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## 2022 NETSA Golf Tournament

Robert Vacca, Chairman; Golf Committee



The 2022 NETSA Scholarship Golf Event is in the books. This year the tournament was held at one of the New England premier golf courses called Shining Rock in Northbridge, Ma. The event was held on Wednesday September 28, 2022, and the weather was outstanding, 70's and sunny. The Board of Directors and Golf Committee would like to thank all that participated and helped to support this

meaningful and important event that will help with the 20 plus scholarships we plan to award in 2023.

Special thanks to all the sponsors, golfers, volunteers, and auction donors, without you this would not have been as successful as it was.

Attendance for the event was 76 golfers or those who think they are golfers (including myself). We were able to raise just over \$15,000 for the NETSA Scholarship Fund and this will help us get to our goal.

Congratulations to this year's low gross champions Bruce Bufis, Dan Rae, Dave (Ace) Ventura, and Paul Stanley. Congratulations also go out to our low net winners Chuck Cerny, Drew Smith, Jack Yost, and Doug Smith.

One special note, NETSA has awarded almost \$ 500,000 in scholarships because of our fund raisers like the Golf Tournament and Trade Show. Please plan to support these upcoming events in 2023.





When I was asked to be President of NETSA, I asked what it entailed and was told what my duties were and also that I had to write articles for the Road Runner. English was never my strong suit, so I got a little nervous on what to write to entertain the masses. It is so much easier to talk to people because I can truly be myself and crack jokes or just have a good "ole" conversation. So here is my December article. I wish you

all Happy Holidays and a happy and prosperous New Year.

"Being kind is more important than being right. What people need is not a brilliant mind that speaks but caring hearts that listen." – F Scott Fitzgerald

I have learned so many things being in this industry but the most important thing I have learned is to listen. It does not take anything to be kind to someone and listen to them. We often get so busy in our day to day lives that we forget this sometimes. I take phone calls all day long and if you answer the phone the wrong


way just once it may change the whole course of the day or the relationship you have with a customer, supplier, or co-worker. You are never too old to learn something new, take another chance, create another goal, or keep dreaming... you are never too young either.

This year I have had the opportunity to do more training and learning. I have completed the Basic and Commercial TIA programs, for my part time job at Live Nation I had to take a course on managing a crowd, assessing behavioral indicators and de-escalation training. I have also taken classes for animal behavior and art classes to learn photography, how to paint and how to make sea glass art. I learn something new every day and I hope to continue to, because there is so much more I want to learn. I really do feel that you are never too old or too young to learn new things. We as a society need to train and teach our skills to each other so it is not lost to the next generation.

My commute over the past year has changed from 7 minutes to get to work to about 35-40 minutes and longer on the way home. I have learned no one uses their directionals anymore, most do not know how to stay in their own lane or how to merge and putting on your lights when you are using your wipers is no longer a thing.

Happy Driving!





**NEW ENGLAND TIRE & SERVICE ASSOCIATION**

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Hello everyone!

Well, Covid finally found its evil way into my household. After a trip to Buffalo, my wife and I tested positive for Covid. I was amazed at how long the effects of Covid stayed around. The fatigue and cough lasted the entire month of November. Feeling good now and glad that it is in the rear-view mirror.

I have three things I want to share with you in this issue of the Road Runner.

Firstly, our 2022 NETSA Scholarship Golf Tournament was an enormous success. First year Chairman, Bob Vacca, did a wonderful job putting the tournament together. The tournament was able to raise over \$15,000 toward the scholarship fund for 2023. We will be planning something special in 2023 because we will surpass the \$500,000 mark in monies awarded to deserving members and their employees. A special thanks to Bob and the committee volunteers, Katie Maguire, Steve McGrath, Bob Lane, Frank Frucianno, and Anthony Babine for their splendid work. Lastly, and most importantly, I would like to thank our sponsors listed in this issue, whose financial support makes this a successful and fun-filled event.

Secondly, we have updated the NETSA web site. I invite you to check out the new pages and share your thoughts, we would love to have your feedback. More improvements are under consideration, but we feel this is a big step into our future. We hope you find it an easier site to navigate and find information you want or need. The address has not changed we can be found at [www.netsa.org](http://www.netsa.org). Do not forget to follow us on Facebook and LinkedIn.

Thirdly, New England is once again leading the country in the Right to Repair fight. NETSA will be lending our support to the efforts under way in Maine to get this important measure on the voting agenda in 2023. The Maine Right to Repair has already gathered over 60,000 signatures in support of this effort. Make sure you read the article by Tim Winkler in this addition of the Road Runner. **We are asking our members in Maine** to get behind this effort, so reach out to Tim or myself for information on how you could help. We are also still actively working on the EPR legislation in Connecticut. This push by the Connecticut legislature is not going as well as we would like. It looks like we will be going forward with a best of the bad proposals. It still is going to place more work on the tire dealers in Connecticut to do what they are already doing in a responsible manner. It remains to be seen what will be acceptable to the legislatures. If you are interested in this effort reach out to me and I will share what we have so far.

Well, that may have been three plus things, but I tried to keep it short. Remember, NETSA is always looking for new members as well as members who are willing to serve on our Board of Directors. If you want to get involved there is no better time than now. We also encourage you to get one of your peers to become a member of our great organization. We are happy to represent the independent tire dealer and service facility here in New England.

**Merry Christmas and Happy New Year.**

*Tony*

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# Thinking of Selling Your Store?

By Craig Van Batenburg

The Road Runner  
Winter 2022-2023



The process of selling an ongoing business can take years. Some of my friends in the business have told me that it took a decade, and you should plan on at least five years from the time you make the decision. It can take that long to totally remove yourself from the tire business, and after all, isn't that what selling a business really is? You are removing yourself while the business stays intact, and there will be many stops and starts.

When should you start this process? The day you opened or bought your shop was the correct time, but most of us wait until things get tough or we have had enough. That is, of course, the wrong time. Another best time to make the decision is after that three-week vacation with no calls in to check on the shop. That is when you will know what the next step is in your life is.

If you really know that something else is calling you, and that you are not just running away from headaches, go for it. Without a new dream, you will not be motivated to do all the hard work getting ready. It is not enough to say, "I just want to be happy" — what is that, anyway? Find out what is next for you.

## Decision made, where do I start?

If you want to sell your business, first get yourself out of your daily responsibilities. For most, this will be the hardest step — it was for me. As you try to delegate more responsibility, it will become obvious that what you need is more organization. Established business practices, forms, computerized record keeping and much more are essential in accomplishing this.

Making this transition can be very difficult, and it will be worse if you drag it out. If you're not retiring, it is important to have another job to

step into right way. What can you do that people will pay you for, and you would like to step into that possibility? Our industry is always looking for bright, professional, hard working people. What better description for most shop owners?

The shop owners I know who have successfully made the transition into another job have all stayed in this industry. They have many qualities in common that make anyone successful. They are all hard working, even-tempered, fair, honest, a "people person", and dedicated. Is that you?

This industry needs all the experience we have at hand. And don't think that a journalist's or trainer's life, like mine, is better. It is different, but it still has all the same elements of hard work: deadlines, disappointments, and tough customers.

Don't tell me you can't work for anyone else — you can! You just have to overcome the normal fears that anyone would have. You may have been a real pain to someone else before you opened your own shop, but the years have changed you. You are not the same person you were. Many of you have also become parents, and that alone makes a difference in how you see the world.

There is no shame in selling your shop. It is a fact of life that people grow, and like other growing things, sometimes we get root-bound. Often, we just need a larger planter to continue growing.

So, is it time to book that three-week trek to Africa? Maybe, but be careful; decisions require choosing from all the options. You may come back realizing that you have the right job in the right place, doing the right thing. And that discovery really wouldn't be all that bad.

*Craig Van Batenburg started and operated an Asian Only repair shop (including tire sales) for 26 years. He is presently the CEO of ACDC, a hybrid and plug-in training company based in Worcester, Massachusetts. Contact him at [Craig@fixhybrid.com](mailto:Craig@fixhybrid.com) or 508 826 4546. [www.FIXEV.com](http://www.FIXEV.com)*

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

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

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

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

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

## YOUR RATE VS. ACTUAL COST

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

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

## WHAT ELSE IS THERE BESIDES PRICE?

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

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

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

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

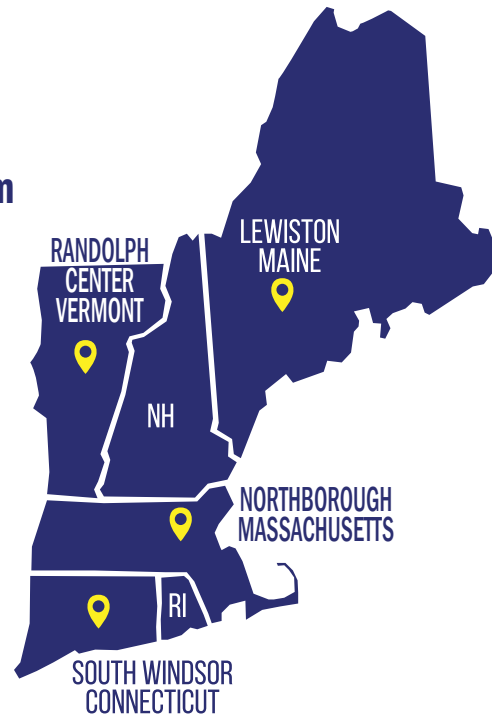
Making an error when entering how you accept cards. If the ratio between how often you swipe a card vs. how often you take payment over the phone or through the internet is not accurate, this seemingly little mistake can once again cost you thousands of dollars a year.

Unfortunately, these and other errors will normally go undetected as no one monitors your account to ensure that you are processing optimally. Once you are signed up and processing, you will rarely talk to your processor unless something goes wrong. What all merchants need is someone who works for them, who is on their side, and whose incentive is to keep their processing costs as low as possible.





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## PRODUCTS

## PROGRAMS

## The Importance of Digital Marketing

The automotive industry spends over \$5 billion dollars every year just on advertising, according to Reuters. Reaching consumers where they're shopping is a competitive task so it's important to have a thoughtful and effective strategy. Successful paid search relies on bidding on the right keywords to maximize your conversions at the lowest cost per click. Tools such as conversion tracking and audience targeting help fuel the Google engine, reaching the right audience for your business.

People are shopping across Google more than a billion times a day and web searches for tires are trending up. Google Shopping Local goes beyond a website link and lists your exact tire inventory and pricing, bringing shoppers directly to your product and allowing them to purchase online. By combining paid search and Google Shopping ads, you're able to reach consumers at every stage of their shopping journey, from consideration to purchase.

## Marketing on a Budget

Is your business in the top page of organic Google search results? Is your Google Business Profile in the top three local results on the search homepage? To reach customers on a low budget there are ways to improve your Google search rankings with no cost. Strong SEO implementation on your website helps your business show up in the top organic results. An updated and optimized Google Business Profile will get your business in top organic Google business listings. Posts, photos, and review responses are easy ways to keep

your profile optimized. Both a strong website and Google Business profile will allow you to compete with large companies that have unlimited budgets.

## Trust and Transparency

Lastly, understanding how people shop will help mold your marketing strategy, ensuring you're spending your marketing budget wisely. According to Google, the top three things businesses should know about shopping behavior are primarily driven by trust:

- Shoppers value honest, reliable information the most. Provide a positive shopping experience, beginning with transparent pricing information on your website.
- Shoppers prefer trusted brands over trends. Are you building a trusted brand? Do you ask for feedback and reviews?
- When people trust platforms, they trust the brands on them. Partner with businesses and platforms that are also trustworthy and transparent.

Does your marketing platform share data with you? Do you know your cost per click, cost per lead, or the overall value they're bringing you? As we head into the slow Q1 season, it's important to set yourself up with a successful marketing strategy and make every \$ count.

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LAS VEGAS — Electric vehicles (EVs) are expected to account for about 30% of new car sales and 9% of vehicles in operation in the U.S. by 2030, numbers that are expected to increase rapidly thereafter, according to a new study commissioned by the Auto Care Association (ACA) and the Automotive Aftermarket Suppliers Association (AASA).

The report, the "2022 Joint EV Trends and Outlook Forecast," is an update of a study released in 2021 by consulting firm PWC Strategy&.

The previous report predicted EVs would account for 6% of vehicles in operation (VIO) in 2030; researchers now are projecting they will account for 9% by 2030.

While EVs are beginning to penetrate the U.S. car parc, the traditional internal combustion engine (ICE) vehicles will maintain the majority share through 2040.

Hybrid-electric vehicles (HEVs), meanwhile, will only account for less than 5% of the car parc going forward.

The associations noted that the growth of EVs presents vehicle repair shops with two challenges: Maximizing returns on their existing businesses, while in parallel growing new innovative businesses and preparing to take advantage of the new opportunities of electrification and technology.

Repair shops need to start to invest in the future, Carlos Thimann, a Strategy& partner, told attendees at the recent AAPEX in Las Vegas. "Not only in tools and equipment but training technicians to make sure they have the ability to service the EVs."

Independent repair shops also need to build consumer awareness of their abilities to competently service EVs, as EV owners tend to take their vehicles to a car dealership first for maintenance, he noted.

Shops need to market their capabilities to the consumer to increase traffic to their bays, he said.

In the U.S., auto service shops have started investing in upgrading their tools and capabilities in states mandating sales of zero-emission vehicles (ZEV).

About 40% of the aftermarket service providers have started investing in EV capabilities, with larger shops leading the way, according to the report.

A majority of independent repair shops surveyed have seen an increase in the number of those vehicles coming to their shops for service. But overall, there are mixed opinions among independent shops as to the timing of BEV/HEV impact on the aftermarket, the report said.

In 2021, about 57% of non-warranty DIFM service for EVs involved tires and wheels.

About 39% of the EV non-warranty DIFM repairs were performed at new car dealerships, the report said, with 20% taken to tire dealer/auto repair shops, 15% to discount stores/mass merchandisers and 12% to independent repair shops.

"Though consumer awareness of HEVs/BEVs serviceability at repair shops is a critical component, small shop owners have not showcased a strong trend to invest in marketing efforts," the report said. On average, EVs account for about 3% of customers for businesses with one to three bays versus 5.4% for businesses with eight or more bays.

## Aftermarket growth

In 2022, U.S. light vehicle aftermarket sales is expected to reach \$357 billion — \$112B of which can be attributed to the parts market, according to the report.

The service/labor market contributes 22% of the total aftermarket size.

Aftermarket sales are predicted to grow at a compound annual growth rate (CAGR) of 1.7% until it reaches about \$520 billion by 2045.

In the short term, the size of the aftermarket is bolstered by inflation that is affecting both part prices and service rates, the report said.

But mainly, growth will come from an aging and ever-growing car parc, as well as the introduction of new EV-related parts with higher prices and repair expertise.

New car sales have dropped from 17 million in 2019 to under 15 million in 2022, and may rebound to pre-pandemic levels by 2025.

This gap in new vehicle sales has prompted vehicle owners to retain and maintain their older vehicles, thus increasing the average vehicle age beyond 12 years.

In the end, the U.S. car parc, estimated at 284 million in 2022, is expected to continue growing, albeit at a slower pace than the last seven years, the report said, and reach 325 million vehicles by 2045.

By 2045, EVs are predicted to account for 42% of vehicles on the road.

## EV adoption

EV adoption has been increasing as these vehicles inch closer to parity in a three-year total cost of ownership with ICEs.

The report estimated EVs will grow to about 30% of new car sales in the U.S. by 2030, and increase rapidly thereafter.

"The long-term trend for EV battery prices has been declining, but recent supply shortages in battery raw materials, paired with lackluster EV production volumes, have begun to drive prices back up — this is expected to be a short-term trend," the report said.

EV adoption is driven by vehicle economics, availability of charging infrastructure and consumer behavior.

Most consumers evaluate total-cost-of-ownership parity with conventional ICE vehicles, and parity without incentives will be the tipping point for large EV adoption, the report said.

EV adoption is also impacted by so-called "EV range anxiety," consumer familiarity with charging providers and their networks, and access to more "away-from-home" charging.

Battery prices continue to decline in the U.S., which will help EVs reach parity with ICE vehicles in the next two to four years, the report said.

Advancements in battery technology will continue to lower battery costs but, in the short term, supply shortages in battery raw materials may slow the trend of price declines.

By 2030, as battery prices continue to drop, the cost of ownership for EVs will likely be more consumer-friendly as compared to ICEs, the report said.

Approximately 100 BEV models are expected to be introduced in North America between 2022 to 2026, however, the ramp-up has been impacted by the recent decline in new car sales due to supply-chain issues, the report noted.

There will be a higher penetration of EV car parts in the next decade as EV penetration continues to increase, the report predicted.

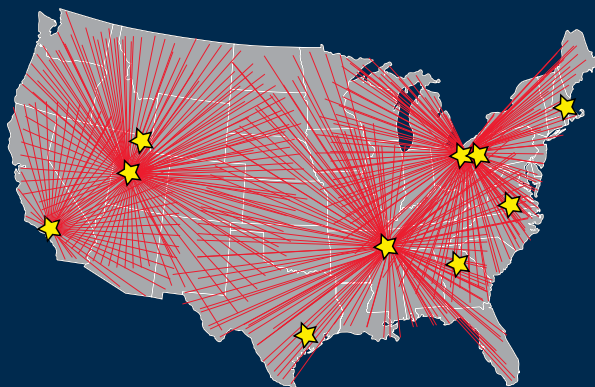
Although service providers are equipped to service all types of vehicles, the "one-size-fits-all" approach won't work, the report warned: Shops will need to be equipped to handle differences in weight, voltage, tooling, etc.

With the increased average age of ICE vehicles along with the high rate of EV adoption, the aftermarket will need to build parts and service strategies for both ICE and EV vehicles, the report said.



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There's nothing more critical than managing your health. The best way to do that is to take steps to shield yourself from serious medical issues before they happen — also known as practicing preventive care. Getting annual checkups can help spot health concerns before it's too late to treat them. That's why you should never put off preventive health appointments; early detection of any disease really could save your life.

Keep reading to learn more about what preventive care entails and why it's important to your overall health and well-being.

## What is preventive care and why is it important?

Preventive care is health care you get before the fact, rather than when something is wrong. It helps let you know if you have any underlying health issues that need to be addressed. Annual physicals, screenings and shots are all considered preventive care.

Preventive care is important because it lowers the chances of disease or worse. There are a number of health problems that wouldn't be obvious without a preventive exam, such as high blood pressure or heart disease. Letting this go undetected for too long could cause further harm to you.

Even if you feel fine, it's important to get regular exams just to ensure that what's going on inside of you matches how you feel on the outside.

## The impact of preventive care on your health and wallet

Your health is the primary reason that preventive care is so important. No amount of money matters that much if your health is in jeopardy. However, it's worth noting that being proactive about your health could help you save money in the long run.

## How can preventive care save me money?

Let's face it; medical treatments can cost a lot of money, even with health insurance. But they can be a lot cheaper if you're not managing a disease — something that a preventive exam would catch. The sooner an ailment is caught, the sooner it can be treated or possibly cured. If you let it go too long, it will only be that much more expensive to treat over time.

Also, most health insurance providers will cover your preventive health services under the government's Affordable Care Act (ACA). Staying ahead of the game in regard to your

health could reduce costs when it comes to co-pays, deductibles and other out-of-pocket expenses. In fact, patients that had an annual preventive visit saw a 5.7 percent decrease in their total health care costs during the following 11 months, according to the American Journal of Managed Care.

## Preventative care services provided by healthcare practitioners

So, you know what preventative care is and why you should practice it. Let's take a look at what's considered preventive care in terms of coverage, because more services fall under this category than you might think.

## What preventive care services does health insurance cover?

Here's a list of services you can get that fall under preventive care:

- Annual check-up/physical: Your primary physician will examine all areas of your health to find any concerns before they become major issues.
- Flu shots and other vaccines: Many health plans cover these shots 100 percent. They're meant to protect you from certain types of the flu every year.
- Cancer screenings: Mammograms, or breast tissue x-rays to check for breast cancer or other issues, are often conducted every year after the age of 40. Colonoscopies, or screenings for colon cancer, are done once every 10 years after the age of 50.
- Health-related counseling: Topics such as quitting smoking, weight loss, healthy eating and depression treatment are all considered preventive care.
- Children's well-being: Regular well-baby and well-child visits are part of preventive care. Counseling, vaccines and screening to ensure healthy pregnancies are as well.
- Screenings: Blood pressure, cholesterol and type 2 diabetes are some of the more common health issues that you can get a screening for through preventive care.

## How much does preventive care cost?

Your healthcare plan pays for preventive health services. While you may not be charged a deductible or copay at the time, these services are not technically free. Instead, your insurer will look at how much the preventive care services cost in a given year and keep that

in mind when setting its premium rates the next year.

In other words, you're not paying charges when you actually get your preventive care, the cost shows up in the price of your health insurance, which can change.

## Who determines which preventive care benefits are covered?

Any preventive care service that health plans are required to carry must meet the following criteria, according to VeryWellHealth:

- The service must have an "A" or "B" rating in the current U.S. Preventive Services Task Force Recommendations.
- The services must be provided for in guidelines that the Health Resources and Services Administration supports.
- The Advisory Committee on Immunization Practices of the Centers for Disease Control and Prevention (CDC) must recommend it.

Services that meet at least one of these three criteria can be part of the list of covered preventive care.

## Start thinking about preventive care screenings now

It's never too early to start acting when it comes to your health. You can begin by scheduling a preventive exam with your physician — you're covered for one exam every year.

This exam will help determine if you have any underlying health issues that need to be treated before they become more serious. Your physician may also recommend a particular cancer screening during these sessions.

You can also take preventive care action in between your annual screenings. Maintain healthy eating habits and try to exercise regularly if possible. Make sure to chat with your physician before starting a health plan or make any changes to your diet or physical activity routine.

## Final takeaway

While none of us can guarantee a healthy life, there are things we can do to make one more possible. It starts with being proactive with our health. Get checked regularly; don't wait until you're not feeling well to see your physician.

The sooner you can address a medical issue, the sooner it can be treated and allow you to lead a happier, healthier life.

## Data reveals key differences among regional markets

**GfK POS panel sell-out data** continues to highlight extraordinary disparities between regions after releasing weekly regional data of independent tire retailers. The New England region has seen the best growth in terms of revenue YTD at approximately 12% compared to 2021. These new analyses could unlock new potential in your business, too – scroll down to learn more!

### Key Findings from November 2022

**GfK's monthly sales data for the independent tires channel** demonstrates approximately a 1% decline in units while year-to-date is down 6.9%

Independent Tire Channel	November 2022 - Monthly			November 2022 - YTD		
	Unit Share change v 2021	Performance - % Change		Average Price	Performance - % Change	
		Units v 2021	Dollars v 2021		Units v 2021	Dollars v 2021
<b>Total PLT Tires</b>	0.0	-0.7	9.1	175	-6.9	3.3
<b>Non-LT*</b>	-0.3	-1.0	8.3	163	-8.5	2.1
<b>LT</b>	0.3	0.7	11.5	218	-0.5	6.7
<b>18"+ RD</b>	1.6	3.6	14.3	226	-6.2	5.0
<b>Non-LT* 18"+</b>	1.2	3.1	13.6	210	-6.1	5.2
<b>LT 18"+</b>	0.4	5.9	16.5	317	-6.5	4.4
<b>UHP Speeds</b>	0.9	11.2	20.0	182	-3.1	8.0
<b>Run Flat Tire</b>	-0.1	-13.1	4.3	293	-15.0	-1.7
<b>Tier 1</b>	-1.2	-5.2	6.0	218	-6.4	5.0
<b>Tier 2</b>	-5.3	-13.0	1.2	199	-19.3	-6.9
<b>Tier 3</b>	-1.8	-11.8	3.5	148	-16.8	-2.5
<b>Tier 4/Other Brands</b>	8.3	55.8	66.9	110	37.3	57.5

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

### GfK Tire Panel News

**GfK's growing retail panel delivers greater geographic granularity** and better comparisons on price, volume, and market share within Census Division regions.

Independent Tire Channel	November 2022 - Monthly			November 2022 - YTD		
	Unit Share change v 2021	Performance - % Change		Average Price	Performance - % Change	
		Units v 2021	Dollars v 2021		Units v 2021	Dollars v 2021
<b>Total PLT Tires</b>	0.0	-0.7	9.1	175	-6.9	3.3
<b>East North Central</b>	0.0	-1.0	8.5	162	0.0	10.5
<b>East South Central</b>	-0.7	-17.7	-11.7	167	-17.5	-9.2
<b>Middle Atlantic</b>	-1.6	-8.8	1.2	184	-5.9	7.2
<b>Mountain</b>	1.9	29.1	47.6	197	-4.6	9.0
<b>New England</b>	-0.2	-3.4	7.1	164	-0.6	11.6
<b>Pacific</b>	0.9	6.6	15.5	165	-8.2	-0.9
<b>South Atlantic</b>	-0.2	-2.0	4.5	163	-12.0	-5.0
<b>West North Central</b>	0.7	6.2	18.7	183	-3.0	7.7
<b>West South Central</b>	-0.8	-7.1	-0.1	190	-9.1	2.4

# TPMS Service - Best Practices

Scot Holloway, CEO, Bartec USA

The Road Runner  
Winter 2022-2023

As we enter the sixteenth year of mandated TPMS for passenger cars and light trucks, we continue to see many changes in technology and functionality. What hasn't changed are the best practices that should be the part of every tire businesses operational plan. Here are a few of the most common best practices for TPMS service.

## Test Before You Touch

Today's auto repair shop had better be practicing "Scan in and Scan Out." Scan In means accurately identifying the customer, their vehicle and all issues BEFORE work begins! As this relates to TPMS, before any wheel and tire service begins, check the sensors, and check the system. TPMS sensors with dead batteries can sometimes take days to show up as a TPMS MIL [flashing light]! Do yourself and your business a favor and make sure you and your customers know the status of their TPMS sensors. This also means the physical condition of the sensors. A visual inspection of the TPMS sensors can let your customer know when their sensors are **damaged** or **heavily corroded** (seen right).



Testing the sensors and checking for system fault codes not only uncovers potential service opportunities, provides a baseline of service or in other words, prevents you from owning someone else's problem. Best practices also include tire inspection, tread depth measurement and collecting the tire identification number in addition to the TPMS check. Presenting this critical safety information to the consumer protects them and your business!



## Keep Your TPMS Tool Updated

Many tech support calls are resolved simply by updating their tool. TPMS Tool updates are very important because of the fast-paced nature of change within TPMS. New sensors, new vehicles, programmable sensors, and new relearn procedures are always being released. Updating your tool is the only way to keep up!

Having a TPMS tool that updates through a wireless internet connection is preferred, and with the tool configured properly, updates can occur automatically as they are made available. In today's TPMS service environment, having the latest update is a significant advantage. Your TPMS tool having the ability to auto-update is a significant advantage

for your business. An updated TPMS tool means you can service more cars and program more sensors, which means you can have more satisfied customers.

## Service The Sensors

Another industry best practice is to ALWAYS replace the wear items commonly found on most TPMS sensors. For the same reason the rubber valve stem is replaced, so should you replace the seals, grommets and other items found on TPMS sensors. UTSM, TIA and many vehicle OE's all say that every time a tire is taken off the wheel, these items should be replaced. The question is really, why wouldn't you? Rubber seals break down over time and are very prone to leaking if the sensor is moved or twisted during the tire dismounting/mounting process. Replacing the service kit with regular tire service will maximize the life of the TPMS sensor and prevent customer dissatisfaction due to leaks and flats. Don't forget, TPMS service kits will protect the investment of your customer, representing a great opportunity to add revenue to your business.



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# "Quiet Quitting" Something to worry about?

By Tire Talent, Mike Cioffi, Founder

The Road Runner  
Winter 2022-2023



A couple of months ago I was waiting for my flight at an airport and was listening to a special report on "Quiet Quitting." It seemed to be a pretty self-explanatory topic but in asking my HR and hiring manager colleagues if they heard about this before, the answers were either... "No" or "Yes I have but don't really understand it" so I decided to do some research on the topic further and share with our industry. By the end of this article, you will hopefully know what it is and how we believe you can address it.

## What is quiet quitting?

Quiet quitting is a topic of conversation globally- so what exactly does it mean? NPR recently mentioned that while employees are not necessarily turning in their resignations, they are quitting the idea of going above and beyond in their role. Quiet quitters are doing the bare minimum requirements of their roles while divorcing the idea that their value and worth is wrapped up in their performance in the corporate world.

## Is quiet quitting just a trend?

While quiet quitting has become a recent topic of conversation throughout social media and the professional world, it is not a new trend. It could be that the pause in our otherwise consistent flow of work immersion due to the pandemic pushed people to reevaluate where they focus their attention. It could also be that the relaxed environment allowed by working from home has impacted peoples drive and work ethic. No matter the cause- quiet quitting is rising in popularity.

## So, what can employers do?

So, what can employers do to keep their workforce engaged and motivated to avoid the quiet quitting phenomenon? With the current

climate of the candidate market, there are multiple steps your organization can take to retain your teams and attract new talent.

- **Internal mobility and clear growth plans**

A lack of growth opportunity is one of the driving forces behind employees' unhappiness in the workplace. Deloitte's human capital team recently mentioned that professional growth and development opportunities are a deciding factor in where people chose to work. Development in this sense touches on more than just title promotion, but on offering opportunities to develop personal skill sets via mentoring or training programs, chances to work on cross-functional teams, and empowering your employees to challenge themselves. These practices not only result in a dynamic and skilled workforce, but an engaged one.

- **Increase employee engagement**

Quiet quitting is heavily affecting employees' engagement with their work, especially in the remote setting. They may be clocked in, but they are checked out. SHRM professionals suggest that to combat that, employers must be committed to creating an engaging environment by providing individual attention, supplying the right tools for the job, providing training and coaching, asking for employee feedback, and holding their teams accountable.

- **Humanize your workforce**

Hand in hand with employee engagement, is humanizing your workforce. Obviously, people spend a significant amount of their time with their employers and fellow team members. It is important for their longevity to feel valued. To do this, employers can show they care about their employees through wellness programs, arranging social events for bonding opportunities, and recognizing their employees wins loudly and proudly. Employees want to feel seen and appreciated for their contributions, don't be scared of being silly or over the top when celebrating your team! It builds a strong culture and increases engagement.

- **Competitive salaries**

As we all know, the candidate market is competitive. There has been an increase in pay transparency, starting salary increases, and inflation. To ensure that you are retaining your current talent and making competitive offers, confirm that your salaries are competitive in the market. We have compiled data here, to help assist in this evaluation.

## My Take on Quiet Quitting

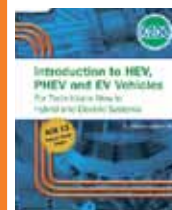
At the end of the day, I believe it's a two way street. It's on the hiring managers and leadership to make sure the team is engaged- but it's also on the employee to put in their best effort. I would imagine that the quiet quitters are noticed and will be among the first to be cut when layoffs arise. My advice to QQ is to bring value to your team if you value your position or simply utilize this time to find your next career step. My advice to hiring managers is to analyze the engagement on your team on a frequent basis and motivate them to do their best.

*Mike Cioffi has years of knowledge from business operations, recruiting, and running a business himself, Mike Cioffi writes in-depth content often seen on Crain Communications publications specific to the needs of the industry. e:mike@tiretalent.com*

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Major Care	50%	50%
Orthodontia	50%	50%
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	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)	
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Rollover Amount	\$350	
Rollover Amount	\$500	
Rollover Account Limit	\$1250	
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# Proactive Customer Service

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

The Road Runner  
Winter 2022-2023



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.

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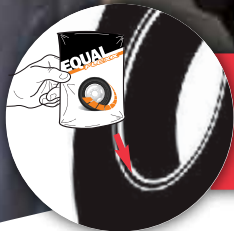
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# Three Profound Questions

Blog Transcript; Wayne Rivers, Family Business Institute

The Road Runner  
Winter 2022-2023



Hi. This is Wayne Rivers at FBI where We Build Better Contractors.

This week I want to give you three profound questions. Before I get into it, Boot Camp, February 9 and 10, 2023, get your folks signed up. And I have to have a hat tip to my friend Arlin Sorenson, this comes from his daily blog. I can't imagine doing a daily blog, that is so much work, but I owe this blog entirely to Arlin. So, what about this is

important to you? Well, this bounces off the Tribe of Millionaires book that I talked about last week, and we talked about the purpose effect. How do entrepreneurs and business leaders find purpose for themselves and their peers, well, for the benefit of themselves and their peers? Do you find that internally or do you find it externally? And I don't think it matters, but here are three powerful, profound questions for you to think about internally and also propose to your leadership group in your companies, and also propose to your peers if you have them.

The first thing is, when you're thinking about your business, what's your destination? Another way to think of that, what do you want your company to look like when you're finished with it at age 65 or 75 or 85 or whatever? When you're finished in your tenure as a leader of your company, what do you want your company to look like? What kind of people do you have? What services do you do? What kind of customers do you serve? How are you viewed in the trades or with your trade partners and among your vendors, those kinds of things? What do you want your company to look like when you're finished with it?

Second question, how will you get there? It's simple but profound, isn't it? What does the journey look like? And one hint, I think, is that you've got to have the right people. That was one of Jim Collins things. You got to have the right people on your bus, and you've got to help them get into the right seats, and then those people will help you drive the bus. That's one thing that strikes me about our members is they struggle to get the right people on their teams and the right people in the right seats on their bus. Those that are better at attracting the great people go to new heights. Those that struggle with it, can't let go of the reins, can't trust other people, can't delegate responsibility, their jobs continue to be 80-hour week jobs, and they keep having to pedal that bicycle harder and harder. So how are you going to get there? How are you going to attract the kind of people that you need? And what's your plan look like?

The third question, what's your timeline? We all have a timeline. One of our members wrote earlier in an email to me that we all have a shelf life, and that's absolutely true. We all have a shelf life, so you've got to put a timeline to this. Every single one of your projects has a timeline. Why would you not associate a timeline with your stewardship of your company? So, what's your destination? How will you get there?

And what's your timeline? And if you think about putting those three questions together, what Arlin is advocating is the same thing that Dennis and I always advocate, and you've got to be planful. You've got to build out your plans going forward. Great things happen to people in life, but better things happen to people who plan. Get your plans together. It's the right time of the year to be thinking about that as you head into 2023 and beyond.

So, I'd like to hear from you what works for you? What questions have you learned over the years that have had lasting impact in your life and in your professional life? This is Wayne Rivers at FBI. We Build Better Contractors.

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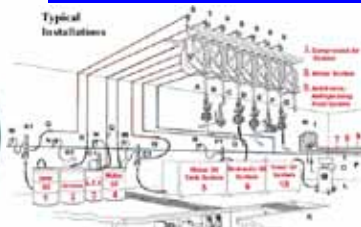
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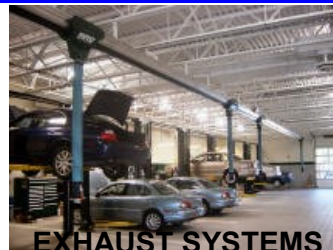
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In an age when consumers perform more than 70,000 Google searches every second, companies are competing on an entirely new front—the front page of Google and other similar search engines. For

most, that means learning how search engines work, how they determine which results are served first, and how to adjust their websites accordingly. Those activities are all a part of a relatively new field of marketing known as search engine optimization, or SEO, and they're an increasingly important part of many companies' online success.

According to Forbes Advisor, "Search engine optimization (SEO) refers to optimizing website traffic from search engines to increase traffic organically." At the heart of SEO is the need to align website content with search engine algorithms—the complicated mathematical formulas that determine which websites are shown to any given search engine user. As search engines adjust their algorithms, SEO tactics have to evolve and keep pace. While there are dozens of activities worthy of inclusion in a full-featured SEO strategy, a few primary activities tend to have an outsized impact on overall SEO success:

1. **Keyword Strategy:** Aligning website content with the words and phrases that your audience is using most often in their internet searches for topics related to your business.
2. **Content Strategy:** Providing your audience—through your website—with regularly updated, high quality, and keyword-rich content relevant to your business and industry.
3. **Reputation Management:** Collecting positive reviews and ratings on local directories managed by search engines.
4. **Offsite Strategy:** Sharing your content and listing your business in online directories, such as those managed by search engines.

## SEO AND THE AUTOMOTIVE BUSINESS

Interestingly, in the midst of this shift toward eCommerce, the automotive industry has stayed surprisingly stuck in the real world. After all, cars can't be reduced to pixels and their physical parts frequently need service and repair.

But just because your automotive business is made up of brick and mortar, doesn't mean you can ignore the internet altogether. Sure, your customers may be driving their cars into your garage, but they're first being driven to your business by an internet search engine.

In order to stay competitive, you'll need to work on your web presence with search engine optimization in mind. Developing a basic understanding of SEO and engaging in the above activities can help your automotive business improve website performance, attract more leads, and convert more customers.

## Keywords: The Key to SEO

Every internet search starts with a set of words, strung together by an ordinary internet user searching for something—a product, a service, an answer to a question. Search engines set out to find websites that align with the words consumers use in their search queries, and more importantly, that deliver on whatever the user is seeking to find.

## How to Select Keywords

With an understanding of that basic process, you should begin your SEO efforts by compiling a collection of keywords that consumers use when searching for the automotive services and solutions you offer. Those keywords will become the center of your SEO strategy as you begin incorporating them into your website content.

You should begin your keyword search by consulting your own intuition as an expert in the automotive industry. Ask yourself what consumers are actually entering into search engines when looking for companies like yours. It may be useful to compile a list of your most popular product or service offerings and to ask those who answer customer phone calls which topics come up most frequently.

In order to effectively attract web traffic, you'll want to test your intuition against concrete keyword research. There are a number of helpful online tools available for generating keyword ideas and for evaluating their fit for your SEO strategy. Keyword Planner from Google is perhaps the most well-known and most powerful keyword research tool. The planner prompts you to enter your initial keyword ideas or your website address before serving you up additional keyword ideas. Most importantly, the tool helps you compare keywords against one another according to several important metrics:

- **Search Volume:** The average number of monthly searches for a keyword within the geography that you select.
- **Competition:** An assessment of how difficult it would be to achieve success with a keyword based on the number of other entities using it in their own search marketing.

Your website's analytics can also guide you toward keywords that might be worth including in your SEO strategy. Popular website analytics platforms, including Google Analytics, can tell you which keywords are being used by visitors that currently reach your website through an organic search process.

## CONCLUSION

As an automotive company, your brick-and-mortar shop is at the center of your business. It's where key customer conversations occur and where work gets done—and that's not likely to change in the near future. Nevertheless, in today's digital world, you'll need to drive customers to your website before they'll drive into your shop or up to your store. Your business can employ several simple tactics as part of an overall SEO strategy to improve its search rankings, attract more customers, and boost your business.

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Many people outside our industry may not know, but auto repair is a hot button issue these days. Not only are consumers dealing with higher prices, but recent technology trends, especially wireless 'telematics' diagnostic data, make it more difficult to get vehicles serviced. As independent shops, we must fight to preserve our 'Right to Repair' and protect our customers' ability to choose where to have their vehicles serviced. Our right to repair is under attack.

It's no secret: The technology boom has made automobiles more advanced. Cars serve as rolling computers. Once unimaginable, offerings like Apple CarPlay and Android Auto are now standard features. Driver assistance technologies make it easier to park, while Bluetooth-paired entertainment is available virtually everywhere.

But technological innovation comes with a cost. Over 90 percent of new 2022 model year cars and trucks are equipped to wirelessly transmit real-time diagnostic and repair information exclusively to vehicle manufacturers, preventing individual drivers or independent repair shops from diagnosing or performing certain repairs of those vehicles. Wireless technologies are effectively removing the car owner's right to get their vehicle repaired at a local, independent service provider like us, because the automakers would rather steer that car owner to one of their dealerships.

The incentive for the car manufacturers and dealers is clear. Automakers are increasingly leveraging new technology to shut out independent shops from repairing the newest models. These changes also shut out do-it-yourself mechanics at home from doing the work themselves, as they cannot access the wireless data required to diagnose their vehicles. This issue is something that every vehicle owner has a stake in, not just repair shop operators.

This is especially problematic in today's inflationary economy, with customers struggling to stretch their hard-earned money. Not only are gas prices high, but auto repair is also more expensive, especially at car dealerships where prices have traditionally been higher than independent repair shops. The only logical solution to the problem is to preserve consumer choice. In the automotive tire & repair industry, we call it the "Right to Repair," the fundamental concept that independent auto repair shops have the right to perform all necessary repairs on any car and truck. Vehicle owners must preserve their freedom to repair their own vehicles and to allow their independent shop of choice to access their vehicle's data for the purposes of diagnosing and repair.

To that end, independent businesses across Maine recently filed an application for a citizens' initiative with the Maine Secretary of State's Office. Our goal is a statewide referendum in 2023, reaffirming our right to repair and access to all necessary vehicle data. We have already collected more than enough signatures to get this important question on the ballot for November 2023. We are making the case for business competition and consumer choice, highlighting the real costs associated with a dealership-driven monopoly on auto repair. Our end goal is asking Maine voters to require car manufacturers to make real-time diagnostic

and repair data accessible to others in a secure, standardized access platform.

Get involved! Learn more about our industry's fight for your Right-to-Repair. Spread the word to your employees, suppliers, and customers. The more people who know that this is a threat to consumer choice and small business, the more energy we will gain to win this battle.

*TELL YOUR CONGRESSIONAL REPS TO PASS THE REPAIR ACT*  
<https://www.autocareadvocacy.org/take-action-tell-congress-support-right-to-repair/>

*AUTO CARE ASSOCIATION – RIGHT TO REPAIR*  
<https://www.autocare.org/government-relations/current-issues/access-to-and-control-of-vehicle-data>

*REPAIR ACT - FEDERAL*  
<https://www.congress.gov/bill/117th-congress/house-bill/6570?q=%7B%22search%22%3A%5B%226570%22%2C%226570%22%5D%7D&s=2&r=2>



## ME SECRETARY OF STATE GIVES RIGHT TO REPAIR THE GO-AHEAD TO COLLECT SIGNATURES.

The Maine Secretary of State has approved the petition allowing independent auto repair and parts store operators to collect signatures to get a Right to Repair question on the 2023 ballot. This would solidify Mainers' ability to get their auto fixed at their trusted independent car repair shop of choice, or to diagnose their vehicles on their own if they so choose.

"We're pleased that the Secretary of State has given independent auto repairers across Maine the go-ahead to collect the signatures needed to get this important question on the 2023 ballot. Car and truck owners in the state deserve the right to choose where to get their auto diagnosed and fixed. New wireless technology threatens that right by transmitting diagnostic data directly to the manufacturer and dealer. A Right to Repair law is critical. Without it, consumers will have no choice but to go to a more expensive dealership."

**-Tim Winkeler, President & CEO for VIP Tires & Service, Auburn, ME**



# 2023 Hall of Fame

Nominations being accepted:



## Guidelines:

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

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

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

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

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

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

### Criteria & requirements to be considered as a nominee:

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

*email your nomination to: Tony@NETSA.org by December 31, 2022*

## 2023 Hall of Fame Nomination

Name: \_\_\_\_\_

Company Affiliation: \_\_\_\_\_ Years: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

### Recognition and Awards Received in our Industry:

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### Recognition and Awards Received outside our Industry:

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If more space is needed please use another page and submit together.

Your Name: \_\_\_\_\_ Telephone: \_\_\_\_\_



## TIA Signs onto IRS Funding Coalition Letter

Dear Representatives Smith and Steel:

On behalf of the undersigned organizations, we write in strong support of the Family and Small Business Taxpayer Protection Act, H.R. 9092. This legislation would rescind the Inflation Reduction Act of 2022's billions in funding for the Internal Revenue Service's (IRS) expanded enforcement efforts, while retaining funding for the IRS to focus on improving taxpayer services and modernizing operations to serve taxpayers.

It is disheartening that Congress would earmark \$45.6 billion (58%) for enforcement efforts while only providing \$3 billion (4%) for taxpayer services from the \$80 billion allocated to the IRS in the Inflation Reduction Act of 2022. Before considering how to penalize taxpayers, the agency should address the immense backlog facing the agency and how to better assist taxpayers with compliance.

In late August 2022, the Treasury Inspector General for Tax Administration (TIGTA) detailed how the IRS's processing delays have prevented businesses from receiving key pandemic relief benefits. More specifically, the IRS did not begin processing claims for qualified Sick and Family Leave Credits and Employee Retention Credit for 12 months. As of October 21, 2022, the IRS reported the agency still has 5.1 million unprocessed individual returns to process.

More recently, TIGTA submitted a memorandum to Treasury Secretary Janet Yellen outlining the top management and performance challenges the IRS should consider for Fiscal Year 2023. Unsurprisingly, the first concern listed is "Improving Taxpayer Service."

We appreciate the Family and Small Business Taxpayer Protection Act addresses these concerns and directs the IRS to spend resources to help and serve taxpayers rather than overwhelmingly focus on enforcement and penalties.

Sincerely,

Tire Industry Association and other trade associations

### November 28, 2022 TIA Right to Repair Resolution

WHEREAS, current law is inadequate to address growing competitive concerns created by new vehicle technology that monitors or controls virtually every function of the vehicle including brakes, steering, air bags, fuel delivery, ignition, lubrication, theft protection, emission controls, and tire pressure; and

WHEREAS, vehicles continue to become more advanced, vehicle repair and maintenance requires access to data software, sophisticated replacement components, repairs to telematics systems, training, and diagnostic tools; and

WHEREAS, independent repair facilities that repair these vehicles need full access to the information, parts, and tools to accurately diagnose, repair, or re-program their systems; and

WHEREAS, TIA believes consumers should have the choice of who is able to access data needed to maintain and repair their vehicles; and

WHEREAS, TIA urges Congress to adopt a national statute (H.R. 6570, the "REPAIR Act") to reflect the recently passed Massachusetts referendum in the 117th Congress; and

WHEREAS, the "REPAIR Act" would preserve consumer access to high quality and affordable vehicle repair by ensuring that vehicle owners and their repairers of choice have access to necessary repair and maintenance tools and data as vehicles continue to become more advanced; and

WHEREAS, the "REPAIR Act" would ensure access to critical repair tools and information. All tools and equipment, wireless transmission of repair and diagnostic data, and access to on-board diagnostic and telematic systems needed to repair a vehicle must be made available to the independent repair industry; and

WHEREAS, the "REPAIR Act" would ensure cybersecurity by allowing vehicle manufacturers to secure vehicle-generated data and requiring the National Highway Traffic Safety Administration (NHTSA) to develop standards for how vehicle generated data necessary for repair can be accessed securely; and

WHEREAS, the "REPAIR Act" would provide transparency for consumers by requiring vehicle owners be informed that they can choose where and how to get their vehicle repaired; and

WHEREAS, the "REPAIR Act" would create a stakeholder advisory committee and provide them with the statutory authority to provide recommendations to the Federal Trade Commission (FTC) on how to address emerging barriers to vehicle repair and maintenance; and

WHEREAS, the "REPAIR Act" would provide ongoing enforcement by establishing a process for consumers and independent repair facilities to file complaints with the FTC regarding alleged violations of the requirements in the bill and a requirement that the FTC act within five months of a claim; and

WHEREAS, President Biden issued an Executive Order supporting Right to Repair and directed the Federal Trade Commission to support independent automotive repair shops by policing anti-competitive barriers, and ensuring that consumers have access to the repair shop of their choice; and

WHEREAS, FTC officials met with TIA representatives two days after the Executive Order was released to clarify that the FTC is an independent agency that needs Congressional authorization to satisfy the Executive Order directives, and they asked TIA and other industry associations to work with the FTC for legislative language. NOW THEREFORE BE IT RESOLVED by the Tire Industry Association on this 31st day of October, 2022 in General Assembly, that the association will support passage of federal legislation to preserve consumer access to high quality and affordable vehicle repair by ensuring that as vehicles continue to modernize, vehicle owners and their repairer of choice have equal access to repair and maintenance tools and data. Specifically, such legislation would:

- Require vehicle manufacturers to provide the same service information and tools capabilities to independent shops that they offer to their authorized dealer network to repair and maintain late model computer-controlled vehicle systems;
- Restore the right of vehicle owners to have their vehicle serviced and maintained at the repair facility of their choice; and,
- Authorize the Federal Trade Commission (FTC) to enforce requirements in order to protect consumers and to promote competition in auto maintenance and repair.

AND BE IT FURTHER RESOLVED that TIA will encourage Congress to pass H.R. 6570 in the 117th Congress and work with the FTC in the 118th Congress to draft legislative language to propose to Congress and work for passage.

## Advocacy Credit Card Fees

### **Merchant Advocate:**

#### **Don Giordano (973) 897-2778**

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

## Computer Software

### **ASA Tire Systems:**

Dave Vogel (603) 889-8700

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

## Credit Card Service

### **Nationwide Payment:**

Brian Soares (207) 400-4495

- Free 100K Dollar Breach Insurance.
- Free Equipment
- Free Online Processing Gateway
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- No Increase Rate Guarantees

## Merchant Partners

Sales (866) 814-4083

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

## Dental Coverage

### **NEAD Insurance Trust/The Guardian Ins.Co.:**

**Charlie Muise (781) 706-6944**

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

## Employee Supplemental Benefits

### **Colonial Life & Accident Insurance Company**

Jeff Mishol (781)799-4598

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

## Group Benefits and Administration

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

Vinnie Daboul – (603) 932-6472

Established in 1929 with the goal of providing

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

## Insurance Coverage

### **Affiliated Insurance Agency:**

Affiliated Insurance Agency:TIA/Allstate

Phil Muller (516) 576-0166

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

## Lease to Own

### **Progressive leasing:**

Aric Wredberg (267) 372-9270

- Providing virtual lease-to-own for customers since 1999
- Best-in-class customer support
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## Legislative Monitoring

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

## Marketing & Analytics

### **TireTutor**

Jimmy Gogan – (781) 205-9148

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

## Oil Products

### **Brenntag Lubricants:**

Jim Rogers (860) 250-2076

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

Antifreeze & Wiper Blades all earning rewards points/money.

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

## Publications

### **Road Runner:**

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

## Social Media

### **Optimize Social Media**

Ben Moore (218) 213-2251

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

## Scholarships

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

## Tire Industry Market Facts

### **GfK Benchmarking:**

Neil Portnoy (212) 884-9269

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

## Trade Show & Annual Meeting

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

## Training

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

## Web Site

### **Net Driven:**

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

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

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

# The Road Runner

*The Newsletter of New England Tire & Service Association*

*Mark your Calendar*

**2023 NETSA Hall of Fame**

**Nominations due by 12/31/2022**



The Road Runner  
Winter 2022/2023



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