



Congratulations!

to this year's inductees for your years of dedicated service & commitment to our industry.

-Friends at NETSA



In recognition of their outstanding
Leadership & Contributions
to the Tire & Service Industry in New England

2023 Hall of Fame Inductee - Brian McGeoghegan



Brian McGeoghegan was born on March 5, 1968, to Patrick and Sue McGeoghegan. He has 1 sibling Jennifer. He has been married for over 30 years to Kim and has 3 amazing children Patrick, Connor, and Miranda. Brian is a 1990 graduate of Boston College. Throughout college and after college he helped his father run the largest regional supplier of tire shop supplies and equipment in the country. Brian co-purchased Mohawk from Chemi-Cure in 1993 and oversaw the acquisition and integration of Italmatic Pro in Alpharetta Georgia, a distribution center in Salt Lake City, and Maki Supply in Houston, TX to complete a national and international footprint. In 2008 Brian Purchased Mohawk Rubber Sales from his father, continuing his father's beliefs to approach each request with a servant's heart and making all business decisions based on customers' needs. Brian transitioned the business this past year

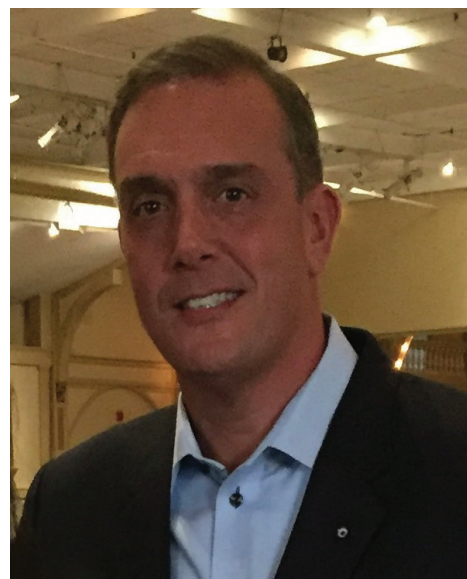
to Myers Industries with the hopes to marry Mohawk's service-first model to Myers's already powerful sales and distribution team.

In 2011, Brian, with the help of his father Patrick started Mohawk's Charitable arm, Worthwhile Life Foundation, with a kickoff event at F1 in Boston. They raised over \$40,000 to help local families in need. The charity continues to be a success with an annual bowling, golf tournament, toy drive, and some smaller fundraisers throughout the year. WLF has been able to donate almost \$500,000 over the past 12 years to those in need throughout the country.

Brian's servant's heart is seen throughout everything that he does. In 2022 he ran the Boston Marathon to raise funds for mental health and substance use disorders, and the cancer care program at South Shore Hospital in Weymouth. Every May Brian continues a tradition his father started almost 22 years ago, attending the Champions Fighting Cancer Walk. Brian is always there to lend an ear or to offer advice to a friend.

Brian is an avid golfer and has played at some prestigious golf courses all over the country. He loves boating and tuna fishing off the coast of Nantucket. In the summer Brian can be seen around town riding his bike, at his favorite local restaurant, or watching the sunset off his back porch. ■

2023 Hall of Fame Inductee - James Melvin Jr.



I was working for Palmetto Tire Service in Murrells Inlet, SC as a truck tire tech. Our assistant manager got sick, and my store manager took a chance on me and I filled in at the counter. I never realized how much I had learned watching my father deal with both customers and employees. I flourished immediately and never looked back. After graduation in May of 1991, I came back to work in New England to work for my father and his partner at that time, Joe Apicella. I started working for Joe in our Framingham, Massachusetts location. I worked for some great salesmen and managers and learned lessons from all of them. We built a store in Johnston, RI in 1992 and I was the general manager of that store for the next eighteen years. We opened locations in Pawtucket, Seekonk, Warwick, Smithfield, and North Kingstown, and had a ball doing it.

I started working in the tire business one week before my 14th birthday at Tire Pros in Woonsocket, Rhode Island. My father started me working on Saturdays during the school year. Back in the old day, we would reuse lead wheel weights. My job was to go through a 55-gallon drum of used weights and separate them by weight. It took three Saturdays to empty that drum. I then graduated to repairing and mounting tires, oil changes, general repairs, and tending to the warehouse. I worked full time in the summer and during school vacations. By the time I was in high school, I was as good a tire tech as you could find.

I attended the University of South Carolina and earned a BS in Marketing in five short years. While in college I worked for various tire companies part-time to earn extra money, as that was my area of expertise. In my junior year,

Throughout my career, I've served on many industry boards and associations including TIA Board of Directors for two terms, the National Retail Tire Network board member and past President, and of course NETSA Board and past President. This afforded me lifelong friendships with tire dealers all over the country.

In 2022 my father and I sold our business to Mavis Tire and now we have transitioned from the tire business to the Real Estate business. I now get to spend time with my wife Marianne and our kids, watching them play sports, guiding them through school, playing golf, traveling, and spending time on my farm. ■