

The Road Runner • Summer 2025



NETSA

New England Tire & Service Association



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Please send your letters to:

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Tariffs, Right to Repair and much more discussed at the 2025 NETSA Tradeshow

– *Rich Tuttle VP of NETSA and Tradeshow Committee Chairman*



The 2025 NETSA Tradeshow & Convention at Mohegan Sun April 4th & 5th brought much attention to the top issues facing our industry not only today but into the future. Tariffs, Right to Repair, Price increase, continue flat Tier 1 and Tier 2 Tire markets, the unknown Future and so much more. NETSA mission not only at the tradeshow but also all year long is to give its members as much information as possible to succeed in their business. When we plan the tradeshow each year, this is our top priority. Members and non-members who attend the show each year always leave learning something new. Learning thing to help them Succeed. And yes, having a good time doing so. If you have not attended in a few years or never came to the tradeshow, you are missing so much. It is not the same show every year. There is always something new and exciting going on.

45 Exhibitors taking up 103 booths and attended by 189 companies from all over New England and beyond, attended this year's tradeshow. We want to thank all the Exhibitors, [new and old] for coming and their continuing support to NETSA and its members. with out them there is no Tradeshow or NETSA.

Friday night was well attended and brought a lot of open discussion about the future of our industry with owners and decision make show up to seek answers to with is going on. And yes, the cash bar, popcorn, and pretzels added to the fun.

Saturday started off a day of training and informing our attendees with three very well attended seminars. First up was Jim Parker [a new benefit provider] to talk about how to prepare your auto business for sale and maximize value. It was early but we sure learned a lot. Thanks Jim. Seminar Two brought back a familiar face and back by popular demand Bill Weaver from NAPA Autotech. Bills topic was Are you EV ready. He not only gave valuable information to the group, but we were able to entertain us as well. Thanks Bill, it was good to see you and love to have you back. For our third seminar we had Robert Nasca Sales

Tariffs, Right to Repair cont. Page 2

Excellence at Hankook Tire America Corp. He talked about Understanding EV tires and what makes them different from traditional tires. He did an excellent job, and we would like to thank him and Hankook.

Our training and informing tradeshow continued with our 2025 luncheon and Annual meeting. NETSA welcomed Lisa Foshee Senior Vice President, Government Affairs and General Counsel at Auto Care Association and Stacey Miller [again back by popular demand] leading the multi-channel marketing efforts for Auto Care Association as our Keynote Speakers. Lisa and Stacey focus on many topics like Navigating the Right to Repair, Impacts on the Tire & Services Industry and workforce Development Initiatives. They also had a booth on the tradeshow floor both Friday night and Saturday afternoon to meet attendees and answer their questions. This is the first time we have had two Keynote Speakers. They gave us so much information and NETSA and our members want to thank the Auto Care Association and Lisa and Stacey for coming to our show.

The Saturday afternoon tradeshow was well attended. NETSA had its very own booth with raffles, auction items, a slide show with our past Hall of Fame recipients and educational information. The board member staffing the booth gave us a great opportunity to meet with and answer attendees' questions and thank them for coming.

Finally, we ended our show with the 2025 NETSA Hall of Fame dinner and Scholarship Auction. We inducted three well deserved individuals. The first nominee was Glenn Wilder Jr.

from Wilder Brothers Tire Pros Scituate, MA. Glenn is an outstanding Tire dealer, a leader in his community, a valuable part of NETSA Board of Directors and a good friend to all who knows his. Next up was Peter Gerry from Pete's Tire Barn Orange MA. For me Pete is a legend in New England. Pete and his company are a great support of NETSA. Finally, we celebrate the life of David Ace Ventura from Rubber Inc/ Mohawk Rubber Sales. Ace was known throughout New England as a great salesman and even more as a friend to all how new him. We will all miss him but for many we will never forget him. NETSA congratulate all of them.

The Scholarship Auction for the second year in a row set a new record. Thanks to everybody who helped make this happen.

We at NETSA also want to thank all the sponsors. Their support helps us put on a successful show each year. This year's sponsors are Affiliated Insurance Agency, American Tire Distributors, County Tire, Dennison Lubricants, Dill Air Controls, Direct Tire & Auto, Don Foshay's Discount Tire & Alignment, Hankook, JTTS, Myers Tire Supply, Nokian Tyres, Sullivan Tire, Toyo Tire, U.S. Autoforce, Vermont Tire, and Wilder Brothers Tire Pros.

I want to thank all the Board of Director for there help and support. And a big shoutout to our Executive Director Katie Maguire. This is a team effort each year to put on a successful show. Katie and I are already working on the 2026 trade show. We will be making an announcement in the next month or so.



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New England Tire & Service Association

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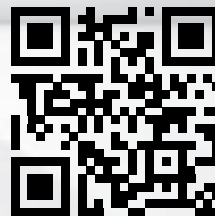
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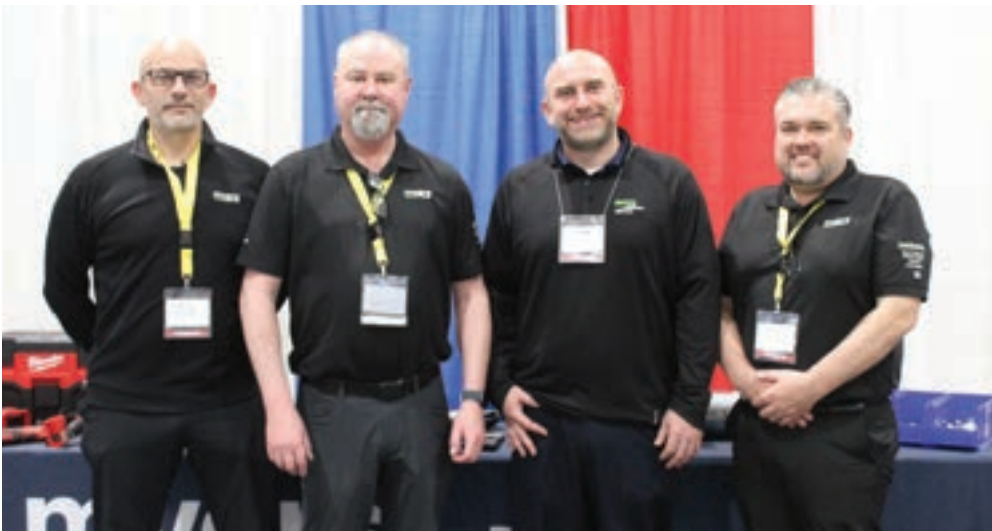
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An advertisement for ESTI Warehouse Inc. featuring various automotive tools. The background is dark blue with a grid of white dots. In the top left, the text "ESTI Warehouse Inc." is written in large red letters. To the right of the text is a cartoon character of a tire with a face and arms. Below the text and character are three images of tools: a black and silver Autel diagnostic tool, a black and silver impact wrench, and a red and black tire machine. At the bottom left, the text "ESTI WAREHOUSE, INC." is written in white, followed by "2 Surrey Lane Cinnaminson, NJ 08077" and "631-491-0747 | www.estiwarehouse.com".

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Glenn Wilder

In the quaint coastal town of Scituate, Massachusetts, a remarkable individual named Glenn Wilder was born in 1964. From his early years, Glenn has been a shining example of strength and kindness, qualities that have deeply influenced his family and community. Raised by his parents, Glenn Sr. and Claire, he learned the values of compassion, resilience, and the importance of family, which have become the guiding principles of his life.

Glenn's sister, Laurie, often speaks of him with immense pride. She describes him as "simply the best," a sentiment that resonates with all who know him. Laurie's words

underscore Glenn's unwavering strength—an inner fortitude that allows him to face life's challenges head-on, while also extending kindness to those around him. It's this combination of strength and compassion that truly sets him apart, making him a beloved figure not just within his family, but throughout the community.

Glenn graduated from the Massachusetts Maritime Academy and was an engineer for 11 years; later embarked on a journey to build a successful career in the family business, founded in 1907, and is the oldest independent tire dealer in America. Glenn married Julie Hutchinson in 1990 and raised three amazing children, Brooke, Alexa, and Jake. Glenn purchased the family business in 1997 and focused on teaching his children valuable skills for their future. This business has been a labor of love, with Glenn not only managing the operations but also instilling essential knowledge in young minds. Along the way, Glenn balanced the demands of both work and family life, raising three children while continuing to build and grow the business. This commitment to family and education underscores the importance of legacy and the transfer of knowledge from one generation to the next.

With a blend of enthusiasm for his hobbies and a sincere dedication to making a difference, Glenn embodies the spirit of a true community leader. His passion for cars and motorcycles enriches his life while his commitment to family and helping others shapes his character. Glenn continues to inspire those around him, proving that a fulfilling life is built on the foundation of love, passion, and service.



Peter Gerry

Early Beginnings: The Seeds of an Entrepreneur

Born in 1950 in Athol, Massachusetts, Peter demonstrated entrepreneurial spirit and work ethic from an early age. As a child, he learned gardening from his mother and sold vegetables to neighbors, delivering them in his Radio Flyer wagon. He also crafted wreaths for his church and sold Christmas trees locally, soon becoming a beloved seasonal figure in his community. His first registered vehicle, a box truck, enabled him to expand this winter business by traveling to Canada to bring back trees for his customers.

Rising Talent: Mechanical Aptitude and Early Success

By age 14, Peter had obtained a license to buy cars at auction. From a two-car garage behind his father's machine shop in Athol, he repaired and sold cars. Recognizing the growing demand for tires among local drag racers, Peter seized the opportunity to supply high-quality tires. Before graduating high school in 1968, he had built a reputation for excellent service, fair pricing, and unwavering honesty.

Establishing Pete's Tire Barns

After high school, Peter earned an associate degree while officially operating as Pete's Auto Sales. In 1970, he married his high school sweetheart, Nancy, and started a family. By the early 1970's, he had expanded his business with locations in Gardner and Northampton. In 1976, Peter purchased a historic factory building at 275 East Main Street in Orange, MA that had once been the home of the Grout Brothers Automobile Company, (manufacturer of steam-powered vehicles), Minute Man Tapioca and the Orange Shoe Company and turned it into Pete's Barns Corporate location, where it remains. From these roots, the business grew into a tire industry powerhouse.

A Tire Industry Leader

Today, Pete's Tire Barns is one of the largest independent commercial tire dealerships in the United States, with:

- 22 locations across New England
- Three Bandag retread facilities
- An online store shipping across the U.S. and Canada
- Over 300 employees
- A fleet of over 150 vehicles

The company sells everything from the smallest wheelbarrow tire to massive mining tires and has also established itself as an expert in the agricultural tire industry. In 2010, Pete's Tire Barns launched its online store, becoming one of the first companies to sell specialty tires online, further cementing its reputation as a trailblazer in the industry.

The company's state-of-the-art distribution center sits on a 22-acre lot and includes two buildings with nearly 5 acres of storage space. This facility plays a critical role in maintaining the company's operational efficiency and meeting the needs of customers across the region.

A Pioneer in Environmental Consciousness

Peter Gerry's leadership extends into environmental stewardship, a passion that has not gone unnoticed by his industry peers. Recognized as a leader in implementing "green initiatives," Peter has been sought out by colleague's and organizations for his innovative approaches to sustainability. His efforts have not only set an example but also significantly reduced the environmental impact of Pete's Tire Barns' operations.

Bridgestone Bandag, impressed by the company's commitment to sustainability, interviewed Peter and produced a video highlighting these initiatives, which can be viewed on Pete's Tire Barns' YouTube page. From recycling programs to energy-saving innovations, Peter's initiatives have earned the company a reputation as one of the most environmentally conscious commercial tire dealerships in the world. Modern Tire Dealer's Bob Ulrich even stated, "Pete's Tire Barns Inc. may be the most environmentally friendly commercial tire dealership in the world. Recycling is almost an obsession with owner Pete Gerry, who has embraced all things green, from fuel-efficient tires to solar panels."

Continued on page 9.

Hall of Fame Inductees

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The company's green initiatives include extensive recycling programs, the use of solar power, and energy-efficient practices that have significantly reduced costs and waste. These efforts not only benefit the environment but also improve the company's bottom line, demonstrating how sustainability and profitability can go hand in hand.

Core Values: The Foundation of Success

Peter's leadership is built on unwavering principles:

- **Honesty:** The cornerstone of his success, fostering trust and loyalty among employees and customers.
- **Entrepreneurial Spirit:** A lifelong risk-taker, Peter's forward-thinking approach drives continuous growth and innovation.
- **Innovation:** Known as an "idea machine," Peter has always sought ways to improve, explore new opportunities, and lead the industry forward.
- **Compassion:** A caring leader, Peter has supported employees through challenges and fostered a culture of mutual respect.
- **Generosity:** Over the years, Pete's Tire Barns has donated millions to food pantries, toy drives, police, and fire departments.

Recognized Excellence

Peter's achievements have earned him numerous accolades, including:

- **Citizen of the Year (1991):** North Quabbin Chamber of Commerce
- **Humanitarian of the Year (2014):** Massachusetts Chapter of Lions Club International

Legacy and Inspiration

Even after five decades, Peter remains actively involved in his company. His hands-on approach and dedication inspire employees and serve as a model for leadership in the tire industry. Pete's Tire Barns has provided stable employment, supported communities, and served hundreds of thousands of loyal customers.

A Roadmap to Success

Peter Gerry's journey exemplifies the values of honesty, compassion, entrepreneurial vision, and hard work. His life and career provide a roadmap for success in business and in life, proving that with integrity and determination, anything is possible.



David Ace Ventura

HOF Dinner dedication to David "Ace" Ventura

David "Ace" Ventura began his professional career with ChemiCure when he was 18 years old. When Patrick McGeoghegan bought Mohawk Rubber Sales, David was one of the valuable team members that came with the company. For the next three decades David grew with Mohawk Rubber, developed his territory throughout New England making regular runs to Connecticut and Vermont where his customers became like family to him. David took care of each account on a personal and professional level, to him, they were one in the same.

Some time in 1994, the hilarious and classic comedy film starring Jim Carrey, Ace Ventura Pet Detective became a smash hit in the box office, as well as solidifying an incredible nickname for David Ventura who quickly became known to most from then on, as Ace.

Ace took great pride in his customer relationships as well as the relationships within the company. He saw not only the value but absolute necessity to educate younger professionals that joined Mohawk to instill how important it was what the company's longevity, but also for industry wide growth and development. Ace took time talking and educating younger Mohawkers on what they were doing, who they were doing it for and what it meant to the end user. Everyone's job had an impact and he wanted each individual to understand that so they took pride in their job and performed it well so that customers would continue to choose Mohawk Rubber Sales over any other distributor.

David spent a total of 38 years of his 58 years with Mohawk Rubber Sales, a brief stint at Myers Tire Supply before moving on to Rubber Inc. totaling 40 years in the automotive industry.

In his personal life David has left behind so many people who miss him dearly – but especially some of those we are fortunate to have in attendance with us tonight. His wife Kelli, his son Josh with wife Lexi, son Zach with wife Carrie, his brother Dan with wife Stephanie and nephew Brandon.

Along with his family, we in the industry will keep David's spirit, humor and memories alive. And at the end of the day, let's not take life or business too seriously that we forget to crack a bud light and enjoy what all the hard work is for, just like Ace would want us to. Thank you.

Bio

Aside from his pride in watching his children grow up, seeing men and women grow in this industry to reach their potential or start their own businesses brought some of his proudest moments.

David's journey through life was marked by passion, laughter, and unconditional love for his family and friends.

"Ace" was a man of simple, yet profound joys. His avid enthusiasm for golf reflected his zest for life, each swing resonating with the laughter of family and friends who joined him on the greens, as well as his determination to succeed. A loyal fan of Sunday football, he cherished these moments, building bonds over touchdowns and triumphs, his contagious laugh echoing through gatherings filled with joy.

For Ace, success was not judged by a dollar number, but by the growth of his customers and their families. Business never ended at the close of business. Ace made every interaction meaningful, forging connections that extended far beyond business—evidence of his heart's true essence. Ace leaves behind a large network of friends whom he touched in a special way that will be missed, but his legacy will live in the members of NETSA for many years to come.

You could often find Ace on the golf course on Thursday evenings entertaining a customer, or with a customer or vendor at a Patriots or Bruins game or just talking about life over a cold Bud Light. The words "Ace said" were all that was necessary as his name carried more weight in this industry than any other recommendation.



Congratulations!

to this year's inductees for your years of dedicated
service & commitment to our industry.

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Good day to all,

Let's start by saying that the NETSA trade show and annual meeting were a great success. We had 675 attendees, of whom 172 were new or non-members. It's a result of the hard work of the board members, especially Rich and our director, Katie. Thank you to all who helped out.

A little background on your current president. I was born and raised in New Haven, VT. Upon graduating from high school, I attended the New England Culinary Institute in Essex, VT, to pursue a career as a chef. I worked in several restaurants, including the Ritz-Carlton in Philadelphia, PA. I ended up back in Vermont working at Roland's Place, where I was his sous chef. In February 1998, I began working at County Tire Center alongside my parents. I started as a beginning technician and progressed to become a service writer.

In 2011, my wife and I purchased the business from my parents. In 2013, we expanded our business to include the Hybrid/EV portion, driven in part by a tech team that wanted to push our horizons. Thank you to Eslee Jones for that push. Fast forward to October 2024, and we opened our second business, Addison County Alignment & Repair, which specializes in general mechanical work, alignments, and ADAS calibrations.

It's a tough time to find technicians. Our industry as a whole needs more young people. As president, I'd like to see us help more young people enter the industry by having tech schools attend our annual NETSA trade show. I would also like to see us expand our trade show to include more service-oriented businesses, such as auto body repair, towing, and others. I believe that by expanding into these avenues, we will attract more members. I challenge our board to help move forward with this to keep our association growing. Just like in business, we need to keep up with the times.

In closing, I'd like to thank all who elected me as president. There are big shoes to fill as past presidents have paved the way for this amazing association

Steve Dupoise Jr.



NETSA

New England Tire & Service Association

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The summer is upon us here in New England, and I hope all your shops stay cool and productive throughout the heat waves.

The 2025 Tradeshow and Convention held at Mohegan Sun was a success. Many people deserve our thanks; all our attendees, exhibitors, and sponsors for their ongoing support of NETSA and our trade show and convention. I would also like to thank our board members, who worked tirelessly to make this event go on. Our Chairman, Rich Tuttle, and his committee do a

fantastic job of making this function run as smoothly as it does.

The Scholarship Committee, chaired by Larry Lesieur, has received 25 applications for our twenty-one \$2,000 scholarships. By the time you read this, all of the winners will be picked and notified. The applicants are an awe-inspiring group and well-deserving of the scholarship, all the more reason to be optimistic about our future with all these exceptionally talented young adults.

The Golf Committee, chaired by Bob Vacca, has announced our golf tournament will be held at New England Country Club in Bellingham on September 25th. Registration forms will be mailed out and on our website by the beginning of August.

Legislative news

Connecticut – Tire Stewardship Program

June 2025 – Bill HB5017 did not get a house vote and therefore it is dead.

Maine – Right to Repair

In June 2025, Maine's Right to Repair law will take effect, but its full implementation is still under development and faces challenges. Although Maine's Right to Repair law has taken effect, its practical impact and enforcement are still being developed, pending legislative decisions and potential legal

challenges. The outcome of pending legislative action and potential court decisions will significantly impact on the future implementation of the law.

Massachusetts – Right to Repair Law Upheld

A significant legal victory was achieved in Massachusetts when a federal judge upheld the state's right-to-repair law. The law requires automakers to provide independent repair shops with access to vehicle diagnostic data, thereby promoting competition and consumer choice. This decision supports the continued growth of independent repair businesses in the region.

New Hampshire – Legislative Status

As of now, HB 209-FN has been introduced and is under consideration in the New Hampshire House of Representatives. The bill has not yet passed and is subject to further legislative review and approval.

Vermont – Vermont's Electric Vehicle Registration Fee

Vermont has introduced a \$178 annual registration fee for electric vehicle (EV) owners, double the amount charged to owners of internal combustion engine vehicles. This move aligns with similar policies in other states and aims to compensate for lost gasoline tax revenues, which traditionally fund road maintenance.

I look forward to seeing you at the NETSA Scholarship Golf Tournament.

Katie Maguire

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Successful TPMS Service – Best Practices

Scot Holloway, CEO & General Manager – Bartec USA
June 2, 2025

As we enter the eighteenth year of mandated TPMS for passenger cars and light trucks, we continue to see many changes in technology and functionality. What hasn't changed are the best practices that should be the part of every tire businesses operational plan. Here are a few of the most common best practices for TPMS service.

Test Before You Touch

Today's auto repair shop had better be practicing "Scan in and Scan Out." Scan In means accurately identifying the customer, their vehicle and all issues BEFORE work begins! As this relates to TPMS, before any wheel and tire service begins, check the sensors, and check the system. TPMS sensors with dead batteries can sometimes take days to show up as a TPMS MIL [flashing light]! Do yourself and your business a favor and make sure you and your customers know the status of their TPMS sensors. This also means the physical condition of the sensors. A visual inspection of the TPMS sensors can let your customer know when their sensors are damaged or heavily corroded.



Figure 1 - Heavily corroded sensor

Testing the sensors and checking for system fault codes not only uncovers potential service opportunities, provides a baseline of service or in other words, prevents you from owning someone else's problem. Best practices also include tire inspection, tread depth measurement and collecting the tire identification number in addition to the TPMS check. Presenting this critical safety information to the consumer protects them and your business!

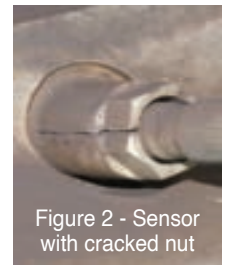


Figure 2 - Sensor with cracked nut



Keep Your TPMS Tool Updated

Many tech support calls are resolved simply by updating their tool. TPMS Tool updates are very important because of the fast-paced nature of change within TPMS. New sensors, new vehicles, programmable sensors, and new relearn procedures are always being released. Updating your tool is the only way to keep up!

Having a TPMS tool that updates through a wireless internet connection is preferred, and with the tool configured properly, updates can occur automatically as they are made available. In today's TPMS service environment, having the latest update is a significant advantage. Your TPMS tool having the ability to auto-update is a significant advantage for your business. An updated TPMS tool means you can service more cars and program more sensors, which means you can have more satisfied customers.

Service The Sensors

Another industry best practice is to ALWAYS replace the wear items commonly found on most TPMS sensors. For the same reason the rubber valve stem is replaced, so should you replace the seals, grommets and other items found on TPMS sensors. UTSA, TIA and many vehicle OE's all say that every time a tire is taken off the wheel, these items should be replaced. The question is really, why wouldn't you? Rubber seals break down over time and are very prone to leaking if the sensor is moved or twisted during the tire dismounting/mounting process. Replacing the service kit with regular tire service will maximize the life of the TPMS sensor and prevent customer dissatisfaction due to leaks and flats. Don't forget, TPMS service kits will protect the investment of your customer, representing a great opportunity to add revenue to your business.



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Supplemental Disability Insurance: What is it? Do you need it?

Disability insurance offered through your work is a good benefit and a great start to building a financial strategy that protects your ability to earn an income. But if you rely solely on your group long-term disability coverage, the percentage of income replaced can be inadequate. Consider adding supplemental disability insurance coverage. Having your own disability income insurance policy protects a larger percentage of income by filling in the gaps left by your employer's coverage.

Understanding group long-term disability coverage

When provided by an employer, group long-term disability insurance typically replaces a percentage of your base salary only (no commissions, bonuses or other wages) with a cap on the benefit amount. If the employer pays the premiums, the benefit you receive if you become disabled is taxed. Coverage typically ends when your employment ends.

Consider supplemental disability insurance

Supplemental disability insurance offers individual protection to help fill the gaps left by group long-term disability plans. Adding individually owned disability income insurance to the disability coverage you have through work helps protect more of your income. Supplemental disability insurance replaces a percentage of your complete salary minus other existing disability insurance.

Consider this example to see how it works.

Let's say you have group long-term disability insurance that pays 60% of your base salary up to a maximum of \$10,000. If you earn \$225,000 with a bonus, your monthly gross salary is \$18,750.

If there was no cap, the monthly benefit would be \$11,250. But the group long-term disability benefit is capped at \$10,000, which covers about 53% of your monthly salary.

If you purchased supplemental disability insurance with a maximum benefit of \$5,000, you'd add that amount to your total monthly benefit, which means combined you'd replace 80% of your salary.

Benefits of supplemental disability insurance

- **Tax-free benefit amount.** When you purchase supplemental disability insurance with after-tax dollars and become disabled, your benefits are received tax free.
- **Plan design.** Your supplemental disability insurance can offer built-in features and riders typically not found with group long-term disability coverage.
- **Employment.** Your coverage is portable. If you leave your current employer, there will be no changes to the premium or benefit amounts of your supplemental disability insurance.

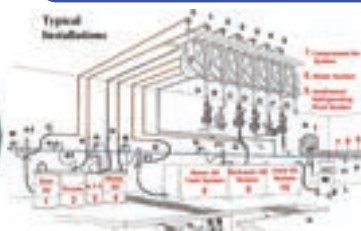
Sicknesses and injuries can happen when you least expect it. Adding individual-owned disability income insurance to disability coverage you have through work helps protect more of your income by filling in the gaps. Having supplemental disability insurance equips you to be better prepared financially and protect more of your earnings.

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By Tire Talent, Mike Cioffi, Founder

Introduction

Recruitment today isn't just about checking boxes on a job description. It's about understanding people. With Baby Boomers, Gen X, Millennials, and Gen Z all active in the workforce, hiring has become more complex than ever. Each generation has different values, communication styles, and expectations when it comes to job searching, work-life balance, and overall workplace culture.

These differences don't just happen by chance. They're shaped by life stages, economic shifts, and cultural changes. That's why a "one size fits all" hiring approach doesn't work anymore. To attract top talent across generations, companies need to tailor their messaging and hiring strategies in a way that speaks to each group's unique priorities while still aligning with the role and company culture. When done right, this not only helps bring in the right people but also creates a stronger, more diverse team.

What Are Generational Differences in Recruitment?

Generational differences in recruitment come down to how people's experiences shape their attitudes, expectations, and approach to work. Each generation was raised in a different social, economic, and cultural landscape, which impacts how they view job opportunities, work environments, and employer interactions.

Take Baby Boomers, for example—they often value job security and stability, shaped by the post-war era they grew up in. On the other hand, Gen Z, having been raised in the digital age, prioritizes flexibility and innovation. Millennials tend to seek purpose-driven work that aligns with their values, while Gen X, often seen as the "middle child" of generations, values autonomy and a strong work-life balance.

By understanding these generational traits, companies can attract a more diverse talent pool and, more importantly, create an inclusive workplace where employees feel supported no matter their work style or career priorities.

Why Generational Talent Matters

"Generational talent" is all about the unique strengths that employees from different age groups bring to the table. Each generation has its own experiences and perspectives that shape how they work, solve problems, and contribute to a team. Baby Boomers offer decades of industry expertise and mentorship, while Gen Z brings fresh, tech-savvy solutions. When companies mix these diverse strengths, they create a more innovative, collaborative, and adaptable workforce.

Having a multi-generational team is about being inclusive but also it is a real competitive edge. The mix of experience, flexibility, and creativity leads to better

decision-making and problem-solving. Companies that embrace generational diversity can stay ahead of market shifts, foster stronger teamwork, and create an environment where employees learn from one another.

Leveraging generational talent is key to building effective recruitment strategies. By recognizing the evolving needs and expectations of each generation, companies can attract top talent, build strong teams, and stay agile in an ever-changing business landscape.

Generational Profiles and Workforce Dynamics

As mentioned earlier, each generation approaches work differently. Let's take a closer look at these differences in detail.

Baby Boomers (1946-1964) are known for their strong work ethic, loyalty, and preference for job security. They're used to traditional communication methods like face-to-face meetings and tend to appreciate clear organizational structures. Many have moved into senior leadership or consulting roles, offering invaluable experience and mentorship.

Generation X (1965-1980) is often called the "middle child" of the workforce. They value work-life balance, independence, and flexibility. Tech-savvy but not as digitally immersed as younger generations, they prefer direct communication and autonomy. Many now hold leadership positions and appreciate opportunities for professional growth.

Millennials (1981-1996) are the largest generation in today's workforce. They're collaborative, purpose-driven, and highly adaptable to technology. They seek meaningful work, inclusive environments, and continuous learning opportunities. Flexibility, regular feedback, and innovation are key to keeping them engaged.

Generation Z (1997-2012) is the first generation of true digital natives. They bring a fresh, tech-forward mindset and value diversity, mental health support, and entrepreneurial opportunities. They thrive in flexible, inclusive workplaces that align with their personal values.

Strategies for Recruiting Different Generations

Recruiting across generations isn't a one-size-fits-all process. Each group has different priorities when it comes to career growth, flexibility, and company culture. Here's how to tailor your approach to attract top talent from every generation.

Recruiting Baby Boomers

Highlighting long-term career opportunities and emphasizing the impact Baby Boomers can have within an organization is key to attracting them. Providing strong benefits, such as healthcare, retirement plans, and financial security, is also essential. Flexibility is another major factor—offering part-time roles or hybrid work options can appeal to those transitioning toward retirement. To effectively reach this generation, recruiters should use a mix of traditional and digital outreach, combining job boards with referrals, industry events, and direct engagement.

Recruiting Generation X

Emphasizing career advancement opportunities, including leadership roles and skills development, is essential for attracting Generation X talent. Flexibility is also a major priority—offering remote work options, family-friendly policies, and autonomy can make a significant impact. Since Gen X values direct and transparent communication, it's important to be straightforward about company values and expectations. Leveraging digital tools such as LinkedIn,

job boards, and company career pages is an effective way to connect with this tech-savvy generation.

Recruiting Millennials

Millennials prioritize growth and continuous learning, making training programs, mentorship opportunities, and clear career paths essential for attracting them. Work-life balance is another key factor, so offering flexible PTO, remote work options, and wellness programs can help retain top talent. Company culture also plays a big role—highlighting commitments to diversity, sustainability, and innovation can make your organization more appealing. Additionally, leveraging technology through digital collaboration tools and streamlined hiring processes can enhance the candidate experience and showcase a forward-thinking workplace.

Recruiting Generation Z

To effectively engage with Generation Z, it's essential to use social media platforms like TikTok, Instagram, and LinkedIn for recruiting. They value inclusion, so showcasing a workplace that supports diversity and mental health is important. Clear career paths are also a key factor—Gen Z wants to know how they can grow within the company. Offering flexibility and innovation, such as remote work options, modern technology, and a fast-paced environment, will further attract this generation.

The Path Forward

Different sources show teams with diverse age groups are more productive and perform better when making complex decisions. Ignoring age diversity means limiting your potential for innovation and collaboration.

As you move forward with attracting generational talent, here are some key takeaways to guide your approach:

- **Craft Clear Job Descriptions:** Highlight stability and growth for Baby Boomers and Gen X, and focus on impact, innovation, and social responsibility for Millennials and Gen Z.
- **Choose the Right Communication Channels:** Adjust your outreach based on preferences—Baby Boomers prefer a personal touch, while Gen X and younger generations lean towards digital platforms.
- **Offer a Tailored Interview Process:** Provide structured interviews for Baby Boomers, flexible options for Gen X and Millennials, and tasks or situational questions for Gen Z to assess problem-solving.
- **Prioritize Candidate Experience:** Ensure a seamless process from application to onboarding, with feedback and support throughout, particularly valued by Millennials, Gen X, and Gen Z.
- **Leverage Technology:** Utilize social media, video interviews, and AI-driven tools for Millennials and Gen Z, while also incorporating personal interactions for Gen X.
- **Promote Work-Life Integration:** Offer flexible work arrangements, wellness programs, and mental health support to appeal to all generations.
- **Foster a Purpose-Driven Culture:** Highlight your company's mission, vision, and social impact to attract Millennials and Gen Z, who are drawn to purpose-driven organizations.

Mike Cioffi is the founder of Tire Talent, a boutique recruiting agency dedicated to our industry. You can reach him directly: mike@tiretalent.com if you have any questions about this article



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POS Equipment: How to Get the Best Deal and Avoid Hidden Costs

Why Choosing the Right POS System Matters

There's a myriad of decisions to be made when operating a business, but one with long term implications is your choice of point-of-sale system. POS systems can help drive cost savings and reduce credit card fees in the long run if chosen strategically and set up properly. Unfortunately, many companies struggle with managing the nuances of these integrations.

Case Study: Optimizing POS and Fees for Woodstock Inn Brewery

One such business was the Woodstock Inn Brewery. "I didn't have a lot of confidence in our program—our processor didn't even assign us a new contact when ours left," says Roberta Vigneault, financial manager of the award-winning restaurant, brewery, and hotel in New Hampshire. "Roberta reached out to us for a free analysis, and we quickly determined she was a candidate for our services," says Howard Goldstein, a Merchant Advocate regional director. "We conducted an in-depth analysis, and uncovered Woodstock was being significantly overcharged. Their processor initially came back with a paltry reduction that left a lot of additional savings to be realized," he recalls.

"Thankfully, their POS system worked with other providers which enabled us to ultimately triple the savings offered by her current processor."

This is the perfect example of two crucial elements to be aware of when evaluating a POS system: the contract term and early termination fees. Systems often come with lengthy contracts that can make it difficult to make any changes even though your business needs may evolve and change over time. That's why it's imperative to take a close look at contract terms and be aware of when you will approach a renewal or end date.

Key Factors in Selecting a POS System

Contract Terms and Exclusivity

Some POS systems lock you into using their preferred payment processor, while others allow you to integrate with multiple payment providers. A system that supports multiple processors provides flexibility and allows for leverage when trying to take control of your transaction fees.

Processors may be open to negotiating lower fees if it means keeping you as a client, but in order to be effective you need to understand the lingo and know what to ask for; a third-party expert like Merchant Advocate can help.

In Woodstock Inn Brewery's case, non-exclusivity made all the difference "Merchant Advocate negotiated directly with our processor," recalls Vigneault. "They found a great solution that kept our current POS system but allowed us to work with another processor to maximize savings."

Integration Capabilities

The payment processor should integrate smoothly with your POS software, allowing for automatic reconciliation of payments, real-time reporting, and synchronization with accounting and inventory management systems. It is crucial to understand what processor options are available with the POS system before you commit to a solution. Some will only allow you to work with one provider, while others are processor agnostic. There are many processor options out there with different fees and pricing structures, so you should be sure to weigh the pros and cons of both the system and the processor. In the case of the Woodstock Inn Brewery, flexibility was key.

Tips for Reducing Credit Card Processing Fees

Compare Processing Fees Across Providers

Business owners should compare fees across different processors to minimize costs, as even small differences can significantly impact

profitability, especially in high-volume environments. One should review statements for any additional fees that may be able to be optimized, such as for chargebacks, PCI compliance, and batch processing.

Surcharging Considerations

Surcharging has grown in popularity in recent years, as has legislation regulating its usage. Those considering implementing a program must ensure it is executed correctly on all fronts to avoid potential tax implications—not to mention fines from credit card brands. Your POS system would need to be able to distinguish credit cards from debit cards and cash payments, then add surcharges accordingly. It is illegal to surcharge a debit card. If you have multiple locations, some of which are in a different state, this further complicates things as you will need to abide by each state's regulations.

"There are multiple types of programs that allow business owners to pass along processing fees to customers: surcharging, cash discount and dual pricing," explains Goldstein.

"If you choose to implement a surcharging program, you must make sure your POS system is programmed properly to distinguish between credit and debit cards. The surcharge does not allow you as a merchant to charge debit cards. And these are usually not set up properly."

Invest in EMV for Security and Savings

If you've been contemplating upgrading your old equipment, this is your reminder to do so as soon as possible as EMV is the new standard. Short for Europay, Visa, and Mastercard (the companies that spearheaded the development), this technology refers to the chips embedded in credit cards that carry data far more securely than the vastly outdated magnetic stripes.

By still allowing for magnetic swipes, your business is not only opening itself up to credit card fraud, but you're likely paying non EMV-assessment fees each month for continuing the antiquated practice. Ensure the POS system you choose accepts EMV chip-enabled cards to reduce liability; some systems may also support PIN entry for added security.

In addition, if you are still swiping cards, you will automatically lose chargeback disputes on swiped transactions. Some people have become savvy to this and know that if they swipe their card they can report the charge as fraudulent with no repercussions.

Newer equipment also means mobile payment support. With the rise of contactless payments, your POS should support digital wallets like Apple Pay, Google Pay, and other tap-and-go payments.

Ideally, the POS hardware should also include offline capabilities that make it possible to process transactions offline or store them securely to process when the system is back online, ensuring smooth operations even during internet outages.

Ensuring PCI Compliance with Your POS System

Payment processors must comply with the Payment Card Industry Data Security Standard (PCI DSS) to protect cardholder information. The system should offer encryption to secure payment data from the moment the card is tapped until it reaches the payment processor. The POS vendor should ensure the system is compliant and assist with security protocols, but that doesn't always happen, especially with a business that needs to train multiple employees. A consultant could help with personalized assistance in this scenario.

Get Expert Help to Optimize Your POS System and Processing Fees

At Merchant Advocate, we understand every facet of the processing industry, having saved over \$300 million in excess fees for our clients by optimizing every aspect of the credit card acceptance process—including helping choose the right POS system for your business.

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Why Confidentiality Is Critical When Selling Your Tire Center

As a business broker specializing in the sale of auto-related businesses, I've seen firsthand how maintaining confidentiality can make or break a business sale. Selling your business is a significant decision, and while it's exciting to think about the future, it's essential to approach the process with discretion.

Many business owners underestimate the importance of confidentiality during a sale, but failing to protect sensitive information can lead to serious consequences for your employees, customers, and the ultimate success of the transaction. Let's explore why confidentiality matters and how to ensure it's maintained throughout the sale process.

The Risks of Breaching Confidentiality

Selling a business is unlike selling other assets. Word of a potential sale can ripple through your business ecosystem, affecting its stability and potentially lowering its value. Here are the key risks of breaching confidentiality:

Employee Uncertainty

If your employees discover the business is for sale, it can create anxiety about their future. They may fear job loss, changes in leadership, or shifts in the culture of the company. This uncertainty can lead to decreased productivity, increased turnover, and even a talent exodus - issues that can diminish the value of your business.

Customer Concerns

Loyal customers are the lifeblood of most businesses. If they hear the business is for sale, they may worry about changes in service quality, pricing, or relationships. In some cases, this can cause them to take their business elsewhere, which directly impacts your revenue and market position.

Supplier and Vendor Reactions

Suppliers and vendors play a critical role in your operations. If they become aware of a potential sale, they may hesitate to extend favorable terms, fearing instability or changes in ownership. This can disrupt your supply chain and affect your profitability.

Competitor Advantage

News of a potential sale can give your competitors an edge. They may use the information to lure away customers, poach employees, or undermine your reputation in the market.

Why Buyers Value Confidentiality

Maintaining confidentiality isn't just about protecting your current operations, it's also about meeting buyer expectations. There are several reasons why confidentiality is critical from a buyer's perspective, with two of the most important being to preserve the value of the business and to avoid public scrutiny.

Buyers are interested in investing in stable, well-functioning businesses. If the news of a sale causes disruption among employees, customers, or suppliers, it diminishes the value of the business they're looking to acquire.

In addition, potential buyers don't want their interest in your business to become public knowledge, either. They may be concerned about tipping off competitors, employees, or other stakeholders in their own businesses.

By maintaining confidentiality, you create a more appealing and secure environment for potential buyers, increasing the likelihood of a successful transaction.

How to Maintain Confidentiality During a Sale

Maintaining confidentiality requires a strategic and disciplined approach. Here are some best practices to ensure sensitive information is protected throughout the sale process:

1. Work with a Professional Business Broker

A seasoned business broker is your first line of defense when it comes to confidentiality. Brokers have the experience, tools, and networks to market your business discreetly, ensuring that only qualified buyers gain access to sensitive information.

2. Use Non-Disclosure Agreements (NDAs)

Before sharing any information with potential buyers, require them to sign a non-disclosure agreement (NDA). An NDA legally binds buyers to keep your information confidential and limits the risk of leaks.

3. Limit Information Sharing

During the initial stages of the sale process, share only the information necessary to gauge buyer interest, such as a high-level summary of your business (often called a "teaser"). Detailed financials, customer data, and other sensitive information should only be shared with qualified buyers who have signed an NDA and demonstrated serious interest.

4. Control Access to Information

Use a secure virtual data room to store and share sensitive documents with potential buyers. These platforms allow you to track who accesses your information and control what they can view, download, or share.

5. Communicate Strategically

If employees, customers, or suppliers must be informed about the sale, plan your communication carefully. Share information on a need-to-know basis and at the appropriate stage of the transaction, typically after a deal has been finalized or is near closing.

The Role of a Business Broker in Maintaining Confidentiality

As a business broker, my primary responsibility is to protect your confidentiality while guiding you through the sale process. Here's how I help safeguard your information:

- **Targeted Marketing:** I discreetly market your business to a select group of pre-screened buyers who meet your criteria. This ensures that your business is only presented to serious, qualified prospects.
- **Managing Buyer Inquiries:** I act as the intermediary between you and potential buyers, handling inquiries, qualifying prospects, and enforcing confidentiality agreements.
- **Shielding Your Identity:** In marketing materials, I present your business in a way that highlights its strengths while keeping its identity anonymous. For example, I might describe it as "a well-established tire center in New England" rather than using your company name.

When handled properly, confidentiality not only protects your business during the sale process but also enhances its overall value. Here's why:

- **Minimized Disruption:** A smooth, confidential sale process ensures that your operations remain stable, preserving revenue and customer relationships.
- **Stronger Buyer Confidence:** Buyers are more likely to make a serious offer when they see a business that's well-managed and free from unnecessary distractions.
- **Better Negotiating Power:** By keeping the process controlled and professional, you maintain a stronger position in negotiations, increasing your chances of achieving favorable terms.

Conclusion

Selling your tire center is a major milestone, and protecting confidentiality is critical to ensuring a smooth, successful transaction. By safeguarding sensitive information, you can minimize disruptions, maintain business value, and create a more appealing environment for potential buyers.

If you're considering selling your tire center, I encourage you to contact me. With 25 years of experience in the auto-related business market, I understand the importance of confidentiality and have the expertise to guide you through the process.

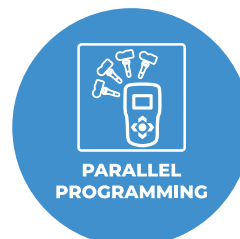
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I don't usually write midyear articles for the Roadrunner anymore, but there seems to be a lot going on in our world right now. First, we have a new Pope, and he is from the Chicago area. I never thought that I would live long enough to see a Pope from this Country. It is so refreshing to see Pope Leo XIV speaking fluent English. I thought that Pope Francis was a great pick for Pope, and I like this selection also. Speaking English and Spanish should be a big asset for him. It will be interesting to see how this Pope does running the Catholic Church and how he will be different than Pope Francis. May we all wish him great success going forward.

The tariffs were the big issue being discussed at the NETSA trade show in early April on the tradeshow floor. As a one store shop that stocks some tires, I bought heavier than I wanted to at the show so that I could own our tires at the pre tariff prices, at least for a while. A month and a half later, tire prices are just starting to go up 6-8 percent from some manufacturers. While I agree that many countries have treated us unfairly with their own tariffs, the execution and the implementation of US tariffs could have been handled better. It caused unnecessary uncertainty in the financial markets and created lots of turmoil for businesses. We could have easily given foreign countries a little bit of time to respond to our demands. We will see how this plays out over the rest of the year, but I hope things work out okay. We are also getting rid of lots of the Federal Government, of which I'm sure some legitimate cuts could be made. I'm not sure if I had a business or was in government that I would fire all my employees and then try to hire some of them back, and I would certainly not do it by email. The immigration issue is being handled finally, but it appears that the Administration is sometimes trying to bypass the Courts and the US Constitution to do so. They are pushing the boundaries of the law to see what they can get away with. Expect the Supreme Court to at least partially push back by the fall. We will all have to wait and see.

But enough about that. We had another great NETSA trade show in early April at the Mohegan Sun Casino. The seminars, the luncheon and Hall of Fame dinner were excellent and well attended. We were able to raise quite a bit of money for the NETSA scholarships this year, not only at our dinner, but also at the NETSA trade booth on the floor of the trade show.

Thank you to all who donated and bid on prizes. We really appreciate it. Also, congratulations to Glenn Wilder, Pete Gerry, and the late great Dave "Ace" Ventura for being inducted as this year's class of NETSA Hall of Fame recipients. Three very deserving individuals that I have had the pleasure of knowing for many years. Katie and Rich Tuttle spearhead putting on the show, but we have a lot of help to make it a success. Thanks to them and all of the staff and people who volunteer to help at the annual trade show. Special thanks to all those businesses who sponsored our various events at the annual trade show. They support NETSA so much. You really are appreciated! Scholarship wise, we are currently in the process of reviewing the NETSA scholarship applications. We will be picking out 20 winners of \$2,000 scholarships this year, and one extra special \$5,000 scholarship in honor of Dave Ventura. Then Katie will be travelling around New England in July and August to hand out our NETSA scholarships to the winners. Best of luck to those who applied. Finally, a couple of items. We usually don't have crazy legislative issues in New Hampshire, but HB649 would have eliminated annual State Inspections and emissions testing on vehicles in New Hampshire. It overwhelmingly passed the NH House, but it was just voted in the NH State Senate 19-3 to be rereferred back to the Senate Commerce Committee for further study. We will keep an eye out on it, but the bill sponsors are trying to say that your local auto shop is a crook, and they seem to have a lot of believers out there. I talked to my State Senator, and she is opposed to the bill. Some NETSA members attended the hearing and testified, others like myself opposed the bill online and contacted their local Senator. Thanks to those NETSA members who helped put the brakes on this bill, at least for now. As I write this column, I am saddened to hear of the death of Mr. Nokian Tyres, Bob Hepp, at age 72 of cancer. Bob was a great guy and really helped to put the Nokian brand on the map here in New England. He bled Nokian green. I got to attend his Nokian dinners over the years and was always entertained by Bob's unique presentations. He will be deeply missed by family, friends, and our industry. On a more positive note, may you all have a great summer season and try to get some quality vacation time in. It will be winter before you know it.



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Robert George Hepp.

72, of Medway, MA, passed away on Friday, May 2 surrounded by the love of his family.

Bob was born on August 9, 1952 in New Britain, CT. He grew up in Plainville, CT with his parents, four siblings, and many cousins, where he fostered his love of family, fast cars, and Polish food.

Bob went on to attend the University of Connecticut where he met his beloved wife Sandy, earned a B.S. in Business, and became a lifelong fan of UCONN basketball (Go Huskies!).

Bob channeled his passion for cars into a successful career as the owner of a wholesale tire business in Vermont. He was a talented and respected businessman, known especially for his public speaking prowess.

Bob and Sandy raised their daughters Erica and Megan in Milton, VT, where Bob was famous for attending all of his daughters' sporting, theater, and other activities no matter how far the drive.

Later in life, Bob's greatest joy was being "Boppy" to his three grandchildren, Mika, Chase and Jojo, splitting time between Davidson, NC and Medway, MA so he could be an active presence in their lives.

When not spending time with his grandchildren, Bob enjoyed reading, watching car races, and visiting museums and historical sites (favorites included Gettysburg and the American Heritage Museum). He took pride in cooking Thanksgiving dinner for his large extended family every year.

From the moment of his cancer diagnosis until his passing, Bob maintained his positive attitude, determined spirit, and "dad jokes" sense of humor. He valued family and friends above all else, always willing to drop everything to lend a hand to those in need.

Bob is survived by his wife Sandra (Calandrelli) Hepp of Medway, MA, daughter Erica Han of Medfield, MA and her husband Young and daughters Mika and Jorie, daughter Megan Hepp Hovis of Charlotte, NC and her husband Ben and son Chase, siblings Nancy Hepp of Milton, VT, Lynn Atkinson of New London, CT, and Ronald Hepp and wife Patti of Southington CT, along with many nieces, nephews, and cousins.

He is predeceased by his parents Richard Hepp and Olga (Keiko) Hepp and brother Richard Hepp.

A celebration of life will be held at a date to be announced.

Arrangements are under the care of the Ginley Crowley Funeral Home Medway. www.ginleyfuneralhomes.com



Timothy "Tim" William Tallman,

a devoted husband, loving father, cherished grandfather, and respected businessman, passed away peacefully on February 27, 2025, with his beloved wife, Cheryllyn Cogar Tallman, by his side. He was born on December 8, 1958, in Utica, NY, to William and Shirley Gerling Tallman. Tim's life was a testament to love, dedication, and unwavering support for his family and friends, always putting their needs before his own and facing every challenge with a quiet strength that inspired those around him.

At the heart of Tim's world was his wife, Cheryllyn, the love of his life and his greatest source of pride. Together, they created a home filled with warmth and security, where love flourished and familial bonds deepened. Tim worked tirelessly to build a bright future for Cheryllyn and their family, ensuring they always had what they needed to thrive. While he may not have been one for lengthy conversations, Tim's love was evident in his actions, in the quiet moments they shared, and in the dependable support he provided throughout their lives.

Tim was a man of steadfast dedication not just to his family, but also to his work and values. In 1980, he founded Tallman's Tire & Auto Repair, a business rooted in honesty, hard work, and an uncompromising commitment to quality. His relentless pursuit of excellence meant that every customer received the best service, and he took immense pride in building a business that reflected his deep-seated values. Tim's amazing work ethic was fueled by his devotion to those he loved most. Tim found immense joy spending many a weekend at his camp in Old Forge, nestled in the Adirondacks, where he cherished the tranquility of nature and the stunning landscapes that surrounded him as he explored the lakes.

More than anything, Tim was the kind of man you could rely on at any time. He never hesitated to lend a hand, whether it was fixing something, providing support, or simply being present in moments of need. His strength, dependability, and selflessness left an indelible mark on everyone fortunate enough to know him.

He is survived by his cherished children: Jason, daughter-in-law Elizabeth (Liz Tallman), Cale (Margaret), Ian (Brenda), and Elizabeth (Scott), and his grandchildren: Molly, Emily, Andrew, Chloe, Timmy, Ellie, Liam, Penelope, Bellamie, and Frederick, of whom he took great pride in his role as a grandfather.

He is also survived by his siblings, Susan Kelsey (David), Sandra Getter (Jay), Stephen Tallman (Kathleen), Robin Gotie (Richard), and Kenneth Tallman; his brother-in-law Clay Cogar; and his sister-in-law Cassandra Henderson (Tandy). He was preceded in death by his parents, William and Shirley Gerling Tallman, as well as his father-in-law and mother-in-law, George and Ann Cogar.

Those who had the opportunity of knowing Tim will remember him as a man of quiet strength and steady reliability. Though he never sought recognition for his efforts, his impact on the lives of those around him was profound. Tim's legacy lives on through the family he adored, the business he built, and the values he instilled in his family.



We look forward to remembering and honoring Tim with you.



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Shotgun start at 9am

Raffle prizes, silent auctions, contests, and more to keep the day driving along!

We look forward to seeing you in September!

Contact Katie with any questions, concerns, missed details etc. Katie@netsa.org



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The Road Runner
Summer 2025

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- Mention on our Website
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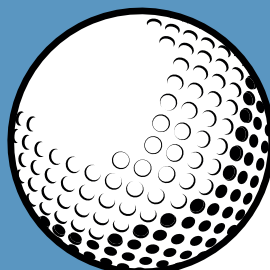
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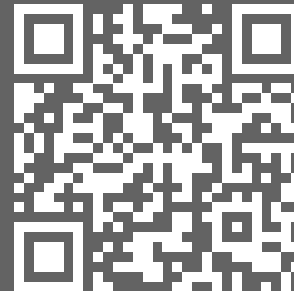
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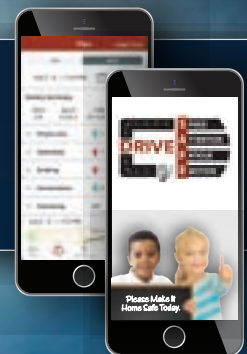
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The Road Runner
Summer 2025

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Tire Industry Market Facts

GfK Benchmarking:

Neil Portnoy (212) 884-9269

- Monthly Benchmarking reporting
- Your store(s) vs. Market
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- Know what customers are buying so you can make informed inventory decisions.



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For More information please contact: Katie Maguire
New England Tire & Service Association
Tel: (855) 638-7248
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*Mark your Calendar
Register Early!*

September 25, 2025

