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2023 NETSA Trade Show & Convention

Rich Tuttle, Chairman; Trade Show Committee

I am excited about the 2023 NETSA Trade Show & Convention. We are happy to be returning to Mohegan Sun for the March 31 and April 1st, 2023 event. As I author this article today, we already have many old and new exhibitors committed to participating.

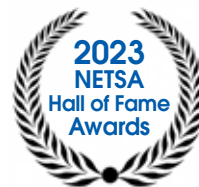


Shivahn Fitzwell, the Intelligent Tire Solutions Leader from the Performance Sensing Division of Sensata Technologies, is our keynote speaker at the luncheon and annual meeting. Shivahn will inform and update us on what the future of tire sensing systems looks like, what opportunities are coming and how will it affect our businesses.

We also have three must-attend seminars scheduled for Saturday morning. Jason Abrahams, Founder & CEO of TireTutor will kick things off with insights on how to compete with large online retailers and mass merchandisers. It will be followed by Kip Nuesch, National Sales Advance Auto Parts / Carquest and Mike Albrecht, Region Manager Hunter Engineering Company doing a hands-on demonstration designed to answer any questions your business may have about ADAS calibrations. Both owners and technicians will benefit from these excellent training seminars. But wait there is more, attend all three seminars and you could win \$500.00. What could be better than that?

At the Trade Show each day you will have the chance to win cash and prizes every hour. After the Trade Show, on Saturday night, attend our Hall of Fame Dinner and Scholarship Auction, which is a momentous event each year.

This year we will induct **Brian McGeoghegan** from Mohawk Rubber Sales and **James Melvin Jr.** from Melvin's Tire Pros. Afterwards, you can bid on items at the auction which will raise money for the 2023 NETSA Scholarships. Remember you can't afford not to come to the Trade Show. Your business future depends on it.





When I was in high school, I had a guidance counselor tell me I would never get far in life. I had a 2.3 GPA and struggled with every class I took. I made sure to stay after school and joined study groups just to pass my classes. When I started college, I had a teacher who also told me I would never amount to much. Throughout my life I kept those words in the back of my head and it only pushed me to succeed. This

past year was my 20-year anniversary at Mohawk Rubber Sales and in the automotive industry, it wasn't what I had originally planned for my life, but I like to tell myself that this industry chose me. Throughout the years I have created great relationships with coworkers, customers and suppliers and have learned so much and hope to pass my knowledge on to others while learning more every day. The key to success is to love what you do.

The greatest thing that I have been able to do over the years is work with multiple charities including running Worthwhile Life Foundation. I am passionate about the charitable work that I do. In doing this I have also met some of the most amazing people and made lifelong friendships. Friday February 17th was random act of kindness day, a friend of mine got together with a few other people and created "The Breakfast Club" where they find a local restaurant and meet up. All of them throw in some extra money to give to the server. It shouldn't have to be a special day to do an act of kindness. Gandhi said, "that the best way to find yourself is to lose yourself in the service of others." I encourage all of you reading this to volunteer your time to something charitable. I always said if I was a millionaire, I really wouldn't be because I would be giving all my money away to those in need.

Coming up soon is our NETSA Trade Show at Mohegan Sun, March 31st and April 1st. The Trade Show will be magical this year and we will be giving away prizes. Yes, I said prizes, who doesn't love free stuff?? The Saturday morning seminars are extremely informative, and the keynote speaker will deliver an exceptional speech at our Saturday luncheon. If you plan on attending bring a fellow shop owner or mechanic and we can let them know all of the benefits of joining our organization.

I hope to see you there.

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Circia 2014: TIA representatives and our 2013 Hall of Fame Inductees



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It is that time of year again, excitement and anticipation of spring is in the air. Well that must mean it is also time for the 2023 NETSA Trade Show & Convention. We are happy to once again be returning to Mohegan Sun for the March 31 and April 1st event. It continues to be one of the best Trade Shows in the country, and this year will again be a premier event. Rich Tuttle and his committee have gone to great lengths to make the 2023 Trade Show & Convention an exciting and

informative event. They have two great Saturday morning seminars planned. The morning starts off with Jason Abrahams, Founder & CEO of TireTutor with insights on how to compete with large online retailers and mass merchandisers.

It will be followed by Kip Nuesch, National Sales Advance Auto Parts / Carquest and Mike Albrecht, Region Manager Hunter Engineering Company doing a hands-on demonstration designed to answer any questions your business may have about ADAS calibrations. It will benefit owners, managers, and technicians, so don't miss this fantastic opportunity.

This year the Annual Meeting and Luncheon will feature keynote speaker Shivahn Fitzwell, the Intelligent Tire Solutions Leader from the Performance Sensing Division of Sensata Technologies. Shivahn will inform and update us on what the future of tire sensing systems looks like, what opportunities are coming, and how they will affect our businesses. Make plans to attend this informative event.

The **Hall of Fame Committee** put forward an outstanding slate of nominations for this year's selection. We are pleased to announce we will be inducting Brian McGeoghegan from Mohawk Rubber Sales and James Melvin Jr, from Melvin's Tire Pros. Afterward, you can bid on items at the auction which will raise money for the 2023 NETSA Scholarships. The Induction Ceremony will take place Saturday evening April 2, 2022, at our Annual Hall of Fame Dinner which officially closes the 2023 NETSA Trade Show & Convention. We look forward to seeing many of you there to honor these outstanding members of NETSA and our industry.


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

Connecticut – We continue to monitor HB- 5139 the Extended Producer Responsibility for Tires. We are participating on the committee to present a bill that will preserve our present system and contracts already working in Connecticut while addressing the concerns of the state and local municipalities. We were joined in this effort by the Connecticut Retail Merchants Association, Lakin Tire, US Tire Manufacturers Associations, Tire Industry Association, and several of our Connecticut members.

The **Scholarship Committee**, chaired by Larry Lesieur, has announced that NETSA and our Scholarship Sponsors will award twenty (20) scholarships this year. Larry continues to be grateful to our sponsors and NETSA members for their efforts in continuing to honor our scholarship commitments. In 2023 NETSA will exceed \$500,000 in scholarship awards for our members, member employees, and their families. As a result, we are pleased to announce that in celebrating this milestone we will offer a \$5000 scholarship selected from a random drawing of our 2023 NETSA Scholarship recipients. The application deadline is April 30, 2023.

Well, that is all for now. I am looking forward to seeing you at the Trade Show. Please feel free to contact me with any suggestions or ideas for the coming year.

Tony



**NEW ENGLAND
TIRE &
SERVICE
ASSOCIATION**

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



2013 NETSA Trade Show
L-R, Tony, Barry, Bob & Alan:
Key Note Luncheon.

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As the automotive industry continues to evolve, so too do the technologies used in modern vehicles. One such technology is the Advanced Driver Assistance Systems (ADAS), which are becoming increasingly common in new vehicles. These systems use cameras, sensors, and other technologies to help drivers stay safe on the road, and they

require specific calibration procedures to ensure they are functioning correctly.

Until recently, independent repair facilities have been unable to perform these calibrations due to the specialized equipment and training required. However, with the recent release of the new Auto Care Association's ADAS Calibration Standards, independent repair facilities now have a roadmap to follow in order to provide ADAS calibration services to their customers.

The ADAS Calibration Standards were developed by a group of industry experts, including representatives from automakers, tool and equipment manufacturers, and repair facilities. The standards provide guidelines for the calibration of various ADAS systems, including cameras, radar, and lidar sensors. They also address issues such as technician training, equipment requirements, and documentation.

Following these standards will ensure that independent repair facilities are able to provide accurate and reliable calibration services, which is critical for the safe operation of ADAS systems. It will also give consumers more options when it comes to choosing where to

have their vehicles serviced, which can help drive competition and keep costs down.

However, there are still some challenges to overcome in the implementation of these standards. One of the biggest challenges is the cost of the specialized equipment required for calibration. These tools can be expensive, and it may be difficult for smaller repair facilities to justify the investment.

Another challenge is the need for ongoing training to keep technicians up-to-date with the latest technologies and calibration procedures. As ADAS systems continue to evolve, it will be essential for repair facilities to stay current with the latest developments.

Despite these challenges, the implementation of the ADAS Calibration Standards is an important step forward for independent repair facilities. It will allow them to offer a wider range of services to their customers, and it will help ensure the safe and effective operation of ADAS systems. As the automotive industry continues to evolve, it will be important for repair facilities to stay ahead of the curve and continue to invest in the technologies and training necessary to meet the needs of their customers.

To learn more about ADAS
attend the Saturday morning
training seminars at the
2023 NETSA
Trade Show & Convention.

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If there's anything the coronavirus pandemic has taught us, it's that employee benefits are more important than ever. In fact, choosing your benefits is one of the most important financial decisions you'll make. We believe a comprehensive benefit offering is key to hiring and retaining employees.

Health insurance is the most highly valued and most commonly offered employee insurance benefit. It's designed to pay some or all your medical costs for covered illnesses, injuries and conditions. This includes most doctor and hospital visits, prescription drugs, wellness care, and surgical procedures.

While there's no replacement for it in the workplace, even the best health insurance won't cover all of your out-of-pocket costs—especially with today's high-deductible health plans. Take advantage of your company's health insurance offering, but supplement it with the right mix of insurance benefits so you're covered for life's common—and unexpected—health events.

Life insurance is financial protection for your family should anything happen to you. It can help your loved ones pay day-to-day living expenses, debts, medical bills, and funeral costs, in addition to future needs such as college tuition or retirement. Even if your employer provides a base level of life insurance, it may not be enough for your family's long-term needs.

Disability insurance is designed to pay a portion of your income if you're sick or injured and unable to work. Something as simple as a back injury, maternity leave, or unexpected illness could mean time off work without pay, and when that happens you don't want to worry about how to pay the bills. Unfortunately, the likelihood of experiencing an unexpected illness is a greater reality than ever before.

your family. These benefits help bridge the financial gap between what your health insurance will cover and your out-of-pocket costs.

- **Hospital insurance** helps you pay the costs of hospital stays, and on some plans, outpatient surgery and diagnostic procedures. It helps you cover expenses when you're admitted to the hospital so you can focus on your recovery—and not your finances. Even if you have medical insurance, a trip to the hospital can mean significant unexpected expenses that can set you back financially.

- **Critical illness insurance** provides a lump sum financial benefit when you're diagnosed with a wide range of serious conditions, such as heart attack, stroke, cancer, organ failure, Alzheimer's disease, ALS and more. A serious illness often means unexpected costs that aren't covered by your health insurance, and the cost of missing work can add up fast. The unknown consequences of today's pandemic—and the possibility of other new diseases—makes it more important than ever to plan for the unexpected.

We can all agree that health insurance is the most important (and also the most costly). But the other coverages offer an affordable way to help business owners and their employees offset unplanned expenses.

If there's anything we've learned from the pandemic, it's the importance of protecting our physical, emotional, and financial health – exactly what your workplace benefits can help you do.

Jeff Mishol
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By Nancy Friedman, Founder/Chairman, Customer Service Speaker, Telephone Doctor, Customer Service Training

Anyone who has ever “worked” a booth at a trade show knows it’s just that – WORK!

Lots of work. And sometimes no lunch. Often long hours and the long hours are sometimes not very busy. So, add “boring” to the list. Believe it or not, not being busy

can make you more tired than when you are busy. Being busy at a trade show is adrenaline for so many of us. It keeps the blood flowing when our booth is busy!

Bottom line, put all those items together and sometimes our customer service manners get forgotten while working a booth.

Booth customer service is an overlooked art. Here are five Telephone Doctor’s tips on better booth customer service:

1. EYE CONTACT – In any face-to-face situation, eye contact is a must. Looking around the show floor, trying to see who else is around, looking at your watch, or whatever, is not good customer service to the person you’re interacting with. Lock eyes with your prospect and give them your complete and undivided attention. Don’t let your head turn on a spindle. FOCUS! And for gosh sakes you don’t need to have that deer in the headlight stare at them. Be comfortable.

2. EXTEND YOUR HAND IMMEDIATELY – We can finally do it! Well, maybe. At least ask: “You still elbowing it? Or shaking hands?” Actually, there are lots of folks who never enjoyed shaking hands or have a fear of it. Look at Howie Mandel. He’s a fist bumper and always has been. Think of it as an in-person store or office visit. Offer yours first. (A HUG might be OK if you feel comfortable and know them and have not seen them in a while.) And don’t forget, they usually have a badge with their name on it; so use their name immediately! And remember it so you don’t need to keep looking at the badge! Have your business card ready/handy. That way it’s much easier to ask for theirs.

3. DON’T SIT DOWN AT YOUR BOOTH – EVER! This one is difficult, but important. Don’t be caught sitting down unless the client or prospective client is with you. Having a table and chair might work for you with a client. But NO ONE working the booth should sit down just to sit. If you feel tired and you need to sit down, leave the booth. Go somewhere else to sit. Sitting down at the booth gives off bad vibes. Lazy vibes. Attendees tend to pass those sitting down as uninterested booth salespeople. And by the way, checking your cell phone in the booth is not COOL either. Unless it rings. Use non-booth times for phone time. Or go check it AWAY from the booth.

4. BE CONSIDERATE – People visiting your booth get a ton of stuff they do not want. Often, they take your material just to not hurt

your feelings. (Trust me, at the first opportunity, it’s usually pitched. I’ve seen it.) If you have something you’d like to give them and you notice the client is already dragged down with ‘stuff,’ ASK the client or the prospect if they’d like your information mailed to them. Then get their conference card to swipe, or business card and make a note: “client requests information be sent.” And, OF COURSE, when you send the information, include a note thanking them as a reminder they stopped by your booth and wanted this information. And email them it’s on the way. Another added touch you have not forgotten about them.

Find someone who has run out of their business cards? It happens. It shouldn’t, but it does. Take a picture of the client, with their BADGE in full view. Or take a close up of the BADGE so you can read it. You will have a super memory AND their name. Or you can ask them for an email or phone number to add to your cell phone notes. (PS – Booth folks should NEVER run out of business cards. NEVER!

When you get back to the office, you’ll have what is known as ‘warm’ leads. You can call that client or prospect and remind them that you met at the show. (NAME THE SHOW and something to trigger their memory; some folks go to a lot of trade shows and meet a lot of folks they have never met before.) If they stopped at your booth and you promised to send something, ask “when is a good time for you to receive our information?” This customer service tip is most appreciated. It says you understand they have a lot to carry home, a lot going on, and you appreciate their time. (Exception: BE CAREFUL, it might be out of the USA. Double check.)

5. SMILE – It hurts me to write this one, but when I walk through a trade show, I watch the booths and the vendors sales folks. It’s sad to see how many folks aren’t smiling. Just standing there, hands behind them, looking around without a smile. So last, but not least, remember our Telephone Doctor CARDINAL RULE... A PHONY SMILE IS BETTER THAN A REAL FROWN. If I took pictures of folks manning the booths and showed them how sad/bad they looked, because they’re not smiling, they wouldn’t be too happy. Why wait till a customer comes to the booth to smile? It could be too late. SMILE BEFORE YOU KNOW WHO IT IS!

BONUS TIP: When setting up your booth, try NOT to put up a barrier. A barrier would be a TABLE that PREVENTS attendees from freely entering your booth. Like your home, you should be able to ‘entertain’ those folks in your booth. Get them out of the aisle and into your booth as fast and as best as you can. It’s as though they are “IN YOUR HOME” where you can have a more in depth, serious conversation.

BONUS – BONUS TIP: NO GUM CHEWING by your staff or you in your booth. None, nada, zip. NONE! END OF SUBJECT!
There are hundreds of other booth customer service tips, but getting these tips down are instrumental in making your booth more productive, more successful, and giving BETTER booth customer service to all your prospects, clients, and friends.

Good luck and have fun! After all, that’s what it’s all about, isn’t it?

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by Mike Tanner, Director, Vehicle Communications

Advanced Driver-Assistance Systems (ADAS) are the new norm for today's vehicles: at least one ADAS feature is available on 92% of new vehicles available in the U.S. Additionally, the Insurance Institute for Highway Safety estimates that more than 60% of registered vehicles will be equipped with ADAS in 2024. Designed to keep drivers safe and reduce collisions, these features include:

- **Adaptive cruise control;**
- **Lane assist;**
- **Blind spot warnings;**
- **360-degree cameras; and**
- **Many more.**

These features are made possible by a growing array of parts, sensors and technology that the auto care industry needs to stay informed about to maintain and service these vehicles. The Auto Care Association Emerging Technology Committee actively monitors what new sensors are being offered to vehicle manufacturers for incorporation into new vehicle designs. These new sensors range from in-cabin child presence detection and vital signs monitoring, to door and trunk obstacle detection. A large number of ADAS-equipped vehicles began exiting warranty in 2021, so the aftermarket is just beginning to see these vehicles. This is an opportunity for our industry as the aftermarket can be a less costly and more convenient option for collision repair shops, insurance providers and the consumer.

Here are seven quick facts about ADAS that industry professionals need to know.

Fact #1: ADAS presents a tremendous service opportunity for technicians and shops.

Repair shops outsource \$177 million in ADAS calibration to dealers. That's 90% of ADAS work coming to repair shops that is outsourced back to the dealer. When asked why, service centers cited one of four

barriers: the work was too difficult; it was too complex; there's no demand for it; or it's too expensive. Demand for repair and calibration increases with every new car that enters our roadways; read on to see how to address the tool and training barriers.

\$ 177.0 million opportunity

Fact #2: In addition to parts and service opportunities, ADAS presents a market opportunity for manufacturers.

ADAS parts and services will experience 17% CAGR (compounded annual growth rate) through 2030. Parts manufacturers that invest in replacement ADAS parts such as sensors, cameras, Electronic Control Units (ECUs), actuators, adaptive front lights, high-frequency connectors, display devices and more will have access to a market projected to be \$2.28 billion by 2031. However, there is a temporary headwind: dealers are refusing to calibrate vehicles that have aftermarket ADAS parts on them – so, the aftermarket industry needs to ensure that our service facility partners are equipped and trained to recalibrate these vehicles.

Fact #3: ADAS and Electric Vehicles (EVs) go hand-in-hand.

As the automotive aftermarket adapts and evolves to support ADAS-equipped vehicles, most of these parts and services will carry over to BEVs (Battery-Electric Vehicles) and ZEVs (Zero-Emission Vehicles); thereby increasing the ROI for ADAS tools, equipment and training.

Fact #4: Shops need to invest in order to reduce barriers and capitalize on ADAS opportunities.

Only 30% of repair shops are capable of replacing ADAS parts because they lack three key things: tools, training and space. Trusted calibration tool providers include Hunter, Alltel and Bosch, just to name a few. There are also numerous ADAS calibration training programs available (i.e., Repairify, I-Car, etc.).

Fact #5: When service centers invest in ADAS, there is a tangible return on investment.

According to AAA research, the most common ADAS repairs can earn shops from \$500 to \$2,000 per vehicle. Hunter also has a handy ROI tool that can help shop owners calculate the ROI.

Fact #6: Standardization is on the way for ADAS calibration.

While there are many manuals and procedures for ADAS calibration across makes and models, the industry understands the need to standardize calibration tools and procedures as much as possible. Members of the automotive aftermarket are engaged in standards body committees (such as SAE) and are currently working through the process, which typically takes 4+ years. The important thing to know is that the aftermarket has a seat at the table in the standards development process so that the aftermarket's requirements are made known.

Fact #7: ADAS also needs right to repair.

That's right: ADAS and right to repair are related. Technicians need access to the wirelessly-transmitted vehicle maintenance and repair data generated by today's vehicles – but that data isn't always accessible. If you're getting involved in ADAS, you need to speak up to ensure our industry's right to repair.

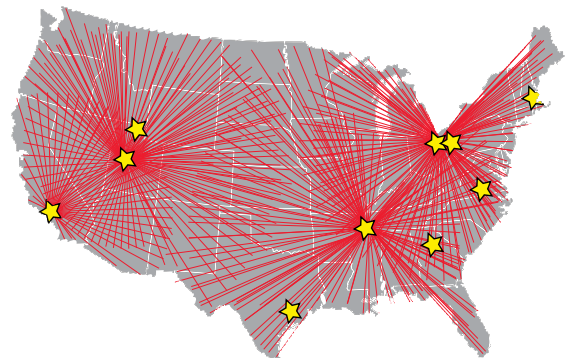
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2023 Weekend Highlights



Friday, March 31, 2023

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

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

Cash bar will be available on Trade Show Floor

Saturday, April 1, 2023

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Seminar 1: 8:00 am - 9:00 am



Jason Abrahams,
Founder & CEO of
TireTutor

Seminar: David vs Goliath

This seminar will educate tire shop owners with insights of how to compete with large online retailers and mass merchandisers. With consolidation at an all-time high, it's important to arm yourself with the right tools to win against those who have unlimited budgets. From pricing-comparison tools to digital quoting and e-commerce, you will learn how consumers are tire shopping today and how to build your business around it.

Saturday, April 1, 2023

Seminar 2: 9:15 am - 11:10 am



Mike Albrecht
Region Manager
Hunter Engineering
Company



Kip Nuesch
National Sales
Advance Auto Parts
/Carquest

ADAS – Why Calibrate and How?

90 minutes with Mike Albrecht & Kip Nuesch

Is now the right time to add ADAS calibrations to my "Tire & Service" business? This conversation is designed to answer any questions your shop may have about ADAS ranging from ROI profitability and liability, shop requirements, equipment needed, training including hands-on ADAS calibrations...and more. Shops are often left to their own devices to evaluate which aftermarket equipment is right for the shop, whether you're interested in coverage, user-friendliness, OE approved/certified... bring your questions as attendees will have the opportunity to get clarity on which aftermarket equipment solution will best serve their needs. We are clear that most shops desire to be able to repair today's vehicles completely and though there are certain obstacles, developing a profitable ADAS calibration business model is easier than you think!

NETSA Welcomes...

Keynote Speaker Profile



Shivahn Fitzell

Shivahn Fitzell is the Intelligent Tire Solutions (ITS) Global Marketing Leader in the Performance Sensing Automotive division of Sensata Technologies (NYSE: ST), responsible for developing and executing the global go-to-market strategy for ITS.

Shivahn joined Sensata in 2014 as a Sourcing Project Manager and began managing a growing team in 2015 across Automotive, HVOR, Industrial, and Aerospace divisions of Sensata. After completing her MBA in 2019, she led sourcing integration for one of

Sensata's acquisitions before moving to Tire Management Solutions in 2021 as the North America Market Segment Leader.

Shivahn started her professional career at General Electric (GE), spending two years in GE's Operations Management Leadership Program and then moving to Category Management for three years.

She holds a Bachelor's of Science degree from Worcester Polytechnic Institute and an MBA from Babson College.

11:30 a.m. - 1:00 p.m.:

NETSA Full Course

Luncheon & Annual Meeting - \$49

with Keynote Speaker - Shivahn Fitzell

The Future of Tire Sensing

After 15+ years of Tire Pressure Monitoring (TPMS) in mass production in the US, OEMs and Fleet providers are exploring tire sensing opportunities beyond TPMS. So what does 'beyond' look like, what capabilities are coming, and how will it affect independent service providers? Join us for an insightful keynote session from the world leader in tire sensing, Schrader Performance Sensors, a Sensata brand, as we look into innovative tire technologies coming to the market today and in the future.

1:00 p.m. - 4:30 p.m.:

Exhibit Hall Opens:

Live Presentations -
On the Tradeshow Floor!

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

6:30 p.m. - 7:00 p.m.:

Wine & Cheese Reception

7:00 p.m. - 8:30 p.m.:

NETSA Hall of Fame Dinner - \$69

NETSA Hall of Fame Inductees

Scholarship Auction

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

2023 **NETSA**
Hall of Fame Inductees

Brian McGeoghegan

Mohawk Rubber Sales,
Hingham, MA

James Melvin Jr.

Melvin's Tire Pros,
North Kingston, RI

8:30 p.m. :Tradeshow concludes - Thank you.

Enjoy an evening of fun at Mohegan Sun!

2023 Trade Show & Convention

NETSA 2023 Trade Show

The Road Runner
Spring 2023

Hotel Reservations:

Rooms are Subject to Availability
Cut off date: March 16, 2023

Hotel: Mohegan Sun

RESERVATIONS PROCESS & BOOKING WEBSITE

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

Reservations can be made directly via Passkey on-line via the following URL Link:
<https://book.passkey.com/e/50327234>

Should you prefer to call please use group code: 50327234 via toll free phone number 1-888-226-7711.

Name of Group:	New England Tire & Service Association		
Group Code:	50327234		
Group Room Rate:	Thursday	\$165.00	
	Friday	\$229.00	
	Saturday	\$269.00	

2023 NETSA

Trade Show & Convention
March 31st & April 1st 2023 | Mohegan Sun | Uncasville, CT

**Pre-Register
for the Trade Show online**
www.netsa.org



Contact Information

Questions:
Tony DeSimone at NETSA:
Phone: 855-638-7248
Email: tony@netsa.org

“Looking forward to seeing everyone!” -

Tony DeSimone - Executive Director, NETSA

Directions

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

FROM BOSTON

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

FROM NEW YORK CITY

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

FROM PROVIDENCE

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

FROM HARTFORD

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



2023 NETSA

Trade Show & Convention
March 31st & April 1st, 2023

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a YETI Rambler 20oz Tumbler

a Yeti Day trip Lunch Bag or the



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a Yeti Day trip Lunch Bag

and a Grand Prize of a YETI Hopper Flip 18 Soft cooler

Guest Appearance

Malic the Strolling Magician
by Unconventional Magic

Trade Show Floor Friday 5:30-7:00 pm
Saturday: 1:30-3:30 pm

Seminar 1: 8:00 am - 9:00 am

Jason Abrahams,
Founder & CEO of
TireTutor

Seminar: David vs Goliath
This seminar will educate tire shop owners with insights of how to compete with large online retailers and mass merchandisers. With consolidation at an all-time high, it's important to arm yourself with the right tools to win against those who have unlimited budgets. From pricing-comparison tools to digital quoting and e-commerce, you will learn how consumers are tire shopping today and how to build your business around it.



Seminar 2: 9:15 am - 11:10 am

Kip Nuesch
National Sales
Advance Auto Parts
/Carquest

Mike Albrecht
Region Manager
Hunter Engineering
Company

ADAS - Why Calibrate and How? 90 minutes with Mike Albrecht & Kip Nuesch

Is now the right time to add ADAS calibrations to my "Tire & Service" business? This conversation is designed to answer any questions your shop may have about ADAS ranging from ROI profitability and liability, shop requirements, equipment needed, training including hands-on ADAS calibrations...and more. Shops are often left to their own devices to evaluate which aftermarket equipment is right for the shop, whether you're interested in coverage, user-friendliness, OE approved/certified... bring your questions as attendees will have the opportunity to get clarity on which aftermarket equipment solution will best serve their needs. We are clear that most shops desire to be able to repair today's vehicles completely and though there are certain obstacles, developing a profitable ADAS calibration business model is easier than you think!

Keeping the TPMS Functioning While Adding Style & Performance

The Road Runner
Spring 2023

Since the arrival of Tire Pressure Monitoring Systems on passenger cars and light trucks, one thing we've learned is that slapping on a new set of fancy wheels and tires is a bit more complicated than it used to be. We all remember the days of choosing a new wheel and tire look for our vehicle based on nothing more than making sure they didn't rub! Even then, we might even tolerate a "little rubbing" when turning...LOL the good ole days of back yard mods!

A proper functioning TPMS is a function of proper wheel and tire fitment, recommended inflation pressure [R.I.P.], and load carry capacity. Without getting too far into the weeds, it's safe to say there are a few things to consider when changing out your wheel and tire package. This is the point where I always recommend the Tire Industry Association's ATS training. In this class you will get an excellent understanding of the principles behind recommended inflation pressure [RIP], tire circumference and load carry capacity. Plus-sizing and upfitting are very common these days and can still be done while adhering to the guidelines relating to R.I.P. and load ratings.

Recommended Inflation Pressure and Load Capacity directly impact the function of the TPMS. Equally important to a custom set of wheels and tires is insuring the proper TPMS Service and Parts. When planning the TPMS solution for the new wheel and tire set, technicians should follow these key points of service:

- Perform the necessary system diagnostics.
- Install proper replacement sensors.
- Calibrate the TPMS if needed.

TPMS Diagnostics

Before work begins on any project, it's very important to make sure that any TPMS faults are determined and resolved. Running a System Diagnostics includes a baseline inspection of the TPMS sensors and a read from the TPMS Control module. The technician is looking for any current fault codes [Diagnostic Trouble Codes or DTC's]. The rules state that the TPMS must remain operational and using a TPMS diagnostic tool can help establish the condition of the TPMS and repair it. It's always best practice to inform the customer of any system issues or faults prior to work beginning.



Install Proper TPMS Sensors

New wheels and tires usually mean new TPMS Sensors as well. When installing a new wheel/tire package, it is required that the vehicle's TPMS remains operational, this means making sure you have the proper replacement sensor installed and a system relearn completed.

Choosing the proper sensor should be based on function of course. Will it work on this application, and will it fit this wheel type are key questions. In high performance applications can also mean choosing a sensor that fits the look of the wheel and tire. Replacement sensors that offer painted or chrome stems will further enhance the wheel and tire package. Aluminum clamping valve stems are preferred in the high-performance applications as they are best suited for higher pressures and higher speed ratings. Choose sensors that satisfy both fit and function.

High Performance Calibration

Often, selecting a higher performing wheel and tire for a particular vehicle requires the Recommended Inflation Pressure to be recalibrated. Many know this as "placard," and this is a critical step in maintaining proper load carrying capacity of the car or truck. If the placard needs changing, complete this step before installing the new sensors. Typically, you recalibrate the placard, install the new sensors [in the wheels and tires] fit them to the car and complete the relearn. The system, and the new wheel and tires, are ready to go, don't forget the new placard sticker that includes the new tire size and recommended inflation pressure.



A good way to wrap up the job, and as best practice, would be to print out a vehicle inspection report. This document is an important step as it should reference the previous placard setting and the new placard value. Advise your customer to keep this report with their vehicle records.



A new wheel and tire package for your truck or car is always a fun purchase. Nothing makes your vehicle pop like a new set of wheels and tires. If your ride is a late model with TPMS, make sure you follow these guidelines and your vehicle's TPMS will continue to protect you and your tires!

TPMS Desktop Audit Report - 5/29/2015 10:09:00 AM

Tool: TECH 500	Test Performed By: Joe Tech
Version: 53.0	Owners Name: Larry Smith
Serial Number: 1007	License Plate Number: RYG 753
Make: Chevrolet	Mileage: 22912
Model: Silverado 1500	Model and Year:
Year: 2015	Comments:
VIN: 3GCUKREHF0337405	
Previous Front Placard: 35	
Previous Rear Placard: 35	
New Front Placard: 42	
New Rear Placard: 42	
Qualifier:	
Qualifier Code: 000000E	
State: TBYT	

Wheel	ESMB (Psi)	ESMB (kPa)	Part No.	Type	Part No.	ID (Psi)	ID (kPa)	Make	Style	Part No.	Tire ID	OMF	Reps
LF	35	238	315-30	Suburban	1	315-30	238	1	1	315-30	238	1	1
RF	35	238	315-30	Suburban	1	315-30	238	1	1	315-30	238	1	1
RL	35	238	315-30	Suburban	1	315-30	238	1	1	315-30	238	1	1
LR	35	238	315-30	Suburban	1	315-30	238	1	1	315-30	238	1	1

ESMB - Sensor measures psi and reports specific system status at or over which warning. ID - Sensor ID. R - Right, L - Left, F - Front, R - Rear. Note: This tool is for informational purposes only. It is not intended for use as a diagnostic tool. The user assumes all responsibility for any damage, loss of data, interruption of business, or other consequences resulting from the use of this tool.

Contributor: Scott Holloway, Bartec USA
March 2023



2023 NETSA Scholarship Program

The New England Tire & Service Association is awarding 19(Nineteen) \$2,000.00 scholarships this year!



In Celebration of our Scholarship Milestone of \$500K, we will be awarding a **\$5,000 Scholarship** this year.

The winner will be selected thru a random drawing of our 2023 recipients.

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Let's start with a high level eye view of the economy.

Things don't look too badly in terms of real Gross Domestic Product (GDP), the most watched indicator of macroeconomic health. After declining in the first two quarters of 2022, it rebounded in the second half to finish with 2.1% growth for all of 2022.

But the employment picture remains strange. On the one hand, many economists and CEOs are expecting a genuine recession in 2023. This makes sense, given that the Federal Reserve has been raising interest rates to counter inflation. But on the other hand, job growth remains remarkably high, and unemployment is historically low. January 2023 saw 517,000 new jobs added, far above expectations, and an unemployment rate of only 3.4%.

In the past, there have been periods of strong economic growth but high unemployment, things sometimes called "jobless recoveries." It seems possible that this year we could see the opposite: a "job-rich recession," which would be a real unicorn, economically speaking. From a hiring perspective, it might mean layoffs happening while many other positions go unfilled.

Part of the problem is that labor force participation has still not recovered from Covid. It rose slightly (on a seasonally unadjusted basis) to 62.4% in January. But this is still below the

63.3% of February 2020, and well below the levels above 66% routinely seen before the Great Recession of 2007-2009. This makes hiring a challenge that requires more "give" by employers on perks like flexible schedules and paid leave to be more competitive. A recession in 2023 might shift some of the bargaining power back to employers, but probably not all of it.

And what about inflation? The latest Consumer Price Index (CPI) numbers from January show a rise in prices for consumers of 0.5%, after a 0.1% rise in December. Over the past 12 months, prices rose 6.4%. The takeaway is that while inflation has moderated, it is still with us, and that means more Federal Reserve interest rate hikes ahead, which will hopefully bring the CPI figure down further.

In the meantime, inflation is still outpacing wage growth.

Yet our industry still requires willing workers. The most recent employment numbers from the BLS, for December 2022, indicate 59,200 employees in tire manufacturing nationwide. This was up from 58,800 in November, and well above the 55,300 pandemic low in February 2021.

Looking ahead, a recent report from IBIS World forecasts -0.3% growth in U.S. tire industry employment for 2023, so essentially a flat trendline. Like many forecasts, this one might not hit the mark exactly. But it seems likely that we won't see huge changes up or down in employment for the coming year.

If we do see a recession in 2023, it may force firms to operate leaner than they'd like to for a while. Most of

the firms we work with or have worked with operate quite lean already so I don't know how much more there is to cut within most of our industry.

Contributor: 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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Most employers regularly review their employee benefits packages to ensure they offer the best plans. They study how employees use their existing insurance coverage and survey workers to understand their benefits needs. Employers use this data to design new benefits packages that better fit their current workforce. However, despite efforts to educate workers about new benefits, sometimes employees are slow to enroll in the plans. Review five tips for success when rolling out new employee benefits.

1. Offer customized plans – Most employers have diverse employees with various needs. Benefits featuring one type of coverage level probably won't fit all employee needs. Employees today want benefits they can personalize to fit their family situations. They want the option to select a basic or more robust plan, depending on their needs. Use information gathered from employee surveys, meetings and informal chats to create a benefits plan with the coverage employees want.

2. Emphasize value and savings – When updating employee benefits, communicate the reason for the change and the value the new benefits bring to employees. Explain how employees can use the new coverage to better care for their health and dependents' needs.

Show the applicable cost savings and enhanced access to medical care and professional services that the new benefits can provide. Employers who help pay for benefits costs should be sure to share that information. Also, connect the benefits to common medical conditions employees have experienced, explaining how the coverage could improve their health.

3. Communicate to each generation – Before introducing new benefits, develop a communications strategy listing personalized message topics to share with each employee group. Appeal to each generation by highlighting what they value most. For example, baby boomers (oldest) value wellness and retirement. Gen Zers (youngest) also value wellness, plus require full workday flexibility and support for mental and financial well-being. Use their preferred communication methods to share regular messages.

Start by sending a personalized message to each employee informing them about new benefits and how to use them. Also explain changes to existing benefits. Follow up with more information about preventive screenings available through the new or updated benefits and any associated costs.

Customize communications by asking senior-level team members to serve as employee benefits ambassadors, answering questions about enrolling and using company-sponsored benefits. Ask those ambassadors to help reinforce the message by participating in short videos introducing any new benefits or updates to employees.

Another way to personalize benefits communications is to connect them to national recognition days. For example, if you offer a dental benefits plan, promote it during National Children's Dental Health Month in February and National Dental Hygiene Month in October.

Keep messages short, using simple words, bullet points, and tips from employees on enrolling and using benefits. Add links to resources that will help employees better understand their benefits coverage and the services provided.

4. Build interest with rewards and incentives – Offering an incentive or reward for signing up for a new benefit is a great way to engage employees. Make the rewards and incentives fun. Give a discount or small gift to the first group of employees who enroll. Or, host a fun contest (among workers or departments), giving a special reward, gift card or treat to the winners.

For those in the office, employers could provide "I enrolled" stickers to employees who sign up for new benefits and offer free cookies, coffee or tea during the enrollment period.

5. Ask for feedback – After rolling out a new or updated benefit, ask employees who enrolled in the coverage for feedback. Find out how the benefit enhances their lives and ask for ideas to improve the coverage. Make sure to communicate this information to employees, including any changes that were made based on their feedback.

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What are voluntary benefits?

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



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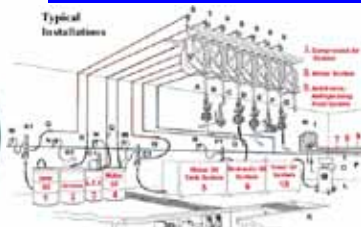
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Customer retention is especially crucial in our industry, where the cost of acquiring new customers is relatively high, and return visits are key to long-term success.

However, some customers will inevitably stop coming to your shops despite your best efforts. Our minds often race to worst-case scenarios - they found a better deal elsewhere or experienced poor service. Sometimes they've moved out of the market, and other times they bought a new vehicle. But more likely, life got in the way, and they simply forgot about you! Losing customers is not ideal, but it's not the end of the world. In fact, it presents an opportunity for you to re-engage with them and win them back.

There are plenty of reasons to focus on winning back your best, lost customers:

1. It's cost-effective: Marketing to acquire new customers can be expensive, and getting them to switch from their current shop is not always easy. Missing customer re-engagement can be a cost-effective way to grow your business. These customers already know your brand and have had a previous positive experience with your staff. A targeted re-engagement campaign can remind them of that experience and persuade them to return.

2. You already know them: Your shop has a sales history for every missing customer. By segmenting your approach, you can work hard to win back the best lost customers. The average amount spent, the number of visits, and the number of vehicles are just a few factors determining which missing customers are most valuable to your business.

3. Increased lifetime value: Repeat customers spend more than first-time customers, and their lifetime value to your business is significantly higher. Over time, customers grow to trust your staff's recommendations and bring the rest of their family's cars for service.

According to a study by Bain & Company, a 5% increase in customer retention can lead to a 25% to 95% increase in profits. By winning back lost customers, you can significantly increase your store's revenue and profitability.

4. Referral opportunities: Satisfied customers are more likely to refer their friends and family to your store. Reengaging with lost customers and providing exceptional service can create referral opportunities, leading to new business.

Tire dealers and auto repair shops have a variety of paths available to win back their lost customers.

1. Contact your customers directly to let them know you miss

them and want them back! Just acknowledging their absence goes miles. Send them a personalized email, or even better - pick up the phone. Top-performing shops make these calls a priority.

2. Add a dedicated customer re-engagement program to your marketing arsenal. Targeted digital ads and emails can reach missing customers in their homes and on their mobile devices, gently reminding them of your brand.

3. Send your missing customers an incentive to return. Offer a discount or special promotion showing how much you value their business.

4. Ask for feedback. Reach out to them to ask for feedback about why they left and what you can do to improve their experience in the future.

Missing customer re-engagement is important to your business's customer retention strategy. By winning back your best-lost customers, you will increase revenue, lifetime value, and referral opportunities while maintaining a cost-effective approach to growing your business.

Contributor: Neil Maier, Tread Partners

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It's spring and it's time to think about spring cleaning. Not just in your home or store, but your website too. In the spring I am ready for a quick to-do list, and I want to see fast results. You know what to do with your brick and mortar store, but where do you begin when thinking about spring cleaning your website? I can help!

1. Review each page. Is there out of date content that needs to be removed/updated? Does this page still have useful information for potential and current customers?
2. Think about customer questions. Are those answers represented on your website? Is the content easy to find and digest? Today's customers have very short attention spans. Are they able to find out who you are, what you offer and why your brand has value?
3. Promote your sales! Do you have new promotions, events, or coupons to add? Out with the old, in with the new!

4. Feature customer testimonials. Do you have customer testimonials you can display on your site? FinancesOnline found that 68% of consumers will choose a business because of their positive reviews. Online reviews build trust. Recent reviews create new content opportunities. Sharing and responding to a negative review builds empathy and shows that you stand behind your brand.

5. Enable digital customer service! Live chat on your website can be a great addition to your service. Interacting digitally with your customers proves to the search engines that you care about your customers and your content is genuine. It can even help you move your website up in the search engine rankings.

6. Add high-quality images of your business! Review the images on your website. Are they clear? Are they up to date? Do you include inventory, a view from inside and outside? Shoppers are drawn to visuals. They want to envision themselves at your store or enjoying their new purchase.

7. Review CTAs on your website! A CTA, or call to action, on your website is just like having signs to assist customers in your brick and mortar. Look at your site and make sure it is easy to find out how to call you or request a quote!

Working on our digital storefront can be fun and overwhelming!
Remember we are here to help.



Congratulations Brian McGeoghegan 2023 NETSA Hall of Fame Inductee

About Brian McGeoghegan

- Lifelong Hingham Resident
- Joined Mohawk Rubber 1991
- Sole Owner of Mohawk Rubber 2008 - 2022
- Founded Worthwhile Life Foundation 2011
- NETSA Hall of Fame Inductee 2023



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Reprint: Tire Business, March 3, 2023: Our View...

Before we share our thoughts on what the annual Market Data Book published in the Feb. 27 edition, tells us about the tire industry, we want you to know our aim here is to give you enough data to make up your own mind.

It seems odd to say, but it can be hard to trust data these days.

First off, it's not the data's fault. Data are pure, raw and unapologetically straight-forward. The problem with data most often is a human one, because someone can find data to support just about any point.

For instance, sales of SUVs like the Honda CRV (-34.1%), Nissan Rouge (-34.7%) and Subaru Outback (-26.3%) saw a big decline in 2022 compared with 2021. Does that mean the auto industry is dead? No.

While industry sales were down 7.9% overall in the U.S., we don't think it was a lack of demand — if the used car market is any indicator. The wake of the pandemic, namely supply shortages and disruptions, has held the auto industry back. The lack of new vehicles has pushed the average vehicle age past 12 years, which is great for the replacement market. We sense this year will be much kinder to the industry.

In the tire industry, the game was paused briefly at the start of the pandemic and then roared back ushering in a record sales year in 2021. Tire makers we've interviewed often referred to 2022 as a bit of a "hangover" year. The sales mega boost had ended and the market was settling into its new normal — one of growth, though muted by comparison.

"I wouldn't say it's leveling off, but the growth is returning to pre-pandemic levels," Michael Graber, Toyo Tire USA president and CEO, told Tire Business at SEMA last year. "Generally, we expect 2% to 3% growth in each of our segments year-over-year instead of the double-digit growth we were seeing in 2020 and 2021."

Of course, we haven't mentioned the elephant in the room. The Russian invasion of Ukraine — and the energy crisis caused by it. Inflation and a possible recession are also reasons you'll find many tire makers showing caution this year.

Overall though, we feel the tire industry remains in good condition. Investment groups, like Greatwater 360, continue to see auto repair and tire service as a strong investment.

This year old challenges remain and new challenges will certainly come, but this is an industry built to handle bumpy roads.



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February 14, 2023: BOWIE, Md. – Right to Repair legislation has again gained federal support with the reintroduction of the Right to Equitable and Professional Auto Industry Repair (REPAIR) Act, H.R. 906, by Congressman Neal Dunn (R-Fla.-02).

The bill is co-sponsored by Rep. Brendan Boyle (D-Penn.-02), Rep. Warren Davidson (R-Ohio-08) and Rep. Marie Gluesenkamp Perez (D-Wash.-03).

Right to repair remains a top priority for TIA members and a national law would provide for much needed clarity and direction in vehicle repair. TIA has supported efforts on both the state and federal levels in recent years.

Modern cars and trucks contain advanced technology that monitors or controls virtually every function of the vehicle including: brakes, steering, air bags, fuel delivery, ignition, lubrication, theft prevention, emission controls and soon, tire pressure. Car and truck owners, as well as the facilities that repair these vehicles need full access to the information, parts and tools necessary to accurately diagnose, repair or re-program these systems.

H.R. 906 will ensure consumers have access to data relating to their motor vehicles, critical repair information and tools, and to provide them choices for the maintenance, service and repair of their motor vehicles.

Congressman Dunn is a member of the House Energy and Commerce Committee, which has responsibility for consumer protection matters, where the bill has been referred.

“When it comes to repairing their automobiles, consumers deserve options,” Dunn said. “The REPAIR Act would give owners, including the rural communities in my district, secure access to critical data so the service center of their choosing can replace parts and repair their vehicles. I am proud to support competition in the vehicle repair industry and this important legislation.”

New vehicles require access to critical parts, tools and repair and maintenance data to properly service and complete repairs and routine maintenance.

TIA members need the repair and maintenance data that is now being wirelessly transmitted from vehicles via telematics systems in a cloud-based format.

The REPAIR Act will accomplish this by:

- Preserving consumer access to high quality and affordable vehicle repair by ensuring vehicle owners and their repairers of choice have access to necessary repair and maintenance tools and data as vehicles continue to become more advanced;
- Ensuring access to critical repair tools and information. All tools and equipment, wireless transmission of repair and diagnostic data and access to on-board diagnostic and telematic systems needed to repair a vehicle must be made available to the independent repair industry;
- Ensuring cybersecurity by allowing vehicle manufacturers to secure vehicle-generated data and requiring the National Highway Traffic Safety Administration (NHTSA) to develop standards for how vehicle-generated data necessary for repair can be accessed securely;
- Providing transparency for consumers by requiring vehicle owners be informed they can choose where and how to get their vehicle repaired;
- Creating a stakeholder advisory committee and providing them with the statutory authority to provide recommendations to the Federal Trade Commission (FTC) on how to address emerging barriers to vehicle repair and maintenance; and
- Providing ongoing enforcement by establishing a process for consumers and independent repair facilities to file complaints with the FTC regarding

alleged violations of the requirements in the bill and a requirement that the FTC act within five months of a claim.

As vehicle technology continues to advance, TIA has been on the forefront in addressing new vehicle technologies and electric vehicles.

Last year, TIA formed an Electric Vehicle Advisory Council (EVAC) to address issues tire dealers are facing and to recommend best practices to the industry. The mission of the EVAC is “to identify procedures to safely service electric vehicles and to promote them through education and training to tire, automotive and commercial service centers.” The EVAC will develop a list of recommended “best practices” for TIA tire, automotive and commercial service centers to safely service electric vehicles.

The REPAIR Act will reduce the repair access barriers when working on EVs.

Other Efforts

- In November 2020, Massachusetts voters overwhelmingly voiced their support for Ballot Question 1, also known as Right to Repair, with 75% of the vote, which preserves their right as vehicle owners to have access to and control of their vehicles’ mechanical data necessary for service and repair at the shop of their choice. The lawsuit against the right to repair law is still pending. The most recent development occurred on Jan. 11 when the parties agreed to a joint stipulation and proposed scheduling order for “(a) conducting the additional document discovery ordered by the Court and (b) briefing that motion for a protective order.” The law has been held up by a federal judge for three years citing numerous reasons for delay.
- In May 2021, the FTC released a report highlighting the barriers auto manufacturers have instituted to block consumers’ right to repair. In the report, the FTC supported expanding consumer repair options and found “scant evidence” for the repair restrictions imposed by original equipment manufacturers. In a subsequent policy statement on the report, the FTC noted that these repair restrictions create hardships for families and businesses and that the commission was “concerned that this burden is borne more heavily by underserved communities, including communities of color and lower-income Americans.”
- In July 2021, President Biden issued an executive order encouraging the FTC to address anti-competitive repair restrictions.

In 2022, TIA joined efforts with the Maine Right to Repair Coalition, which has collected more than 70,000 signatures on a petition that supports the right for independent repairers to access the vehicle diagnostic data they need to complete repairs. The goal is to get a right to repair referendum in front of voters on the November ballot. TIA is rallying dealers in Maine and providing materials to gather support for these efforts.

- In 2023, TIA worked with Maryland Delegate Kevin Hornberger (R) and his staff to introduce HB 1193 in Maryland. The bill titled: Consumer Protection-Motor Vehicles-Right to Repair addresses the right to repair issue on the state level by requiring a manufacturer that sells motor vehicles with telematics systems to install an open data platform in certain motor vehicles. The bill has a hearing in the House Economic Matters committee on March 8 at 1:00 p.m.

Passing the REPAIR Act will be a focus and top priority for TIA in the 118th Congress.

TIA is actively recruiting members in the House of Representatives to join as a co-sponsor to the bipartisan legislation.

Contact TIA Vice President of Government Affairs Roy Littlefield IV (rlittlefield2@tireindustry.org) with questions and to learn how you can support efforts to pass right to repair legislation on the state and federal levels.

Advocacy Credit Card Fees

Merchant Advocate:

Don Giordano (973) 897-2778

Save money on your credit card fees without switching processors. Credit card industry is unregulated and lacks transparency, we have become the industry WATCHDOG. Our goal is to help protect merchants from inflated rates and eliminate hidden fees.

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ASA Tire Systems:

Dave Vogel (603) 889-8700

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Nationwide Payment:

Brian Soares (207) 400-4495

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

Merchant Partners

Sales (866) 814-4083

- Meet or Beat pricing for NETSA Members
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- Check Guarantee Service

Dental Coverage

NEAD Insurance Trust/The Guardian Ins.Co.:

Charlie Muise (781) 706-6944

- **\$1750 Calendar Year Maximum**
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Jeff Mishol (781)799-4598

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National Automotive Roads and Fuel Association

Vinnie Daboul – (603) 932-6472

Established in 1929 with the goal of providing

strength and stability for businesses in the automotive, roads, fuel and other related industries. We offer our members a full suite of employee benefits (medical, voluntary life, disability, critical illness and accident) wellness programs and benefit administration.

Insurance Coverage

Affiliated Insurance Agency:

Affiliated Insurance Agency:TIA/Allstate

Phil Muller (516) 576-0166

- All forms of insurance for the tire and rubber industry since 1981
- Comprehensive comparison review of current insurance portfolio for retailers, wholesalers, commercial, industrial, retreaders and manufacturers
- Insurance products included but not limited to: Property, Liability, Automobile, Employment Practices Liability and Cyber Liability
- Employee Benefits

Lease to Own

Progressive leasing:

Aric Wredberg (267) 372-9270

- Providing virtual lease-to-own for customers since 1999
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Legislative Monitoring

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

Marketing & Analytics

TireTutor

Jimmy Gogan – (781) 205-9148

Our goal is to make buying tires easy for the consumer while driving business back to independent dealers. Our comparison-shopping website brings visibility to local dealers, helping them compete with larger chains and online retailers. Our proprietary software helps dealers understand where their pricing stands in the marketplace. We offer a free 3-month trial of our platform, followed by a discounted NETSA rate.

Oil Products

Brenntag Lubricants:

Jim Rogers (860) 250-2076

- Valvoline Quality Products - Motor Oils, Trans Fluids, Grease, Oil & Air Filters, Fuel Inj. Cleaners,

Antifreeze & Wiper Blades all earning rewards points/money.

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

Publications

Road Runner:

Our Newsletter is published four times a year (March, June, September & December) with information & fun articles. Free to members.

Social Media

Optimize Social Media

Ben Moore (218) 213-2251

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

Scholarships

- As a member business, your employees & their dependents qualify for academic scholarships. This year NETSA and our sponsors, will provide nineteen \$2000 scholarships to member employees, their spouses, and their dependents.

Tire Industry Market Facts

GfK Benchmarking:

Neil Portnoy (212) 884-9269

- Monthly Benchmarking reporting
- Your store(s) vs. Market
- Sales, Share, Price; all by product line.
- Know what customers are buying, so you could make informed inventory decisions

Trade Show & Annual Meeting

- 50-plus exhibitors with over 110 booths.
- Free training seminars
- Annual Meeting with Keynote Speakers
- Prizes & fun for the entire family.

Training

- We participate in TIA's Certified ATS Program for tire technicians, the TPMS Program, and the CTS Truck Tire Program

Web Site

Net Driven:

sales@netdriven.com (877) 860-2005 x298

http://www.netdriven.com. Net Driven provides Industry leading solutions to drive your business. They will build, host, & update your site at much reduced NETSA Member rates. View our NETSA website at www.netsa.org built and hosted by Net Driven

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

The Newsletter of New England Tire & Service Association

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