



## Officers

**President** – Steve Dupoise, County Tire Center, Inc. Middlebury, VT

**Vice President** – Rich Tuttle, Nokian Tyres, Colchester, VT

**Treasurer** - Matt Lewis, Max Finkelstein, Inc., Windsor, CT

**Secretary** –Blaise Pascale, Toce Brothers, Bloomfield, CT

**Executive Director** – Dick Cole, NETSA, Yarmouth, ME

## Board Members

Jody Anderson

Hogan Tire Inc., Houlton, ME

Gene Bova

Motostar Tire & Auto Products, Merrimack, NH

Spencer Carruthers

Kenwood Tire Co., Inc., W. Bridgewater, MA

Tony DeSimone

Englewood Tire, East Hartford, CT

Tom Ferguson

Wells Fargo Special Risks, Inc., Dover, NH

Dale Franklin

Partner Tire & Service, Inc, Colchester, VT

Ray Hamel

Hamel's Tire Center, Cumberland, RI

Bill Hogan

Hogan Tire Centers, Woburn, MA

Robert Katz

Nu-Tread Tire & Auto Service, Inc., East Boston, MA

Jack Kelley

Tom Lyons Tire, Waltham, MA

Anthony Koles

Montvale Tire Co., Inc., Melrose, MA

Pam LaFleur

Summit Tire Northeast, Taunton, MA

Larry Lesieur,

Maynard & Lesieur, Inc., Nashua, NH

Shawn McKenzie

American Tire Distributors, Franklin, MA

Brian McGeoghegan

Mohawk Rubber Sales, Hingham, MA

Steve McGrath

Tire Warehouse, Keene, NH

Jim Melvin Jr.

Tire Pros, Inc., Johnston, RI

Stan Morin,

New England Tire, Attleboro, MA

Frank Pascale

Toce Brothers, Torrington, CT

Mark Rochefort

Vermont Tire, Montpelier, VT

Alan Saks

Dorchester Tire Service, Inc., Boston, MA

Shaughn Shea -new member

Tire Centers Inc., Exeter, NH

Sid Tinson

Sullivan Tire & Auto Service, Norwell, MA

Shawn Young

Reliable Tire, East Hartford, CT

## 2012 NETSA Golf Outing Another Huge Success.



*Jim Melvin Jr., Golf Committee Chair*

NETSA held it's annual scholarship golf outing Friday September 14th , at the beautiful Shining Rock Golf Course in Northbridge, MA. A record Eighty-eight golfers enjoyed a magnificent early fall day at a course dubbed "a diamond in the rough" and "#4 new course in America" by Golf Magazine.. The new venue this year was certainly a hit, and all the golfers raved about the course.

**Congratulations to all the winners and thank you to all our participants.**



**Notables: Low Gross:** (*Seen above*) Jim Melvin Jr., Chris Cameron, Matt Ricci & Walter Kenny

**Low Net:** Peter Row, JP Gallagher, Art LeBlanc & Frank Andreozzi.

As I'm sure your aware this tournament provides the majority of the funding for the NETSA Scholarships, and we are



I hope all of you have had a busy summer at work but still plenty of time to enjoy the great weather. We had a great time camping and spending time with our kids and grand kids.

Work was okay with the exception of June. The town is rebuilding a two lane covered

bridge which closes one route to us until November, then closes the main street to us for the month of June to repair the approach to the new fire station at the end of the street. They blocked the street off on our end without putting up signs telling the driving public that all the businesses are open and the street is only closed to through traffic. And you know, they still want their taxes that are due in August !! You can imagine the impact, thankfully they reopened the road July 1st and things went back to normal.

We just had our annual golf outing at Shining Rock Golf Course in MA. I'm not a golfer but went out and enjoyed the day with many old friends. The day beautiful, the temp perfect, with the largest group of golfers ever, and nearly every one showed up. Rich Tuttle and I spent a good share of the day riding in a golf cart encouraging everyone and taking in the beauty of the course. Thanks for the great time Rich. Everyone was given a hat and six Hankook golf balls

at registration sign up. Raffle tickets were sold for numerous prizes that were given away after a great lunch was served and after all golfers completed the course. Nearly TWELVE THOUSAND DOLLARS was raised to support the scholarship fund. Thanks to all who participated, donated prizes, and sponsored holes.

The Trade Show Committee is already at work to line up speakers and seminars. This year's event, to be held on April 12 & 13, 2013, will I'm sure, be another sold out event. Rich Tuttle and crew are getting a jump on making this year's event one not to miss. Mark your calendars now.

Hopefully by the time you get this, your winter season is already underway, and sales are starting to ring up at the counter, with staff healthy and ready to go. Remember to stay in touch with your equipment suppliers for anything that pops up. They need our support as much as we need theirs.

Here's to a cold and snowy winter season. We could all use mother nature to treat us good this winter season. Stay healthy,

*Steve Dupoise*



With so many top golfers in the playing field security was a must for Crowd control: - thanks Steve & Rich.

*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.*



**LAPPEN'S**

**Serving New England Since 1928...**



**WHEEL BALANCERS**



**ALIGNMENT SYSTEMS**

Your Authorized Distributor  
**HUNTER**  
Engineering Company



**TIRE CHANGERS**

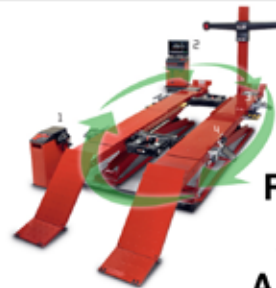
**New England's Largest Automotive Equipment Supplier**



**AIR COMPRESSORS**



**KAESER**  
COMPRESSORS  
*Built for a lifetime.*



**FLUSH MOUNT OR  
ABOVE GROUND  
ALIGNMENT RACKS**



**EZ Financing - We Take Trades - Best Prices**



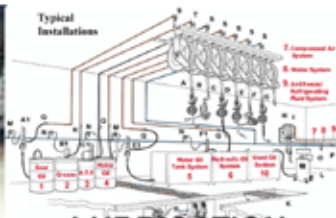
**All Types  
of  
LIFTS**



**Design, Supply, Install... We Do It All!!**



**A/C MACHINES**



**LUBRICATION  
SYSTEMS**



**EXHAUST SYSTEMS**



**TECH BENCHES**

**See more items and sign up for specials at [www.lappens.com](http://www.lappens.com)**

**LAPPEN'S GARAGE EQUIPMENT**

**Call Today... 800-752-7736**



*In taking a deep breath....  
it's been quite the week.*

As anyone who works in retail today will tell you, every day is an adventure. Selling tires and service makes it a unique challenge. I can empathize and mind-melt with each one of you who've had a customer burst into tears, when you tell them what's wrong with their car. I can share the joy when Walter and Barberas brought you

a Boston cream pie after they spent a thousand dollars on their '86 Buick the week before.

Customers are fickle. But do right by them today and they appreciate it more than ever. Do wrong and you're embedded in Google or Yelp purgatory for ever.

**The bottom line is you've got to take care of the customer. Immediately and without prejudice. Your customer's: Their opinion matters on Yelp and Google Places. Whether you actively manage your reputation or bury your head in the sand, the future depends on it:**

When regular Debbie came in for her regular oil change in June, we had to tell her she needed tires. Her Pirelli P4 tires we sold her in 2010 had worn out. Normal wear and tear, fair and square to the treadwear bars in 41,000 miles.

The P4 had an 85,000 mile limited warranty. We're on the customer's side. We gave Debbie \$208 towards her new set of tires and she was happy.



We don't file mileage claims. I think we're 0-5 since 1986, but determined, I decided to test the system. I called Pirelli customer service with the customer and after they hung us out

to dry in front of her, we had no choice

Not surprised, but disappointed, the claim was denied this week: 3 tires because of "mechanical wear" and the 4th because it had 4/32nds of tread and wasn't worn out enough!

Now I've seen excessive mechanical wear and these tires were down to the treadwear bars in the middle. It was normal wear and tear. Ummm....Pirelli? This is exactly why dealers won't sell your tires. Listen... it's not about the money; I didn't make the tire!

The truth is that the way tire adjustments are dealt with is outdated and frustrating. My in-store road hazard plan is more efficient.... The bureaucracy means that most claims aren't reported because they're just not worth it to us, the dealer

In other news: Business has been decent but spotty, can't complain really. Tires are so competitive and your competition is out to get you, so keep it tight; keep your standards and keep your customers. Also congrats to Bob Sullivan on being Modern Tire Dealer's "Dealer of the Year 2012!"

Bring on the snow.

*Until next time...*

*Spencer*

**Tough Jobs Need Tough Equipment**

Visit our website at: [www.stellarindustries.com](http://www.stellarindustries.com)  
and see the **BEST** trucks in the industry

Call Your Stellar Industries Sales Representative Today!  
Tom Formanek 800.321.3741 ext. 4253  
tformanek@stellarindustries.com

**STELLAR**® Our People. Our Products.  
190 State Street • Garner, Iowa 50438 • 1-800-321-3741  
INDUSTRIES INC. "An Employee Owned Company"

# YOUR COMPLETE DISTRIBUTOR SOLUTION!

Helping our dealers move their business forward.

PRODUCT • PROGRAMS • SUPPORT



**KENDA**

**FALKEN**  
TIRE

**AMERICAN**  
TIRE



BFGoodrich

UNIROYAL

Continental

GENERAL TIRE

YOKOHAMA

BRIDGESTONE

Firestone

KUMHO TIRES

- Full Account Management
- Highly Educated Sales Professionals
- Parts & Equipment Support
- In-House Adjustment Department
- Manufacturer Marketing Programs
- In-house Advertising & Marketing Support
- State-of-the-art Warehousing with the Precise Inventory You Need!

## Terry's Tire Town



For more information, contact us at:

800.834.8084 ext. 104290 or email: [sales@summittire.com](mailto:sales@summittire.com)



Labor Day seems to be a holiday that could disappear in the future, which wouldn't surprise me. School used to start after Labor Day but now starts earlier. To me it doesn't seem to have a reason to exist, but I have been wrong before.

We get three newspapers delivered in the early morning to the business and someone is stealing just the local paper. We are working on correcting the problem, but the newspaper people tell me we aren't the only ones who are having their paper stolen. On September 3rd some young boys set a mattress on fire next to an empty house behind our warehouse and we were fortunate that the damage to that house was confined to the upper floors. Some insurance companies won't touch us because of how close our buildings are to these houses, but it appears that the problem may come from them, not us. This building runs within yards of one of our buildings and two trailers. We don't allow smoking in our buildings and have replaced all the old electrical wires so we have minimized the chances of a fire but

it is scary to have a fire that close to us.

I'm fortunate to be as healthy as I've been, but I do take vitamin B12 and D3 which have definitely helped me. I would like to add another ten years to my eighty three. I want to be able to work a part time (forty hour week) which is a long way from my normal seventy hours a week.

The stock market has been creeping up the past few months, and I'm not much of a player but it is a dangerous game to play. I'll never make a fortune from the stock market but I'll probably sleep better at night. I read an article about schools not doing a good job teaching kids about how to handle money which I believe. Saving and investment knowledge is something we could all do better.

People still smoke heavily and a couple can easily spend \$5,000 per year. I hope that figure is high enough to get a few couples to quit. I would like nothing better than to have one of you calling me saying that I helped you to quit. At least talk about it in your house.

I will be going to a postcard show in Brookline New Hampshire in a few weeks which I enjoy and they draw quite well. Everybody has different hobbies. I definitely spend three to four hours wandering around the hall. It's probably around my fourth year.

We are stopping people from picking through our junk tires at night since our supplier has made a better deal with us to pick them up by the trailer load. We give

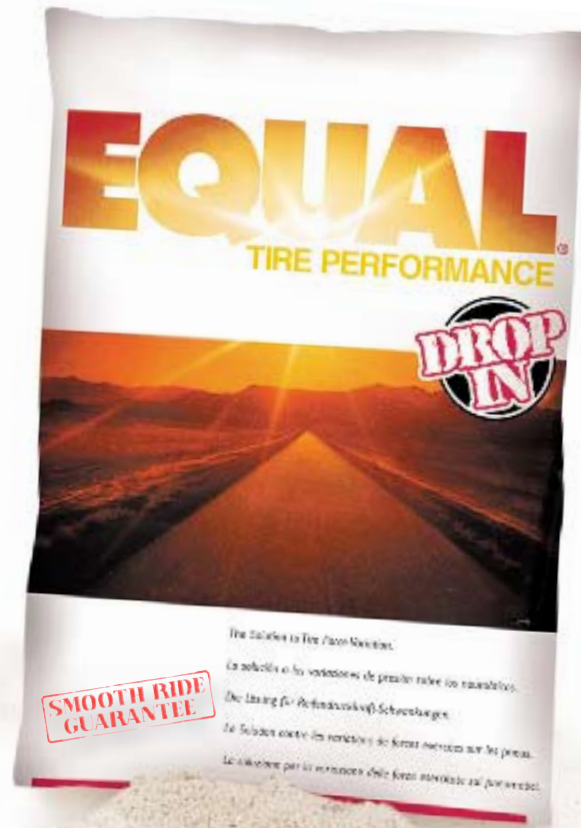
them most junks anyway since so few are any good for used but now we fill and lock the trailers at night so that people don't pick through them. The junk casing business has gotten much more competitive lately which is good since we have to pick up a lot of junks from our wholesale customers as well as the ones we generate from our retail business. The junks today are either ground up and mixed with asphalt, mixed and burned legally with other fuels, or shipped to other countries where there is a market for them. Whoever you use for junks, make sure you know where they send them and what they do with them. It can come back to haunt you if you don't know.

We are also looking at the Sunoco gas card available as a NETSA benefit. It looks like this might be a good deal for us and the members who are already using it seem to like it. If you use substantial amounts of fuel you may want to look at the program.

*Roland Lesieur.*



It comes down to more dollars in your pocket and less hassle in your day.



EQUAL is proven to:

- Reduce vibrations and comebacks
- Get more miles out of every tire through even wear
- Provide an adaptive balance for the life of the tire
- Maximize fuel economy (vibrations = wasted energy)

**EQUAL**  
TIRE PERFORMANCE

Super **easy** and **fast** installation with the **EQUAL drop-in bag**. Just drop in the bag before mounting the tire.



# 5 Most Costly Customer Service Mistakes

By Nancy Friedman, the Telephone Doctor, [press@telephonedoctor.com](mailto:press@telephonedoctor.com)

The Road Runner  
Fall 2012



Nancy Friedman shares the 5 biggest mistakes a business makes in today's challenging environment. While they sound and look simple... they are critically important to the success of your organization.

## **MISTAKE 1: NOT SMILING**

Insanely simplistic. On the phone or in person, we need to understand why a smile works - - because you can hear a smile. Don't feel like smiling?. Well, smile anyway. The customer doesn't care if you feel like smiling or not. It's better to have the customer think your office is closed than to have the phone answered or greet someone in a negative mood.

## **MISTAKE 2: NOT ACKNOWLEDGING A CUSTOMER'S REQUEST OR PROBLEM IMMEDIATELY.**

Rapid response. Requests and problems need to be handled sooner than later. Delaying a request or not immediately acknowledging it can cause more problems than the original request.

## **MISTAKE 3: IMMEDIATE REJECTION OF A REQUEST**

Be a "double-checker." It's easy to tell people, "We don't have it", "Sorry, it's past the deadline" or "We ran out of that report." Instead, use a soft rejection: Something like: "The last time I checked it wasn't available, let me double-check for you." This simple statement immediately defuses some of the tension of not being able to fulfill a request. And often when we do double-check, we find a way to get what the person wanted after all.

## **MISTAKE 4: GIVING A PRICE WHEN THEY CALL.**

"Hi, how much is a widget"? Answer: \$10.75. "Ok, thanks, bye". DANGEROUS! Try not to ever give a price at the top of the conversation. Big, big mistake to

give the price right out. Try: "We have several types of widgets. Which were you interested in hearing about?" Or - "Our widgets come in a variety of shapes and colors. Tell me what you're looking for". Or "how many did you need, there's a nice discount with 3". Anything but giving the price right out if you can help it.

## **MISTAKE 5: FORGETTING WHAT MOM TAUGHT YOU.**

YUP. Please, thank you and you're welcome will lose business for you in a hurry. No matter how much or how little money someone has ... they all need and want to be treated well. Using their name when you know it, makes a big difference too.. But those three little phrases are critically important to today's business world.

*Nancy is President of Telephone Doctor Customer Service Training and was a featured speaker at the NETSA annual meeting this past April 2012. She can be reached at (314) 291-1012 or on line at [www.telephonedoctor.com](http://www.telephonedoctor.com)*



[www.federatedinsurance.com](http://www.federatedinsurance.com)

**Federated Mutual Insurance Company  
Federated Service Insurance Company\*  
Federated Life Insurance Company**

Home Office: 121 East Park Square  
Owatonna, Minnesota 55060

Phone: (507) 455-5200 • [www.federatedinsurance.com](http://www.federatedinsurance.com)

\*Federated Service Company is not licensed in the states of NH, NJ, RI, and VT.





**SETTING THE STANDARD IN THE  
NORTHEAST FOR OVER 90 YEARS**

Quality Products

Multi-Branded

Competitive Prices

Extensive Inventory

High Fill-Rates



Dependable Service

Flexible Terms

Professional Staff

9 Distribution Centers

Commitment

***MAX Drive Dealer Rewards Program***

**To learn more about our exciting new *MAX Drive Dealer Rewards Program*,  
contact your Max Finkelstein Professional or call 1-877-360-5959**

***NEW!***

***Quarterly MAX Cash Rewards***

***MAX Volume Bonus***

***MAX Growth Bonus***

**Business Development Fund**

**Max Finkelstein will set the standard as a Preferred Distributor.  
Suppliers will desire to be represented by our company  
and customers will choose us as a business partner.**

**555 NUTMEG ROAD NORTH  
SOUTH WINDSOR CT**

**9 GENDRON DRIVE  
LEWISTON, ME**

**2281B ROUTE 66  
RANDOLPH CENTER VT**

**On the web at: [www.maxfinkelstein.com](http://www.maxfinkelstein.com)**

# 2012 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

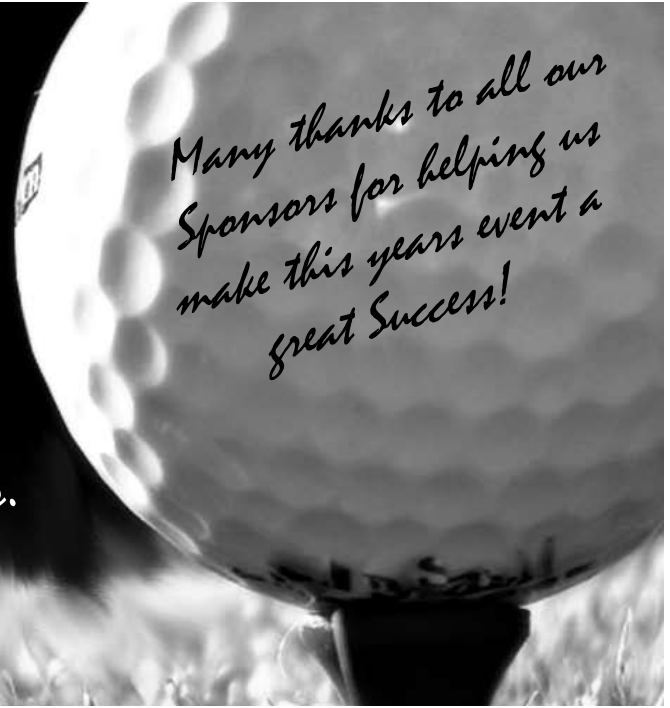
The Road Runner  
Fall 2012

*Continued from pg. 1*

proud to announce that with your help we raised nearly \$12,000.00 -a new NETSA record! At 16% higher than the record we set last year you could say it was like a well struck ball.

On behalf of the entire NETSA board, I would like to thank all 36 of our sponsors, the 88 incredible golfers who played, as well as NETSA Executive Director Dick Cole, board members Jack Kelly, Rich Tuttle & President Steve Dupoise for making this tournament a grandiose success!!!

*Jim Melvin Jr.*



## 2012 NETSA Golf Tournament Winners

Donor	Prize	Winner	Contest
NETSA	\$100 Gift Certificate	Jim Melvin Jr	Team Low Gross
NETSA	\$100 Gift Certificate	Matt Ricci	Team Low Gross
NETSA	\$100 Gift Certificate	Chris Cameron	Team Low Gross
NETSA	\$100 Gift Certificate	Walter Kenny	Team Low Gross
NETSA	\$75 Gift Certificate	Peter Row	Team Low Net
NETSA	\$75 Gift Certificate	JP Gallagher	Team Low Net
NETSA	\$75 Gift Certificate	Art LeBlanc	Team Low Net
NETSA	\$75 Gift Certificate	Frank Andreozzi	Team Low Net

Donor	Prize	Winner	Contest
NETSA	\$50 Gift Certificate	Mike Garzone	LD #9
NETSA	\$50 Gift Certificate	Matt Kline	LD #16
NETSA	\$50 Gift Certificate	Peter Row 14' 11"	CP #5
NETSA	\$50 Gift Certificate	Ryan McMullen 7' 9"	CP #8
NETSA	\$50 Gift Certificate	Dave Pelletier 4' 2"	CP #12
NETSA	\$50 Gift Certificate	Mark Hutchinson 7' 11"	CP #15
NETSA	\$50 Gift Certificate	Tony Karosis 42' 10"	LP#1

*LD: Longest Drive, CP; Closest to the Pin, LP; Longest Putt*

## 2012 NETSA Golf Tournament Auction/Raffle

Auction		
Mohegan Sun	(2) 1 Night Stay for 2 & 2 Arena tickets - exp. 4/11/13	Russell Barrett & John Pardi
Bridgestone	Pro Golf Bag	Dennis Baldwin
Sullivan Tire	Red Sox Team Shirt Autographed By Dustin Pedroia	Tom Ferguson
Englewood Summit	(3) Yokohama Reactor Watches	Jeff Mastroianni, Jim Rogers & Brian Coscia
GH Berlin	2 Patriots-Arizona Tickets	Howie Fetzer
Hankook Tire	50 - Half Dozen Golf Balls	<b>Giveaway</b> - 2 sleeves ea player

Raffle	
Shining Rock Golf Club	Round of Golf for 4 People (\$260)
Bridgestone	Pro Golf Bag (\$250)
Englewood/Summit	Yokohama Reactor Watch (\$200)
Stellar Industries	Best Buy Gift Certificate \$100
Motostar Tire	Best Buy Gift Certificate \$100
Maynard & Lesieur	Pirelli Putter
Maynard & Lesieur	2 Michelin Golf Club Covers & Towels
Maynard & Lesieur	4 Michelin Hats
Maynard & Lesieur	1 Doz BFG Crush Golf Balls
Hankook Tire	36 Shirts & Pullovers
Hankook Tire	Umbrellas

# 2012 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2012



Low Net Winners with President Steve Dupoise: Peter Row, JP Gallagher, Art LeBlanc & Frank Andreozzi.



## 2012 NETSA Golf Tournament Sponsors

1st Hole	Melvin's Tire Pros		Closest to Pin - 5th	Hunter Engineering
2nd Hole	Hogan Tire Centers		Closest to Pin- 12th	Max Finkelstein
3rd Hole	Tom Lyons Tire		Closest to Pin - 8th	Kendall Motor Oil
4th Hole	American Tire Distributors		Closest to Pin - 15th	Yokohama Tire
5th Hole	Maynard & Lesieur		Longest Putt - 1st	Pirelli Tire NA
6th Hole	Titan Tire		Longest Drive - 9th	Max Finkelstein
7th Hole	Wells Fargo Special Risks		Longest Drive - 16th	CARQUEST Auto Parts
8th Hole	Town Fair Tire			
9th Hole	Mohawk Rubber Sales		Low Gross Winners	Zurich Insurance
10th Hole	Carroll Tire		Low Gross Winners	TCI Tire Centers
11th Hole	Lappen Auto Supply			
12th Hole	Napa Auto Parts		Low Net Winners	Nokian Tyre
13th Hole	ASA Automotive Systems		Low Net Winners	Bridgestone
14th Hole	Import Tire			
15th Hole	Englewood/Summit Tire NE		Lunch/Snack	Max Finkelstein
16th Hole	Reliable Tire		Dinner	Max Finkelstein
17th Hole	Hankook Tire America		Registration Desk	Max Finkelstein & Hankook
18th Hole	Cooper Tire		Beverage Cart	Hamel's Tire Center
			Raffle Certificate	Motorstar Tire & Auto Supply
			Raffle Certificate	Stellar Industries
			Auction	Myers Tire Supply

# 2012 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2012



*Team 1: Jim Melvin Jr, Matt Ricci & Chris Cameron; Tire Pros - Walter Kenny; Summit Tire NE*



*Team 4: Peter Row & J.P. Gallagher; Titan Tire - Art LeBlanc & Frank Andreozzi; Pete's Tire Barns*



*Team 2: Ron Pisciotta & Kevin Hyatt; Maple Tire - Jerry Mas-sareo; Reliable Auto Tire - Jeff Mastroianni; Terry's Tire Town*



*Team 5: Steve Champagne; K&W Tire - Gordon Knapp, Dale Hines & David Hoering; K&W Tire*



*Team 3: Fred Gralinski & Steve Sabol; Bridgestone - Mike Gar-zone; Tom Lyons Tire - Dan Greenberg; City Tire*



*Team 6: John Pardi; Cooper Tire - Pam LaFleur; Englewood/Summit Tire NE - Mike Bourgault & Gil Canastra; Cooper/Roland's*

# 2012 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2012



*Team 7: Bob Katz & Dick Belcher; Nu-Tread Tire - Steve Palimisana; American Tire Dist - Norm Boucher; Granite State Tire*



*Team 10: Matt Lewis & Lee Davis; Max Finkelstein - Kirk Feinswog; Max Finkelstein/Pirelli- Lou Patrick; Max Finkelstein/DeSantiaTire*



*Team 8: Bruce Jergensen & Ray Glover; Import Tire - Dennis Kelly; Kelly's Tire - Howie Fetzer; Fetzer Tire*



*Team 11: Chris Richards & Ellery Barrett; Max Finkelstein - Rick Robertson & Al Levey; Max Finkelstein/VIP*



*Team 9: Dale Franklin, Mike Baker, Maurice Lavanway & Mike Dalley; Partner Tire*



*Team 12: Tony Karosis & John Kachapis; CARQUEST Auto Parts - Jim Nicholson - Steve Forrest; Liberty Tire Recycling*

# 2012 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2012



*Team 13: Craig Marran, Darryl Holdsworth, Jack Beesley & Matt Lemieux; Motostar*



*Team 16: Pete Georgantas, Matt Ryan, Harold Cropsey & Skip Glass; Mohawk Rubber Sales*



*Team 14: Eric Glifort & Tony Cimillo; Trans Technologies - Jim Rogers; GH Berlin - Mike Tobin; Kendall Motor Oil*



*Team 17: Pat Lee, Dave Ventura, Len McDermott & Peter LaPrad; Mohawk Rubber Sales*



*Team 15: Dominick Wycoff & Bob Vacca; Englewood/Summit Tire NE - Kevin Conley; Long Distance Tire - Kevin Walsh; Mass Tire*



*Team 18: Mark Hutchinson, Matt Kline, Ryan McMullen & Casey McMullen; Sullivan Tire*

# 2012 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2012



*Team 19: Tom Ferguson; Wells Fargo Special Risks - Russell Barrett; Toce Brothers - Dave Wolsky; Continental Tire - Brian Coscia; Myers Tire Supply*



*Team 22: Dave Pelletier, Mark Codianna, Rich Bilodeau & Phil St. Pierre; Simsbury Tire*



*Team 20: Dave Black, Mark Barron, Earl Larson & Dennis Baldwin; Carroll Tire/Warren Tire*



*Team 21: John Waterhouse, Mike Notoriani, Bob Laurito & Mark Laurito; TCI*



*If you think it's hard to meet new people, try picking up the wrong golf ball.  
- Jack Lemmon*

*See you next year!!!*

# 2012 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner  
Fall 2012

*Notables: (Clockwise) Longest Drive Hole 9- Mike Garzone; Longest Putt Made - Tony Karosis; Closest to Hole #15- Mark Hutchinson; Longest Drive Hole 16- Matt Kline; Closest to Hole #12- Dave Pelletier; Closest to Hole #8- Ryan McMullen; Closest to Hole #5- Peter Row; all pictured with Steve Dupoise, NETSA President.*





# 2012 NETSA Scholarship Winners Awarded

2012-2013 School year, Tom Ferguson, Scholarship Committee Chair

The Road Runner  
Fall 2012



We had 43 people apply for a Scholarship this year and are extremely happy to announce the winners of the eleven NETSA Scholarships. Due to the success of the 2012 NETSA Scholarship Golf Tournament, we were again able to match each of the eleven \$1000 sponsored scholarships with another \$1000, to make them a total of eleven \$2000 Scholarships. A truly remarkable feat in these difficult times.

With the efforts of the NETSA membership, we have been able to increase our aid to deserving students over the years. The scholarship funds that we were able to provide this year are probably more important than ever before. Please help by supporting NETSA fund raising events including our 2013 NETSA Scholarship Golf Tournament

and our 2013 NETSA Trade Show where the Scholarship Auction is held during the Hall of Fame Awards Dinner. Thank you to Mohawk Rubber Sales, Maynard & Lesieur, Sullivan Tire, Wells Fargo Special Risks, Inc., Haley's Tire & Service Centers, Melvin's Tire Pros, Pete's Tire Barns, Tom Lyons Tire, Nokian Tyre, and the Connecticut Tire Dealers Assn. for their generosity and continued support of NETSA and its membership.

Due to limited space in our Road Runner, we have decided place the Bio of 4 of the 11 winners in this issue of the Road Runner, and will have the Bio's of the other 7 scholarship winners in the Winter edition of the Road Runner.

Due to limited space in our Road Runner, we have decided place the Bio of 4 of the 11 winners in this issue of the Road Runner, and will have the Bio's of the other 7 scholarship winners in the Winter edition of the Road Runner.

Due to limited space in our Road Runner, we have decided place the Bio of 4 of the 11 winners in this issue of the Road Runner, and will have the Bio's of the other 7 scholarship winners in the Winter edition of the Road Runner.



Name	School Attending	Member Company	City & State	Award	Sponsor
Jon P Gualdarrama	Worcester Polytechnic Institute	Sullivan Tire	Sudbury, MA	Robert J Sullivan Award	Wells Fargo Special Risks
Elissa M LaFleur	University of New Hampshire	Summit Tire NE	E. Taunton, MA	Mohawk Rubber Sales Award	Mohawk Rubber Sales
Cameron Berard	University of Maine	Central Tire	Sanford, ME	Leo H. Lesieur Award	Maynard & Lesieur
Sean P Eustace	Clarkson University	Partner Tire	Colchester, VT	Nokian Tyre Award	Nokian Tyre
Gregory R Morgan	Temple University	Town Fair Tire	Branford, CT	Tim Haley Award	Haley's Tire
Justine A Pardi	Ohio State University	Cooper Tire	Manchester, CT	Melvin's Tire Pros Award	Melvin's Tire Pros
Megan K McGrath	Champlain College	Tire Warehouse	Keene, NH	Sullivan Tire Family of Employees	Sullivan Tire
Mathew R Tavares	Roger Williams University	Falmouth Car Care	Falmouth, MA	Tom Lyons Tire Award	Tom Lyons Tire
Erin E Kelly	Yale University	Kelly's Tire	Putnam, CT	Bob Malerba Award	Connecticut Tire Dealers Assn
Joel A Katz	Northeastern University	Nu-Tread Tire	East Boston, MA	Pete's Tire Barn Award	Pete's Tire Barn
Sasha A Bodnaruk	Northeastern University	Northeast Whsle Tire	Malden, MA	Manual Dobrusin Award	Wells Fargo Special Risks



Picture: (Rene Therrien – Central Tire, Dick Cole – NETSA Executive Director, , Larry Lesieur - Maynard & Lesieur and NETSA Board Member, Cameron Berard, and Jeff Berard - Father)

Cameron J. Berard –winner of the \$2,000 Leo H. Lesieur 2012 Scholarship Award (funded by Maynard & Lesieur and the NETSA Scholarship Golf Tournament) is from Oakland, Maine where he attended Messalonskee High School earning high honors with distinction each quarter. He was a member of the Lacrosse team and played on the varsity Ice Hockey team earning his varsity letter all four years. His senior year, he was selected to the Class A East Senior All-Star Ice Hockey Team and to the Maine Class A Hockey Association All State Team.

Cameron was also active working and volunteering in the community while attending Messalonskee High School. He worked at Chuck’s Handyman Service for two years mowing lawns etc, and three years at Bixby Landscaping as a landscape laborer. Cam volunteered for the Salvation Army’s Adopt-a-Family program, for the community skating event, and regularly assists an elderly couple with their household tasks. He also helped with the Fundraising for the Winslow 4th of July Committee and the All-Sports Boosters Club. His High School guidance councilor, Lisa Plume Hallen, says “He is just such a decent young man whose quiet character and serious approach to school has earned him the reputation of being a friendly, hard-working, reliable student in our senior class.”

Cameron is attending the University of Maine in Augusta and Portland, ME as a Junior and majoring in Business Administration. He has earned a 3.80 GPA in his first two years, and his goal is to become the first in his family to attend and graduate from college. Upon graduation from the University of Maine, Cam would like to attend graduate school and earn his Masters degree in Business, and then work in a job where he’d like to someday raise his own family and be able to give back to my community.

His father, Jeffrey Berard, is a manager for NETSA member Central Tire Company of Sanford, ME. Congratulations Cameron.



Picture (Mark Paquette - Mohawk Rubber Sales, Pam LaFleur - Mother, Elissa, Dave Ventura - Mohawk Rubber Sales, Dick Cole – NETSA Executive Director)

Elissa M. LaFleur – winner of the \$2,000 Mohawk Rubber Sales 2012 Scholarship Award (funded by Mohawk Rubber Sales and the NETSA Golf Tournament) is from Peterborough, New Hampshire where she attended Contoocook Valley Regional High School, graduating in 2010. She is currently attending the University of New Hampshire in Durham as a Junior majoring in Nutritional Sciences and Biomedical Sciences, earning a 3.28 GPA her first two years.

Elissa has been active working and volunteering these past years while attending school. She worked at a local cafe, Aesop’s Tables and Events, from 2006-2010 as a waitress and cashier. At the same time, she worked at Achille Agway from 2007-2010 as a sales assistant and cashier. She obtained her LNA (Licensed Nursing Assistant) Certification in 2010 and participated in two hospital internships (ER and then Maternity) that lasted 8 weeks each. At UNH she has been on the Residential Hall Council which included caroling at a local nursing home, participating in a walk for breast cancer, and assisting local food pantries. She is also a member of (SPIN) Students Participating in Nutrition where they organize specially designed cooking classes for students living on their own for the first time and are in charge of the sports nutrition booth on campus. She also has become a certified peer educator through this program.

Elissa’s goal is to become a Registered Dietician. She says “Nutrition is a growing part of the medical field. It is proving to be an integral part of not only the treatment and maintenance of many chronic diseases, but also the backbone of preventive care.” Her School-to-Career Coordinator in High School, Mary Lou O’Neil, says “I can say with confidence that Elissa has all the qualities - excellent work ethic, follow-through and academic and social skills - that enable her to be successful in college and in her future career as a nurse. In addition, it’s her personality that will win the hearts of all who meet her. Kind, caring, friendly, she is a very responsible, likable young woman.”

Her mother, Pam LaFleur, works in Sales & Marketing for NETSA member Summit Tire Northeast in E. Taunton, MA. Congratulations Elissa



Picture ( Wayne Morris - Sullivan, Tom Ferguson - Wells Fargo Special Risks and NETSA Board Member, Jon, Hope Gualdarrama - Mother, D'Yani Gualdarrama - Sister, Cruz Gualdarrama - Father,)



Picture: (Dale Franklin - Partner Tire and NETSA Board Member, Todd MacDonald - Nokian Tyre, Ryan Eustace – Brother, Sean Eustice, Tom Eustace – Father, Tommie Heinonen - Nokian Tyre, Dick Cole – NETSA Executive Director)

Jon P. Gualdarrama - winner of the \$2,000 Robert J. Sullivan 2012 Scholarship Award (funded by Wells Fargo Special Risks and the NETSA Scholarship Golf Tournament) is from Worcester, Massachusetts where he attended St John's High School graduating in 2012. He was a member of the Chess Club, Vice President of the Computer Club, and performed as an actor, singer, and dancer in almost a dozen musicals while in school. He received the Rochester Institute of Technology Award in 2011, was the winner of the Spanish Scrabble at St John's, and earned high honors with a 3.89 GPA in the Advanced Placement Program.

Jon has been active working and volunteering these past years while attending school. He worked at 44 Sterling Street, in Worcester, doing general maintenance on the apartments such as painting, wall-papering, installing carpeting, shoveling snow, and mowing, raking and weeding lawns. He is also a very active volunteer at the New Citizens Center as a mentor and tutor to young peers who are non English speaking immigrants to America. He has tutored in algebra, geometry, chemistry and English. His teacher, Gregory Blondon, says "Jon's excellent communication skills and knowledge of a second language development have allowed him to work with adolescents learning to speak English." He has also assisted the elderly with translating both verbally and with their letters while often helping them with their home chores. He has also been active at his church, St. Peters Parish, singing in the Choir, in special chorus, and as the lead Alter Server.

Jon is attending Worcester Polytechnic Institute in Worcester, MA as a Freshman majoring in Computer Engineering. His goal is to obtain his Bachelor's Degree, Master's, and Doctorate. He says "I aspire to be a software developer and to find a position for myself before I am done with my education."

His father, Cruz Gualdarrama, works for NETSA member, Sullivan Tire as an Auto Tech in their Sudbury, MA. store. Congratulations Jon.

Sean P. Eustace – winner of the \$2,000 Nokian Tyre 2012 Scholarship Award (funded by Nokian Tyre and the NETSA Scholarship Golf Tournament) is from Colchester, Vermont where he attended Colchester High School earning all A's. He participated in Varsity Football as a running back and safety, their team won the Vermont Division II championship his senior year, and he was awarded the Leigh Mallory Award for team spirit. He also played on the Colchester Varsity Baseball team as an outfielder and in the Babe Ruth league in the summer. He attended the week long Governor's Institute of Engineering his Sophomore year, along with three other high school students. They competed against 20 teams and won the "Best Engineering Design" with their seeing-eye robot they called Ibot.

Sean was also very active working and volunteering while attending Colchester High. He worked for four years at Zachary's pizza starting out busing and cleaning tables, then was a dishwasher, and the last two years as a cook. He worked at Zachery's an average of 20 hours a week during the school year and more during the summer. He also helped coach and teach baseball to kids during summer camps.

Sean is attending Clarkson University in Potsdam, NY as a Junior and majoring in Chemical Engineering. He earned a 3.57 GPA his first two years and was a member of the Football team winning the MVP Award. His goal is to become a Chemical Engineer working with other engineers around the world to find a clean source of energy that can be used to power everything and end our dependence on fossil fuels and coal. His High School guidance councilor, Julie Nadeau, says "Sean is a serious student who is a great team player...He is an extremely intelligent, motivated, dedicated, and humble young man..."

His father, Thomas Eustace, is the service manager for NETSA member Partner Tire in Colchester, VT. Congratulations, Sean.

# Determining your Destiny

Walter A. Parker (WAP) - Mohawk Rubber Sales, Inc.

The Road Runner  
Fall 2012

The biggest obstacle standing between you and your destiny is not something outside of you; but, the fear, doubt, and uncertainty in your own mind.

Always Remember: *Caskets are not normally built for TWO!!!* Do not stand close to negative, pessimistic, bad attitude people!!! They will always want you in the casket with them. **Choose to avoid this very addictive disease.**

The "Human Brain" is the most powerful computer known to mankind. **GARBAGE IN – GARBAGE OUT.** The more focused and aware of your thinking, the more you understand; and, the more you allow positive thoughts to be stored.

Just as "**HEAT**" is the worst enemy of a tire, destroying the chemical make-up of a tire causing harm to a vehicle and life, "**ATTITUDE**" is the worst enemy of a human being. Negative or actually **TOXIC** thoughts release very destructive chemicals in the brain, something called "stress chemicals" that can cause heart, blood pressure, narrowing of the arteries. **Challenges that can and do cause failure to our bodies.**

Our mind is an ongoing battle ground between negative "**TOXIC**" thoughts and positive "**GOOD**" thoughts determining your destiny. **Remember: Emotions translate information into reality.** This is "WHY" it is so important to not react to emotions; but, to filter that thought process through the brain, checking it over and over again. Take Toxic negative thoughts; and, deal with these in a *Positive* way. **Truly choosing your destiny with "Choice Not Chance".**

Choose to experience emotions such as appreciation, love, care, forgiveness, and compassion. **Heal toxic thoughts and emotions by getting in touch with your heart.** Learn to live in the love that flows from within.

Controlling your thoughts and emotions will provide you

with the **energy** to determine your destiny. **Energy is a source of strength.** It is one of the good positive things in life that is extremely contagious.

Get moving. Change your Pace. Change your Environment. Move your feet and your brain forward establishing momentum.

**"What the Mind Can Conceive.....  
The Heart Believe.....,  
You (I) Will Achieve."**

*Rich Devoss*

**Choice or Chance.....How will you determine your destiny???**

*For Questions, you can reach Walter at (615) 969-1023 or email at [WParker@MohawkRubber.com](mailto:WParker@MohawkRubber.com)*



*Jack Kelly  
- 2012 NETSA  
Golf Tourney  
- at least he's  
not in the woods  
this time.*

## Welcome New Members

Co Name	Address	City	State	Zip	Phone	Contact	Dlr/Supl
Camoplast Solideal	10 Industrial Drive, #5	Windham	NH	03087	603-893-4509	Julian Hansen	S
Pleasant View Garage	8 Russell Road	Bethany	CT	06524	203-393-0249	Paul Hubbard	D
Burns Tire Exchange Inc	1135 Main Street	Stratford	CT	06615	203-377-2613	Richard Martin	D
CrossCheck, Inc	5151 Belt Line Road	Dallas	TX	75254	877-384-2038	Jeff House	S
Professional Sports Publications	519 8th Avenue	New York	NY	10018	646-753-7341	Ethan Bochenek	S
Robert's Automotive Inc	193 Pine Street	Attleboro	MA	02703	508-223-3737	Bob Hines	D

Wells Fargo Special Risks

*Tire dealers program*

## Protecting your business is our business



Local service, national resources, and a comprehensive risk management program specifically for tire dealers are what set Wells Fargo Special Risks apart from the competition.

We know the people and the business. We work closely with you to assess your risks and identify ways to minimize it, every day. Our personalized approach helps you build the level of protection needed for your specific situation, and works with you to ensure your coverage remains the right fit over time.

### **Team up with us today.**

Call today or visit us at [wfsr.wellsfargo.com](http://wfsr.wellsfargo.com).

603-742-1616

© 2010 Wells Fargo Insurance Services.  
All rights reserved.

Together we'll go far





In my previous article, I explained the importance of optimizing your website for mobile devices. In 2012, for the first time ever, more searches will be performed on mobile devices than on PCs. It's all part of the social media revolution.

In this article, I want to explore the world of social media management. That's right, not just social media, but how to manage it. In order to properly deal with social media, you need to look at it

from your customer's perspective. To set the stage, I quote Seth Godin, renowned author, marketing and social media expert. In a recent blog by Godin, he talks about the importance of people (or customers) wanting to fit in. This is relevant and crucial to understanding the importance of embracing social media in your business. Mr. Godin exclaimed, "A significant part of marketing to strangers is the work of appearing to be the dominant choice, the safe choice, the one that's going to get picked by everyone else... That's why being the 'presumed front-runner' is so vitally important."

You want to become the dominant choice, the safe choice. You want your business to become the dominant choice, the one that is going to get picked by everyone else. It doesn't happen by accident; you need to make it happen. The good news is you can. You can manage your perception in the social marketplace. In fact, it's not as difficult as you might think. The social media arena is yours for the taking. To be the dominant choice, you only have to be better than your competition. No one said how much better, just better. Let's break down the social media mountain into manageable pieces.

First let's explore the area of Social Branding. This refers to all the social websites out there that you can appear on, whether you want to or not. They include sites such as:

- Google Places
- Bing Places
- Yahoo Local
- YP.com
- Yelp
- Foursquare
- Angie's List
- Insider Pages
- MapQuest
- DexKnows
- Merchant Circle
- CitySearch

These websites provide information to prospective customers about your company. They may include your company address, phone number, hours of operation, and the like. In addition, they may contain reviews that have been posted by your existing customers. These sites usually allow you to post business information including pictures. It's not uncommon to find incorrect information about your company unless you manage it. Most of these websites also are available for you to update at no charge. Some of these websites, like Foursquare, provide "social amusement" for its participants while providing a service at the same time. New websites are being created all the time and it's a continuous process for you to keep up with them all. There is one thing for certain; your customers are posting real-life experiences about doing business with you all the time. You may not personally visit these websites even

believe in them, but you need to realize that your customers do. Don't underestimate what Seth Godin said about picking the perceived leader. Your customers can make you the perceived leader or they can do significant damage to your reputation and your brand.

Not only do you need to manage your presence on these websites, you need to manage what your customers are saying about you. There are several things that you can do to "help" your customers fill out reviews on these websites. Naturally, you want them to post positive experiences. These positive reviews will make you the safe choice, the dominant choice. Don't leave it to chance.

So the message here is to make sure you are managing your business on these websites. It's perfectly ok to outsource the management of your social brand management. In fact, I highly recommend it. This stuff is constantly changing. Leave the management to those that are in the business of keeping up with these rapidly changing websites. It's much more cost-effective and you will get better results than trying to do this on your own. Don't kid yourself, I have talked to hundreds of tire dealers that start this process, do a reasonably effective job for a very short time, and then lose interest or time to manage it properly. Social Brand Management is like sweeping the floor. It's something you have to do each and every day. No matter how many times you sweep it, the dirt comes back. We need to think of Social Brand Management in the same light. It's something you have to tend to every day. Social Networking allows you to be present in the places your customers are spending time.

In addition to social branding, another area called social networking includes websites such as Twitter, LinkedIn, and Facebook. You may consider these as nothing more than a distraction or a waste of time. However, these websites are another source rich in prospective customers. Consider the fact that Facebook has over 800-million active users. If it were a country, it would be the 3rd largest. Last month, Roger McManus wrote an article in MTD about becoming a "twittering dealer." He hit the nail square on the head with respect to the opportunities that exist within the tweets and Facebook posts. The thing about Twitter is that it's an open community. You can view anyone's comments and replying to them is an accepted practice. Facebook has a little more privacy, but creating and maintaining a company Facebook page gives your users a common place to communicate with respect to your business and their experiences. Once again, these websites require constant attention. You know... sweeping the floor. There are methods to get your customers to participate in these websites and promote your business. Here again, I recommend bringing in the experts to help you. They can get you the results that you want and they can do it cost-effectively. Another leading-edge social networking tool is the use of text messaging to create a social or loyalty club for your customers. Companies such as MobiDitto.com provide these powerful networking tools. Tire dealers around the country are embracing these practices in their business and are getting very positive results.

The world of social media, imaging, branding, and networking is here to stay. You can become the dominant choice in your space. It's a function of how serious you consider this opportunity and how you go about becoming the "presumed front runner."

*For more information on how you can become the dominant player in this arena, give me a call at 603-249-5530 or email me at [wcrowell@wecnology.com](mailto:wcrowell@wecnology.com).*



Balancing the wheels of transportation

## Make your tires green

Counteract Balancing Beads, a unique technology, is the only balancing product that has been able to prove fuel savings in a TMC (RP-1102) and SAE (J1321) Type II Fuel Consumption Test.



Increase tire life



Reduce maintenance



Reduce vibrations



Improve fuel economy



Environmentally-friendly

### BOYD BROS TRANSPORTATION:

A HISTORY OF  
EXCELLENCE,  
RECOGNIZED AS  
THE BEST  
FLEET TO  
DRIVE FOR



Boyd Bros has used Counteract in our steer tires for years. We have experienced a definite improvement in tire wear and the driver's satisfaction with the ride. Because of that success Boyd Bros now uses Counteract in all our steer and drive tires with excellent results.



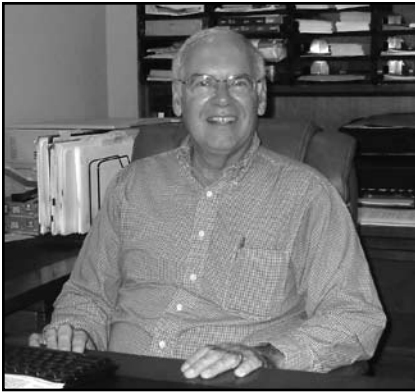
Sincerely,  
**David M Baker**  
Vice President of Maintenance

Test results and more fuel saving  
testimonials available on our website.

[www.counteractbalancing.com](http://www.counteractbalancing.com)

1 800 572 8952





## Cole's Column

NETSA's **2012 Scholarship Golf Tournament** was another great success and raised a record \$11,952 toward our Scholarship Program. Golf Committee

Chair – Jim Melvin Jr, and his committee Jack Kelley, Bob Katz, Steve Dupoise, and Rich Tuttle put on a wonderful event for our 88 players at the Shining Rock Golf Club in Northbridge, MA on September 14th. We wish to sincerely thank the 36 SPONSORS for their enthusiastic support of our Industry and our Association. We have listed them separately, in the Road Runner, and encourage you to support those supporting you.

Our **Scholarship Committee** – Chaired by Tom Ferguson, announced our Eleven 2012 Scholarship Winners in this issue of the Road Runner. We feature four of those eleven in this issue, and will be featuring the other seven winners in the Winter Issue of the Road Runner. Congratulations to all.

Our **Benefits Committee** – Chaired by Jack Kelly, met on 9/11/12 to hear presentations from four Companies interested in being a NETSA Benefits Provider or expanding their benefit offerings. We wish to continue to offer Benefits to our members that allow you to save money by being a member of NETSA. We appreciate our many Benefits Providers, and thank them for their support (see the list in this issue).

Our **Trade Show Committee** - Chaired by Rich Tuttle, has announced the dates of April 12 & 13, 2013 for this year's Trade Show & Convention, to be held at Mohegan Sun in Uncasville, CT. Last year's show was another success with a 20,000 sq. foot display area filled by 49 Exhibitors (112 booths) and attendance of 722 people. Rich promises another informational and fun event in 2013 with another Friday/ Saturday schedule instead of the traditional Saturday/Sunday schedule. We'll be mailing out more detailed information to all of you about the April 2013 event, after the first of 2013.

Our **Legislative Committee** has also been actively working these last three months.

**Massachusetts** – Stan Morin is continuing to spearhead the Right to Repair Legislation in Massachusetts for NETSA. Please read in this issue, Stan's article announcing that **on August 7, 2012 - Governor Patrick signed the Mass Right to Repair Bill into Law.** What a GREAT effort and a wonderful outcome to help insure all vehicle repair facilities can compete on an equal basis and allow consumers to choose who will repair their vehicle and at what price. Congratulations to the R2R Coalition.

Our **NETSA Membership** this year (2012) has grown to 502 paid members. We are very appreciative to all of you who are members during this tough economy, and our Board is continually striving to ensure your value in being a NETSA Member. We'll send out our 2013 Dues in November, and encourage you to remain a NETSA member.

**Welcome to the NETSA Board of Directors**, our newest member:

Shaughn Shea - Tire Centers Inc, LLC - Exeter, NH



**Remember to Vote on This Important Election on November 6th.**

## Can you guess where I am ???



*During a recent visit to Northeast Wholesale Tire in Malden, MA look what we spotted. Thanks for supporting NETSA Northeast Wholesale and also thanks to the many other long time NETSA members.*



# SULLIVAN TIRE

WHOLESALE DIVISION



www.sullivantirewholesale.com

## Express Wholesale Tire Centers

S. Windsor, CT	(Toll Free)	866-737-5750 860-610-0099
Sagamore, MA	(Toll Free)	800-554-9802 508-833-8594
Sudbury, MA		978-443-0859
W. Bridgewater, MA	(Toll Free)	800-464-1144
Woburn, MA	(Toll Free)	800-755-7188 781-933-5794
Bangor, ME	(Toll Free)	877-422-0262 207-947-5327
Scarborough, ME	(Toll Free)	800-244-6909 207-885-4510
Manchester, NH	(Toll Free)	866-451-3455 603-634-5070
W. Lebanon, NH	(Toll Free)	866-300-0353 603-790-8193
Warwick, RI	(Toll Free)	800-422-4560



### Locations in:

Lee, NH  
W. Bridgewater, MA  
Warwick, RI

## EQUIPMENT DIVISION

SERVICING ALL OF NEW ENGLAND

www.liftworks.net

Toll Free 800-392-6330



Lowering your business insurance premiums is a continual process and taking one business day to review your premiums can result in savings. This review can be conducted annually or whenever there is a change to the business.

## Here is how to conduct such a review:

### 1. Make Sure You Have Copies of All Policies and Update Your Insurance File

Start your review by looking at your insurance file. If you don't have a file, now, is a good time to start one. Make sure that you have copies of all policies in your file and readily accessible when needed. Make sure there are copies of claims forms for each policy in the file. You will want to create a separate off-site location for a copy of your policies and forms in case this file is destroyed.

### 2. Compare Your Schedules to Autos and Equipment Actually Owned

A good place to start with your premium review is an analysis of your equipment and auto schedules. Does your business still own the vehicles listed?

I know of a business that insured several vehicles for many years after they were sold.

### 3. Compare Your Named Insured and Key Employees to the Employees That Work For You

Much like Step #2, this step involves reviewing named drivers and/or key employees identified on policies to make sure these people are still with your company. Many employers simply fail to adjust their named insured endorsements when employees leave. But, this can result in significant savings if the loss of the employee results in lower risk.

### 4. Look for Irrelevant or Repetitive Coverage Business changes and it may change dramatically.

Some coverage may no longer be necessary. For example, if a portion of your business closes, operations change, or you choose to out source, then it may be that your business carries coverage that can be eliminated.

### 5. Adopt and Maintain a Consistent Safety Plan

A consistent safety plan will include the elimination of hazards that can become claims. Make it a goal of your business to enforce a safety plan and follow through. I suggest developing a tracking mechanism for the safety plan because otherwise it is impossible to gauge the effect of safety on insurance premiums. A simple method is the "safe day" method. Every shift marks a calendar tracking "safe days", that is, days without injury to a worker or patron.

### 6. Classify Your Workforce Correctly

Significant savings can be achieved by making sure your workforce is correctly classified by your workers' compensation insurer and liability insurer. Your premiums are based on the type of workers used. If you are a painting company that incidentally uses ladders, then you could be incorrectly classified as a construction business and your premiums will be greatly inflated. If you have a large sales force and those sales people are being classified as line workers, then your premiums will be much higher. Classify each worker and make sure your insurer does so also.

### 7. Discuss Your Premiums With Your Insurer and Insurance Professional

Too many businesses don't take the step of telling their insurer that they want a better rate. Frequently, insurers will discuss the premium in detail and will suggest ways to have it reduced or the insurer or insurance professional will learn something about the business they did not know that may result in lower premiums. It never hurts to ask.

For questions, you can reach Keith at: Boynton Insurance Agency [kmonti@boyntonins.com](mailto:kmonti@boyntonins.com) Phone: 781-449-6786 Cell: 978-241-2363

## What's 'Under the Hood' of your Tire Dealer Software?

Only the ASA **TireMaster** family of software gives you maximum **POWER & PERFORMANCE** to successfully **DRIVE** your business!

Call TODAY for a **TEST DRIVE demonstration!**



- Point-of-Sale (POS)
- Accounting
- Inventory Management
- eCommerce • Marketing
- Mobile Bar Code VIN Scanning
- National Account Processing • Parts & Labor Guides

**ASA** Automotive Systems, LLC

Your #1 Resource for Tire Dealer Software

For Details: **CLICK** [www.asaautomotive.com](http://www.asaautomotive.com)  
**CALL** 800.657.6409 **EMAIL** [info@asatire.com](mailto:info@asatire.com)

— JOHN 3:16 —

**CASINGS, INC.**  
**SCRAP TIRE**  
**DISPOSAL**

**IN BUSINESS SINCE 1973**

**The others make many  
promises, but we deliver.**

**Call Around, Then Call Us!**

Call Karen: (518) 943-9404  
In New Jersey, Call Bill: (908) 851-7766



**Bob Sullivan of NETSA Member Sullivan Tire Co. named Modern Tire Dealer, 2012 Dealer of the Year.**

Please read the wonderful articles in the September issue of Modern Tire Dealer. NETSA and all our members Congratulate Bob Sullivan and Sullivan Tire on being chosen for this well deserved honor.



Hervey (Charles grandson) purchased the business which had one building and 1 Bay. The business now has 11 bays and was sold to Charlie's two sons, Alan & Steve a few years ago. Charlie's 21-year-old granddaughter Lea is now and employee, making her the fifth generation Hervey to work there. Congratulations to NETSA member from Rochester, NH - Hervey's Tire.

**ASA Automotive Systems Holds Its 15th Annual InfoExpo Conference**

at the Lowes Ventana Canyon Resort & Spa in Tucson, AZ. The four-day conference drew more than 130 attendees with more than 30 sessions and keynote address

from Jody DeVere, CEO AskPatty.com. Dave Vogel, ASA VP of Sales, said the conference is "a vital resource for our customers to



network with peers, gain new technology insights about how to stay competitive in the market, and optimize the use of their mission critical business management software."

**Sullivan Tire Adds 7 Retail Stores.**

The seven additional locations make their retail outlets a total of 64 with 3 more scheduled before the end of the year. The new locations include 4 former Haley's Tire locations reopened as Sullivan Tire on October 9, 2012 in Falmouth, Biddeford, Augusta, and Bangor, Maine. The 3 other new Sullivan locations are in Newport, RI, Sandwich, MA, and Hudson, NH



**Direct Tire Joins ACCC's Eco-Express Tire Centers.** The program offers dealers a comprehensive retail-marketing program focused on environmentally-friendly business practices. Direct Tire's four Boston area stores will join fellow New England retailers Melvin's Tire Pros in RI and MA, Hogan Tires in MA, and Wilson Tire in NH.

**Hervey's Tire Co., Inc Celebrates 100 Years.**

Hervey's began in 1912 by Charles E. Hervey as a vulcanizing shop making rubber for horse-drawn carriage boards. Soon automobiles came along and the rest is history. Charles died



(above) Harvey's Tire 2007

in 1923 and his two sons, Richard and Albert, took over. Richard and Albert died 5 months apart in the late 50's, and their wives ran it for 4 years until 1963 when Charlie

*NETSA Welcomes new members, please contact Dick Cole for more information.*

P.O. Box 1012, Yarmouth, ME 04096:

email: netsapros@aol.com

Tel: (207) 846-0986 Fax: (207) 846-0987

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

Please send your letters to: NETSA

P.O. Box 1012

Yarmouth, ME 04096

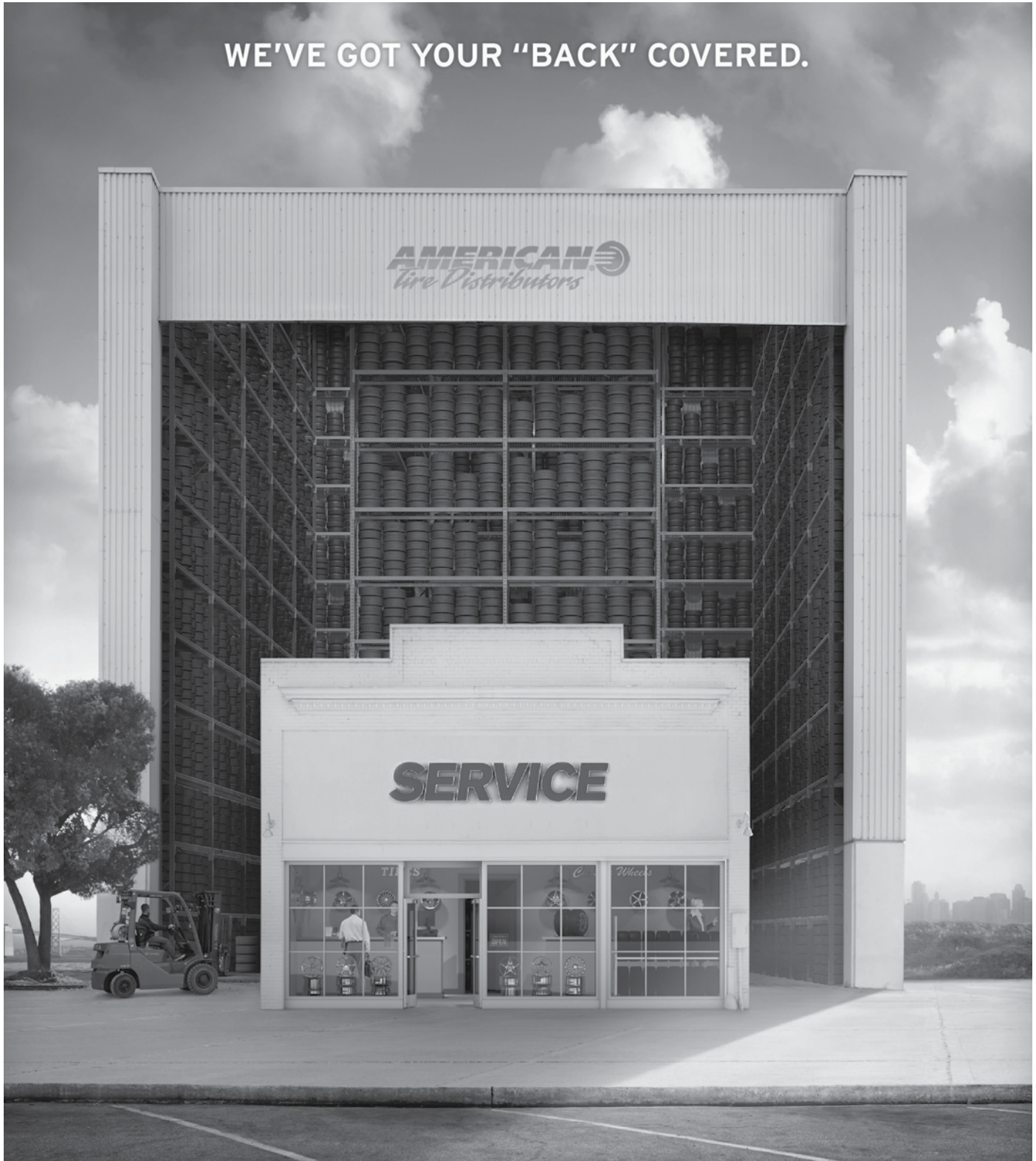
Phone: 207-846-0986 -

Fax: 207-846-0987

or netsapros@aol.com



WE'VE GOT YOUR "BACK" COVERED.



It's like adding more than eight million square feet of storage space to the back of your dealership with ATD's unmatched depth and breadth of inventory. You have access to millions of in-stock tires and wheels, when your customers need them. Stay ahead of the competition by choosing the distributor with the supply to meet your every demand. LET'S TAKE THE LEAD.

> VISIT [ATD-US.COM](http://ATD-US.COM) for more information.

**AMERICAN**  
*Tire Distributors*

# Gov. Patrick signs Mass Right to Repair into Law

Stan Morin - NETSA Legislative Committee Chair

The Road Runner  
Fall 2012



First and foremost, I want to thank each and everyone who saw the need to get all the Missing Information needed to repair a complex modern vehicle. To all who helped, talked, and gave of their time a well deserved **THANK YOU.**

11 years ago, it all started with a visit to AAPEX in Vegas.

Meeting with Aaron Lowe at a AASP National meeting was my first vision of what the auto dealers had at their finger tips. The very next month my wife's Volvo developed a dreaded "check engine light" and we all know how easy the are to get anything out of their ALDL. Calls to Alldata and Mitchell lead nowhere. But, a trip to a local dealer (thanks Rick) lead me to 36 pages of printed info that was not anywhere. There it was on page 34 a \$1.98 vacuum hose. The chase was now on for what they had.

2004 a lunch with Brian Hickey and people that would soon form a Right to Repair effort to get a solid bill passed at Beacon Hill. I don't think the team at Hickey & Associates could count how many hand shakes, introductions,

and face time with Reps and Senators we all had in that first session. This group would soon grow into an organized and true Coalition of groups who all had the same interest to see a law passed.

Fast forward to this last session, the coalition developed a ballot question, had meetings with the Mass Car Dealers, and then with Manufacturers associations. If I were asked if this would happen back in 2004, I don't think that I could fathom how much it took to get these parties together and yet to have a agreement that everyone could live with. The meetings are still going on. This will be a evergreen balance between the two groups. The ballot question is still very much alive, so please help be voting yes on question 1 November 6th. Tell customers, friends, and family to vote early and often. Speaking of November, on the 7th our law takes effect.

What happens now? Well, the coalition needs to know about how the information flow the Law demands is working. Do you get complete information or are there gaps? Do you get your repair info from a third party, or do you need to use NASTF?

There still is a lot to do and a lot of follow up ahead of us.



## Two Great Companies...

### ...Coming Together



#### GH Berlin Lubricants Locations

42 Rumsey Road  
East Hartford, CT 06108

131 Burke Street  
Nashua, NH 03060

44 Bates Pond Road  
Canterbury, CT 06331

492 Bay Street  
St. Johnsbury, VT 05819

20 Sammis Avenue  
Dover, NJ 07801



#### Windward Petroleum Locations

1064 Goffs Falls Road  
Manchester, NH 03103

10A Mecaw Road  
Hampden, ME 04444

605 County Road  
Westbrook, ME 04104

431 Sheldon Avenue  
Rutland, VT 05777

**800.426.7754** [www.ghberlin.com](http://www.ghberlin.com)

[www.windwardpetroleum.com](http://www.windwardpetroleum.com) **866.946.3927**

## **Collection Service**

### **Transworld Systems:**

Jason Baumgart (770) 300-4661

Recover your delinquent receivables.

- 23% - Companies still in business & date of last invoice within 12 months.

## **Commercial Insurance**

Wells Fargo Special Risks, Inc/Acadia Ins:

Tom Ferguson (800) 990-7465 X114

They've got you covered for your business

Insurance needs.

- Property, Casualty, Vehicles & Workers Compensation

## **Communications**

Schooley Mitchell Telecom Consultants:

Dennis Mannone Jr (978) 870-0135

- All work is provided on a contingency basis: Schooley Mitchell's fees are self funded out of the savings generated from your reduced telecom expenses. Most clients reduce their telecom expenses by 23-28%.

## **Computer Software**

ASA Tire Systems:

Cathy Thomas (603) 889-8700

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

## **Credit Card Service**

Nationwide Payment Solutions:

Alison Cote (603) 320-1221

Meet or Beat pricing for NETSA Members.

- No Set Up Fees
- Gift & Loyalty Card Marketing Programs

## **Dental Insurance**

Delta Dental

Charlie Muise (800) 431-1450 X14. .

- As few as Two Employees to be eligible
- Delta Dental is offered in MA & CT.

## **Fuel Discount**

Sunoco Inc : Jeff Meserve (860) 337-0122

- Sunoco Sun Trak Card gives our members a minimum 2.25% off all Sunoco gas & diesel purchases (Up to a

3% discount)

- No Fees to join nor any monthly fee

## **Legislative Monitoring**

NETSA and its members are 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

## **Payroll Service**

Heartland Payroll Company:

Jennifer D'Angelo (860) 659-8900

- Complete Payroll Service

## **Publications**

Road Runner - Our Newsletter is published four times a year with Information & fun articles. Free to members.

## **Scholarships**

As a member business, your employees & their dependents qualify for Academic Scholarships.

- This year NETSA and our sponsors, will provide ten \$ 2000 scholarships to member employees, their spouses, and their dependents

## **Scrap Tire Disposal**

Casings, Inc:

Jim Fabrizio (518) 943-9404

- \$400 per trailer load - non picked tires
- \$800 per trailer load - picked tires
- Trailer provided at no charge with free drop off and pick-up (min 9 per year)

## **Trade Show & Annual Meeting**

• 40-plus Exhibitors with over 110 booths.

- Free Training Seminars
- Annual Luncheon Meeting with Keynote Address by an Industry Expert.
- See old friends and meet new ones at our Wine & Cheese Reception & Dinner
- Prizes & Fun for the entire family.

## **Training**

- During our Annual Trade Show,

NETSA

Offers valuable seminars for owners and managers. These are free for our members.

- We also participate in TIA's Certified ATS Program for Tire Technicians, the TPMS Program, and the CTS Truck Tire Program.

## **Uniforms**

Aramark Uniform Services:

Paul Murphy (206) 850-4186

- Quality products & service to all States
  - Great Prices. Example: 11 shirts & Pants
- NETSA Member Price \$4.25 per person

## **Web Site**

Net Driven:

Jay Weinschenk (877) 860-2005 x221

Our website is [www.netsa.org](http://www.netsa.org)

Net Driven will build, host, & update your site at much reduced NETSA Member rates. See them at: [www.getnet-driven.com](http://www.getnet-driven.com)

## **Workers Comp Insurance**

Wells Fargo Special Risks, Inc:

Tom Ferguson (800) 990-7465 X114

Standard programs available in all six New England states.

**JOIN  
NETSA  
TODAY**  
*Special*  
Introductory rate  
Of just \$39.00.  
Start enjoying the  
benefits of  
Membership  
Today!

For More information please contact: Dick Cole  
New England Tire & Service Association  
P.O. Box 1012  
Yarmouth, ME 04096  
Tel: (207) 846-0986  
Fax: (207) 846-0987  
email: netsapros@aol.com  
website: www.netsa.org

# The Road Runner

*The Newsletter of New England Tire & Service Association*

*Mark your Calendars*

**2013 NETSA Trade Show & Convention**

**Mohegan Sun - Uncasville, CT**

*April 12-13, 2013*

The Road Runner  
Fall 2012



P.O. Box 1012  
Yarmouth, ME 04096