The Road Runner

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Mail Room - We'd love to hear from You!

NETSA 2020 Trade Show Cancelled due to COVID-19 Virus Concerns

Tony DeSimone, Executive Director and Rich Tuttle – Chairperson Trade Show Committee

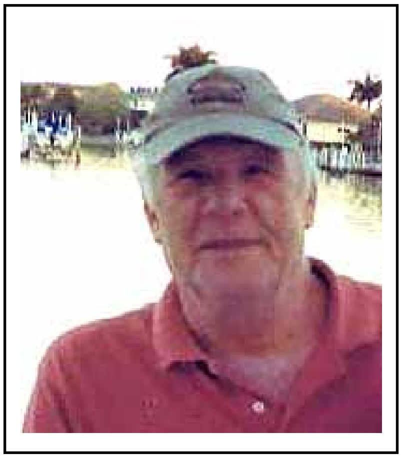
Due to increasing concerns surrounding Corona Virus (COVID-19) the New England Tire and Service Association has chosen to cancel the 2020 NETSA Trade Show in an effort to mitigate the potential dangers and complications relating to this challenging and dynamic situation. We greatly appreciate our members' and exhibitor partners' annual commitment to our show, but we felt that an abundance of caution was the best approach regarding this year's event. We intend to return in 2021 with an even bigger and better show, so stay tuned!

In lieu of this year's tradeshow the NETSA Board of Directors is developing plans to digitize and showcase the new products, informational seminars, and speakers' content into a format that can be viewed online. We have a new member communication platform which allows us to communicate with our valued members much more easily and we intend to use that to the fullest ensuring that NETSA continues to provide our members valuable information and training to assist you in growing your business and achieving your goals.

All members and exhibitors who completed the booking process with Mohegan Sun should be aware that all reservations made under NETSA 20 group code will be cancelled. Mohegan Sun will confirm cancellations via e-mail. All exhibitors and members will be offered full refund for their trade show booth(s), meals, and sponsorships. All items donated for the auction will be held and auctioned off during the Fall 2020 NETSA Charity Golf Tournament.

The NETSA Trade Show is the first of two major events that the we host each calendar year the other being our Scholarship Charity Golf Tournament in September 2020. These events are NETSA's primary source of funding to maintain our organization and allow us the privilege to offer twenty $2,000.00 academic scholarships to worthy students with aspirations to pursue collegiate and technical college studies after high school. If you wish to donate any portion of your 2020 NETSA Trade Show investment towards the 2020 NETSA Scholarship Program please notify Tony DeSimone @ netsapros@aol.com or phone 855-638-7248. We greatly appreciate your consideration and generosity.

Frank Ledwith



2020 NETSA Hall of Fame Award

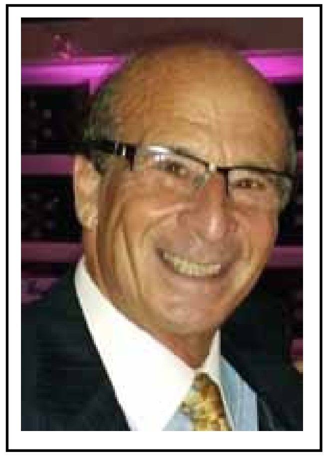
Frank Ledwith was an extremely smart and energetic young man who suffered from ADHD before it became a widely diagnosed condition. During his high school senior year, as an alternative to attending regular classes, he was offered an opportunity to participate in a work study program. That experience led to his high school diploma and a career.

Frank began his career in the tire industry in 1976 at Windsor Tire in Stoughton, Massachusetts, at the age of 17. During that first year Frank progressed from tire changer to alignment specialist to counter sales. Within two years he was the assistant manager. Frank had an infectious personality, a constant smile, a terrific work ethic and an inherent honesty that made him a favorite of customers, suppliers and coworkers. Unfortunately, Frank's skill set and contributions to the company were not reflected in his salary.

In 1980, shortly after getting married, Frank was seriously injured while attempting to stop a young tire changer from over inflating a light truck tire. He spent six weeks at Massachusetts General Hospital. After being discharged he was warned against returning to work too quickly. To occupy his time Frank started to hang out at Windsor Tire's new wholesale division, Summit Tires of Massachusetts. It quickly became evident that the new company benefitted tremendously from his presence. Within a few years his value to the business was so indispensable he was made a full partner in the wholesale company, a position he maintained until the company was sold in 2011. Despite Frank's outgoing personality he preferred to stay in the background, avoiding many company events. His standard line was "I don't want to get friendly with someone I might have to call for money". After Summit was sold Frank's love of the tire industry and his need to stay active, prompted him to continue working at Mass Tire in Weymouth, Massachusetts.

Frank Ledwith passed away as the result of an accident on Thanksgiving Day 2019. He was only sixty-one years old. Frank left behind his wife of 40 years, Marie, his son Tim, who lives in Portland, Oregon and his daughter Amanda and granddaughter Ava, who live in Tampa. Frank was tragically predeceased in 2017 by his son Craig. Frank enjoyed fishing and lobstering and loved the sea. He and Marie lived by the ocean in Marion, Massachusetts and were completing renovations on a condo on Manasota Key, Florida. He will be missed. ■

Alan Saks



2020 NETSA Hall of Fame Award

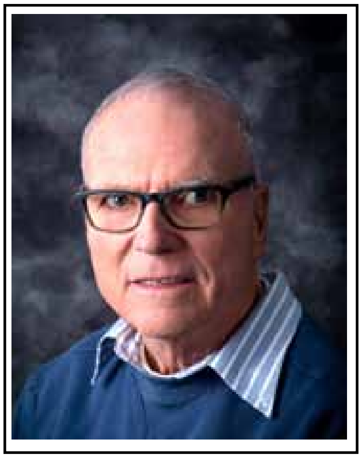
While growing up in Brookline, Massachusetts, I was always anxious to work after school and on weekends. My jobs were varied and included helping at my father's retail meat market, working the soda fountain at a local drug store and pumping gas at a service station. I was not into athletics as working was my sport and my hobby. After my college days it was time for a real job. I was hired as a "TRAINEE" at Merchants Tire Company, formerly of Boston with several branch locations in the greater Boston area. My duties as a "TRAINEE" included jobs in the retread plant, warehouse, and delivery department. As my tire education continued, I then worked at retail sales, inside wholesale sales, as well as truck tire service manager. I was on the job for about three years and was assigned a sales territory in the Dealer Division. This meant sales calls to service stations, repair shops, car dealers and other tire dealers. As the years went by, I was transferred to the commercial truck tire division calling on fleets and construction companies; meeting with customers and selling tires was always enjoyable and rewarding to me. Along the way, I was fortunate to develop relationships and make long lasting friendships, many of which continue to this day. After several years on the road, I was assigned to be the branch manager of the Quincy location. This location included a wholesale department, commercial department as well as a full service retail store. After eight years in Quincy I felt ready to graduate from my "TRAINEE" status.

At this time, I was happily married and devoted to Harriet and our two sons Gary and Greg. It was time to do it on my own. After a lengthy search, I found my opportunity. A small local tire company specializing in truck tires and service was for sale in Dorchester, Massachusetts. Six weeks later, with everything on the line, and the full support of my family, I was the proud owner of Dorchester Tire Service. At that point, I was working with five employees as opposed to the twenty-five that I worked with in Quincy. My training days seemed to pay off. Sales grew each year, we expanded the building, added additional facilities and today, almost forty years later, I am working with more than twenty-five employees.

Along with my wife's encouragement, I participate in and support several community activities and local charities. For many years I have supported and worked with the Dorchester Board of Trade, I am on the Board of Directors of the Newmarket Business Association of Boston and a past member of the board at Temple Beth Am of Randolph, Massachusetts. In addition, I proudly spent over twenty years on the Board of NETSA, which gives me great insight to our industry and enables me to participate and give back to the industry that was so good to me; for this I am thankful as well as honored to be inducted into your Hall of Fame. ■

2020 Hall of Fame Inductees

Charles Hervey



2020 NETSA Hall of Fame Award

Charles F. Hervey was born in Rochester New Hampshire on June 10, 1935 to Richard and Alice Hervey. Charlie attended Rochester schools, graduating in 1955, and shortly afterward he enlisted in the United States Army, serving two years in Washington D.C. in the Presidential Honor Guard during the Eisenhower administration.

After having worked at the family business on and off for 12 years since high school, Charlie purchased Hervey's Tire Company in 1964 from his mother Alice and his Aunt Marguerite, who had owned it since their husbands Dick and Al died within 5 months of each other, in 1958 and 1959. Hervey's Tire Company back then was a 2-pump gas station with tire sales and service and bike repair service in a one-bay garage, but Charlie began expanding it into what it is today – a 10 bay facility with a large warehouse that can store tires in the thousands.

Charlie wasn't just a businessman back in those days; he also served for 13 years with the Rochester Fire Department from 1956-1969 as a call-man with the Rank of Lieutenant, but his business was continuing to expand and he had to step down.

Later, from 1980-1987, Charlie served on the Rochester City Council, representing Ward 2 under the administration of his good friend, Mayor Richard Green.

Hervey's Tire Company is the 6th oldest tire dealership in America; it has grown greatly through the years and has done remarkably well evolving with the times, considering the company was founded in 1912 by Charlie's grandfather, also Charles F. Hervey; at that time, the company was making and selling vulcanized rubber steps for horse-drawn carriages. Today, Hervey's Tire Company not only sells and services tires of all types; it is also a full-service automotive repair facility with state-of-the-art equipment. Over the years, Charlie and Hervey's Tire Company have contributed to many local organizations and charitable causes. Charlie was always a well-respected business man in the community, and also in the tire industry.

People in Rochester New Hampshire know Charlie and Hervey's Tire for another reason besides their contributions the community and their trustworthiness as a business; residents of the city are quite fond of "The Sign" and its daily inspirational quotes, something that Charlie started doing in 1980. For years, Charlie would put up a new quote on a sign outside every business day, May through October, with the sole purpose of inspiring or amusing all who saw it when they passed by. He not only had to come up with a quote for each day from various sources that he used, he'd have to select, put up and take down every letter. Things got a bit easier in 2006, when the company purchased a large digital sign. Even though Charlie is retired, his inspirational quotes are up 365 days per year; people comment frequently how much the sign means to them, and many rely on it each day for a dose of inspiration. The Sign quite often shows up on social media, after people photograph it with their cell phones.

Inducted	Name	Business Name
2008	*Robert J. Sullivan**	Sullivan Tire
2008	Roland M. Lesieur	Maynard & Lesieur
2009	Richard "Dick" Aronson	Century Tire Co.
2009	Pat McGeoghegan	Mohawk Rubber Sales
2010	*Edward H. Hogan**	Hogan Tire Centers
2010	Anthony T. Koles	Montvale Tire
2011	*Jack Axelrod**	Axelrod Tire
2011	Barry Steinberg	Direct Tire & Auto Service
2011	Richard "Dick" Cole	Dick Cole Tire Center
2012	Robert A. Dabrowski	Tire Warehouse
2012	Robert "Bob" Hepp	University Wholesalers
2012	*Robert J "Bob" Malerba**	Malerba's Silver City Tire
2013	Anne S. Evans	EER Limited
2013	*Timothy F. Haley**	Haley's Tire & Service Center
2013	James P. Melvin Sr.	Melvin's Tire Pros
2014	*Max Katz**	Merchants Tire
2014	Ben Kravitz	Summit Tire of Mass
2014	Glenn Wilder Sr	Wilder Brothers Tire
2015	Robert "Bob" Sims	Stillman Sims Tire Co.
2015	*Dominic "Sonny" Toce**	Toce Brothers Inc
2015	*Irving Greenberg**	City Tire Co.
2016	Bruce E. Jergensen	Nokian Tyre formerly Import Tire
2016	*Jeremiah "Jerry" Massaro Sr.**	Reliable Auto Tire
2016	Rene A. Therrien	Central Tire Co
2017	Robert "Bob" Katz	Nu-Tread Tire
2017	*Lionel "Nelly" Labonte**	Stratham Tire
2017	Ron Pisciotta Sr.	Maple Tire Centers
2018	*Irving Katz**	Nu-Tread Tire
2018	Jack Kelly	Tom Lyons Tire
2018	Larry Lesieur	Maynard and Lesieur
2019	Thomas O. Auger*	VIP Discount Auto Center
2019	Harvey Rudnick	Summit Tire of Mass
2019	Sid Tinson	Sullivan Tire

In Recognition of their Outstanding Leadership & Contributions to the Tire & Service Industry in New England

Congratulations to our 2020 Inductees!

Charlie resides in Rochester with his wife Jane, and he still drives to "the shop" every day, and up until recently would help out with tire work. He is an avid walker and faithfully takes his son Alan's dog Max for several walks a day. Charlie's family includes his son Steve and wife Tanya, his son Alan and wife Theresa, four grandchildren: Lea, 28, Alice, 25, Ryan, 16 and Evan, 11 and also great-granddaughter Sophia, 4. ■

Thoughts from the President's Desk

As I sit here with my head reeling from the news of the world, I am thinking about what this means for the tire and service business moving forward. Make no mistake about it, it is changing, and will in the future change the way we do business. We cancelled our trade show this year out an abundance of caution. Many of my vendors have imposed travel bans for their employees, and video conferencing is now the norm. There is a lot of fear and uncertainty of both my employees and my customer base. My job is to keep everyone's head in the game, focusing on what we do best, providing the best customer service for tires and service!

This is an opportunity to come together and shine as human beings. Be positive and try to help those in need. At my shop, we are offering assistance to those at risk, from running errands, to shopping for those that are frail and should not expose themselves to increased risk. We can truly be the best we can be in a difficult time.

I reflect on my term as president and am grateful that initiatives I set forth have come to fruition. With the help of the Executive Board, the committees, and the entire Board of Directors we have succeeded in the areas of providing legislative involvement and awareness in our field. We have refocused our energy on training for our members and we see the value of partnering with vocational schools as a viable source of new employees. I have enjoyed my time at the helm of the strongest and best tire and service organization in the country and thank all of our members for staying involved and active. I pass the gavel to the next in line, knowing they will continue to build this great trade group.

To all members, stay safe, don't let fear rule, and continue to be well. I thank you all for my opportunity to serve.

Glenn

News In Brief

Congratulations to Don Foshay's Discount Tire & Alignment, a 2019 Tire Review Top Shop Awards Finalist.

Don Foshay's is a member of NETSA, TIA, Cooper Medallion, Falken Fanatic, Pirelli Fast Track and NAPA Auto Care. The dealership regularly stocks tires from Cooper, Falken, Starfire, Pirelli, Firestone, Bridgestone, Michelin and Goodyear.

Among other factors, the shop's success can be chalked up to founder Don Foshay Sr.'s willingness to adapt his business to meet demand, as well as the second generation's passion for growth and focus on the right mix of traditional and new marketing.

The company's unique mix of marketing and branding, in recent years, includes a focus on online reviews and a website that is optimized for mobile use.

"Trying to match the large box store and the New England-wide tire chain stores in advertising and merchandising is always going to be a challenge…," Don Foshay states... "so, one of our best strategies over the past 18 months has been to leverage our biggest asset, our customers."

During that time, the company has garnered more than 600 total customer reviews on either Google or Facebook. The dealership's average Google review stands at 4.8 out of 5.

As part of the fabric of the community, Don Foshay's supports numerous charitable and civic organizations. The company makes annual financial contributions to dozens of causes, from local schools and sports leagues to area clubs, public radio stations and more.

The future of Don Foshay's Tire looks bright, as Foshay Jr. plans to open two or three new retail stores within the next five years.

Foshay Sr., 82, is still involved in the business, working in the dealership a couple days a week and managing the wholesale inventory. While Foshay Jr. owns the retail side of the business, he and Michael Foshay are partners in the wholesale business, Summit Tire of New England.

"The tire industry has given me an opportunity to build a business with my father and my brother, who I consider to be my two best friends,…" Foshay Jr. says, "…we've never had a cross word in 30 years, which is highly unusual in a family business."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Small Independent Chain Grows & Thrives by Focusing on Personal Touch

By Art Blumenthal MBA, CBI • Nationwide Automotive Aftermarket Business Broker

Some independent tire shop owners think that when they decide to sell their business, the only options will be either to sell to another entrepreneur who wants to own a single site business, or else be swallowed up by a large national chain that will destroy the legacy of personal attention that took so many years to build and retain.

Another Alternative: Selling to a Small Chain

I recently managed the marketing and ultimate sale of a thriving, award-winning tire and auto service business to a 5-store chain. AutoStream Car Care, a leading independent tire and automotive repair and maintenance service chain in the greater Baltimore/Washington area, added its sixth location with the purchase of long-established Baltimore business Brentwood Automotive, founded by owner Ed Nemphos in 1976.

Diverse automotive repair and maintenance services and name-brand tires have been provided in the well-maintained, state-of-the-art equipped facilities over the 43-year span of operation. Honesty, integrity, and technical expertise have driven the personal relationships that the business has achieved with its 3,500+ active loyal customers, including many 2nd and 3rd generation families.

AutoStream Car Care owners and business partners Rick Levitan and Doug Grills, always on the lookout for a viable addition to their chain, focused their attention on Brentwood Automotive upon initially seeing my on-line listing for the business. They ultimately acquired both the business and associated real estate.

Former Brentwood Automotive owner Ed Nemphos said, "I had reached a point after so many years of running the business of wanting to be relieved of the day-to-day pressures, but that didn't mean I wanted to go home and lie on the couch. I also did not want my business to be gobbled up by a huge chain where customers and employees are sometimes treated just as numbers. It was of utmost importance to me that my customers and employees be taken care of well by a new owner. With all that in mind, the new owners agreed to have me stay onboard for as long as I wish to assist in the transition. Ultimately, my wife and I would like to do some traveling. For many years, it was tough to take much time off from the business to do that. But now we will be able to."

Exceptional Service as a Differentiator

New owners Rick Levitan and Doug Grills did not come from an auto service background. Rick Levitan said, "Rather than being auto service technicians who eventually started our own business, we both developed powerful business disciplines working as executives for one of the world's major oil and gas corporations. Those foundations provided us the business savvy and abilities to focus on serving customers and developing marketing plans, while enlisting the help of auto service professionals to cover the technical side of the equation. After thoroughly researching the automotive service vertical, we decided that we could, indeed, be the best by creating our own brand and becoming a destination for an exceptional service experience. So that is now our differentiator."

He continued, "As our chain continues to grow, we are committed to ensuring the team spirit of our employees and the business loyalty of our customers continue to thrive."

Seller Ed Nemphos added, "After having gone through the succession planning and sales process, my advice to anyone contemplating such a move is to hire a professional…ideally a business broker who specializes in the automotive service sector, as a guide. The industry keeps evolving. Art Blumenthal proved that he knows his stuff in advising me and did a great job of finding a buyer who would be the best fit for taking the business into the future. In this case, I would have to say that he was more valuable than my own attorney."

Right now in 2020, economic condition forecasts and business optimism are fueling growth activities among expansion-minded organizations looking to leverage their economies of scale and team resources. I am now actively working with many individual entrepreneurs and corporate buyers seeking new business opportunities and expansion and matching them with sellers looking for a retirement exit strategy.

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

The Real Cost of a Vacancy

By Mike Cioffi, Tire Talent & Chained Wolf

As the leader of an executive recruiting firm, I have worked with some of the most profitable manufacturers in our industry to fill critical positions. In some cases, I've seen hiring take longer than it should. I've also witnessed how operations and revenue are affected when critical positions are left open for too long.

For the next few minutes, we're going to reflect on some of the actual setbacks companies face when positions stay open for an extended time. We'll uncover some of the root causes for prolonged vacancies and common obstacles to getting them filled. We'll also discuss ideas about how to start addressing these issues, improve your time-to-hire and your brand's advantage in the market.

We can all agree that employee tenure is not what it was in the past. According to the prominent career publication, The Balance, the average tenure today for employees in professional and management level positions is only 5.5 years. For employers that invest a huge amount of effort and resources in hiring the right candidate, this means that they can only expect a maximum of 4 years of full engagement from their hire.

When an employee notifies their employer that they intend to leave, the employer usually has two weeks or less to prepare for their exit. The preparation entails reviewing any work-in-progress, deciding how to redistribute the workload, informing customers, etc. Generally, there is not enough time for finding their replacement.

The human resources team and hiring manager(s) will need to align and agree on a strategy for backfilling the position. This can include refreshing the job description and determining what qualities the ideal candidate will have. The vacancy can also open a new opportunity to restructure the position, its responsibilities, and compensation.

Whether or not everyone agrees on what to do next and whether it seems straightforward, this is where things can get messy.

The Complicated Art of Hiring

When it's time to fill a critical position in the manufacturing world, everyone on the hiring team must be on the same page so it can happen efficiently.

The hiring team tends to be made up of a human resources executive and a few of the company's strategic executives. These are the main decision-makers in the situation, and unresolved disagreements among them about who should fill a position can lead to drama.

Evaluating the Actual Cost of a Vacancy

Going back to the profitability of my firm's clients, they are often profitable because of their ability to do more with less. However, lean organizations can suffer the most when a member of their team is missing.

When people wear multiple hats in a company their work (or absence) impacts various areas of the business. Here are a couple of examples modeled after real-life circumstances and their observable outcomes.

Operations Team Vacancies

Imagine you are the president of a widget manufacturing company. Your widgets generate around $9MM in annual sales in the United States. Your best selling product, WidgetX, accounts for 60% or $5.4MM of your sales. WidgetX is manufactured in your overseas facilities and your US distribution center's capacity is limited, so the widgets need to be ordered internally and shipped to the states on a regular basis. This ensures a consistent outflow of product and that ordering demands are met.

Your company employs one sales operations support administrator that is responsible for supporting your US sales force, reporting, forecasting, providing data to the executive team, and the ordering department who uses the forecasts to place orders.

One day, the sales operations support person resigns. Somehow, a communication error takes place and management mistakenly assumes that the ordering department will know what quantity of WidgetX to continue ordering.

The sales operations support position takes three months to fill and tragically, the new hire is onboard for a full month before they notice the WidgetX backlog. Supplies are running out, and an emergency supply can take weeks or months to arrive. The result? Three months of customer orders are delayed, at risk for cancellation, or will need to be discounted to appease customers.

The sales team is also upset at the potential loss of business. Commission payouts are delayed since they only get paid once orders are delivered. Some reps are threatening to quit.

Mitigating the Cost of Vacancies in Your Organization

As a leader in your business, your first defense against losing market share due to a vacancy is having the right information.

Consider the open positions at your company right now. How much revenue or cost-savings are they responsible for? Compare the potential loss from not having the right person in place versus the cost of their salary. This should help you put things into perspective. Once you have this information written down, share it with other members of your team, especially those with P&L responsibility. Or, you can simply share the examples we discussed before as food for thought.

After being able to see the importance of hiring quickly in terms of dollars and cents, you will be motivated to identify the causes of slow hiring that plague you. After bringing them to light, you'll be able to address them. This may lead to a few tweaks in your hiring process or establishing a clear process where none previously existed.

By stopping some of the otherwise invisible profitability leaks that vacancies cause, you'll be able to focus on making improvements to other areas of your business that you didn't have time for in the past. And with the right team in place, you'll stop the trend of losing and hit the restart button while headed in the right direction.

Mike Cioffi is the founder of TireTalent.com an executive search firm in the Tire and Industrial industries.

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4 Treats to Avoid for Better Teeth

Charlie Muise, NEAD Managing Trustee

It seems that at every family gathering or holiday celebration, the menu features starchy breads, sugary treats and alcohol. Dentists say that as people enjoy these foods and drinks, oral bacteria also have a feast. When oral bacteria connect with sugars and starches in the mouth, acid is produced. The acid attacks tooth enamel for at least 20 minutes each time. This is why regularly eating starches and sugars can weaken tooth surfaces, causing tooth decay and gum disease. Here are four treats to avoid for better teeth.

Starchy foods and treats

Soft breads and chips are two types of common starchy foods that saliva can turn into sugars. These foods stick to tooth surfaces and, if not removed, can cause decay. While it's difficult to avoid these treats, choosing healthier snacks can help you have better teeth.

1. Starchy foods and treats – Soft breads and chips are two types of common starchy foods that saliva can turn into sugars. These foods stick to tooth surfaces and, if not removed, can cause decay. While it's difficult to avoid these treats, choosing healthier snacks can help you have better teeth.

2. Carbonated soft drinks – Many energy drinks and soft drinks are loaded with sugars. They also can contain phosphoric and citrus acids that attack tooth enamel. Research shows that if you sip soda all day, you're coating your teeth with acid that can damage your teeth. It also softens tooth enamel. So dentists advise that after drinking a soda, wait 30 minutes to brush your teeth. Or, avoid or limit sugary drinks, and drink water for better teeth.

3. Candies and sweets – Stay away from sugary treats that can stick to your teeth. Start by avoiding caramels, gumdrops, taffy, caramel corn, peanut brittle, dried fruit, chocolate-covered raisins and high-energy sports bars. After

eating sugary treats, chew sugarless gum to get your saliva flowing. Also, swish your mouth with water to remove sugars and food particles stuck to tooth surfaces. Keep your teeth in better shape by rinsing or brushing after consuming treats.

4. Alcohol drinks – Alcohol can dry out oral tissues, allowing bacteria to stick to your teeth and cause decay. Avoid the alcohol or drink a glass of water in between drinks. Why not protect your teeth? Some medications also can cause dry mouth. If you suffer from dry mouth, ask your doctor how to combat the issue. Or look for over-the-counter remedies at the drug store.

Keep Your Teeth Healthy

There are several things you can do to prevent tooth decay and maintain good oral health and better teeth. Start by brushing at least twice a day. Brush gently for two minutes each time. Brush after breakfast and at bedtime, and floss every day, too. Next, eat nutritious and healthy foods. And, of course, visit your dentist regularly for cleanings and exams. If you need help choosing a dentist, follow these five tips *(https://www.ameritasinsight.com/wellness/tips-for-choosing-a-dentist).*

Sources:

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QUALITY BRANDS
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Message from the Executive Director

Spring is around the corner and so is the **2021 NETSA Trade Show & Convention**. This is not a typo as you have read several times in this issue, we have canceled the 2020 Trade Show. So, without dwelling on circumstances we could not control we will focus our energies on how we make this new decade an exciting and informative one for our members. We will be looking at webinars to conduct not only some Association Business but to work on incorporating our new technology to bring training and information to your workplace or home office. Before I leave this topic about the Trade Show, I would like to thank Rich Tuttle and the Trade Show Committee for all their hard work and support. I would also like to thank our sponsors, exhibitors and attendees for their support and understanding about our decision. Lastly, I would like to thank Suzanne Bajak and Tracy Hughes from Mohegan Sun for their outstanding service in preparing for the Trade Show and their understanding and cooperation in the cancelling the 2020 Trade Show. They were outstanding.

The Hall of Fame Committee chaired by Jim Melvin Jr. has provided the members with a great slate of candidates for 2020. I would like to congratulate Charles Hervey- Hervey Tire, Rochester, NH. Frank Ledwith-Summit Tire, Brocton, MA and Alan Saks – Dorchester Tire Service, Boston, MA for their induction into the Hall of Fame Class of 2020. The induction ceremony will be held at our Annual Hall of Fame Dinner & Auction, in 2021. These fine candidates deserve proper recognition for their contributions to NETSA and our industry.

The Legislative Committee continues to monitor the matters that affect our industry in our State Legislatures across New England. In **Connecticut**, we testified before members of the state Planning and Development Committee about House Bill 5300, the use of Crumb Rubber in Municipal and Public School Playgrounds and Playing Fields. We will monitor that progress as this fight is coming up in states across the country. There have been almost one hundred and ten studies saying there is no definitive link between the use of crumb rubber and health risk in children. This has been upheld by the Connecticut Department of Energy and Environmental Protection in their own study. We are also working with the **Massachusetts Right to Repair Coalition** on the issue of Telematics in automobiles. We appeared before the Massachusetts State Legislature along with several of our members to present our case for access to on board telematics for all our members. In 2022 almost ninety percent of vehicles in the US will be equipped with Telematics. As it stands today the vehicle owner will not have control of the data being collected.

The Training & Seminar Committee – NETSA participated in the "2020 Opportunities Fair" held at Attleboro High School. We had the opportunity to talk to high school juniors and seniors about the different career paths available in the Automotive Aftermarket. This was my first participation in this area, and I found it very rewarding to talk about our industry. If you know of any upcoming opportunities along this line or you would like to participate in helping deliver our message, please let me know.

We officially launched our member software and web site **netsa.memberclicks.net** and I would rate it about eighty-five percent effective. We did have some members who could not use it to register for the Trade Show or log in to setup their password but overall, it worked for many of our members and Trade Show registrants. I will be working on taking this up to 100% now that the Trade Show is finished.

The Nomination Committee has suggested a fine slate of officers for 2021.

President – Blaise Pascale, Vice President – Rich Tuttle
Secretary – Katie Maguire and Treasurer – Frank Pascale.

With that I would personally like to thank Glenn Wilder our outgoing President for all his dedication and hard work on behalf of NETSA. Glenn was faced with several personal challenges over his tenure and never wavered in his efforts. I have enjoyed working with Glenn and appreciate his support and leadership.

I also want to thank Matt Lewis who is stepping down as our treasurer and as a Board Member. I have had the pleasure of working closely with Matt as Executive Director as well as my short tenure as President. His dedication and diligence to NETSA will be missed.

Stay safe, wash your hands, be sensible and we will see you soon.

Tony DeSimone

New England Tire & Service Association

The Roadrunner is a publication of New England Tire & Service Association. The Road Runner is published 4 times a year as a source of information for NETSA Members and supporters. NETSA directors, staff and members do not necessarily agree with all the contents or opinions appearing in this publication nor should its readers rely on any of the Road Runner content for support of any legal position. On matters involving legal interpretation, the reader is advised and encouraged to relay solely upon the advice of his or her own hired legal council. The road Runner invites and encourages comments from its readers.

December 2019 tire sales in the independent tire dealer channel are up 2% over last year, while the year finishes off virtually flat. Given the competitive landscape and challenges in our channel, we'll take it, and are eager to continue to monitor performance in 2020!

Key Findings from December 2019:

Segment	Monthly: Unit share change vs. year ago	Monthly: Units % change vs. year ago	Monthly: Dollars % change vs. year ago	Year-To-Date: Units % change vs. year ago	Year-To-Date: Dollars % change vs. year ago
TOTAL TIRES	-	2.0	5.1	-0.2	2.4
Non-Light Truck*	-0.7	1.2	4.3	-1.3	1.3
Light Truck	0.7	6.3	7.8	5.3	6.1
18" & Above	3.3	14.4	14.3	8.5	8.8
UHP Speeds	-0.7	-7.6	-5.0	-3.3	-0.3
Run Flats	0.0	1.8	6.1	0.5	2.9
Winter**	1.5	41.7	35.2		

* Non-LT tires includes P-Metric, Euro-Metric, and Hard-Metric tires.
**Winter tires are those marketed as such.

- December 2019 was a respectable month for tires, +2% on units versus December 2018. Dollar sales rose +5.1%, and outpaced unit sales due to out-the-door prices on non-LT* tires.
- Light Truck Tires are outperforming non-LT tires, and larger rims continue to trend upward.
- While full-year 2019 was down -0.2% on unit sales, dollars generated this year were up +2.6%, given increases in out-the-door price-points.
- National average price per tire was $141, 2.4% higher than last year. LT-

News From New Hampshire -
Larry Lesieur: Maynard & Lesieur, Nashua, NH

It's finally March! The weather was great for February. Business was awful even for a February. We didn't even get the single units due to fewer potholes (warm weather) and hit curbs (they could see the curbs with no snow in front of them).

Now to make matters even worse, the NETSA Board of Directors has had to cancel our 2020 Trade Show scheduled at Mohegan Sun on April 3rd and 4th. Our Trade Show Committee met on Wednesday March 11th, the day the Covid-19 virus status was raised to pandemic level. While we were debating whether to cancel the show for over two hours, the NBA was suspending their season, the NCAA announced that it would play to empty arenas during March Madness, and Scituate, Massachusetts cancelled their big St. Patrick's Day Parade after Boston cancelled theirs the day before. It became obvious to all of us on the Trade Show Committee that we had no choice but to cancel the 2020 Trade Show. We will not reschedule it but instead are planning ahead for next year's 2021 show. NETSA will lose money this year because of the cancellation but it had to be done to protect the health and safety of our membership and the exhibitors from the possibility of being infected with the virus. The worst-case scenario would be many of us getting infected at the show and passing it on to family, friends, and employees. Also, many of the people we would have had working the show or attending are in the high-risk category for the virus. There was just too much risk and uncertainty to move forward with it at this time. I hope that everyone involved with the show supports this very difficult decision that the Board of Directors has made.

Tony DeSimone and Rich Tuttle did a ton of work preparing for the show. It is disappointing to spend so much time and effort putting the 2020 show together, only to have to cancel three weeks before it takes place. Please thank and support them for their effort year after year to make our show the best regional tire show in the country. Nobody knows right now where we are going with this pandemic but at least NETSA won't be contributing to it. I strongly support the decision and applaud the Board of Directors for making it.

On the bright side, we previously advertised that we were awarding eighteen $2,000 scholarships in 2020 but NETSA is pleased to be awarding twenty this year because some additional sponsors stepped up! Thanks to all the scholarship sponsors this year for making this program such a great success. The deadline to apply is April 15th, and you can go to netsa.org for an application and checklist if you didn't receive one in the mail. Also, if you have a tech employee graduating high school, or in a vocational-tech college, have them apply. We have at least one sponsor who will award a scholarship to a person who wants to stay in the automotive industry if we receive applications. We were pleased that a tech was awarded a scholarship last year. We are going to lose some of the matching NETSA money that we usually raise at the Hall of Fame Dinner Scholarship Auction and from Trade Show sponsors. We hope to make some of the money up at the NETSA Golf Tournament in September by auctioning off some items received for the dinner auction. Regardless, all twenty NETSA scholarships will be awarded this year. We are committed to the scholarship program and a setback like the corona virus isn't going to slow us down.

Also, we will continue to work on representing independent tire dealer interests regarding legislation at the state and federal levels. Tony has been very active on legislative issues and the Massachusetts coalition is working towards closing the telematics loophole regarding the right to repair. Hopefully other states will follow their lead and Right to Repair will someday be the law of the land. NETSA needs the support of our members now more than ever.

Business should start picking up soon. Let's make the best of a bad start to the new decade. Hopefully things get better soon. Good health and happiness to you all!

Larry

Independent Repair Shops Hit TV Airways to Update Right to Repair - March 2020

New wireless technologies from automakers threaten car owners' rights to get car repairs wherever they choose.

BOSTON, MA----Massachusetts independent auto repairers today launched a statewide television campaign in support of the 2020 Right to Repair ballot initiative.

Unless the current Right to Repair law is updated, Massachusetts residents will increasingly lose the ability to take their cars to independent repair shops and be forced to pay more at dealerships.

The :30 TV ad entitled "Warning Light," is running on broadcast and cable stations in the Boston and Springfield markets. It states: "When you have car trouble, you should have a choice on where to fix it. Well, today's cars are very computerized. That means independent repair shops will lose their ability to diagnose problems and make repairs. So we'll be forced to go to expensive dealerships. That's not fair. New technology shouldn't take away our choice. Vote yes to update the Right to Repair law. It's your car. It should be your choice, where to fix it."

"It's been way easier for independent repair shops and consumers since Right to Repair passed," said Massachusetts Right to Repair Committee Director Tommy Hickey. "Automakers were starting to restrict access to mechanical information and make it hard for independent shops, and now it's starting to happen again. Consumers have been getting their cars fixed where they want, and we need to preserve that choice and not have it taken away by technology."

"We need to update the Right to Repair law before wireless technologies remove the car owner's right to get their vehicle repaired at our local, independent shop because the automaker would rather steer them towards one of their more expensive dealers," said Alan Saks of Dorchester Tire Service. "This is common-sense reform."

"Massachusetts voters voted 86% in 2012 to require car companies to give access to repair information and diagnostics," said Barry Steinberg, owner of Direct Tire in Watertown. "But now big auto is using the next generation of wireless technology to get around our law, shut out independent repair shops, and cost car owners more money. That's not what we voted for."

As of this year, more than 90% of new cars are now equipped to transmit diagnostic and repair information wirelessly to vehicle manufacturers. The initiative petition filed is entitled An Initiative Law to Enhance, Update and Protect the 2013 Motor Vehicle Right to Repair Law.

The key provision of the initiative is as follows:

Commencing in model year 2022 and thereafter a manufacturer of motor vehicles sold in the Commonwealth, including heavy duty vehicles having a gross vehicle weight rating of more than 14,000 pounds, that utilizes a telematics system shall be required to equip such vehicles with an inter-operable, standardized and open access platform across all of the manufacturer's makes and models. Such platform shall be capable of securely communicating all mechanical data emanating directly from the motor vehicle via direct data connection to the platform. Such platform shall be directly accessible by the owner of the vehicle through a mobile-based application and, upon the authorization of the vehicle owner, all mechanical data shall be directly accessible by an independent repair facility or a class 1 dealer licensed pursuant to section 58 of chapter 140 limited to the time to complete the repair or for a period of time agreed to by the vehicle owner for the purposes of maintaining, diagnosing and repairing the motor vehicle. Access shall include the ability to send commands to in-vehicle components if needed for purposes of maintenance, diagnostics and repair.

MA independent repair shops and their Massachusetts Right to Repair Coalition support HB4122 filed by Representative Paul McMurtry, and cosponsored by more than 70 other legislators, to update the Commonwealth's Right to Repair law.

The legislation would ensure that drivers have access to diagnostic and repair information, but it has not advanced on Beacon Hill.

RIGHT TO REPAIR

The Massachusetts Right to Repair Coalition is a group of Massachusetts independent repair shops, local auto parts stores, trade associations, consumers, and drivers interested in making sure car owners have access to the repair and diagnostic information produced by the vehicle they own, now has more than 2,000 members statewide. Members of the Coalition also include the Alliance of Automotive Service Providers of Massachusetts (AASP-MA) and the New England Tire and Service Association (NETSA). Further information may be found at massrighttorepair.org


VIZIO
2008

Investigating Workplace Injuries is Important

Ben Smith, Loss Control Director - NARFA

A very effective tool management has at their disposal at reducing future injuries from occurring in their workplace, additionally to the Job Hazard Analysis (JHA), is reviewing previous injuries and near misses. Ideally, the main goal is there to be zero injuries and illnesses in the workplace, but this practice allows for a more in-depth look at why an injury had occurred, and what measures management and the employees can put into place to prevent the same injury from re-occurring.

To administer the practice of the injury review process management should meet once per month to discuss any previous injuries that have occurred with the involved employee(s). The employee(s) can then give a detailed recap of what happened that led to the injury and what they think could be done differently next time to avoid the same situation from re-occurring. It also allows management to work with the employee(s) on creating effective solutions and to show support as well.

Benefits of the injury review process:

- This process tends to me more detailed and revealing then traditional JHA's.
- Management and employees are working together to create effective solutions to prevent the injury from occurring again.
- The injured employee(s) realizes that management considers injury prevention and safety a top priority. Safety phycology tells us that an employee who feels management is backing and supporting them is far less likely to become injured again. Also, management should make it clear there is no disciplinary action for this review process.
- Reviewing the injury creates a high level of safety consciousness with the injured worker(s), as well as the other employees.
- This process will prevent "rip-offs" of the workers compensation system. It makes employees aware that faked injuries are going to have to be explained, and will help deter those types of situations from occurring.
- It puts accountability on the managers, not just the employees, for accident prevention. This system allows managers to become more involved with safety in the workplace.
- The program will eventually decrease frequency and severity of injuries in the workplace through the accident review and corrective actions taken to solve the problem. It also increases the overall safety consciousness throughout the company.

Quick Tips for the Review Process:

- Notify the injured employee(s) beforehand that his injury is going to be reviewed.
- Have the injured employee(s) describe the injury not management.
- Prior to the review management should have any copies of the first reports of the injury and accident investigation reports.
- When conducing the review be positive and to put the employee(s) at ease knowing no reprimands will occur due to this meeting. Make sure they know the purpose is to prevent this type of injury from occurring again, thanking them for their input. Ask the employee(s) how they are feeling and weather they've received proper medical attention.
- The corrective action for the specific injury should be shared with the rest of the staff, not mentioning the injured employees name(s). The progress of the corrective action plan should be reviewed in future meetings.

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AUTOMOTIVE INDUSTRIES COMPENSATION CORPORATION

Welcome New Members

Company	Address	City	ST	Zip	Contact	Email
PCL	6324 Greens Road	Humble	TX	77396	Ricardo Lopez	ricardo@pcltireinflation.com
NARFA	4 Main Street	Peterborough	NH	03458	Vinnie Daboul	vinnie@rtconsultingllc.com
Autopart International	192 Mansfield Ave	Norton	MA	02766	JonAiello	jon.aiello@autopartintl.com
Snap-On Equipment	309 Exchange Ave	Conway	AR	72032	Louise Burnett	louise.burnett@snapon.com
Newport Auto Parts	313 Milo Road	Dover Foxcroft	ME	04426	Randy Herring	newprtautoparts@outlook.com
Hamaton TPMS	47815 West Road	Wixom	MI	48393	Enri Osmani	enri.osmani@hamaton-tpms.com
LF Powers	40 South Fifth Street	Waterbury	CT	06720	Jeff Mastroianni	jeffm@lfpowers.com

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The Dangers of the Sublet

Liftnow, Paul Stern

Alignment is extremely important in the tire industry, preparing a smooth drive after you remedy a customer's underlying wheel assembly problems. Additionally, as vehicles demand more procedures than ever before like ADAS, tire shops stand to gain more than their repair shop counterparts. But, many shops send out or "sublet" alignments.

An alignment setup is **not** cheap. When considering whether to obtain alignment equipment for the first time, shop owners must take into consideration the savings on time, long-term costs, decreased liability, and increase in control that owning their own equipment will allow. When you send an alignment to another business, an instant profit is obtained, but longer headaches related to many factors, including subpar quality, is often realized. Following an accident, a proper alignment is often the last and most important step in getting the vehicle road-ready once again. Looking at each of the key components of the benefits of keeping alignments in house can help illustrate the need for alignment machinery in your shop.

"But I don't have the volume!" Actually, you have better volume than most shops because the cars in your shop usually have underlying tire problems that are symptomatic of alignment issues. 60-70% of "healthy" vehicles on the road need alignment - cars with tire problems are more likely to need alignment.

Time: Keeping alignments in house stops the hassle of sending your technicians down the road to get a vehicle aligned. Instead of earning you money, when you outsource alignments you're sending paid employees (usually two) out to make your competitors a profit. In New York, if you send two minimum-wage technicians out for 30 minutes, it'll cost you $15, or about half of your "sublet alignment profit." Additionally, if the alignment shop has his own vehicles that need to get done, you're likely not the top priority. If you had to wait around for an hour, all of your sublet profit has likely vanished. Instead of making $60-$70 with your own machine, you broke even.

Long-term Costs: Purchasing a new alignment machine is a great long-term investment in a body shop. Newer machines create customer facing reports that can increase customer trust, as well as perform more precise alignment measurements that reduce the opportunity for human error and will greatly eliminate customer comebacks.

Liability: There's a lot of extra risk your shop takes on when you sublet your alignment jobs. If something goes wrong on the alignment rack at your friend's location, or the car is misaligned, the work your shop has already put in to the job can be jeopardized. Another cause for concern is the process of moving the car to the friend's shop. A lot can go wrong during the quick drive over to your collaborator, and when a high volume of cars have to be brought back and forth by your team, the odds of a problem arising becomes much more likely. Additionally, the last person that touched the car is liable- so if your friend's shop didn't do the alignment correctly or completely, you are liable for that work.

Increased Control: This is probably the most important aspect as to why it's important to keep alignments in house. Your clients choose your shop for a reason. A shop's reputation is everything, knowing that you are the only people handling repairs from the second the car enters your lot, to the moment the owner picks it up, allows for you to take full ownership for the quality of care your shop delivers. Alignments are a key component of almost every collision repair job, and having your team trained with the best alignment equipment is paramount to giving the car back in peak driving condition.

Contact us at LIFTNOW to learn more about alignments for tire shops at www.liftnow.com, sales@liftnow.com or 1-800-LIFTNOW.

NOT ALL SENSORS ARE CREATED EQUAL!

Non-OE manufactured TPMS does NOT operate the same as OE manufactured TPMS, often leading to:

- Slower Auto-Location and Auto-Learn operation, displaying incorrect warnings and information
- Slow Tire Fill Alerts, causing over-inflation
- Slow or incorrect communication from the sensor to the vehicle, causing slower detection of pressure loss/ change in temperature, leading to tire damage
- Incorrect or missing OEM specific information, causing the light to illuminate prematurely
- Incorrect messages when using the OBD module, due to lack of Controller Area Network (CAN) system knowledge. In certain cases, there is limited communication between TPMS sensors and the vehicle
- Interference with other systems on the vehicle (trunk, lights, etc.), causing user annoyance and possible Diagnostic Trouble Codes (DTCs)
- Inaccurate pressure readings, sensors can transmit less often than an OE manufactured sensor

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Common Design Mistakes made by Inexperienced Web Designers

Millions of people search the internet every single day looking for solutions to their problems and answers to their questions. Today's consumers demand the information they need to make informed purchasing decisions. In fact, nearly 88 percent of consumers research products or services online before buying in store. In today's digital landscape, an easy to find, responsive, website is vital for your business's long-term success.

Many elements need to be taken into consideration when building and launching a website. In our digital world, a website is often your business's first impression. It needs to be professional, reflect the unique qualities of your business, and provide visitors what they want – when they want it.

Building your own website or working with an inexperienced web designer can be risky. It can weaken your site's overall reach and search ranking. While spending less money or building your own website may seem like an economical decision, an experienced web design team knows how to avoid the following mistakes.

Poor Structure & Navigation

A recent study found that 94% of consumers expect a website to be easy to navigate and easy to use. If a visitor can't find what they need on your site quickly and easily, they will leave and find a frustration-free option. Easy navigation is often ranked as the most useful website feature. By adding simple navigational toolbars and menus, your website can create an intuitive user experience. A successful website delivers an instinctive user-experience that ensures a site's traffic stays both engaged and also returns.

Lack of Search Engine Optimization (SEO)

Over 93 percent of all online activities start on search engines like Google, Yahoo, or Bing. Why? Simple - people trust Google. By ranking high on search engines, your business builds trust and credibility. Search Engine Optimization (SEO) also pulls in quality traffic to your website. Search traffic is already interested in your products or services. These people are actively searching for the problem your business solves. Keep in mind the average person won't go past the first five listings on a search engine results page!

SEO, a way to improve your website so it appears closer to the top of search results, can put you ahead of the competition but it isn't a static process. It is a framework with rules and processes. If two websites are selling the same exact thing, the search engine optimized website is more likely to appear closer in the top positions in organic search results. This can have a huge impact on your company's goals – like increasing your leads and sales.

Missing Call to Action (CTA)

In digital marketing, a CTA is often a button with copy. A CTA is designed to persuade site traffic to take a particular action that will benefit your business. A successful CTA provides a better user-experience by directing what steps your site's visitors should take next – moving them down the sales funnel. Without a call to action, visitors leave your site without learning about your services, scheduling an appointment, or without providing any follow-up information. Without a clear CTA on your site, you will lose sales and customers.

Using Free or Low-Cost Templates

Rookie designers may resort to use a free or low-cost design templates. While this may seem like an easy solution, it often creates a disconnected, generic website. Your business is unique and your website should be, too. Let's say you pick a website template for your business and you love it. Unfortunately, there is nothing stopping your competitors from purchasing the same template. A good designer gets an understanding of your business and tailors the design and structure of your site to promote conversions generating more sales.

Avoiding These Common Mistakes

When you invest in a professional web design team, not only are you investing in the visual appearance and accessibility of your website, you are also investing in expert advice, techniques, and best practices, creating the best possible user-experience. Professional designers and digital marketers take time to ensure each website design captures the individuality of the business, provides an excellent user-experience, and can be easily found online. A custom-designed responsive website is where it's at.

This article was created by the team at Net Driven. Learn more about Net Driven digital marketing solutions by visiting www.netdriven.com.

Blog Transcript - What Makes a Business Successful?

Wayne Rivers, Family Business Institute - *March 2020*

Hello, this is Wayne Rivers at The Family Business Institute. Thanks for tuning in. We appreciate that. We would like the benefit of your thinking and your comments in the section below. As always, click on our social media icons. We appreciate that.

This week, I want to talk about what makes a business successful. Last week we talked about the book, Who, and what successful CEOs look like. This time, I want to talk about what the business itself looks like, what four factors contribute to the success of a business. Again, researched by Geoff Smart, and his team who wrote the book. This is my last blog about that book for a while, I promise. Okay? But it's really fascinating information. In this survey, they looked at 400 CEOs, among them, billionaires and high-profile leaders, the kind that you see featured in the news all the time. They asked him a simple question, what contributes to the most, what factors contribute the most to business success? They came up with four things. This is the consensus among all these super successful business leaders.

The first thing that came in, 11%, was external factors, the overall economy, the type of industry that you might be in, the type of financing you're able to secure, things like that. External factors, we can kind of write that off. You might say that's the luck piece. That's the part that you can't control very well.

17% said strategy. Strategy is the thing that makes a business the most successful. 20% said execution is what makes a business successful. All right? If you think about at that point, we're not quite to half. We're not quite to half of the contributors to what makes a business successful.

The biggest component across all these successful people, they said 52%, talent. Talent is what you need to make a business successful. I agree with that 1000%. My reasoning is this, you can be the most successful, hardworking, talented, ambitious entrepreneur in the whole world, but if you have bad people, if you have even average people on your team, you're just surrounded by average people, you can only go so far. If, on the other hand, you're blessed, like we are at The Family Business Institute, and you've got an amazing team, then I, almost, as a leader, don't have to do anything. I get out of the way and let these super intelligent people help drive the bus. Golly, we've accomplished so much more than I ever thought we would, but it's because we've assembled a wonderful team. I agree with the people element, the people component 1000%.

Now, where do I quibble with this survey of CEOs? Well, strategy and execution came in kind of close together, 17% for one, 20% for the other. I think they had that backwards. Because what good is it to have wonderful execution for a bad strategy, right? I think the strategy has to come before the execution, because your strategy has to be a good one. I remember reading about after the Dot-com bubble burst in 2001 that some CEO, in this horrible period where businesses were falling apart and failing day to day, they took several hundred thousand dollars to repaint their trucks. Then the business was gone in a year. I was thinking, "What?" The execution was fine. The painted trucks look nice. But why spend money when you're swirling down the drain? Why spend money to paint your trucks when they should have been spending their time, and efforts, and resources in much, much, much, much more productive ways? I mean, why execute on a poor strategy? I quibble with that quite a bit, but you know, who am I? These are billionaires, right?

All right, so five tips that come out of the book, Who, for making your business successful. Number one, and I think this is a tremendous recommendation, make talent acquisition your top priority. I think for most, many, if not most, of our family business audience, I think they almost look at human resources as a necessary evil. It's something they have to do whilethey're doing the tasks of their business. I think if more of you devoted your heart, and your time, and your energy to getting the best talent on your team, as successful as you are now, you'd be even more exponentially successful. That should be the only. I've got four more recommendations, but that really should be the only one that you take out of this blog.

The second thing is have systems. Have systems for getting people on your bus, training them, orienting them, getting them onto the team. The third thing is make sure the entire team knows that talent acquisition is the company's number one priority. If your team knows it, they can be on the lookout. They can look for friends, and relatives, and acquaintances, and people they meet as they network in business, and they can always be on the lookout and they can be your recruiting force and help you find the kind of town that you need to be super successful.

The fourth thing, again, I agree with this, you need to have a clear and compelling vision for where your business is going to go, because you can't attract super talented top-rated people if your business is just, "Oh we want to make more sales and profits than we did last year." That's not a vision. Getting the right people on your bus, they need to make sure their personal vision for how they see themselves and where they want to go aligns with your vision as a company. Those things need to be perfectly aligned for them to come on board.

The fifth thing, and I agree with this again, get rid of the players on your team that are no longer contributing value the way you expected them to, or maybe the way they once did. I know that's harsh advice in today's environment where everybody's looking for talent. But the big takeaway here, make talent acquisition your number one strategic priority and devote your heart, and your time, and your attention to doing that.
I'd love to have your comments. Love to have your thoughts. This is Wayne Rivers at The Family Business Institute. Thank you.

Email Matters: The Art of Better Service

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

Email communication is a fundamental component of everyday business. Email is ubiquitous and we easily forget that it has only been with us since the mid-90s. Before email existed, customer service and business communication was dominated by telephone calls, letters, faxes or face to face interaction. In a relatively short time period, email soared in popularity for both customer service and internal employee communication. It caught on because email is fast, it's free, and it's highly effective. While most team members know how to send and receive email messages, there are dozens of important nuances that can make the difference between your customers and coworkers getting mediocre service vs receiving top of the line treatment via email.

Let's look at some tips, recommendations and reminders to help you be more effective and deliver better customer service when using email for business. These are helpful if you're a younger team who never knew life before email or if you're the savvy veteran who remembers exactly when email came on the scene.

BEFORE WE BEGIN:

Always comply with your organization's policies. Every organization is unique. Be aware that certain matters surrounding email involve legal issues and/or operating procedures that may be unique to your organization. If you arrive at a subject that happens to conflict with a specific policy in place at your organization, we advise you to yield to your company's policy.

Now let's get started learning how to use email for better customer service.

ADDRESS FIELDS: The distinctions and uses of To, CC and BCC. Let's discuss the appropriate uses of the **To**, the **CC** and the **BCC** address fields when setting up an email. Each field has a distinct function and purpose.

Let's begin with the **To** field. The email addresses in the **To** field should include those individuals who are directly involved in the subject matter of your message. The subject of this email will concern them. Another way to think about it is to ask yourself who are the people you would want to invite to a conference table on the subject, if you were arranging a face to face meeting rather than sending an email. The To field is for recipients you would expect to read the message and possibly be required to take action.

So what about the **CC** line? Back in the days of the typewriter, a typist could create an original document plus an identical copy by inserting a sheet of carbon paper between the original sheet and a second sheet of paper. That's where we get the shorthand term, **"CC."** The days of actual carbon copies are gone, but the **CC** term lives on.

Today the term **CC** is often used to designate a courtesy copy. This is a way to keep appropriate people in the information loop. Remember the people sitting around the conference table in the example for the **To** field? The **CC** field is for those who didn't need to attend that meeting but who will get a memo later recapping what was discussed. Courtesy copies are for anyone who would derive value from being included but with this distinction: Their direct action, input or response usually isn't required. The **CC** field is ideal for recipients that you want to keep advised about the topic or message.

Recipients in the **To** and **CC** fields each can see all the parties who were copied in both fields.

Let's look at the **BCC** field. That is a blind courtesy copy. It's a method of copying people on your message without openly displaying their address or the fact that they were included in the correspondence to the recipients in the **To** or **CC** fields.

Recipients in the **To** and **CC** fields cannot see the parties copied in the **BCC.**

Here are some situations where you might use the **BCC** field. Use blind courtesy copies when you want to keep others informed about developments without openly displaying their email addresses to everyone in the **To** or **CC** fields. Perhaps you want someone in management to be copied without influencing any coworkers who might react differently if they knew a manager was being copied. Or maybe your message requires that you **BCC** someone to protect yourself by covering all your bases.

Also, use **BCC** to large groups, when you want to eliminate Reply To All messages or back and forth interaction on a subject. Reply To All will be covered in the next section in more detail, but we all likely understand what we mean by that term for this **BCC** use example. For instance, let's say you need to check some possible dates for an upcoming office holiday party. Use **BCC** if you want recipients to reply back to only you and not be able to create an email storm with dozens of coworkers announcing their schedule conflicts to the entire group.

BCC also gives you control over privacy. It allows you to protect the anonymity of the email addresses in your distribution list and, because so many emails are forwarded, BCCs also can prevent third-parties from harvesting email addresses to use them for spam or unauthorized contact down the road.

REMEMBER

- TO: is used for parties directly affected by the message
- CC: is a courtesy copy used to keep secondary parties informed on the matter
- BCC: is a blind courtesy copy used for interested parties when you wish to keep their addresses undisclosed
- Reply to All (Use Cautiously!)

Here is something that probably has happened to all of us at some point. You meant to reply to a single person who originally wrote to you as part of a larger group. You were in a hurry and instead of clicking the Reply button you accidentally clicked Reply to All. Ouch!

If you are lucky, the Reply to All mistake is limited only to being a minor annoyance. If you are not so fortunate, the outcome from this type of mistake can range from extreme embarrassment to career ending, depending on what you said and to whom you said it. How would any of us feel if we realized we had just sent a response with a negative comment about a boss, colleague or customer to a large email group (via Reply to All)? That type of event certainly won't do you any favors when it comes time for your annual review.

Reply to All means that every name in the **To** and **CC** fields will receive your reply. That could mean dozens or even hundreds of recipients will get your reply, and many of those will wonder why. Sometimes this is referred to as an email storm or a reply apocalypse. Reply to All errors aren't just limited to inappropriate messages. There's another concern. One major benefit of using email for business communication is the time-saving potential it offers, but unnecessarily Replying to All can result in a huge waste of time.

Consider this: If you unnecessarily Reply to All to a group of 60 coworkers with a message that has no value to them, but it takes each reader about a minute to sort through the message, you've just caused one entire hour of cumulative work time to be wasted. One full hour evaporated by a single, careless Reply to All. Multiply this by the amount of times unnecessary Reply to All messages take place and it doesn't take long for this practice to become a major productivity killer.

There are documented stories about large organizations being involved in epic wastes of work time because someone accidentally replies to a huge group, and some of the recipients, in turn, reply back again to everyone, asking to be unsubscribed from the group. This further causes others to ask to be removed. This creates a huge whirlwind of wasted time and lost productivity, in addition to annoying a lot of people.

So, if you're replying to a group message and only some of the people in it need to see your answer, as a courtesy simply remove the group members not affected, or use the BCC field to copy people, but avoid risking your exposure to a Reply to All storm. Just like proofreading or ensuring the address field didn't auto-fill with the wrong recipient, take a few extra moments to make sure your outbound email is sent only to your intended parties.

Avoid unnecessary Reply to All

KEY POINTS

- Each of the address fields (To, CC, BCC) has a distinct function.
- The addresses you use in the To field will be those of the individuals directly involved in the subject matter and from whom you may need a response.
- Those addressed in the CC field are people who would derive value from being included in the discussion but whose input is not necessarily needed.
- The BCC field may be used in a variety of ways:

  When you want to keep others informed of developments without openly displaying their email addresses to all the other recipients.

  When you want a member of management copied without influencing any coworkers who might react differently if they knew management was being copied.

  When you need to protect yourself by covering all of your bases.
- Reply to All means exactly what it says. Every name in the To and CC field is going to get your message.
- Unnecessarily using Reply to All can cause a huge waste of time.
- If you are replying to a group message and only some of the people need to see your answer, as a courtesy, simply remove the group members not affected.

Nancy Friedman, founder and chairman of Telephone Doctor Customer Service Training is a popular speaker in the automotive/tire industry. She is a past speaker at NETSA. Follow her on LinkedIn, Instagram, and all her social networks for ongoing tidbits you can use immediately and forever. www.nancyfriedman.com; 314-291-1012.

Why I Don't Want to Buy Life Insurance

By Jeff Mishol, Colonial Life

If you're like most people, it's not that you don't appreciate the value of life insurance. In fact, many people believe they need more coverage. You probably wouldn't mind owning additional life insurance. It's just that you don't want to buy it.

Thinking about buying life insurance, talking about buying life insurance, discussing the reasons for buying life insurance--all of this makes many people feel uncomfortable. Here are just some of the reasons why you may be putting off buying the life insurance you know you need.

I don't have enough time...

You'll get around to buying life insurance, but not today. With all the things you've got to do, buying life insurance can come off as a low priority--just one more thing you ought to do. Plus, the whole idea of discussing life insurance isn't a whole lot of fun. Who wouldn't rather take the dogs for a walk on the beach, attend a child's softball game, or spend free time in the evening visiting with friends?

Nonetheless, buying life insurance is really an important task that should be addressed. Life insurance can help ensure that your family will have enough money to meet their financial obligations in the event of your death.

I don't know where to start...

If you don't have a clue about which type of policy is right for you, or how much life insurance you need, join the club. Few of us truly understand life insurance: why we need it, what type of policy is best, how much we need, when and how benefits are paid, how benefits may be taxed, and more. That's okay. It's not your job to know everything about life insurance. That's the job of an insurance professional.

Thinking you need to hae all of the answers about which type of life insurance is best for you is sort of like needing surgery and thinking you need to know which type of scalpel to use. That's the surgeon's job. In the same respect, the right insurance professional can guide you through the process of selecting the policy that best suits your needs, budget, and objectives, and can answer your questions.

Life insurance isn't a high priority compared with the other expenses I have...

For many underinsured people, it's not so much that they don't want the life insurance they need; it's just difficult to find the extra dollars to pay for it.

Buying life insurance you can't afford benefits no one. If it causes your family hardship or requires you to make choices that seem incongruous ("Gee kids, I'd love to take you on vacation, but our life insurance premium is due"), you'll eventually discontinue the policy. Then you lose, and your family loses.

That's why it's important to purchase a policy that meets your needs and your budget. Fortunately, there are many types of life insurance available. These include term life insurance policies and various types of permanent (cash value) life insurance policies. Term policies provide life insurance protection for a specific period of time. If you die during the coverage period, your beneficiary receives the policy's death benefit. If you live to the end of the term, the policy simply terminates, unless it automatically renews for a new period.

Permanent insurance policies offer protection for your entire life, regardless of future health changes, provided you pay the premium to keep the policy in force. As you pay your premiums, a portion of each payment goes toward building up the policy's cash value, which may be accessed through loans or withdrawals. (Keep in mind, though, that loans and withdrawals will reduce the cash value and the death benefit, and could cause the policy to lapse, which may result in a tax liability if the policy terminates before the death of the insured). The cash value continues to grow--tax deferred--as long as the policy is in force.

The bottom line

It's easy to understand why people tend to put off purchasing the life insurance they know they need. But look at it this way: buying life insurance is one way you can help secure your family's financial future. And what could be better than knowing your loved ones will be protected, even if you're no longer around to take care of them?

For more information Jeff Mishol may be contacted at (866) 242-1862.

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To receive an application, go to **www.netsa.org** and click on **Scholarship Application**.
(Located on the home page).
Print and complete application. Information should be mailed to the address provided below.

3 Lefevre Drive
Kingston, NH 03848

Phone: (855) 638-7248 | Fax: (855) NETSA4U | email: netsapros@aol.com

NETSA Membership Benefits

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Merchant Partners
Sales (866) 814-4083
• Meet or Beat pricing for NETSA Members
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Dental Coverage
NEAD Insurance Trust/Ameritas:
Charlie Muise (781) 706-6944
• $1750 Calendar Year Maximum
• Rates guaranteed until April 1, 2021
• No waiting periods
• Coverage for single, spouse, family
• High-low plans available

Employee Supplemental Benefits

Colonial Life & Accident Insurance Company - NEW
Jeff Mishol (802)457-7312
Voluntary supplemental benefits customized for NETSA members, making it easy for employees to qualify. Plans available include disability, accident, critical illness, hospital confinement and life insurance. Employees purchase the benefits they desire through the convenience of payroll deduction.

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

Insurance Coverage
Affiliated Insurance Agency:
Phil Muller (516) 576-0166
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• Comprehensive comparison review of current insurance portfolio for retailers, wholesalers, commercial, industrial, retreaders and manufacturers
• Insurance products included but not limited to: Property, Liability, Automobile, Employment Practices Liability and Cyber Liability
• Employee Benefits

Lease to Own
Progressive leasing:
Aric Wredberg (267) 372-9270
• Providing virtual lease-to-own for customers since 1999
• Best-in-class customer support
• Customers could pay off early with 90-day purchase options

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

Marketing & Analytics

TireTutor - NEW
Jimmy Gogan – (781) 205-9148
Our goal is to make buying tires easy for the consumer while driving business back to independent dealers. Our comparison-shopping website brings visibility to local dealers, helping them compete with larger chains and online retailers. Our proprietary software helps dealers understand where their pricing stands in the marketplace. We offer a free 3-month trial of our platform, followed by a discounted NETSA rate.

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Brenntag Lubricants:
Jim Rogers (860) 250-2076
• Valvoline Quality Products - Motor Oils, Trans Fluids, Grease, Oil & Air Filters, Fuel Inj. Cleaners, Antifreeze & Wiper Blades all earning rewards points/money.
• Free Valvoline POS Imaging & Training
• VPS Equipment & Marketing Program

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

Social Media
Optimize Social Media
Ben Moore (218) 213-2251
• Creation, Manage & Maintenance of: Facebook, Twitter, Google, Yelp & You Tube with a dedicated account manager

Scholarships
• This year NETSA and our sponsors, will provide nineteen $2,000 scholarships to member employees, their spouses, and their dependents

Tire Industry Market Facts
GfK Benchmarking:
Neil Portnoy (212) 884-9269
• Monthly Benchmarking reporting
• Your store(s) vs. Market
• Sales, Share, Price; all by product line.
• Know what customers are buying, so you could make informed inventory decisions

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

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

Web Site
Net Driven:
sales@netdriven.com (877) 860-2005 x298
Net Driven provides Industry leading solutions to drive your business. They will build, host, & update your site at reduced NETSA Member rates. Our website is hosted by them at www.netsa.org


ATD
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ATD continues to deliver the largest technology-enabled replacement tire sales and distribution network in North America.
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• BEST-IN-CLASS ANALYTICS - Analytics toolkit to identify opportunities to improve profitability

For More information please contact: Tony DeSimone
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Tel: (855) 638-7248
Fax: (855) NETSA4U
email: netsapros@aol.com
website: www.netsa.org

The Road Runner

The Newsletter of New England Tire & Service Association

2020 NETSA Scholarships

Submission due date has been extended: April 30, 2020

The Road Runner
Spring 2020

New England Tire & Service Association

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