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## 2021 NETSA Trade Show & Convention at Mohegan Sun

Rich Tuttle, Chairman; Trade Show Committee

After over 2 years of waiting, twice cancelling, initially in April 2020 and again in April 2021, we finally put on a trade show August 27th and 28th at Mohegan Sun. Of all the years as the Trade Show chairman, this was by far the hardest to put on. We had one roadblock after another to deal with. First, we had to do the show in August, not the normal date in April. An event in August presented some new challenges for the committee, school is out, people are taking vacations and vendors are busy getting ready for the final push to close out the year. Having Covid-19 on the news 24/7 didn't help, even though New England had some of the highest rates of vaccination in the country at the time leading up to the show. We had to deal with the lack of help in our industry,

and we had to renegotiate our contract with Mohegan Sun. Let me say that Mohegan Sun worked with us and was willing to do all we asked for. They are a great partner to work with and they fully support NETSA. Then just when we thought all was going to be ok

our keynote speaker Nancy Friedman told us, two days before the show, she couldn't travel due to health reasons. Despite all of this we still had a good show.

After no trade show in 2020, our exhibitors were anxious to update the attendees on their latest products and information. We appreciate the 36



Executive Director, Tony DeSimone introduces Key Note Speaker

# 2021 NETSA Trade Show & Convention at Mohegan Sun

The Road Runner  
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exhibitors taking up 75 booths that took part in the 2021 event. This year more than ever we at NETSA would like to thank all the exhibitors for participating. They came to support NETSA and all our members even though they knew it would be a difficult show to do. They hung on with us all weekend and we really appreciated that. I ask all our members to recognize these fine exhibitors and support their businesses.

Attendance was down this year. We had a record amount of pre-registered guests that were no shows as well. We had some last-minute cancellations. I think the reasons for the low turnout was Covid and the time of year. Companies and tire dealers were busy (which is good) and many didn't have the manpower to run their businesses and attend the Trade Show. Lack of manpower has been an ongoing issue in our industry for the past two years. My company could only send a minimum amount of people to participate in the show. It was the same for other exhibitors. We heard this theme leading up to the show and at the show. But the only good news was that those who attended were predominantly owners and decision makers. Exhibitors were able to spend more time with those who make the decisions. We at NETSA would like to thank all who came to the show.

NETSA would like to thank Ken Neil, Jim Krakower and Anthony Babine for their presentations at our Saturday seminars. I know the attendance was low, but we got a lot of great feed-back on them. Hope to have you back in the future.

I mentioned that our keynote speaker Nancy Friedman couldn't attend due to health reasons, but she was able speak via ZOOM. It was a unique, fun filled and informative presentation. She lit up the room with her smile and wit. We all thank her and wish her well.

We concluded this years show with our Hall of Fame Dinner and Scholarship Auction. We welcome the late Frank Ledwith from Summit Tire of Mass, Alan Saks from Dorchester Tire and Charlie Hervey from Hervey's Tire into the NETSA Hall of Fame. Between our NETSA Scholarship Golf Tournament and the Trade Show we were able to

raise enough money to fund scholarships for 2022. Great job for all who made this happen.

We at NETSA want to thank our trade show sponsors American Tire Distributors, Max Finkelstein Inc, Mickey Thompson Tire, Mohawk Rubber Sales, NAPA Auto Parts, Nexen Tire America, Nokian Tyres and Sullivan Tire. Without them there is no NETSA or trade show. We thank you for your support of NETSA and its members in these hard times.

Finally, I would like to thank Tony DeSimone and the Board of Directors for all their help. I'm happy to announce that the 2022 NETSA Trade Show and Convention will be back to its normal date in April at Foxwoods



# 2021 NETSA Trade Show

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As another summer comes to an end in New England, I have to say NETSA did everything we could to get our organization back to normalcy. We started with our 2021 Scholarship Golf Tournament, awarded twenty-one scholarships to our member applicants, and ended the summer with what I believe is the country's first association Trade Show. As previously reported the Golf Tournament was a huge success and we were able to raise a significant amount of money to replenish our scholarship fund for 2022. It was great to get back on the road to

meet this year's recipients and I encourage you to read about them in this issue of the Road Runner. The 2021 NETSA Trade Show & Convention was held at the end of August and despite several challenges we had a very good Trade Show. I would like to thank all the vendors that supported this effort and the attendees who came out to discover what was new for our New England members. We were able to put on four training seminars that were well received by all that attended. My thanks to Ken Neil from CarQuest, Jim Krakower from JMK Computerized and Anthony Babine from Dill Air Control Products for their hard work and the great material that they shared with our members. Our Keynote speaker ran into some travel restrictions at the eleventh hour but the Telephone Doctor, Nancy Friedman, and the committee did some fancy dancing and transitioned to a ZOOM presentation. While I was looking forward to having Nancy running around our Saturday luncheon, she was still Nancy on the big screen. While her doctor tried to put a damper on her appearance, Our Doctor was entertaining and informative and delivered a great message that never gets old. I will reserve my hug for a future date. Thank you, Nancy!

The **Trade Show Committee** Chairperson, Rich Tuttle, announced that the 2022 NETSA Trade Show & Convention will be held at **Foxwood Resort Casino in Mashantucket, Connecticut**. Rich and his team are excited about the 2022 venue and promise some surprises for vendors and attendees. We will be sending out more information to keep all members informed of our progress.

Jim Melvin Jr. the Chairperson of the **Hall of Fame Committee** announced that we will be accepting nominations for consideration for the 2022 NETSA Hall of Fame. Nominations must be submitted by December 31, 2021.

The **Scholarship Committee** chaired by Larry Lesieur announced that because of the success of the Scholarship Golf Tournament and Hall of Fame Auction NETSA will be able to fund our 2022 NETSA Scholarships. We will be sending out more information the first of the year. Remember that this is open to any member employee and their immediate family.

I, want to thank all our Trade Show sponsors for their continued support and ask all our members to show their appreciation by supporting their businesses. They are all listed in this issue.

Have a great fourth quarter, do your part to get us back to living and working in a normal way.

Thank you for your support.

Best Wishes, *Tony*

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Many employees believe they cannot be required to get the COVID-19 vaccine because it is part of their medical records — but this is not true. According to the Equal Employment Opportunity Commission (EEOC), employers are allowed to require employees to get a COVID-19 vaccine to work. There are exceptions made for those who cannot get vaccinated against COVID

for medical reasons, religious reasons, or other reasons that might trigger the ADA (Americans with Disabilities Act).

The vast majority of the United States operates with “at-will” employment. Employers are able to let employees go at any time for any reason as long as these reasons are non-discriminatory. Through “at-will” employment, employers are free to let employees go for a variety of reasons, COVID-19 vaccinations included.

It should also be noted that the ADA only applies to private employers with 15 or more employees. Many smaller automotive companies hire fewer than 15 full-time employees and therefore many of the broader employment regulations and restrictions do not apply.

## Can Employees Get Unemployment Benefits If They Are Terminated?

It’s unlikely.

Unemployment benefits are complex and often decided on a case-by-case basis. First, employees are not able to get unemployment benefits if they walk off the job rather than being vaccinated; they would need to actually be fired to qualify for unemployment benefits in the first place. Second, the termination would need to be seen as being “without cause.” In the case of vaccination, this is unlikely.

In at least one employment case, unemployment benefits were refused because a refusal to get vaccination was seen as failing to fulfill the requirements of the job. Some unemployment offices may see vaccination refusal as constructively quitting; it is the employee deciding they don’t want to work rather than the employer. It is the same as simply refusing to come in until an employer fires you.

In general, an employee who is fired because they refuse to be vaccinated is not eligible for unemployment benefits. But because COVID-19 is so unprecedented, this may change in the future, and there are still conversations being held about the issue.

## Are There Any Exceptions?

Employees may have a legitimate, medical exemption for vaccination. As an example, employees who are currently going through chemotherapy may be advised not to get the vaccine. Employees who have had negative reactions to vaccinations in the past or who are prone to blood clots will also be medically discouraged from getting the vaccine. These

employees may be able to get a medical letter that exempts them from vaccination — and it would be discriminatory to fire them for not being vaccinated.

Another issue that may arise is religious discrimination. To constitute religious discrimination, however, it would need to be shown that the individual has genuine and longstanding religious beliefs that discourage them from being vaccinated. Very few established and legally recognized religions have proscriptions against vaccinations. In the past, religious leaders have largely been against vaccination because the vaccines contained pork products — the COVID-19 vaccination does not have any animal products in it.

HR departments should be thorough in their documentation regarding exemption requests and consider whether their denial of these exemption requests could constitute discriminatory behavior.

## The Bottom Line: COVID-19 Vaccines and Employee Rights

In the United States, the bulk of employment is at will. Montana is the only exception. Because of this, anyone can get fired at any time for any non-protected infraction. If an employee has a religious or medical reason for declining the vaccine, they may be able to acquire an exemption. Otherwise, employers are more or less allowed to fire employees whenever they want.

HR departments will need to carefully consult their own guidelines to determine whether they want to enforce COVID-19 vaccination and what the consequences might be of doing so. Legalities, health, and public optics are all something that companies will need to consider today when making COVID-19-related decisions. As the COVID-19 situation is so unprecedented, HR departments should also remain abreast of any new developments.

There are multiple movements throughout many states (such as Texas), to create laws and regulations around vaccination requirements.

*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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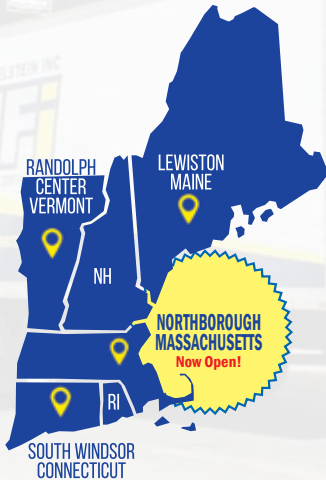


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# 2021 NETSA Scholarship Awards

By Larry Lesieur, Chairman of the NETSA Scholarship Committee Chair

The Road Runner  
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I am very pleased to announce that your New England Tire and Service Association was able to award twenty-one \$2,000 scholarships this year despite the difficulties that we all face in our businesses, as well as the challenges that our applicants faced when it came to going to their schools either in person, remotely, or a combination of the two. Unlike last year, we were able to hold our NETSA Scholarship Golf Tournament in June and our Trade Show in August at the Mohegan Sun this year, which are both significant fund raisers and allow NETSA to match the 21 sponsors of our various scholarships. You can check out all of 2021's winners in this fall issue of the NETSA Road Runner, and I urge you to read at least some if not all of the biographies of these very deserving recipients. I also want to thank all our scholarship sponsors who have stuck by this program during these tough times. Max Finkelstein, Mohawk Rubber Sales, Pete's Tire Barn, and Sullivan Tire have graciously sponsored two scholarships each. ATD, the Connecticut Tire Dealers, Cooper Tire, Maynard and Lesieur, Melvin's Tire Pros, Modern Tire of West Hartford, Nokian Tyres, Reliable Tire, Tire Tutor, Tom Lyons Tire, Town Fair Tire, and Wilder Brothers also stepped up again and donated scholarships this year. A new scholarship was also started this year in honor of the late Barry Steinberg of Direct Tire, and we hope that it will continue in the future. Thank you to all these sponsor companies and please support them, if possible, to show your appreciation for their efforts. Without them, there would be no NETSA scholarships. Second, thanks to all the people who supported the scholarships this year by donating items to the NETSA Hall of Fame Trade Show Dinner auction and the NETSA Scholarship Golf Tournament auction, as well as those who attended both events and bid on our auction items. Third, thanks to NETSA executive director Tony DeSimone for again guiding us through the scholarship process in 2021 and coordinating the efforts to award all the scholarships to our winners.

In addition, I would also like to thank our NETSA Scholarship Golf Tournament Committee for putting on a great outing this year in June instead of September due to covid concerns. This was great fun for our members and raised a ton of money for our scholarship program. Thanks also to Rich Tuttle and the Trade Show Committee for putting on a great convention at Mohegan Sun Casino, which raised additional money for the NETSA scholarships with an unusual August show. Those of us who attended our Trade Show had a fantastic time there. And a special thanks to long time board member Steve McGrath, who was able to scan in a lot of last-minute auction items onto his computer so that they could be auctioned off at the Hall of Fame Dinner. Last but certainly not least, we thank those people who applied for our 21 NETSA scholarships in 2021. We normally get around forty applications each year from all over New England and I can tell you that once again picking winners was not easy. They all merit serious consideration and we wish we could give a NETSA scholarship to all our applicants. It is simply amazing to see what these bright people are doing in school and in their lives, even with the pandemic causing extra hurdles for them to overcome. These recipients are our future and we at NETSA are pleased to be able to help support them in their efforts to make a decent living for themselves and their families.

Congratulations to this year's winners and to all the people who made awarding these scholarships possible again in 2021! I can assure you that with the success we had raising funds this year that the NETSA scholarships will continue strong into 2022, my 25th year on your board. I hope that we will have a very special year next year and continue this worthwhile program for many years to come.



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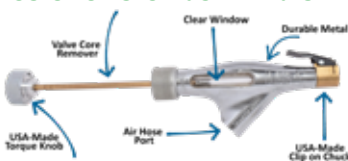
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# 2021 NETSA Scholarship Winners

The Road Runner  
Fall 2021



*L-R: Jenifer Gleason – Mother, Aimee Gleason – Recipient, Kevin Gleason – Father and K & W Tire member employee and Tony DeSimone –Executive Director, NETSA*



*L-R: Tony DeSimone – Executive Director, NETSA, Scott Shaw – Father, Pete’s Tire Barns member employee, Cayden Shaw – Recipient, Regan Shaw, Mother and Not Pictured – Gordon Wiley – Sponsor Nokian Tyres*

**Aimee Gleason** Winner of the \$2,000 Merchant Advocate 2021 Scholarship Award (funded by Merchant Advocate and the NETSA Scholarship Golf Tournament) is from Sterling, Massachusetts. This is Aimee’s third time being awarded a NETSA Scholarship.

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

Aimee will enter her junior year at Rochester Institute of Technology in Rochester, New York this fall, with an anticipated graduation of May 2024. She will pursue a degree in Chemical Engineering. Aimee has made the Dean’s List all semesters enrolled at RIT. She is a member of the Colleges Against Cancer Club, dedicated to raising money for the American Cancer Society. She is a Sponsor Delegate for the American Cancer Society on Campus and serves as Treasurer for the organization.

Upon earning her degree, Aimee would like to work in the pharmaceutical industry where she can put her knowledge to work helping others. She would like to design newer, better methods of administering medication to target specific cells, or possibly engineer new medical devices for patients.

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

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

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

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

**Cayden Shaw** Winner of the \$2,000 Nokian Tyre 2021 Scholarship Award (funded by Nokian Tyre and the NETSA Scholarship Golf Tournament) is from White River Junction, Vermont. This is Cayden’s second time being awarded a NETSA Scholarship.

Cayden is a 2020 graduate of Hartford High School in White River Junction, Vermont. Throughout those four years she was enrolled in several advanced level courses and graduated with a 3.55 GPA. Cayden also took three college level courses through St. Michael’s College and Community College of Vermont in 2019 and 2020. She played Lacrosse as a freshman, Field Hockey as a freshman and sophomore, and Varsity Ice Hockey as a freshman, sophomore, and junior. She served as Treasurer for Hartford High School’s Math Team as a senior. Throughout her four years she volunteered for many Community Service events.

Cayden will be entering her sophomore year at the University of Vermont in Burlington, Vermont, with an anticipated graduation date of May 2024. She completed her freshman year with a 3.93 GPA. She is pursuing a Bachelor’s Degree in Food Systems with a potential concentration in Agroecology or Community Development. Her long-term goals include working with farms and schools to create healthier lunch programs.

Outside of school, Cayden works for Ice Cream Fore-U in West Lebanon, New Hampshire. She works not only as a server, but also maintains the inventory for weekly ordering and restocking and works the cash register. Jennifer Johnson, Owner/Manager of Ice Cream Fore-U says: “She is an extraordinary young woman with a phenomenal work ethic and caring personality.” Johnson goes on to say: “Cayden is truly one of the most focused, directed and driven young people we have had the pleasure of working with in all our years as owners.”

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

**Congratulations Cayden!**



*L-R: Town Fair Tire member employee, Robert Rancourt – Father and Town Fair Tire member employee, Connor Rancourt – Recipient, Renee Rancourt – Mother, Tony DeSimone – Executive Director, NETSA and Not Pictured – Sponsor - Connecticut Tire Dealers Association*

**Connor Rancourt** Winner of the \$2,000 Bob Malerba 2021 Scholarship Award (funded by Connecticut Tire Dealers and the NETSA Scholarship Golf Tournament) is from Middletown, Connecticut.

Connor is a 2020 graduate of Middletown High School in Middletown, Connecticut where he played Varsity Hockey for four years. He was awarded Most Consistent Player in 2019, Most Improved Player in 2020, and the All Academic Award for Hockey in 2020 as well. His team was CCC South Conference Champions in 2019 and 2020. Connor played trumpet in the school Marching and Concert Band and they were State Champions in 2016 and 2017. He earned a Varsity Letter for Hockey and Band. Bill Siebert, Teacher, Middletown High School describes Connor as: "a soft-spoken, humble individual who demonstrates integrity and character in all his endeavors."

Outside of school, Connor is an Eagle Scout. He serves his troop as Junior Assistant Scoutmaster where he helps to plan troop meetings and activities and provide leadership to newer scouts. He and his troop help in community clean-up projects and place flags at town cemeteries for Memorial Day.

Connor will enter his sophomore year at Nichols College in Dudley, Massachusetts this fall with an anticipated graduation date of May 2024. He completed his freshman year with a 3.8 GPA and achieved Dean's List status. He will pursue a degree in accounting. Connor was chosen by Nichols Administration to become a member of the National Society of Leadership and Success, where he will be participating among top students in leadership programs. Kimberly Silva, Assistant Professor of Accounting at Nichols College describes Connor as: "...studious, conscientious, and respectful." His future plans include a job in accounting, while helping people plan for a secure financial future.

Connor's father, Robert Rancourt, is a Truck Driver for NETSA member Town Fair Tire in East Haven, Connecticut.

**Congratulations Connor!**

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Bob Malerba Memorial Award - Connecticut Tire Dealers

Barry Steinberg Award - NETSA Board of Directors and the Hall of Fame Members

Glenn Wilder Sr. Memorial Award - Wilder Brothers Tire Pros

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*We sincerely  
wish to  
Thank Our Scholarship  
Sponsors!*

# 2021 NETSA Scholarship Winners

The Road Runner  
Fall 2021



L- R: Dominic Schadl – Recipient, Tom Schadl – father, K&M Tire member employee, Tony DeSimone – Executive Director, NETSA, Natalie Schadl – Mother, Dick Cole – Sponsor - HOF and NETSA Board member representative and Tony Koles – Sponsor - NETSA HOF member representative

**Dominic Schadl** Winner of the \$2,000 Barry Steinberg 2021 Scholarship Award (funded by the NETSA Board of Directors and the Hall of Fame Members and the NETSA Scholarship Golf Tournament) is from McDonald, Ohio.

Dominic is a 2021 graduate of McDonald High School in McDonald, Ohio where he achieved Honor Roll status throughout his sophomore, junior, and senior years. Dominic graduated with a 3.3 GPA. He played varsity football for four years, varsity basketball his senior year, and varsity track for three years. He won several awards for his athletic ability and team leadership. Louis Domitrovich, teacher and coach has known Dominic for several years inside and outside the classroom. He describes him as a young man that “exudes enthusiasm for learning” and “exudes leadership” as well. Domitrovich goes on to say: “I have seldom encountered a student with such a desire for learning, life, and helping others. Dom brings an intellect and caring behavior to anyone around him... This truly shows maturity beyond his years.”

Outside of school, Dominic works at Steel and Alloy, a family-owned business. He has worked as a laborer and now helps in the engineering department completing office tasks.

Dominic will begin studying at the LaBarberia Institute of Hair in Mayfield Heights, Ohio this fall. He will pursue a career as a professional hair stylist.

Dominic’s father, Thomas Schadl, is employed by NETSA member K and M Tire in Merrimack, New Hampshire.

**Congratulations Dominic!**



L-R: Tony DeSimone – Executive Director, NETSA, Elijah Fadden – Recipient, Laurie Fadden – Mother, Sullivan Tire member employee, Katie Maguire – Co-Sponsor Mohawk Rubber Sales representative, Paul Sullivan – Sullivan Tire member owner and Not Picture – Co-Sponsor Maynard & Lesieur

**Elijah Fadden** Winner of the \$2,000 Kurt Schlott 2021 Scholarship Award (funded by Maynard and Lesieur, Mohawk Rubber Sales and the NETSA Scholarship Golf Tournament) is from Duxbury, Massachusetts. This is Elijah’s second time being awarded a NETSA Scholarship.

Elijah is a 2020 graduate of Duxbury High School in Duxbury, Massachusetts. He was enrolled in numerous Honors Level and Advanced Placement Level (college level) courses throughout his high school career. He graduated with a GPA of 3.80. He was a member of Duxbury High School’s National Honors Society, the Spanish National Honors Society, and the Advanced Placement Scholar with Honor group. Elijah was a member of Duxbury’s Student Council junior and senior years, he was a violinist for Duxbury’s Concert Orchestra as a freshman, sophomore, and junior. He played Varsity Soccer for four years, Varsity Lacrosse for three years, and was a member of the Ski Team as a sophomore and junior. Outside of school, Elijah was a member of the GPSMA Elite Soccer Team, which is a competitive and nationally ranked team, throughout his four high school years.

Elijah is founder and president of EKF Lures. He designs and produces fishing lures specially tailored to species, mainly stripped bass. He sells his product at a local bait shop and promotes them via social media. He also works as a First Mate on a Commercial/Charter Fishing Vessel.

Elijah will enter his sophomore year at Rensselaer Polytechnic Institute in Troy, New York this fall. He has an anticipated graduation date of May 2024 with a degree in Mechanical Engineering. He completed his freshman year at RPI with a 3.8 GPA. He is particularly interested in the study of Biomedical Engineering, where engineering concepts meet the world of science and medicine. He hopes to be on the frontlines of research and new discovery in his future.

Wynne Teixeira Coradeli, Elijah’s Calculus Mentor says: “Elijah Fadden is a student that is led by curiosity, determination, and resourcefulness. These traits will allow him to develop into an outstanding individual that is deserving of all opportunities that come his way...”

Elijah’s mother, Laurie A. Fadden, is Manager of Compensation, Benefit, and Talent for NETSA member Sullivan Tire, in Norwell, Massachusetts.

**Congratulations Elijah!**

# 2021 NETSA Trade Show

The Road Runner  
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*L-R: Tony DeSimone – Executive Director, NETSA, Mary Catherine McLaughlin– Mother, Mohawk Rubber Sales member employee, Erin McLaughlin – Recipient, Katie Maguire – Mohawk Rubber Sales Member Representative and Not Pictured – Sponsor Glenn Wilder, Wilder Brothers Tire Pros*

**Erin McLaughlin** Winner of the \$2,000 Glenn Wilder Sr. Memorial 2021 Scholarship Award (funded by Wilder Brothers Tire Pros and the NETSA Scholarship Golf Tournament) is from Rockland, Massachusetts.

Erin is a 2021 graduate of Cardinal Spellman High School in Brockton, Massachusetts, where she was enrolled in several Honors Level courses and Advanced Placement Level (college level) courses. She graduated with a 4.0 GPA. Erin was a member of Cardinal Spellman’s National Honors Society. She was also a member of the volleyball team for four years, the lacrosse team for three years, and the swim team during her senior year.

Outside of school, Erin worked as a swim instructor and lifeguard at Goldfish Swim School from 2019 to 2020. She also worked at Massage Envy as a receptionist in 2020. Outside of school and work, Erin volunteered her time every Saturday, for the last year, at the Weymouth Food Pantry.

Kellie Wilder, Science Teacher at Cardinal Spellman has known Aaron for 2 1/2 years, and speaks highly of her. She describes Erin as an: “intelligent and capable student with great potential.” Ms. Wilder goes on to say: “I know Erin has what it takes to excel...Her hard work, ambitious nature and desire to succeed will see that she does.”

Erin will enter her freshman year at the University of New Hampshire in Durham, New Hampshire this fall with an anticipated graduation date of May 2025. She will pursue a degree in nursing. Her plans beyond college include possibly working as a Traveling Nurse or a Hospital Emergency Room Nurse.

Erin’s mother, Mary Catherine McLaughlin, is employed in the Accounts Payable Department for NETSA member Mohawk Rubber in Hingham, Massachusetts.

**Congratulations Erin!**



*L-R: Grace DiMarco – Recipient, Dominick DiMarco – Father and Pete’s Tire Barn member employee and Not Pictured – Sponsor Mohawk Rubber Sales*

**Grace DiMarco** Winner of the \$2,000 Mohawk Rubber Sales 2021 Scholarship Award (funded by Mohawk Rubber Sales and the NETSA Scholarship Golf Tournament) is from Uxbridge, Massachusetts. This is Grace’s second time being awarded a NETSA Scholarship.

Grace is a 2018 graduate of Uxbridge High School in Uxbridge, Massachusetts. In high school she was a member of the Field Hockey Team and was awarded the Sportsmanship Award as a senior.

Grace will enter her senior year at the University of Maine in Farmington, Maine this fall. She has an anticipated graduation date of May 2022. She currently has a GPA of 3.38. She is pursuing a degree in Environmental Science. Her future goals include a job that allows her to work in the field collecting data rather than in an office. Grace is a charter member of the Wildlife Society based at her University. She helps to plan and present workshops for science majors.

When on campus, Grace works as a Program Supervisor at the Emery Community Arts Center in Farmington, Maine. She sets up for different events held at the center, and programs the audio and visual effects needed as well. Mr. Joel Johnson, Associate Technical Director at the Emery Center says: “Grace has been instrumental in the running of events at the Emery...She has a positive attitude and communicates clearly and effectively...Ms. DiMarco helps foster an enthusiastic work environment.”

Off campus, Grace works as a personal shopper at Walmart where she collects groceries ordered by customers, dispensing orders to customers, and organizes orders based on pick-up times.

Grace’s father, Dominick DiMarco III, is a Salesman for NETSA member Pete’s Tire Barn in Franklin, Connecticut.

**Congratulations Grace!**

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# 2021 NETSA Scholarship Winners

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*L-R: Tony DeSimone –Executive Director, NETSA , John Pardi – Father – Member Cooper Tire, Jacob Pardi – Recipient, Brian Cairns – Modern Tire of West Hartford and Brian Hajdsaz – Sponsor – Modern Tire of West Hartford*



*L-R: Glenn Wilder – Father and Wilder Brothers Tire Pros- member employee, Jacob Wilder – Recipient, Tony DeSimone- Executive Director and Not Pictured – Sponsor, Mike Garzone Sponsor Tom Lyons Tire*

**Jacob Pardi** Winner of the \$2,000 John DeSimone 2021 Scholarship Award (funded by Modern Tire of West Hartford and the NETSA Scholarship Golf Tournament) is from Manchester, Connecticut.

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

Outside of school Jacob has volunteered numerous hours to several organizations including "Best Buds", "Mobile Food Share", "Manchester Soccer Camp", and "Rebuilding Manchester". He has worked for the Manchester Recreation Department as a Camp Counselor, Soccer Coach, and Basketball Coach. He presently works at Randy's Wooster Street Pizza.

Jacob will enter his freshman year at Pennsylvania State University in State College, Pennsylvania this fall with an anticipated graduation date of May 2025. He will pursue a degree in Mechanical Engineering.

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

**Congratulations Jacob!**

**Jacob Wilder** Winner of the \$2,000 Tom Lyons 2021 Scholarship Award (funded by Tom Lyons Tire and Mike Garzone and the NETSA Scholarship Golf Tournament) is from Hanover, Massachusetts.

Jacob is 2021 graduate of Hanover High School in Hanover, Massachusetts, where he was enrolled in several Honors Level courses. He completed his high school career with a 3.64 GPA. Jacob played Club Hockey throughout his four years at Hanover High School as well as Hanover High School Football. As a freshman, Jacob and his fellow football team members organized a Flag Football Game to include Special Needs Students.

Outside of academics, Jacob has worked at Wilder Brothers Tire Pros since the age of 16. He works as a Lube/Tire Technician.

Jacob will enter his freshman year at Universal Technical Institute-Orlando, in Orlando, Florida. He has an anticipated graduation date of May 2023 with a degree in Auto/Diesel Technology. Jacob's goal for the future is to work in the Automotive Industry. His goal also includes, one day, taking over his father's business, Wilder Brothers, the oldest Independent Tire Dealer in the United States. His experience, degree, and love of the industry will ensure future success.

Jeff Faria, Technology and Engineering Teacher at Hanover High School has known Jacob and worked with him for the past four years. He admires Jacob's talent, diligence, work ethic, and organizational skills. Mr. Faria says that Jacob: "...clearly acts as a role model to the others, by demonstrating leadership abilities that his classmates and I both admire and respect."

Jacob's father, Glenn Wilder, is President of NETSA member Wilder Brothers Tire Pros in Scituate, Massachusetts.

**Congratulations Jacob!**



# 2021 NETSA Scholarship Winners

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L-R: Joseph Connors – Father and Don Foshay's Discount Tire & Alignment member employee. Julia Connors – Recipient, Tony DeSimone – Executive Director and Not Pictured – John Pardi – Sponsor Cooper Tire



L-R: Ray Devore – Sponsor – Pete's Tire Barns representative, Susan Fitzgibbons, Mother, Kaitlin Fitzgibbons – Recipient, Michael Fitzgibbons – Father, Sullivan Tire member employee and Tony DeSimone – Executive Director, NETSA

**Julia Connors** Winner of the \$2,000 William J. Clark 2021 Scholarship Award (funded by Cooper Tire and the NETSA Scholarship Golf Tournament) is from Portland, Maine.

Julia is a 2021 graduate of South Portland High School. She graduated with a 4.0 GPA while enrolled in several Honors Level courses throughout her four years. Julia played Varsity Softball all four years at South Portland High School and served her teammates as captain during her senior year. Julia was also a member of the Varsity Volleyball Team. Outside of school she has played softball for the Southern Maine River Rats for six years traveling throughout New England to compete. Travis Demmons, Coach of the Southern Maine River Rats and Director of Softball has known Julia for five years. He describes her as an: "...exceptional student." He says she is "loyal" and "...possesses the ability to prioritize." He goes on to say that: "Julia is a shining example of what our youth should strive to be...."

Outside of school and athletics, Julia has worked for Bean Group Real Estate, Shaw's Supermarket, and she is presently employed at Saltwater Grille.

Julia will enter her freshman year at the University of Maine in Portland, Maine this fall with an anticipated graduation date of May 2025. She will pursue a degree in Health Sciences. Her future plans include a career in nursing.

Julia's father, Joseph Connors, is a Manager for NETSA member Summit Tire of New England in Biddeford, Maine.

**Congratulations Julia!**



**Kaitlin Fitzgibbons** Winner of the \$2,000 Pete's Tire Barn 2021 Scholarship Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament) is from Nashua, New Hampshire.

Kaitlin is a 2020 graduate of Nashua High School South in Nashua, New Hampshire where she was enrolled in all Honors Level and Advanced Placement Level (college level) courses throughout her four years in attendance. She graduated with a 3.67 GPA. Kaitlin was a member of the National Honor Society, and the Latin Honor Society where she served as vice president. She served her fellow students in the School Senate, the DECA Club, and was a Student Ambassador for the Career and Technical Education Program for Nashua High South. Kaitlin played volleyball and varsity tennis from sophomore through her senior year, having a perfect (21-0) season in 2020 and winning the Division I Volleyball Championship Title.

Kaitlin will enter her sophomore year at Endicott College in Beverly, Massachusetts this fall, within an anticipated graduation date of May 2024. She completed her freshman year with a 3.94 GPA. She is pursuing a degree in Finance. Kaitlin was recently inducted into the Honors Program at Endicott College and is a member of the Women in Leadership Club, and Investment Club. Kaitlin would like to pursue a career as a Financial Advisor, helping clients to achieve financial security upon retirement.

Kaitlin is a member of Endicott's Tennis Team. Anthony D'Angelo, Head Tennis Coach of Endicott's Team says: "Kaitlin has many qualities that deserve recognition....She leads by example, and her actions are genuine, honest, and respectful." He goes on to say: "She is the type of person we look to recruit and build our program around. In a short time, she's made a tremendous impact on our program through her thoughts, words, and actions."

Outside of school, Kaitlin has worked the past four summers as a Tennis Camp Counselor, giving private, and small/large group lessons for children 4 to 14 years of age. She also works as a nanny. Kaitlin recently completed an internship during the winter months for Retirement Path Financial, and an internship for Jeanne D'Arc Credit Union. She found both experiences rewarding as well as great learning opportunities.

Kaitlin's father, Michael Fitzgibbons, is the District Sales Manager for NETSA member Sullivan Tire in Nashua, New Hampshire.

**Congratulations Kaitlin!**

# 2021 NETSA Scholarship Winners

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L-R: Tony DeSimone – Executive Director NETSA, Kyle Kapocius – recipient Alan Kopocius – Father, Don Foshay’s Discount Tire & Alignment member employee. Not pictured – Sponsor Sullivan Tire



L-R: Tony DeSimone – Executive Director NETSA, Madeline Vining – Recipient, Steve Vining– father, NETSA member and Jim Melvin Jr. – BOD, Sponsor Melvin’s Tire Pros

**Kyle Kapocius** Winner of the \$2,000 Max Finklestein 2021 Scholarship Award (funded by Max Finklestein Inc. and the NETSA Scholarship Golf Tournament) is from Brunswick, Maine.

Kyle is a 2018 graduate of Brunswick High School in Brunswick, Maine. This fall he will enter his senior year at the University of Maine in Orono, Maine. He has an anticipated graduation date of May 2022, with a degree in Business Administration and Marketing. His future endeavors include a Marketing position where he can display his strong work ethic and creativity. He presently has developed and operates his own website related to investing and innovative businesses. Kyle is a member of Phi Gamma Delta Fraternity on campus and is involved in philanthropy and volunteer work with his fraternity brothers.

Outside of school, Kyle worked for the Town of Brunswick in park maintenance, from 2017 to 2020. He presently works for Door Dash as a delivery driver.

Kyle’s father, Alan Kapocius, is a Manager for NETSA member Don Foshay’s Discount Tire in Brunswick, Maine.

**Congratulations Kyle!**

**Madeline Vining** Winner of the \$2,000 Melvin Tire Pros 2021 Scholarship Award (funded by Melvin Tire Pros and the NETSA Scholarship Golf Tournament) is from Sagamore, Massachusetts. This is Madeline’s second time being awarded a NETSA Scholarship.

Madeline is a 2020 graduate of Sandwich High School in Sandwich, Massachusetts. She was enrolled in numerous Honors Level and Advanced Placement (college level) courses. She graduated with a 3.97 GPA and the distinction of being inducted into Sandwich’s chapter of the National Honor Society. She was a member of the Indoor and Outdoor Track and Field Teams and received the Women in Sports Award as well as the Undergraduate Sportsmanship Award for her achievements. Madeline was a member of the Advanced Show Choir as a freshman and sophomore, Best Buddies for four years, and served as a board member for the organization, she was a member of the Prom Committee as a junior, and Yearbook Club as a senior. Through these clubs she volunteered much of her time to fundraising and giving back to her community. Matthew MacLean, Teacher, Sandwich High School Health and Wellness Department says: “Maddie has strong communication skills, is extremely organized, reliable and self-motivated. She can work independently and cooperatively; and is able to follow through to ensure that the job gets done.”

Outside of school, Madeline works at Twin Acres Ice Cream Shoppe during the summer months, and Marshland Restaurant and Bakery during the remainder of the year.

Madeline will be entering her sophomore year at the University of Rhode Island in Kingston, Rhode Island this fall with an anticipated graduation date of May 2024. She completed her freshman year at URI with a 3.95 GPA and achieved Dean’s List status. She is pursuing a degree in Communicative Disorders. She would like to work as a Speech-Language Pathologist after graduation where she would assess and treat speech, language, social and cognitive communication, and swallowing disorders in children. Madeline is presently a member of URI’s Colleges Against Cancer, raising Cancer awareness and completing fundraising activities for the cause. She is also a member of Best Buddies. During her freshman year Madeline was invited to join two honor societies, Phi Sigma Theta National Honor Society and National Society of Collegiate Scholars. Through these societies she is expected to maintain high academic standing and engage in volunteer activities.

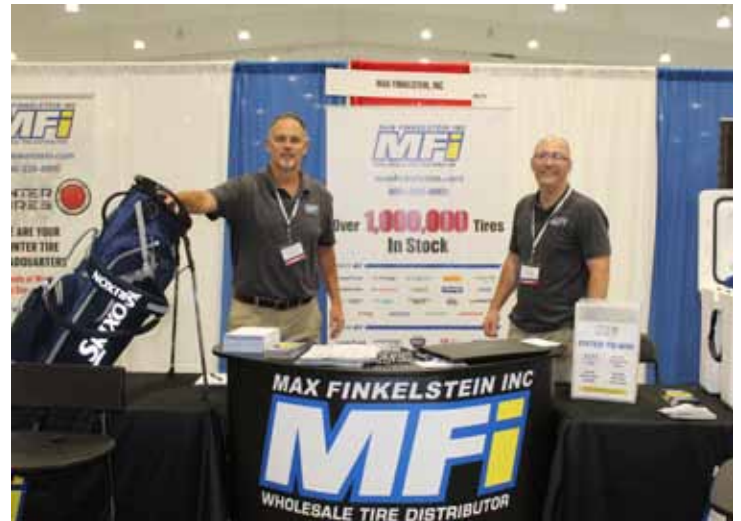
Madeline’s father, Stephen Vining, is the owner of NETSA member Plymouth Tire Pros, in Plymouth, Massachusetts.

**Congratulations Madeline!**



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# 2021 NETSA Scholarship Winners

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L-R: Tony DeSimone – Executive Director, NETSA, Madison Dyer – Recipient, Larry Lesieur – Sponsor Maynard & Lesieur and Not Picture – Jeff Dyer – ATD member employee

**Madison Dyer** Winner of the \$2,000 Leo H. Lesieur 2021 Scholarship Award (funded by Maynard and Lesieur and the NETSA Scholarship Golf Tournament) is from Merrimack, New Hampshire. This is Madison's third time being awarded a NETSA Scholarship.

Madison is a 2018 graduate of Merrimack High School in Merrimack, New Hampshire where she graduated with a 4.65 GPA. She was an active member of the Student Council as well as president of her junior class. As a senior she was President of the High School Chorus and Chamber Choir. Madison served as vice president of the Merrimack High School Theater Department during her senior year. She was founder and president of Merrimack Cares, a service-learning organization at her high school during her senior year. Madison was awarded the Outstanding Character Award from her high school as a senior.

Madison will enter her senior year at St. John's University in Jamaica, New York this fall. She completed her junior year with a 3.87 GPA. She has an anticipated graduation date of May 2022, with a degree in Government and Politics. She will also have minors in Women, Gender, and Sexuality Studies. Madison is enrolled as an Ozanam Scholar at St. John's, a program that seeks the brightest and most passionate young leaders to critically examine systems that perpetuate poverty and take action to advance social justice through academic scholarship, service, and global citizenship.

Carline Bennett, Director of the Ozanam Scholars Program says: "Madison has dedicated her considerable academic skills and Vincentian heart to serving others... Madison's commitment to sustainable service equips her to effectively analyze, reflect upon and ultimately propose thoughtful, research-based solutions grounded in social justice." She is a member of St. John's University Mixed Chorus and is a volunteer Curriculum Developer at Build On, a non-profit aimed at getting high school students in large cities to contribute to their communities and engage in social justice topics. She is in the process of conducting and publishing her own research on the uses of technology in the sex trafficking industry and will pilot a capstone project based on this research this upcoming year before graduation.

Madison would like to attend law school upon completion of her undergraduate degree and eventually become a prosecutor specializing in sexual assault, harassment, and domestic violence. She aspires to eventually work in government, either as a U.S. Senator or federal judge.

Outside of school, Madison is a Service Desk Associate at Home Depot. She is also a Sales Associate at Torrid, a retail fashion store.

Madison's father is Jeffrey Dyer, Commercial Sales Manager for NETSA member American Tire Distributors in Londonderry, New Hampshire.

**Congratulations Madison!**



L-R: Bob Vacca – NETSA BOD, Sponsor ATD, Bob Lane – Owner – Direct Tire & Auto Service, Mary Goss – Mother, Makayla Goss – Recipient, Robert "Dave" Goss – Father and Direct Tire & Auto Service member employee, Lee Dierkas – Sponsor ATD and Tony DeSimone – Executive Director NETSA

**Makayla Goss** Winner of the \$2,000 Direct Tire 2021 Scholarship Award (funded by Direct Tire and the NETSA Scholarship Golf Tournament) is from Norwood, Massachusetts. This is Makayla's second time being awarded a NETSA Scholarship.

Makayla is a 2020 graduate of Norwood High School in Norwood, Massachusetts, where she was enrolled in numerous Honors Level and Advanced Placement Level (college level) courses. She graduated with a GPA of 4.069. Makayla was selected for the Foreign Language National Honor Society for her achievements in the study of the Spanish Language. She was a member of the Mustang Mentor Group at Norwood. These students must have outstanding leadership skills as they welcome and mentor new students to the high school. She was a four-year member of the Friendship Club, and the SADD, Students Against Destructive Decisions Club. Makayla was a member of the Post Prom Committee as a junior. Ms. Christine Daigle, School Counselor, Norwood High School, describes Makayla as: "kind, caring, extremely bright and hard-working." She goes on to say that she: "has had a positive impact of all those she interacts with."

Outside of school, Makayla is a member of a Dance Company and works as a Gymnastics Coach for the Gymnastics Academy of Boston on Saturdays.

Makayla will be entering her sophomore year at Regis College in Weston, Massachusetts this fall with an anticipated graduation date of May 2024. She completed her freshman year of college with a 3.7 GPA. She will pursue a degree in Nursing. She plans on working as a Labor and Delivery Nurse after graduation. She also hopes to open her own dance studio one day.

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

**Congratulations Makayla!**

# 2021 NETSA Scholarship Winners

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*L-R: Tony DeSimone – Executive Director, NETSA, Megan Fucci – Recipient, George Fucci – Father, JTTS Commercial Truck Tire Employee, Joanna Criscuolo – Owner – JTTS Commercial Truck Tire NETSA Member and Lee Davis – Sponsor Max Finkelstein, Inc.*

*L-R: Tony DeSimone – Executive Director, NETSA, Pierre Sader – Father, Quick Stop Tire Shop member owner, Nadine Sader – Recipient, Alyce Sader, Mother and Clint Trudeau – Sponsor– Sullivan Tire representative*

**Megan Fucci** Winner of the \$2,000 Max Finklestein 2021 Scholarship Award (funded by Max Finkelstein Inc. and the NETSA Scholarship Golf Tournament) is from East Haven, Connecticut.

Megan is a 2020 graduate of East Haven High School in East Haven, Connecticut where she was a four-year member of the Varsity Cheer Team as well as the Competition Cheer Team. Megan received the Most Valuable Player in her junior year.

Outside of her academic life, Megan has spent the past five years working at Pine Orchard Yacht and Country Club.

Megan will enter her sophomore year at Gateway Community College in New Haven, Connecticut this fall. She has an anticipated graduation date of May 2022, with a Pre-Nursing Associates Degree. She completed her freshman year with a 3.9 GPA. Megan plans to continue her education at a four-year institution in the Nursing Program. Upon completion of that program, she will pursue a job as a Nurse Anesthetist.

Nicholas Torello, Jr. has known Megan for most of her life and says she: "...comes with a full-time smile and a great work ethic that was ingrained in her at a young age."

Megan's father, George Fucci is the General Manager for NETSA member Joanna's Truck Tire Service in East Haven, Connecticut.

**Congratulations Megan!**

**Nadine Sader** Winner of the \$2,000 Tim Haley 2021 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Methuen, Massachusetts.

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

Outside of school, Nadine was a counselor at Brooks Summer Camp in 2019 and 2021. She was a lifeguard at Forest Lake in 2020 and has been a member of Crimson Aquatics from 2015 to 2021.

Nadine will enter her freshman year at the University of Rhode Island in Kingston, Rhode Island this fall with an anticipated graduation date of May 2025. She will pursue a degree in Criminal Justice. Her future goals include working in the Criminal Justice field as a Homeland Security Agent.

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

**Congratulations Nadine!**





*L-R: Tony DeSimone – Executive Director, NETSA, Bill Virgin – Father, Bruhm’s Tire member Employee, Rachel Virgin – Recipient and Rick McDonald – Sponsor Sullivan Tire representative*



*L-R: Tony DeSimone – Executive Director, NETSA, Leonard McDermott–Father, Mohawk Rubber Sales member employee, Riley McDermott – Recipient, Cassie McDermott – Mother and Dan Denis – Sponsor – Pete’s Tire Barns Representative*

**Rachel Virgin** Winner of the \$2,000 Robert J. Sullivan 2021 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Saugus, Massachusetts. This is Rachel’s third time being awarded a NETSA Scholarship.

Rachel is a 2018 graduate of Saugus High School, in Saugus, Massachusetts where she graduated with a 4.46 GPA. Throughout her four years of high school, Rachel attained academic excellence while completing Honors Level and Advanced Placement (college level) course work. This achievement led to her induction into the National Honor Society. Michael Bontempo, Technology Teacher, Saugus High School, who has known Rachel for five years says: “she is a mature young lady...always willing to lend a hand to those less gifted. Rachel Virgin is among the very finest students I have had in 46 years of teaching.”

Rachel will enter her senior year at Boston College in Boston, Massachusetts this fall. She plans on earning a degree in Secondary Education, specializing in English. She completed her junior year with a 3.8 GPA. After graduation she will pursue a Master’s Degree and Massachusetts’ Teacher Licensure. She has a passion for literature and writing and would like to share her passion with young students. Her long-term goals are to pursue a doctorate degree and teach on the college level, as well as to one day publish a novel. At Boston College, Rachel is a member of the Bystander Intervention Program, a sexual assault prevention program which strives to create a safer campus. Rachel is a member of the Boston College Liturgy Arts Group. As a member, she performs with BC’s Bell Choir.

Outside of school, Rachel is part of the private event staff for Kowloon Restaurant. She manages large groups of people and organized events.

Rachel’s father, William Virgin, is an Auto Mechanic at NETSA member Bruhm’s Tire and Service in Saugus, Massachusetts.

**Congratulations Rachel!**

**Riley McDermott** Winner of the \$2,000 Pete’s Tire Barn 2021 Scholarship Award (funded by Pete’s Tire Barn and the NETSA Scholarship Golf Tournament) is from Hingham, Massachusetts. This is Riley’s second time being awarded a NETSA Scholarship.

Riley is a 2018 graduate of Hingham High School in Hingham, Massachusetts. He will be entering his senior year at Ohio State University in Columbus, Ohio this fall. He currently has a GPA of 3.69. He has an anticipated graduation date of May 2022. His major is Mechanical Engineering with minors in Business, and Nuclear Engineering. Post-graduation, he would like to pursue career options that focus on product design and prototype design. During the summer of 2021 Riley had an internship that provided greater exposure to this field within the workplace.

Riley is part of the Ohio State University Honors Program, which includes the top ten percent of OSU students. He is a Maximus and National Buckeye Scholar at OSU. Riley has been invited to the Alpha Lambda Delta Society and the Kappa Alpha Theta Honor Society. He has achieved Dean’s List status all semesters enrolled at OSU.

Outside of school, Riley has worked for the Hingham, Massachusetts Recreation Department. He was a Camp Counselor in 2017 and 2018. In 2019 he was promoted to the Summer Management Team where he managed campers as well as forty counselors. Mr. Mark Thorell, Recreation Director for the Hingham Recreation Commission thinks very highly of Riley. He says Riley is: “strong, energetic and motivated...” Additionally he says: “Riley’s work ethic and commitment...consistently demonstrates the characteristics of a natural leader and true team player.”

Riley’s father, Leonard McDermott, is the Controller for NETSA member Mohawk Rubber Sales in Hingham, Massachusetts.

**Congratulations Riley!**

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# 2021 NETSA Scholarship Winners

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L-R: Tony DeSimone – Executive Director, NETSA, Taylor Paiva – Recipient, Nick Mello – Friend, Kevin Paiva – Father, Pete’s Tire Barns Member Employee and Not Pictured – Sponsor – Town Fair Tire

**Taylor Paiva** Winner of the \$2,000 Town Fair Tire 2021 Scholarship Award (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament) is from Fall River, Massachusetts. This is Taylor’s fourth time being awarded a NETSA Scholarship.

Taylor graduated from the University of Massachusetts in Dartmouth, Massachusetts Summa Cum Laude in May 2020 with a Bachelor of Science Degree in Biology and with a minor in Mathematics. She graduated with a 3.88 GPA and the distinction of being named to the Chancellor’s List or Dean’s List for all semesters enrolled at the University.

Dr. Whitney Hable, Professor of Biology at the University of Massachusetts has said that Taylor is: “a kind and easy going individual who has been a pleasure to have in the lab.” She goes on to say that Taylor’s scores: “place her in the top 5% of students,” that she has taught over fifteen years at the university. In the Developmental Biology Lab, Taylor studied the effects of sunscreen on fucoid algae development and was awarded a grant by the Office of Undergraduate Research to fund her research. In April 2020 Taylor presented her work at UMass Dartmouth Sigma Xi Exhibition and won second place out of sixty participants. Spring semester 2020, Taylor took a course titled Biology Capstone which brought together her interest in genetics and cell biology. Her independent project focused on Parkinson’s Disease. Dr. Hable said Taylor: “synthesized the information into a clear model of the cellular mechanism, a comprehensive summary of how the disease impacts the patients and care-givers, how it is treated, and future directions. Taylor presented her work in a symposium-style poster session, that was well-received by her peers and by Biology faculty.”

Taylor will be entering her second year of graduate school this fall at Boston University in Boston, Massachusetts, with an anticipated graduation date of May 2022. She completed her first year of graduate school with a 3.75 GPA. She will pursue a Master’s Degree in Public Health. She is currently part of a team at Boston Medical Center working on a cooperative agreement with the CDC to raise awareness about Chagas Disease, a parasitic infectious disease that affects immigrant populations in the United States. Taylor also volunteers for the Boston University Covid-19 Corps., a team dedicated to vaccine education and awareness. Taylor hopes that after completion of her graduate program, she can bring her skills back to her hometown and work as a data analyst for local public health departments.

Taylor’s father is Kevin Paiva, Store Manager for NETSA member Pete’s Tire Barn in Providence Rhode Island.

**Congratulations Taylor!**



Tyler Lemier – Recipient, Not Pictured, Brian Murphy – Sponsor – Reliable Tire Co. and Tony DeSimone – Executive Director, NETSA

**Tyler Lemire** Winner of the \$2,000 Reliable Tire 2021 Scholarship Award (funded by Reliable Tire and the NETSA Scholarship Golf Tournament) is from North Windham, Connecticut. This is Tyler’s fourth time being awarded a NETSA Scholarship.

Tyler is a 2018 graduate of Arts at the Capitol Theater (ACT) Performing Arts Magnet High School in Willimantic, Connecticut where he graduated with a 3.72 GPA. Throughout his four years he achieved academic excellence. He was inducted into ACT’s High Honors Society as a sophomore, as well as the National Society of High School Honors. He participated in food drives and other fundraisers to help those in need and was a major contributor to every school show, video, and school assembly during those four years. Stacy Vocasek, English Teacher at ACT describes Tyler as: “diligent and hard-working.” She goes on to say that: “he is extremely dependable and exemplifies a reliable work ethic.” Tyler continues to volunteer his services at ACT.

Tyler will enter his senior year at Roger Williams University located in Bristol, Rhode Island, this fall with an anticipated graduation date of May 2022. He continues to pursue a career in Cyber Security where he can help people and establish a feeling of safety and security. Tyler achieved Dean’s List status all semesters enrolled at Roger Williams. His current GPA is 3.7. Upon graduation Tyler would like to pursue a job with a state or federal agency within Cyber Crime and help to protect average individuals.

Outside of school, Tyler has worked as a custodian for Windham Public Schools, as a Concession Stand Attendant at the Mansfield Drive-in, and he worked as a Security Officer for Foxwoods Resort Casino. He is presently a member of Roger Williams University Stage Crew and works university events. Colin Clephane, Assistant Manager of Event Operations at Roger Williams describes Tyler as a hard-working, dependable young man, who respects his job and his supervisors and is always open to increasing his knowledge when the opportunity arises.

Tyler’s father is Larry Lemire, who is a Tire Technician for NETSA member Pete’s Tire Barn in North Franklin, Connecticut.

**Congratulations Tyler!**

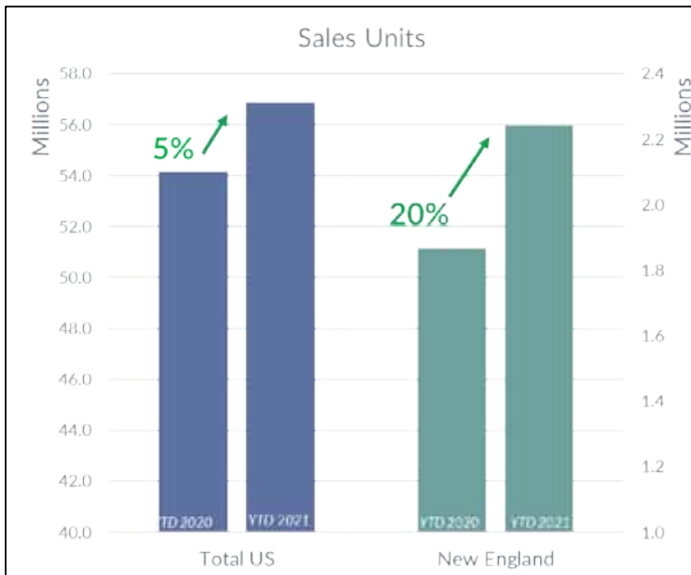
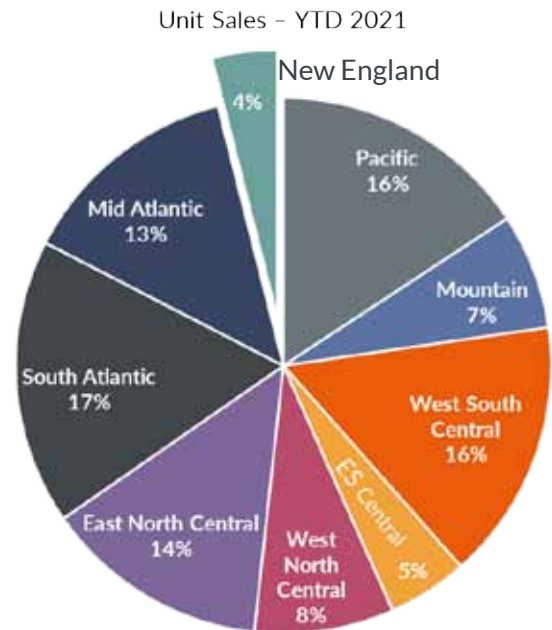


# GfK Tire Panel released Weekly/Regional sell-out data!

(Independent Tire Channel/Retail replacement tires)



- Year-to-date\*, 4% of tires sold in our channel were from New England.
- Across the US, tire sales are up 5% while sales in New England are up 20%.
- New England outperformed total US on most features. Growth was driven primarily by Light Truck tires, Tier 4 brands, and tires with 18"+ rims.



	UNIT % CHANGE vs YAGO YTD 2021	
	Total US	New England
<b>TOTAL</b>	<b>5%</b>	<b>20%</b>
Light Truck	13.6	55.3
Passenger Car	6.2	16.2
SUV	-3.5	15.3
Tier 1 brands	5.3	17.1
Tier 2 brands	1.4	18.7
Tier 3 brands	-7.3	9.2
Tier 4/Other brands	36.9	45.8
18"+ RD	10.0	23.8
17" RD & below	2.3	18.1

\*Year-to-date (YTD) 2021 represents sales through 9/18/2021  
GfK 2021: Market Intelligence Sales Tracking

[Learn more about the GfK Tires POS Panel](#)



What a trade show we had at the Mohegan Sun's new convention facility at the end of August! I hadn't been to Mohegan Sun since our last trade show there, and I have to say it was well worth the trip. This was easily the most enjoyable show for me personally in the almost 25 years that I have been on the NETSA board. Our exhibitors had an easy time getting in and

out of the facility, which happily put me out of a job. I brought our signs, but we didn't need to use most of them with the electronic billboards and the physical set up of the exhibition hall, so I was just able to take in the whole show for once. And what a show! While exhibitors were down slightly and we didn't get as many attendees as usual, everyone who I talked to at the show was happy to see each other again in person and they were really enjoying themselves. New England has the highest vaccination rates in the country, with Connecticut and Vermont leading the way. I felt very comfortable down there with my two Moderna shots, and I think we picked the best time that we could do the show under extremely difficult circumstances. The last time I remember NETSA doing a summer event was shortly after the Samoset Resort in Rockport Maine opened around 50 years ago. I was there with my family as a kid.

At the luncheon, we had our good friend and frequent Road Runner contributor Nancy Friedman talk about your good and bad habits on the telephone, email, and all the lines of communication. Nancy's enthusiasm exploded through a zoom setup since she was advised not to travel about a week before she was supposed to fly out to the show. I have heard Nancy speak several times now, and she is always topical and on point, as well as humorous. Never dull, that's for sure. And for the first time ever, I really got to sit and participate in the Trade Show seminars, and they were fantastic. In the middle seminar, Jim Krakower presented an app that lets you capture all your customer info and send text reminders like your dentist does to your customers about their next appointment. It captures all your customer information and can project when they will need future services, then send a reminder, if you wish. There are other apps out there, but this one is very thorough and inexpensive, so it is worth checking out. Jim also has a deal with Hunter to tie in their equipment directly to the app if you want. This is the future, my friends, and it is here now. As we try to get

the business from today's younger customers, this app will allow you to communicate with a generation that doesn't look at email or even dial phone numbers anymore. The first and third seminars were by Ken Neil, tech training manager for CarQuest. He gave the best seminars I have heard in many years. If we ever have a day program with him, I will sign up just to listen to him talk about cars, and we only sell tires. I also owe him a drink or two. The first seminar was on Start and Stop technologies and his other seminar was on the future of the independent repair shop. I had no idea how sophisticated cars are today with all these sensors, double solenoids, multiple batteries, and parts that can severely injure or kill you or your tech if they leak. Who knew today's cars can be ticking time bombs? Are techs going to have to wear hazmat suits just to service automobiles? I didn't know how many different oils and antifreezes there are now. Some cars take an oil that is even unique to that manufacturer. I had no idea. I thought bulk oil covered it all. Ken says the days of bulk oil are about over. Who wants to spend money just to stock a dozen different oils? Throughout both presentations, it is obvious what is going on here. As Ken said, the car companies aren't going to fight the right to repair as much down the road because they are just going to make it impossible for many smaller repair shops to fix these cars in the future. The days of just plugging in and replacing the module will be gone. Your techs are going to need to understand the different causes that make the light go on when you plug in. If they replace the wrong part like an exhaust system, some cost as much as \$8,000 and once you put it on, the seller won't take it back. The customer isn't going to pay you for it either if it's not the problem. So, you're stuck with it. Ken also talked about the engine system that Nissan and other manufacturers are using today. It will require you to have a large, dedicated bay and a \$30,000 piece of equipment to analyze their cars. How many independent automotive repair shops are going to be able to invest in that kind of space and money? Trust me when I tell you that each automaker will have a unique system so that one day you will need a dedicated bay for each car manufacturer. How

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### CONTACT US TO LEARN MORE

Jeff Mishol, NETSA Member

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many 20 bay repair shops in Vermont, New Hampshire, and Maine and the rest of New England are you going to see? If you are in the automotive repair business, I think what Ken is really trying to tell you is not to panic but that you should be analyzing where your business is today and where you see your business in 5 or 10 years. Will you be able to raise the capital and retain your techs and send them for the continuous training and certifications they will need in the future? The car dealers will. And many sharp independents like Sullivan Tire will. How about you? I wish we had taped Ken's seminars and we owe him a great amount of gratitude for telling it like it is. My father would have loved hearing him. The CarQuest's and other aftermarket parts suppliers are going to have to fight too. The car companies are going to make it as hard as possible for them to supply parts to us. If I was younger, I would go down to Washington DC and threaten them with some antitrust legislation. Consumers have made it clear. They prefer to have their car serviced by you, the local independent repair garage. Which is why we need to continue to have a strong NETSA. This reminds me of when we were in the gasoline business many years ago and Exxon/Mobil built a large self-serve station down the street from us. They were selling the gas at our cost and threw in a free car wash with every fill up. You can understand why we got out of the gas business over 30 years ago.

Besides providing scholarships and benefits, NETSA monitors legislation in New England and works with TIA at the national level to protect your rights. Think about that when we send out your 2022

dues in a few months. And we have an annual trade show so that we can talk to suppliers and other dealers, learn from people like Ken and Jim at the seminars, and celebrate our great industry! I have been on the board for 25 years because like my father and grandfather before me, we care about our tire and automotive industry and the many friends that we have made over the years through NETSA and NEAITD. That is why we go and help make our NETSA Trade Show a success every year. Thanks especially to Rich Tuttle, who I somehow roped into joining the board many years ago and has been instrumental in helping Tony DeSimone and Dick Cole put on a great show these past 20 years or so. There are so many other people to thank but it starts with our membership, made up of our independent dealers and our vendors and exhibitors. Thanks also to the staff that help make the show such a success. And finally, a special shoutout to all of you who either sponsor, donate, and/or bid on our auction items at the golf tournament and at the NETSA Hall of Fame dinner. It all goes to benefit our scholarship fund. These two events were able to raise over \$20,000 this year so that NETSA can match 20 or so private donations next year. We were able to continue this worthwhile cause right through the pandemic and Tony mentioned at the luncheon that we are approaching the \$500,000 mark in what we have raised and given away in scholarships. We also may have an extra bonus for those applying for next year's scholarships. More details will be available by early next year if we can make it work. So, enjoy the fall, lets have a productive winter season, and I hope to see you at NETSA's Trade Show in the spring of 2022!

*Larry*

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## Selling Your Business - Sometimes it's Just a Matter of Luck? The Road Runner By Art Blumenthal MBA, CBI • Nationwide Automotive Aftermarket Business Broker Fall 2021



When it comes to selling a business, sometimes you just get lucky and the perfect buyer is waiting in the wings to hear that you are thinking of retiring. Such was the case in the recent sale by Stephen Kosacz, the owner of Autoworks in Kittery, ME to Patrick Horan.

Patrick has been a shop owner since 2015, when he purchased Precision Imports of Manchester,

NH from his father Dick Horan. Prior to taking over the business, Patrick had worked as a Service Advisor for 10 years. While only 38 years old, Patrick had plans to grow the organization with a second location and worked hard to hire and train a team that could operate Precision Imports effectively without him being there every day to supervise.

By pure coincidence one day this past February, Stephen Kosacz made a call to his friend Dick Horan to wish him a happy birthday. Patrick just happened to be the one who answered the phone. Knowing that Stephen was at retirement age, Patrick asked if he was thinking of selling Autoworks. As luck would have it, the call was a short time after Stephen listed his business with Art Blumenthal.

### For Most Business Sellers, Making the Decision to Retire is Not a Quick One

Art Blumenthal's first meeting with Stephen goes way back to June of 2019 when he started thinking seriously about selling the business and the 1.6 acre real estate parcel. He told Art that a sale had to be to "the right buyer," someone who would "honor and perpetuate the core values that Autoworks had instilled in its long term and committed staff... the values that have been appreciated by our loyal customers in southern ME and seacoast NH communities that we served for 45 years."

Stephen and Art communicated regularly since that meeting and earlier this year Stephen decided that it was the perfect time for him to sell the business, especially since his enterprise experienced a sales increase in 2020 despite COVID-19. Stephen has always been active in the community and with SCORE. He was in great health and wanted more time to pursue his passions of sailing and biking. Stephen was also

passionate about climate change and invested heavily in solar panels on the building's roof. For over four decades, he labored tirelessly to build a highly successful business, a testament to his family's heritage of emigrating from Poland and instilling the values of hard work, education, and frugality.

Shortly after the fortuitous phone call, Patrick made a visit to Kittery to see the business and received a copy of the marketing booklet and financials. It certainly helped that Stephen knew his dad and was well respected. Patrick also appreciated the comprehensive nature of the marketing materials, saying "the booklet made it clear that the business was a good investment. I sent it to my business coaches and peers, and everybody thought it was a stellar presentation. I had looked at another auto repair business, but it needed a lot of work and investment... and all I got for financials were some handwritten P & L numbers".

The closing on the business and real estate took place in August, formalized by the customary passing of the keys from Stephen (right in photo) to Patrick (left). "The hand holding that Art did for Stephen and me really helped and made it an easy transition. I did not feel overwhelmed or stressed."



### The Thought of No Longer Working at Your Business Every Day Can Be Distressing

While parting with his "baby" had its emotional challenges, Stephen was immensely gratified that the torch was being passed to "the right buyer." Adding, "the more time I spend with Patrick, the more pleased I am that he is the one to take it over. He has some very ambitious plans for making

investments and raising Autoworks to the next level. He will bring his own style to the operation and I am very optimistic for him. I knew my limitations and am relieved to be released of the burden of managing people... getting them to consistently perform to the level where I could take vacations and not be anxious about them delivering on the high standards of service while away."

Stephen is looking forward spending more time on his current hobbies and exploring new ones. He loves to travel with his wife Tanyne Wold, and in a farewell letter to his friends and family, Stephen thanked her for many years of love, patience, and creativity. "I will learn that I can do whatever I want with my decades ahead."

---

*For more detailed information on the process of selling your tire and auto service business, or to initiate a no-obligation confidential consultation, call Art directly at 610.722.5636 or visit [www.art-blumenthal.com](http://www.art-blumenthal.com)*

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Fifty-three percent of gross profit for the average dealership is generated through the service department<sup>1</sup>. While this number may differ for your business, no doubt you are well aware of the crucial role your service

department plays in your revenue. While independent auto businesses have been plagued with uncertainty over the last several months, we continue to see a demand for automotive services and products, which means that busy seasons will continue to roll in.

To ensure your business is prepared for future busy seasons, we encourage you to future-proof your service departments by employing digital solutions that help you keep pace with customer demand without sacrificing your quality of work or your peace of mind.

## Offer Digital Customer Service Outlets

Shoppers connect with your business long before they set foot in your store. Providing digital communication channels creates sustainable communication that begins the moment a prospect interacts with your business and continues through the entirety of the shopping journey.

We recommend providing a variety of digital communication tools for two reasons: (1) so that shoppers can use their preferred channel and (2) to ensure that, no matter where they are in the buying journey, shoppers have an easy way to contact your business. Some of our favorite digital communication channels include:

- Texting is the most versatile communication channel because shoppers and business owners alike can leverage it anytime and for anything. New prospects can submit questions or request an appointment; customers can ask post-sale questions and you can follow up with recent buyers, send appointment reminders and request feedback.
- Live chat lives on your website as an instant connection to your support team. Imagine a new or returning customer has a question and visits your website – they instantly can message your team by clicking the live chat module. Unlike phone and email, the nature of live chat promises a rapid response to messages sent during your hours of operation.
- Direct messaging on social media sites like Facebook, Instagram and Twitter is popular among younger generations of consumers, who often use social media instead of visiting the business website. Make sure you're reaching these shoppers by actively monitoring your direct messaging platforms and replying quickly to any messages, as you would for a phone call, email or text.

## Invest in a Dynamic Service Scheduling Tool

Even if your business thrives on phone calls and drop ins, we recommend implementing an online service schedule tool to accommodate the increasing number of shoppers who conduct the majority of their interactions online. By integrate a digital service schedule tool with your website, you can capture a higher number of leads and receive their information directly in your system. Furthermore, a dynamic service schedule

tool will allow you to send appointment reminders by text and email so that you can boost customer retention and be notified if their plans change.

## Create Clarifying Content

Studies show that customers perceive automotive service centers as expensive. However, when customers are provided with sufficient information about price range and quality of work, they are willing to pay 10-15% more<sup>2</sup>. Clear up misconceptions for your customers by creating content such as blogs, social media posts and videos that demonstrates your dealership's expertise, quality guarantees and pricing structures. Transparency is a valuable sales tactic, and giving your shoppers a 360-degree view of your service process can save you trouble down the road.

## Provide Seamless Payment Options

Consumers want and expect flexibility when it comes to making a payment. Improve customer satisfaction by providing a seamless, user-friendly payment system that allows shoppers to submit payment naturally without needing to wait in long lines or, in some cases, even set foot in the store. Depending on the preferences of you and your shoppers, your payment options may include online pre-payments, paying through an app or third-party transaction or using a link sent via text.

## Send Out Feedback Surveys

Don't just take our advice – get feedback straight from the source by sending surveys to recent customers. These surveys don't have to be long and in-depth. They can comprise of a short list of valuable questions, such as:

- What did you like about your experience?
- What did you NOT like about your experience?
- How can we improve your next appointment?
- Would you recommend us to a friend/colleague? Why or why not?

In order to improve your service department and implement a proactive strategy, it's important to know your strengths and weaknesses in how well you meet customers' needs.

## Drive Awareness of Your Service Center

Before they can even interact with your service team, shoppers need to be aware that your service department exists. With powerful social media tools or by partnering with a team of social media experts, you can employ a social listening strategy to identify shoppers who are in need of service or who are dissatisfied with previous service departments. With that, you can launch targeted ads to notify these shoppers that your business carries the services and quality care that they need.

All across the spectrum of business, we will continue to see a steady progression toward digital. Not only will digital services help your business stay relevant, you may also find these streamlined, automated systems to be life-saving during busy seasons, when your team is stretched thin to meet demand. Digital systems help prevent small but important customer touchpoints from falling through the cracks – helping you retain customers and sales opportunities.

<sup>1</sup>DealerSocket's Dealership Action Report

<sup>2</sup>Cars.com

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Americans are among the most stressed employees in the world, new Gallup research shows. As many as 57% of workers surveyed feel stress daily, an increase of 8% from the previous year. High levels of stress and anxiety can lead to

medical and dental health problems. Specifically, here's how employee stress impacts dental health.

## 1. Nutrition

Many employees who are stressed also struggle with depression. Medical experts believe that when people are anxious and depressed, they may not take care of themselves. They eat less nutritious foods and more comfort foods that usually are loaded with carbohydrates and sugars. These foods taste good, but particles from them left in the mouth can combine with oral bacteria and eventually cause tooth decay and gum disease. Researchers found that nearly 66% of people diagnosed with depression report having a toothache.

## 2. Daily care

During stressful times, many people put off doing everyday healthy habits, such as brushing and flossing their teeth. A study by the American Association of Endodontists found that adults did not practice good brushing and flossing habits during the pandemic. Of those surveyed, 23% reported not brushing their teeth at bedtime and 21% did not brush their teeth in the morning; 24% flossed less frequently and 23% forgot to floss.

## 3. Bruxism

During the pandemic, dentists have reported seeing more patients with worn and cracked teeth caused by teeth grinding. Since most people grind their teeth while sleeping, dentists may recommend night mouth guards for patients to protect their teeth. They also may encourage patients to engage in exercise and lifestyle changes to help lower their stress.

## 4. Dry mouth and sores

Stress also can cause dry mouth. This means that saliva in the mouth is not rinsing teeth and gums to remove oral bacteria and food particles. Over time, dry mouth can lead to tooth decay. Some medications and CPAP use may cause dry mouth, too. Medical experts believe that mouth sores also are caused by stress.

## 5. Immunity

Increased anxiety can cause the stress hormone cortisol to weaken the immune system. When immunity is low and people aren't practicing good oral hygiene, it's easier for oral bacteria to damage gums and cause inflammation. If not treated, decay can damage enamel and attack the bone and roots of teeth, causing severe oral health problems.

## 6. Productivity

When employees don't feel well due to oral pain, they struggle to focus on their work. Often, they miss work to deal with discomfort from tooth decay or gum disease, or after an extensive dental procedure. Research shows employees' poor health costs American businesses \$575 billion and 1.5 billion days of lost productivity.

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# How to Determine if You're A Bad Boss

Blog Transcript August 25, 2021; Wayne Rivers, Family Business Institute

The Road Runner  
Fall 2021



Hello, this is Wayne Rivers at FBI, and We Build Better Contractors.

This week I want to talk about how to determine if you're a bad boss. None of us think we're bad bosses, but if you think about the arc of your career, most of us had to master technical things before we became managers, leaders, and bosses. So we were good plumbers, or we were good engineers, or we were good estimator or something, and you come up through the ranks and one day you find yourself not

just doing tasks, but also managing and leading people. So, we don't get much training on how to be a good boss. We get plenty of training on the technical aspects of our companies and what we do, but not much on how to be a good boss. So how do you know if you're a bad boss? What are the signals?

So, this comes from an article from a Fast Company magazine in July of 2021. And great start to the article. And it said that everybody right now is talking about how hard it is to find good employees, but how hard is it to find good bosses. That's a fair question. What about this is important to you? Well golly, none of us intentionally wants to be a bad boss. It's just that we do certain things sometimes without thinking, and we fall into patterns that may not be productive sometimes. We all should be working to get better all the time out. You could be the best boss in your state. Why not aspire to be the best boss in the country or the world? Why not try to get better? Take the lessons of Tom Brady or Tiger Woods, whoever, they're always trying to get better.

So, in this blog we'll offer six diagnostics and then four tools you can use to improve as a boss. So, the old adage is that people don't leave their jobs, they leave their bosses. And I would say that's probably true. Mike Flentje says that, and I think it's true. So how do you know if you're a bad boss? So, six tests, self-tests that you can do to see if you're a bad boss. Do your people walk on eggshells? Do they avoid you? When you walk down the hall, do you see the backs of people going in the other direction? Do people avoid eye contact with you? That's a key tell. Are they reluctant to engage? Do they avoid or they show up late for meetings? Do they avoid? If you get the sense that your people are walking on eggshells around you, that's an indicator that something isn't right, and people are uncomfortable around you, and it's important to know that.

Turnover. Holy moly, if you've got turnover in your organization, you may not be a bad boss, but you may have bad bosses working for you, working with you, and obviously it's running people away from the organization. Test who gets credit. I remember hearing a basketball coach, I can't remember which one it was, but anytime there was a problem, anytime there was a loss, the loss was the coach's fault. He took responsibility for the loss. Whenever there was a victory, the credit went to the players. So, in the context of business, when you have victories, the credit should go to your people. You should call out your people, give them the accolades, give them the attaboys, that kind of thing. When there's a problem, the problem should rest with you. What's the old saying, the captain goes down with

the ship. It's your responsibility to make things go right, and it's also your responsibility to accept things when they go wrong.

Gosh. Do you do bed checks? Are you testing your people? Are you the kind of boss that calls at four o'clock on a Friday just to make sure people are still in the office working? Do you not trust your people? Do you test them? Do you go around at 8:00 in the morning to make sure everybody's at their desks and anybody that comes in at 8:10, you're, "What's going on?" That kind of stuff? That is bad boss. That's micromanaging the patriarchal behavior from right out of the 1950s. Do you find yourself doing things yourself because you don't trust your people to do them? What's the old saying, if you want something done right you got to do it yourself? Well, that is no way to lead. That is no way to manage in today's world. So, if you find yourself DIY, then that's probably an indicator.

And then finally, do you focus on rules and compliance? So, you think, "Hmm, what should my employees stop doing? So- and-so took 15 extra minutes at lunch. We've got to stop that because that's 15 minutes of lost productivity for the company." Don't focus on rules and compliance, focus on how you can help your employees. Maybe there's a sick child at home and the 15 minutes is quite necessary. You've got to be compassionate in today's world and understand that, golly, people get caught in traffic, they get flat tires, they get sick, their families get all kinds of things. People have a life outside of the business. How can you find a way to give them stuff to help them do that jobs better? Not a narrow focus on compliance.

Okay, now the four tools. Okay. How do you get better? If you think you might be a bad boss, how do you get better? Well, the first thing is easy. Read, search online, get articles about what it is to be a good boss versus what it is to be a bad boss. Educate yourself. The second thing is measure turnover. That's a key indicator. Now some turnover is good. There are some employees you'd rather not have, and if they decide to leave for whatever reason, that's not so bad. On the other hand, if you're losing your talented people, that indicates something's wrong and you need to address it right away. The third thing. Undertake some assessment. EQ type instruments, 360-degree evaluations. I mean, get some feedback from a third-party professional that can administer some of these instruments, and let's just assess, let's really put it to the test. Are you a good or a bad boss?

And finally, my preferred method is engage with your peers. If you're not in a peer group, if you don't have the confidence to be in a peer group with other people in your industry, that probably tells you something right there about whether or not you're a good boss. Good bosses want to learn, they want feedback, they want engagement, they want to get better. They never ever want to stop getting better. If you're a little bit reluctant to engage in some kind of evaluation or peer groups or whatever, that might tell you something right there. So I'd like to hear what you're doing to improve yourself as a boss, to improve yourself as a leader, and maybe even from some of you, what was the tipping point when you realized that, "Golly, I really could do better, so I'm going to do X, Y, and Z." I'd like to hear that.

*Wayne Rivers at FBI, and We Build Better Contractors. Thank you. [www.familybusinessinstitute.com](http://www.familybusinessinstitute.com) • Phone: 919-783-1880 • Fax: 919-783-1892 COPYRIGHT © 2021 THE FAMILY BUSINESS INSTITUTE, INC. ALL RIGHTS RESERVED.*

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

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Everyone aims to deliver proactive customer service. Whether you refer to it as cross-selling, up-selling, suggestive selling, or – as we like to say — “soft question” selling, a basic component of effective customer service is to offer your customers additional choices. Some customer service representatives might fear being perceived as pushy or assuming. No one wants to

offend the customer. To successfully ask the soft question, you need to know the right technique.

The key is to remember to ask if your customer has any need for other products or services your company offers and that they might not have heard about. These can be free services that your company is promoting, they might be products that are on sale or anything else that naturally ties in with what the customer already is using or ordering. Think about how you liked it when someone told you about an offering which compliments another product you’d been eyeing.



Here’s how it’s done: Offer your client products or services they could use. If you don’t suggest or offer these helpful ideas, you’re actually denying them something they

might need. So don’t deny them a choice. That’s critical in being proactive.

These are some examples of soft questions:

- “By the way, are you aware of our free overnight shipping policy if we make a mistake on your order?”
- “I noticed that you bought socks the last time you ordered shoes. We have a buy-two-get-one-free sale on socks. Do you need any more?”
- “Would you be interested in taking advantage of our sale on knit Polo shirts?”
- “Were you aware of our VIP plan? It allows business

travelers to upgrade to the concierge level for only \$50 additional per day.”

- “Have you seen the cute matching jacket? It’s also on sale this week.”
- “Did you know we now offer an identity protection plan on checking accounts? It’s only \$2.95 per month.”
- “Oh, by the way, were you aware of our free, online bill paying service?”

Soft questions are seldom rejected. If people need the services, they’ll give you a positive response. And if they don’t need it, they’ll give you a soft turndown to your soft question.

That’s one of the best things about asking soft questions: you won’t feel rejected. But the important thing to remember is that when you ask the soft question, you are not denying your caller the choice of having access to a product or service they could benefit from.

Want to improve the level of service you deliver? Don’t deny your customer a choice.

© *ServiceSkills.com* We encourage you to distribute this message to colleagues. When you’re ready to empower your staff with proven customer service and team building skills, please let us know

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## Staying smart in the start-and-stop recovery

Since early last year, consumers and brands alike have been hoping for one thing – consistency. But just when we think stability is in sight, a new COVID variant crops up, and rumors of changing guidelines for working and shopping also surface.

The tires marketplace has definitely felt these shifts – sales of higher-end models have been fluctuating, and the short-term outlook is hard to predict. But the bigger picture of our industry has been fairly stable for some time. Sales are generally up, even against 2019 standards, and workhorse models (such as LTs) have actually been surging.

When we talk about “essential products,” cars and tires have to be near the top of that list. Purchases can be postponed for a while, but people need their vehicles – and that spells demand for the tire market. Our data continues to reflect a story of dependence and dependability – consumers relying on their tires, and tire makers and sellers being there to help.

-- Neil Portnoy (Managing Director, GfK's POS Tires panel)

## Highlights from our most recent data & trends

Having a variety of perspectives on data that reflects the entire independent marketplace – not just your store's sales – is essential to planning and decision making. How will you keep your rebound growing? That is where reliable, tangible information is essential, and GfK's POS panel meets that need. Our most recent US sell-out data shows that

- Dollar sales growth exceeds unit sales growth, as the average out-the-door price grew 9% per tire this year
- The Light Truck tire segment grew faster than Non-LT tires, especially those with rims 18" +
- Tier 3 brands experienced the most growth, potentially due to consumer confidence/less spending as well as supply chain disruptions.
- Through Q2, the independent tire channel is 15% ahead of last year's pace, and over 3% ahead of 2019 (in units). Nationally, the average price per-tire is up 5% from 2020.
- Specialty tires, like Run-flats and Ultra High-Performance tires, are up vs. 2020 with varying performance vs. 2019.

## Key Findings from June 2021:



Segment	Monthly:					Year-To-Date:			
	Unit share change vs. 2020	Performance - % change				Performance - % change			
		Units vs. 2020	Units vs. 2019	Dollars v s. 2020	Dollars vs. 2019	Units vs. 2020	Units vs. 2019	Dollars vs. 2020	Dollars vs. 2019
<b>TOTAL TIRES</b>		<b>4.6</b>	<b>2.5</b>	<b>14.0</b>	<b>11.2</b>	<b>15.2</b>	<b>3.5</b>	<b>21.1</b>	<b>10.2</b>
Non-Light Truck *	-2.6	1.3	-0.9	10.0	5.5	13.8	1.4	19.1	6.3
<b>LIGHT TRUCK</b>	<b>2.6</b>	<b>20.4</b>	<b>19.4</b>	<b>26.6</b>	<b>30.2</b>	<b>21.6</b>	<b>13.8</b>	<b>27.3</b>	<b>22.9</b>
18"+ RD	3.4	16.4	17.8	24.8	25.1	25.0	20.1	30.0	24.0
Non-LT 18"+ *	2.3	14.1	12.8	21.5	16.7	23.4	16.6	27.1	17.9
LT 18"+	1.1	28.8	50.0	36.5	61.8	34.3	42.6	40.7	50.3
UHP Speeds	0.0	4.2	-2.1	11.2	0.8	16.9	0.4	19.8	1.7
RUN FLAT TIRE	0.1	13.2	-13.5	19.9	-6.8	26.5	-5.7	32.3	-0.2
Tier 1 Brands	0.5	7.0	-5.9	13.3	-0.5	12.2	-6.4	16.2	-1.8
Tier 2 Brands	0.6	6.1	-0.1	16.5	12.6	13.2	1.6	21.1	11.6
Tier 3 Brands	0.7	9.7	17.5	20.6	33.3	30.8	20.0	37.4	31.2
Tier 4/Others Brands	-1.9	-4.9	10.0	1.7	18.0	11.4	8.8	17.6	17.0

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



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## **Group Benefits and Administration**

### **National Automotive Roads and Fuel Association**

Vinnie Daboul – (603) 932-6472

Established in 1929 with the goal of providing strength and stability for businesses in the automotive, roads, fuel and other related industries. We offer our members a full suite of employee benefits (medical, voluntary life, disability, critical illness and accident) wellness programs and benefit administration.

## **Insurance Coverage**

### **Affiliated Insurance Agency:**

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- All forms of insurance for the tire and rubber industry since 1981
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## **Legislative Monitoring**

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## **Marketing & Analytics**

### **TireTutor**

Jimmy Gogan – (781) 205-9148

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

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## **Publications**

### **Road Runner:**

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

## **Social Media**

### **Optimize Social Media**

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

## **Scholarships**

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## **Tire Industry Market Facts**

### **GfK Benchmarking:**

Neil Portnoy (212) 884-9269

- Monthly Benchmarking reporting
- Your store(s) vs. Market
- Sales, Share, Price; all by product line.
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## **Training**

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## **Web Site**

### **Net Driven:**

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

Net Driven provides Industry leading solutions to drive your business. They will build, host, & update your site at reduced NETSA Member rates. Our website is hosted by them at www.netsa.org

# Welcome New Members

The Road Runner  
Fall 2021

New Members	City	ST	Contact	Email
Turtle Plastics	Lorain	OH	Dennis Hildebrandt	dennis@turtleplastics.com
Universal Strategies Limited	East Hartford	CT	Anne Evans	anne.evans@universal-strategies.com
PartsTech Inc.	Cambridge	MA	Jordaan DiYulio	info@partstech.com
Blackburn OEM Wheel Solution	Macedonia	OH	Erin Cefaratti	erin@blackburnwheels.com
Wheel Pros	Ogden	UT	Jeremy Carruth	jeremy.carruth@wheelpros.com

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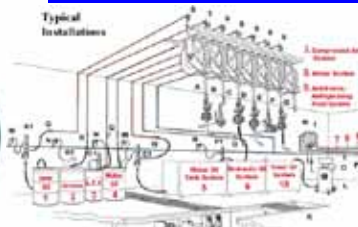
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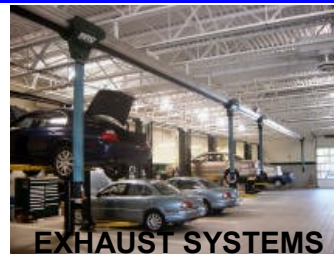
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# The Road Runner

*The Newsletter of New England Tire & Service Association*

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**2022 NETSA Hall of Fame**

Nominations due by  
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