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2022 NETSA Scholarships Awarded

Larry Lesieur, NETSA Scholarship Committee Chair

NETSA was pleased to award 21 scholarships over the 2022 summer to very deserving individuals, as you will see for yourself in this edition of our New England Road Runner newsletter. We tried to notify our graduating high school seniors as soon as they were picked so that they could include the award in their graduation ceremonies, as we have done in years past. The applications were great, as always, this year and we are pleased that the NETSA scholarship program has continued to flourish in these tough times. Since all the winners are presented in this issue, I won't list them in my article, but I do wish to thank all the people who were involved with the 2022 scholarships, namely the applicants, sponsors, members who donated prizes at the annual NETSA Hall of Fame dinner auction and at the NETSA Annual Golf Tournament, and of course our members who bid on the donated prizes at the events. It takes lots of effort to pull this all together, and our Executive Director Tony DeSimone deserves much of the credit for running all over New England in July and August to help present the awards and take pictures, as well as having all the biographies written that appear in this issue. Handing out twenty-one scholarships and coordinating efforts to pull us all together for pictures and the presentations is not easy, especially in the summer. We will be firming up our 2023 scholarship sponsors by the end of the year and hope to be able to continue to award at least 21 or more next year. I would again ask that if you have someone applying for one of our scholarships that they complete the application properly so that we do not have to reject it. If we get it at the deadline and it is incomplete, then we may have to pull it from consideration that year. This has happened a few times now and is disappointing to all of us. If you are not sure about eligibility to receive a NETSA scholarship please let Tony know and he can send you our scholarship application guidelines or even easier, go to NETSA.org. We try to be as fair and flexible with our guidelines and the deadline as reasonably possible. Next year we will be going over the \$500,000 mark in NETSA scholarship money awarded to our recipients since we started the program. We hope to do something special to celebrate the occasion and will let you know what we decide down the line. This also marks my last scholarship column as I am hoping to turn the chairpersonship of the Scholarship Committee over to someone younger who has the energy, vitality, and vision needed to carry this great NETSA membership benefit forward. It has been my honor and privilege to serve our association as a member of the Scholarship Committee for quite a few years now.

Congratulations to a wonderful group of scholars - all the best - Larry





I know all of you understand how this time of the year can get so busy. I have been juggling many balls in the air. I was not able to write an article so I asked Patrick McGeoghegan if I could borrow something he borrowed from poet Dan Valentine. This is one of my favorite letters Patrick sent out each year to our customers when their children were returning to school. I remember getting phone calls once our customers received the letter so they could talk to Pat, thanking him year after year for

this gentle reminder. I hope all of you enjoy this as much as I do.

Dear World...

My young son starts school today... It's going to be sort of strange and new to him for awhile, and I wish you would sort of treat him gently.

You see, up until now he's been king of the roost... He's been boss of the backyard... His mother has always been near to soothe his wounds and repair his feelings.

But now things are going to be different.

This morning he's going to walk down the front steps, wave his hand, and start out on the great adventure... It is an adventure that might take him across continents, across oceans... It's an adventure that will probably include wars and tragedy and sorrow... To live his life in the world he has to live in, will require faith, love, and courage.

So, World, I wish you would sort of look after him... Take him by the hand and teach him things he will have to know.

But do it gently, if you can.

He will have to learn, I know, that all men are not just, that all men are not true.

But teach him also that for every scoundrel there is a hero... That for every crooked politician there is a great and dedicated leader...

Teach him that for every enemy, there is a friend.

Steer him away from envy, if you can... teach him the secret of quiet laughter.

In, school, World, teach him to have faith in his own ideas, even if everyone says they are wrong... Teach him to be gentle with gentle people and tough with tough people.

Try to give my son the strength not to follow the crowd when everyone is getting on the bandwagon... Teach him to listen to all men – but teach him to also filter all he hears on the screen of truth and take just the good that siphons through.

Teach him, if you can, how to laugh when he's sad... Teach him there is no shame in tears... Teach him there can be glory in failure and despair in success.

Treat him gently, World, if you can, but don't coddle him... Because only the test of fire makes fine steel... Let him have the courage to be impatient... Let him have patience to be brave.

Let him be no man's man... Teach him always to have sublime faith in himself.

Because then we will always have sublime faith in mankind.

This is quite an order, World, but see what you can do...

He's a nice little fellow, my son!



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Message from our Executive Director

The Road Runner
Fall 2022



Hello all! I hope you had a great and prosperous summer. As we approach the fall selling season we are still faced with high inflation, high gas prices, supply issues and probably the most annoying item we face this fall, political campaign ads. I have three things I want to share with you in this issue of the Road Runner.

Firstly, I have just completed delivering \$42,000 to our twenty-one NETSA Scholarship recipients. They are all featured in this issue.

I encourage you to take a minute or two and read the bios of these talented young people. I am especially excited that two of the scholarship recipients will be attending Lincoln Technical for training as Automotive Technicians. I am also excited because in 2023, NETSA, with help of our sponsors and your continued support will exceed the \$500,000 mark in monies distributed to members, member employees and their immediate families. Congratulations to all our NETSA members.

Secondly, we will be holding our 2022 NETSA Scholarship Golf Tournament on September 28, 2022, at the Shining Rock Golf Club. The proceeds from this fun event goes entirely to funding our scholarships for 2023 and beyond. We need your support so think about attending this great event even if you are as bad a golfer as myself. It is still a great time. We still need sponsors, auction items and especially golfers and Sunday hackers.

Thirdly, NETSA is once again supporting the efforts of Right to Repair. This time we are focusing our attention on Maine. This effort is being organized by Tim Winkler, President and CEO of VIP Tires and Service. To our members in Maine this is your chance to get involved. We need your support and help in this effort. If you want to find out more reach out to Tim or myself for additional information.

We are also still monitoring the Extended Producer Responsibility effort in Connecticut. We are looking for members in Connecticut to lend their support to getting legislation passed in Connecticut

that will address the issue of the illegal dumping of tires, without placing a cumbersome and costly burden on the accountable tire and service facilities in Connecticut. We need your involvement so reach out to me for information and a voice at the table. NETSA is always looking for new members as well as members who are willing to serve on the 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.

Have a great fall selling season and I hope to see you at the golf tournament.

Tony

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Tire Associates dba:Economy Tire	838 Main Street	Oakville	CT	06779	Dave Zeller	economytirewatertown@yahoo.com
Bora's Welding & Repair, LLC	7058 Route 7	North Ferrisburgh	VT	05473	Jennifer Bora	boraswelding@yahoo.com
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L-R: Tony D, Gina Johnson – Mother and Sullivan Tire member employee, Abigail Johnson – Recipient, Katie Maguire – NETSA President, Not Pictured – Brian Hajdasz – Sponsor and Owner Modern Tire of West Hartford



L-R: Tony D, Alyssa Alviti – Recipient, Vincenzo Alviti – Brother, Dawn Alviti – Mother, Jason Alviti – Father and Member Sullivan Tire employee, Larry Lesieur – BOD Member – Sponsor Maynard & Lesieur

Abigail Johnson Winner of the \$2,000 John DeSimone Memorial 2022 Scholarship Award (funded by Modern Tire of West Hartford and the NETSA Scholarship Golf Tournament) is from Carver, Massachusetts.

Abigail is a 2022 graduate of Carver Middle High School in Carver Massachusetts. She was enrolled in numerous Honors Level courses as well as Advanced Placement (college level) courses over her four years. She graduated with a 3.81 GPA. Abigail was inducted into Carver's chapter of the National Honor Society as a senior. As a junior she was inducted into the French National Honor Society, where she served the members as president and secretary. Abigail was a member of the Varsity Basketball Team all four years. She was selected as an All-Star in her senior year and recognized by the Patriot Ledger as a Scholar Athlete the same year. Abigail received Academic Awards in French, Chemistry, and History in 2021, and in Biology in 2020. She also served as Science Department Lab Assistant during her senior year. Tiffini Cornock, Science Teacher, Carver High School thinks very highly of Abigail. She describes her as: "intelligent, hard-working, respectful". Ms. Cornock goes on to say that Abigail is a: "natural leader", with "perseverance, dedication and exceptional interpersonal skills". Over the last several years, Abigail has also given back to her community through volunteering her time coaching youth basketball teams and volunteering at basketball and science camps.

Outside of school, Abigail has worked at Dunkin Brands in Plymouth, Massachusetts for the last two years.

Abigail will be entering her freshman year at the University of Massachusetts this fall. She has an anticipated graduation date of May 2026. She will pursue a Nursing Degree. Her future goals are to work as a Registered Nurse and help those in need of medical care.

Abigail's mother, Gina Johnson, is the Accounts Payable Manager for NETSA member Sullivan Tire in Norwell, Massachusetts.
Congratulations Abigail!

Alyssa Alviti Winner of the \$2,000 Leo H. Lesieur Memorial 2022 Scholarship Award (funded by Maynard and Lesieur and the NETSA Scholarship Golf Tournament) is from Attleboro, Massachusetts.

Alyssa is a 2021 graduate of Attleboro High School. She was enrolled in numerous Honors Level courses and Advanced Placement (college level) courses throughout her high school career. She graduated with a 95.66% average and was awarded an Honors Diploma. She was a member of the National Honors Society and the Spanish National Honors Society. She received several "Excellence" awards for her various courses. Alyssa was also a member of the Drama and Music Clubs at Attleboro and performed in front of numerous audiences. She played softball for Attleboro, she was a Student Ambassador, and was involved in community outreach programs.

James Clarke, Teacher, Attleboro High School English Department describes Alyssa as: "brilliant", "hard worker," "kind and compassionate". He goes on to say that she is: "one of the nicest young women I have ever met."

Outside of school Alyssa has worked at Mediterranean Grill and Pizzeria in Attleboro, Massachusetts as a supervisor and waitress for the last two years.

Alyssa will enter her sophomore year this fall at Bryant University in Smithfield, Rhode Island. She completed her freshman year with a 4.0 GPA and made the President's List and the Dean's List. She has an anticipated graduation date of May 2024. Alyssa is enrolled in a highly competitive 3+1 BA/MA Program, where students can earn a Master of Business Administration in four years. She will also graduate with a double minor in Marketing and Communications.

Alyssa's father, Jason Alviti, is a Store Manager for NETSA member Sullivan Tire in Shrewsbury, Massachusetts.
Congratulations Alyssa!

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2022 NETSA Scholarship Winners

The Road Runner
Fall 2022



L-R: Tony D, Cayden Shaw – Recipient, Regan Shaw–Mother, Scott Shaw – Father and Member Pete’s Tire Barns Employee



L-R: Tony D, Larry Lesieur – Scholarship Chairman and Co-Sponsor Maynard & Lesieur, Elijah Fadden – Recipient, Katie Maguire – NETSA President and Co-Sponsor Mohawk Rubber Sales

Cayden Shaw Winner of the \$2,000 Max Finkelstein, Inc. 2022 Scholarship Award (funded by Max Finkelstein, Inc. and the NETSA Scholarship Golf Tournament) is from White River Junction, Vermont. This is Cayden’s third 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 junior year at the University of Vermont in Burlington, Vermont, with an anticipated graduation date of May 2024. She completed her sophomore year with a 3.66 GPA. She is pursuing a Bachelor’s Degree in Food Systems with a potential concentration in Agroecology or Community Development. Cayden is currently a University of Vermont Agroecology and Livelihoods Collaborative Fellowship recipient. This program will offer her the opportunity for high-impact research and experiential learning in her area of study. Her long-term goals include working with farms and schools to create healthier lunch programs. Douglas Heavisides, Principal of the Wilder School in Wilder, Vermont, has known Cayden for twelve years. He describes her as: “a good person”, with a “strong work ethic” and a “natural intellect”.

Outside of school, Cayden has worked for Ice Cream Fore-U in West Lebanon, New Hampshire, from April to October since 2017. 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.” She also works at the Upper Valley Food Cooperative, in White River Junction, Vermont throughout the winter season, and she is a Sales Associate at Kathy and Company Flowers in Burlington, Vermont year round.

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

Congratulations Cayden!

Elijah Fadden Winner of the \$2,000 Kurt Schlott 2022 Scholarship Award (funded by Maynard and Lesieur, Mohawk Rubber Sales and the NETSA Scholarship Golf Tournament) is from Duxbury, Massachusetts. This is Elijah’s third 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 striped bass. He sells his product at a local bait shop and promotes them via social media.

Elijah will enter his junior year at Rensselaer Polytechnic Institute in Troy, New York this fall majoring in Mechanical Engineering. He completed his sophomore year at RPI with a 3.85 GPA. He is particularly interested in the manufacturing and design side of mechanical engineering, and plans to pursue this field upon completion of his education. Elijah aspires to work at a top engineering company, possibly in the defense industry. On campus Elijah is a student volunteer for RPI’s Forge, where he assists students with various prototyping needs, mainly 3D printing. He is also a member of RPI’s Men’s Club Soccer, competing against local collegiate club teams.

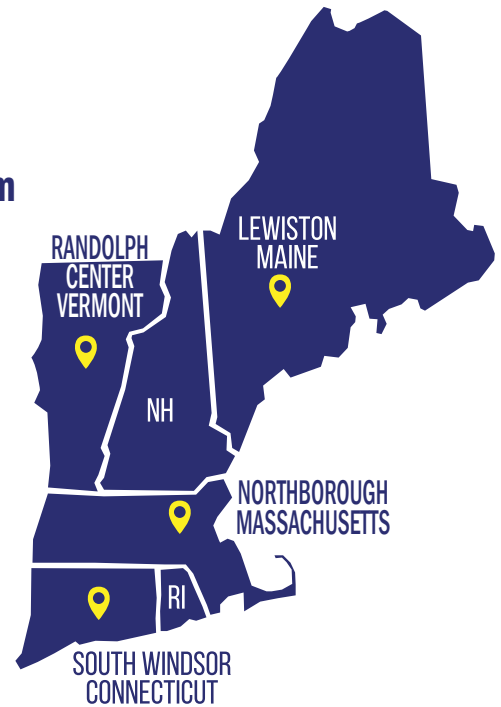
Allison Hoffman, Ph.D. Lecturer at RPI, thinks very highly of Elijah as a student and as a young man. As a member of her Professional Development class, spring semester 2022, she had this to say: “Throughout the class Eli excelled in both written and verbal communication. He received top grades on all writing assignments. He also demonstrated his strong verbal communication skills while participating in class and collaborating with a group of peers as part of a group presentation.”

Elijah’s mother, Laurie A. Fadden, is Acting Human Resources Director for NETSA member Sullivan Tire, in Norwell, Massachusetts.

Congratulations Elijah!



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2022 NETSA Scholarship Winners

The Road Runner
Fall 2022



L-R: Tony D, Dan Denis – Sponsor Pete's Tire Barns, Erin McLaughlin – Recipient, Mary Catherine McLaughlin – Mother and Mohawk Rubber Sales member employee, Katie Maguire – NETSA President and Mohawk Rubber Sales member employee

Erin McLaughlin Winner of the \$2,000 Pete's Tire Barns 2022 Scholarship Award (funded by Pete's Tire Barns and the NETSA Scholarship Golf Tournament) is from Rockland, Massachusetts. This is Erin's second time being awarded a NETSA Scholarship.

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.

Erin has worked at Build a Bear Workshop as a sales associate from 2021 to the present. She also works as a personal assistant to a disabled student at UNH during each academic year. Elizabeth Hunter, the young woman Erin assists, describes Erin as a: "dedicated student", who is "determined and intelligent", "kind and empathetic". Erin also volunteers her time every Saturday at the Weymouth Food Pantry.

Erin will enter her sophomore year at the University of New Hampshire in Durham, New Hampshire this fall with an anticipated graduation date of May 2025. She completed her freshman year with a 3.14 GPA. 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: Tony D, Lance Prentiss – Stepfather, Jenna Howe – Recipient, Victoria Prentiss–Mother and and Member Pete's Tire Barns Employee, Not Pictured Sponsor Merchant Advocate

Jenna Howe Winner of the \$2,000 Merchant Advocate 2022 Scholarship Award (funded by Merchant Advocate and the NETSA Scholarship Golf Tournament) is from Canaan, New Hampshire.

Jenna is a 2022 graduate of Mascoma Valley Regional High School in Canaan, New Hampshire. She received Honor Roll and High Honor Roll status throughout her four years in attendance. She was a member of the Softball Team freshman, sophomore, and senior year.

Outside of school, Jenna worked at Cardigan Mountain Vet Clinic from 2018-2021 caring for boarding animals and assisting the Veterinarian where needed. Jenna also worked at Michael's Craft Store as a cashier. Daisy Coppins, who has worked extensively in the animal industry, and has worked with Jenna, says that she, "displays great talents in animal care." Ms. Coppins also says that Jenna has a "positive attitude and unparalleled work ethic."

Jenna will be entering her freshman year at Vermont Technical College in Randolph, Vermont this fall with an anticipated graduation date of May 2024. She is pursuing a degree in Veterinary Technology. Upon graduation she will work as a Veterinary Technician helping animals in need.

Jenna's mother, Victoria Prentiss, works in Internal Sales Support for NETSA member, Pete's Tire Barn, in White River Junction, Vermont.

Congratulations Jenna!



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L-R: John Pardi – Member Cooper Tire Employee, Jessica Pardi – Recipient, Jim Melvin Jr. – Sponsor & NETSA Board Member- Melvin's Tire Pros

Jessica Pardi Winner of the \$2,000 Melvin Tire 2022 Scholarship Award (funded by Melvin Tire and the NETSA Scholarship Golf Tournament) is from Manchester, Connecticut.

Jessica is a 2021 graduate of Manchester High School in Manchester, Connecticut. She graduated with Honors, achieving a 3.3 GPA. Jessica was a member of Manchester's Soccer Team for four years and received Most Improved Award as a senior. She was a member of the Tennis Team for four years and served as Team Captain during her senior year. Ellen Gunning, Tennis Coach, Manchester High School, describes Jessica as:

"driven and kindhearted". She goes on to say that: "Jess's persistence, strength, and leadership skills contributed to her status as a valued member of the Manchester Girl's Tennis Team. Jess is truly dedicated to her personal growth and academics." Jessica was on the Indoor Track Team her freshman and sophomore years. Jessica was also a member of Red Productions, a journalism club, during sophomore, junior, and senior years. She served as Director of Red Productions as a senior and one of her productions was nominated for Fox Student Television News.

As a high school junior, Jessica gave back to her community by tutoring middle school children in math. Through her church she volunteers at her church nursery during services and distributes food in her community through Mobile Foodshare. She is also part of Rebuilding Together, volunteering to help people who need assistance around their homes.

Outside of school Jessica has worked as a server and busser at Lucky Taco and at the Lakeview. She also works for the Manchester Parks and Recreation as a soccer coach in the winter months and a camp counselor during the summer months.

Jessica will enter her sophomore year at Springfield College in Springfield, Massachusetts this fall. She has an anticipated graduation date of May 2025. She completed her freshman year with a 3.042 GPA. She is pursuing a degree in Criminal Justice and hopes to be able to partake in an internship in Law Enforcement during her senior year. Upon graduation Jessica would like to join the Police Academy and train to become a Police Officer. After a few years of experience behind her, she would like to pursue a position with the Federal Bureau of Investigation.

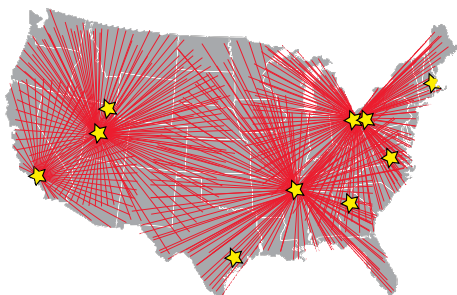
Jessica's father, John Pardi, is an Account Executive for NETSA member Cooper Tire and Rubber in Findlay, Ohio.

Congratulations Jessica!



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The Road Runner
Fall 2022



L-R: Don Foshy Jr. – NETSA BOD, Owner, Member Don Foshy's Discount Tire & Alignment, Julia Connors– Recipient, Joseph Connors– Father and Employee of Don Foshy's Tire & Alignment, John Pardi – Sponsor Cooper Tire, Tony D

Julia Connors Winner of the \$2,000 William J. Clark 2022 Scholarship Award (funded by Cooper Tire and the NETSA Scholarship Golf Tournament) is from Portland, Maine. This is Julia's second time being awarded a NETSA Scholarship.

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 played softball for the Southern Maine River Rats for six years traveling throughout New England to compete.

In the past, Julia worked for Bean Group Real Estate, Shaw's Supermarket, and she is presently employed at Saltwater Grille.

Julia will enter her sophomore year at the University of Maine in Portland, Maine this fall with an anticipated graduation date of May 2025. She completed her freshman year with a 3.89 GPA, and was awarded Dean's List status. She will pursue a degree in Health Sciences. Her future plans include a career in nursing. Laurie Lentz, Academic Advisor, University of Southern Maine describes Julia with a: "strong academic ability and drive". She goes on to say: "Julia maintains focus with a very positive attitude... ", "no doubt that Julia will be successful in anything she chooses to do."

Julia's father, Joseph Connors, is CFO/Manager for NETSA member Don Foshy's Discount Tire in Biddeford, Maine.

Congratulations Julia!

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2022 NETSA Scholarship Winners

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

Kaitlin Fitzgibbons Winner of the \$2,000 Pete's Tire Barn 2022 Scholarship Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament) is from Nashua, New Hampshire. This is Kaitlin's second time being awarded a NETSA Scholarship.

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 junior year at Endicott College in Beverly, Massachusetts this fall. She completed her sophomore year with a 3.87 GPA. She has achieved Dean's List status all semesters at Endicott College thus far. She is pursuing a degree in Finance. Kaitlin is a member of the Honors Program at Endicott College and is a member of the Women in Leadership Club, where she serves as the Marketing and Communications Director. In this role she helps to organize and run campus-wide events, as well as promoting them on their social media accounts. Kaitlin is also a member of Endicott's Varsity Tennis Team. She was recently nominated as a Presidential Ambassador at Endicott for the upcoming year. Her role will include meeting with the college president's team to discuss ways to improve the campus community. Kaitlin would like to pursue a career as a Financial Advisor, helping clients to achieve financial security upon retirement.

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."

Mark Hutchinson, a long-time family friend, describes Kaitlin as: "talented and hard-working", and "a giving person, always interested in helping others".

Outside of school, Kaitlin has worked the past several summers as a Tennis Camp Counselor, giving private, and small/large group lessons for children 4 to 14 years of age. She has also worked as a nanny. Kaitlin recently completed an internship with Williams Wealth Management. She found her experience rewarding as well as a great learning opportunity.

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

Congratulations Kaitlin!



L-R: Kirk Tebo – Sponsor Nokian Tyres, Peter Fetzer– Grandfather, Adena Fetzer – Mother, Lauren Fetzer – Recipient, Howie Fetzer– Father & Member Owner Fetzer Tire, Miki Fetzer – Grandmother, Tony D

Lauren Fetzer Winner of the \$2,000 Nokian Tyre 2022 Scholarship Award (funded by Nokian Tyre and the NETSA Scholarship Golf Tournament) is from Trumbull, Connecticut.

Lauren is a 2021 graduate of Trumbull High School in Trumbull, Connecticut. She challenged herself academically by enrolling in Honors Level and Advanced Placement (college level) courses throughout her four years. She graduated with a 3.97 GPA. Lauren was a member of the Lacrosse Team and the Varsity Girls Soccer Team.

Lauren has a passion for giving back to her community. For the last ten years she has been a member of Al's Angels, a non-profit organization helping children and families battling cancer and rare blood diseases. They provide meals and gifts at the Thanksgiving and Christmas holidays for the children, their siblings, and families. Al DiGuido, President of Al's Angels thinks very highly of Lauren. He says: "Throughout my professional and no profit career, I have never engaged with a young woman that has as much determination, passion, initiative and as deep a commitment to achieving high goals and objectives." He goes on to say: "Lauren has a confidence and ability to convey her thoughts and beliefs that rival her years."

Outside of school Lauren has worked as a Babysitter/Nanny throughout the year. She also works as a Snowboarding Coach at Stratton Mountain in Vermont, and as a Lacrosse Coach for the youth program in her hometown.

Lauren will enter her sophomore year at Elon University in Elon, North Carolina this fall. She has an anticipated graduation date of May 2025, with a degree in Psychology. She finished her freshman year with a 3.575 GPA. She plans on attending graduate school to earn a master's degree in social work. Beyond her education, Lauren would like to be a Child Life Specialist in a hospital, and eventually open her own private practice helping pediatric patients dealing with psychological issues. On campus, Lauren is a member of an organization called Elonthon, which operates under the Children's Miracle Network, and helps to raise money for Duke's Children's Hospital.

Lauren's father, Howie Fetzer, is President of NETSA member Fetzer Tire Corporation, in Southport, Connecticut.

Congratulations Lauren!

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2022 NETSA Scholarship Winners

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L-R: Tony D, Steve Vining –Father and member Owner Plymouth Tire Pros, Madeline Vining – Recipient, Bob Vacca – Member NETSA BOD/ Sponsor American Tire Distributors

Madeline Vining Winner of the \$2,000 American Tire Distributors 2022 Scholarship Award (funded by American Tire Distributors and the NETSA Scholarship Golf Tournament) is from Sagamore, Massachusetts. This is Madeline's third 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.

Madeline will be entering her junior year at the University of Rhode Island in Kingston, Rhode Island. She completed her sophomore year at URI with a 3.82 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, and throughout her sophomore year served as vice president for her chapter. During her freshman year Madeline was invited to join two honor societies, Phi Sigma Theta National Honor Society and National Society of Collegiate Scholars. This past academic year she served as vice president for the National Collegiate Scholars. Through these societies she is expected to maintain high academic standing and engage in volunteer activities. As a junior she plans to join URI's Speech and Hearing club.

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

Congratulations Madeline!



L-R: Bob Lane – Member BOD, Owner member Direct Tire & Auto Service, Drew Smith – Sponsor Max Finkelstein Inc., Mary Goss – Mother, Makayla Goss – Recipient, Robert Goss- Father and Member Direct Tire & Auto Service Employee, Tony D

Makayla Goss Winner of the \$2,000 Max Finkelstein, Inc. 2022 Scholarship Award (funded by Max Finkelstein, Inc. and the NETSA Scholarship Golf Tournament) is from Norwood, Massachusetts. This is Makayla's third 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.

Outside of school, Makayla is a Gymnastics Coach for the Gymnastics Academy of Boston on Saturdays, where she teaches classes, as well as serving in many different capacities. Cindy Reilly, Owner of Gymnastic Academy of Boston, describes Makayla as: "responsible and hard-working".

Makayla will be entering her junior year at Regis College in Weston, Massachusetts this fall with an anticipated graduation date of May 2024. She completed her sophomore year of college with a 3.8 GPA. She will pursue a degree in Nursing. She plans on working as a Labor and Delivery Nurse after graduation. After a few years of experience in her field she would like to continue her education and become a Nurse Practitioner. She also hopes to open her own dance studio one day. Makayla is a member of Regis College's Student Nurses Association. She is also a part of her college's Dance Company, and is a member of Alpha Lambda Delta Honor Society.

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

Congratulations Makayla!

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Mike Cioffi, CEO & Founder | Tire Business author

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

Below is an article I just recently wrote for Tirebusiness on our opinion of the current candidate marketplace.

Job candidates have long held strong negotiating positions, even pre-Covid unemployment rates were down to 3.5%. That was well below the Federal Reserve's expectation of ~4.5%. Following Covid, some 25 million people had left the workforce, and with that vacuum created, the scramble to fill or find alternatives to those positions began. In the last two years, if your recruitment process took more than a month, odds are your prospect found new work in that time frame. Many factors can contribute to this trend of fast paced recruiting. Whether your argument is the lag of some companies to shift into a modern practice, the shake up of remote work, or a shift in worker culture, the fact remains that for the last two years in recruiting; if you snooze, you lose. As Covid reaches an inflection point between pandemic and endemic, is there likewise an inflection point that's shifting from a candidate-driven job market to a more employer-friendly one?

Is the Tide Beginning to Turn for Employers?

As with many aspects of business, it's important to consider both the immediate situation and the broader trend when analyzing employment. The current situation is clearly one that still favors candidates, as hiring managers know

without even looking at the data. Low application numbers, salary negotiations, and specific requests (e.g. scheduling, remote work) show that individual candidates continue to hold a strong negotiating position. The seasonally adjusted unemployment rate is currently at 3.6% (for July 2022), which isn't far off from the pre-Covid low. Candidates were in control then, and they still are now.

While historically low, that 3.6% unemployment rate actually indicates a slow change in the employment landscape. It's been the same rate for the past four months, thus indicating a slow transition toward a more employer-friendly job market. During this time, the size of the civilian labor force has remained essentially stagnant (158.5M in March; 158.1M in June).

A tidal metaphor is particularly apt for the transition that's forming, as the transition is gradual rather than abrupt. The tide is still out for employers. It's the slack water, though, and the tide will soon begin coming in.

Several different observable trends corroborate what the employment data is showing. That is, the job market appears to be slowly becoming more employer-friendly.

High-Profile Layoffs From Large Companies

Established major companies and hot new companies that were regularly in the news for positive reasons just a year ago, are now having layoffs reported. JP Morgan, Microsoft, Netflix, PayPal, Tesla, Twitter, and Carvana to name a few have all trimmed their workforce. Ford just recently announced it may layoff 8,000 or 25% of its workforce to meet green commitments. These workforce changes at some of the largest companies is a single indicator of a possible inflection point, where employers are reevaluating how many employees they need. That's the express purpose of Google's recent two-week hiring freeze. Numerous smaller companies are following this trend of laying off and reducing new hires, which could make this the beginning of a major and continued change.

The logical prediction is that such large job cuts from some of the most well-known companies will cause a spike in unemployment rates. The spike might be muted because of the immediate situation, but the 3.6% unemployment rate that's stabilized over the past four months

could increase slightly in the next few months. The job cuts won't cause a tidal wave of change in the job market, but a noticeable current will probably develop as the tide begins to come in.

The Tide is Shifting for Employers

The current labor force (total eligible workers) still remains smaller than it was pre-Covid, with 62.2% workers participating today compared to 63.2% in December 2019. Businesses should be prepared for a continued candidate-driven job market in the near term, but a further outlook shows a shift. Our firm sees initial but clear indicators that companies aren't so desperate to hire. Although our firm represents a small sample size it is still representative of what we are seeing in the macro data.

We do notice an extreme inflation for the right candidates in our industry. Pre-Covid we were able to hire territory sales representatives for manufacturers in the base salary range of \$65K-\$75K without issue. In today's market we struggle to fill some of these same positions with a base salary range of \$85K-90K. Much of our workforce is less willing to travel, unwilling to change companies, or have left the industry. Unfortunately for companies we don't see the cost in salary decreasing anytime soon. However, due to cost of living increases this is a good thing for employees.

We are also seeing companies slowly shift toward a higher analytical workforce rather than a larger one. We are seeing companies really focusing on analytical backgrounds as opposed to the traditional "tire hire", focusing more on the skills of the employee rather than the experience in the field. This tactic allows for that recruiting pool to fill up, which in turn allows the recruiter to pick the very best candidates for the role. Sure they may not be able to tell you the intricate workings of every pneumatic tire on the market coming in, but they are able to bring a level of analytics and insight that some others might have lost due to complacency in the field and not growing their skillset.

The higher-quality professionals often want more compensation, less travel, remote work (if possible), and other perks that they've become accustomed to during the pandemic. Although companies usually still have to meet these fairly new expectations, employers slowly are gaining more control over who they decide to hire from what we see on our side of the table.

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L-R: Vuth Loy – Father Member Pete’s Tire Barns Employee, Maleia Loy – Recipient, Tony D

Maleia Loy Winner of the \$2,000 Reliable Tire 2022 Scholarship Award (funded by Reliable Tire and the NETSA Scholarship Golf Tournament) is from Cranston, Rhode Island.

Maleia is a 2022 graduate of Cranston High School East, in Cranston, Rhode Island. She was enrolled in several Honors Level courses throughout her four years at Cranston and graduated with a 4.037 GPA. Maleia was a peer tutor, helping her fellow students with English and History. She was also a volunteer for ENGIN, a nonprofit on-line

organization that pairs Ukrainian youth with English-speakers to help them learn English. Maleia was also a member of the Cranston Tennis Team. Heather DiMaio, Italian Teacher, Cranston High School East has known Maleia for four years, and she has this to say about her: “Maleia is a reliable, considerate, and deeply self-aware individual driven to help others.”

Outside of school, Maleia has worked at Charlotte Russe, as a sales representative, and she is presently employed at Walgreens. She also cares for her younger brother after school.

Maleia will enter her freshman year at Community College of Rhode Island, in Warwick, Rhode Island this fall. She has an anticipated graduation date of 2026, with a degree in Journalism. She has a passion for journalism and would like to author articles that deal with social problems at an international level. She hopes to have the opportunity to study abroad at some point in her collegiate studies.

Maleia’s father, Vuth Loy, is a tire tech for NETSA member Pete’s Tire Barn, in Providence, Rhode Island.

Congratulations Maleia!

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L-R: Joanna Criscuolo – Member Owner Joanna’s Truck Tire Service, Megan Fucci – Recipient, Teena Fucci – Mother, Tony D. Not pictured George Fucci – Father and Member Employee – Joanna’s Truck Tire Service

Megan Fucci Winner of the \$2,000 Connecticut Tire Dealers 2022 Scholarship Award (funded by Connecticut Tire Dealers and the NETSA Scholarship Golf Tournament) is from East Haven, Connecticut. This is Megan’s second time being awarded a NETSA Scholarship.

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. She also works at Joanna’s Truck Tire Service. Joanna Criscuolo, owner of Joanna’s Truck Tire Service, has known Megan and her family for fifteen years. She describes Megan as: “a bright, intuitive and very intense young lady”.

Megan will enter her junior 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 sophomore year with a 3.34 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.

Megan’s father, George Fucci is Part of the Team for NETSA member Joanna’s Truck Tire Service in East Haven, Connecticut.

Congratulations Megan!



L-R: Pierre Sader – Father, Michael Sader – Recipient, Tony D- NETSA, Not Pictured Mike Garzone- Sponsor Lyons Tire

Michael Sader Winner of the \$2,000 Tom Lyons Tire 2022 Scholarship Award (funded by Tom Lyons Tire and the NETSA Scholarship Golf Tournament) is from Methuen, Massachusetts. This is Michael’s second time being awarded a NETSA Scholarship.

Michael is a 2020 graduate of Central Catholic High School in Lawrence, Massachusetts. He graduated with a 3.37 GPA. He played Varsity Football for Central Catholic for four years as an offensive tackle. He earned a Varsity Letter for this sport, was named to the First Team All- Conference in the Merrimack Valley Conference and was awarded Most Valuable Player for his achievements. He was also a member of the Winter and Spring Track and Field Teams at Central Catholic, throwing shot put. Michael earned a Varsity Letter for Track and Field as well. He was involved with many service programs throughout his high school career, his favorite being his volunteer work at North Andover Youth Center in the Crusade Program, where he taught young adults with developmental disabilities about the game of basketball. Ms. Lisa Finneran, School and College Counselor, Central Catholic says: “Michael is a kind and cooperative young man. He is dedicated, sincere, as well as polite and gracious. He will succeed and go great places....”

Outside of school, Michael is a professional car detailer, employed by Alexanders Detailing. He is also finishing classes in preparation for the Massachusetts Real Estate Exam.

Michael will be entering his junior year at High Point University in High Point, North Carolina this fall. He has an anticipated graduation date of May 2024, with a Bachelor’s Degree in Marketing and a minor in Event Management. Michael completed his sophomore year with a 3.55 GPA. His future goals include a position in property management and event planning. On campus Michael is on the Executive Council of Beta Theta Pi. He is involved in planning all social events and fundraising for this group. He is also Vice President of Programming for them. Kenzie Woody, Student Success Coach, High Point University, describes Michael as: “a very serious, goal-oriented student and not easily discouraged...he has continually expressed ideas that reflect a moral and ethical foundation that he does not compromise”.

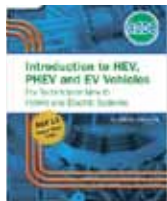
Michael’s father, Pierre Sader, is the owner of NETSA member Quick Stop in Plaistow, New Hampshire.

Congratulations Michael!

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Paying above MSRP leaves car buyers with strong negative feelings toward auto brands, dealerships

As the competition for new cars of almost every make and model reaches a fever pitch, a growing number of auto shoppers are paying list price – and sometimes more – just to secure a vehicle. This may seem like a windfall for dealers and manufacturers – but new research from GfK AutoMobility™ reveals that the phenomenon may be having serious longterm impacts on customer affinity and loyalty.

GfK's research shows that 80% of car buyers in May and June 2022 paid at or above the manufacturer's suggested retail price (MSRP) for their new cars – a startling contrast to the industry's long-standing tradition of significant discounts. Among those who spent above the suggested price:

- 34% paid fees they had never heard of before
- 31% purchased a model that wasn't their first choice
- 30% compromised on the features they wanted
- 30% bought from a dealer who wasn't their first choice

Not surprisingly, all of these concessions and disappointments are making an impression on auto purchasers – but the depth of their resentment may surprise sellers and manufacturers alike. Three in ten (31%) buyers who paid above MSRP said they would tell others not to go to the

dealership they used – roughly double the level (14%) for those who simply paid MSRP.

GfK found equally strong negative feelings toward car brands themselves. One-quarter (27%) of those who purchased above MSRP said they would never buy the same brand again, compared to just 10% of those who simply paid the suggested price.

The trend toward near-hostility aimed at dealers, in particular, is gaining momentum at lightning speed. The proportion of above-MSRP buyers who said they will not go to the same dealer for service rose 9 percentage points – from 23% to 32% -- in just one month (from May to June). And the level for those who said they would tell others not to go to that dealer jumped seven points – from 28% to 35% -- in the same timeframe.

"The extreme effects of supply chain breakdowns and inflation may seem like a perfect storm – one that demands unprecedented pricing practices," said Julie Kenar, SVP at GfK AutoMobility. "But manufacturers and dealers need to think beyond today's troubles to protect their brands for the long term. While paying above MSRP may not seem terribly different than simply paying the list price, our research shows that the negative feelings generated are much stronger – and more threatening to future business."

GfK AutoMobility is the leading Auto Intenders Brand and Attitude Insights research in the US. Since 1982, GfK's Automotive Purchase Funnel has been the bedrock for analysis and insights throughout the automotive industry. The funnel consistently tracks performance throughout each stage of the purchase process, determines competitive strengths and weaknesses, assesses consumer responses to marketing actions, and provides you with overall guidance and diagnostics for managing marketing actions.

VIP Winkeler Leads R2R Fight in Maine

Consumers in Maine could be the next to vote on a Right to Repair referendum. The effort is being led by Tim Winkeler, the president and CEO of VIP Inc., dba VIP Tires & Service.

With the support of other independent automotive repair businesses around the state, Winkeler has submitted an application for what Maine calls a "citizen initiative." The application, along with proposed legislation, is under review by state officials, and ultimately will require the signatures of citizens to push the issue onto a statewide ballot in November 2023.

Once the initial reviews are complete and the group and state agree upon the referendum language, the group will have until Jan. 26, 2023, to submit the required number of signatures to the Secretary of State's office. As it stands now, the coalition's proposal proposes this question for Maine voters:

"Do you support independent auto repair shops and car repair businesses to have access to electronic mechanical data equipment and parts for all motor vehicles, including commercial motor vehicles, in order to repair the vehicle and ensure motor vehicle road safety?"

The legislation would apply to all motor vehicles, including commercial and heavy duty vehicles, with a gross weight of more than 14,000 pounds.

The coalition wants to ensure independent repair facilities have access to a vehicle's on-board diagnostic systems, as well as access to purchase all of the needed tools, parts and software to make repairs. Those pieces all need to come with the same capabilities that car dealerships and other authorized shops have access to.

Aftermarket scan tool companies need that same information for diagnostics and repairs.

The drafted legislation says, "All parts, tools, software and other components necessary to complete a full repair of the vehicle ... shall be

included and provided to car owners and authorized independent repair shops."

The group also wants the Maine attorney general to designate "an independent entity not controlled by one or more of the motor vehicle manufacturers" to provide access to the data a vehicle generates. That independent entity should include one representative "from a cross section of each industry trade group included but not limited to organizations representing the motor vehicle manufacturers, aftermarket parts manufacturers, aftermarket parts distributors/retailers, independent vehicle service providers and new car dealers."

That entity would specifically be charged with identifying and adopting standards, monitoring policies regarding the evolving use and availability of vehicle data, and ultimately creating policies that comply with other related laws, standards, technologies and best practices.

The legislation notes original equipment manufacturers could face civil



VIP Tires & Service CEO Tim Winkeler chats and mingles with managers during a 2021 meeting of the company's store managers. | Photo Credit: MTD

action and a penalty of \$10,000 for each denial of access.

2022 NETSA Scholarship Winners

The Road Runner
Fall 2022



L-R: Pierre Sader – Father, Michael Sader – Recipient, Clint Treadeau – Sponsor Sullivan Tire, Tony D- NETSA,

Nadine Sader Winner of the \$2,000 Sullivan Tire 2022 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Methuen, Massachusetts. This is Nadine’s second time being awarded a NETSA Scholarship.

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 has worked as a counselor at Brooks Summer Camp from 2019 to 2022. She has been a member of Crimson Aquatics from 2015 to present day.

Nadine will enter her sophomore year at the University of Connecticut in Storrs, Connecticut this fall with an anticipated graduation date of May 2025. She completed her freshman year with a 3.29 GPA. She will pursue a degree in Psychology with a minor in Criminal Justice. Her future goals include working in the Criminal Justice field as a Forensic Profiler. Nadine is a member of the University of Connecticut’s Swim Team since her freshman year.

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



L-R: Tony D, Remigiusz Pokrywka – Recipient and member employee, Brian Caires -Member Modern Tire of West Hartford Manager

Remigiusz Pokrywka Winner of the \$2,000 Sullivan Tire 2022 Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament) is from Bristol, Connecticut.

Remigiusz is a 2021 graduate of Bristol Central High School in Bristol, Connecticut. He also attended E.C. Goodwin Technical High School in New Britain, Connecticut.

Outside of school, Remigiusz works for Modern Tire of West Hartford as a Lube Technician. He loves automobiles and is working diligently to learn all he can concerning the automobile industry.

Josh Crouse, Senior Mechanic at Modern Tire of West Hartford has known Remigiusz for two years and is his co-worker. Mr. Crouse describes Remigiusz as: “a very polite, respectable young man who always shows up on time at work and works hard.” He goes on to say: “Remigiusz is very passionate about what he is doing...”

Remigiusz will enter his freshman year at Lincoln Technical Institute in East Windsor, Connecticut this fall. His anticipated graduation date is February 2023. Upon graduation he plans on continuing work as an Auto Mechanic. He also hopes to open his own business one day in the future.

Remigiusz Pokrywka is a Lube Technician for NETSA member Modern Tire of West Hartford in West Hartford, Connecticut.
Congratulations Remigiusz!

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2022 NETSA Scholarship Winners

The Road Runner
Fall 2022



L-R: Tony D, Ryan Cole – Recipient, Robert Cole – Father and Member Sullivan Tire Employee, Not Pictured Sponsor Town Fair Tire.

Ryan Cole Winner of the \$2,000 Town Fair Tire 2022 Scholarship Award (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament) is from Hanson, Massachusetts.

Ryan is a 2022 graduate of Boston College High School in Boston, Massachusetts. He was enrolled in several Honors Level and Advanced Placement Level (college level) courses over his high school career and graduated with a 3.5 GPA. Ryan was very involved with BCH athletics playing Varsity Football four years, Varsity Wrestling for three years, and Varsity Rugby for four years. He was a member of Concert Choir for two years. Ryan announced BCHS basketball games, was on the Sports Debate Club, and the Eagles Christian Athletes Club. His community service hours were plentiful as he dedicated hours of his time to help the homeless as well as underprivileged youth in the Boston area. Ryan served his own parish church as an usher. Ed Mantie, Head Football Coach, Boston College High School, describes Ryan as a “selfless person who is dependable and accountable.” He goes on to say that Ryan is a “tremendous role model with the drive and determination to accomplish any task.” Paul Carty, Teacher and Rugby Coach, describes Ryan as “a young man who is grounded in treating others with care and compassion.” He goes on to say that Ryan “is an impressive young man.”

Outside of school, Ryan has been employed by Rocky’s Ace Hardware since 2019 as a Sales Associate.

Ryan will enter his freshman year at Syracuse University in Syracuse, New York this fall. He has an anticipated graduation date of May 2026 with a Bachelor’s degree in Communications and a minor degree in Business. After graduation, he will seek a career as a Broadcast Journalist or a Writer.

Ryan’s father, Robert Cole, is a Manager for NETSA member Sullivan Tire, in Revere, Massachusetts.

Congratulations Ryan!



L-R: Tony D, Ryan A Hervey – Father- Owner Member Hervey’s Tire Co., Ryan Hervey Jr. – Recipient, Steve Hervey – Uncle- Owner Member Hervey’s Tire Co., Glenn Wilder – BOD and Sponsor Wilder Brothers Tire Pros

Ryan Hervey Winner of \$2,000 Glenn Wilder Sr. Memorial 2022 Scholarship Award (funded by Wilder Brothers Tire Pros and the NETSA Scholarship Golf Tournament) is from Rochester, New Hampshire.

Ryan is a 2022 graduate of Spaulding High School in Rochester, New Hampshire. He graduated with a 3.15 GPA. Ryan was a member of Spaulding’s Varsity Soccer Team for two years and was awarded the Most Improved Player Award. He also played baseball, basketball, track, and was part of the swim team at Spaulding. As a senior he took over the punting position for the football team and was awarded the Best Specialist Award, as well as being nominated First Team All-State Punter for New Hampshire. On the track, he won First Place at the State for high jump, and First Place in the 200m race. Kevin Hebert, certified Athletic Administrator, Head Football Coach, Spaulding High School, has known Ryan for four years, and thinks very highly of him on and off the field. He says that Ryan’s, “leadership skills make him a true team player.” He also uses the words “humble and focused” to describe Ryan.

Outside of school Ryan has worked at Home Depot, and construction work last summer for Affordable Industries. He presently works at Hervey’s Tire, his family’s business. He has learned many aspects of auto repair, including welding.

Ryan will be entering freshman year at Plymouth State University in Plymouth, New Hampshire this fall. He has an anticipated graduation date of May 2026. Ryan will pursue a degree in Business and Marketing. His future plans include working in and expanding the family business, especially the welding aspect of the business.

Ryan’s father, Ryan Hervey, is the owner of NETSA member Hervey’s Tire Company, in Rochester, New Hampshire.

Congratulations Ryan!

2022 NETSA Scholarship Winners

The Road Runner
Fall 2022



L-R: Tony D, Jason Smalley – Stepfather and Member Partner Tire Employee, Shea Turk –Recipient, Sarah Smalley – Mother

Shea Turk Winner of the \$2,000 Barry Steinberg Memorial 2022 Scholarship Award (funded by Hall of Fame Members and the NETSA Scholarship Golf Tournament) is from Middlebury, Vermont.

Shae is a 2022 graduate of Middlebury Union High School in Middlebury, Vermont. She was a member of Middlebury's Concert and Jazz Band for seven years, starting with the saxophone and eventually transitioning to the trombone. While a member of the Jazz Band, the group was awarded the distinction of Number One in the state of Vermont. Shae was chosen to participate in All-State Jazz Band, and she was appointed First Chair. As a member of Middlebury's Marching Band, Shae marched in the St. Patrick's Day Parade in New York City. Shae also played Junior Varsity Soccer and Lacrosse for Middlebury High School.

Outside of school, Shae has had a great deal of work experience. She worked at Middlebury Inn as a bellhop, as a waitress, a desk receptionist, and as a housekeeper. She also worked at Hannaford Supermarket as a cashier and at "Cookie Love". These experiences taught her a lot about customer service and responsibility. She is presently employed by County Tire, where she mastered the phones and the front counter administrative tasks quickly. Over last winter's months she began working in the back learning her way around automobiles. With this experience and the experience, she has gained at the Patricia Hannaford Career Center in the Auto Tech Program, Shae has found her passion. Len Schmidt, Cooperative Education Coordinator, PA Hannaford Career Center, has worked with Shae for the past school year in the Auto Tech Program. He describes Shae as: "respectful, hard-working, and curious", and an "exemplary student". He goes on to say that she is: "committed to taking on challenges to learn more about the automotive field and to gain as much knowledge as possible....". Steve Dupoise, owner of County Tire says: "Shae is a great person with an awesome attitude. I have no doubt that she will go far in her career wherever it takes her."

Shae will enter her freshman year at Lincoln Tech in East Windsor, Connecticut this fall. She has an anticipated graduation date of May 2023. She is pursuing a degree in Automotive Technology. Her future plans include a career in the Automotive Industry.

Shae's stepfather, Jason Smalley, is the General Manager at NETSA member Partner Tire, in Colchester, Vermont.

Congratulations Shae!



L-R: Shelby Donovan – Recipient, John Donovan III – Father and Member Sullivan Tire employee, Not pictured Sponsors NETSA and Mohawk Rubber Sales

Shelby Donovan Winner of the \$2,000 Mohawk Rubber Sales 2022 Scholarship Award (funded by Mohawk Rubber Sales and the NETSA Scholarship Golf Tournament) is from Sandwich, Massachusetts.

Shelby is a 2018 graduate of Sandwich High School in East Sandwich, Massachusetts. Throughout her four years at Sandwich High School Shelby was a member of the Varsity Volleyball Team. Her team competed in the South Sectional Quarter-final Competition and placed first at the New England Regional Competition. Shelby was also a member of the Varsity Swim Team. She competed in the Sectional Swim Meet, and MIAA Swim Meet at Boston University. She earned the Unsung Hero Award for swimming. Shelby was also a member of the Girls Golf Club for one year. Outside of school Shelby worked as a lifeguard in 2019, and as a swimming instructor for three years. She has worked as a waitress at the Clubhouse Sports Bar and Grille in Sandwich for two years, and for the last four years Shelby has displayed her musical talents singing and playing guitar at three different locations: Fisherman's View, Pilot House Restaurant, and Lombardi's Poolside Café.

Shelby will enter her senior year at Stonehill College in Easton, Massachusetts. She has an anticipated graduation date of May 2023. She will graduate with a Bachelor's Degree in Marketing and with a minor in Spanish. Shelby will be studying abroad at the University of Lisbon in Portugal first semester of her senior year. Upon graduation she will pursue a job with Spotify in Artist and Talent Relations so she may continue working with music.

Shelby's father, John Donovan is the Regional Manager for NETSA member Sullivan Tire, in Norwell, Massachusetts.

Congratulations Shelby!

Why dental insurance can be a good investment for individuals, families, and businesses.

The majority of dental care is preventive. So, even a basic dental insurance plan that focuses on preventative care can be a good investment.

Oral health issues are among the most common — and preventable — health concerns impacting the American public. The Centers for Disease Control and Prevention (CDC) calculates that 80% of the U.S. population has had at least one cavity by age 34, and more than 50% show signs of periodontal (gum) disease.¹ And while everyone wants a nice smile, a growing body of research² shows that maintaining good oral health can help adults avoid or better manage serious health-related issues:

- **Diabetes:** Periodontal infections contribute to problems with glycemic control, which compromises the health of diabetic patients.
- **Heart disease:** The inflammation associated with periodontal disease has a high potential to contribute to coronary artery disease. Good oral health can help lower that risk.
- **Pregnancy:** Studies have indicated that mothers with high levels of certain oral bacteria were found to have children with similarly high levels of bacteria, along with a higher risk of tooth decay.
- **Self-esteem:** A smile is important. Research shows that healthy teeth and gums are important to a person's self-esteem and how they feel about themselves.

Supports employee's well-being

Group dental insurance is a popular benefit that can help attract and retain employees. And when you give workers access to dental coverage, it also encourages good oral health. That can translate into all sorts of positive benefits, including savings for businesses. A recent Guardian study found that employers whose employees regularly use their dental benefits may see fewer claims for major and restorative work, resulting in lower premiums for employers and reduced out-of-pocket costs for employees.³

What you can expect for the cost of your dental plan

Low-cost, basic dental plans typically cover regular dentist checkups at little or no cost — but may not cover much beyond that. Mid-level dental plans may cost a bit more per month but will also help pay for other dental services. A full-coverage dental insurance plan typically has the highest premiums but helps pay for a variety of services that might otherwise cost thousands. Some dental plans may even cover orthodontic procedures to help improve your smile. No matter what level of coverage you get, the monthly premiums will likely be lower than what you are paying for health insurance, especially if you are able to purchase dental through an employer.

American Tire Distributors Award - American Tire Distributors

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

Bob Malerba Memorial Award - Connecticut Tire Dealers

Glenn Wilder Sr. Memorial Award - Wilder Brothers Tire Pros

John DeSimone Memorial Award - Modern Tire of West Hartford

Kurtrick Schlott Memorial Award - Maynard & Lesieur/ Mohawk Rubber Sales

Leo H. Lesieur Memorial Award - Maynard & Lesieur

Max Finkelstein Tire Award #1 - Max Finkelstein, Inc.

Max Finkelstein Tire Award #2 - Max Finkelstein, Inc.

Melvin's Tire Pros Award - Melvin's Tire Pros

Merchant Advocate Award - Merchant Advocate

Mohawk Rubber Sales Award - Mohawk Rubber sales

Nokian Tyre Award - Nokian Tyres

Pete's Tire Barn Award #1 - Pete's Tire Barn

Pete's Tire Barn Award #2 - Pete's Tire Barn

Reliable Tire Company Award - Reliable Tire Company

Robert J. Sullivan Memorial Award - Sullivan Tire

Tim Haley Memorial Award - Sullivan Tire

Tom Lyons Tire Award - Tom Lyons Tire

Town Fair Tire Award - Town Fair Tire

William J. Clark Memorial Award - Cooper Tire

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How to Write Effective Business Emails

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

The Road Runner
Fall 2022



A good part of most everyone's business writing is done by email. Let's explore some things to consider when composing a business email.

THE FIRST STEP before you begin composing is to think about the writing voice you use when conveying your ideas. The goal is to convey your thoughts in writing in the same conversational tone you would use if the recipient were sitting nearby and casually talking with you.

Like this:

- o "Did you get that warranty paperwork yet?"
- o "Yes, I did, thanks!"

Business writing doesn't need to be overly formal and stiff.

NOT like this:

- o "Please allow this correspondence to inform you that it has come to our attention regarding the matter dated ... blah blah and blah de blah blah."

Nor should it contain jargon or be too relaxed.

NOT like this:

- o "Dude! What's up? Yo, listen dawg, that warranty paperwork is headed your way STAT!"

There is a comfortable middle ground known as business friendly, and it's the proper voice to use when composing a business email message.

Like this:

- o "I'm looking forward to working with you!"

Business friendly is respectful yet not overly formal or too informal.

THE NEXT STEP before composing a business email is to consider why you're sending this message. What's your objective for sending it? To determine your objective, simply answer these questions.

- If this email message is successful, what will happen?
- What do I want the reader to do?
- What will be the desired outcome?

There are dozens of common objectives or possible desired outcomes with business emails. For example, if your message is successful, you might like the recipient to:

- Reply with the information you need.
- Answer a question.
- Be persuaded to commit to what you're writing about.
- Be satisfied that you've answered their question.
- Reply back.
- Confirm a time, date or agree to an arrangement.
- Or any of several other objectives.

Now we're going to go through the steps to COMPOSE AN EMAIL.

1. Start with a friendly opening greeting to get things started right.
2. After your greeting, include a warm opening statement, which buffers the message and adds a human touch.
3. Now state your objective—why you're writing. Let's say, for this example, you want to keep this client updated about the progress of some paperwork.

a. If you have several objectives and need your recipient to understand or act on multiple points, start by listing each objective on separate lines, like an outline. Then go back and include details the reader must know under the points of your outline.

4. After conveying your objectives, draw your message to a close with a warm wrap-up statement.

5. Finally, end with your closing statement and signature line, which includes your contact information. This helps show you're approachable and available.

Remember:

1. Friendly Greeting
2. Warm Buffer Statement
3. Address Your Objective(s)
 - a. Paperwork Status (point #1)
 - b. Referral Payment (point #2)
 - c. Date for Onsite Training (point #3)
4. Wrap-up
5. Closing and Signature Line

As a rule, plan for your recipient to be busy and unable to devote more than a minute or two to reading your message. If your message includes a lot of supporting documentation, it's best to include those as attachments and announce early in your message that you've included attachments. Keep in mind that many readers scan emails and won't stick around to the end of a lengthy message.

- "Time is money: Tell me quickly what you have to say!"
Always proof your email and read it again for sense and omissions prior to sending.
- "This sentence is unclear. Better rewrite it."
Was this email successful? Did this email clearly address your objectives—your reasons for sending it?
- "Another on-target email!"

Following these simple steps when composing a message will go a long way towards being understood and getting what you need from business email communications.

KEY POINTS

- Strive for the right tone in your business email messages. Make sure they are neither too formal nor too familiar, but they are "Business Friendly."
- Know the objective you wish to achieve by sending this email.
- Follow our simple, four-part process for composing a successful business email message:
 - o Start with a friendly opening greeting.
 - o Include a warm buffer statement.
 - o Address your objective(s).
 - o Close with a warm wrap-up statement and your signature line.
- Expect recipients to have only a minute or two for your message so make it concise and include necessary documentation as an attachment.
- Always proof and reread your email prior to sending.
- When you are the recipient of an especially successful email message, pay attention to it and learn from the techniques used in it.

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	Tier 1	Tier 2
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Waived For	Preventive & Orthodontia	Preventive & Orthodontia
Charges covered for you (co-insurance)	Tier 1	Tier 2
Preventive Care	100%	100%
Basic Care	90%	80%
Major Care	50%	50%
Orthodontia	50%	50%
Annual Maximum Benefit	\$1750	\$1500
	Combined Tier 1 and Tier 2 maximum of \$1500 with an additional \$250 of benefit for Tier 1	
Maximum Rollover	Yes (applies to all levels)	
Rollover Threshold	\$700	
Rollover Amount	\$350	
Rollover Amount	\$500	
Rollover Account Limit	\$1250	
Lifetime Orthodontia Maximum	\$1000 (applies to all levels)	
Dependent Age Limits	26 (exclude Ortho) 19 (applies to Ortho)	
Employee	\$42.40	
Emp/Spouse	\$84.80	
Emp/Child(ren)	\$84.80	
Family	\$139.90	

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Smokers, Slobs, and Protecting the Team

By Spencer Carruthers Owner/Operator Kenwood Tire

The Road Runner
Fall 2022



Phil came in exhaling the last drag of his cigarette. Flip-flopping his way to the counter in yesterday's loungewear, there are yellow egg-remnants on his whiskers, and he is unapologetically late for his 11am oil change. He hands me the greasy bunch of keys and his first words are "where's the bathroom?" followed

by "I have to wait" and "how long is that going to take?" The windows of Phil's black Explorer are shut, and it looks like a smoke grenade went off inside. Holding my breath as I get in, the spectacle of sights, sounds, and smells are otherworldly, putting my senses into safe mode. Plugging into the OBD2 port, I am trying not to think about the spittoon on the floor next to me, or the overflowing ashtray and rancid smells coming from the upholstery after years of spilled coffee, feet, and farts. The oil change took an hour – He declined the filters and wipers I recommended, defecated in the bathroom, stunk up the waiting area with his BO and breath, and had been inconsiderate and rude – All for \$80.

I work my counter everyday – I do it because I enjoy helping people and solving their problems. But it is getting harder – The

Covid-Comeback has driven more consumers into an entitled frenzy, acting crazy to get what they want, or not. Yes, there has always been the few who no matter what you do and how hard you try, it is not enough, but it seems like there are more of them today. This column is a tip of the hat to all the people working the counter of a retail tire store – Dealing with the public today, you are the most under-appreciated person in your store, and you deserve a raise! And if you are a boss, do what you can now, to protect your frontline team from characters like Phil. I've turned the worm in my store with a holistic approach and some new rules – #1 – Customers like Phil don't deserve us – It's time to let go of bad customers and concentrate on the 20% of customers that give you 80% of your business, the ones who hand you the keys and appreciate you, the mavens at the senior center, and those singing your praises at the soccer field. You know who they are. Unlike our supply chain, I can never go back to the 2019 way of doing things – Covid gave me the opportunity to make radical changes to my business that have relieved stress, giving me new hope, and the business I have always wanted.

Thanks for having me back.

And a special thanks to Larry, for your dedication and service to NETSA, and for sharing your personal journey with us in these pages.

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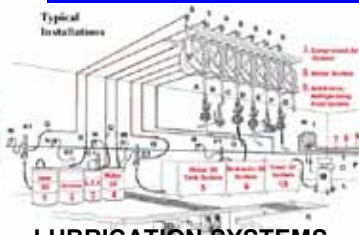
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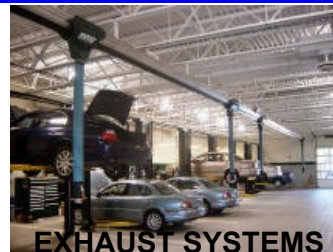
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Five Elements of Good Judgement

Blog Transcript; Wayne Rivers, Family Business Institute

The Road Runner
Fall 2022



This week. I want to talk about the five elements of good judgment. This comes from a Harvard Business Review article, January-February of 2020 by Sir Andrew Likierman. And I want to start with his conclusion because it's fairly poignant. Leaders need many qualities but underlying them all is good judgment. Those with ambition but no judgment run out of money. Those with charisma but no judgment lead their followers in the wrong direction. Those with passion, but

no judgment hurtle themselves down the wrong paths. Those with drive but no judgment get up very early, only to do the wrong things. So, I think we can all agree that judgment is a key ingredient for successful contractors. So, what is it? We have to give it a definition. Likierman says that it's the ability to combine personal qualities with relevant knowledge and experience. Seems like a good definition to me, so let's go with it. Is good judgment gut? Is it just unconscious? Do you just know the right decision when you see it? Or can you improve on your judgment? Can you improve on your managers' judgments? Can it be taught, in other words? Likierman says that it can. So, five tips for how to improve judgment in yourself and in others in your organization. The first thing is to listen. Likierman wrote that leaders are weak listeners. Kind of have to say that's probably true. Leaders are weak listeners. Why? Because overconfidence often accompanies success. Absolutely true. Four tips here. Listen actively, ask questions, listen skeptically. Are things missing? Are details missing that should be present? Do you believe what you're hearing, really? Does it sound too good to be true? Does it sound too negative to be true? And the fourth tip, read skeptically. So much of our communication now is not verbal. It's written. It's emails, it's other forms. So read just as skeptically as you listen. The second tip, seek dissent. McKinsey, the giant consulting firm, makes it an obligation in their meetings that someone has to dissent from the direction or the conventional wisdom. Here at FBI, Dennis and I have never agreed on anything in 20-something years. But it's been good because it challenges me. It challenges him. And ultimately, we end up meeting somewhere in the middle, and that creates better business decisions on average. So, who's your Dennis? If you don't have one, you need one. You need somebody or some people in your organization, some team in your organization, that challenges the conventional wisdom. It actually leads to better business outcomes. The third thing, use your experience, but be really careful. Is your experience too narrow? You've always done multifamily, now you're going to do, oh, I don't know, you're going to do heavy concrete parking deck. Is your experience too narrow when you're making decisions? Are you making decisions out of habit? Are you making them out of reflex? Are you doing enough homework, enough research, putting enough thought into them? Are you complacent? Construction's been pretty good to a lot of people for a long time now. It could be easy to be a little bit complacent about making decisions and choices. Are you overconfident? Success leads to overconfidence. Let's face it. And are you leaning on others? Are you asking for other people to help you at decision time when you're choosing a direction or choosing an

action? The fourth thing, be detached, try to draw the emotion out of the situation. It's a vital piece of good judgment. Understand your own personal biases, encourage dissent, going back to number two, avoid excessive optimism. Nobody could be a contractor without being optimistic. But don't be over-optimistic. Be realistic. And then develop your other leaders and expose them to outside influences. That's one of the great things about Boot Camp. Our next Boot Camp is in Raleigh, February 9 and 10, 2023. One of the great things about bootcamp is it exposes your high potential next generation leaders to other leaders in other companies with other beliefs and values and systems and biases and all these other things. And it helps them broaden their thinking. The fifth thing is factor feasibility of execution into all your decisions. Anticipate your risks, troubleshoot and then do a pre-mortem as some of our contractors do so well. Do a pre-mortem. Think about, okay, we took the job, we executed

Blog Transcript – The Five Elements of Good Judgement August 10th, 2022 www.familybusinessinstitute.com • Phone: 919-783-1880 • Fax: 919-783-1892 COPYRIGHT © 2022 THE FAMILY BUSINESS INSTITUTE, INC. ALL RIGHTS RESERVED. the job, what went wrong? What is likely to go wrong? And don't wait till a postmortem. You'll have plenty of time for that but go ahead and do a pre-mortem. So, we'd like to hear from you in the comments. What are your tips? What are your behaviors for driving good judgments, not only in yourself, but in your leadership teams as well? This is Wayne Rivers at FBI, and We Build Better Contractors.

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The last couple of years have transformed the buying journey and changed the way auto businesses need to connect with their shoppers. Although daily life (and shopping) has since settled into a fairly normal

routine, people's shopping habits have been permanently altered to prioritize online search.

For instance, we've seen a massive migration to searching the internet for basically every need, whether someone intends to buy the product in a store or not – and auto services and tires are no exception. Auto businesses that want to remain relevant to their customers' shopping habits will need to maintain a strong digital presence. This can be achieved through Search Engine Optimization (SEO) and Search Engine Marketing (SEM).

What is SEO?

SEO is a digital strategy to increase your website's search engine results page (SERP) rank through organic means, such as keywords. It is by and far the most effective method to increase your brand visibility and drive more traffic to your site. With the majority of consumers turning to search engines to find their next purchase, your brand needs to be easily found.

Why does your website need a boost to be visible to shoppers? There are more than 1,970,000,000 – and counting – websites on the internet today, as reported by InternetLiveStats. People rely on search engines to filter through this mammoth number and find the websites that fulfill their exact needs. Typically, if those websites aren't listed on the first page of SERPs, a consumer will revise their search terms and start fresh rather than clicking to the next page of results. To make matters more complicated, Search Engine Journal found that more than a quarter of website clicks go to the very first organic search result alone². That's why brands need an effective SEO strategy to rank prominently on the first page!

Leveraging SEO

When a shopper searches for the exact services and parts that you offer and finds your website on the first results page, they become an ideal lead because they're likely to visit your site and convert into a customer. To help your website get in front of these shoppers, it's crucial to build a strong SEO strategy using tools such as:

Targeted, High-Value Keywords

Keywords are, well, key to your SEO because they enrich your content and make your site more compatible with relevant search results. A keyword is a term or idea that people type into search engines to answer their burning questions. Keywords fall into three different categories:

- **Generic:** These are the general terms that encapsulate the theme or basic intent of the search. Think "engine repair" or "flat tire fix." Because these terms are so basic, they generate a lot of search volume, but also a lot of competition with other auto shops.
- **Broad:** These narrow down the search results somewhat by adding specifics such as "truck tires" or "older car transmission repair" without losing search volume.
- **Long-Tail:** These can be terms or even full sentences users search for when they know exactly what they want. While long-tail keywords tend to have a lower search volume, they're more likely to bring you qualified leads who are farther along the sales funnel. Examples include "Michelin all season tires" or "Toyota Camry brake pads."

Prominent Keyword Placement

You may already know that a keyword should be used a few times on your page, but did you know that its placement also matters? Search engines place more value on keywords that are listed at least once at the top of the page as well as within the copy.

Title Tags

Once you've identified the right keywords, you can use them to boost the efficacy of your title tags. The title tag exists in the head section of each webpage and is one of the most important factors because it helps search engines understand the page's contents.

Every page should have unique title tags, as these are the keyword phrases that will be highlighted in SERPs when those terms are searched. This is where individual content pages will greatly boost your website's visibility because you can focus your title tags on a single topic. Keep tags to 70 characters or less to avoid them being truncated by search engines.

Up-to-Date Inventory Listings

With supply chains still uncertain and shoppers relying on online search to discover and research new purchases, it's important to make sure all your current inventory is featured online and your listings reflect your in-store offerings. Boost the visibility of each listing by creating a header, product description and tags featuring relevant keywords.

What is SEM?

While SEO is the cornerstone of a good marketing strategy, SEM turbocharges your online presence by featuring prominent paid ads. SEM dramatically boosts your site's conversion rate because the paid ads direct leads straight to specific service pages and inventory listings, where they can begin the shopping process in earnest.

In addition to making your brand more prominent in SERPs, SEM brings your message to multiple platforms to create a well-rounded marketing campaign and reach shoppers wherever they're looking. Here are the prominent SEM ad types:

- **Pay-per-click Ads (PPC)** are the paid ads featured in search results and are one of the most popular SEM tools. PPC gives businesses of all sizes the opportunity to reach a greater number of qualified leads with a targeted message, such as store promotions and new inventory arrivals. You can tailor your PPC ads to your budget by presetting your ad spend, and you only pay when a user clicks to your site.
- **Geo Targeting:** As a local business (even if you run multiple stores), your brand can benefit from geo targeting. This SEM strategy targets a specified location to advertise to local searchers, especially those performing "near me" searches. You can also draw a digital circumference around a certain area if you want to reach consumers who are attending an auto show or shopping at a competing store.
- **Dynamic Remarketing Ads:** Most shoppers won't convert to a sale the first time they visit your website, especially if they're still in the research phase. You can re-engage bounced leads by continuing to reach them on other areas of the internet as they continue their search. Show them ads based on their past inventory searches to direct them back to your website. Since leads undergo a lot of comparison shopping in the early stages of their search, remarketing ads will keep your brand top of mind until they're ready to make a decision. You can include incentives such as special deals and encourage them to connect with your team to keep them in the sales funnel.

SEO (or unpaid search) is the foundation of maintaining an effective online presence, but it is a long-term strategy that grows richer over time, and you won't see results right away. SEM (or paid search) makes your brand visible now so that you can connect with qualified leads and stay in front of them.



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Mark Rochefort Will Bring the Wine, Just Don't Forget About the Bread and Butter

Mark Rochefort has been around the automotive industry his entire life. At a young age in November 1982, his father, Bob Rochefort, formed Vermont Tire and Service. Vermont Tire and Service grew fast and expanded to two retail locations in Montpelier and South Burlington Vermont. Now vice president of Vermont Tire & Service, Mark also is the owner and president of Vermont Tire and Wholesale; a part of the business that didn't thrive until he became involved.

"I grew up in the wholesale side of the business unloading trucks, and as soon as I got my license, dad stuck me in a box truck to drive around," says Mark. That was the area that I was always focused on and most comfortable with. When I came on 18 years ago and we grew wholesale from basically, nothing to now, it's 80% of our book of business."

He did not originally plan to work for the family business. In fact, out of college, he landed a job that corresponded with his degree in Computer Animation with a minor in Art History. After years of late nights and making a career out of doing VFX work for commercials, game design and adjunct instructing at Northwestern University, he was burnt out.

"[When] you leave work at seven at night, people look at you funny," says Mark. "I was getting burned out because that's the industry, that's the lifestyle."

Mark knew there was more opportunity back home with his family's tire business. So, 18 years ago, he took the step to become more involved and asked his father to join the business. Mark was determined to bring the skills he learned working for his father's business as a teenager along with his college education into his new position, president of and own Vermont Wholesale. It took him no time at all to get acclimated into the industry, as he immediately joined the New England Tire & Service Association - which he eventually became president of from 2015 to 2017.

Mark applies his knowledge and forward-thinking abilities to decrease the environmental damage in the tire industry, something he says has been a major issue through the years. He says Vermont Wholesale Tire and Vermont Tire & Service do all they can to help improve the environment, including being heavily involved in Green Up Day and Earth Day. He says on these holidays, employees clean up the rivers to find any tires, document what they are and where they were from and dispose of them for free.

"We wanted to be in control of the narrative because our industry can have a better reputation," says Mark. "We believe that our industry is doing a pretty good job these days and every time we've cleaned it up, it's harder to find a tire in the river that's newer than the '70s."

You can't talk about environmental impact without talking about EVs. Though Mark is confident that Vermont Tire and Vermont Wholesale will adjust well since most of their services involve tires - he says the industry overall may be slipping behind.

"This is a really interesting time with the proliferation of EVs," says Mark. "I think it's going to radically change [the tire industry's] business models. I think we're going to go through some growing pains as an industry because with active driving assistance [ADAS] in vehicles, you can't necessarily just adjust suspension, because it needs an alignment. [EVs] are designed so that, if it's out of alignment, there's something that needs to be replaced. Just adjusting it is going to throw off those driver-aid systems. Moving forward, we're entering a time where bread-and-butter stuff, like oil changes, is going to go away."

Mark says that as electrification becomes more prevalent, access to vehicle data will be more vital than ever. He says that the hot-button Right to Repair topic is important to support if you are in the auto industry and desire to evolve with it.

"Right to repair [is becoming] even more important moving forward. We definitely need access to [vehicle data]. It's going to become more common where we're going to have to hook in and program the cars to even adjust or change basic things."

The bread and butter of the tire industry may slowly be going away, but at least we can be confident that Mark will provide the wine. That's right, Mark and his wife own their own personal vineyard. It may only be an acre of land, but he says it's good to generate several hundred gallons of wine if they wanted to. And, since his wife was the head wine maker for another local vineyard previously, you know it is delicious stuff.

"Two years ago, we had our first harvest, where we pulled the grapes, and then we experimented with three different yeasts, to see what we liked best," says Mark. "Then, last year we ran with one yeast and we're still playing around and getting that dialed in, but it's a lot of fun."

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Bethesda, Md. - August 25, 2022 - Auto Care Association president and CEO Bill Hanvey released a statement applauding the recently introduced Maine Right to Repair referendum.

"The Auto Care Association proudly supports the right to repair referendum introduced in Maine by independent auto repair shops," said Bill Hanvey, president and CEO, Auto Care Association. "As we await a decision on the Massachusetts right to repair lawsuit and concurrently pursue federal legislation through the REPAIR Act, we applaud the citizens' initiative for bringing more visibility to the need to secure the consumers' right to choose where they get their vehicles maintained and repaired. Momentum is increasing and it's clear that consumers and our industry will not be satisfied until these basic rights are granted."

For more information on the association's efforts regarding Right to Repair, visit: <https://www.autocare.org/government-relations/current-issues/right-to-repair>



Retail Tire Store Leadership Training

[REGISTRATION FORM](#)

TIA has partnered with training company MOHR Retail to offer a Zoom-based online Retail Tire Store Leadership training program. It is designed to help tire store managers develop the interpersonal and leadership skills needed to retain, engage and enhance their teams' productivity and deliver exceptional performance and customer service. The course, which has been tailored specifically for managers of retail tire stores, combines technology-based micro-learning with interactive, real-life, scenario-based modules to provide participants with a personalized, performance-based learning opportunity.

Target Audience:

- Retail Tire Store Managers
- Owner-Managers
- Service Managers / Shop Managers

This course is delivered via eight (8) Zoom virtual meetings. Meeting times are 10 am to Noon (EST) on the dates listed below:

CLASS SCHEDULE

Oct. 5, 12, 19, 26 and Nov. 2.

Attendance of all 8 sessions and pre-work is required to receive the completion certificate.

Course content: The coursework will cover four modules: Foundations: Role of the Leader; Setting Performance Expectation; Improving Below-Standard Performance; and Effective Floor Supervision – Coaching in Real-Tire.

The cost is \$750 per student. Class size minimum of 9 and maximum of 16. Students who attend all eight sessions and do the pre-work will receive a

completion certificate.

MOHR Retail has been offering retail training for more than 30 years using innovative classroom and online learning methods as well as its own national retail research projects to stay on of top trends and fuel the success of retail outlets in all industries.



Mavis acquires Melvin's Tire Pros

MILLWOOD, N.Y. — Mavis Tires & Brakes is acquiring Melvin's Tire Pros & Auto Service Centers with four stores in New England.

North Kingstown, R.I.-based Melvin's four stores in Seekonk, Mass., and North Kingstown, Smithfield and Johnston, R.I. — along with one Mavis Tires and Brakes in Johnston — will be rebranded as Melvin's by Mavis.

"Under the new ownership, customers can continue to expect the same great service and value that Melvin's has been providing for almost 50 years, with the additional benefit of the added distribution and product availability of a larger organization like Mavis," the company said.

"Melvin's and Mavis both have a long history of providing friendly service and great value for customers' automotive service needs, which makes this combination a natural fit," Mavis Co-CEO David Sorbaro said.

Mavis said it plans to retain all retail store employees in addition to hiring for numerous positions this year.

"Serving customers has been our passion since 1975," Jim Melvin Jr., president of Melvin's Tire, said.

"Combining with Mavis will now allow us to serve customers with more locations and enhanced product availability, but with the same dedicated, friendly service."

Melvin's was founded in 1974 and offers tires and automotive services, including brakes, air conditioning, car batteries and state inspections.

2022 NETSA Scholarship Golf Outing

Held at the Shining Rock Golf Club - Northbridge, MA - September 28th.
- Beautiful day! Look for details in our next issue.

A big thank you to all our Sponsors and Players for another great year!



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