Attleboro, Massachusetts. This is Alyssa's second time being awarded a NETSA Scholarship.

Alyssa is a 2021 graduate of Attleboro High School. She was enrolled in numerous Honors Level courses and Advanced Placement (college level) courses throughout her high school career. She graduated with a 95.66% average and was awarded an Honors Diploma. She was a member of the National Honors Society and the Spanish National Honors Society. She received several "Excellence" awards for her various courses. Alyssa was also a member of the Drama and Music Clubs at Attleboro and performed in front of numerous audiences. She played softball for Attleboro, she was a Student Ambassador, and was involved in community outreach programs.

James Clarke, Teacher, Attleboro High School English Department describes Alyssa as: "brilliant", "hard worker," "kind and compassionate." He goes on to say that she is: "one of the nicest young women I have ever met."

Outside of school Alyssa works as a server at La Familia Restaurant in Cumberland, Rhode Island. Throughout the summer of 2023 Alyssa will be involved in an internship program as a Sales Manager for Pepsi Co. She is also working on developing her Honors Thesis in which she will conduct research to publish and present her findings on Omni Channel Retail Strategies, a method that helps to create a seamless experience for customers across all channels through which a vendor sells. Dr. R. Isil Yavuz, Assistant Professor and Director of Entrepreneurship Program Department of Management at Bryant University says that Alyssa has: "consistently scored in the top one percent on all exams and assignments." He goes on to say that: "Alyssa is not only an excellent student, but she is also personally delightful."

Alyssa will enter her junior year this fall at Bryant University in Smithfield, Rhode Island. She completed her sophomore year with a 4.0 GPA and made the President's List and the Dean's List. She has an anticipated graduation date of May 2025. Alyssa is enrolled in a highly competitive 3+1 BA/MBA Program, where students can earn a Master of Business Administration in four years. She has a concentration in Team and Project Management, with a double minor in Marketing and Communications.

Alyssa's father, Jason Alviti, is a Store Manager for NETSA member Sullivan Tire in Shrewsbury, Massachusetts.

Congratulations Alyssa!

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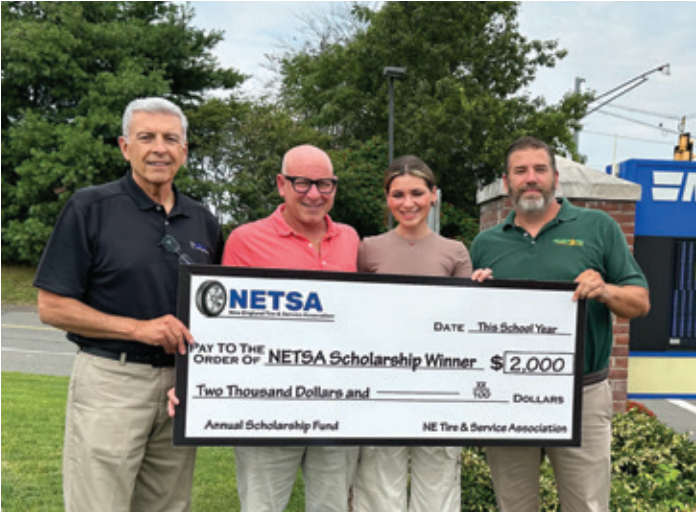
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L-R: Tony DeSimone – Executive Director NETSA, Steven Cohen – Father, Modern Tire & Auto and Auto Service Member Employee, Alyssa Cohen - Scholarship Recipient, Rich Lincoln – Sponsor Sullivan tire

Alyssa Cohen Winner of the \$2,000 Sullivan Tire 2023 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Unionville, Connecticut.

Alyssa is a 2022 graduate of Farmington High School in Farmington, Connecticut. As a high school student, she volunteered to work at a horse rescue center. She was responsible for grooming, feeding, and cleaning up after the horses. She eventually began taking Equestrian lessons which led her into competitions in jumping and riding. As her love of horses grew, her Equestrian skills did as well, and she won many awards.

Outside of school, Alyssa is employed as a hostess at 110 Grill. She has also spent a summer working for Capital Cable Construction, performing office duties. Rick Dubois, President of the company said that during that summer: "Alyssa performed all of the assignments very well and really became an asset to our company."

Alyssa will enter her sophomore year at Plymouth State University in Plymouth, New Hampshire this fall. She has an anticipated graduation date of May 2026, with a degree in Psychology. After graduation, Alyssa would like to work in the health sciences field where she can help young people who may be struggling in their adolescent years.

Alyssa's father, Steven Cohen, is the Controller for NETSA member Modern Tire in Rocky Hill, Connecticut.

Congratulations Alyssa!

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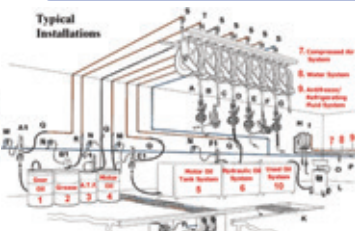
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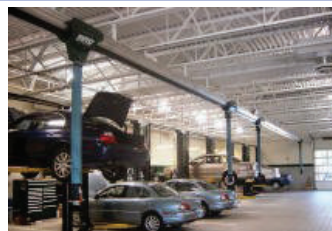
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L-R: Larry Lesieur – NETSA BOD, NETSA Scholarship Committee Chairman, Melissa Kapocius – Mother, Andrew Kapocius - \$5000 Scholarship Recipient, Sara Noel – Fiancée, Alan Kapocius – Father, Don Foshay's Discount Tire & Alignment Member Employee, John Pardi – Sponsor Cooper Tire, Mike Foshay – Don Foshay's Discount Tire & Alignment Member Co-owner

Andrew Kapocius Winner of the \$2,000 William J. Clark 2023 Scholarship Award (funded by Cooper Tire and the NETSA Scholarship Golf Tournament) is from Brunswick, Maine. Andrew is also the recipient of NETSA's Special Scholarship Reward this year which increases his total award to \$5,000.00. He was chosen randomly from all the 2023 recipients. This is Andrew's second time being awarded a NETSA Scholarship.

Andrew is a 2015 graduate of Brunswick High School in Brunswick, Maine. After high school, he spent four years at Thomas College in Waterville, Maine pursuing a degree in Criminal Justice. He graduated in May 2019 with a Bachelor of Science Degree in Criminal Justice and a 3.37 GPA. After graduation from Thomas College, Andrew struggled to find a fulfilling position where he could apply his knowledge and skill set effectively. He had a change of heart and decided to explore a career in health care. He found the Radiologic Technology Program at Maine College of Health Professions was an area of study that would satisfy his new career aspirations.

Andrew will enter his sophomore year at Maine College of Health Professions this fall. He has an anticipated graduation date of May 2024. He is pursuing an Associate Degree in Radiologic Technology (medical imaging). He completed his freshman year with a 3.8 GPA. Andrew's future plans include a job in his chosen field and further study to expand his knowledge and skill while seeking certification in an additional modality such as Sonography or MRI. Andrew has been chosen by his faculty to serve as the student representative of the Medical Imaging Advisory Council for the next academic year. Julie Branagan, Dean of Medical Imaging at Maine College of Health Professions describes Andrew as: "...energetic, engaged in learning, and a great mentor to his classmates." She goes on to say that: "Andrew is kind and courteous, with an outstanding work ethic."

Outside of school, Andrew has been a seasonal worker for Brunswick Parks and Recreation Department since 2016.

Andrew's father, Alan Kapocius, is the District Manager for NETSA member Don Foshay Discount Tire in Brunswick, Maine.

Congratulations Andrew!



L-R: Rich Tuttle – Sponsor Nokian Tyres, Vice-President NETSA George Frechette – Grandfather, Justin Frechette – Father, Frechette Tire Member owner, Ava Frechette - Scholarship Recipient Joline Frechette - Grandmother, Tony DeSimone – Executive Director NETSA

Ava Frechette Winner of the \$2,000 Nokian Tyre 2023 Scholarship Award (funded by Nokian Tyre and the NETSA Scholarship Golf Tournament) is from Conway, New Hampshire.

Ava is a 2023 graduate of Fryeburg Academy in Fryeburg, Maine. She was enrolled in numerous Honors Level and Advanced Placement Level (college level) courses. She achieved High Honors distinction all four years of high school and graduated with a 4.11 GPA. Her academic excellence earned her membership in Fryeburg's National Honor Society, where she served as secretary. Ava was also honored with the St. Michael's College Book Award as a junior, in recognition for her academic excellence. Ava's talents go far beyond academics. She was a member of Fryeburg's Jazz Combos as a junior and senior as trumpet player and vocalist, Fryeburg's Big Band in her senior year as third chair trumpet player, and Fryeburg's Vocal Jazz in her sophomore year as soprano vocalist. Ava was a member of her high school Youth in Government as a freshman, and Model United Nations as a junior. The summer prior to her senior year, Ava spent two weeks in England at Oxford Advanced Studies Program where she studied English and Philosophy. She was selected to be the closing speaker for this event. Colleen Watson, School Counselor, Fryeburg Academy has known Ava for three years and speaks very highly of her using words like: "honest, ethical, ... creative, compassionate, mature." Watson continues to say that Ava: "has demonstrated academic excellence as well as outstanding character and integrity."

Outside of school Ava has spent the last four years as a Senior Theater Camp Counselor, she is also Front Desk Manager for Comfort Inn in Conway, New Hampshire for the last two years, and she has worked for Trail's End Ice Cream for the last year. Ava is co-founder of Arts In Motions Young Producers' Guild, a non-profit group run by teens in the Mount Washington Valley.

Ava will enter her freshman year at Wheaton College in Norton, Massachusetts this fall. She has an anticipated graduation date of May 2027, with a degree in English Literature. Upon earning her degree, she would like to have a career as a professional writer.

Ava's father, Justin Frechette, is the Owner/Manager of NETSA Member Frechette Tire Company, in Conway, New Hampshire.

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L-R: Tony DeSimone – Executive Director NETSA, Regan Shaw -Mother, Cayden Shaw - Scholarship Recipient, Scott Shaw – Father, Pete’s Tire Barns Member Employee

Cayden Shaw Winner of the \$2,000 Max Finkelstein, Inc. 2023 Scholarship Award (funded by Max Finkelstein, Inc. and the NETSA Scholarship Golf Tournament) is from White River Junction, Vermont. This is Cayden’s fourth time being awarded a NETSA Scholarship. Cayden is a 2020 graduate of Hartford High School in White River Junction, Vermont. Throughout those four years she was enrolled in several advanced level courses and graduated with a 3.55 GPA. Cayden also took three college level courses through St. Michael’s College and Community College of Vermont in 2019 and 2020. She played Lacrosse as a freshman, Field Hockey as a freshman and sophomore, and Varsity

Ice Hockey as a freshman, sophomore, and junior. She served as Treasurer for Hartford High School’s Math Team as a senior. Throughout her four years she volunteered for many Community Service events.

Cayden will be entering her senior year at the University of Vermont in Burlington, Vermont, with an anticipated graduation date of December 2023. She completed her junior year with a 3.54 GPA. She is pursuing a Bachelor’s Degree in Food Systems with a potential concentration in Agroecology and Community Development. Cayden is currently a University of Vermont Agroecology and Livelihoods Collaborative Fellowship recipient. This program will offer her the opportunity for high-impact research and experiential learning in her area of study. Her long-term goals include working with farms and schools to create healthier lunch programs. Douglas Heavisides, Principal of the Wilder School in Wilder, Vermont, has known Cayden for twelve years. He describes her as: “a good person,” with a “strong work ethic” and a “natural intellect.”

Outside of school, Cayden has worked for Ice Cream Fore-U in West Lebanon, New Hampshire, from April to October since 2017. She works not only as a server, but also maintains the inventory for weekly ordering and restocking and works the cash register. Jennifer Johnson, Owner/Manager of Ice Cream Fore-U says: “She is an extraordinary young woman with a phenomenal work ethic and caring personality.” Johnson goes on to say: “Cayden is truly one of the most focused, directed and driven young people we have had the pleasure of working with in all our years as owners.” She is a Sales Associate at Kathy and Company Flowers in Burlington, Vermont year-round. Cayden is also a Seasonal Guest Attendant at the Inn at Shelburn Farms in Shelburn, Vermont, and a Cashier and Barista at Bread and Butter Farm in Shelburn, Vermont. Eric Seaton, Markets Manager at Bread and Butter Farm, speaks highly of Cayden and her passion for her field of study. He describes her as a: “driven, determined individual who deeply cares for the work she is involved in.”

Cayden’s father, Scott Shaw, is Operations Manager for NETSA member Pete’s Tire Barn, based in White River Junction, Vermont.

Congratulations Cayden!

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2023 NETSA Scholarship Winners

The Road Runner
Fall 2023



L-R: John Pardi – Father, Cooper Tire Member Employee, Jacob Pardi - Scholarship Recipient, Tony DeSimone – Executive Director NETSA, Sponsored by Connecticut Tire Dealers

Jacob Pardi Winner of the \$2,000 Connecticut Tire Dealers 2023 Scholarship Award (funded by Connecticut Tire Dealers and the NETSA Scholarship Golf Tournament) is from Manchester, Connecticut. This is Jacob's second time being awarded a NETSA Scholarship.

Jacob is a 2021 graduate of Manchester High School in Manchester, Connecticut. He graduated with a 3.57 GPA while enrolled in many Honors Level courses and Advanced Placement Level (college level) courses throughout his four years. He achieved Honor Roll status for all four years as well. Jacob was inducted into Manchester High School's National Honor Society in 2019. He was a member of the Varsity Soccer Team for four years, winning the Boys Soccer Athletic Award four consecutive years. He was named to the Central Connecticut All Conference Boys High School Soccer Team in 2019 and 2020. He was also a member of the Indoor Track Team and the Varsity Golf Team. James Tierinni, Mathematics Teacher, and Soccer Coach for Manchester High School speaks highly of Jacob. He says: "Jake is a dedicated student who always puts forth his best effort no matter the challenge." He goes on to say: "Jake has a great sense of humor, high moral standards and integrity. He is highly motivated, reliable, and hard-working.... Jake is a born leader."

Outside of school Jacob has volunteered numerous hours to several organizations including "Best Buds," "Mobile Food Share," "Manchester Soccer Camp," and "Rebuilding Manchester." He works for the Manchester Recreation Department as a Camp Counselor, Soccer Coach, and Basketball Coach. He also works at Randy's Wooster Street Pizza as a delivery driver. Staci Serrao, Manager/Owner of Randy's Wooster Street Pizza has known Jacob for four years and has nothing but positive things to say concerning Jacob and his work ethic. She describes him as: "one of my finest workers."

Jacob will enter his junior year at the University of Connecticut, in Storrs, Connecticut this fall with an anticipated graduation date of May 2025. He will pursue a degree in Mechanical Engineering. Jacob's passion lies in designing innovative solutions that address the world's most pressing challenges. His ultimate goal is to impact society through his work. Jacob's father, John Pardi is an Account Executive for NETSA member Cooper Tire in Findlay, Ohio.

Congratulations Jacob!



L-R: Tony DeSimone – Executive Director NETSA, Victoria Prentice – Mother, Pete's Tire Barns Member Employee, Jenna Howe - Scholarship Recipient, Lance Prentice – Step-Father, Pete's Tire Barns Member Employee, Dave Ventura – Sponsor Myers Tire Supply

Jenna Howe Winner of the \$2,000 Mohawk Rubber Sales 2023 Scholarship Award (funded by Mohawk Rubber Sales and the NETSA Scholarship Golf Tournament) is from Canaan, New Hampshire. This is Jenna's second time being awarded a NETSA Scholarship.

Jenna is a 2022 graduate of Mascoma Valley Regional High School in Canaan, New Hampshire. She received Honor Roll and High Honor Roll status throughout her four years in attendance. She was a member of the Softball Team freshman, sophomore, and senior year.

Outside of school, Jenna worked at Cardigan Mountain Vet Clinic from 2018-2021 caring for boarding animals and assisting the Veterinarian where needed. Jenna also worked at Michael's Craft Store as a cashier. Daisy Coppins, who has worked extensively in the animal industry, and has worked with Jenna, says that she, "displays great talents in animal care." Ms. Coppins also says that Jenna has a "positive attitude and unparalleled work ethic."

Jenna will be entering her sophomore year at Vermont Technical College in Randolph, Vermont this fall with an anticipated graduation date of May 2024. She is pursuing a degree in Veterinary Technology. Upon graduation she will work as a Veterinary Technician helping animals in need.

Jenna's mother, Victoria Prentiss, works in Internal Sales Support for NETSA member, Pete's Tire Barn, in White River Junction, Vermont.

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2023 NETSA Scholarship Winners

The Road Runner
Fall 2023



L-R: Brian Murphy – Sponsor Reliable Tire/Tireco Distributors, John Pardi – Father, Cooper Tire Member Employee, Jessica Pardi - Scholarship Recipient, Tony DeSimone – Executive Director NETSA

Jessica Pardi Winner of the \$2,000 Reliable Tire/Tire Co. 2023 Scholarship Award (funded by Reliable Tire/Tire Co. and the NETSA Scholarship Golf Tournament) is from Manchester, Connecticut. This is Jessica's second time being awarded a NETSA Scholarship.

Jessica is a 2021 graduate of Manchester High School in Manchester, Connecticut. She graduated with Honors, achieving a 3.3 GPA. Jessica was a member of Manchester's Soccer Team for four years and received the Most Improved Award as a senior. She was a member of the Tennis Team for four years and served as Team Captain during her senior year. Ellen Gunning, Tennis Coach, Manchester High School, describes Jessica as: "driven and kindhearted." She goes on to say that: "Jess's persistence, strength, and leadership skills contributed to her status as a valued member of the Manchester Girl's Tennis Team. Jess is truly dedicated to her personal growth and academics." Jessica was on the Indoor Track Team in her freshman and sophomore years. Jessica was also a member of Red Productions, a journalism club, during sophomore, junior, and senior years. She served as Director of Red Productions as a senior and one of her productions was nominated for Fox Student Television News.

As a high school junior, Jessica gave back to her community by tutoring middle school children in math. Through her church she volunteers at their church nursery during services and distributes food in her community through Mobile Foodshare. She is also part of Rebuilding Together, volunteering to help people who need assistance around their homes.

Outside of school Jessica has worked as a server and busser at Lucky Taco and at the Lakeview. She also works for Manchester Parks and Recreation as a soccer coach in the winter months and a camp counselor during the summer months.

Jessica will enter her junior year at Springfield College in Springfield, Massachusetts this fall. She has an anticipated graduation date of May 2025. She completed her sophomore year with a 3.2 GPA. She is pursuing a degree in Criminal Justice with a minor in Business and hopes to be able to partake in an internship in Law Enforcement during her senior year. Upon graduation Jessica would like to join the Police Academy and train to become a Police Officer. After a few years of experience behind her, she would like to pursue a position with the Federal Bureau of Investigation. Dr. Gary L. Berte, Associate Professor of Criminal Justice, Springfield College, says he: "would rank Ms. Pardi in the top 10% of all students." He goes on to say: "She is mature beyond her age and her opinions are well founded and anchored."

Jessica's father, John Pardi, is an Account Executive for NETSA member Cooper Tire and Rubber in Findlay, Ohio.

Congratulations Jessica!



L-R: Peter Fetzter - Grandfather, Adena Fetzter - Mother, Lauren Fetzter - Scholarship Recipient, Howie Fetzter- Father, Fetzter Tire and Automotive Repair Service Member Owner, Tony DeSimone – Executive Director NETSA

Lauren Fetzter Winner of the \$2,000 Max Finklestein Tire Inc. 2023 Scholarship Award (funded by Max Finklestein and the NETSA Scholarship Golf Tournament) is from Trumbull, Connecticut. This is Lauren's second time being awarded a NETSA Scholarship.

Lauren is a 2021 graduate of Trumbull High School in Trumbull, Connecticut. She challenged herself academically by enrolling in Honors Level and Advanced Placement (college level) courses throughout her four years. She graduated with a 3.97 GPA. Lauren was a member of the Lacrosse Team and the Varsity Girls Soccer Team.

Lauren has a passion for giving back to her community. For the last ten years she has been a member of Al's Angels, a non-profit organization helping children and families battling cancer and rare blood diseases. They provide meals and gifts at the Thanksgiving and Christmas holidays for the children, their siblings, and families. Al DiGuido, President of Al's Angels thinks very highly of Lauren. He says: "Throughout my professional and no profit career, I have never engaged with a young woman that has as much determination, passion, initiative and as deep a commitment to achieving high goals and objectives." He goes on to say: "Lauren has a confidence and ability to convey her thoughts and beliefs that rival her years."

Outside of school Lauren has worked as a Babysitter/Nanny throughout the year. She also works as a Snowboarding Coach at Stratton Mountain in Vermont, and as a Lacrosse Coach for the youth program in her hometown.

Lauren will enter her junior year at Elon University in Elon, North Carolina this fall. She has an anticipated graduation date of May 2025, with a degree in Psychology. She finished her sophomore year with a 3.617 GPA. She plans to attend graduate school to earn a master's degree in social work. Beyond her education, Lauren would like to be a Child Psychologist or Child Play Therapist, and eventually open her own private practice helping pediatric patients dealing with psychological issues. On campus, Lauren is a member of an organization called Elonthon, which operates under the Children's Miracle Network, and helps to raise money for Duke's Children's Hospital.

Lauren's father, Howie Fetzter, is President of NETSA member Fetzter Tire Corporation, in Southport, Connecticut.

Congratulations Lauren!

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Are you ready for a silver tsunami? I just wrote this article for Crain's Tire Business and thought it would be great to also share with NETSA readership. Next year, the youngest Baby Boomers—people from the generation born between 1946 and 1964—turn 60 years old. More than a few of you reading this right now are probably in this bracket. You've probably read about the pressure building on our nation's health care system and social security. But have you thought about how it affects your workplace? The labor landscape is evolving. Business owners and hiring managers need to adapt to attract the talent and skills their companies need to be successful.

As I see it, a big challenge we face from the aging of baby boomers is a labor force that is both shrinking (relative to the overall population) and aging. According to a Washington Post article, the number of workers per retiree, which was 5 as recently as 2008, is now 3.5 and falling. And the workforce itself is changing, with workers over 60 now twice as common as in 1984.

I have some recruiting and hiring advice to offer in the face of these facts, but let's first look at the current state of the tire industry and the wider economy.

The Economic Data is Uncertain, But the Demographic Data is Clear

July brought big economic news, when the Federal Reserve hiked interest rates to their highest level since 2001. Rising borrowing and debt-service costs will probably be with us for the foreseeable future. This could lead some businesses to scale back plans for expansion or the upgrading of equipment. It could also lead,

of course, to a general recession, though that hasn't happened yet.

In July the economy created 187,000 new jobs, a bit below expectations, and far below the 568,000 of July 2022, but still not a recessionary number. The unemployment rate remains very low at 3.5%, and second-quarter economic growth came in at a respectable 2.4%. Price inflation for June was only 0.2%.

Total employment in rubber product manufacturing and tire manufacturing both rose modestly in the latest data (for June), to 136,700 and 59,600, respectively. A year ago (June 2022) employment was a bit higher in rubber product manufacturing at 137,200, and in tires a bit lower at 58,400. Overall, both the industry and economic data remain middling. Either a soft landing or a recession is probably coming, but there is still too much fog to see which it will be. The data is crystal clear, however, where the aging of baby boomers is concerned. Let's consider the implications of that.

To Thrive in a Brave New World, Be Brave

Declining birth rates and rising life expectancy both play a role in the current labor market situation. The good news for the economy is that as life expectancy has risen, many older Americans are working longer than their parents did. In the tire industry, for sure, many of them enjoy their work and want to keep doing it as playing golf full-time isn't something they seem to be interested in just yet. At least that's what most executives in this bracket tell me when I speak with them... That's good news for hiring managers, because many of these leaders in our industry have skills that are not easy to find in the younger

population. To retain valuable older employees at your firm, maintain an age-inclusive work environment, and think about offering flexible and part-time arrangements that might appeal to those looking for a way to keep working as they age.

At the same time, don't expect baby boomers to work forever. Many have already retired, and many more will in the coming years. You need to develop the skills to replace them in younger workers. Incentivize your young and mid-career employees to train, upskill and advance their careers in the tire industry. Develop partnerships with academic institutions like colleges and vocational schools so you'll have a "farm league" of young talent coming along. These institutions do not necessarily have to be just down the street, either. The economy is global, and the Internet can bring much of it to your door, so think about broadening your recruiting footprint if you can't find what you need locally. With over 900 million users worldwide, LinkedIn is an amazing resource (feel free to connect with me). Another advantage of technology is that artificial intelligence tools such as ChatGPT are as near as your keyboard. These can help with things such as finding data and identifying demographics to target in your recruiting efforts. Just ask it questions and see what ideas it comes back with. Between tools like these and an evolving workforce, it's a brave new world. We need to stay brave and evolve with it to thrive.

Mike Cioffi is the founder of Tire Talent, a boutique recruiting agency dedicated to our industry. You can reach him directly: mike@tiretalent.com if you have any questions about this article.

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2023 NETSA Scholarship Winners

The Road Runner
Fall 2023



L-R: Tony DeSimone – Executive Director NETSA, Madeline Vining - Scholarship Recipient, Steve Vining- Father, Plymouth Tire Pros Member Owner, Bob Vacca – Sponsor American Tire Distributors, BOD NETSA

Madeline Vining Winner of the \$2,000 American Tire Distributors 2023 Scholarship Award (funded by American Tire Distributors and the NETSA Scholarship Golf Tournament) is from Sagamore, Massachusetts. This is Madeline’s fourth time being awarded a NETSA Scholarship.

Madeline is a 2020 graduate of Sandwich High School in Sandwich, Massachusetts. She was enrolled in numerous Honors Level and Advanced Placement (college level) courses. She graduated with a 3.97 GPA and the distinction of being inducted into Sandwich’s chapter of the National Honor Society. She was a member of the Indoor and Outdoor Track and Field Teams and received the Women in Sports Award as well as the Undergraduate Sportsmanship Award for her achievements. Madeline was a member of the

Advanced Show Choir as a freshman and sophomore, Best Buddies for four years, and served as a board member for the organization, she was a member of the Prom Committee as a junior, and Yearbook Club as a senior. Through these clubs she volunteered much of her time to fundraising and giving back to her community. Matthew MacLean, Teacher, Sandwich High School Health, and Wellness Department says: “Maddie has strong communication skills, is extremely organized, reliable and self-motivated. She can work independently and cooperatively; and is able to follow through to ensure that the job gets done.”

Outside of school, Madeline works at Twin Acres Ice Cream Shoppe during the summer months. She also works at Daniel Webster Inn as a busser, Massachusetts Department of Conservation and Recreation as a laborer, and at Perspectives Corporation in Rhode Island as a Behavior Specialist.

Madeline will be entering a graduate studies program at the University of Massachusetts in Amherst, Massachusetts this fall with an anticipated graduation date of May 2027. She will study Audiology. After earning her graduate degree, she will work as an Audiologist, working to help prevent, assess, diagnose, and treat individual hearing losses and disorders in children and adults. She concluded her undergraduate studies, earning a Bachelor of Science Degree in Communicative Disorders in May 2023 from the University of Rhode Island in Kingston, Rhode Island, with a 3.82 GPA and Dean’s List status. On URI’s campus Madeline was a member of Colleges Against Cancer, raising Cancer awareness and completing fundraising activities for the cause. She was also a member of Best Buddies, and throughout her sophomore year served as vice president for her chapter. During her freshman year Madeline was invited to join two honor societies, Phi Sigma Theta National Honor Society and National Society of Collegiate Scholars. She served as vice president for the National Collegiate Scholars. Through these societies she was expected to maintain high academic standing and engage in volunteer activities. As a junior she joined URI’s Speech and Hearing club and served as a Teacher’s Assistant for URI’s Psychology Department.

Madeline’s father, Stephen Vining, is the owner of NETSA member Plymouth Tire Pros, in Plymouth, Massachusetts.

Congratulations Madeline!

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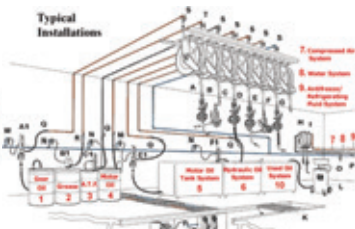
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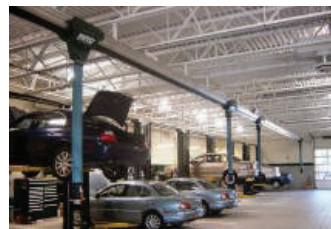
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L-R: Bob Lane – Direct Tire & Auto Service Member Owner, BOD NETSA Mary Goss – Mother, Makayla Goss - Scholarship Recipient, Robert Goss- Father, Direct Tire & Auto Service Member Employee, Tony DeSimone – Executive Director NETSA

Makayla Goss Winner of the \$2,000 Glenn Wilder Sr. Memorial 2023 Scholarship Award (funded by Wilder Brothers Tire Pros and the NETSA Scholarship Golf Tournament) is from Norwood, Massachusetts. This is Makayla's fourth time being awarded a NETSA Scholarship.

Makayla is a 2020 graduate of Norwood High School in Norwood, Massachusetts, where she was enrolled in numerous Honors Level and Advanced Placement Level (college level) courses. She graduated with a GPA of 4.069. Makayla was selected for the Foreign Language National Honor Society for her achievements in the study of the Spanish Language. She was a member of the Mustang Mentor Group at Norwood. These students must have outstanding leadership skills as they welcome and mentor new students to the high school. She was a four-year member of the Friendship Club, and the SADD, Students Against Destructive Decisions Club. Makayla was a member of the Post Prom Committee as a junior.

Outside of school, Makayla is a Gymnastics Coach for the Gymnastics Academy of Boston on Saturdays, where she teaches classes, as well as serving in many different capacities. Cindy Reilly, Owner of Gymnastic Academy of Boston, describes Makayla as: "responsible and hard-working." Makayla has a work-study position during the academic year at Regis College in the library. She helps students in need and keeps the library organized. Summer 2023 Makayla will be working at Newton Wellesley Hospital as a Personal Care Assistant. She will be assisting the nursing staff. Janine McGrath MSN, RN, Assistant Professor LMRC Nursing Program describes Makayla as a: "hardworking, self-motivated, and dedicated student." McGrath goes on to say that: "Makayla exemplifies the professional nursing role."

Makayla will be entering her senior year at Regis College in Weston, Massachusetts this fall with an anticipated graduation date of May 2024. She completed her junior year of college with a 3.8 GPA. She will pursue a degree in Nursing. She plans to work as a Labor and Delivery Nurse after graduation. After a few years of experience in her field she would like to continue her education and become a Nurse Practitioner. She also hopes to open her own dance studio one day. Makayla is a member of Regis College's Student Nurses Association. She is also a part of her college's Dance Company and is a member of Alpha Lambda Delta Honor Society.

Makayla's father, Robert Goss, is a Mechanic for NETSA member Direct Tire in Watertown, Massachusetts.

Congratulations Makayla!



L-R: Alyce Sader – Mother, Michael Sader - Scholarship Recipient, Pierre Sader- Father, Quick Stop Tire Member Owner, Tony DeSimone – Executive Director NETSA

Michael Sader Winner of the \$2,000 Tom Lyons Tire 2023 Scholarship Award (funded by Tom Lyons Tire and the NETSA Scholarship Golf Tournament) is from Methuen, Massachusetts. This is Michael's third time being awarded a NETSA Scholarship.

Michael is a 2020 graduate of Central Catholic High School in Lawrence, Massachusetts. He graduated with a 3.37 GPA. He played Varsity Football for Central Catholic for four years as an offensive tackle. He earned a Varsity Letter for this sport, was named to the First Team All-Conference in the Merrimack Valley Conference and was awarded Most Valuable Player for his achievements. He was also a member of the Winter and Spring Track and Field Teams at Central Catholic, throwing shot put. Michael earned a Varsity Letter for Track and Field as well. He was involved with many service programs throughout his high school career, his favorite being his volunteer work at North Andover Youth Center in the Crusade Program, where he instructed young adults with developmental disabilities about the game of basketball. Ms. Lisa Finneran, School and College Counselor, Central Catholic says: "Michael is a kind and cooperative young man. He is dedicated, sincere, as well as polite and gracious. He will succeed and go great places...."

Summer 2023 Michael will be employed by Medicus Healthcare Solutions in Windham, New Hampshire, providing innovative solutions for the gap that exists between patient demand and healthcare services. He is excited about this new experience.

Michael will be entering his senior year at High Point University in High Point, North Carolina this fall. He has an anticipated graduation date of May 2024, with a Bachelor's Degree in Marketing and a minor in Sales. Michael completed his junior year with a 3.01 GPA. His future goals include a position in the business world. On campus Michael is on the Executive Council of Beta Theta Pi. He participates in planning all social events and fundraising for this group. He is also Vice President of Programming for them. Kenzie Woody, Student Success Coach, High Point University, describes Michael as: "a very serious, goal-oriented student and not easily discouraged...he has continually expressed ideas that reflect a moral and ethical foundation that he does not compromise."

Michael's father, Pierre Sader, is the owner of NETSA member Quick Stop in Plaistow, New Hampshire.

Congratulations Michael!

How voluntary benefits build a firm foundation for employees during shaky times

The pandemic tore huge holes in the safety net for employees, and many are still trying to mend their finances. According to a new survey by Unum Group, the parent company of Colonial Life, more employees are financially fragile than employers may realize. Companies should take a fresh look at the benefits they offer to make sure they are supporting struggling employees and their families.

According to the Unum Group survey, **46%** of U.S. workers have **less than \$1,000** in their checking/savings account at any given time. Almost half (**48%**) would be able to maintain their finances for **only two months** if they had to miss work due to an injury, accident or serious medical condition. This is **up 8%** since 2020 and is most prominent for Millennials and Gen Z workers. In a time of high inflation, this fragility means many employees are struggling to keep themselves and their families secure.

Employees want -- no, expect -- employers to help

In these uncertain times, employees want more from their employers than a steady paycheck — they need and expect help with their financial security and wellness. Making your people feel supported can mean the difference between a satisfied employee and one who's scanning the job boards. According to industry research group LIMRA, employees are a whopping **7.4 times more likely** to stay at their job if they feel their employer cares about them.

The benefits that make a difference

"Caring is hard to quantify," said Kimberly Landry, Associate Research Director at LIMRA, "but providing generous benefits are one of the best ways to show you care." Time away from the workplace — especially paid time off — provides a backstop against catastrophe for families with little savings. Emergency savings programs help do the same thing. Both of these benefits are highly valued by employees of almost all generations, according to the latest research.

However, the survey also shows that nearly **4 in 10** employees feel their benefits package is not strong enough. Here are some ways to strengthen yours:

- **Recognize that more is more.** LIMRA suggests crafting a benefits package that offers as many benefits as you can, with some thing for everyone in your workforce. "With five generations in the workforce, employers need to offer a large number of benefits employees can choose from based on their individual circumstances," said Landry.
- **Reinforce your benefits education and communication.** Focus your communications to make sure employees are aware of the plans being offered — and the plans they've signed up for. And rethink the emphasis on total self-service for benefits, especially for younger workers who have less experience buying and using insurance coverage. "This is where the future has to go," said Cindy Nevers, National Sales Leader Voluntary Benefits at Colonial Life. "Take time to remind employees during the year about their benefits and where they might need to leverage them."
- **Consider voluntary benefits.** Voluntary benefits like accident, hospitalization and critical illness can protect employees with minimal savings by helping pay for out-of-pocket expenses like co-pays and deductibles when the unexpected occurs. They can also help employers offer more quantity and choice, while allowing employees to tailor benefits to fit their age, lifestyle, income and other circumstances.

As an employer, you can be the one to make a giant difference in your employees' financial security, by offering benefits that help keep them supported in shaky times. Employers who step up for their people are likely to find their efforts pay off by making it easier to find and keep the people who make their companies great.

- 1 Unum, Survey of 1,000 Full-time U.S. Workers, November 2022.
- 2 Employee Benefit Research Institute and Greenwald Research, 2022 Workplace Wellness Survey, 2022.
- 3 LIMRA, Benefits and Employee Attitude Tracker (BEAT) Study, 2022.



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2023 NETSA Scholarship Winners

The Road Runner
Fall 2023



L-R: Tony DeSimone – Executive Director NETSA, Alyce Sader – Mother Nadine Sader - Scholarship Recipient, Pierre Sader- Father, Quick Stop Tire Member Owner, Clint Trudeau – Sponsor Sullivan Tire

Nadine Sader Winner of the \$2,000 Robert J. Sullivan 2023 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Methuen, Massachusetts. This is Nadine's third time being awarded a NETSA Scholarship.

Nadine is a 2021 graduate of Central Catholic High School in Lawrence, Massachusetts. She challenged herself enrolling in several Honors Level courses and Advanced Placement Level (college level) courses over her four years. She graduated with a 3.9 GPA, which is a testament to her hard work and determination. Nadine was a four-year member of Central Catholic's Girl's Swim Team and volunteered many hours of her time to various swim programs for children with developmental delays at the YMCA. She also was a volunteer Swim Coach with Special Olympics. Lisa Finneran, School Counselor at Central Catholic described Nadine as: "...an outgoing, caring, and funny young woman with unlimited potential."

Outside of school, Nadine has worked as a counselor at Brooks Summer Camp from 2019 to 2023. Lynn Bowen, Head Coordinator of Brooks School Summer Programs, speaks highly of Nadine. She describes her as "hard-working" and "responsible," and says that when Nadine interacts with others, she is "patient, caring, and a good listener." She has been a member of Crimson Aquatics from 2015 to the present. From October 2022 to the present Nadine has been a UCONN Recreation Official for Intramural Soccer and Volleyball.

Nadine will enter her junior year at the University of Connecticut in Storrs, Connecticut this fall with an anticipated graduation date of May 2025. She completed her sophomore year with a 3.4 GPA. She will pursue a degree in Psychology with a minor in Criminal Justice. Her future goals include working in the Criminal Justice field as a Forensic Profiler.

Nadine's father, Pierre Sader, is the owner of NETSA member Quick Stop Tire Shop in Plaistow, New Hampshire.

Congratulations Nadine!



L-R: Jim Zeller – Tire Associates/ Zeller Tire Member Owner, Dave Zeller – Tire Associates/ Zeller Tire Member Owner, Nicholas Middlebrook - Scholarship Recipient, Tire Associates/ Zeller Tire Member Employee, Pat Alden – Sponsor Pete's Tire Barns, Tony DeSimone – Executive Director NETSA

Nicholas Middlebrook Winner of the \$2,000 Pete's Tire Barns 2023 Scholarship Award (funded by Pete's Tire Barns and the NETSA Scholarship Golf Tournament) is from Harwinton, Connecticut.

Nicholas is a 2023 graduate of St. Paul Catholic High School in Bristol, Connecticut, where he was enrolled in numerous Honors Level and Advanced Placement Level (college level) courses. He graduated with a 91.59% average, which earned him membership in St. Paul's National Honor Society. Nicholas served his high school community as a member of the Blue Key Club which helps new and future St. Paul students to feel comfortable and included in their new academic environment. He was a member of the Baseball Team and the Basketball Team. He also volunteered his time with the United Way, Children Against Substance Abuse, Christmas Village in Torrington, in Torrington, Connecticut, and assists with boys' basketball at St. Joseph School. Norma Kerndrick, Unified Arts Instructor at St. Paul School describes Nick as: "an intelligent, respectful, bright, helpful, determined, loyal, hardworking and cooperative student."

Outside of school, Nick has been employed at Tire Associates in Torrington, Connecticut for the last three years. He does office work, maintenance work, unloads tire deliveries, and changes tires.

Nicholas will enter his freshman year at Syracuse University, in Syracuse, New York this fall. He has an anticipated graduation date of May 2027. He will pursue a degree in Engineering. After graduation he plans to study for his Master of Business Administration Degree.

Nicholas works for NETSA member Tire Associates in Torrington, Connecticut.

Congratulations Nicholas!





L-R: Raymond DeVone – Father, Pete’s Tire Barns Member Employee
RaeAnna DeVone – Scholarship Recipient, Tony DeSimone – Executive Director NETSA, Not Picture - Sponsor Town Fair Tire

Rae Anna DeVone Winner of the \$2,000 Town Fair Tire 2023 Scholarship Award (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament) is from Penacook, New Hampshire.

Rae Anna is a 2023 graduate of Merrimack Valley High School in Penacook, New Hampshire. As a student, she challenged herself with Advanced Placement Level (college level) courses and graduated with a 4.11 GPA which earned her membership in Merrimack Valley’s National Honor Society, and Spanish Honor Society. Rae Anna was a member of HOSA Future Health Care Professionals and played Varsity Girls’ Soccer as the goalkeeper. She was also part of the Robotics Club. Her team was a New Hampshire State Winner and went on to compete on the national level. Zachary Stephenson, Social Studies Teacher at Merrimack Valley says of Rae Anna: “Aside from academics, Rae Anna is a reliable young woman who puts her all into the tasks at hand.” He continues to say: “Ms. DeVone is well respected by all of her teachers and coaches, because of her ability to demonstrate humility, but also proves her wealth of knowledge when it comes to papers, projects, and summative assignments.”

Outside of school, Rae Anna gives back to her community through her volunteer efforts at the Loudon Food Pantry, Merrimack County Nursing Home, the New England Marathon, and helping with after school care at the nearby elementary schools. She also babysits, works at The Works prepping food, and at a local Bistro as a hostess.

Rae Anna will enter her freshman year at Southern New Hampshire University, in Manchester, New Hampshire this fall. She has an anticipated graduation date of May 2027. She will seek a degree in Biology. Her future plans presently are centered around the field of Environmental Sciences or medicine.

Rae Anna’s father, Raymond DeVone, is a Commercial Segment Manager for NETSA member Pete’s Tire Barns in Orange, Massachusetts.

Congratulations Rae Anna!

L-R: Robert Cole – Father, Sullivan Tire Member Employee, Ryan Cole - Scholarship Recipient, Tony DeSimone – Executive Director NETSA Not Picture – Sponsor Direct Tire & Auto Service

Ryan Cole Winner of the \$2,000 Barry Steinberg Memorial 2023 Scholarship Award (funded by Direct Tire and the NETSA Scholarship Golf Tournament) is from Hanson, Massachusetts. This is Ryan’s second time being awarded a NETSA Scholarship.

Ryan is a 2022 graduate of Boston College High School in Boston, Massachusetts. He was enrolled in several Honors Level and Advanced Placement Level (college level) courses over his high school career and graduated with a 3.5 GPA. Ryan was involved with BCH athletics playing Varsity Football for four years, Varsity Wrestling for three years, and Varsity Rugby for four years. He was a member of the Concert Choir for two years. Ryan announced BCHS basketball games, was on the Sports Debate Club, and the Eagles Christian Athletes Club. His community service hours were plentiful as he dedicated hours of his time to helping the homeless as well as underprivileged youth in the Boston area. Ryan served his own parish church as an usher. Ed Mantie, Head Football Coach, Boston College High School, describes Ryan as a “selfless person who is dependable and accountable.” He goes on to say that Ryan is a “tremendous role model with the drive and determination to accomplish any task.” Paul Carty, Teacher, and Rugby Coach, describes Ryan as “a young man who is grounded in treating others with care and compassion.” He goes on to say that Ryan “is an impressive young man.”

Outside of school, Ryan has been employed by Rocky’s Ace Hardware since 2019 as a Sales Associate. During the academic year Ryan is part of a work-study program at Barnes Center for Wellness at Syracuse University. Freshman year he worked the front desk and was an exercise facilitator. Sophomore year he will be promoted to floor manager.

Ryan will enter his sophomore year at Syracuse University in Syracuse, New York this fall. He has an anticipated graduation date of May 2027 with a Master’s in Education. Ryan completed his freshman year with a GPA of 3.67. After graduation, he will seek a career as a History Teacher on the high school level and a football coach. Ryan plays Rugby at Syracuse University.

Ryan’s father, Robert Cole, is a Manager for NETSA member Sullivan Tire, in Revere, Massachusetts.

Congratulations Ryan!



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L-R: Brian Caires – Sponsor Modern Tire of West Hartford, Sean Cangiano – Scholarship Recipient, Tony DeSimone – Executive Director NETSA, Not Pictured – Michael Cangiano- Father, Town Fair Tire Member Employee

Sean Cangiano Winner of the \$2,000 John DeSimone Memorial Scholarship Award (funded by Modern Tire of West Hartford and the NETSA Scholarship Golf Tournament) is from Cheshire, Connecticut. Sean is a 2020 graduate of Cheshire High School in Cheshire, Connecticut. He was a member of the Varsity Football Team for three years. Don Drust, Head Football Coach for Cheshire High School speaks highly of Sean's: "...tireless work ethic, quiet confidence, and attention to detail." Coach Drust goes on to say: "Sean is polite, respectful, and conducts himself with a great amount of integrity."

Sean will enter his senior year at Trinity College in Hartford, Connecticut this fall, with an anticipated graduation date of May 2024. He will graduate with a degree in Psychology. He plans to earn a PhD in Psychology and become a practicing Psychologist. He finished his junior year with a 3.39 GPA. Sean is also a member of Trinity's Football Team.

Outside of school, Sean works at RW Hines Hardware Store as a sales associate, and at Kinsman Pizzeria as a chef/cook. He is also working to acquire his Real Estate Licenses in Massachusetts and Connecticut.

Sean's father, Michael Cangiano, is Director of Distribution for NETSA member Town Fair Tire in East Haven, Connecticut.

Congratulations Sean!

Scholarship Article 2023



By Larry Lesieur

The NETSA Board of Directors and Scholarship Committee are pleased to announce the awarding of twenty of our 2023 NETSA scholarships this summer to some very deserving individuals.

It's always great to see what our bright young applicants are doing in their lives and careers now and in the future. We notified our graduating high school seniors as soon as they were picked so that they could include the award in their graduation ceremonies, as we have done in years past. Since all the winners are presented in this fall issue, I won't list them in my article, but I do wish to thank all the people who were involved with the 2023 scholarships, namely the applicants, sponsors, and members who donated prizes at the annual NETSA Hall of Fame dinner auction and at the NETSA Annual Golf Tournament, and of course, our members who bid on the donated prizes at the events. It takes a village to pull this all together, and our Executive Director Tony DeSimone deserves much of the credit for continuing to run all over New England in July and August to **cont'd page 25**

present the awards and take pictures, as well as Betty DeSimone for writing all the biographies that appear in this special Road Runner issue. Tony is the glue that makes presenting these scholarships to our award winners even possible. Handing out twenty scholarships and coordinating efforts to pull us all together for pictures and presentations is not easy, especially in the summer. NETSA will be firming up our 2024 scholarship sponsors by the end of the year and hopes to be able to continue to award at least 20 or so next year. We would again ask that if you have someone applying for one of our scholarships, you make sure that they follow the rules and guidelines for applying. If you are unsure about eligibility to receive a NETSA scholarship, please let Tony know, and he can send you our scholarship application guidelines or go to NETSA.org. We do try to be fair and flexible with our guidelines and deadline. This year, we went over the \$500,000 mark in NETSA scholarship money awarded to our recipients since we started the program around the turn of the century. And due to the efforts of certain NETSA board members, we were able to award one \$5,000 scholarship picked at random by computer from our 20 winners to

celebrate hitting the half-million-dollar mark. I was excited to help make the presentation on behalf of NETSA up at Summit Tire in Biddeford Maine to our lucky winner in late June. The Scholarship Committee and Board of Directors will hopefully discuss trying to offer one random \$5,000 scholarship next year, too. I can't promise it, but it seems to add a little excitement to the entire scholarship program, so we'll see if we can keep it going in addition to the regular scholarships we award. Have a great fall season and thanks again to all who make the scholarship program one of the best



6 Tips for Buying Reading Glasses



As people age, many start noticing vision problems when reading. Books or papers they used to read easily within 10-12 inches away now look blurred and fuzzy. The [American Academy of Ophthalmology](#) reports that nearly 14.2 million Americans aged 40 and older struggle with farsightedness. They can see far away, but their near vision is blurry.

Vision changes also can be a symptom of other issues affecting eye health. Scheduling regular eye exams can help identify vision correction needs and catch potential medical conditions before they become serious.

Need vision insurance?

Some people with farsightedness need a small amount of vision correction, while others may require a stronger prescription. Knowing the type of glasses needed to improve vision can be confusing. Review six tips for buying reading glasses.

- 1. Non-prescription reading glasses** – Some people with minor vision correction needs purchase reading glasses without a prescription online or at a retail store.
 - Non-prescription reading glasses have magnified lenses in whole-number levels of +0.50 to +4.00, designed to enhance the visibility of words and nearby objects.
- 2. Prescription reading glasses** – With a professional eye exam, the eye doctor can identify vision correction needs. Each eye may require a different correction. Prescription reading glasses can be made to fit a person's specific vision needs for reading and seeing nearby objects accurately.
 - Using the eye doctor's prescription, eyeglasses can be purchased online, at the eye doctor's office, or at an optical business.
- 3. Quality** – There is a difference in the quality of reading glasses.
 - Store-bought reading glass lenses are made of plexiglass material. There may be tiny bubbles in the lenses, which could distort vision. Magnification in the lenses may vary. Often the frames are made of inexpensive materials, so they may break or bend easily. Most frames cannot be adjusted for proper fit.
 - Prescription eyeglass lenses are customized to fit vision correction needs for each eye. These lenses can be made to screen out UV light from the sun, and blue light from the sun, computers, smart phones and fluorescent lights. There also are anti-reflective and anti-fog treatments for lenses. Plus, an anti-scratch coating can be applied to protect the lenses. The eye doctor's office can adjust the frames to fit your face and straighten frames if they're accidentally bent.
- 4. Eyestrain and headaches** – People often try on glasses in different correction levels when purchasing non-prescription glasses. If the reading glasses selected have an incorrect lens power, wearers may experience eyestrain or headaches. However, these symptoms will improve if they switch to eyeglasses with a magnification level that better fits their vision needs. In contrast, prescription eyeglasses are designed to correct exact vision needs, so wearers should not experience eyestrain or headaches.
- 5. Cost** – Non-prescription reading glasses typically are not expensive, so people pay for them out of pocket. Prescription reading glasses are more costly, but vision insurance helps cover the expense, making them more affordable. Some vision plans include a network of eye doctors for additional savings.
- 6. Vision and health problems** – During an eye exam, the doctor will check the eye health and vision sharpness. This comprehensive exam can reveal nearsightedness (problems seeing far), farsightedness (problems seeing near), astigmatism (egg-shaped eyes that can cause blurred vision), glaucoma, cataracts and macular degeneration. The eye exam also can show signs of diabetes, hypertension or high cholesterol.

Over-the-counter reading glasses are not designed to correct specific vision problems. However, they are an option, including lenses for computer use that block blue light. Prescription eyeglasses are designed to correct vision problems, which naturally reduce eyestrain, headaches and fatigue.



DRIVEN

We all use the power of email marketing to stay in direct contact with customers and prospects.

However, email marketers can be sorted into two categories: those who deliver an average email experience (think: batch n' blasting your entire contact base) and those who continually optimize their emails to deliver a more targeted and personalized experience.

Do you want your email performance to be average or awesome?

Email marketing remains one of the most powerful and cost-effective methods to expand your audience base and reach shoppers at the right time with the right message. In fact, 59% of consumers are influenced by marketing emails and 50% make a purchase from a marketing email at least once a month.

The efficacy of marketing emails depends entirely on the steps you take to keep your email lists healthy and reach the right audience with the right message.

Strategy #1: Know the Value of a Clean Email List

Email lists are a lot like houseplants, in that they need regular care and revival. Without ongoing optimization, your list will deteriorate over time as customers change companies, abandon old email addresses or opt out of subscriptions. With some proactivity, however, you can keep your email list alive and thriving.

Conduct regular list cleaning to remove inactive or invalid email addresses, and use email verification tools to ensure the accuracy of your contacts. By maintaining clean, lively email lists, you can improve deliverability and ensure your marketing emails are connecting with eager, active and qualified buyers – making sure your marketing budget is spent only on promising leads.

Strategy #2: Schedule Your Outgoing Emails

An email scheduling tool allows your dealership to plan and schedule emails in advance. Instead of hustling to manually send emails at specific times, you can select the ideal send dates and times in the scheduling tool. This ensures you're reaching your audience at the most ideal moment (you

may find your emails receive the most engagement first thing in the morning or during lunchtime), while saving yourself that time and effort.

Advanced scheduling tools also offer email automation – meaning your email sends are triggered by a customer's actions. For example, instead of sending your entire audience the same inventory promotion, website visitors receive personalized emails based on the inventory they've viewed on your website (we'll focus more on the power of personalized emails further on).

Strategy #3: Segment Your Emails by Audience Type

Email marketing is a true representation of quality over quantity. Casting a wide net may seem like the best way to get in front of as many customers as possible, but it's not a good practice to facilitate lead conversions. You're more likely to see a wave of opt-outs if you send the same generic message to every subscriber, regardless of their interest levels. Instead, create audience lists that align with audience and email types. Group audiences by key characteristics, such as:

- Age
- Location
- Income bracket
- Purchase history
- Engagement levels

Send maintenance tips to recent buyers or friendly hellos to customers who haven't visited your store in a while. If you have inactive subscribers, consider running re-engagement campaigns offering special incentives or exclusive content to renew their interest in your dealership. Remove unresponsive contacts, if necessary, to keep your email lists clean.

Strategy #4: Create Natural Touchpoints for Marketing Emails

Look at the way your customers shop and identify the moments that are perfect for an email send. When a prospect fills out a lead form to learn more about a unit, they can be tipped into a send list to receive marketing emails that notify them about new inventory arrivals and limited-time special offers. Following a purchase, a customer can receive timely reminder emails to schedule maintenance services or purchase additional parts.

Bonus strategy! Automate these touchpoint-based emails by creating an automated email marketing campaign. If your email marketing platforms offer automation capabilities, you can set up personalized drip campaigns or triggered emails based on customer behavior or lifecycle stages. Email automation saves time and effort while

delivering timely and relevant messages to your subscribers.

Strategy #5: Personalize Your Email Content

Do your emails relate to your customers' interests? If shoppers feel besieged by email content that they didn't ask for and don't feel they need, they'll likely unsubscribe from all future emails. With 76% of consumers becoming frustrated by impersonal brand messaging, you have an opportunity to surprise and delight your audience by delivering content that serves their interests. To know what type of content your audience is looking for, consider their online habits. Review your website analytics to see which web-pages are receiving the most visits, as this can tell you which content is most helpful to your potential customers.

Make sure every marketing email follows these guidelines: 1) serves the customer's interests, 2) fulfills a need or request and 3) moves the sales process forward. An intuitive way to identify appropriate marketing email content is to identify the natural touchpoints that warrant an email.

Side note: When your audience appreciates your content, they're more likely to share it with people they know. You can include social share and "share with a friend" buttons on your emails to give your audience an easy way to forward your content to their social circles.

Strategy #6: Embed Opt-in Links & Call-to-Action Buttons

You can leverage platforms outside of your website to grow your email audience. Email itself is a great tool! Have your team add an opt-in link to their email signatures to encourage customers to subscribe to a newsletter or weekly inventory-related emails. Another option is social media. If your dealership is active on social media and creating content that your followers enjoy, you can use this to benefit your email lists. Add call-to-action buttons on your social pages inviting your followers to subscribe to marketing emails for exclusive news and deals.

Strategy #7: Invite Customers to Subscribe to a Free Online Resource

People are much more willing to give out their email address in return for free content. This could come in the form of an eBook filled with hitching guides or tips for trailer maintenance, or a series of how-to videos on tying down large loads. If you have the time and resources, you may even host a webinar where the audience signs up via email. If now is not an ideal time for your dealership to

create online content, you could also host a simple giveaway that requires participants to provide contact information.

Strategy #8: Monitor Engagement


Keep an eye on email engagement metrics such as open, click-through and unsubscribe rates. This data will help you understand which emails are performing well and resonating with your audience. Use this insight to refine your email marketing strategies and optimize future campaigns.

As with any digital marketing strategy, the best way to increase your email list is to diversify your approach and use several platforms. Using a wide variety of angles to reach your audience will increase your chances to grow your list. As your audience expands, you'll be able to nurture customers and prospects into making their next significant purchase.

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Rude behavior is the enemy of good customer service. It hurts interactions with both external customers and internal customers: your co-workers. Research tells us that almost half of the people surveyed have walked out of a business or otherwise stopped a purchase that was in progress all because of rude customer service.

Billions of dollars are sent to the competition that way. And then there's the poor image that rudeness can create for your

entire organization. Lost sales means lost profits and lost profits means lost jobs.

Further, rudeness between employees has been known to escalate into violence, so the lessons to be learned here have lots of important implications. By being more aware of what is perceived as rude behavior, we can avoid committing these offenses.

What are some of the other words describing rude behavior?

- Uncouth
- Ill-mannered
- Discourteous

Not exactly real complimentary, right?

As we categorize some of the types of rudeness, let's keep in mind that for our purpose, rudeness is measured in the eyes of the offended party. It's truly a matter of perception. Not yours, but the other person's.

There are thousands of every day occurrences that people perceive as rude. It's a big topic, but here's how we're going to help organize it. We're using a matrix, which is a mold or a form, to help us better classify and clarify categories of rudeness. We'll divide the matrix into four quadrants.

The first two quadrants deal with accidental rudeness.

TWO TYPES OF UNINTENTIONAL RUDENESS

Quadrant 1 Accidental Rudeness by Omission

Let's start with accidental rudeness. Specifically, unintentional rudeness caused by something we didn't do but should have. Of all the types of rudeness you're going to see today, this is among the most innocent.

Example 1 of Accidental Rudeness by Omission

Set the Scene: Joe's office

Cara: *Hi, Joe.*

Joe: Hi, Cara. What's up?

Cara: We missed you last night at Ann's retirement party.

Joe: Man, I totally forgot to RSVP. I've been meaning all week to tell Mr. Anderson I couldn't make it because I had to go to my niece's birthday party. Ouch!

- **Bottom Line:** Joe not sending an RSVP was accidental rudeness by omission: inadvertent rudeness caused by something he didn't do.

Example 2 of Accidental Rudeness by Omission

Set the Scene: An office corridor

Mariah [rounds the corner and greets her co-worker at the office]: *Hi, JD!*

[JD, looking at his cell phone, walks by without responding. Mariah looks embarrassed and bewildered.]

- **Bottom Line:** Mariah felt ignored and offended by Joe's non-response. Again, it's accidental rudeness caused by a lack of action. But even accidental rudeness can be serious—especially if a customer is the recipient. People are social creatures, and mistreating them even accidentally can have huge psychological effects.

We've now finished with Quadrant 1 and move on to our second category of rudeness.

Quadrant 2 Accidental Rudeness by Commission

By that we mean unintentional rudeness caused by something you did. You didn't mean to offend anyone, but offend them you did. It's the perception of the other person as to whether a statement or action is rude. The other person is the sole judge and jury.

Example 1 of Accidental Rudeness by Commission

Set the Scene: A minister speaking at a small memorial service

Minister: *Friends, we are gathered here today not to mourn the death but to celebrate the life of Russell Terrance Oglethorpe. As you all know, Russell was—*[Eulogy is interrupted by the disturbingly harsh cell phone ringtone of Joe, who is in attendance, and who proceeds to check the caller ID and take the call in the middle of the service!]

- **Bottom Line:** We've all witnessed something like that. Joe was inadvertently rude by something he did. In this case, by his cell phone ringing at an inappropriate time. Joe didn't intend to be disruptive, but unintentional rudeness is still rudeness.

Example 2 of Accidental Rudeness by Commission

Set the Scene: A manager (standing) and accountant (seated) in a conference room

Manager: [extended coughing] *I'm sorry [loudly and repeatedly clearing his throat] Okay, so, if you could just go ahead and run those numbers again, with the overages, we should be —*[stops to blow nose.]

Accountant: Sure will, and, wow, it sounds like you have a really bad cold coming on.

Manager: *Every year, right around this time I get this congestion. It's just terrible.*

[third person, Mr. Anderson, enters the conference room]

Accountant: Hi, Mr. Anderson!

Mr. Anderson: Hi, how are you doing?

Manager: [covers a sneeze with his right hand and then extends it to Mr. Anderson in greeting] Hi, Mr. Anderson.

Mr. Anderson: [declines the offer to shake the manager's germ hand with a look of mild disgust and turns to speak to the accountant]

There's a conference call at 2 o'clock this afternoon ...

[Manager walks away sneezing and coughing as Mr. Anderson and accountant exchange looks of awkwardness and distress.]

- **Bottom Line:** The Manager meant to be friendly by reaching out to shake Mr. Anderson's hand but offering a germ hand into which everyone saw you sneeze isn't very friendly and actually is rude.

We're now finished with Quadrant 2.

The next two quadrants deal with intentional rudeness. No more accidental. These are rude actions that are purposeful. Some of the consequences are having good employees quit a job because of rude co-workers. In other cases people have missed work days just to avoid the stress. Over half the workers surveyed felt that their efficiency and productivity have been negatively affected by incivility in the work place.

TWO TYPES OF INTENTIONAL RUDENESS

Quadrant 3 Intentional Rudeness by Omission

This next scene is all too common. See if you recognize it.

Example Intentional Rudeness by Omission

Set the Scene: Joe and Mariah seated in Joe's office

Joe: Hey, Mariah, hold on just a minute. I need to listen to this voice mail message. [Joe plays the voice mail while he and Mariah listen.]

Mariah: Wow. That customer sounded really upset. Do you need time to call him back?

Joe: No, no. He's already called and left several messages. I know exactly what he's going to ask me. We just don't have the inventory that he needs. I'm not calling him back. He'll get the idea.

• **Bottom Line:** How many times have you left a voice mail or sent an e-mail for someone and didn't get a response? This kind of passivity is rude! All customers deserve the courtesy of a response. Further, if your lack of action is perceived as rude by a customer, you need to take responsibility for your actions and focus on solving the issue.

Now let's move on to our last category of rudeness.

Quadrant 4 Intentional Rudeness by Commission

This is the classic case of someone being rude on purpose. Now why would someone do that? Perhaps in anger, to get back at someone. Sometimes it's done to be funny, but it is always done on purpose to send a message, and the damage that follows is usually difficult to undo. This is industrial strength rudeness. This is intentional rudeness by an action you took.

Example of Intentional Rudeness by Commission

Set the Scene: Joe at his desk, Cara entering his office

Cara: Hey, Joe. You have a call holding. It's Cliff Burke with Stonebridge Industries. He's still having trouble accessing his account information online. I don't think he's very computer literate.

Joe: Tell me you're kidding me. Tell me you are kidding, because we've been over this with him a million times. Please tell me this is a joke.

Cara: I'm not joking. He's on line 10.

Joe: [tone of voice very annoyed] Hello, Mr. Burke. [sarcastically] I'm fine. [abruptly] Whaddya need? [sighing] Yeah. Uh-huh. Yeah, whatever ...

• **Bottom Line:** Joe was intentionally rude. Is the customer always right? The answer is "not really," but the customer always thinks he's right, and we need to deal courteously with that perception. Also, I don't know about you, but one- and two-word answers drive me crazy. It's rude, rude, rude. The person giving one-word answers is giving back the minimum, the very least possible. It's only one or two words away from not answering at all. This is a classic example of intentional rudeness by commission—something you did. There you have it. Examples of our various types of rudeness arranged by our quadrants.

Hopefully these examples will raise your awareness help make this a more pleasant world. Less rudeness means better customer service and better interpersonal relations.

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Life Can Turn on a Dime

By Brian Hall

Life can turn on a dime. We never know what sort of challenges are waiting for us just beyond the next bend. Furthermore, no one has a crystal ball to predict or control the unknown. This fact can be paralyzing when a life-changing event reveals itself to you.

A similar scenario recently slapped me right in the face, at this year's Mount Washington Auto Road Bicycle Hillclimb on August 19, 2023, in Gorham, NH.

Going into this race I knew that it was going to be my last MWARBH. So, I was thrilled when Tin Mountain Conservation Center, the race sponsor and beneficiary, asked me to be the Grand Marshall of the event and I was honored to be wearing the #1 bib. My goal to be the first non-abled-bodied athlete to win the race sadly, would have to go unfulfilled.

After more than a year of dieting, and strength training on my Total Gym, not to mention the 5 solid months of training on my road bike, the MWARBH race was canceled due to extreme wind, rain, and very cold temperatures above the tree-line and summit. I was so disappointed. I honestly felt in the moment, deflated and derailed.

However, I am walking away from this year's MWARBH race with much more than a title. I close this chapter of my life with the knowledge that it's "NOT" all about me, but more about the community I am a part of. The family and friends I surround myself with and who have helped to support me and my efforts are what makes me whole, not the pursuit of the prize I am aiming for.

The list of people is so numerous, that I thank my lucky stars every day. That was my silver lining this year. Not what I was trying to achieve, but rather the family & friends who all shared in the support of my goals. This fills me with so much GRATITUDE!!!

How do I process such an enormous letdown such as this?

First, LOOK AT WHAT YOU CAN CONTROL VS. WHAT YOU CAN'T CONTROL...

Put things in perspective... If you have the option to address the situation and make some changes, do it! If not, let it go and free your mind. Cooperate and adjust and don't sweat what you can't control! Then, BREATHE to regain your balance and composure.

Once you have achieved that, if whatever you're battling still feels like you have no control to correct the issue, reset your thinking and go back to the basics.

- 1.) DDT= Don't panic. Don't put it off! Take action to resolve it!!!
- 2.) Look your issue right in the eyes to honestly evaluate and design a plan to deal with it.
- 3.) Your situation, whatever it might be, could be new to you or something you have dealt with for years. Your greatest weapon is to keep an open mind.
- 4.) Consult a friend and ask for help. Talking it over with a friend often helps to see things in a different light, giving you a new perspective.
- 5.) Most of us can control our outlook and attitude. When all else fails, I find myself reverting to this simple approach. It has served me well throughout my life.

God grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference...

Thank you to everyone who continues to support my crazy dreams!

Stay Strong Out There!

Brian (notafraidtofall@gmail.com)

Brian Hall is many things—a published author, public speaker, loving partner, friend, community caretaker, and a devoted cyclist. He has dedicated his life to sharing his story with the intention of removing stigmas, transforming being the "other," and bringing people close for intimate conversations and connection.

Why Join an Association The Road Runner Fall 2023

By Hal Odessey

Joining a tire and service member association can be important for several reasons, depending on your specific needs and interests. These associations typically comprise individuals and businesses involved in the tire and automotive service industry. Here are some reasons why it might be important to join such an association:

1. **Networking Opportunities:** Tire and service member associations provide a platform for networking with professionals in the industry. This can be beneficial for business growth, sharing knowledge, and staying updated on industry trends.
2. **Industry Knowledge and Education:** These associations offer educational resources, seminars, workshops, and training programs. Staying informed about the latest developments, technologies, and best practices in the industry can help members improve their skills and services.
3. **Advocacy and Representation:** Associations can advocate on behalf of their members to protect their interests and address industry-specific challenges. They engage in lobbying efforts, work with regulatory agencies, and provide a unified voice for the industry.
4. **Access to Resources:** Members gain access to valuable resources such as market research, industry reports, and tools that can assist them in making informed business decisions.
5. **Certification and Accreditation:** Some associations offer certification or accreditation programs that can enhance members' credibility and demonstrate their commitment to professionalism and quality service.
6. **Discounts and Benefits:** Many associations provide members with exclusive discounts on products, services, and insurance, which can result in cost savings for their businesses.
7. **Community and Support:** Being part of an association can create a sense of belonging and provide emotional support. Members can share experiences, learn from each other, and collaborate on common challenges.
8. **Industry Events and Trade Shows:** Associations often organize or participate in industry events and trade shows. These events provide excellent opportunities for members to showcase their products or services, meet potential clients, and stay updated on market trends.
9. **Professional Development:** Associations offer leadership opportunities within the organization, allowing members to develop leadership skills and gain experience in a supportive environment.
10. **Code of Ethics and Standards:** Many associations have established codes of ethics and industry standards that members are expected to follow. This helps maintain professionalism and quality within the industry.
11. **Many associations offer educational and financial support through scholarships for college and trade schools or internships at member businesses.**

Ultimately, the importance of joining a tire and service member association depends on your individual goals and needs within the industry. It's essential to research and evaluate specific associations to determine which one aligns best with your objectives and interests.

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- 330 Stone Road, Windsor, CT 06095 PH: 860-243-3742
- 55 Logistics Dr # 2, Auburn, ME 04210 PH: 877-635-6588
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Twenty years ago a new 1000 x 20 or 11 x 22.5 bias truck tire cost from \$110 to \$150 and many truckers did not bother having them repaired when they were cut or punctured. Part of the reason was the lack of knowledge by fleet owners and truckers that effective repair techniques were even available.

Today, things are different. Although a few bias tires are still retreaded and repaired very successfully, the predominant tire now in use is the radial tire, and a top of the line radial truck tire can cost up to \$400. That's a lot of money to lose when the tire rolls over a spike.

GREATER REPAIRABILITY OR RADIAL TIRES VS. BIAS TIRES

Due to the unique construction and quality of today's tires, plus advances in state-of-the-art repair materials and repair methods, many of these tires can be routinely repaired and returned to full over-the-road service and in most cases can be retreaded when the original tread is worn off.

WHAT CAN BE REPAIRED?

Radial truck tire injuries up to 5-1/8" radially (length) x 3/4" (width) or 3-1/8" radially (length) x 1-1/2" axially (width) (wider repairs must be shorter in length) on the sidewall and 1-1/2" diameter in the crown area can now routinely be repaired, according to some tire repair material manufacturers. Punctures up to 3/8" can also be repaired. "Outside-in" or "on-the-wheel" type repairs should not be used.

TIRE SHOULD ALWAYS BE REMOVED FROM THE RIM AND THOROUGHLY INSPECTED FOR DEFECTS AND EXTENT OF DAMAGE BEFORE REPAIRING

PROPER REPAIR MATERIALS

The use of the proper repair materials is essential. For injuries exceeding 3/8" radial section units should be used for radial tires; bias section repair units should be used for bias tires. No exceptions. In the case of punctures (maximum of 1/4" for passenger tires; 3/8" for truck tires), the injury must be filled with a vulcanizing material to prevent injury growth of belt package separation and to protect against contaminations and moisture from entering the casing. The proper repair unit should then be applied to seal the innerliner.

If the injury is only repaired by applying a repair unit to the inside, future problems will occur. Even in small injuries it is critical that the injury is cleaned and filled. If this is not done, severe rust, separation and steel cable looseness could take a tire out of service and cause it to be scrapped. A tire taken from service early increases the operating costs of the fleet.

The injury should be inspected, and then cleaned out with a carbide cutter. After cementing the injury, a vulcanizing rubber stem should be applied into the injury. The innerliner is buffed, cleaned, cemented and then the proper repair is applied inside the tire. This would create a permanent repair that maximizes tire life. This offers the fleet or owner/operator extended radial tire life that provides the lowest operating cost per mile.

BEAD REPAIRS

Today, even some types of bead area damages are repairable. Only properly trained repair technicians should perform these repairs. Tires with damaged bead areas should NOT be placed back into service until inspected and repaired by a qualified repair technician.

SIDEWALL REPAIRS

A few years ago the International Tire and Rubber Association conducted a research study on the strength of sidewall repairs in radial truck tires. Radial truck tires with injuries 4" long and 3/4" wide were repaired, x-rayed, and subjected to increased pressure until they burst.

From the results the International Tire and Rubber Association (now known as TIA) concluded that properly repaired sidewall injuries have a strength equal to that of the surrounding tire body and provide a safe performing product for the transportation industry.

WHAT ABOUT THE BULGE?

Repaired sections in radial tires may sometimes exhibit a slight bulge. New blue triangle identification logos are now being used by some tire repairers. The Commercial Vehicle Safety Alliance (CVSA) which inspects trucks for safety defects has adopted the blue triangular logo to help identify bulges caused by sidewall/shoulder area repairs. Those bulges due to section repairs are acceptable if they do not exceed 3/8" (1cm) in height. Tire Industry Association/TIA has a plastic TIRE FACTS card available with a 3/8" cut out which allows for easy measuring of a bulge.

For information on how to obtain a card, contact Tire Industry Association/TIA at 800-426-8835 or E-mail: info@tireindustry.org

TIRE REPAIRING IS RECYCLING

Tire repairs convert damaged tires into safe and usable products. Unfortunately, not all repairable tires are repaired. Recent scrap tire surveys have shown that up to 30% of alleged scrap truck tires were indeed repairable.

It's a sad fact that a lack of knowledge about tire repairs causes many trucking fleets to discard tires that could easily be repaired and placed back in service. Millions of dollars are being wasted every year when repairable tires are scrapped. And the expense is compounded when the cost of getting rid of the scrapped tire is taken into account.

REPAIR COSTS

The average cost of radial truck section repair is approximately \$45.00, a fabulous bargain in extending the life of your up-to \$400.00 investment, while lowering your tire cost per mile.

Today, the large majority of trucks are being fitted with radial tires. The radial tire must be repaired and serviced as an economic investment. The benefits of using radial tires will then be realized to a greater extent.

KNOW YOUR TIRE REPAIRER!

Always deal with a reputable dealer who understands how and what tires are repairable. Reputable dealers will warrant their product and service. Perhaps the single most important thing you can do is to visit the tire repairer's facility and inspect his operation in person. Any reputable tire dealer will welcome your visit.

For more assurance, look for a tire repairer who is a member in good standing of one or more of the following organizations: TRIB (Tire Retread Information Bureau) or TIA (Tire Industry Association).

Quality tire repair material manufacturers and some associations offer training seminars on the use of their materials to produce a professional, permanent and safe tire repair. Certificates for successfully completing these instructional courses are issued, and should be prominently displayed at the tire repair facility. The repair material manufacturers welcome members of the trucking industry to attend these seminars.

The Tire Retread & Repair Information Bureau extends thanks to ITRA, TANA, Rema Tip Top, Roadway Tire Company, Tech International and Truflex/Pang for contributing to this article.

Servicing Tire Pressure Monitoring Systems is challenging. It can sometimes be just as challenging explaining it to a consumer. The good news is there are steps that can be taken to make the process of Talking TPMS easier, more effective, and as a result produce more opportunities to sell parts and service.

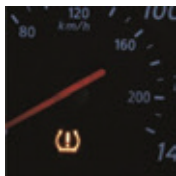
Talking TPMS begins with Education. Yep, it's on the front counter professional to educate themselves on what Tire Pressure Monitoring is all about. The components, the function, and the risks if you ignore proper preventive maintenance. Consumers, by and large, are looking for the expert advice from their auto care professionals, the front counter professional needs to seize the opportunity and become that expert!

Direct TPMS have these components:

1. MIL/TPMS light on the instrument panel
2. TPMS Sensor in the Wheel
3. Radio Frequency Antenna
4. Control Module
5. Placard Label



In most cases, the technician will focus on the sensor in the wheel, the status of the MIL/TPMS light, and the Placard. The placard shows the Recommended Inflation Pressure [R.I.P.] for the vehicle for the wheels and tires on the vehicle. Note: it is best practice to always confirm that the vehicle does in fact have fitted the wheels and tires that are specified on the placard. Up-fitting and plus sizing can impact load carry capacity and recommended inflation pressure, so know the vehicle setup! If a vehicle has custom wheels and tires, and TPMS, verify that the custom setup supports the vehicle per the stock RIP. If the RIP has changed, the TPMS should have been recalibrated and a NEW supplemental placard label attached adjacent to the OE label.



After verifying the current placard, the focus moves to the MIL. With the Key-On-Engine-Off [KOEO] look at the instrument panel and whether the MIL is on solid or flashing. Solid light means a low-pressure condition in one or more of the tires. Flashing MIL means a system problem, and further diagnosis is needed.

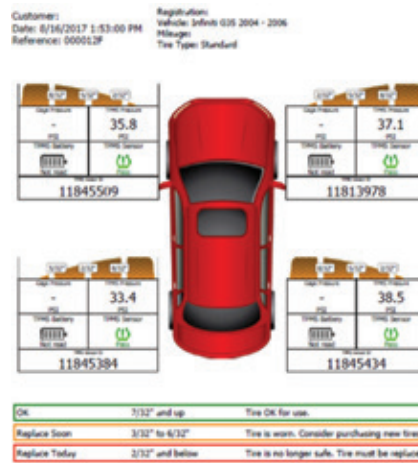
Understanding the most common TPMS issues is critical. In MOST cases, TPMS issues are related to the sensor either not functioning, not properly relearned to the vehicle, is missing, or is in the incorrect position [not relearned after a tire rotation]. Using the proper TPMS tool that can test for these scenarios, then display the information in an intuitive report is the accurate and fastest way to get your customer's TPMS issues resolved.

It's important to note that in the cases of a nonfunctioning, not relearned or missing TPMS sensor, the TPMS MIL may not be evident. In other words, it can sometimes take a long while before a failed or missing TPMS sensor shows as a TPMS MIL [flashing light]. This makes "Test Before you Touch" an absolute necessity. This table summarizes typical TPMS sensor failure scenarios.

Problem	MIL?	DTC?	Additional Information
Sensor not functioning	Yes	Yes	MIL may not yet be present, test with tool
Sensor not relearned	Yes	Yes	MIL may not yet be present, test with tool
Sensor is missing	Yes	Yes	MIL may not yet be present, test with tool
Sensor in wrong position	No	No	If pressures are shown on, the display will be inaccurate

Once you've inspected the vehicle by verifying wheel and tire fitment, whether there's a TPMS MIL and the sensors are functioning you are ready to discuss your inspection with the customer. Perhaps the single most important tool at the disposal of the front counter professional or technician is the TPMS inspection report. If you can collect all of the relative data from the customer's vehicle, you essentially have the makings of a SCRIPT of what can be discussed.

This is a typical TPMS inspection report that is available from today's TPMS tools. Notice the details which can be discussed with the consumer. In this instance, the front counter professional has enough data to discuss the wear of the tires, current tire pressure [an indication of



whether the tire has been maintained), the amount of remaining tread, and of course the condition of the four TPMS sensors. Many reports like this also contain additional data like Diagnostic Trouble Codes [DTC's] detected from the vehicle control modules

Using an inspection report like the one shown gives loads of information that can be used to inform, educate, and in many ways keep safe your customers. To further understand and better diagnose these

scenarios, look to the TPMS inspection report. For example, in the case of a nonfunctioning sensor, the inspection report may look like the following sample:

Wheel	BCMID (Prev)	BCMID (Curr)	Position	Type	Reads	ID (Prev)	ID (Curr)	Mode	Battery	Pressure
LF	30201	197121	New	Schroder 315 MHz	2	0	0	Learn	N/A	27.9 PSI
RF	131211	1249001	Same	Schroder 315 MHz	1	131211	1249001	Learn	N/A	32.9 PSI
RR	33221	335195	Same	Schroder 315 MHz	1	33221	335195	Learn	N/A	33.9 PSI
LR	33221	2302497	Same	Schroder 315 MHz	1	33221	2302497	Learn	N/A	33.6 PSI

Code	Description	Status
C1708	LF Transmitter No Data	Current

Note that for wheel position Left Front [LF], there are zeros for the ID's as read by the tool. You can also note the ID's that are still registered [or stored] in the Body Control Module [BCMID]. This information combined with the corresponding Diagnostic Trouble Code [DTC] is the exact type of information that should be shared with your customer as you walk them through the diagnosis.

Another common scenario is the TPMS Sensor not relearned to the control module. Your customer arrives with a TPMS MIL [flashing light]. You get your TPMS tool out and Test Before Touch, however you find that despite the presence of a MIL, all the sensors are functioning properly and are the right parts for the vehicle. Now comes the importance for the ability to connect via the OBDII port and to quote a famous radio personality, "Get the REST of the story!"

The following data can be found simply by reading the stored information [in the BCM] and comparing it to what was tested or read by the tool. In the case of the un-relearned system, the inspection report might look like the following:

Wheel	BCMID (Prev)	BCMID (Curr)	Position	Type	Reads	ID (Prev)	ID (Curr)	Mode	Battery	Pressure
LF	30201	197121	New	Schroder 315 MHz	2	0	0	Learn	N/A	27.9 PSI
RF	131211	1249001	Same	Schroder 315 MHz	1	131211	1249001	Learn	N/A	32.9 PSI
RR	33221	335195	Same	Schroder 315 MHz	1	33221	335195	Learn	N/A	33.9 PSI
LR	33221	2302497	Same	Schroder 315 MHz	1	33221	2302497	Learn	N/A	33.6 PSI

Note that the sensor installed in the Left Front position, while functioning, is NEW. You will also see that the sensor ID as read by the tool does NOT match what is stored in the control module. This would explain the TPMS MIL the customer is experiencing. This would also point you in the direction of an easy solution. Simply perform a TPMS relearn, which will write the correct Sensor ID to the control module, and then clear the corresponding DTC.

Performing a detailed inspection of a customer's vehicle and providing them with a concise report is one of the best ways to Talk TPMS with the consumer. As the saying goes, "knowledge is power." Talking TPMS however requires practice of that knowledge and a commitment to become an expert. To successfully talk TPMS with your customer requires knowledge and confidence. Another saying is also true, "practice makes perfect." Practice on as many vehicles as you can to gain the confidence needed to "Own the Wheel Well!"



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2024

HALL OF FAME

Nominations now being accepted.

Deadline is **December 31, 2023**

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.

A biography of the nominee, listing his/her qualifications to become a member of the NETSA Hall of Fame must accompany the submission. 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.

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

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 inductee must receive a minimum of a simple majority of the full membership of the Board of Directors. (Example 22 members eligible to vote, the nominee must receive 12 votes for induction to the HOF)

The Board will be allowed to induct up to 3 candidates each year, comprised of one Historical Inductee and two living inductees.

If no nominee receives the required number of votes, then no one will be inducted that year.

The Induction Ceremonies for the new Hall of Fame members will be held at the NETSA Trade Show & Convention on Saturday evening April 6, 2024.

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.
- 3) A biography of the nominee, listing his/her qualifications to become a member of the NETSA Hall of Fame must accompany the submission.



2024 Hall of Fame Nomination

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 #: _____

Email your nomination to Tony@NETSA.org by December 31, 2023

For More information please contact: Tony DeSimone
New England Tire & Service Association
Tel: (855) 638-7248
e-mail: Tony@NETSA.org
website: www.netsa.org

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