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or netsapros@aol.com



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JOIN NETSA TODAY

Introductory rate of just \$39.00.

Start enjoying the benefits of
Membership Today!



NETSA 2022 Trade Show & Convention

Rich Tuttle, Vice President NETSA, Trade Show Committee Chair

Two years ago, our lives changed. Everyday routines, the way we ran our businesses, shifted drastically. Schools were closed as well as businesses and the government. Most of us were told to stay home unless we had to go out for essentials. Instantly Covid-19 became a household name, and we had to adapt to the so called "new normal". We faced these challenges with resolve, and we are now getting back what we lost. Tire dealers from New England and all over the country became essential workers and worked through-out the pandemic, finding new ways to do business in a Covid-19 world. That is why I always say the independent tire dealer is the heart and soul of our industry.

NETSA also had to adapt to and accept the new challenges we faced. In 2020 we cancelled both our Trade Show and Golf Tournament. We tightened our belts with all our expenses. We initiated Zoom meetings and found new ways to get our messages out to our members. I am immensely proud we were able to award our NETSA Scholarships in 2020, 2021 and 2022. In 2021 we were able to do both our Trade Show and Golf Tournament, which helped with the funding of those Scholarships. Unfortunately, in 2021 NETSA also experienced the unexpected passing of our president.

Through it all we have endured, and we are all stronger for it. I am here to say that there is a light at the end of the tunnel. Things are getting back to normal. The CDC has been and is continuing to lift restrictions around the country. Although we must continue to be cautious, we can now move forward and live our lives.



I am confidently excited about 2022. Our annual Trade Show at Foxwoods Resort and Casino will take place April 1st and 2nd, a return to its regular time of year. As I author this article today, we already have many exhibitors, old and new, committed to participating. Stuart Schuette, President and Chief Executive of ATD (*seen here left*), is our keynote speaker at the luncheon and annual meeting. To keep you informed and up to date on what the future holds in our industry, we have three (you must

attend) seminars on Hybrid and Electric vehicles. EV and HEV are here now, and the market is gaining speed. Don't be left behind in what can be a very profitable part of

continued on pg 2



I am excited about the upcoming 2022 NETSA Trade Show & Convention at Foxwoods Resort Casino on April 1st and 2nd. It continues to be one of the best Trade Shows in the country, and this year will again be a premier event. Rich Tuttle and his committee have gone to great lengths to make the 2022 Trade Show & Convention an exciting and informative event. They have three great Saturday morning seminars planned, focused on the emerging market for Hybrid Electric Vehicles (HEV) and Electric Vehicles (EV) repair and maintenance. The Seminars will be conducted by Craig

Van Batenburg the CEO of ACDC, a hybrid and electric vehicle training company in Worcester, Massachusetts. This will be a must attend event for the future of your auto and tire business to continue to be relevant in the coming years. It will benefit owners, managers and technicians, so don't miss this fantastic opportunity.

This year the Annual Meeting and Luncheon will feature keynote speaker Stuart Schuette, President and Chief Executive Officer of American Tire Distributors (ATD). Stuart is an energetic and dynamic speaker who will share insights on the challenges we are all facing in today's business climate. Continuing supply chain issues, employee shortages and now rising inflation are multiple threats affecting everyone from the mom-and-pop

shop to the multinationals. Stuart will share his insights on where we are and what lies ahead. Make plans to attend this informative event.

The **Hall of Fame Committee**, chaired by Jim Melvin Jr., put forward an outstanding slate of nominations for this year's selection. We are pleased to announce we will be inducting Blaise Pascale (Holyoke Tire and Auto Service) and Robert (Bob) Vacca (American Tire Distributors (ATD)). The Induction Ceremony will take place Saturday evening April 2, 2022, at our Annual Hall of Fame Dinner which officially closes the 2022 NETSA Trade Show & Convention. We look forward to seeing many of you there to honor these outstanding members of NETSA and our industry.

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

Connecticut – We continue to monitor HB- 5139 the Extended Producer Responsibility for Tires. We testified against this proposal on Friday February 28, 2022, after being given just one week to prepare our position. We were joined in this effort by the Connecticut Retail Merchants Association, Lakin Tire, US Tire Manufacturers Associations, Tire Industry Association, and several of our Connecticut members. We are waiting to hear the results of that meeting and will continue to monitor this situation. This is a terrible bill, and we need to ban together to stop it.

The **Scholarship Committee**, chaired by Larry Lesieur, has announced that NETSA and our Scholarship Sponsors will award twenty (20) scholarships this year. Larry continues to be grateful to our sponsors and NETSA members for their efforts in continuing to honor our scholarship commitments during these financially trying times. Applications could be found on our web page at NETSA.ORG. The application deadline is April 30, 2022.

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

Tony

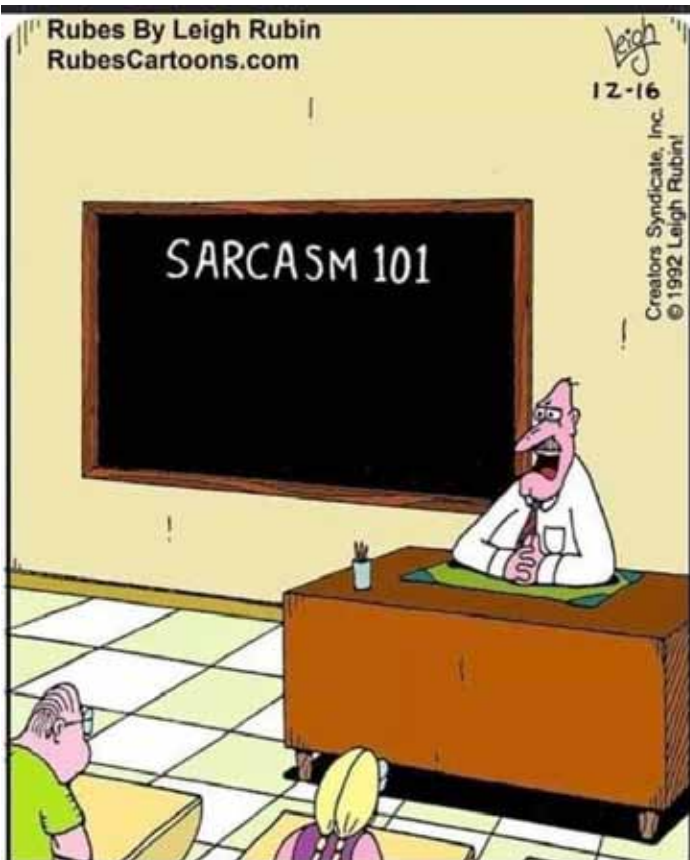
NETSA 2022 Trade Show & Convention

continued from pg. 1

your business. Craig Van Batenburg is the CEO of ACDC a hybrid and electric training company based in Worcester, Massachusetts and has done training in seven countries and forty-six states. He will conduct all three seminars. Both owners and technicians will benefit from this training. Attend all three seminars and you can win up to \$750.00. At the Trade Show each day you will have the chance to win cash and prizes each hour. After the Trade Show, on Saturday night, attend our Hall of Fame dinner and Scholarship Auction, which is a great event each year. This year we will induct the late Blaise Pascale from Holyoke Tire and Robert Vacca from American Tire Distributors. Afterwards, you can bid on items at the auction which will raise money for the 2023 NETSA Scholarships. Remember you can't afford not to come to the Trade Show. Your business future depends on it.

We are also happy to announce that we will have our NETSA Golf Tournament in September 2022, back to the regular time of the year. This is a must attend event whether you play golf or not. It proves to be an enjoyable event each year and allows you time with other tire dealers from around New England while raising money for the 2023 NETSA Scholarship Fund.

Hope to see you all at these upcoming events.



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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)



Bob Vacca was born in Watertown, Massachusetts to Angelo and Mary Vacca. He grew up in Watertown with his siblings, brother

Mike and sister Jane. Bob started his journey into the automotive world racing cars at New England Speedway on Sundays, while he was still in high school. In 1978 Bob took his first job in the field working as a technician at Speedy Auto Service. Little did he know that this would lead to a lifetime career in the industry and a successful twenty-one year stay at Speedy. Bob worked his way up the ladder at Speedy from technician to Assistant Manager, Manager, Marketing Manager and finally to District Manager overseeing fifty-five locations across New England.

In 1995, as Bob was looking to add tires to the Speedy operations, he met Ben Kravitz and the Summit Tire team. In 1999, Ben was looking to grow his business and Bob joined his team as Marketing Manager/Store Operations where he brought his vast experience in retail automotive service. Later in 1999, Bob became Summit's Marketing Manager for the American Car Care Centers (ACCC). This turned out to be the perfect place for Bob to utilize all his experience and skills, and to turn Summit's ACCC program into one of the best, if not the best ACCC franchises in the country. He introduced parts, oil, environmental, and scrap tire programs to name a few, that helped the ACCC dealers save money and increase profits. One of the most successful promotions developed by Bob was the ACCC Coupon Book, which enabled the dealers to sell more tires and service. Bob with his positive personality, convinced many of New England's best Independent Tire Dealers to join ACCC. His continued work with them enhanced their businesses. In his capacity he set up many successful trade shows and dealer trips.

Terry's Tire Town (TTT) purchased Summit from Ben, Harvey, and Frank in 2011. Bob continued managing the ACCC program at TTT and expanded their presence in the Ohio market where TTT was headquartered. Finally, Bob took over managing the nationwide 1200 ACCC dealer group during the final year of their existence. Bob then began developing a Marketing Program specific to TTT.

In 2010 TTT was sold to American Tire Distributors (ATD) and Bob continued his career with ATD, and has successfully served as Regional Sales Manager, Regional Sales Operations Director, and currently as Michelin Brand Sales Manager for New England. Bob is also an active member of the NETSA Executive Board and has served in that capacity for the last four years.

Bob and his wife Cindy lived in Medway, Massachusetts for many years where they raised daughters Breanna and Alecia and son Nick. Bob coached Nick in hockey and could be found watching Alecia dance or Breanna on the gymnastics floor. Bob and Cindy now live in beautiful Mashpee on Cape Cod with their three dogs.



NETSA President, Blaise Xavier Pascale, was born in New Haven, Connecticut on August 3, 1954, to Frank and Mildred Pascale. Unlike so many of the previous inductees to the NETSA Hall of Fame, he didn't grow up in the Tire Business. His dad was a Banker, and his mother was a Housewife. He had a younger brother Christopher, and they moved to Torrington, Connecticut where his dad was President of First Federal Savings. He attended school there and it being the '60's and '70's, it was naturally the heyday of cool Cars.

He and his friends would do the whole scene from "American Graffiti" where they drove up and down Main Street in the evenings and met up at the local McDonald's to ooh and aah over each other's cool hot rods. He was into theatre in High School and Cars, and Racing and Cars and Girls and Cars. Got his first job in the Tire Business at the local Firestone Dealer before he went away to college.

He played guitar in a local band and joined the Musician's Union. He even ended up playing backup at concerts for Art Garfunkel, Marshall Tucker, and some other big names. But he still loved cars and racing.

He started going to Lime Rock Park in Lakeville, Connecticut when he was only eight years old with his family to watch the SCCA racing. In High School and in college he even raced Dirt Track cars at Lebanon Valley, New York.

But he needed to make a living so, his real job was as a Cost Accountant at Spencer Turbine in Windsor, CT. Which is where he met his future wife, Sally Fertig, who had a summer job there while home from college. They met in May of 1977 and got married in December of 1977. They were together for 44 years, with four children: Amy, Christopher, Frank, and Margaret.

His first Tire Store experience after Firestone was when he went to work for Three Js in East Longmeadow, MA. And he stayed in the Tire Industry from then on. His most influential experience was working at Malerba's Silver City Tire in Meriden, CT for Bob Malerba. Bob is a Member of NETSA's Hall of Fame and was Blaise's mentor and dear friend. Blaise would take his younger son, Frank to work occasionally. He would paint tires and sweep the floors around 8 years old. Frank continued to follow Blaise into the Tire Industry ever since.

From there, Blaise Continued his career and worked with several other local tire companies including City Tire Co., Toce Brothers Inc., and Commercial Tire.

Blaise went on to become a member of NETSA and a Board Member after Bob Malerba stepped down and served on the Trade Show Committee for years. He made many great friends and helped with all the Trade Show set up and breakdowns and more. He eventually was elected President and served in that capacity through the beginning of the whole Covid pandemic, and with the help of the Board and the Members, still managed to ensure that all the Scholarships were still funded.

Blaise sadly suffered a massive heart attack on December 2, 2021 and was sent to Hartford Hospital in Hartford, CT, where he fought hard, but finally succumbed on December 3, 2021, in the company of his wife, Sally and son Frank.

Blaise loved his family; he loved the Tire Business and he loved NETSA. He would be honored to become a member of the Hall of Fame along with so many great and influential people who make this business what it is. On behalf of Blaise and our family, we thank NETSA for this honor.

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2022 Weekend Highlights



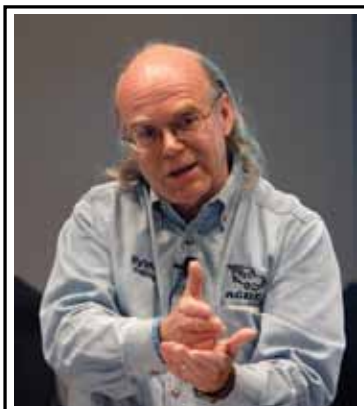
Friday, April 1st

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

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

Cash bar will be available on Trade Show Floor

Saturday, April 2nd



We are pleased to have **Craig Van Batenburg** as our 2022 seminar and training presenter.

Craig Van Batenburg is the CEO of ACDC, a hybrid and electric vehicle training company based in Worcester, Massachusetts. He has worked at this since early 2000. Some 17,000 techs and others have heard him speak in over **seven countries** and **46 States**. He is the **author of three hybrid/ EV books**.

His style of training is down-to-earth, knowledgeable, and dynamic. To stay current with changes in automotive technology, he receives over 150 hours of training annually. Craig is a certified trainer with the **Automotive Management Institute (AMI)**; a graduate of AMI with his Accredited Master Automotive Manager designation; member of SAE and the Automotive Service Association. He is a certified **ASE Master Technician** with advanced level (L1) and hybrid (L3) skills. Craig has been a tech all of his adult life, first at Japanese dealerships and then at his own Independent 'Japanese Only' repair shop. Craig's years of experience will guarantee a very informative and entertaining session with something for everyone. Craig collects vintage Honda cars and motorcycles, plays the trombone, and was an Elton John Impersonator. He is most proud though of being a dad and **helping foster kids**. He can be reached at Craig@fixhybrid.com Office: 508-852-5857, www.fixhybrid.com.



**Complimentary Coffee, Muffins
Danish & Bagels**

Provided at Seminars

Saturday, April 2nd

Seminar 1: 8:00 am - 8:50 am

EV and HEV Preventive Maintenance

This class is designed for anyone working in the industry. It is part technical and part managerial. We will cover what is required by the OEMs and what independent shops are doing regarding PM. You will receive a full color hand out that is the "Preventive Maintenance" chapter from our new EV-HEV book just released. This is a short class, and we will answer as many questions as we can. I will be at our ACDC booth later to answer any other questions we did not get to. We will review safety procedures. This will be real world and relevant to the workplace.



Seminar 2: 9:00 am - 10:00 am

The Future of Electric Cars, Trucks and Fleets

The Ford F-150 Lightning will be delivered to customers in the fall of this year. More new models of EVs are going on sale in 2022 than ever before. What are your plans to move into this market? Is there anything holding you back? Will this increase your tire sales? There are a lot of questions and ACDC has over 20 years of experience helping shops get into hybrid repair and service, and the last 10 years we have been supporting shops with pure electric vehicles. Did you know that my first hybrid vehicle (I still drive it) was made in December of 1999? A printed copy of the class material will be included.



Seminar 3: 10:10 am - 11:10 am

The Tools and Equipment needed to Service HEV and EVs

ACDC has a new program for high school and colleges that offer "Technician Training" that we spent a lot of time developing during Covid-19. ACDC was not considered an "Essential Business", so we had the time and kept all our employees working for over 18 months on this project. I will share with you the equipment, cost and why you need it. We do not sell equipment, we educate. It is not brand specific unless there is a sole supplier. It may not be as expensive as you think. After these three sessions, you will have what you need to move forward. See you at the show. Craig Van Batenburg, CEO of ACDC. www.FIXEV.com

NETSA Welcomes...

Keynote Speaker Profile



Stuart Schuette

Stuart Schuette is President and Chief Executive Officer of American Tire Distributors (ATD), located in Huntersville, North Carolina. Since joining ATD in January 2016, he has led the company's three-year transformation to becoming the most connected and insightful automotive solutions provider. Through a customer-centric focus, Stuart has enabled ATD to help customers and manufacturer partners prepare for the future through an unrivaled network of sales specialists, a rapid distribution network, industry-leading digital platforms and a variety of advanced analytics tools. Prior to joining ATD, Stuart held a variety of executive sales, finance and operations positions at US Foods.

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

NETSA Full Course Luncheon & Annual Meeting - \$49

with **Keynote Speaker - Stuart Schuette**, President and Chief Executive Officer, American Tire Distributors (ATD)

The uncertainty of Covid, the supply chain, and employee shortages are causing businesses across the country to fight battles on multiple fronts. The multiple threats we are facing today are affecting everyone from the mom-and-pop shop to multinational companies. These issues and their outcomes could determine the future of your business. Get insights into where we are and what lies ahead from an industry leader dealing with these issues every day and learn what you need to do to prepare for the future of your business.

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

Exhibit Hall Opens:

Live Presentations - On the Trade Show Floor!

- ▶ **Equipment**
- ▶ **POS Software**
- ▶ **Social Media & Emarketing**
- ▶ **Many others - make sure to check them out!**

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

Wine & Cheese Reception

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

NETSA Hall of Fame Dinner - \$69

NETSA Hall of Fame Inductees
Scholarship Auction

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

2022 NETSA Hall of Fame Inductees

Blaise Pascale
Holyoke Tire & Auto Service
Holyoke, MA

Robert Vacca
American Tire Distributors
East Taunton, MA

8:30 p.m. - :

Tradeshow Ends - Enjoy Foxwoods on your own

How Soon will EV require a New Business Model?

By Craig Van Batenberg - 2022 NETSA Trade Show Seminar Presenter

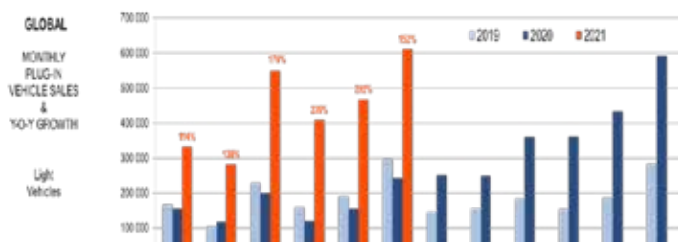
The Road Runner
Spring 2022

Years ago, I was asked to present at a New England Tire & Service Association trade show in Maine. It was a hybrid class back then. Then my company, ACDC, and your association lost touch. Recently, I was contacted by Tony DeSimone and after some discussion got back on the same page. A lot has changed. This is an updated version that I authored recently for a national magazine.

Let me explain how I ended up writing this article, as this may set the context for those that don't know me. My relationship to tires as the most important part of a vehicle, starts with the fact that I only had two. They were mounted on a Honda 305 Scrambler while I rode to high school in Worcester, Massachusetts. As luck would have it, I landed a job at 17 with Joe Bolger, a shop owner and technical guru. He held patents and is enshrined in the Motorcycle Hall of Fame. No longer with us (died at 90), his lessons still live on in me and many others. On a motorcycle, the contact area of the tires in a high-speed corner are a few square inches. That is all there is between you and an accident. Do it right. Sell the best. No mistakes.

Later, I opened an independent repair shop. At Van Batenburg's Garage, Inc, we sold tires. We wore out an old Coats 40-40 and gave advice to our customers. Based in New England, we sold snow tires mounted on steel rims and four, not two. My shop (now a hybrid / EV training center) is a 5,000 square foot 30's building with a large attic, so we offered free storage to those that bought snow tires from us, had to see them twice a year now. Add in the wiper blades, oil change, tune ups, exhaust work, brakes, and a light bulb here and there, and business was good. While attending college, a few years after I started the business from scratch, we added computers and tracked sales more closely. I was starting to see trends as they happened so I could plan better. If you come from a technical background, the blind side is usually the number crunching and the people skills with others. We all have made mistakes with saying too much or worse yet, not listening. We may have a prejudice about this or that. We must think clearly and remember that the world around us is constantly changing. Technology moves on, and yes, the planet is in trouble with the climate crisis. This brings us to examine your tire business and related services. Ask yourself this question. Are you ready for electric cars? Or a better question is, do you really believe they are coming?

If you are still reading, I will assume you are at least a "maybe" to the above questions. As business owners and managers, you need data. Here we go.

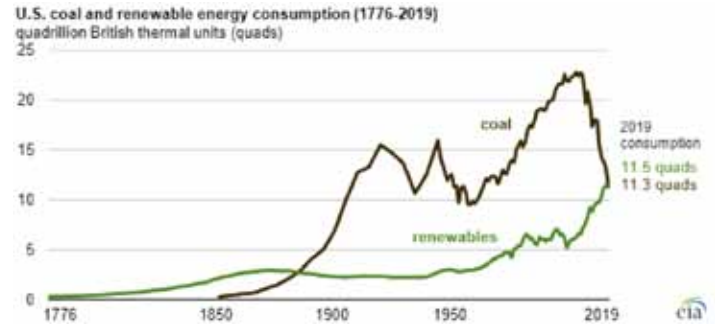


The above chart is global. These growth rates were extraordinary during the first 6 months of 2021, reaching 157% in Europe, 197% in China, 166% in USA and 95% in the remaining markets. Japan was the only market that did not see an increase. What happened in the first half of 2021 that made such a jump possible?

- An election in the USA
- Many new EV models hitting the market, like the Ford Mustang Mach-E and some sleepers like the Kia Niro EV.
- More "Fast DC Chargers" thanks to VW and Diesel-gate.

- Motorists moving away from fossil fuels to renewable electricity.
- Consumers justifying the purchase of EV transportation because they are as close to zero carbon emissions as possible today.

The chart below is very telling. Manufactures like Rivian, Ford's F-150 Lightning, and GMs new division, "BrightDrop" are all getting ready to launch EV trucks.



In 2019, U.S. annual energy consumption from renewable sources exceeded coal consumption for the first time since before 1885, according to the U.S. Energy Information Administration's (EIA) Monthly Energy Review. This outcome reflects the continued decline in the amount of coal used for electricity generation over the past decade as well as growth in renewable energy, mostly from wind and solar. Compared with 2018, coal consumption in the United States decreased 15%, and total renewable energy consumption grew by 1%.

Sales of EVs during the pandemic were off less than 2%, while the sales on conventional vehicles were off by 20%. Why? Most of the buyers had 3 reasons;

1. Hygiene
2. Sense of responsibility toward the climate
3. Cost of EVs were within their reach

How much of this is temporary? Most likely none, as more unwelcome news about fires and floods will continue, the cost of EVs is declining and the pandemic will never be forgotten for those that lived through it. If you are not convinced, that we will be fully electric at some point in the future, you are not alone. Here is the issue you face by sitting back and doing nothing, your competition may be outsmarting you. What if you wait too long and the tire store down the street goes all in and they capture the EV market before you do? What then?

Let me tell you more about my business today. On October 15, 1999, I walked into Lundgren Honda with my checkbook and told the salesperson there "I want to buy an Insight". She replied, "What is an Insight." I told her it was a hybrid car. Her response "What is a hybrid car?" That started my next career move. My M/Y 200 Honda Insight and I still get together for a ride. My repair shop specialized in "Honda and Toyota" for over 25 years and in 2004 we reopened as ACDC (Automotive Career Development Center) doing only hybrid hands-on classes and in 2010 we naturally added electric cars. I have seen many changes in the years as a mechanic and then technician, shop owner, and instructor for the Automotive Management Institute (part of ASA, Automotive Service Association) and now I am helping the industry I love, make the changes necessary to stay in the game and win.

Written by Craig Van Batenburg, CEO ACDC www.FIXEV.com
Worcester, Massachusetts Office 508 826 4546 E Craig@fixhybrid.com

Here are ten tips to consider making in the next 10 months, doing one a month.

1. Meet with the entire staff and get feedback into what they are thinking about the subject
2. Rent or borrow a modern EV and have it at the shop for all employees to see and drive
3. Find out if you have local competition.
4. Look into training for everyone, service writers, technicians, everyone.
5. Look for government programs that will help with workforce development funding.
6. See if a DC fast charger or a level 2 charger can be installed in your parking lot.
7. Check with your local utility company for programs to help install and pay for the charger
8. Visit the local technical college or high school that has an automotive program and see what they are doing with EVs
9. Attend an EV event and hear from the owners what they need for service.
10. When you roll out your EV program, make sure you are ready. Go all in.

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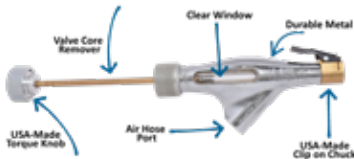
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U.S. Representative Bobby Rush (D-Ill.) Introduces 'Right to Equitable and Professional Auto Industry Repair' Act (REPAIR Act)

February 3, 2022

This crucial Federal legislation is introduced to provide consumers rights to their vehicle's data and safeguard a free and fair repair market.

RESEARCH TRIANGLE PARK, N.C., BETHESDA, Md., DIAMOND BAR, Calif., and WASHINGTON, D.C. – February 3, 2022– The Automotive Aftermarket Suppliers Association (AASA), Auto Care Association, CAR (Consumer Access to Repair) Coalition, and Specialty Equipment Market Association (SEMA) applaud United States Rep. Bobby Rush (D-Ill.) for introducing the 'Right to Equitable and Professional Auto Industry Repair (REPAIR) Act.' The legislation (H.R. 6570) will ensure the preservation of consumer choice, a fair marketplace, and the continued safe operation of the nation's 288 million registered passenger and commercial motor vehicles, 70% of which are maintained by independent repair facilities. The REPAIR Act will accomplish this by:

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

As vehicle technology continues to advance, new barriers to a competitive auto repair market are emerging. These barriers limit consumer choice in where to repair their motor vehicles and increase the cost to repair and maintain vehicles. The REPAIR Act will reduce these barriers, putting consumers' interests first.

"Today is one of the most memorable and important days in the history of the aftermarket. The REPAIR Act will help guarantee consumers' rights and the ability of the industry to ensure their vehicles operate safely,"

commented Paul McCarthy, president and CEO of AASA. "From the repair shop to the board room, this effort has been fueled by the people of the aftermarket, and we couldn't be prouder of that alignment behind this important legislation. This effort supports principles of competition, consumer choice, and safety that we believe will benefit the whole automotive industry in the long run. We look forward to working with Representative Rush and our industry colleagues towards passage of this critical legislation."

"Ensuring consumer choice while retaining a free and competitive market across the vehicle lifecycle is at the heart of this legislation," said Bill Harvey, president and CEO, Auto Care Association. "As personal transportation has become more essential than ever, we need to make sure that 288 million American motorists have access to affordable, safe and secure repairs for their vehicles. The tenets of this bill are principles-based, balanced, and address concerns shared across the automotive industry. Passage of this bill will keep consumers at the wheel while preserving an industry that contributes 4.4 million U.S. jobs and 2% GDP."

"The CAR Coalition is proud to support the REPAIR Act," Executive Director Justin Rzepka said. "According to a recent YouGov poll, 93 percent of respondents agreed that they should have the right to choose where and by whom their vehicle is repaired. The REPAIR Act will ensure consumers will have more, not fewer choices, when they need a repair shop. They will also have access to the data they need to make sure the repair is done safely. This is important, consumer-first legislation and we look forward to working with lawmakers and industry partners to pass it."

"Free and fair competition is a core value in the United States," said Daniel Ingber, Vice President of Government and Legal Affairs, SEMA. "Protecting a consumer's personal choice when purchasing, servicing, repairing, or modifying a motor vehicle is what the REPAIR Act will deliver. As technology continues to reshape the automotive landscape for vehicle safety, convenience and comfort, Congress needs to enact this important legislation. The REPAIR Act is essential to protecting access to vehicle systems, tools and information necessary for independent repair and modification services for millions of consumers."

"Americans should not be forced to bring their cars to more costly and inconvenient dealerships for repairs when independent auto repair shops are often cheaper and far more accessible," said Rep. Rush. "But as cars become more advanced, manufacturers are getting sole access to important vehicle data while independent repair shops are increasingly locked out. The status quo for auto repair is not tenable, and it is getting worse. If the monopoly on vehicle repair data continues, it would affect nearly 860,000 blue-collar workers and 274,000 service facilities."

The bill is introduced on the heels of three pivotal moments for consumer choice in repair. In November 2020, Massachusetts voters overwhelmingly voiced their support for Ballot Question 1 (also known as Right to Repair) with 75% of the vote, which preserves their right as vehicle owners to have access to and control of their vehicle's mechanical data necessary for service and repair at the shops of their choice. In May 2021, the FTC released their Nixing the Fix report which highlighted barriers that vehicle manufacturers have instituted to squash a consumer's right to repair. The FTC strongly supports expanding consumer repair options and found "scant evidence" for repair restrictions imposed by original equipment manufacturers. And in July 2021, President Biden issued the "Promoting Competition in the American Economy" executive order which encouraged the FTC to address anti-competitive repair restrictions.

About AASA

AASA (www.aftermarketsuppliers.org) exclusively serves manufacturers of aftermarket components, tools and equipment, and related products, an important part of the automotive parts manufacturing industry which supports 871,000 American jobs. AASA is a recognized industry change agent – promoting a collaborative industry environment, providing a forum to address issues and serving as a valued resource for members. AASA is the light vehicle aftermarket division of the Motor & Equipment Manufacturers Association (MEMA). "AASA, Connecting Members to What Matters." To learn more about other ways AASA connects members to what matters, visit aftermarketsuppliers.org.

About the Auto Care Association

The Auto Care Association is the voice of the auto care industry, a \$380 billion plus industry comprised of more than 4.4 million American workers. Providing advocacy, educational, networking, technology, market intelligence and data resources to serve the collective interests of members, the Auto Care Association serves the entire supply chain of the automotive aftermarket: businesses that manufacture, distribute and sell motor vehicle parts, accessories, tools, equipment, materials and supplies, and perform vehicle service, maintenance and repair. To learn more, visit www.autocare.org.


About the CAR Coalition

The CAR Coalition is committed to preserving and protecting consumer choice and affordable vehicle repair by ensuring competition in the automotive collision parts industry. Members include: Allstate, American Property Casualty Insurance Association (APCIA), Automotive Body Parts Association (ABPA), Automotive Manufacturers Equipment Compliance Agency, Inc. (AMECA),

AutoZone, Certified Automotive Parts Association (CAPA), Diamond Standard, Geotab, KSI Auto Parts, and LKQ Corporation. Learn more at carcoalition.com

About SEMA

SEMA represents the \$48 billion a year specialty equipment automotive aftermarket industry. The trade association includes more than 7,500 businesses nationwide that manufacture, distribute, market and retail specialty parts and accessories for vehicles. The industry employs over one million Americans and produces appearance accessories, racing and performance parts, restoration equipment, and high-technology products for passenger and recreational vehicles. Learn more at sema.org.



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.

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Set It & Don't Forget It; Manage Goals your Team can Crush The Road Runner Spring 2022

By Mike Cioffi, Tire Talent & Chained Wolf



The New Year is the perfect time for goal setting. But just like with most things, goals are only as good as the folks that can accomplish them. Creating and maintaining transparent goals is only half the battle. Particularly in an industry like ours, where good labor is hard to come by, it's just as important to ensure everyone on your team knows how their role helps get the job done!

According to Inc. Magazine, only about 8% of people follow through with their goals. This statistic alone can be discouraging, but it's important to stay determined and not let this number scare you. At Tire Talent, we've spent a considerable amount of time defining our goals and taking steps toward achieving them— and it's a slow, methodical practice that we didn't perfect overnight.

One of the primary reasons goals fail in the workplace isn't because of poor execution or little motivation— but because a lack of organization can cause things to go awry rather quickly. Even for those who don't see themselves as organized, having some semblance of structure is important for the entire team to succeed in the workplace.

As many as 40% of workers feel they are very or extremely stressed out from work, according to a study from The American Institute of Stress. This stress results from disorganization, a heavy workload, and even more importantly — lack of goals.

Without goals, it's easy for employees to wonder if their work holds value, or if they're simply going through the motions. Now, more than ever, it's important to set your employees up for success in the workplace. This means eliminating some of their stress by setting goals, adding structure, and welcoming room for collaboration. Here are some ways to create and manage goals that'll have your team working even more efficiently and effectively than ever before.

Start small

When choosing a goal, start small. Be sure to select one that is relatively easy to achieve, but still requires effort. This way, employees don't lose motivation to succeed and instead learn to appreciate the reward that comes with hard work.

This could be anything from meeting a quarterly sales goal to bringing on a certain number of new clients in a quarter. No matter what you decide you want to do — make it interesting for your employees involved!

Break it down by step

When it comes to setting goals, it's important to make sure to break things down step by step. This way, everyone has a clear understanding of what needs to be done and what can wait for further down the line.

Consider writing down a comprehensive plan and assigning each employee a set task to ensure they know the expectations that fall on them. When it comes to goals, you can never be too detailed! Be sure to verify with your employees that they understand each step and feel they are able to work individually on them, when necessary. Do the same for groups, as well!

Check-in often

Checking in when setting goals will be the key in staying on track. From a weekly touch base meeting to a simple checklist for colleagues to collaborate on, this small aspect holds great weight in the world of goals.

Many individuals who struggle with a task are less likely to speak up about it without a set deadline, as it's easy to either forget about it or ignore it. Checking in holds them accountable and opens the floor for assistance, guidance — and can even allow employees to feel more comfortable at work.

Be sure to encourage employees to speak up and to commend them for their effort at these check-ins. Positive feedback can make all the difference in an employee's mindset!

Give a reward for achieved goals

While many employees appreciate praise from their managers and/or supervisors, at the end of the day, giving them a reward will pay off more in the long run. Things like rewarding them with a catered lunch, a half day off, or even monetary rewards are a sure way to keep them on track for success.



After all — many agree money is the #1 motivator, according to the Bit.AI on collaboration statistics!

Continue to set goals

No matter what, it's important to continue to set goals if you want to see your company flourish. Once they see the benefits of working together pay off, your employees will likely be on board to keep setting and achieving goals alongside one another.

When you succeed with smaller goals, don't be afraid to aim for larger ones! Your prior success is a direct reflection of the capability you have to achieve even bigger and better. Don't get discouraged, keep pushing forward.

At the end of the day, according to Bit.AI, 97% of employees and executives believe lack of alignment within a team impacts the outcome of a task or project. By continuing to set and further your goals, you're only building a stronger team.

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.

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TPMS Service - Know your options

Scot Holloway, CEO, Bartec USA

The Road Runner
Spring 2022

By now, we all know that all vehicles sold in the United States have some form of a Tire Pressure Monitoring System [TPMS] included as standard safety equipment. While a small percentage are indirect systems, the overwhelming majority of vehicles with TPMS are of the DIRECT variety. That is, there is a sensor fitted inside the wheel/tire assembly, an antenna [or antennas] on the vehicle and a receiver mounted. Direct TPMS has been available on passenger cars and light trucks for a long time, but TPMS really became part of the standard equipment after the TREAD act of 2000 was passed. By 2008, all passenger cars and light trucks had to have TPMS and today there are hundreds of millions of vehicles on the road with this safety system. If you're go to "Own the Wheel Well," you should be aware of the options that are available. Those options include TPMS tools and replacement sensors.



TPMS Tools
Offering excellent TPMS service begins and ends with the TPMS Tool. The type of TPMS tool needed depends on the level of tire service provided. Basic

tire service is simply checking air pressure as part of a multi-point inspection program. In this instance, a basic sensor activation testing tool is required. The basic TPMS tester [or front counter inspection tool] offers a few advantages. First, it is fast and the "touch-less" way to check tire pressure [assuming the vehicle has TPMS of course]. Secondly and more importantly, the TPMS tester lets the technician know whether the TPMS Sensor is functioning or not. This is an often neglected, but hugely important step in limiting liability!



What should be a concern for every service provider is that the TPMS sensors can stop working for various reasons at any time. Obviously the most common fault is the battery going flat. However, it can sometimes take more than a week or more than a hundred miles before the TPMS MIL flashes on the instrument panel alerting the consumer. The typical scenario is that a consumer arrives in the shop with a previously failed TPMS sensor, and it's not discovered by the technician. The shop performs a basic tire rotation. A few days later the TPMS MIL starts flashing and the consumer is back with a complaint! A simple "Test Before You Touch" TPMS test prevents the shop from owning a bad sensor, and better yet, gives them the opportunity to sell them a replacement if capable.

If a shop is doing more advanced tire service, like tire rotations, tire repair and installation, and tire up-fitting or plus sizing [changing the placard], that shop needs a TPMS Service Tool or what's commonly known as a TPMS Scan Tool [one that combines TPMS Sensor testing with OBDII programming capability]. In these types of tire service, removing and replacing the TPMS sensor is required. Every time a new sensor is installed, it needs to be programmed [or learned] to the vehicle, and often time that means a connection to the OBDII port to accomplish the programming. Typically, the TPMS Scan Tool can be used for the Test Before You Touch test, replacement sensor programming, placard adjusting, as well as the OBDII relearning. NOTE: These more advanced tools are often needed for sensor programming as well. Sensor programming is DIFFERENT than TPMS Relearns as discussed later in this article.

Replacement Sensors

TPMS replacement sensors fall into one of three categories: Direct Replacement, Multi-Protocol and Programmable. These categories are based on how the sensors are fit for use and how they operate, and whether TPMS tools are required to use them.

Direct replacement TPMS sensors are typically a "PART FOR PART" fitment. One part number cross references to the OE fitted part number. These sensors can be purchased in the form of OE equivalent, factory direct or in aftermarket versions. Whenever a NEW OE part number is created an update is required the direct fit replacement fitment guide. This type of sensor, like the OE sensor, requires a TPMS tool only to complete the TPMS relearn, and not to configure, prep or program the sensor.

Multi-protocol TPMS sensors are direct replacements for the original parts, except that one sensor contains "many protocols." As the name suggests, one sensor has been created to "house" multiple sensor output protocols which means a fewer part numbers cover a wide range of OE part numbers. The way these sensor work is, with each transmission, a number of different protocols are sent out. When fitted on the proper vehicle, the correct data is received and processed. Like Direct replacement sensors, Multi-protocol sensors do not require a tool to prep for use. A TPMS tool however, is required for the relearn process. It's worth noting, when completing an OBD relearn using a multi-protocol sensor, the TPMS tool must be able to filter protocols transmitted, and identify the one for the application being worked on. New OE part numbers can either be a revision in application coverage, or sometimes a new part release is required.

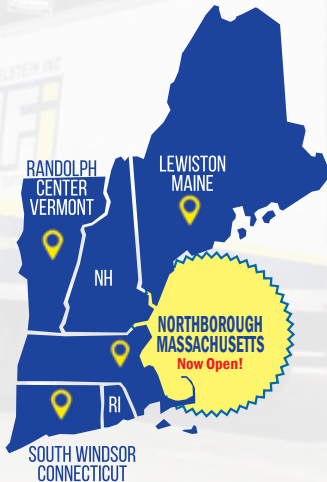
Finally, there are Programmable replacements sensors. These sensors require programming before installation. Programmable sensors offer the greatest flexibility while keeping the SKU count to a minimum. NOTE: The advantage to programmable sensors is that as new protocols emerge [coverage], the sensor can be updated with the new coverage, this limits new SKU's and obsolete stock. Programming these sensors can range from a simple sensor ID copy to a complete protocol and ID setup. Programmable sensors are wirelessly programmed uses a Low Frequency [LF] signal, from a TPMS Tool. Programmable sensors typically require a device or TPMS Tool to program them PRIOR to installation [use]. Because they are programmable, they tend to offer latest coverage without part number supersession.

There are numerous manufacturers replacement sensors. When choosing a supplier, make sure you consider ease of use and coverage. There is new technology available that makes using programmable sensors just like using a OE direct fit. In other words, by combining sensor programming with the vehicle relearn, the process of using a programable sensor is identical to that of the OE replacement. In the end, which type of sensor you should consider will largely depend on your business and what works the best for the types of vehicles serviced. It is important to note that whichever solution is selected, using the TPMS service best practices is critical! In other words, regardless of the sensors used, Pre-inspection [test before touch], Diagnostics and the all-important TPMS relearn shouldn't be skipped.

As you can see, when servicing vehicles with TPMS, there are options to consider. In many cases, the right solution is a combination of things. Activation tools for front counter inspection and TPMS Scan Tools for back shop diagnostics and repair. Which sensor you use should always be driven by quality and performance. In the world of Tire Pressure Monitoring Systems [TPMS] there is never a shortage of questions, issues or confusion. We've just passed the thirteen-year anniversary of the TPMS mandate, and consumers are keeping their cars longer, which means very soon, every vehicle that comes into the repair shop will have TPMS fitted. Will you be ready for them? Will you "Own the Wheel Well?"



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Auto Care Association and AASA release new joint report providing forecast and analysis of EV technology's impact on the auto care industry

By 2045, 79% of all new vehicle sales are expected to be BEVs or plug-in hybrid electric vehicles (PHEVs) and are projected to account for 36% of vehicles in operation (VIO). The 2021 Joint Electrification Forecast report also contains:



- Charts and analysis detailing factors impacting EV adoption
- Key growth contributors to the aftermarket
- Trajectory of EV model availability in North America
- Forecasted performance of EV models relative to other segments
- Projected share of EVs in car parc for 2021-2045
- Projected market growth through 2045; new growth opportunities for categories of service and more.

BETHESDA, Md. and RESEARCH TRIANGLE PARK, N.C. – November 18, 2021 – The Automotive Aftermarket Suppliers Association (AASA) and the Auto Care Association together commissioned the 2021 Joint Electrification Forecast to provide the auto care industry with the insights needed to navigate the rapidly evolving industry. As electric vehicle (EV) adoption increases with vehicle maker commitments, emerging policy, and developing technology, the long-term impact of this segment's growth is profound. As EV sales continue to grow, and as car parc growth slows, we expect penetration to increase rapidly after 2030, growing to 36% of the car parc by 2045 under a base case analysis. This newly released report provides the latest data, trends and analysis on how these developments are expected to impact the automotive aftermarket; the data and projections in this report can be applied to all companies across the supply chain to inform long-term strategy and identify future growth opportunities.

Research and analysis in the 2021 Joint Electrification Forecast report was contributed by Strategy&, the strategy division of PwC; IHS Markit; IMR Inc.; Schwartz Advisors; and YCP Solidiance.

"We are looking at evolution, not revolution, said Paul McCarthy, president and CEO, AASA. "While EV replacement parts sales will double in size between now and 2025, and again between 2025 and 2030, EVs still have a long road before they account for a large percentage of aftermarket sales."

"Given we already have a fleet of over 280 million vehicles, our industry will be driven by the internal combustion engine for the next couple of decades," said Bill Hanvey, president and CEO, Auto Care Association.

AASA and Auto Care Association and members receive complimentary access to these reports as a membership benefit. These reports may be purchased by non-members for \$1,500 each and accessed instantly on the AASA website at aftermarketsuppliers.org/resource or on the Auto Care Digital Hub at digital.autocare.org.

The 30-page 2021 Joint Electrification Forecast report includes:

- A complete projection of the growth of new EV sales and vehicles in operation (VIO) through the year 2045 under three scenarios: base, low and high EV adoption
- Projections on total battery-powered electric vehicle (BEV) model count by vehicle class, showing how the popular SUV style is driving EV design as vehicle manufacturers provide more options
- How EVs affect the growth of aftermarket parts sales through the year 2045
- How shops can offset projected changes due to EVs with new opportunities created by EVs
- An overview of the Chinese market – with its pronounced policies and sales rates of EVs at levels four times that of the United States, this developing market presents an ideal look into the future of how the global EV market is likely to evolve.

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Welcome to 2022 and the busiest time of the year for our association. The 2022 annual NETSA Trade Show at Foxwoods, on the first weekend in April is shaping up to be another great one with plenty of opportunities to connect with your peers, attend some great seminars, see new products, and raise some money for our scholarship fund. I enjoyed last year's Trade Show more than any other I have attended, especially the seminars, but this year due to a scheduling conflict it looks like I

will not be at the show to help for the first time that I can remember. I have been on the board for 25 years now, and I honestly believe that we need NETSA now more than ever. If I have ever missed one of our shows, I don't remember it, going way back to when we used to have them at the Kings Grant Inn in Danvers. While I am happy that we have won the Right to Repair battle in Massachusetts (although the car companies are still fighting it), we are in danger of winning the battle but losing the war. Listening to the seminars last year, it is now obvious what the strategy of the car companies will be now and in the future. They are going to make it damn near impossible to work on their cars. I can foresee a day when each car company is going to require their own \$20,000 machine and a dedicated bay at your facility. It is already starting to happen with Nissan and some other car companies. That car is going to be monitored by telematics and try to send your customer to the local dealership when an issue is detected. Can our independent auto facilities have a minimum of a dozen large bays, each with a machine that only works with only one car brand? Of course not! How long before each manufacturer has their own separate oil and antifreeze for their cars? It's coming. Are the Carquest's, Napa's, AutoZone's, and other chains going to be able to keep up? How many different products are you willing to keep in stock from bulk oil suppliers? You may think that I'm exaggerating, but I'm not. My business only sells tires, we do no mechanical work, so I have no actual stake in the future of the car repair business except as a consumer. Toyota is already taking aim at independent repair shops. Watch their current ads that compare you with an inept contractor destroying a house with an automatic nail gun, or a guy who apparently isn't even an electrician miswiring a house and setting it on fire. Funny they don't mention how stupid you are if you don't check out the people who do work for you before you hire them. That's why you should go to a Toyota dealership and only use genuine Toyota parts, or so they tell the consumer, undermining local repair shops and aftermarket parts. Put fear in your customer's minds. They are declaring war on our NETSA repair shop members. Many of us have become complacent believing that we won a great victory with the right to repair, but the car manufacturers are going to spend millions of dollars to find ways around the law. When I vacationed up in Maine a few years ago and had an issue with my mother's 2007 Cadillac DTS, no local repair shop wanted to work on the car. I had to bring it to the Cadillac dealer in Bangor over an hour and a half away. They did a nice job repairing a faulty sensor and even gave me a ride to the local casino to kill four or five hours, but that is what you are going to face in many parts of New England. Your local repair facility will not be able to work on their customers' cars. This should be a boon for AAA's long distance towing plan. So, what should we as independent dealers be doing? For one thing, support NETSA by attending our Trade Show, get informed at the seminars, and work together through legislation or any other means to have a voice in what is happening out there. Our association is our united front to fight for our rights. If we are complacent, thinking that we have won the right to repair war, if we are complacent because of the pandemic, and if we are complacent due to apathy, we won't be able to adequately serve our local communities with fair, honest,

and reasonably priced local service for their automobiles. I urge you to consider going to the NETSA Trade Show this year. We need you. We need your input. We need to be NETSA strong.

A few other thoughts. We have recently mailed out NETSA Scholarship information to our membership and are taking applications for our multiple \$2,000 Scholarships. For many of our winners, it may be the only scholarship they get this year as many other scholarships have gone away due to the pandemic. It is always great to read what these bright individuals are doing and what their hopes and dreams are for the future. 2022 winners will be featured in the Winter Edition of our Road Runner magazine. Please attend our Hall of Fame dinner at the annual NETSA Trade Show and either donate and/or bid on auction items. Congratulations to the family of our late president Blaise Pascale on his selection to our Hall of Fame. Long overdue for one of the unsung heroes who has worked hard for NETSA as far back as I can remember and who never wanted to be in the spotlight. Blaise was a great guy, helped get NETSA through this pandemic with his leadership, and was a strong believer in our scholarship program. My heart goes out to wife Sally and son Frank, who I consider to be family. Also, congratulations to Bob Vacca of ATD and before that Summit Tire for being elected to the 2022 NETSA Hall of Fame. Another long-time board member who has been very helpful to our organization over the years and can really lighten things up at a board meeting with his humor. An honor well deserved.

Lastly, thoughts on a couple of buyouts. Tire Rack was bought out by Discount Tire of Arizona. Max Finkelstein was bought out recently by US Auto Force. And a while back, Cooper Tire was bought out by Goodyear Tire. I didn't foresee any of these buyouts or mergers, particularly Max Finkelstein. I never thought that they would sell that business. We became a customer of theirs in February of 1987 which is exactly 35 years ago. Most of that time our salesperson was either Doreen Driskill or Steve Margelony, both of whom have sadly passed away in recent years. They have always had great people in the organization from top to bottom. I'm glad that Finkelstein had a 100-year celebration event a couple of years ago with current employees and retired employees. A first-class organization all the way. If Harold Finkelstein was like my father, they may have been waiting for him to pass away before they completed the sale. The sale of the company had to be in the works for a while. Harold and my father only had one conversation together before they opened us up, but it was a long one, just two tire guys talking tires for an hour or so. Thank you, Harold, for taking a chance on us. Finkelstein put Goodyear on the map for us. And the reason I mention the Goodyear buyout of Cooper is this. We had the Monarch private label brand when I was growing up for many years. It was part of Lee Tire and Rubber, a wholly owned subsidiary of Goodyear. Eventually we were under the control of Kelly Tire, another Goodyear subsidiary. At some point, Goodyear decided to essentially get out of the private label business, except Douglas with Wal Mart. We went from Monarch to Hallmark, then to Cyclone, Vanderbilt, and now Delta. Our private brand went from being Goodyear produced to Cooper produced. Meanwhile, a salesman named Dick Colpitts came in and tried to sell us the Cooper brand for years with no luck. He eventually signed us, but we were just buying tubes and bias ply tires from Cooper because Lee Tire had exited those segments. Then Cooper started coming out with some good products like the Classic II and the Cobra GT. Within a few years, we were stocking most of the Cooper line and had great success with it. Dick saw an opening and ran with it. His patience, courtesy, and ability to crack us up with some down east Maine humor endeared us to him. Later, his son Rick Colpitts took over the job from his dad and didn't miss a beat. So, when Goodyear bought Cooper Tire last year, we came full circle. Unfortunately, Dick Colpitts just died this week from complications of dementia, almost three years to the day that my father Roland passed away. I'm sure that he is already up there telling some great stories with that dry, wry sense of down east Maine humor. Those long time Cooper tire dealers in Maine, New Hampshire, and Vermont like us, Vermont Tire, Summit Tire of Maine, and Northern Tire were fortunate to have Dick and Rick be our reps for so long. Dick will be missed by his family, friends, and his Cooper Tire family of dealers. Rest in peace, my friend. And thank you for everything.

Larry

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Understanding the Benefits of an Employee Assistance Program

by Vinnie Daboul, NARFA Managing Director

The Road Runner
Spring 2022

Prior to March of 2020 many employers did not understand the value in ensuring the mental well-being of their employees. But, after months of uncertainty, stay-at-home-orders, and confusion, we began to enter what we refer to as the "new normal." This new way of life made it difficult for some folks to cope with the societal changes and their stress levels, making some turn to substances such as alcohol and drugs for comfort. Mental health America reports that 19.00% of adults are experiencing a mental illness. Equivalent to over 47 million Americans. In addition, 4.55% are experiencing a severe mental illness. In addition, people are suffering from Seasonal Affective Disorder putting major stress on ones coping abilities.

Employee Assistance Programs (EAP) have become a major area of focus in the employee benefits space as they provide an affordable way for individuals to receive the help they need. EAPs also allow for the flexibility to call on-demand and receive assistance right from the comfort of their own home. Employers are recognizing that the mental well-being of their workforce has significant implications on the success of their businesses and an EAP offering is an affordable way to give your employees a piece of mind.

Employers may wonder why they need an EAP if their employees are covered under the company health plan. Sure, health coverage can cover a trip to counselor, for some. What about the individuals who can't afford the out-of-pocket costs? Those who don't have "time"? Or those who don't want to make a long-term commitment to counseling? An EAP offering will accommodate all those things and is free to the employee and is meant for short-term counseling. According to businessinsurance.com, a typical

EAP annual cost per employee ranges from \$12-\$40 (around 1% of total employee spend). Think about it this way – having and promoting this option may offer an opportunity for someone who needs help, to seek it out. A healthy workforce has a direct impact on the success of a business.

Not sure where to start? The National Auto Roads and Fuel Association offers a comprehensive EAP with flexibility along with well trained and qualified counselors at your disposal. Email info@narfa.com for more information.

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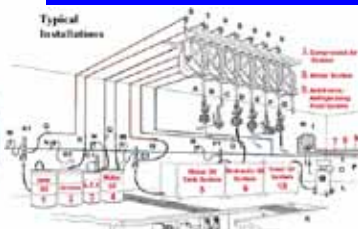
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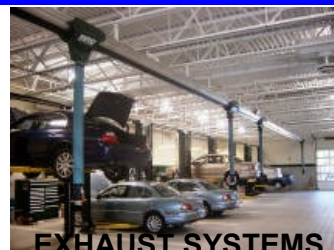
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Americans' demand for organic or natural products continues to grow. Currently, there are about 20,000 natural food stores located across the country. The interest in natural foods started in the fruit and vegetable aisles but quickly expanded to other products, including dental products. Today there are many different types of oral

care products on the market. Review these tips for choosing natural dental products.

Ingredients

The best feature of natural dental products is the ingredients. Many products sold over the counter contain added colors, scents or foaming agents. However, these ingredients can be harmful to people's health.

When purchasing dental health products that claim to be natural or organic, make sure they are safe. Check the list of ingredients. Actual natural products should not contain artificial colors, petrochemicals, phthalates, parabens or synthetic foaming agents. Many of these ingredients are found in non-natural dental products.

Toothpaste

Dentists recommend that patients brush their teeth twice a day for two minutes each time. Using non-organic toothpaste means it could contain harmful chemicals and possibly hurt enamel and oral tissues. In contrast, organic toothpaste is made of safe ingredients that won't damage teeth and gums. Natural toothpaste contains herbs and clays that remove toxins from the mouth and leave your breath fresh. However, it does not contain fluoride, which helps strengthen children's tooth enamel. Ask your dentist about the best toothpaste option for you and your dependents, and whether fluoride treatments are recommended.

Dental floss

People are encouraged to floss their teeth once a day. This practice helps remove food particles caught between teeth and along the gumline. Most floss is made of waxed nylon, so it slides easily between teeth. However, it isn't biodegradable.

As an alternative to regular floss, dentists recommend using a water flosser. The water flosser streams pressured water against teeth and gums, dislodging bacteria, plaque and food particles. Water flossers help reduce gum inflammation, bleeding and the risk of periodontal disease. It also makes it easier for people with braces to keep their teeth clean. However, a water flosser is not a substitute for brushing twice daily.

Mouth wash

Many people use a mouth rinse to remove food particles left in the mouth after eating and to keep their breath fresh. The problem is that most regular mouth rinse products contain alcohol. But alcohol can dry out oral tissues and create a burning sensation in the mouth.

Natural mouth rinse products contain ingredients that are safe for oral tissues and teeth. They help prevent bacteria and reduce inflammation in the mouth. Research shows that natural mouth rinses are just as effective in protecting tooth enamel as non-natural products.

More natural dental cleaning products

There are several other natural products, foods and drinks that can help keep teeth clean. Review this list of five options:

- 1. Green tea** – Researchers have identified oral health benefits of drinking green tea. It's a natural mouth rinse to protect tooth enamel from erosion. It helps prevent starchy foods from sticking to teeth and causing decay. And people who regularly drink green tea have healthier gums in comparison to those who don't.
- 2. Peroxide and baking soda** – Baking soda helps fight tooth decay and peroxide kills certain bacteria. Mix baking soda with water to create a paste to brush on your teeth. When using peroxide don't use it full strength. Mix peroxide with water to make a weak solution so it won't burn oral tissues.
- 3. Eucalyptol, menthol and tea tree oils** – These oils help kill harmful oral bacteria and reduce tissue inflammation. Several natural brands of toothpaste contain these oils.
- 4. Xylitol gum or lozenges** – Use xylitol in place of sugar to lower the risk for tooth decay. Scientists report that xylitol increases saliva, helping to reduce dry mouth. (It's toxic to dogs, so keep it out of reach.)
- 5. Vitamin D** – Dental professionals believe vitamin D helps the body kill oral bacteria, reducing the risk for gum disease.

Healthy ingredients in natural dental products protect teeth and gums from decay and oral diseases. It's also essential to eat nutritious foods. So, protect your smile by limiting these 10 bad foods for your oral health.

Sources:

WebMD

The Toothsayer

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Hello, this is Wayne Rivers at FBI, and We Build Better Contractors. This week, I want to talk about running better meetings. And I have a question. How often do your people or your teams look forward to your meetings? And so, this question applies to us at FBI too, doesn't it? So, I polled my folks just to make sure I wasn't being inauthentic here. And we got great feedback, that people actually look forward... Now, we don't have that many meetings. We have regular meetings, we have a rhythm of meetings, but we don't

have meeting after meeting, after meeting, after meeting. And I think that's a problem in some companies, they have too many meetings, and they lack purpose, they lack even agendas at some time. So, I've got six tips here for you for running better meetings. And let's face it, every contractor has to have meetings to keep the communication flowing. Now, what about this is important to you? Golly, you've got to have your folks open, listening, enthusiastic, ready to learn and contribute. And if you run great meetings and fun meetings, it's going to be easier to get all those things done. Okay. So, part of this comes from a CNBC article, which featured Ray Dalio, who's a hedge fund billionaire, and also a guy who's famous for his concept of radical transparency, which may be in a future blog, and we can talk about that.

Okay. The first thing in your meetings, this is really practically weird, as I talk to my contractors here, but start your meetings with appreciations. Dennis and I learned that in a class that we took 20 plus years ago, and it was taught by a psychologist and we thought, "Oh, this is touchy, feely, mushy, silly stuff." It's not. You wouldn't believe how much goodwill it creates in your meetings. And the other thing about your meetings is, whenever you can focus on the positive stuff. If you're meeting with somebody, a group, for a half hour a week, there's 39 and a half hours during the rest of the week to focus on all the negative stuff that you have to deal with. Take some time in your business week when you're meeting with your teams and focus on the positive stuff and begin with appreciations. You can say, it doesn't have to be just for your internal people either, you could be on a job site meeting, and you could say, "I really appreciate that X, Y, Z trade came out a few days early and really scoped out everything carefully and walked the job. And they just really put in that extra effort so that when they got on site, they could be super productive in favor of the next trade that was coming." It could be anything like that. So just tell folks when you appreciate the things they do, and you'll be surprised how far that goes. Okay, the second thing is, make sure your meeting has a purpose. Don't meet just because you've been meeting every Friday morning for the last 20 years. Make sure the meeting has a purpose and make sure everybody in the meeting knows what the purpose is. Have a clear leader for the meeting. It doesn't always have to be the boss, it could be somebody else, depends on the situation. And then that leader of the meeting should be facilitating so that different perspectives and ideas and opinions can come to light. And everybody gets a say in things. Third thing, avoid topic slippage, you should have an agenda for every meeting. And when things come up that are off the agenda, you want your meetings tight, 20 minutes here, 30 minutes there, maybe an hour or longer for some important things. But avoid topic slippage. When things come up that are off agenda, table them, put them in a parking lot. If they're important, you can address it at another meeting. Sometimes you could address it with an individual offline, you don't need to consume the time of everybody else who's there. So, make sure that you keep your

meetings tight and focused and short, and that will increase the quality and the effectiveness. Number four, somebody needs to record at least a little bit about the meeting. It could be the leader; it could be someone else. But you've got to know what decisions are made in the meetings. You've got to know who agreed to do what and when they agreed to do it, what's the deadline? If you're having meetings, where no decisions at all happen, that is the very definition of an ineffective meeting. Every meeting should produce some decisions and some action items, even if it's only for another group to get together at another time, to drill down on this particular subject.

But you've got to make Blog Transcript – Running Better Meetings February 09th, 2022 www.familybusinessinstitute.com • Phone: 919-783-1880 • Fax: 919-783-1892

COPYRIGHT © 2022 THE FAMILY BUSINESS INSTITUTE, INC. ALL RIGHTS RESERVED. decisions. If you're having meetings and everybody breaks up and says, "What did we just meet about? And what did we decide?" you've wasted a lot of people's time. And I don't have to tell you, folks, time is much too valuable in today's world to waste. The fifth thing, if you can do this, this is tricky. Try to suck the emotion out of the room. We used to have a psychologist that worked for us at FBI, and he always talked about, in tough situations, whether it was a family business or other nonrelated people getting together, you want to do as much as you can to suck the emotion out of the room. And I remember being facilitating a peer group years ago, and someone went off on a tangent and it really angered the host of the meeting. And you could just see, this guy was pretty volatile, and you could just see his blood was boiling. And I saw that, and I knew there was going to be a clash, so I went off on a weird tangent and told a story that, frankly, it took so long to tell that they kind of forgot they were mad at each other. And in other words, I tried to deflect, to suck the emotion out of the room, to deflect it, to get it out of there. And then I worked as a diplomat, shuttling back and forth between the two people to try to get things in a better place. That worked okay. And maybe I was lucky, but that's one example of how you can maybe suck the emotion out of a difficult situation. The other way, a simpler way, is simply call a timeout. When you see somebody's about to blow their stack, call a timeout, 10 minutes, everybody take a biological break, check your emails, whatever, let's get back together in a few minutes. Timeouts are an easy way to do that. And the sixth thing, final thing, review your meetings. Were they effective? I mean, think about this as you come out of the meeting. Was it effective? Was it time well used? Did we decisions? Are people accountable for the decisions that we made? And here's a great little tip from one of our former contractors, Kevin Albanese. And what he used to do in his meetings is, he would just pass out slips of paper and they would vote, 1 to 10 scale, was this meeting effective? And I would suggest use to the net promoter score, scale 9s and 10s, yes, the meeting was the effective, 7 and 8, the meeting, ah, neutral it was good, but not so great. And then if it's 6 or below, that's actually a negative. People are too nice, and they won't tell you truthfully, "Oh, that was a 1, that was an awful meeting, a complete waste of time." So, 6 or below is actually bad. Okay. So, if you're getting 7s and 8s, neutral, you got work to do. If you're getting 6 and below in your meetings, you've got a lot of work to do. Kevin said it really improved the quality of their meetings and they were able to eliminate some meetings. Instead of having a monthly meeting, they went to, for example, a quarterly meeting, and that saved everybody some time. So those are our six tips. I'd love to hear what you're doing to run successful meetings in your organization, I bet you have lots of great ideas. Let us know in the comment section. Oh, and don't forget Boot Camp. Our Denver Boot Camp is sold up, that is out. No seats available for Denver. The Raleigh Boot Camp in late March, still available seats. So, let Charlotte know if you have questions and she'll get you the information you need. Thank you. This is Wayne Rivers at FBI, and We Build Better Contractors.



With information, 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?

At GfK, we are expanding our offerings to give you the information you need to smash expectations in 2022. We are **delivering weekly regional data** that gives you a much more granular look at sales trends. *(Scroll down for a sample.)* And we are introducing a new system to help you **drive more high-value repair jobs** into your service bays.

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. Reach out to me if you have questions or want to learn more.

[Neil Portnoy](#) (Managing Director, GfK's POS Tires panel)

Key Findings from December 2021:

	December Monthly				December YTD				
	Unit share change vs. 2020	Performance - % change				Performance - % change			
		Units v 2020	Units v 2019	Dollars v 2020	Dollars v 2019	Units v 2020	Units v 2019	Dollars v 2020	Dollars v 2019
Total PLT Tires		-15.8	-4.1	-6.0	9.4	8.4	1.6	16.7	11.1
Non-LT *	-2.2	-18.0	-7.9	-9.0	3.3	6.3	-1.3	13.9	6.2
LT	2.2	-5.6	14.8	3.1	29.5	18.1	15.8	25.3	27.0
18"+ RD	1.7	-11.4	6.0	-1.4	19.4	16.2	16.0	24.5	24.1
Non-LT18"+ *	1.2	-11.9	2.4	-3.4	12.4	14.8	12.2	21.7	17.3
LT18"+	0.5	-8.8	27.0	5.0	47.0	23.7	39.0	34.2	52.4
UHP Speeds	0.1	-14.6	-4.4	-11.9	2.4	11.7	0.1	17.2	3.1
Run Flat Tire	0.0	-14.9	-5.8	-10.4	3.3	12.2	-5.2	20.3	2.3
Tier 1 Brands	1.6	-10.3	-7.4	-1.9	3.2	7.0	-7.0	13.6	0.0
Tier 2 Brands	-1.8	-19.4	-7.9	-8.5	9.3	6.6	0.6	16.3	13.3
Tier 3 Brands	-1.7	-23.9	-1.2	-12.7	13.9	13.6	9.8	24.9	24.3
Tier 4/Other Brands	1.9	-6.2	8.8	2.1	23.2	9.9	9.9	17.4	20.5

[Click to enlarge table.](#)

* Non-LT Tires includes P-Metric, Euro-Metric and Hard-Metric tires

** December 2020 includes a 53rd week which may lead to unexpected high or low growth rates.

Boothmanship YES! Conference Time is Here, Ready?

The Road Runner
Spring 2022

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



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

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

Believe it or not, not being busy can make you more tired than when you are busy. Being busy at a trade show is adrenaline for so many of us. It keeps the blood

flowing when our booth is busy!

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

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

1. **EYE CONTACT** – In any face-to-face situation, eye contact is a must. Looking around the show floor, trying to see who else is around, looking at your watch, or whatever, is not good customer service to the person you’re interacting with. Lock eyes with your prospect and give them your complete and undivided attention. Don’t let your head turn on a spindle. FOCUS! And for gosh sakes you don’t need to have that deer in the headlight stare at them. Be comfortable.
2. **EXTEND YOUR HAND IMMEDIATELY** – We can finally do it! Well, maybe. At least ask: “You still elbowing it? Or shaking hands?” Actually, there are lots of folks who never enjoyed shaking hands or have a fear of it. Look at Howie Mandel. He’s a fist bumper and always has been. Think of it as an in-person store or office visit. Offer yours first. (A HUG might be OK if you feel comfortable and know them and have not seen them in a while.) And don’t forget, they usually have a badge with their name on it; so use their name immediately! And remember it so you don’t need to keep looking at the badge! Have your business card ready/handy. That way it’s much easier to ask for theirs.
3. **DON’T SIT DOWN AT YOUR BOOTH – EVER!** This one is difficult, but important. Don’t be caught sitting down unless the client or prospective client is with you. Having a table and chair might work for you with a client. But NO ONE working the booth should sit down just to sit. If you feel tired and you need to sit down, leave the booth. Go somewhere else to sit. Sitting down at the booth gives off bad vibes. Lazy vibes. Attendees tend to pass those sitting down as uninterested booth salespeople. And by the way, checking your cell phone in the booth is not COOL either. Unless it rings. Use non-booth times for phone time. Or go check it AWAY from the booth.
4. **BE CONSIDERATE** – People visiting your booth get a ton of stuff they do not want. Often, they take your material just to not hurt your feelings. (Trust me, at the first opportunity, it’s usually pitched. I’ve

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

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

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

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

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

BONUS – BONUS TIP: NO GUM CHEWING by your staff or you in your booth. None, nada, zip. NONE! END OF SUBJECT!

There are hundreds of other booth customer service tips, but getting these tips down are instrumental in making your booth more productive, more successful, and giving BETTER booth customer service to all your prospects, clients, and friends.

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

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The cars in some states lack access to some of the convenient features found in most modern cars.

Source: Fox 43

Published: 6:40 AM EST February 23, 2022

MASSACHUSETTS, USA — Driving a rugged Subaru through snowy weather is a rite of passage for some New Englanders, whose region is a top market for the Japanese automaker.

So it was a surprise to Subaru fans when Massachusetts dealerships started selling its line of 2022 vehicles without a key ingredient: the in-car wireless technology that connects drivers to music, navigation, roadside assistance and crash-avoiding sensors.

“The dealer didn’t bring it up,” said Joy Tewksbury-Pabst, who bought a new Subaru Ascent without realizing she’d be missing out on the remote start and locking features she had before trading in her 2019 model. She also lost the ability to check wiper fluid levels, tire pressure and mileage from her phone.

What’s happening in Massachusetts mirrors a broader battle over who has the “right to repair” increasingly complex electronic products -- from iPhones and farm tractors to the family car.

About 75% of Massachusetts voters sided with the auto repair industry in 2020 by passing a ballot initiative that’s supposed to allow car owners and their preferred auto shops to more easily peek into a car’s trove of online data. Automakers have been fighting it in court ever since.

And two of them, Subaru and Kia, said that rather than run afoul of the new law, they would disable their wireless “telematics” systems from new models in the state. Car buyers and dealerships have been feeling the effects.

“It’s certainly a bummer,” said Joe Clark, general manager of the Steve Lewis Subaru dealership in the western Massachusetts town of Hadley. “People are calling back after the fact, realizing they’re missing out.”

Tewksbury-Pabst was one of more than 2.5 million people who voted for the ballot measure in Nov. 2020, after an expensive electoral fight marked by dueling TV commercials. She believes it will help independent auto shops compete with dealerships’ in-house repair shops.

She’s mostly frustrated with Subaru, describing its reaction to the law as “like a child that didn’t get their way and took their ball and went home.”

Cars already have a diagnostic port that mechanics can access for basic repair information, but independent auto shops say that only carmakers and their dealers have access to the real-time diagnostics that cars now transmit wirelessly. That’s increasingly important amid the shift to electric cars, many of which don’t have those diagnostic ports.

The law requires automakers to create an open standard for sharing mechanical data. Subaru spokesperson Dominick Infante said the “impossibility of complying” with that provision “is a disservice to both our retailers and our customers.”

“The data platform that the new law requires to provide the data does not exist and will not exist any time soon,” he said in an email.

An auto industry trade group immediately sued the state’s Attorney General Maura Healey after the law’s passage to stop it from taking effect, arguing that the timeline was unreasonable, the penalties too onerous, and that automatically sharing so much driver data with third parties presented cybersecurity and privacy risks.

Part of the fight is also over who gets to alert drivers and

encourage them to visit when the car senses it needs a repair. The current system favors dealerships, which many auto shops fear will soon put them out of work if independent mechanics can’t get easy access to the software upgrades and mechanical data needed to make basic repairs — from tire alignments to broken seat heaters.

“If we don’t have access to repair information, diagnostic information, you’re putting an entire workforce out of business,” said Bob Lane, owner of Direct Tire & Auto Service, in the Boston suburb of Watertown. “If the only person who can fix a car, because of a data standpoint, is the dealership, the consumer has lost the choice.”

The right-to-repair movement now has a powerful ally in U.S. President Joe Biden, who signed an executive order last year promoting competition in the repair business and has already counted some victories after Apple and Microsoft voluntarily began making it easier for consumers to fix their own phones and laptops.

“Denying the right to repair raises prices for consumers,” Biden said in January. “It means independent repair shops can’t compete for your business.”

The Federal Trade Commission and state legislatures have also been eyeing regulatory changes. Under scrutiny are restrictions that steer consumers into manufacturers’ and sellers’ repair networks, adding costs to consumers and shutting out independent shops, many of which are owned by entrepreneurs from poor communities. U.S. Rep. Bobby Rush, an Illinois Democrat, introduced a bill this month to enable car repair shops to get the same data available to dealerships.

Brian Hohmann has spent decades adapting to changes in automotive technology, from attending a school to fix carburetors — now an obsolete technology — to learning how to program.

“Essentially every car now is 50 computers with four tires on it,” said Hohmann, owner of Accurate Automotive in the Boston suburb of Burlington. “If you’re not computer-savvy, you struggle.”

But Hohmann said most independent garages are perfectly capable of competing with dealerships on both repair skills and price as long as they have the information and software access they need. That often involves buying expensive, automaker-specific scanners, or paying for a day pass or yearly subscription to get needed access.

Massachusetts rules already favor independent auto repairers more than other places thanks to an earlier right-to-repair law passed by voters in 2012. But that was before most cars started wirelessly transmitting much of their crucial data outside the car — presenting what auto shops see as a loophole to the existing rules focused on in-car diagnostics.

Automakers argue that independent shops can already get the data they need, with permission — but making it automatically accessible by third parties is dangerous.

Such data access “could, in the wrong hands, spell disaster,” said the lawsuit brought by the Alliance for Automotive Innovation — a trade group backed by Ford, General Motors, Toyota and other big automakers, including Subaru and Kia.

The case is now in the hands of U.S. District Judge Douglas Woodlock, who is reviewing whether to split off the most disputed ballot provision to let the other parts take effect. A decision is expected in March after delays caused by the actions of Subaru and Kia, which the state says the automakers should have disclosed earlier. Massachusetts lawmakers are also looking at postponing the law’s effects to give carmakers more time to comply.

Subaru and Kia have said most drivers will still be able to use driving-specific Apple CarPlay or Android Auto to stream music or get navigational assistance.

Highlights from our most recent data & trends

- December 2021 was a tough month nationally, with unit sales down 4% compared to December 2019.
- Through Q4 2021, the independent tire channel is 8% ahead of last year's pace, and 2% ahead of 2019 (in units). Nationally, the average price per tire is up 8% from 2020 to \$154.
- Dollar sales growth exceeded unit sales growth, as the average out-the-door price grew 12% (\$164) per tire for December year over year.
- Through the year, the Light Truck tire segment grew faster than Non-LT, especially those with rims 18"+.
- Specialty tires, like Run-flats and Ultra High-Performance tires, were up (in units) compared to YTD 2020.

GfK Panel News

We have launched our Weekly Regional service by the nine US Census Divisions. This means that you will have better comparisons on price, volume, and market share within particular regions. As an example, the chart below demonstrates the 2021 unit distribution of tire sales. Let us know how we can assist you in your region!

	Unit Share			+/- % PY (unit volume)			Average Price	Avg Price +/- % PY
	2019	2020	2021	2020 v 2019	2021 v 2020	2021 v 2019	2021	2021 v 2020
Total U.S.	100.0	100.0	100.0	-8.0	3.9	-4.5	158	5.4
East North Central	14.0	14.0	14.2	-7.8	5.0	-3.2	147	7.2
East South Central	4.7	4.6	4.7	-10.9	6.1	-5.5	152	5.8
Middle Atlantic	13.6	13.4	14.4	-9.2	11.7	1.4	163	6.4
Mountain	7.1	7.7	7.1	-0.2	-3.1	-3.4	174	3.2
New England	4.2	4.1	4.3	-8.2	6.6	-2.2	147	7.7
Pacific	17.1	15.9	15.1	-14.4	-1.4	-15.6	154	1.2
South Atlantic	16.0	15.6	16.3	-10.5	8.3	-3.1	152	4.0
West North Central	8.7	9.0	8.9	-4.9	2.8	-2.2	166	10.4
West South Central	14.7	15.7	15.1	-1.7	-0.1	-1.9	170	6.7

[Click](#) to enlarge table

[Visit us online](#) to learn more about the GfK Tires POS panel.



Facebook is the world's most popular social media platform, with 2.41 billion active monthly users. It presents a great

opportunity to engage online shoppers who are searching for products like yours on Facebook and Facebook Marketplace.

Fifty-six percent of people visit Facebook to get more information, such as researching products and finding local businesses in their community. As a local business yourself, Facebook helps you target these prospects and make them aware of your brand, which means people could visit your store within the same day of viewing your ad.

Starting off a Facebook ad campaign could seem daunting if you are jumping in for the first time, but something we really enjoy about Facebook is how well its advertising platform can be adjusted to your business goals. Below we'll delve into how you can customize your Facebook ad campaign to maximize your results.

The Power of Facebook Advertising

The average Facebook user clicks on 12 Facebook ads per month, or about once every 2.5 days. This shows that users pay attention to and interact with Facebook ads versus simply scrolling past them, revealing Facebook ads to an effective avenue to reach shoppers. Because Facebook also owns Instagram, your ads can engage shoppers there, too.



Multiple Ad Types

In addition to offering a very impressive reach, Facebook provides multiple ad types to align with your business' marketing goals. These ad types include:

- Traffic ads designed to drive more traffic from Facebook to your website
- Engagement ads to build up "likes" for your Facebook page and business events (such as sales and trade shows) so that customers stay connected to your brand's news
- Lead Generation ads allowing prospects to fill out a lead form directly on their Facebook newsfeed
- Conversion ads, which encourage prospects to visit your website and submit a lead form
- Catalog Sales ads to re-engage Facebook users who have viewed your website inventory and encourage them to return and make a purchase
- Reach analytics to see how many Facebook users are viewing your ad content and how often
- Brand Awareness to get in front of prospects who have seen your ads before, creating repetition to build recognition and increase the likelihood of conversion

Highly Targeted Ad Audience

Along with choosing ad types that align with your strategy, your Facebook ads can capitalize on targeting a highly promising audience. Facebook has the most precise audience targeting ability of any social media site and allows businesses to create specific audience groups to ensure your ads are seen by qualified shoppers. The high-level targeting helps to increase your website traffic while ensuring your ad spend turns a real profit.

Choose the audience type that drives the shoppers you want to see at your store:

- **Core** audience, which are the people most likely to convert based on location, interests and demographics
- **Custom** audience, which is identified through key shopper actions, such as visiting your website, making a previous purchase and/or interacting with your business' Facebook page (you can custom-create these remarketing lists based on your needs and goals for your marketing campaign)
- **Lookalike** audience lists to identify additional shoppers who share the same interests and/or demographics as your target audience – expanding your reach to target more relevant prospects

Cost-Effective Facebook Ad Spend

One of the most beneficial aspects of Facebook advertising is its affordability for businesses of all types. You can forego a cookie-cutter approach in favor of a strategy that truly works for your business. Regardless of the size of your marketing budget, you can tailor your Facebook ad spend to meet your goals without exceeding your funds limit.

Facebook makes it easy to adjust (i.e., increase or decrease) your budget at any time based on your campaign performance. This is because Facebook's ad platform is both flexible and full of insight into the performance of each ad at every step of the campaign. Knowing what is working for your audience and what may not be catching their attention allows you to make quick, informed decisions about your advertisements. Being able to pause, start and alter your ad campaign budget based on the performance of each ad makes Facebook advertising a very cost-effective strategy for businesses of any size.

Conclusion: Why Advertise on Facebook

Social media continues to increase in popularity for online shopping, especially as younger generations mature into consumerism, and we're looking at the platforms that are most likely to create results for businesses.

The vast number of ad types and audience targeting options make Facebook a powerful platform to get in front of the right shoppers and drive more leads to your business. It's easy to get started and create a custom ad campaign that fits your needs and goals exactly. No matter the size of your business, you can reach a greater market share of shoppers that are interested in making a purchase.



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3 Questions

By Tim Winkler, VIP Tires & Service

The Road Runner
Spring 2022



VIP Tires' annual managers meeting includes a heavy focus on face-to-face time with store managers and the company's leadership. CEO Tim Winkler chats and mingles with managers during educational sessions, as well as every meal.

VIP Tires & Service brought its entire management team under one roof for the first time in two years this fall.

The Lewiston, Maine-based company — which is one of the 20 largest independent tire dealerships in the United States, according to the 2021 MTD 100 — hosts an annual managers conference for its store, regional and district leaders, where it lays out its game plan for the year to come.

In the midst of various classroom sessions, MTD sat down with VIP CEO and President Tim Winkler to talk about the pressures of recruiting, opening new stores and expanding the company's services for fleets.

MTD: Recruiting and retaining employees is such a pain point for businesses of all kinds right now, including tire dealerships. How does that picture look at VIP and what strategies are working for you?

Winkler: This year Gary MacCausland, (our) senior vice president of operations, launched an enhanced compensation program for our entry-level positions. What the industry would call a tire and lube tech, we call an installation tech.

We've always had a four-step program (for entrants to move up), including ASE certifications. We just added enhancements to that program. We raised that rate. It's now \$15 minimum. Then they have bonus opportunities to make \$16, \$17 or \$18 an hour.

Our minimum pay went up from \$14 to \$15 an hour. None of the states (we operate in) had gone up to \$15 yet. I've always said I never want to be at minimum wage. We should be paying a premium. That's a philosophical line in the sand for us. We've always been ahead of it. We have about 70 more associates today than we did a year ago. When many other companies were doing lay-offs and furloughs last summer, we were hiring. We quickly went on the recruiting trail and were able to add a lot of great talent.

There were some new store positions we needed to fill, but even in existing markets we were pretty aggressive to find great talent who might be looking because maybe their employer didn't treat them so well last year during the slower months.

We didn't maximize profits this past fiscal year because we were carrying a lot of payroll. And that was strategic. Even though the business was COVID 19-slowed a little bit, we carried extra payroll through the winter months, knowing that vaccines (were coming and) people were going to want to get out and drive.

The economy was going to boom is what all the forecasters were

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saying, so we wanted to be the company that was best-positioned to take advantage of the boom when it happened. So we did everything we could to retain employees and we did everything we could to bring on additional talent.

MTD: VIP has been steadily growing its store count and expanding its footprint in New England in recent years. Is the “people problem” slowing down your company’s growth?

Winkeler: We opened five new stores last year. Across 65 stores we’re probably about 40 to 45 people short of where we’d like to be. We have challenges and positions we’d like to fill. I’m of the mindset that’s always going to be the case when you’re growing.

We’re by no means shorter-staffed than we’ve been in the past. I think it’s because we had our foot on the gas pedal from a people standpoint last year.

One of the toughest areas we’ve found for recruiting is Burlington, Vt. I’m guessing at the reasons — we have three colleges, lots of people with degrees and fewer people growing up working on their own cars.

Burlington was a market we didn’t serve very well, but it’s where 60% of Vermonters live. We knew it was going to be a long road to build the business we want there and it was going to be more challenging from the people standpoint. But we have a lot of confidence in our team, in our district managers and our two regional guys. We know what to do. It’s just a matter of doing enough of it. In that market, it just takes more work.

We tend to recruit really well in areas that are just outside the city because you have somewhat of a rural approach and people learn how to work on cars.

In the city of Portland, Maine, we don’t have many employees who live in Portland, but we have lots of employees who live west of Portland. Burlington is in the same situation. We are having success. It’s just more challenging. It’s taking more work to find those people.

We’ve opened five stores. We’ve got three or four in the pipeline for the next 12 months. We have decided at the front end of the funnel to slow down just a bit. Our forecast is always that a new store isn’t profitable on day one. There’s always a ramp-up. During COVID-19, that made new stores more difficult.

We also opened some of those new stores in markets where we didn’t have a presence in the past — in markets where we didn’t have brand recognition. So our new store results were slightly below our expectations and because of that, we’ve decided that we don’t want to push too hard and grow too fast.

MTD: Tell me about your relatively new fleet program. How does it fit into your existing model? Is the goal to offer fleet services across your entire geography?

Winkeler: Absolutely. We are in so many rural markets, it will be interesting to figure that out as we go on.

Our first foray into (fleets) was two years ago. Bill Galant is our director of fleet sales. We started with a focus on the greater Manchester, N.H., area. We have six or eight stores that he can really feed into. It took him a while to figure his way through and get it done.

Cold-call selling is never easy, but he’s learned lessons and he’s done a great job of really helping grow our presence from a fleet perspective. Over time, those customers have transitioned a lot of their communications to the service managers at the stores (where they get service.)

We have two more positions that we wanted to add, (including)

one in Massachusetts, so that’s six stores, and we have a position for a fleet sales manager in the greater Portland, Maine, area. We have nine stores in the greater Portland market.

I’ve heard from other dealers who have gone big and hired five or six people at once and they’ve made a big splash, but then they typically end up thinning the herd. I didn’t want to go about it that way. I wanted to add slowly.

Our seven-day-a-week model fits great (with fleets.) They drop off vehicles on Friday after the last appointment or last route and pick it up Monday morning. That gives us Saturday and Sunday to work on a vehicle or vehicles.

You don’t have to discount much. They’re not looking for the cheapest. They’re looking for who’s going to service them the best — with the best quality. They want to make sure when they put money in that vehicle, it’s going to be done right. More than anything, they’re looking for you to do it on their schedule. They’d rather not do repairs. They’d rather do maintenance ahead of time.

One of the things I love about our seven day-a-week model is that it gives our assistant managers two days (during which) they get to run the store. Our managers only work five days a week, so for two days a week, the assistant manager is the manager on duty. That’s how we groom.

We give our assistant managers a chance to beat expectations. That goes back to our culture of always helping people get better, get promoted and always move ahead.

Working on Culture: VIP Tires’ Store Managers Swap Best Practices, Support

When VIP Tires & Service brought together its 100-person management team in September for the dealership’s annual managers conference, it was more than just a return to normal programming since COVID-19 upended things. It was a boost to the culture that VIP creates for its employees. The company’s leaders talk a lot about culture. That includes CEO and President Tim Winkeler. They want employees to feel like they’re part of the team — and that it’s the team’s job to serve consumers and solve problems. “There are a lot of benefits to being as big as we are, but we also operate smaller when it comes to relationships,” says Winkeler.

VIP Tires’ culture is built around transparency. The company shares everything — from financial results to customer feedback from company-wide surveys — with its workers.

Goals are built around core strategies that don’t change from year to year, such as investing in the VIP Tires team and focusing customer engagement on a five-step action plan.

Winkeler says bringing every store manager together, alongside their regional and district leaders, for a couple days of training and fun helps cement the team energy around the dealership’s common goals and strategies.

“These managers are the leaders of their teams. Whether they’ve got seven, 10 or 15 people, they’re the ones leading and doing the things to help that business run. We give them a lot of freedom to run it like it’s their business, but that can get a little lonely.”

Bringing employees together builds connections “because no one can appreciate what you do like someone else who does it, too.”

Managers sit next to each other in training sessions and trade stories over meals. They discover common problems and learn fixes from someone who might be a few steps ahead.

They also learn practical things, like troubleshooting common vehicle service issues.

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EV and HEV Preventive Maintenance

Sat. April 2, 2022 - Seminar 1: 8:00 am - 8:50 am

This class is designed for anyone working in the industry. It is part technical and part managerial. We will cover what is required by the OEMs and what independent shops are doing regarding PM. You will receive a full color hand out that is the "Preventive Maintenance" chapter from our new EV-HEV book just released. This is a short class, and we will answer as many questions as we can. I will be at our ACDC booth later to answer any other questions we did not get to. We will review safety procedures. This will be real world and relevant to the workplace.

The Future of Electric Cars, Trucks and Fleets

Sat. April 2, 2022 - Seminar 2: 9:00 am - 10:00 am

The Ford F-150 Lightning will be delivered to customers in the fall of this year. More new models of EVs are going on sale in 2022 than ever before. What are your plans to move into this market? Is there anything holding you back? Will this increase your tire sales? There are a lot of questions and ACDC has over 20 years of experience helping shops get into hybrid repair and service, and the last 10 years we have been supporting shops with pure electric vehicles. Did you know that my first hybrid vehicle (I still drive it) was made in December of 1999? A printed copy of the class material will be included.

The Tools and Equipment needed to Service HEV and EVs

Sat. April 2, 2022 - Seminar 3: 10:10 am - 11:10 am

ACDC has a new program for high school and colleges that offer "Technician Training" that we spent a lot of time developing during Covid-19. ACDC was not considered an "Essential Business", so we had the time and kept all our employees working for over 18 months on this project. I will share with you the equipment, cost and why you need it. We do not sell equipment, we educate. It is not brand specific unless there is a sole supplier. It may not be as expensive as you think. After these three sessions, you will have what you need to move forward. See you at the show. Craig Van Batenburg, CEO of ACDC. www.FIXEV.com



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Rollover Amount	\$350	
Rollover Amount	\$500	
Rollover Account Limit	\$1250	
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Dependent Age Limits	26 (exclude Ortho) 19 (applies to Ortho)	
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The Newsletter of New England Tire & Service Association

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