

2011 Hall of Fame Award



Jack Axelrod



Richard "Dick" Cole



Barry Steinberg

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

Congratulations!

*to Jack, Dick & Barry for your years of dedicated service & commitment
to our industry from your Friends at*

SULLIVAN  TIRE

2011 Hall of Fame Inductee - Jack Axelrod

With the name Jack Axelrod, he was destined to be in the tire business. Born in Moodus Connecticut on January 26, 1926. he was the eldest of three brothers. Jack was educated in Moodus, graduating from the Nathan Hale School, and then went on to Drake University in Iowa where he received his degree in Economics. After which he served briefly in the armed forces during WWII. Upon his honorable discharge he worked briefly for Electric Boat in Groton Connecticut.

Jack's parents owned a restaurant in Moodus for many years, and it was on this property that he built a gasoline station, tire sales, auto repair business and limousine service. A true entrepreneur at heart, he saw a need and filled it. Moodus was known as the "Catskills" of Connecticut at that time, with many resorts catering to folks who desired to spend a week in the country. Jack had a fleet of cars able to transport folks from the train stations as well as the New York City area. However, his true strengths and aptitude relied in sales and that of tires specifically.

When the Federal government decided to redevelop the downtown of tiny Moodus in the 1960's, it was fortuitous for Jack that the property his folks owned lie in its path. With the proceeds of the eminent domain, Jack built a large warehouse complex in Portland CT, three hours from Boston and NYC. Again finding a niche and filling it, he began to fill that warehouse space for the distribution of tires. He assembled a cadre of elite sales people adept in developing many accounts that served as the core of the Axelrod Tire distribution business.

Jack made frequent trips to Akron OH over the years, creating many a lasting relationship with several tire manufacturers which

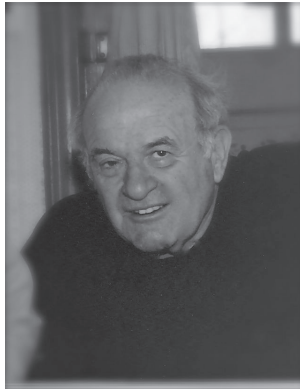
prospered for years. Over the next 30 years he was well known in the New England market as the go-to guy for tires.

He had developed a great relationship with many major brands as well as several private label (import) brands, which were beginning to enter the marketplace. This enabled him to cover the spread in terms of price points that served his client's needs. He serviced the Connecticut region with daily and weekly runs, but also would go greater distances up and down the highways throughout the New England region.

During the late 1970's Axelrod Tire expanded, branching into the retail aspect of business. At its height, there were eight stores in CT, RI as well as the Boston MA market. All of these expansions allowed him to have better purchasing power to deal directly with the tire manufactures. Jack was "old-school" in his thinking and work ethic. He had a plaque on his desk which read "DO IT NOW", and then if asked, he would finish the statement by saying "...and get the job done". Some knew him as a guy with a gruff and tough exterior, but to those who knew him he was a always generous, fair, honest and a real pussycat

More than his business, Jack loved his family. He was a devoted husband, father, grandfather, brother and uncle. Jack and his wife of 32 years, Phyllis, travelled the globe frequently, enjoying many new destinations. He took special joy in the annual tire trips/vacations with his competitors and colleagues where many a story could be shared. He took great joy and pleasure being amongst this group of folks with which he shared so much over the years. He would have been very proud and honored by the distinction of this award.

Jack passed away in Florida in March 2005 after a courageous battle with cancer surrounded by his loving family.



2011 Hall of Fame Inductee - Richard "Dick" Cole

Dick Cole was born in Bangor, Maine, the oldest son of Galen & Sue Cole on February 3, 1948. He began earning money to pay for all his expenses, except his room and food, at the age of 14. His first job was pumping gas, washing cars and changing tires at a Chevron station. After getting his drivers license, he expanded his earnings by plowing 15 drive-ways before and after school with a 1956 Jeep Wagoneer. This experience taught him how to become independent, a hard worker not afraid of long hours, and to realize that "if it's going to be, it's up to me".

Dick attended schools in Bangor where he graduated from Bangor High School in 1966 while playing on the Varsity Basketball Team for 3 years, on the Varsity Football Team for 2 years, and was chosen as Class Marshal in 1965. He then went on to the University of Maine in Orono where he played Basketball on the freshman team while working two jobs to support a family. His father and mother felt it very important to receive a college education and paid for tuition

& books to put all 5 of his children through college. Dick graduated in 1970 earning a B.S. major in Business Management. Upon graduation, he worked for the then largest Retail company in America - Sears, Roebuck & Co. in their "Executive Training Program" in Warwick, R.I. He was promoted, 3rd out of a class of 20, to Sporting Goods Division Manager in Springfield, MA. After 2 years and a second promotion that would mean another move, he decided it would be much better to settle into a job with less location moves.

Dick returned to Bangor in 1973 to start A.J. Cole Tire and become it's General Manager. This became a Division of Cole Enterprises which had been started by his Grandfather, "Allie" A.J. Cole as Cole's Express in 1917. A.J. Cole Tire grew to two locations with 26 employees selling Armstrong, Star, and B.F. Goodrich tires both retail and wholesale.

Dick was also very active in the Bangor community where he was Vice President of the Bangor Jaycees and chaired the 12th Paul

Bunyan Snowmobile Race. He was First Vice President of the Bangor Chamber of Commerce in 1984, and was involved in many fund raisers for the University of Maine, YMCA, Girl Scouts, City of Brewer, and youth athletic programs. Dick was the Lay Leader of the First United Methodist Church in Bangor at the age of 26 and had been Chairperson of that Church's Finance Committee, Architectural Committee, and Pastor Parish Relations Committee.

Dick loved playing all kinds of competitive sports as a youngster and felt it was very important to give back a year of

service for every year he had been coached as a youth. Therefore, he coached his son and daughter's youth Farm League Baseball, Girl's Lassie League Softball, and YMCA Youth Basketball. He was the Commissioner of the Bangor YMCA's Pee Wee League, was on the Y's Physical Committee, and the Camp Prentis Committee.

Dick married Jane, his loving wife and now best friend

in 1985 and moved to Yarmouth, Maine where they owned and operated Dick Cole Tire Center in Portland for 16 years. They built their business with the idea that they should treat every customer like they would their own mother. If a customer was not happy with anything from service to a product, the first question all employees were to ask the customer was "What would you like us to do to satisfy you?" Dick and Jane didn't argue with their customer about warranties not covering the product, nor that the customer did not do what was required to be done, etc.! It was simply - What would you like us to do to satisfy you and keep you as a customer?

Their employees were also treated like family. They had monthly employee meetings to show the employees the financials, discuss upcoming sales & events, and together to decide how to resolve any problems that had arisen. In keeping with this philosophy, Dick & Jane were the lowest paid employees in their company



2011 Hall of Fame Inductee - Barry Steinberg

Barry Steinberg started Direct Tire and Auto Service in 1974 after working for Duddy's Tire for 5 years, in an old car dealership in Watertown, Massachusetts with the idea of offering Boston Area Motorists the most uncompromising service available.

At the time, most folks were used to bare bones auto repair and Barry saw an opportunity. Starting by offering lines of tires not available at any other business, services for free that others charged for and the finest equipment and training in New England. Within a few years, people came from all over New England to experience the Direct Tire Difference and Direct Tire became the busiest single location tire store in America. Accolades such as the very first Modern Tire Dealer Magazine Dealer of the Year and Fortune Magazine's "One of the Best Small Companies in America" soon followed and expansion began. In 1992, Barry



opened the second location in Norwood, Massachusetts. The third, in Peabody, Massachusetts, came along in 1997 and the fourth in Natick, Massachusetts followed in 1999. Direct Tire and Auto Service continues to be a leader in the

industry with innovative programs such as extended warranties, free loaner cars, online scheduling and scheduled maintenance programs. In 2001, Direct Tire and Auto Service was presented with the prestigious Reatiler of the Year by the Massachusetts Retail Association.

From a humble one store beginning with 5 employees to four locations, with 70 employees Barry and Direct Tire and Auto Service have positioned themselves as a powerhouse in New England auto care.

Barry is married to Penny, they live in the Back Bay section of Boston, they have four grown children, none of them in the tire business and 5 grandchildren. ■

Continued from page 3- Richard Cole

and only made a bonus if the Company made a profit.

In the mid 1990's while at an NTDR meeting, Dick was asked by Tony Koles and Barry Steinberg to join the Board of Directors of the New England Tire Dealers and Retreaders Association. He was later elected President in 1999, and the Board and he changed the name to the New England Tire & Service Association (NETSA) to reflect that most members were also performing other services on vehicles, along with selling tires.

The leased building that housed Dick Cole Tire Center was then leased to Sullivan Tire in late 2001 and Dick went to work for that fine family company. Sullivan Tire created a new position and put Dick in charge as their "Business to Business Sales Manager". This was a first for Dick in calling on new outside custom-

ers, but was very successful for both Dick and Sullivan Tire.

In 2003, Dick was asked to become the Executive Director of NETSA. The Association has grown from 235 to 465 members, become even more active, and very healthy financially. He also became a Certified State of Maine Mediator in 2004, a Maine Court Appointed Dispute Resolution Mediator in 2007, and a Florida Supreme Court Certified Mediator in 2009. Dick also helped start and owns Sunbird Enterprises, Inc with his brother-in-law George Parke and nephew Brett Parke. All this has kept his mind busy and his wife happy. "Happy Wife, Happy Life"

Dick & Jane have a dog named "Patches" not Spot, between them 5 grown children - ages 38 to 47, and 9 wonderful grandchildren ages 8 to 17. ■