



2021 Officers

President: **Blaise Pascale**, Holyoke Tire & Auto Service, Holyoke, MA
Vice President: **Rich Tuttle**, Nokian Tyres, Colchester, VT
Treasurer: **Anthony Babine**, Dill Air Control Products, Assonet, MA
Secretary: **Katie Maguire**, Mohawk Rubber Sales, Hingham, MA
Executive Director: **Tony DeSimone**, NETSA, Kingston, NH

Board Members

Gene Bova Jr. - K & M Tire, Merrimack, NH
Joanna Criscuolo - Joanna's Truck Tire Service, East Haven, CT
Steve Dupoise - County Tire Center, Inc. Middlebury, VT
Steve Dupoise Jr. - County Tire Center, Inc. Middlebury, VT
Larry Farrell - Sullivan Tire, Norwell, MA
Don Foshay Jr. - Don Foshay's Discount Tire & Alignment, Biddeford, ME
Ray Hamel - Hamel Wholesale Tire Center, Cumberland, RI
Larry Lesieur - Maynard & Lesieur, Inc., Nashua, NH
Bob Lane - Direct Tire, Watertown, MA
Tom Maguire - Max Finkelstein, Inc., Windsor, CT
Steve McGrath - Tire Warehouse, Keene, NH
Jim Melvin Jr. - Melvin's Tire Pros, Inc., North Kingston, RI
Frank Pascale - Sullivan Tire, South Windsor, CT
John Reid - Brenntag Lubricants, Reading, MA
Mark Rochefort - Vermont Tire, Montpelier, VT
Alan Saks - Dorchester Tire Service, Inc., Boston, MA
Bob Vacca - American Tire Distributors, E. Taunton, MA
Glenn Wilder - Wilder Brothers Tire, N. Scituate, MA
Tim Winkeler - VIP, Lewiston, ME

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

Please send your letters to:
NETSA
3 Lefevre Dr.
Kingston, NH 03848
Tel: (855) 638-7248
or netsapros@aol.com



Join NETSA

JOIN NETSA TODAY

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



NETSA President Passes Away Unexpectedly

Rich Tuttle, Vice President NETSA, Friend

Sadly, we announce that NETSA President Blaise Pascale passed away unexpectedly on December 3rd, 2021. We are all shocked and saddened by this terrible news. Quoting his son Frank, "Blaise went to be with the Lord this afternoon."

Blaise joined the NETSA Board of Directors in 2005 and for the next 16 years he did what Blaise always did, work hard, stayed involved and was never afraid to share his opinion. Two of things he loved to be involved with was the Scholarship and Trade Show Committees. He loved the idea of giving Scholarships to NETSA member students. He played a key role with NETSA working on the Bob Malerba Memorial Scholarship Award. This award is funded by both NETSA and the Connecticut Tire Dealers Association.



Blaise & Sally Pascale

This scholarship is granted to a student from one of our Connecticut members. The first committee Blaise joined was the Trade Show Committee. He quickly became an essential member of this committee and was involved from start to finish each year. He worked side by side with the Committee Chairman from sunup to sundown doing whatever needed to be done. The last several years, Blaise oversaw the task of moving exhibitors in and out of the trade show floor, which was never an easy task when dealing with up to fifty-five different companies. We could always rely on Blaise to get the job done.

In 2020 Blaise became President of NETSA. He accepted the position knowing it was going to be hard, because the world was dealing with all the unknowns of Covid-19, including many business shutdowns. Blaise also had to deal with the first time NETSA had to cancel its Trade Show and Golf Tournament (our

continued on pg 2



I was shocked and saddened to hear of the unexpected death of Blaise Pascale. My sincere condolences go out to his wife Sally, their son Frank, and his entire family. In his capacity as President, we worked together on many NETSA projects. For Blaise, NETSA was not about the limelight. He was always ready to do the hard behind the scenes work that no one saw but was an integral part of any event's success. He would simply roll up his sleeves and get the job done. Whether it was the Trade Show or NETSA Scholarship Golf Tournament

he did whatever was needed of him. I appreciated those efforts, and he will be missed by all of us in his NETSA family.

The **Trade Show Committee** – Chaired by Rich Tuttle, is hard at work on the 2022 NETSA Trade Show & Convention. This year's event is slated for Foxwoods Resort Casino on April 1st and 2nd, 2022. We will have more information after the first of the year.

The **Membership Committee** –NETSA's continued strength relies upon the ongoing membership support of businesses like yours and is more important than ever before. That support has allowed us to:

- Support the Right to Repair effort in 2020.
- Provide up to twenty-one \$2,000 scholarships in 2021.
- Monitor industry related legislation throughout New England.
- Represent our members at the TIA Lobby Day in Washington, D.C.
- Publish four issues of the Road Runner yearly.
- Produce our annual Trade Show and Convention, as well as our annual Scholarship Golf Tournament.
- Furnish a host of benefits for our members.

If you have not already renewed your membership for 2022, please do so today. We also encourage you to ask a colleague to join our association and help grow NETSA.

The **Scholarship Committee** – Chaired by Larry Lesieur will be asking the Board to approve up to 21 scholarships for 2022. Look for details and applications at the end of January. Applications must be submitted by April 30th to be considered for a 2022 scholarship. Larry also wanted to thank all our 2021 sponsors for keeping their commitments in a challenging year.

The **Legislative Committee** – Things have been quiet around New England but not so much at the national level. The passing of the Infrastructure Bill by Congress, while far from perfect, is something that both NETSA and TIA have been lobbying Congress to get done for several years.

As we end another year with Covid still dominating the headlines I cannot help marveling at Mother Nature. The resiliency of this virus, its ability to change and spread and refuse to give up just amazes me. So, what have I learned from these past two years? I believe we must be like Mother Nature with this virus in both our personal lives and our business lives. We must never give up, we must be resilient, we must change and adapt. We must grow and strengthen in areas where we are weak. We must capitalize on our strengths and look for new opportunities. As we approach the New Year take the time to assess where you are and where you want to be and design a plan to get you there. Most important, work the plan. To quote Ben Franklin, "Well done is better than well said."

On behalf of the NETSA Board of Directors, I wish you all happy holidays and a joyous and prosperous new year.

Tony



NETSA President Passes Away Unexpectedly

continued from pg. 1

two major fund raisers for NETSA). However, Blaise never lost faith that NETSA, our members and the country would get through it. His leadership helped NETSA to continue to move forward and put us on the right track for 2021 and beyond.

On a personal note, I loved working with Blaise. He was a great guy and for me a great friend, sentiments that are shared by many in our association. We both enjoyed working the trade show together these past sixteen years, something we looked forward to each year. Most of all I will miss the things we did together with our families outside of work. He was my brother; my friend, and I will miss him dearly.



CHAMPION

The Mechanic's Choice



Compressed Air Solutions

Champion offers a complete line of compressors as well as a wide array of aftermarket items to ensure excellent air quality. From various models of air dryers to filters and piping, Champion has the products to allow for a total air system to be installed no matter what the customer's application.



L-Series

- Oil-Flooded Rotary Screw
- Belt Drive, Fixed Speed
- 5-40 HP
- 100-190 PSIG
- 26-193 CFM
- Load/No Load Controls (Fixed Speed)
- Tank or Base Mounted with Optional Dryer Configurations

Advantage

- Two-Stage Reciprocating compressor
- 5-25 HP Range
- 175 PSIG
- 17.3-90.1 CFM
- Vertical & Horizontal Tanks
- Fully Packaged
- Simplex or Duplex Configurations
- Available for Immediate Shipment
- Control panel featuring control voltage transformer

Gas Engine Drive

- Two-Stage Engine Driven compressor
- 9-23 HP Range
- 175-250 PSIG
- 17.9-39.5 CFM
- Splash or Pressure Lubricated
- Horizontal or Base Mounted
- Compressor/Generator Combo Unit Available

RV-Series

- Two-Stage Reciprocating Compressor
- 2-15 HP Range
- 125-175 PSIG
- 4.9-49.0 CFM
- Vertical & Horizontal Tanks (depending on model)
- Electric Starter (where applicable)



The Specialty Market Equipment Association (SEMA) recognized the Tire Industry Association and TIA CEO Roy Littlefield with two awards during the 2021 SEMA Industry Awards Banquet, which took place Thursday, Nov. 4, at the Westgate Las Vegas Resort and Casino.

SEMA President and CEO Chris Kersting presented TIA CEO Roy Littlefield with the President's Service Award. Littlefield is

retiring after 18 years as the association's top executive and 42 years overall with the organization.

Kersting also honored TIA on its 100-year anniversary and presented the association with a special award in appreciation of TIA's 25 years of support of the SEMA Show/Global Tire Expo.

2021 GTE/SEMA Highlighted by TIA 100th Anniversary

It may have been a year later than planned due to the COVID-19 pandemic, but the Tire Industry Association finally celebrated its 100th anniversary with a reception and celebration Monday, Nov. 1, in Las Vegas one day before the opening of the 2021 Global Tire Expo/SEMA show in Las Vegas.

Current and past members, Board members, suppliers and friends came together for a wonderful evening filled with reminiscing, a bountiful reception, a recounting of TIA's iconic history and the retirement speech of TIA CEO Roy Littlefield. Attendees also were treated to a motivational speech by Vietnam War hero and Super Bowl Champion Rocky Bleier, sponsored by the Goodyear Tire & Rubber Co., and music by award-winning singer songwriters Lori McKenna and Tom Douglas, sponsored by Bridgestone Americas Inc. The 100th anniversary celebration highlighted a successful return of the Global Tire Expo – Powered by TIA and the SEMA Show, following the one-year hiatus because of the pandemic.



During the Association's annual meeting, the TIA membership elected Mason Hess (*pictured L.*) of Purcell Tire & Rubber Co. in Potosi, Mo., as

its new president, replacing Dan Nothdurft of Tires Tires Tires in Sioux Falls, S.D., who became past president. The membership also passed three resolutions, two supporting Infrastructure Funding and Right to Repair, and the third opposing proposed increases to the estate tax exemption and the estate tax rate and the lowering of the lifetime gift tax exclusion.

Following the Annual Meeting, TIA recognized industry leaders during the Tire Industry Honors Luncheon. Honorees included Tire Industry Hall of Fame inductees Roy Littlefield, TIA CEO, and the late Martin Barry, a three-term president of the National Tire Dealers Association; Ed Wagner Leadership Award winner Monte Niemi, CEO of First State Tire Recycling, Friend of the Industry Award winner, Miles D. Moore, retired senior Washington reporter for Tire Business and Rubber & Plastics News (now called Rubber News); and Industry Achievement Award winner Tony DeSimone, executive director of the New England Tire & Service Association. Trade publications Tire Business and Tire Review also made presentations during the event.

On the GTE/SEMA Show trade show floor, business was steady at the TIA booth, while attendance at the Association's five educational sessions was strong.

TOUGH JOBS NEED TOUGHER EQUIPMENT



Call your Stellar Industries sales representative today!

Tom Formanek

(800) 321-3741 ext. 4253

tformanek@stellarindustries.com



Our People. Our Products.

(800) 321-3741 • www.stellarindustries.com



GORILLA[®] Programmable TPMS Sensors

AVAILABLE AT WHEEL PROS NOW!

EZ-sensor

Schrader's Single SKU Programmable Sensor with Rubber Snap-In Valve
PN SEZ-33500

Features

- Combines 314.9, 315 & 433 MHz applications into a single SKU
- Future-proofed to support new and pending OE technologies
- Aluminum clamp-in (silver PN SEZ34000 and black PN SEZ34010) and rubber snap-in valve stem options
- Compatible with most common TPMS



Benefits

- Reduces overall cost of service
- Increases speed of service
- Optimizes inventory levels and returns
- Rated for speeds up to 130 MPH

BUNDLE & SAVE!

- ▶ BUNDLE PN SEZ-21298 INCLUDES:
Schrader S41 Tool
and 24 Rubber Snap-In EZ-sensors[®]

Tool Features

- Exclusive EZ-sensor[®] programming
- OBDII Quick Connect cable
- Functionality and flexibility at an affordable price

* See back page for more information.



Tech Support: 1.800.288.1804 | www.SchraderTPMS.com



Remote Based Teams And the Turnover Reality

No time in recent history has recruiting taken such a turn as it has in the last 10 months. Every department is seeing a massive turnover. Personally, we've witnessed the last four director level offers be declined for one reason or another. That's unheard of. Pre-COVID,

the acceptance rate was over 90%. Now we are seeing rejections from highly attractive companies.

It seems no industry is exempt from employee turnover and recruiting difficulties. It has become a candidate-driven market with employers who meet candidates with what they want are the ones winning. In real estate, multiple offers are made on a piece of property. The seller gets to mull over multiple offers and take the most appealing one. As industries bounce back from the effects of COVID, candidates now have multiple offers. This raises the competitive level of recruiting drastically. What does it take to create offers that are able to attract and retain candidates?

Recruiting Tips That Attract Candidates

Some of the Covid-related challenges may be starting to taper off a bit but recruiting remains complex. Traditional methods like simply posting jobs can have adverse effects such as creating an avalanche of unqualified candidates in many markets. In other markets traditional methods may turn up no applicants. In such a competitive environment, many candidates use offers from other companies to get raises internally. What is needed is effective strategies to obtain and retain top talent in your market.

Tips for Recruiting and Hiring a Remote Workforce

Prior to the pandemic, a few companies had mastered hiring and retaining remote workers. The use of technology is a must in the recruiting and hiring process and is likely to remain the trend for some time. Here are six tips to help with remote recruiting and hiring.

- Make sure competencies and descriptions are clearly stated.
- Design and promote the job as a remote position.
- Use tech tools to manage applications including being ready to accept online applications.
- Get comfortable with the online (video) interviewing process.
- Use multichannel communication.
- Make the switch to online onboarding and training.

Handling Remote-Based Teams

The key to retaining your talent in this competitive atmosphere is to embrace a remote or hybrid operation where possible. For some positions, moving to partial or full remote work can be difficult or not even possible. (Someone still has to change the tires and in many cases even make the tires by hand) However, with the massive move toward online and tech solutions and workplaces, many tools are available to help ensure success. Here are three strategies we use daily to promote our culture with a hybrid or remote-based team.

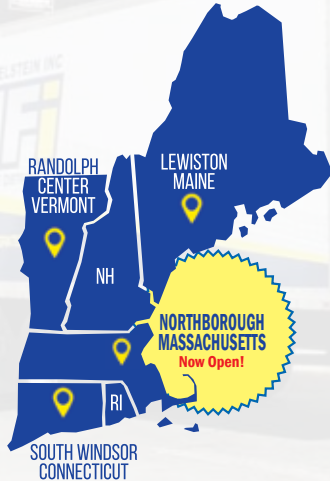
1. **Slack.** This asynchronous tool is an excellent tool when you need to keep your remote team all on the same page. It lets you create and promote your culture. You can set it up so that it meets your unique needs. For example, an entire organization can use the tool and each department can have its own channel for internal communication. Email isn't the only way to communicate with your team anymore. If you haven't experienced the convenience of a tool like Slack, I recommend you check it out.
2. **Goal Setting.** This cannot be overstated. Every person in your company from the intern to the highest-level Engineer should know your company's mission. Each person should have goals that align with that mission.
3. **Stand-ups.** Everyday at the same time, our team has a standup. Each person is allotted 60 seconds to share specific information including:
 - What were your goals from yesterday?
 - What goals did you hit?
 - Was there anything standing in the way of reaching your goal?

The remaining time is spent with training, team announcements, and other important communications. Daily meetings may not be conducive to your needs. Weekly standups may make more sense for your situation. However, standup meetings are great when you are onboarding new team members. Some teams may benefit from a debriefing each Friday. This also gives opportunity to communicate the goals for next week. These meetings can help bring accountability to the team and encourage them to connect. With today's technology, standups can be conducted via Zoom or another online meeting resource.

I hope this article has helped you realize that turnover and counter offers are not unique to your company, it's happening across our entire industry. My hope is that these tips and strategies will be useful to you as you move in tune with the new hybrid, remote world we live in.

Mike Cioffi is the founder of Tire Talent, a boutique recruiting agency dedicated to our industry. He is also a writer for Tire Business with a focus on current HR and Talent topics that may impact your business or team.

MAX FINKELSTEIN INC
MFI
 WHOLESALE TIRE DISTRIBUTOR
 maxfinkelstein.com | 800-229-8900
 info@maxfinkelstein.com



- Family Owned for over **100** Years
- **4** Strategically Located New England Warehouses
- **1,000,000** Tires In Stock
- Easy On-line Ordering **24/7**
- Dedicated and Professional Customer Service Team

PRODUCTS



PROGRAMS



**MAX
EDGE**
MARKET SOLUTIONS

- NO Fees to Join
- NO Monthly Franchise or Maintenance Charges
- NO Co-Branding or Signage Requirements

Join now and MAX EDGE will provide your business with exclusive access to national discounts & rebates from leaders in technology, marketing and operations.

The holiday season is a time defined by stories — from the tales that get told to children everywhere, to the memories that your family laughs about around the dinner table. 'Tis certainly the season to share a good story with those you love.

There are so many classic stories that get told again and again during the season. Think, for instance, of Rudolph the Red-Nosed Reindeer, Frosty the Snowman, and all the other characters that

have become an essential part of holiday celebrations. Plus, of course, there are the stories that are central to the winter holidays themselves, like the story of the first Hannakuh and the legend of Santa Claus. Every culture and every family in the world tells different stories to each other at this time of year.

As we gather (although limited due to the pandemic) this holiday season let us remember to be grateful and kind to each other.



Happy Holidays
& Happy New Year
from **NETSA!**

Scrap Tire Recycling

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



Collection, Transportation & Processing

We own and operate:

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

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

BDS Waste Disposal, Inc.

For more information, visit: bdswastedisposal.com

Phone: (207) 278-3833



FOR IMMEDIATE RELEASE

Oct. 26, 2021

Press Contact:

Roy Littlefield | 301.430.7280 x 108

Dave Zielasko | dzielasko@tireindustry.org | 301.430.7280 x 102

BOWIE, Md. – After an extensive eight-months search, the Tire Industry Association (TIA) has selected former board member, 2005 association president and industry executive Richard “Dick” Gust, as CEO, effective Jan 1.

Gust, who chairs the association’s Environmental Advisory Council, will replace current CEO Roy Littlefield III, who is retiring after 18 years in the position and 42 years overall with the association and its predecessor organizations.

“We are thrilled with the selection of Dick as the next chief executive of TIA,” said TIA President Dan Nothdurft, who led the CEO search. “He brings an extensive background to the position including more than 25 years of volunteer service with TIA and other industry organizations, in addition to a successful private sector career. We are confident he will continue the tremendous growth experienced by the organization during Roy Littlefield’s tenure.”

Gust will join TIA from Liberty Tire Recycling where he serves as director of government affairs and president of national account sales. He is well known in the scrap tire field and previously served as president of Lakin Environmental Industries overseeing operations involving tire retreading, remanufacturing, scrap tire collections and scrap tire processing.

The incoming TIA CEO began his tire industry career as a tire design engineer with Uniroyal Tire Co. (now part of Michelin) and later moved into managerial positions in tire production, quality control, product development and product testing. He later joined

Sears, Roebuck and Co. as a tire engineering liaison between Sears buyers and their various tire suppliers before moving to Lakin Environmental.

Gust’s association involvement includes working with the National Tire Dealers & Retreaders Association, the American Retreaders Association, the Tire Association of North America (TANA) and the International Tire & Rubber Association (ITRA). He was instrumental in the negotiations leading to the merger between ITRA and TANA in 2002 that created TIA.

Gust has been a frequent industry speaker and has been invited to share his insight and industry experience with various federal and state agencies. Earlier this year, he was appointed to the U.S. Department of Commerce’s Environmental Technologies Trade Advisory Committee as a representative of TIA and of the Waste Management & Recycling segment of the U.S. environmental technology industry.

Gust is a recent past chair of TIA’s government affairs committee, where he worked extensively on public policy issues affecting the tire industry. In 2016, he was inducted into the Tire Industry Hall of Fame.

“I am both humbled and excited to be selected as the next TIA CEO,” Gust said. “As we begin the association’s second hundred years, we will build on TIA’s solid history of industry leadership, look to develop additional innovative programs to increase tire safety, remain a strong advocate for our members at all levels of government and keep pace with innovation. Roy Littlefield and the TIA staff have created a solid foundation on which to build, and fresh ideas from our board of directors will ensure valuable benefits for our members for years to come.”

Gust will work out of TIA’s Bowie office.

#

About the Tire Industry Association: The Tire Industry Association (TIA), with a 100-year history representing all segments of the national and international tire industry, is the leading advocate as well as instructor in technical training of tire service technicians. For more information, visit www.tireindustry.org or call 800-876-8372.

TIA Mission Statement: The mission of TIA is to promote tire safety through training and education, to act as the principal advocate in government affairs and to enhance the image and professionalism of the industry so that our member businesses may be more successful.

ACCEPT NO SUBSTITUTES.



American Made.



FLEXX is the only internal ADAPTIVE wheel-end balancer that can dynamically balance while responding to load, speed, and road forces by distributing weight at the footprint immediately ...for the life of the tire.

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



FLEXX
MORE MILES. LESS FUEL



EXPERT TIPS CAN HELP PROTECT YOUR BUSINESS FROM NEEDLESSLY LOSING MONEY ON CREDIT CARD PAYMENTS

The system that allows you to collect money from your clients can also be costing you more money than it should—sometimes a lot more. That's because there are hidden costs that reduce your bottom line without you realizing it!

We all know that running a business costs money. You have all the typical expenses, such as rent, employee salaries and benefits, insurance, marketing, equipment, etc. Furthermore, if you accept credit cards—and almost everyone does—you have an expense that comes with this capability. What most don't realize is this revenue collection system can also cost you significantly more money than it needs to, acting as a "silent siphon" that slowly takes money out of your business.

There are ways to reduce this cost and to optimize the fees that you pay. Unfortunately for most people, the credit card industry has made it impossible to really understand exactly what it is you are paying for. To start with, there are hundreds of different cards (there are now over 700 different VISA®, MasterCard®, and Discover Card® categories at last count), many of which have different costs spanning a very wide range: from 0.05 percent of the transaction total to over three percent of the transaction total.

On top of the hard cost of the credit card used, there are dues and assessments imposed by the card associations, monthly fees tacked on by the processor, costs for equipment (most of you have heard of free credit card equipment, however we all know nothing is truly free), gateway fees, transactions fees, PCI compliance and non-compliance fees; the list can go on and on!

YOUR RATE VS. ACTUAL COST

Choosing a credit card processor is not all about your rate. Many times, I've been told, "I have the lowest rate, as we have looked at this expense many times." While that might in fact be true (although many times it isn't because it's not always that simple to see what your true rate is), it doesn't mean that you have the lowest cost. Other factors make up the total cost of accepting credit cards besides the markup your processor is charging you, and there is almost no way a business owner will ever be able to digest and understand the intricacies of this industry.

So, what do you do? You need to find a third-party expert that understands every aspect of the industry, knows all the costs behind accepting cards, and is someone that can help your businesses digest the information and make sure you are processing both optimally and at the lowest cost. I want to share just a few of the factors you need to understand.

WHAT ELSE IS THERE BESIDES PRICE?

First, your business must use proper procedures when accepting a

card. It is entirely possible that the same card taken by your business can cost you different fees depending on how it is accepted. Most businesses should already understand that if the customer presents you their card and it is swiped into the terminal, it cost less than when you have to take the payment at a later date and the card is not present (unfortunately many businesses can't avoid this issue, as it is just the nature of the industry); what most businesses don't know, however, is that the information you enter into your system when you charge the card that is not present will determine the cost of the transaction. There can be several reasons why your business is not getting the lowest rate possible on each and every card not present:

The individuals charging the card were not educated on proper procedure. Your staff is too busy to be worried about the details. Your processor did not set you up correctly, because they will make more money when your staff is not paying attention. Yes, this can be true. Depending on your rate structure, it is actually more profitable for the processor when you don't enter in all the important information for each transaction! Unfortunately, some sales people in the industry will either not understand this and you end up with equipment that is not programmed correctly, or they will intentionally set up your equipment improperly because they know they will make more money.

Not knowing proper procedure can siphon off anywhere between 0.5 to three percent of your gross profit, which can translate to over five percent of your net income. Imagine that adding a few simple steps to your daily procedures can increase your income five percent!

Another example is proper coding. Once again, the credit card processing industry has made things difficult. There are a couple of simple coding errors that can cost you thousands of dollars a year. When you initially sign up for processing services someone will usually help you fill out the application. Even though this person might have completed it perfectly and you double-checked everything, the application now has to be entered manually at the processor in order for your account to be activated. If the person entering this information is not paying attention, or had a bad morning, is under the weather, or maybe didn't get enough sleep, they can make mistakes, such as: Making an error when entering your SIC (standard industry code) incorrectly. This can potentially increase the cost to accept certain types of credit cards. I have seen this happen many times in my career. One particularly bad example I recall is a medium sized business being charged thousands of dollars a year over what they should have because someone entered the wrong code.

Making an error when entering how you accept cards. If the ratio between how often you swipe a card vs. how often you take payment over the phone or through the internet is not accurate, this seemingly little mistake can once again cost you thousands of dollars a year. Unfortunately, these and other errors will normally go undetected as no one monitors your account to ensure that you are processing optimally. Once you are signed up and processing, you will rarely talk to your processor unless something goes wrong. What all merchants need is someone who works for them, who is on their side, and whose incentive is to keep their processing costs as low as possible.

Key Findings from September 2021:

Segment	Monthly:					Year-To-Date:			
	Performance - % change								
	Unit share change vs. 2020	Units vs. 2020	Units vs. 2019	Dollars v s. 2020	Dollars vs. 2019	Units vs. 2020	Units vs. 2019	Dollars vs. 2020	Dollars vs. 2019
TOTAL TIRES		5.0	3.6	16.0	14.9	11.8	3.3	19.2	11.5
Non-Light Truck *	-2.5	1.8	0.0	12.1	9.3	9.8	0.8	16.6	7.1
Light Truck	2.5	19.5	19.9	27.5	32.0	21.0	15.7	27.3	25.7
18"+ RD	2.3	12.6	17.3	24.7	27.8	20.9	18.8	27.9	24.9
Non-LT 18"+ *	1.7	11.8	14.1	22.6	21.2	19.3	15.0	25.1	18.3
LT 18"+	0.6	16.7	35.2	31.5	53.3	29.5	41.9	38.1	52.5
UHP Speeds	0.2	7.9	0.3	20.8	3.5	14.6	1.0	19.8	3.1
Run Flat Tire	0.1	10.0	2.9	19.6	10.6	18.9	-4.4	27.2	2.8
Tier 1 Brands	0.0	4.9	-6.5	14.0	2.0	9.6	-6.7	15.0	-1.0
Tier 2 Brands	-0.8	3.1	3.0	15.2	17.5	10.8	2.8	19.7	14.1
Tier 3 Brands	0.1	5.4	12.0	22.1	30.7	20.3	14.4	30.5	28.0
Tier 4/Other Brands	0.8	9.7	13.7	17.8	25.2	9.9	10.1	16.3	19.0

*Non-LT tires includes P-Metric, Euro-Metric, and Hard-Metric tires
Tiers defined by MTD, 2018

Highlights from our most recent data & trends

How will you keep your rebound growing in 2022? Having a variety of perspectives on data that reflects the entire independent marketplace – not just your store’s sales – is essential. Our most recent US sell-out data shows that

- Through Q3, the independent tire channel is 12% ahead of last year’s pace, and over 3% ahead of 2019 (in units). Nationally, the average price per tire is up 7% from 2020.
- Dollar sales growth exceeds unit sales growth, as the average out-the-door price grew 11% per tire for September year over year.
- The Light Truck tire segment grew faster (in units) than Non-LT, especially those with rims 18"+.
- Tier 4 brands experienced the most growth for September – but, year-to-date, Tier 3 notched the strongest uptick, potentially due to lower consumer confidence and reduced spending, as well as supply chain disruptions.
- Specialty tires, like Run-flats and Ultra High-Performance tires, are up (in units) compared to both 2020 and 2019.

Talking TPMS

Scot Holloway, CEO, Bartec USA

The Road Runner
Winter 2021

We all know that servicing Tire Pressure Monitoring Systems can be challenging. It can even be harder explaining TPMS to consumers. 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 even produce more opportunities to sell parts and service. It always helps to have a plan, so here's an example.

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 pitfalls 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 has five basic components:

1. Wheel Sensor
2. MIL/TPMS light
3. Antenna
4. Control Module
5. Placard Label

In the majority of 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 [RIP] for the vehicle for the wheels and tires on the vehicle. Note: it is a 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 placard, the focus moves to the Malfunction Indicator Light [MIL]. With the Key On Engine Off [KOEO] look at the instrument panel and whether or not the MIL is on solid or flashing. A solid light means a low-pressure condition in one or more of the tires. A flashing MIL means a system problem, and further diagnosis by the front counter professional or the technician is required.

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 fast 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 actually 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 mastered the basic understanding of how a TPMS functions, and the components that comprise a TPMS, you are well on your way to TALKING TPMS 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 should be discussed.

This is a typical TPMS inspection report that is available from today's TPMS tools. Notice the details with 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 or not the tire have 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.

Customer: Date: 8/16/2017 1:53:00 PM Reference: 000013F
 Registration: Vehicle: Infiniti G35 2004 - 2006 Mileage: Tire Type: Standard

OK	7/32" and up	Tire OK for use.
Replace Soon	3/32" to 6/32"	Tire is worn. Consider purchasing new tires.
Replace Today	2/32" and below	Tire is no longer safe. Tire must be replaced.

Using an inspection report like the one shown, provides 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	BCMD (Hex)	BCMD (Dec)	Position	Type	Reads	ID (Hex)	ID (Dec)	Mode	Battery	Pressure
LF	30201	197121			3	0	0		Fail	N/A
RF	131211	1249809	Same	Schrader 315 MHz	1	131211	1249809	Learn	N/A	29.9 PSI
RR	332231	3355185	Same	Schrader 315 MHz	1	332231	3355185	Learn	N/A	31.6 PSI
LR	232221	2302497	Same	Schrader 315 MHz	1	232221	2302497	Learn	N/A	30.1 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 of the sensors are functioning properly and are the right parts for the vehicle.. Here 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	BCARD (Hex)	BCARD (Dec)	Position	Type	Reads	ID (Hex)	ID (Dec)	Mode	Battery	Pressure
LF	30201	197121	New	Schraeder 315 MHz	2	84BEFD	11845360	Learn	N/A	27.9 PSI
RF	131211	1249009	Same	Schraeder 315 MHz	1	131211	1249009	Learn	N/A	32.9 PSI
RR	333231	3355185	Same	Schraeder 315 MHz	1	333231	3355185	Learn	N/A	33.8 PSI
LR	332221	2302497	Same	Schraeder 315 MHz	1	232221	2302497	Learn	N/A	33.6 PSI

Code	Description	Status
C1708	LF Transmitter No Data	Current

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, and clear the corresponding DTC,

These are just but a few examples of how having more detailed information can only improve how you talk TPMS with customers. As the old saying goes, knowledge is power. Have a plan and make sure technicians are educated in the workings of Tire Pressure Monitoring Systems. TPMS is an important safety system that requires checking and maintenance.

Front counter associates and technicians that are armed with knowledge and a plan for informing customers can be successful in keeping their customers safe. Talking TPMS however, requires practice of that knowledge and a commitment to become an expert. To successfully talk TPMS, there are a few things to a front counter professional must commit to knowing, but with time they can effectively manage these discussions with their customers. It is worth noting that a key resource for any tire store is their TPMS Parts Provider. Companies that provide sensors, service kits and the necessary tools, should be equipped to provide the support needed.



68000
4-pc Turbo Socket Set - Socket Bro



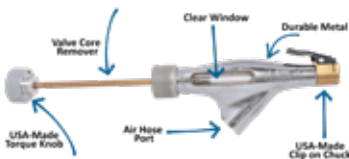
BT608
Autel Wireless Battery & System Analyzer



BB312
Gaither Generation 2 Bead Bazooka



4501
Core Remover Fast -N- Flator



**MOHAWK OFFERS THE
HOTTEST INDUSTRY PRODUCTS!**

GT-20MS
20Ton Moore-Safe Air Bottle Jack



68025
3-pc SUV/LT Spline Plus Kit



PPEKIT
Individual PPE Safety Kit



5700 Dill Kit
Tire & Wheel Service Tool



Order online at
mohawkrubber.com

Call us at 1-800-242-1446

Cybercrime Is on the Rise

Cybercriminals are finding increasingly clever ways to infiltrate your business and compromise your security. Net Driven wants to make sure your shop is protected from harmful digital attacks.

You may be thinking, "Cybercrime only targets large corporations. I have nothing to worry about." However, every year one in five small organizations is a victim of cybercrime. Cybercriminals target smaller organizations because they assume that these businesses have fewer defenses in place to prevent cyberattacks.

"Well," you say, "is there anything I can do to avoid a cyberattack if it comes my way?" Good news, 100% of cybercrime can be prevented through the vigilance of your "human firewall." What is this resource? It's you and your team members, who can form an impenetrable barrier against cybercrime by knowing the types of attacks and how to address them.

Email Fraud

Did you know that **91%** of data breaches are conducted through email fraud? Email allows cybercriminals to impersonate another entity as a means to connect with and extort your business. The most common type of email fraud is phishing.

"Phishing" is a fraudulent email that claims to be from a legitimate source in order to access sensitive information such as passwords and credit card numbers. For example, popular phishing angles include security alerts on your professional or private accounts, changes to your health benefits and HR announcements. But when you interact with these fraudulent emails, such as clicking a link or attachment, you could be compromising your private information and putting your shop at risk.

Recognize the Signs of a Phishing Email

Phishing emails have evolved to target specific emails by appearing highly personalized, such as addressing you by name or repeating some information about your position. It's important to always look twice at an email, as it can appear innocent at first but contain some telltale signs of fraud.

Here is a list of signs to identify a phishing email:

- **Fake "From" Email:** Hackers often try to infiltrate businesses by impersonating a legitimate domain, such as a subscription service or vendor. Always make sure the "From" email is legitimate (e.g., ends in "@netdriven.com"). If you receive an email that seems out of the ordinary for your role (e.g., you work in sales but were billed an invoice), check with a coworker or supervisor to confirm that email is real and was meant for you.
- **Generic Greeting:** Cybercriminals may not have access to your personal information, so they make do with generic email content. Openers such as "Dear Customer" may be a sign that the email was sent by a hacker.
- **Poor Writing:** If you receive an email that is riddled with mistakes like misspellings and bad grammar and punctuation. Remember, a credible business would not send you an email that contains poor

writing. Now, you may not be surprised to receive this email from your coworker who doesn't use punctuation, but keep your guard up if you receive an internal email has a strange tone or seems out of the ordinary.

- **Urgent Content:** Urgency is a common cybercriminal tactic, as they're trying to fluster you into making a snap decision and walking into the trap. If you receive an unexpected email whose subject line urges you to open immediately or whose body message tells you to click on a link or download an attachment now, take a step back. Ask yourself, "Is this email asking me to do something out of the ordinary? Is there a legitimate reason I would need to act now?"
- **Fake Links & Attachments:** Phishing emails use fraudulent links and attachments to breach your security walls and gain access to payment and contact information or slip a virus into your software. Doublecheck any links before clicking to determine the link structure looks normal and matches the email sender. Does the URL represent a real website and start with "HTTPS:"? Similarly, don't click on an unexpected of funny-looking attachment.

Tips to Stay Vigilant & Protect Your Business

Constant vigilance will prevent a security breach every single time. First, follow the three fundamental steps of thwarting a cyberattack:

1. Stop: Check and doublecheck your incoming emails. Never absentmindedly click on an email.
2. Look: Look twice before you interact. Do you see any signs that the message is a phishing scam?
3. Think: Does this email look real? Is anything out of the ordinary?

Additional steps to prevent a security breach:

- Create unique, complex passwords for every account & never share your password(s) with anyone.
- If an email looks "phishy," contact the sender in a different way, such as by phone or visiting their website in a different browser.
- Don't log into an account using a login link in an email. Go to the actual login page and enter your credentials there.
- Use second-hand verification if you receive a strange email from a company or coworker. Make sure you always know to whom you're responding.
- Don't click on an email attachment if you don't know what it's for or what's inside.
- If you suspect an email is fake, report it as a phishing attempt to your email service provider immediately.

Bottom Line: Provide Security Awareness Training

Your team can be your greatest cyber security asset or your biggest vulnerability, depending on how prepared they are to recognize and navigate a security threat. We highly recommend providing security awareness training for your entire team, as trained employees are more likely to notice and report suspicious emails. Create guidelines for your team to follow in terms of identifying and reporting suspicious emails and other security threats.

NTW Locations

- 60 Newark St, Haverhill, MA 01832 PH: 978-377-8044
- 2 Pullman St, Worcester, MA 01606 PH: 877-218-4737
- 330 Stone Road, Windsor, CT 06095 PH: 860-243-3742
- 55 Logistics Dr # 2, Auburn, ME 04210 PH: 877-635-6588
- 61 Leona Dr, Middleborough, MA 02346 PH: 508-824-1685
- 685 Marshall Ave #40, Williston, VT 05495 PH: 802-862-9100



Bigger, Better, Faster Tire Distribution

THE NTW ADVANTAGE

- Wide selection of major brands
- Daily deliveries in most areas
- Pickup option available
- Exclusive programs and promotions
- Easy online ordering
- Quality equipment, tools and supplies
- Exceptional local dealer support

Visit NTW.com to learn more
Visit order.NTW.com to place orders





First, I would like to send my condolences to the family of our NETSA President Blaise Pascale, who just passed away suddenly on Friday, December 3rd. I have had the pleasure of getting to know Blaise, his wife Sally, and son Frank through the NETSA board meetings and at our annual trade shows. Blaise was a wonderful person who worked hard for our organization and was a real

gentleman. More importantly I considered him to be a good friend, and the news of his passing comes as quite a shock. We got to know each other very well over the years, and he will be irreplaceable on the NETSA board. Just a terrible loss for his own family and for our NETSA family. God bless you Blaise and your family. I am so glad I got to spend some quality time with you these past few years. I am heartbroken.

It's early December and so far, we have survived what traditionally is our busiest time of the year. The weather has been mild, which usually is not good for the tire business, but this year it has been a good thing. We need to stretch out the season this year so that we can give our customers reasonable service with the current labor shortage. At the beginning of November, the New Hampshire and Boston TV stations were playing up that there was a tire shortage this year, which was partially true. Up north here, people interpreted that as a winter tire shortage. We had a lot of customers calling us to order their tires early. Many have already put them on, others just want them to be here so that they can put them on before the first snowstorm. We have more tires on hold right now than I've ever seen, both all season and winter tires. We don't require a deposit, so I must stay on our salesmen to return special order tires to our suppliers within a month or two of buying them if the customer is a no show. It's a real problem that we must deal with every day right now. We have not seen any major shortages from our main winter tire suppliers, Nokian Tyres and Cooper Tire. They made winter tires early this year and shipped them out during the summer. Nokian has had some supply issues with their Hakka 10, but it is a brand-new winter tire this year and they have some Hakka 9's around in some sizes that the Hakka 10s are, just not available right now. I imagine that some of the other tire manufacturers may have skipped making winter tires this year, depending on where they make them. Nokians come into the country through east coast and Canadian ports, and Cooper snow tires are still made in the U.S., so the issues out west at the port of Long Beach California haven't been an issue. All season and summer tires also appear plentiful, although TBC has had shortages in some LT light truck sizes on and off this year. In medium truck tires, there

have been plenty of shortages. Michelin stopped producing Uniroyal and BFG truck tires this year so that they could catch up on a huge backlog of Michelin truck tire backorders. Right now, they have no 11R24.5's, earlier in the year 11R22.5's were short. 315/80R22.5. 385/65R22.5 and 425/65R22.5's have been scarce for much of the year in all brands. We are using Cooper Roadmaster and Kumho in medium truck to replace the Uniroyal and BFG truck lines. They are decent products at decent prices with at least some availability. There are also spot shortages in some specialty turf tires and trailer tires as the manufacturers have elected to stop making slow movers in some cases. Tubes have not had supply issues. I think some of our suppliers like NTW, ATD, Finkelstein, Reliable Tire, Sullivan Tire, Nokian Tyres, K & M Tire, and K & W Tire have increased how much they stock to help overcome supply issues. Thank you for doing that.

I've been good for a long time physically this year but recently wrecked my back. I used to be able to get to my chiropractor within a day or two. It took me a week this time and that was only because he had a cancellation. He is much busier during the pandemic as people are working from home more. We have lost several employees and gained a couple back, but we are all working harder than ever to cover being short staffed. My suppliers have had some spot delivery problems and are sourcing out some of their deliveries to contract carriers. Some of them have "use it or lose it" policies regarding vacations, so their regular help are off on vacation during these critical days in November. Defer it and give it to them in February and no one will even notice that they are gone!

I don't like to talk politics too much anymore so that I don't get cancelled by anybody, but it was nice to see an infrastructure bill finally signed into law. Transportation, roads, and internet accessibility are important to our future. The bill isn't perfect, but we need to start addressing some of the many problems that we have out there, especially bad roads and red listed bridges. Debating and not passing a bill has become a way of life in Washington. My concern as always though is the financial burden that we continue to shift to future generations. If we can't dig ourselves

VOLUNTARY SUPPLEMENTAL BENEFITS

Help protect your family finances and future

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



CO-PAYS OR CO-INSURANCE



REPLACING WAGES OR SAVINGS



BILLS

The advantage of enhanced insurance plan options

- **More affordable options with LOWER RATES & NO MEDICAL QUESTIONS**
- **Special rates specifically approved for NETSA Member businesses**



ACCIDENT INSURANCE



DISABILITY INSURANCE



CANCER & CRITICAL ILLNESS INSURANCE



LIFE INSURANCE

CONTACT US TO LEARN MORE

Jeff Mishol, NETSA Member

Toll Free: 866-242-1862 | jeff.mishol@coloniallifesales.com

into a deep financial hole in our own businesses and lives, why should the government just be able to just keep printing money and defer our obligations to future generations? It makes no sense to me and is irresponsible governing. Someone is going to have to pay back all the money the government has borrowed someday.

On a positive note, I enjoyed reading all about the annual NETSA golf outing and 2021 scholarship winners in the last edition of the Road Runner. We had a beautiful day for golf and members enjoyed getting out and seeing old friends again. Same with our Annual Trade Show. We raised enough money to keep the scholarships going through these current tough times. As we go into 2022, it will be the 25th anniversary of my joining the NETSA board, replacing my father, Roland, who was on it for even longer than I've been on the board. As we approach the holidays and the end of 2021, I like to think back to where we were as an organization when I joined compared to where we are now. We have prospered as an organization over that time. I have enjoyed serving with the people on our board and talking to many of our members these past 25 years. We have also been blessed to have such great leadership during my time on the board, and there have been only three NETSA executive directors who run our day-to-day operations in all that time, which has been amazing continuity. Through it all, we have been very fiscally transparent with our members. Our fiscal shrewdness (unlike our government) is what helped to get us through these tough times. Hopefully, we will continue to be a vital organization in the future. So, for now, I will just wish all of you a happy holiday season and a good finish to 2021.

Larry

YOUR PARTNER IN SERVICE!
 For over 50 years, Fleet Equipment has been by your side.



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



Fleet Equipment Corporation
The Most Trusted Name in Tire Trucks

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



Interior Protection Products



Ask us about easy
 online ordering!

www.mohawkrubber.com

800-242-1446

Rising Health Care Costs Put Pressure on Small Businesses

By Jeff Michol, NETSA Member, Colonial Life & Benefits, Danvers MA

The Road Runner
Winter 2021

Double-digit health insurance cost increases affect all business owners no matter the size of their company — but smaller businesses feel more pressure because they typically don't have as many benefits options available to them as large companies. Yet you need to offer a competitive benefits package to compete with larger companies for qualified employees.

Voluntary benefits offered at the worksite can help small businesses lessen benefit program pressures by providing much-needed solutions: help employees fill gaps in their core benefits and provide communications to help employees better understand their benefits and the value of what you provide them.

Voluntary products expand the benefits program

We're seeing larger numbers of small business employers putting in high deductible health plans, and some are even adopting consumer-driven health care plans. Either way, employees are taking on more responsibility for their health care expenses. Adding a supplemental health insurance product and other voluntary benefits such as life insurance, cancer insurance and short-term disability can expand your benefits program. For example, if you have a high-deductible health plan, employees could choose a supplemental health insurance product to help pay for their additional out-of-pocket expenses.

Benefits communications helps employees understand and appreciate their benefits

Small businesses typically have little to no human resources staff, which means the business owner often handles HR duties in addition to all the other responsibilities. In many cases, you don't have the time and resources to fully communicate your benefits program. Yet employees who understand the benefits they have and the value of what their employer provides appreciate their company more.

Having a voluntary benefits partner who can communicate your benefits program — both core and voluntary, helps employees make educated coverage decisions can help take the load off of you. Find a voluntary benefits partner who's experienced in conducting one-on-one benefits communication sessions and who's willing to provide this valuable service at no cost. Many larger companies have staff or outside partners to help them with benefits communications and enrollments. But by partnering with a quality voluntary benefits provider, you can take advantage of these services in your own company at no additional expense.

Voluntary benefits can help you relieve some of the pressure from increasing health insurance costs yet still remain competitive in the marketplace. The benefit to you is an enhanced benefits program, savings in program costs, quality benefits communications and an effective enrollment process. Your employees will benefit from having more coverage choices to meet their needs, plus they'll understand and appreciate the value of what you provide for them.

Jeff Mishol, NETSA Account Representative; 781.799.4598

SAE and TMC type II tests

Counteract is the only tire and complete wheel assembly balancing product proven to improve fuel economy in independently run SAE and TMC type II tests.



If it doesn't say Counteract
on the bag, it's not Counteract.

If anyone tries to tell you that you don't need to
balance your truck tires, we'd love to hear from you.

www.counteractbalancing.com

toll free. 800.572.8952 local. 519.837.3331

Introducing

EZ-sensor  

**The Market's
Fastest
Programmable
TPMS Sensor!**

#33560



Valve Stem Options:

- Rubber Snap-In
- Silver Aluminum Clamp-In
- Black Aluminum Clamp-In

Most people know that healthy teeth and gums are essential for good overall health. They try to brush and floss their teeth daily. But often, they put off scheduling regular dental checkups because of the cost. However, dental insurance doesn't have to be expensive. So, how much does private dental insurance cost? Review these answers to find out.

Types of dental plans

The main costs to understand are the monthly premiums for dental insurance coverage and how much the insurance pays toward dental procedures.

Most companies offer employer-sponsored dental benefits. They pay a portion of the monthly premium, with employees covering the rest. The premium is based on the type of plan chosen.

Dental plans range from basic coverage that provides benefits toward the most common procedures to more generous options that can include coverage for orthodontia for braces, teeth whitening and dental implants. Dental plans come with an annual maximum benefit for dental expenses ranging from \$500 to \$1,500 or more. All dental insurance



plans usually pay most, if not all, of the cost for an annual or bi-annual preventive dental exam and professional teeth cleaning. If the plan offers a dental network of participating providers, you can save even more by seeing an in-network dentist.

Typically, dental insurance premiums are a fraction of the cost paid for regular health insurance. And dental insurance provides peace of mind for employees, so they don't have to pay the entire cost for dental care and procedures out of pocket.

Some companies don't have employer-sponsored dental insurance. Instead, they offer suggestions for an individual dental plan that can be purchased online directly from an insurance carrier. When making recommendations, employers should choose insurance carriers with a good reputation and a history of stability. With individual dental, employees are responsible for covering the total cost of the monthly premium and working with the insurance carrier.

The benefits you need

The best way to know the type of dental plan you need is by assessing your oral health. Do you typically see the dentist once, or twice, a year for an exam and professional cleaning? What is the condition of your teeth and gums? Do you have chipped or loose teeth or several with large fillings or crowns? Are your gums sore and inflamed?

Gathering this information can help you determine the type of dental plan you need. If you usually need only one or two fillings a year, a plan with basic coverage could be the best option. However, if you need extensive dental work, a plan with more generous benefits would better fit your needs. Every dental plan is designed differently. Learn more about dental coverage options.

Procedure expenses

When reviewing dental plan options, check the plan features. Look for information about copays and deductibles. A copay is a specific amount you pay each time you visit the dentist. And a deductible is the set amount you pay for dental procedures before insurance is applied.

It's important to know the amount the plan will pay for dental procedures, such as fillings, crowns and root canals. If the plan includes access to a dental provider network, review the coverage amounts for in-network and out-of-network dentists. In-network dentists agree to accept discounted fees for covered procedures, which saves you money. With out-of-network dentists, insurance usually pays a lesser amount, leaving you with higher out-of-pocket costs.

As we all know, prevention is the key to staying healthy. So dental insurance plans usually cover most, if not all, of preventive checkups and professional cleanings once or twice a year. Scheduling these appointments is a good way to maintain healthy teeth and gums and control dental costs. During the exam, the dentist will check for oral health problems and signs of medical conditions. Catching these problems early can help lessen the amount you have to spend on advanced dental and medical care.

An advertisement for Federated Insurance. The top half features the slogan "It's Our Business to Protect Yours®" in a large, black, cursive font. Below this, the text "It's Our Business to Protect Yours" is written in a smaller, black, sans-serif font, followed by the "FEDERATED INSURANCE" logo in a bold, black, sans-serif font. The logo includes a shield icon to the right of the word "INSURANCE". Below the logo is the website address "federatedinsurance.com" in a black, sans-serif font. At the bottom of the advertisement, in a small, black, sans-serif font, is the text "Federated Mutual Insurance Company and its subsidiaries* 19.19 Ed. 2/19 *Not licensed in all states. © 2019 Federated Mutual Insurance Company".



**QUALITY
BRANDS
COMPETITIVE
PRICES**

EXPRESS DELIVERY

SERVING ALL OF NEW ENGLAND

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

FAMILY-OWNED AND OPERATED SINCE 1955

**SULLIVAN  TIRE
WHOLESALE [®] DIVISION**

1-800-892-1955 • sullivantirewholesale.com • Express Locations
Professional Tire Dealers of New England Incentive Program

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



Hi everyone, this is Wayne Rivers at FBI and We Build Better Contractors. This week, I want to talk about the six magic questions.

So, a few weeks ago, well, just maybe two weeks ago, we did the seven tips for asking great questions. And we generated lots of comments because I kind of alluded to my six go-to questions and these questions took a long time to put together in the sequence that we did them. And I'd

like to say that I invented, I think what I did was I recombine questions, great questions that I'd learned from other people read about, take learned about in training classes, that kind of thing. So, what about this is important to you? Why are we going back to this issue of questions? Well, these questions apply to life, to business, to construction, and I think you can them in almost any context to really dive deep and learn about people, your potential customers, et cetera, et cetera. So, we'll see what you think I'd like to hear from you in the comments.

Okay. The first question is, what do you have too much of? Man, that's a short question. And you'll notice that when you ask these questions, people will stop, and they'll stare up at the ceiling for a minute and they'll reflect before they begin to answer. They're really, really good questions. They have to exert some mental energy to come up with answers that are even satisfying to them. So, what do you have too much of? Now I'm going to circle back and talk about how to use this in the context of construction.

Second question is what do you have too little of? You're going to get a lot more answers to question number two than you did to question number one. Question number one is like what do we have too much of? Well, opportunities, delays on our projects, uncertainty about supply change. What do you have too little of? Time, always the number one answer. Certainty in these times today, people to do all the work we need to do, experience people too little is going to generate tons and tons of answers.

The third one, what are your frustrations? Well, you can imagine this is going to open up a bunch of answers.

Fourth one, this is a question that Dennis always used back in the day. If you could wave a magic wand and anything you want could happen, what would you wish for?

The fifth one is a question that I liberated from Dan Sullivan at Strategic Coach. And that is what are the dangers that face you over the next 24 months? So, then you start thinking about, "Oh golly, my best estimator is going to retire at the end of this year and I just don't know what to do."

So, something along those lines and the sixth question you really have

to think about. So maybe we should list the questions in a separate link so that you can download them because you really want the wording on this one to be precise, okay. Question six, if we weren't going to talk again for three years, so from the date of this video, parenthetically, it would be October of 2024. So, we weren't going to talk again for three years, that would make it October of 2024. What would had to have happened during that period of time for you to feel happy about your progress? So, you can see that question would work in a personal level. It's a question that a psychologist might ask and there again, this is a Dan Sullivan, Strategic Coach question.

Okay, now let's translate these to a construction project. So, your BD person is out with a potential construction buyer, an owner, and they want to apply these questions. So, with respect to your last construction project, what did you have too much of? Delays, filthy job site, poor communication. We had too much communication on the job sites and not enough communication with between owners and owners of the construction side. Second question, what do you have too little of? Well, we had too little communication that always comes up. We had too little insight into the schedule and potential delays. These questions can apply in any context. The third one, what are your frustrations? The job site stayed filthy. The contractor went days and days without having trades on the job site, whatever it happens to be. Fourth thing, if you had a magic wand, well, this is going to be big. If I had a magic wand, I would go poof and my building would be complete and perfect and okay. Now what about other things that might, you might have a little control? So, you might have to drill down a little bit to get the answers that you want. The fifth thing, what are the dangers that face you? Well, if I don't get this new plan up and running, then we're going to lose X revenue. My job is in jeopardy. If we don't get this new classroom building done, then we have 100,000 kids in this school district that are moving around from year to year and we won't get things done. So that's.... You can see dangers is a big question. And if we weren't going to talk again for three years and so it's an October of 2024, what would have to have happened for you to feel happy about your progress? Well, this project is done, and I've got two more behind it and we really need somebody that we can go to the drive schedule and keep it sticks to the budget and all these other things. So, you can do a deep dive analysis of a family business, which is how I use these in sort of a construction business. You can use them in a personal level if you're talking to your kids, if you're talking to a friend who may be in distress and you can certainly use them in almost any context.

So, I'd like to hear one, what do you think about this as a six go-to questions to use in business development or in construction in general? And the second thing is, what questions have you used successfully? What are your go-to questions that really elicit deep thoughtful responses from the people that you interact with?

www.familybusinessinstitute.com • Phone: 919-783-1880 • Fax: 919-783-1892 COPYRIGHT © 2021 THE FAMILY BUSINESS INSTITUTE, INC. ALL RIGHTS RESERVED.

WHEN THE RUBBER LEAVES THE ROAD



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

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

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



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

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

How To Lose Friends and Alienate Customers

By Nancy Friedman, Keynote Speaker; Customer Service Expert; President, Telephone Doctor Customer Service Training

The Road Runner
Winter 2021



Growing up in our small family there were certain words and phrases that were not allowed. We simply were never allowed to say them. Ever. And I brought them along to my family, to my kids. They're not used in our family.

Yet I hear them said by others – strangers and friends – and frankly, I cringe. And I see how friends can become enemies or at least no longer friends. Sad, a few words can destroy so much.

Perhaps your family had words you weren't allowed to say. They're not dirty words, they're not 4 letter words, they're simply mean spirited, unflattering, and hurtful words or phrases that don't need to be said.

Perhaps we can bring CIVILITY back by rephrasing some of these "not so nice words and phrases."

What are some of your words and phrases that weren't allowed in your home?

Here are ours from years ago that I have NEVER said to anyone. Ever.

- You're stupid. Or even telling someone their 'idea' is stupid. Just never have said it. Think before you do.
- LIAR! Yup, never said that either. Or ever called anyone that. Ever. There are so many other ways to express your thoughts on this.

•You're wrong! My mom taught us to say, "Well, maybe you're right." It really works much better.

•Shut up! Oh my! How I cringe when I hear people use this phrase. Just not necessary. Especially to our kids. These words were never spoken in our house.

And like many of you, we never said, "I can't" and a few other words and phrases that weren't allowed. But I'd feel very good if we can get rid of the top 4. I believe our world might just be a bit better.

Please try it.

And let us hear your family words and phrases that were 'forbidden' in your house.

Have a wonderful holiday season.



SAE and TMC type II tests

Counteract is the only tire and complete wheel assembly balancing product proven to improve fuel economy in independently run SAE and TMC type II tests.



Counteract™

If it doesn't say Counteract
on the bag, it's not Counteract.

If anyone tries to tell you that you don't need to
balance your truck tires, we'd love to hear from you.

www.counteractbalancing.com

toll free. 800.572.8952 local. 519.837.3331



WWW.READYLIFT.COM
800-549-4620

2021 FORD F-150 3.5" SST LIFT KIT

69-21350 - 3.5" SST Lift Kit - 2021 Ford F-150

Ford's newest F150 has become a popular choice for new truck owners. And like the F-150s before it, new 2021 owners want a quality bolt-on mild lift system that will increase ground clearance, add room for larger wheels and tires, all while maintaining the great factory ride and handling. Introducing the ReadyLIFT 69-21350 3.5" SST Lift Kit exclusively engineered for the new 2021 Ford F-150 pickups. This new SST lift kit is a second generation version of our popular 69-2300 3.5" SST lift kit for the 2020 and older models. Many of the same premium features found in that kit have migrated to the new 69-21350 kit such as the front CNC-machined billet Aluminum lift components and our popular tubular control arms with corrected ball joint pivot angles. New 2021 F-150-specific heavy-duty ball joints and brackets for auto-leveling headlights have been engineered into the new control arms. Cast iron 2.5" tall rear lift blocks with new longer u-bolts gives the 2021 F-150 a nice, nearly level stance with 3.5" of lift in front, and the kit includes new rear shock extensions so you can retain use of your factory rear shocks.

The all-new 69-21350 2021 Ford F-150 3.5" SST lift kit is an excellent choice for those who want to run larger tires such as 35s. Maximum tire size for use with this kit is a 35x11.5 on a 9" wide wheel with 0 offset. (295/65-20).

Thank you for patiently waiting for our team to complete development and manufacturing of this new lift kit. The wait is over. You can be one of the first to have the perfect lifted set up for your new 2021 F-150. For more information please visit readylift.com or reach out to one of our ReadyLIFT sales representatives who will be happy to help you.

Note: ReadyLIFT will begin fulfilling orders for the new 69-21350 3.5" SST lift kit by August 30, 2021.



69-21350 shown

Vehicle	Part#	Max Tire	Wheel	Offset
2021 Ford F-150	69-21350	35x11.50	9" wide	0mm
Maximum tire size with no trimming.				
Shown with XD Wheels on 295/65-20 Nitto Ridge Grappler tires.				

NEAD Insurance Trust

Visit our website: www.neadinsurancetrust.org

Your dental coverage

GUARDIAN GROUP No: 00584304

PPO plan, you'll have access to one of the largest networks of dentists with two reimbursement levels that give you more control over savings. You will always save money with any dentist in Guardian's network and when they belong to a tier in the Tier 1 reimbursement level you will maximize your savings. Reimbursement for covered services received from a non-contracted dentist will be based on a percentile of the prevailing fee data for the dentist's zip code.

Your Dental Plan	PPO	
	Tier 1	Tier 2
Your Network is DentalGuard Preferred	Gold, Silver	Non-Contracted
Calendar year deductible	Tier 1	Tier 2
Individual	\$50	\$50
Family Limit	2 per family (applies to all levels)	
Waived For	Preventive & Orthodontia	Preventive & Orthodontia
Charges covered for you (co-insurance)	Tier 1	Tier 2
Preventive Care	100%	100%
Basic Care	90%	80%
Major Care	50%	50%
Orthodontia	50%	50%
Annual Maximum Benefit	\$1750	\$1500
	Combined Tier 1 and Tier 2 maximum of \$1500 with an additional \$250 of benefit for Tier 1	
Maximum Rollover	Yes (applies to all levels)	
Rollover Threshold	\$700	
Rollover Amount	\$350	
Rollover Amount	\$500	
Rollover Account Limit	\$1250	
Lifetime Orthodontia Maximum	\$1000 (applies to all levels)	
Dependent Age Limits	26 (exclude Ortho) 19 (applies to Ortho)	
Employee	\$42.40	
Emp/Spouse	\$84.80	
Emp/Child(ren)	\$84.80	
Family	\$139.90	

New England Automobile Dealers Insurance Trust (NEAD)
PO Box 24, East Bridgewater, MA 02333
Phone: 781.706.6944; Fax: 508.456.1467

Charlie Muise, Managing Trustee
cmuise@neadinsurancetrust.org

2022 Hall of Fame

Nominations now being accepted:
Deadline is December 31, 2021



NETSA Hall of Fame Guidelines

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

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

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

The Full Board will then vote by secret ballot, on the nominees, at their January Board Meeting or by absentee ballot sent to the NETSA President (each Board Member present will be allowed to vote for up to 3 candidates). The President of NETSA will count the votes and confirm the top vote recipients. The 2 living people receiving the highest number of votes, and the 1 historical person receiving the

highest number of votes, will be elected into the NETSA Hall of Fame for that year.

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

Criteria & requirements to be considered as a nominee:

- 1) Must have been active in the Tire and/or Vehicle Service Industry in New England for at least 20 years.
- 2) Must have distinguished himself or herself in our industry and community as a reputable and honored leader.
- 3) A biography of the nominee, listing his/her qualifications to become a member of the NETSA Hall of Fame must accompany the submission.

2022 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: _____

Fax or email your nomination to: (855) NETSA4U or netsapros@aol.com by December 31, 2021

With data, 2022 is not such a mystery

It's true – we are past the huge uncertainty of early 2020. But, looking ahead to 2022, do you feel confident about your planning? Do you have the tools you need to fully understand what is happening today – and make smart decisions for tomorrow?

This was my message to the SEMA audience this week when I spoke at a meeting of TIA's Retail Advisory Council. I was thrilled to be on hand in Las Vegas as we celebrated (1 year overdue) the 100th anniversary of the Tire Industry Association – an organization solely committed to creating a vital, thriving tire marketplace.

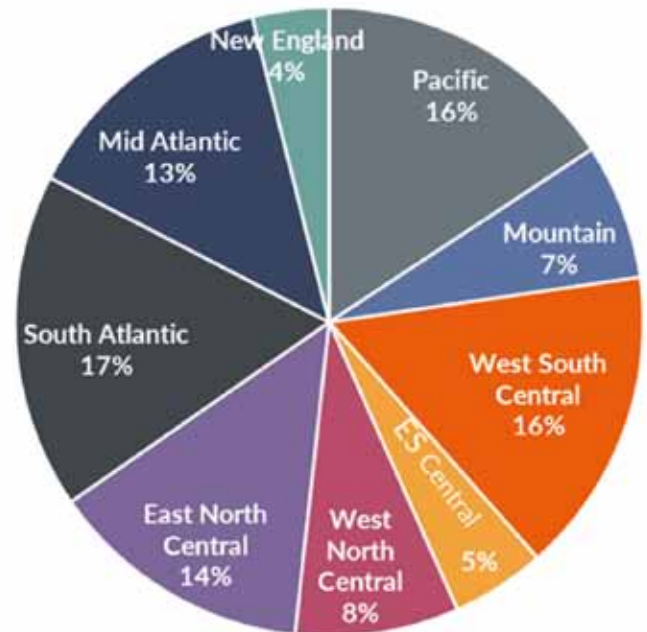
At GfK, we know that data is essential to thriving – data about your own shop, your competitors, and even your region. Through our still-growing panel of independent tire retailers nationwide, we are delivering against those needs and requests. At SEMA, I shared some of our early weekly regional data – analyses that will change the game for many tire sellers and makers.

Do you want to be in the driver's seat as we steer through 2022? That confidence comes with insights and information – and GfK is offering what it takes to be ready.

What to Watch For / Industry News

- BFGoodrich Launches Trail-Terrain T/A Tire
- Bridgestone launches 'flagship UHP' Potenza Sport | Tire Business Continental Jumps Into the All-Weather Segment
- Cooper Tire Introduces New Endeavor and Endeavor Plus Tires
- Hankook unveils new Dynapro XT, updated AT2 Xtreme tires
- Hercules upgrades Terra-Trac all-terrain tire lines
- Michelin is Adding 41 Sizes to Michelin X-Ice Snow Tire
- Michelin Launches 15 New CrossClimate2 Tire Sizes
- Nexen Tire Debuts N Priz S Grand Touring Tire
- Nitto adds Recon Grappler A/T to off-road portfolio
- Pirelli Unveils Its First HL Tire for EVs, Hybrids

Total US
Unit Sales - YTD 2021



GfK Panel News

We are beginning to deliver our Weekly service by the nine US Census Divisions, with a full roll-out expected at year-end. This means that you will have better comparisons on price, volume, and market share within particular regions. For example, this demonstrates the unit distribution of tire sales, year-to-date 2021. Let us know how we can assist you in your region!





ATD strives to be the most connected and insightful automotive solutions provider in the industry

Scan the QR code with the camera on your
smartphone to learn more about our capabilities



ATD is now carrying the Yokohama brand passenger and light truck
products as well as offering the Yokohama Advantage Dealer program.

To learn more about the Yokohama brand products scan the QR code with the camera on your smartphone



VISIT ATD-US.COM for more information.

Into the Future

By Phil Muller, Affiliated Insurance Agency, NETSA Member & Member Benefits Provider

The Road Runner
Winter 2021

All the best stories start with "once upon a time," and so it is today with face-to-face interviews, hand shaking, and personal contact, which are just not the same as they used to be. Technology, like pagers (remember?), and fax machines are good examples that have gone by the wayside to make room for the new ways of communicating, such as websites, zoom and web meetings, and social media.

Obviously Covid has required business owners and individuals to adapt to these changes in so many aspects of their businesses and daily lives. This has created as impersonal an environment as we have ever seen and it's not going away. For example, how about your email box getting full and flooded with messages from businesses you don't know, or you have never marketed your services to? And this is only one example.

All classes of insurance risks in the tire industry and auto service business have obviously not been immune to these changes. Consequently, this has left, many of these businesses scrambling in the effort to stay competitive and grow within this challenging and competitive environment. It doesn't matter whether you are small mom and pop retail tire store, large manufacturer, or any other insurance risk in between such as wholesale distributor, commercial tire dealer, or retreader and more, you will feel the effects.

Complicating these technology changes and issues, and trying to keep up with the times, is the fact that today's insurance companies and underwriters for the tire classes of business look less favorably on acceptance from a risk/ reward perspective than other less hazardous classes of business. Therefore, it makes it more important to acquire the most comprehensive coverage and the best possible terms and conditions afforded, for the best interests of your business.

The insurance companies have obviously not been immune to today's technology changes either. New and updated insurance products and companies have implemented changes to compete with one another in offering policies and

coverages to reflect the most competitive and broadest terms and conditions to accept writing business. Each customer has their own unique insurance coverage requirements whether it be property and casualty, auto, workers compensation, pollution, or an overall umbrella policy to name a few. Two of the most recent coverage types that have been "hot Button" items, and the most overlooked, are Employment Practices Liability and Cyber Liability – a must for all businesses today.

The tire industry class of business from an underwriting and insurance company perspective and acceptance, is considered a relatively high-risk. Therefore, a limited number of standard companies will offer the best competitive insurance product to protect your business at the most reasonable price. The insurance industry is more globalized than ever before because of factors such as hurricanes, wildfires, and flooding, to name a few – do I hear global warming? As a result, pricing increased and there are fewer options for optimum coverage in today's marketplace. Every business owner should be aware of the changing marketplace to obtain the broadest and most competitive options possible.

Your business is your livelihood and legacy, therefore it is important to examine, review and if necessary, change coverage based on the challenges of today's environment to best protect you and your business.

Group Health Care insurance companies are a prime example of this constant mode of flux, with more options to consider. Looking into these options and taking advantage of programs that were previously afforded only to large companies but are now available to small businesses (under 50 lives) need to be considered to control costs.

To find out more contact Phil Muller at Affiliated Insurance Agency at 516-576-0166.

Your TPMS Headquarters



33560

Schrader EZ Sensor GO



The Spirit of Mohawk... the Spirit of Commitment



WRT600PRO- RS30P

Bartec 30 Sensor TPMS Bundle



The next generation of
TPMS solutions

AUTEL®
ITS600K12
Handheld Maxi
TPMS bundle



7887

Dill 20 Sensor with TPMS Tool
Bundle



Ask us about easy
online ordering!


www.mohawkrubber.com

800-242-1446



Nexen announced the relocation of its U.S.-based headquarters to Richfield, Ohio, joining its world-class North American technical center located at 4014 Wheatley Road. The \$5.2 million 35,540-sq.-ft. facility opened in 2019 and is one of three technical centers Nexen Tire operates worldwide.

The move comes shortly after Nexen Tire identified several key benefits for its customers in the U.S. After considering all points, relocating its headquarters to a central location ensures top priorities for its customers continue to be met. The new location also allows Nexen Tire to continue strategizing ways to increase frequency of traveling to customers, enhance operating efficiency and continue to provide on-going training and support to its network of dealers nationwide.



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.

LAPPEN'S GARAGE EQUIPMENT Call Today... 800-752-7736



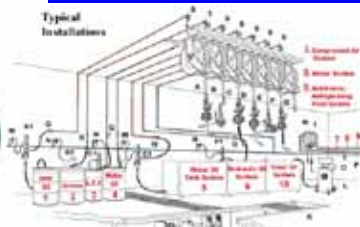
Your Authorized Distributor
HUNTER
Engineering Company



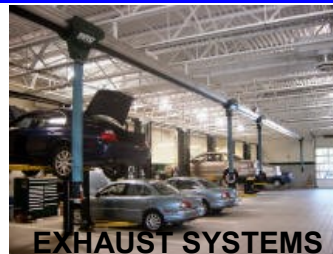
LIFTS—TIRE CHANGERS—ALIGNMENT
WHEEL BALANCERS AND SO MUCH MORE
Let us design a **TIRE STORAGE** system for you



AIR SYSTEMS



LUBRICATION SYSTEMS



EXHAUST SYSTEMS



TECH BENCHES

Since 1928—New England's Automotive Equipment Supplier

Advocacy Credit Card Fees – NEW

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.

Computer Software

ASA Tire Systems:

Dave Vogel (603) 889-8700

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

Credit Card Service

Nationwide Payment:

Brian Soares (207) 400-4495

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

Merchant Partners

Sales (866) 814-4083

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

Dental Coverage

NEAD Insurance Trust/The Guardian Ins.Co.:

Charlie Muise (781) 706-6944

- \$1750 Calendar Year Maximum
- No waiting periods
- Coverage for single, spouse, family

Employee Supplemental Benefits

Colonial Life & Accident Insurance Company

Jeff Mishol (781)799-4598

Voluntary supplemental benefits customized for NETSA members, making it easy for employees to qualify. Plans available include disability, accident, critical illness, hospital confinement and life insurance. Employees purchase the benefits they desire through the convenience of payroll deduction.

Group Benefits and Administration

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
- Best-in-class customer support
- Customers could pay off early with 90-day purchase options

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



**NEW
ENGLAND
TIRE &
SERVICE
ASSOCIATION**



**Scholarships can help
you afford college!**

If you have been an employee of a NETSA member at their member location for at least two years, then you, your spouse, or your dependents are eligible to receive one of these contributions toward tuition at an accredited 2-year or 4-year college, university, or post-graduate technical school.

**Application will be available
online: 1/15/2022**

New England Tire & Service Association Annual Scholarship Fund		<i>Next School Year</i>
Pay to the Order of:	<u>You, Your Spouse, or Your Dependents</u> <i>Two Thousand Dollar Academic Scholarship</i>	\$ 2,000.00
<i>Tuition at an accredited 2 or 4 year college, university or Voc/Tech School</i>		<i>NE Tire & Service Association</i>
ANNUAL SCHOLARSHIP FUND		

2022 NETSA Scholarship Program

As we start to look toward 2022, we want to Thank all that supported this great program. With your help and commitment we've been able to provide assistance to many of our NETSA family members over the years.

To receive an application, go to www.netsa.org and click on **Scholarship Application**.

(Located on the home page). 1/15/2022

Print and complete application. Information should be mailed to the address provided below.

Postmarked by 4/30/2022



Phone: (855) 638-7248

3 Lefevre Drive
Kingston, NH 03848

Fax: (855) NETSA4U

email: netsapros@aol.com

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

The Road Runner

The Newsletter of New England Tire & Service Association

Mark your Calendars

2022 NETSA Trade Show

Foxwoods Resort & Casino - Mashantucket, CT

April 1 & 2, 2022



The Road Runner
Winter 2021



3 Lefevre Dr.
Kingston, NH 03848