

# 2026 NETSA Trade Show Weekend Highlights

Friday, April 10

4:00 pm - 7:30 pm

## Exhibit Hall Opens:

- **Silent Auction Opens**
- **Cash bar will be available on Trade Show Floor**

Exhibitors – Tires, Wheels, Auto Parts, Oils & Lubricants, Tire & Alignment Equipment, Lifts, Computer Software Providers, Health Insurance Providers, Commercial Insurance Providers, Workers Comp Insurance Providers, Credit Card Service Provider, TIA, Service Trucks, Tire Recyclers, Live demonstrations and more.

8:00 pm - 10:00 pm

## NETSA Hall of Fame Dinner - \$90

## NETSA Scholarship Auction

Scholarship Auction: If you would like to donate an item or know of someone who would, please let us know.



**Anthony DeSimone**  
TD Consulting  
Kingston, NH

**Bob Kraft**  
Kraft Tire & Auto Center  
Marlborough, MA

Saturday, April 11

## Complimentary Coffee, Muffins Danish & Bagels

Provided at Seminars

8:00 am - 8:50 am

### Seminar 1: STEM Education



#### Bill Weaver

Senior Instructor for  
EV Ready training  
at NAPA Autotech

The automotive and tire industry is no longer driven solely by wrenches and air tools — it is powered by software, sensors, diagnostics, data systems, and rapidly evolving vehicle technologies. Yet many technical training programs are still viewed — and labeled — as traditional “vo-tech” or “shop class” pathways.

This seminar challenges that outdated perception.

It's time to recognize automotive and tire technology programs for what they truly are: **STEM education in action.**

From Advanced Driver Assistance Systems (ADAS) calibration to TPMS diagnostics, EV service procedures, digital inventory management, and point-of-sale analytics, today's tire shop operates at the intersection of science, technology, engineering, and mathematics.

The question is no longer whether tech schools are STEM schools.

The question is: **Are we positioning them that way?**

9:00 am - 10:50 am

### Seminar 2: Panel Discussion



#### Glenn Wilder Jr.

Wilder Brothers Tire  
North Scituate, MA

A panel of experienced tire professionals will share practical, real-world strategies to help shops improve profitability and capture missed revenue opportunities. The session will focus on identifying operational gaps and implementing measurable improvements that strengthen margins and workflow.

Attendees will also gain insight into how modern shop technology — from point-of-sale systems to bay management tools — can streamline operations, boost efficiency, enhance customer communication, and drive sustainable growth. This educational session is designed to deliver actionable takeaways that can be applied immediately in today's evolving tire and automotive environment.

# NETSA Welcomes Keynote Speaker



## **Jason Abrahams – CEO and Founder of TireTutor**

Jason Abrahams has spent more than 25 years at the intersection of automotive retail and technology. He began selling cars at age 15 in the dealership of a family friend and later owned two brick-and-mortar tire shops. After nearly a decade at Bridgestone and Hankook, Jason joined CarGurus as its founding Head of Inside Sales. He earned his MBA from MIT Sloan and founded TireTutor in 2018, where he leads the development of advanced AI-powered solutions for the tire industry.

11:30 am - 1:00 pm

**NETSA Buffet Luncheon & Annual Meeting - \$65**  
with Keynote Speakers - Jason Abrahams

## **From Tread to Tech: Future-Proofing the Independent Tire Dealer in the AI Era**

The tire industry is changing faster than ever, but with change comes a massive opportunity for the independent dealer. While national chains and e-commerce giants rely on scale, the independent dealer's "secret weapon" is agility and local trust. The question is: **Are you using the right tools to protect that edge?**

Join lifelong "tire guy" and industry innovator, Jason Abrahams, for a candid look at the future of the American shop. In this keynote, Jason moves past the buzzwords to show how AI and data are being used right now to:

- **Capture the Modern Customer:** 60% of consumers are now turning to AI like ChatGPT for repair advice. Learn how to ensure your shop shows up where they are looking.
- **Stop Leaving Money on the Table:** Discover how AI-driven Digital Vehicle Inspections (DVI) translate complex mechanical needs into "layman's terms," building instant trust and closing sales on the spot. Learn how the right tools can help you increase your ARO.
- **Boost Shop Productivity:** See how "Smart" shop tools can free up your service writers and techs, reducing communication friction and increasing your daily car count.

Whether you are an owner looking to future-proof your business or a technician interested in how AI fits into your workflow, this session will provide a roadmap to winning in the AI era without losing the "independent" spirit that built your business.

1:30 pm - 4:30 pm

**Exhibit Hall Opens**

4:30 PM

**Tradeshow concludes**

# 2026 NETSA

Trade Show & Convention

April 10<sup>th</sup> & 11<sup>th</sup> 2026

## JOIN US SATURDAY

Attend our three seminars for a chance to

# WIN

**Igloo®**  
52 qt Roller Cooler

**Dewalt®**  
Jobsite  
Bluetooth Speaker



**GRAND  
PRIZE  
\$500  
Cash**