

The Road Runner • Fall 2025



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L-R Raymond DeVone - Father, Katie Maguire - Executive Director, Alex Tibbets - Boyfriend, Raeanna Devone - Scholarship Recipient, Pete Georgantas - Sponsor, Pete's Tire Barn, Pete Gerry - Owner, Pete's Tire Barn

Raeanna DeVone, Winner of the \$5,000 David "Ace" Ventura Memorial Award (funded by Rubber Inc., Worthwhile Life Foundation, and the NETSA Scholarship Golf Committee), is from Concord, NH.

Raeanna is a 2023 graduate of Merrimack Valley High School, where she was part of the National Honor Society, Spanish Honor Society, and HOSA, a future health care professional, and graduated Summa Cum Laude.

Outside of school, Raeanna worked multiple jobs, including babysitting, pet sitting, and house sitting. She started working at The Works, where she learned to serve customers. When she turned 18, she began working at a restaurant as a hostess and also worked as a barista at Aroma Joe's. Raeanna worked as an intern this past summer with the Department of Environmental Services as a limnologist and exotic species specialist.

Raeanna will enter her Junior year at Southern New Hampshire University with an estimated graduation date of May 2026 with a degree in Biology.

Raeanna's father, Raymond DeVone, is the Commercial Segment Manager for NETSA's member Pete's Tire Barn in Orange, MA

Congratulation Raeanna!

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Message from the President's Desk

The Road Runner
Fall 2025



As the leaves start to change and RV's and boats are being tucked away for the season, it's clear that fall is officially on us. That means two things: the NETSA golf tournament has come and gone and fall tire season is upon us.

This year, with the tariffs and fluctuating pricing, things may be a little more unpredictable - but as always, we are committed to supporting our customers to the best of our ability. As business owners, we need to align ourselves with tire brands that deliver the right balance of quality and value. Some of you may already have stock on hand, or you may be exploring new options due to pricing shifts.

This winter looks promising, but not until January, from what I have read in the Farmer's Almanac. That gives us some time to prepare. With costs rising across the board, it's more important than ever to evaluate your pricing and ensure you're set up for a successful season. Let's finish this year strong together.

As many of you are aware, my wife and I launched a new business last October, and one of the key services we now offer is ADAS calibration. It has been an eye-opening experience to say the least. We've learned just how many shops are still unfamiliar with the ins and outs of Advanced Drive Assistance Systems – and how critical they are in today's vehicles. From lane-keeping to adaptive cruise controls, these systems play a significant role in driver safety, and proper calibration is essential after many common repairs.

We're excited to continue learning and sharing our knowledge. Looking ahead, we're especially looking forward to the NETSA Tradeshow and Convention as an opportunity to bring more ADAS knowledge and resources to our fellow shops. Mark your calendars, NETSA Trade Show and Convention, Foxwoods, April 10-11, 2026. We hope to see you there and continue the conversation about how we can all stay ahead in this evolving industry.

The Netsa Golf tournament had to be delayed due to inclement weather and is scheduled for October 8th.

Steve Dupoise Jr.

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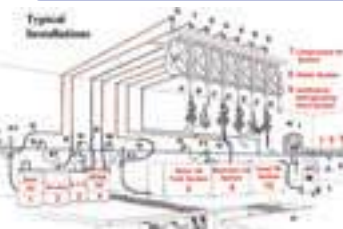
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Message from our Executive Director

The Road Runner
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Hello all,

Did anyone else feel like summer flew by? I hope you all had a wonderful and prosperous summer.

I spent most of the summer delivering twenty \$2,000 scholarships and one \$5,000 scholarship to recipients throughout New England, as well as one in New York. I encourage you to take the time and read the bios of these talented young adults. I

love reading all the applications and then seeing who is picked by our sponsors and then meeting every one of the winners and sharing my story with them, telling them how proud I am to give back to them. I am especially excited that one of the recipients, Raeanna DeVone, the daughter of Raymond DeVone, Commercial Segment Manager at Pete's Tire Barn, was the lucky beneficiary of the **\$5,000 David "Ace" Ventura Memorial Scholarship**. Rubber Inc. and Worthwhile Life Foundation donated funds for this scholarship. Congratulations to Raeanna and all our NETSA Scholarship Award winners.

The Golf Committee hosted our annual Scholarship Golf Tournament at New England Country Club in Bellingham, MA, scheduled for October 8th. We far exceeded the number of golfers that we have had in previous years. I would like to personally thank all our sponsors, as we couldn't have done it without you.

The NETSA Tradeshow committee is pleased to announce that we will be hosting our 2026 Trade Show and Convention at Foxwoods on April 10-11, 2026. Rich Tuttle and the committee are currently working on the seminar agenda, theme, and Keynote Speaker for 2026. We hope you will mark your calendars and plan to attend this event.

The Legislative Committee continues to collaborate with TIA, the Autocare Association, and other government agencies on the Massachusetts and Maine Right to Repair initiatives. Unfortunately, we were not able to stop the State of NH from passing House Bill 649 to eliminate NH's annual vehicle inspection mandate. Starting January 31, 2026, NH drivers will no longer be required to get a safety inspection for their vehicles. Stay safe out there, NH.

NETSA is always seeking new members, as well as those willing to serve on the Board of Directors. If you want to get involved, there is no better time than now. We also encourage you to invite one of your peers to join our great organization, as we are looking to expand NETSA's "Service" arm. We are happy to represent the independent tire dealers and service facilities here in New England.

I wish you a successful fall selling season.

Katie Maguire



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I was fortunate enough to award the Leo H. Lesieur Netsa scholarship to Valerie Lane, daughter of Bob Lane, from our NETSA member Direct Tire in Watertown Mass. Valerie is going to Northwestern University and eventually wants to practice law. I told her that if she completes law school, she could still end up in the tire business like I did (Suffolk Law School class of 1990), but I know that she will succeed no matter what type of law practice she ends up in. Valerie has great parents and family. Bob told her that she couldn't go to school any further west than Chicago, so that's where she went. He wants to be able to drive to her college in one day or less. I tried to tell him that there is an airport nearby that I think flies to Chicago but to no avail. Have a great rest of 2025 and thanks again to all of you who make the NETSA scholarship program one of the best member benefits that we offer.

Larry Lesieur, NETSA Scholarship Chairperson.

The NETSA Board of Directors and our Scholarship Committee are pleased to announce the awarding of twenty-one 2025 scholarships during this year. twenty of them were for \$2,000 and one lucky applicant chosen at random received a \$5,000 scholarship. All the photos and information about this year's award recipients are in this special scholarship issue of the NETSA Road Runner newsletter. As always, we had many quality applications for our NETSA scholarships, and it is always a great pleasure for us to be able to award them to such deserving individuals. Thanks to all the people who were involved with making the 2025 scholarships a success, namely the applicants, sponsors, and members who donated and bid on prizes at the annual NETSA Hall of Fame dinner auction and at the NETSA Annual Golf Tournament. Our executive director Katie Maguire travelled all over New England this July and August to present the awards and take pictures at the members' places of business, as well as setting up the biographies that appear in this fall Road Runner issue.



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2025 NETSA Scholarship Winners

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L-R Katie Maguire – Executive Director NETSA, Joseph Allen – Scholarship Recipient, Kathy Tutino – Sponsor, Town Fair Tire

Joseph Allen, Winner of the \$2,000 2025 Town Fair Tire (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament), is from East Haven, CT.

Joseph graduated from East Haven High School in June of 2025 with a GPA of 3.3. Joseph participated in the high school football team all four years. Demonstrated leadership and dedication, earning the position of Team Captain in senior year. Competed in freshman year, developing foundational athletic skills and discipline. Competed on the wrestling team during freshman and junior years, showing resilience and commitment to individual performance and team success. He had to take a year off after breaking his ankle playing football. During summer breaks, he gave back to his community by volunteering with the East Haven Youth Football League.

Mark Tolla, Teacher and Wrestling Coach at East Haven High School, says, “Joseph is a well-rounded, intelligent, and ambitious individual who possesses the qualities necessary to thrive in mechanical engineering and beyond”.

Joseph will enter his freshman year at the University of Bridgeport with an anticipated graduation year of 2029 with a degree in mechanical engineering.

Joseph’s father, Richard Allen, is employed as the Director of Customer Service for NETSA member Town Fair Tire in East Haven, Connecticut.

Congratulations Sophie!



L-R Louis Austin – Father, Kaden Austin – Scholarship Recipient, Katie Maguire -Executive Director, NETSA

Kaden Austin, Winner of the \$2,000 2025 Barry Steinberg Memorial Award (funded by Direct Tire and Auto and the NETSA Scholarship Golf Tournament), is from Proctor, Vermont.

Kaden is a 2025 graduate of Proctor Junior/Senior High School. He graduated with a 3.7 and was Valedictorian of his graduating class. He made the Principals’ List Award, University of Vermont Book Scholar Award, University of Vermont Green and Gold Scholarship and Volunteer Service Hour Award, He was the President of Student Council, of his Senior Class and National Honor Society, he was also a member of Peer Leader and “Getting to the Y”, where they used data from state surveys to improve the schools atmosphere.

Outside of school, Kaden volunteers at the Rutland Regional Medical Center and acts as a Junior Facilitator for the HOBY Vermont Youth Leadership Seminar. He also manages social media for HOBY and a VR Esports organization. Kaden has worked at Vermont Tire Wholesale doing data entry, at Home Depot as a cashier, and at the Otter Creek Fun Center serving food and running the arcade.

Kaden will be entering his freshman year at Vermont State University, Williston, VT, this fall with an anticipated graduation date of June 2029. He will pursue a degree in Professional Piloting Technologies. It has been his lifelong dream to become a pilot. He aspires to fly for an airline, particularly Delta.

Kaden’s father, Louis Austin, is a Sales Representative for NETSA member Vermont Tire in Montpelier, VT.

Congratulations Kaden!



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2025 NETSA Scholarship Winners

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L-R Scott Brown – Father - County Tire Center Member Employee, Marcia Dupoise – grandmother, Benjamin Brown – Scholarship Recipient, Stacey Brown – Father -County Tire Center Member Employee, Katie Maguire – Executive Director NETSA, Steve Dupoise Sr -grandfather, Abby Brown – Sister.

Benjamin Brown, Winner of the \$2,000 2025 Glenn Wilder Memorial Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament), is from New Haven, VT.

Ben is a 2023 graduate of Mount Abraham High School, where he graduated with a 3.1 GPA. During high school, Ben participated in basketball, soccer, baseball, and football, and also performed in the school's play Newsies. During his senior year, Ben became the football team captain but had to end his season early due to injury.

Outside of school, Ben worked at County Tire Center and at Agway Farm and Garden Center. After graduation, Ben went to work for the Mount Abraham Unified School District's extended learning program, helping children at the summer program.

Ben took a gap year and traveled with Worldwide Opportunities on Organic Farms allowing him to work in the farm industry in exchange for room and board to over 130 different countries. On his first trip Ben traveled to Ireland, Germany, Poland, the United Kingdom, the Netherlands, Finland and Norway and on his second trip he traveled to Portugal, Spain, France and Italy.

Ben will enter his freshman year at Vermont State University in Randolph, VT this fall with an anticipated graduation date of May 2028. He will pursue a degree in Architectural Engineering. His plans beyond college are to become an architect to help design affordable housing and construct communities for lower- and middle-income families.

Ben's father, Scott Brown, is employed as a mechanic for NETSA member County Tire Center in Middlebury, VT.

Congratulations Benjamin!



L-R Brian Bufis – Father, Kona the Poodle, Katie Maguire – Executive Director, Addison Bufis – Scholarship Recipient

Addison Bufis, Winner of the \$2,000 Myers Tire Supply Award (funded by Myers Tire Supply and the NETSA Scholarship Golf Committee), is from Schenectady, NY.

Addison is a 2025 graduate of Jamesville Dewitt High School with a GPA of 4.0. Addison was an active member, contributing to school-wide initiatives and leadership efforts in the Student Council, while also participating in sustainability projects, cultural activities, and assisting with community outreach. Additionally, they supported school theater productions through behind-the-scenes technical work. She also demonstrated teamwork, commitment, and time management skills in Varsity and Travel Softball.

Addison will enter her freshman year at the University of Pittsburgh in Pittsburgh, PA, with an anticipated graduation date of May 2029, earning a degree in Biological Sciences and pursuing a career in pre-med or pre-vet. She would also like to graduate with a minor in Spanish and travel to Madrid or Barcelona. She is highly excited about new opportunities.

Addison's father, Brian Bufis, is a Salesman of NETSA's member ESTI Warehouse in Cinnaminson, NJ.

Congratulation Addison!



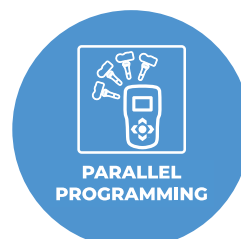
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2025 NETSA Scholarship Winners

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L-R Katie Maguire – Executive Director, NETSA, Abigail DeRasmo –Scholarship Recipient, and Joanna Criscuolo – Sponsor, Representing the Connecticut Tire Dealers Association.

Abigail DeRasmo, Winner of the \$2,000 2025 Bob Malerba/Connecticut Tire Dealers Association (CT Tire Dealers Association and the NETSA Scholarship Golf Tournament), is from Oxford, CT.

Abigail is a 2022 graduate of Oxford High School in Oxford, CT. While in high school, Abigail participated in the dance team and the student council, and she also made the honor and high honor rolls. She made the Dean's list in the fall of 22 and fall of 24 at The University of RI, was a collegiate member of Alpha Chi Omega Sorority, Psi Chi Psychology Academic Fraternity, and Mu Alpha Theta Mathematics Honor Society. Outside of school, she has worked as a site director and camp counselor at Oxford Park and Rec Husky Summer Camp. Jamie Yakushewich, Director of Summer Camps at Oxford Summer Camp, says, "Abby's work with children has been exceptional, demonstrating both compassion and understanding." Her ability to manage children in crisis is particularly notable."

Abigail will enter her senior year at The University of Rhode Island, Kingston, RI, this fall. She has an anticipated graduation date of May 2025, with a degree in Psychology and a minor in Human Development and Family Science, with the goal of becoming a Child Life Specialist. She hopes to work in a clinical setting with sick children and their families, providing support and guidance on the medical issues and procedures they are facing.

Abigail's mother, Meryl, is the media assistant for NETSA member Town Fair Tire, East Haven, CT.

Congratulations Abigail!



L-R Katie Maguire – Executive Director, NETSA, Alexandra DeRasmo –Scholarship Recipient, and Meryl DeRasmo – Mother.

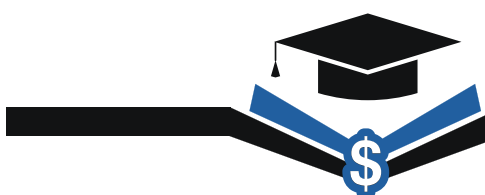
Alexandra DeRasmo, Winner of the \$2,000 2025 Kurtrick Schlott Award (funded by Larry Lesieur of Maynard and Lesieur and Myers Tire Supply and the NETSA Scholarship Golf Tournament), is from Oxford, CT.

Alexandra is a 2024 graduate of Oxford High School in Oxford, CT. Alexandra was Senior Captain of the dance team all four years. She was involved with the school's Best Buddy program, Mu Alpha Theta Mathematics Honor Society, C.S.P.A. Dance and Gymnastics, and the All-Naugatuck Valley League dance team. She also made Oxford High School's player of the week several times and made Honor Roll and High Honor Roll two out of her four high school years, all while working a part-time job as a busser at Rose's Family Restaurant.

Alexandra will enter her sophomore year at Quinnipiac University in Hamden, CT, this fall. She has an anticipated graduation date of May 2027, with a degree in accounting. She is taking accelerated 3+1 courses so that she can complete her bachelor's degree in three years and then pursue her master's. She hopes to one day take the CPA exam and work for a sports franchise in their financial office as an accountant.

Alexandra's mother, Meryl, is the media assistant for NETSA member Town Fair Tire, East Haven, CT.

Congratulations Alexandra!



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2025 NETSA Scholarship Winners

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L-R Katie Maguire – Executive Director, Peter Fetzer – Grandfather, Miki Fetzer – Grandmother, Howie Fetzer – Father, Fetzer Tire and Automotive Repair Service Member Owner, Lauren Fetzer – Scholarship Recipient, Adena Fetzer – Mother, Kirt Tebo – Sponsor Nokian Tyres

Lauren Fetzer Winner of the \$2,000 2025 Nokian Tyre Scholarship Award (funded by Nokian Tyre and the NETSA Scholarship Golf Tournament) is from Trumbull, Connecticut. This is Lauren's third time being awarded a NETSA Scholarship.

Lauren graduated from Trumbull High School in Trumbull, Connecticut, in 2021. Throughout her four years, she challenged herself academically by enrolling in Honors Level and Advanced Placement (college-level) courses. She graduated with a 3.97 GPA. Lauren was a member of the Lacrosse Team and the Varsity Girls' Soccer Team.

Lauren has a passion for giving back to her community. For over 10 years, she has been a member of Al's Angels, a nonprofit organization that helps children and families battling cancer and rare blood diseases. They provide meals and gifts at the Thanksgiving and Christmas holidays for the children, their siblings, and their families. This year, Lauren was put in charge of organizing the wrapping events and was able to hand-deliver presents to the sick children and their siblings in the hospital. On campus at Elon University, Lauren was a member of an organization called Elonthon, which operates under the Children's Miracle Network and helps to raise money for Duke's Children's Hospital.

Outside of school, Lauren has worked as a Babysitter/Nanny throughout the year. She also works as a Snowboarding Coach at Stratton Mountain in Vermont, and an assistant to a psychologist who practices mindfulness and meditation therapy in children.

Lauren will enter graduate school at Miami University, Florida, this fall. She has an anticipated graduation date of May 2027, with a degree in Psychology. Lauren would like to be a Child Psychologist or Child Play Therapist and eventually open her own private practice helping pediatric patients dealing with psychological issues.

Lauren's father, Howie Fetzer, is President of NETSA member Fetzer Tire Corporation, in Southport, Connecticut.

Congratulations Lauren!



L-R Katie Maguire - Executive Director, NETSA, Addison Gomes-Scholarship Recipient, Matthew Gomez - Father, Steve Brophy - Sponsor, Sullivan Tire

Addison Gomes, Winner of the \$2,000 2025 Tim Haley Memorial Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament), is from Fairhaven, MA.

Addison is a 2025 graduate of Greater New Bedford Regional Vocational High School, with a GPA of 2.7, and has taken honors classes. She passed the Massachusetts Certified Nursing test, the Alzheimer's training program, and received her CPR and AED certifications.

Outside of school, Addison has worked at various jobs, starting out bussing tables at Mac's Soda Bar and a second job at Cisco Brewery of New Bedford. She was taught how to build relationships with her co-workers and patrons. She then moved on to become a hostess and food runner at Carmine's at Candleworks. She currently works as a CNA at a long-term care facility as her Co-op job.

Addison will enter her freshman year at Salem State University in Salem, Mass, this fall. She has an anticipated graduation date of May 2029, with a degree in Nursing. After graduation, Addison plans to pursue further studies to become a nurse practitioner.

Addison's father, Matthew Gomes, is a store manager for NETSA member Roland's Tire Service in Somerset, Massachusetts.

Congratulations Addison!



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2025 NETSA Scholarship Winners

The Road Runner
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L-R Bonnie Hallenbeck - Mother, Julia Hallenbeck – Scholarship Recipient, Katie Maguire – Executive Director NETSA

Julia Hallenbeck, Winner of the \$2,000 2025 Town Fair Tire Award (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament) is from Cumberland, RI.

Julia is a 2023 graduate of Cumberland High School. She then attended The Community College of Rhode Island, where she received her associate's degree and graduated with a 2.7 GPA. During her time at Cumberland High School and CCRI, Julia volunteered with The Elijah Project, helping to prepare and distribute meals to individuals facing food insecurity.

Outside of school, Julia worked as a nanny to two young boys, where she learned how to multitask and problem-solve, while also helping to support their creativity and growth. It strengthened Julia's commitment to helping others and fostering a sense of community.

Julia will enter her junior year at Southern New Hampshire University in Manchester, NH, this fall with an anticipated graduation date of May 2027, earning a degree in psychology.

Julia's father, Matt Hallenbeck, is employed as a regional sales manager for NETSA member National Tire Wholesale in Middleboro, Massachusetts.

Congratulations Julia!



L-R Jim Fahey – Fahey's Tire Co-owner, Colin Jones – Father, Fahey's Tire Member Employee, Carolyn Jones -Scholarship Recipient, Katie Maguire – Executive Director, NETSA, Rob Mezoff – Sponsor ATD, Julie Jones – Mother.

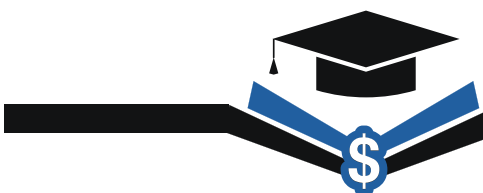
Carolyn Jones, Winner of the \$2,000 2025 American Tire Distributors (funded by ATD and the NETSA Scholarship Golf Tournament), is from Woburn, MA.

Carolyn is a 2022 graduate of Northeast Metro Technical Vocational High School in Wakefield, MA. Carolyn volunteers with the Woburn Little League, where she helps run the snack shack, prepares the field for tournaments, and serves as an Officer and volunteer for the UNE Pre-dental club. She also received awards for the National Honor Society and Coach's awards. She was named Captain of the team for both basketball and softball, as well as the Dental Assisting Craftsmanship Award.

Carolyn will enter her Senior year at the University of New England in Biddeford, ME, this fall. She has an anticipated graduation date of May 2026, with a degree in medical biology and a concentration in pre-dental studies. She has been working at Pediatric Dental Associates in their Reading and Woburn locations as a dental assistant and Steri-Center technician. She was a patient at PDA at an early age and says she is honored to be an employee for a company that is helping her attain her goal.

Carolyn's father, Colin, is a tire technician for NETSA member Fahey Tire in Wakefield, MA.

Congratulations Carolyn!





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2025 NETSA Scholarship Winners

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Fall 2025



L-R Jeffery Incandella, Katie Maguire - Executive Director, NETSA, Serena Kennedy - Scholarship Recipient, Joe Santoro - Sponsor, Pete's Tire Barn

Serena Kennedy, winner of the \$2,000 2025 Pete's Tire Barn (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament), is from Coventry, CT.

Serena is a 2025 graduate of Coventry High School. Throughout high school, she maintained good grades and graduated with a 2.8 GPA. She participated in the school's drama productions and A.C.T. of CT Magnet. Serena took horseback riding in her freshman year of high school, worked two summers as a counselor in training at Camp Mansfield, and volunteered at the snack shack at Coventry High School during football games.

Alessandra C. Poletti, Coventry High School Social Studies teacher, has known Serena for almost two years and speaks very highly of her, using words like: "hard working, well-mannered, ... dedicated, good-natured, and has a positive attitude." Poletti continues to say that Serena: "has an immense passion for helping others and she is always willing to offer a helping hand to someone struggling or make someone's day by just saying "Hello"."

Serena will enter her freshman year at Central Connecticut State University in New Britain, CT, this fall. She has an anticipated graduation date of May 2029, with a degree in Nursing. After graduation, Serena plans to pursue further studies to participate in the NCLEX-RN licensing exam and become a registered nurse. She then aims to obtain her certification as a labor and delivery nurse.

Serena's father, Jeffrey Incandella, is the inventory manager for NETSA, a member of Pete's Tire Barn in South Windsor, Connecticut.

Congratulations Serena!



L-R Chris Pulse - Manager, VIP Tire and Service, Katie Maguire - Executive Director, NETSA, Sean Lamoureux - Scholarship Recipient, Raymond DeVone - Sponsor, Pete's Tire Barn.

Sean Lamoureux, Winner of the \$2,000 2025 Pete's Tire Barn Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament), is from Enfield, NH.

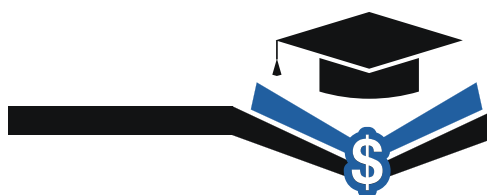
Sean is a 2025 graduate of Mascoma Valley Regional High School in Canaan, NH, with a GPA of 3.31. He was the Varsity Winter Spirit in his freshman year and was the HACTS Student of the Month in his senior year.

Outside of school, Sean has volunteered at multiple non-profit organizations, including Norris Cotton Cancer and Dartmouth Hitchcock Medical Center. He raised funds for the Tin Mountain Conservation Center, which works with individuals to educate them about the outdoors. Dominic Dorman, a volunteer for the Upper Valley Search and Rescue Team that assists NH Fish and Game with search and rescue operations, said, "Sean has exhibited qualities of leadership, perseverance, and a faithful commitment to helping others ... his choice to become involved in this life-saving volunteer organization highlights his strong sense of responsibility and dedication to serving others, even in the most challenging situations."

Sean will enter her freshman year at Clarkson University in Potsdam, NY, this fall. He has an anticipated graduation date of May 2029, with a degree in Environmental Sciences. After graduation, he hopes to become a professional in Environmental, Health, and Safety.

Sean's father, David Santolicto, is a store manager for NETSA member VIP Tire and Service in Littleton, NH.

Congratulations Sean!



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2025 NETSA Scholarship Winners

The Road Runner
Fall 2025



L-R Bob Lane - Father, Katie Maguire - Executive Director, Valerie Lane - Scholarship Recipient, Laurie Lane -Mother, Larry Lesieur - Sponsor, Maynard and Lesieur

Valerie Lane, Winner of the \$2,000 Leo H. Lesieur Memorial Award (funded by Maynard and Lesieur and the NETSA Scholarship Golf Committee), is from Newton, MA.

Valerie is a 2025 graduate of Noble and Greenough School with a GPA of 3.9. Throughout school, Valerie was part of multiple programs, Co-Leader and Founding member of Lupercal at Nobles, and a presenter of Lupercal in Lille, France. She was the Co-President for the Mock Trials at Nobles as well as the Prefect of Student Government and the Editor-in-Chief for Nobles International Affairs & Social Science Journal. Valerie participated in sports in high school, including the rowing team, the swim team, and earned a second-degree junior black belt in Senpai. She was a tutor, mentor, and instructor for programs throughout her town. Her active participation in community and school initiatives is both impactful and inspiring.

Valerie will enter her freshman year at Northwestern University, with an estimated graduation date in June 2029, with a degree in Classics and Legal Studies. She loves how the classics also intertwine with her passion for advocacy. She believes that legislation is the most effective way to create change and wants to advocate for underrepresented groups throughout the United States, possibly by lobbying for small businesses in Congress or working in courts to promote and protect equal rights.

Valerie's father, Bob Lane, is the owner of NETSA's member Direct Tire and Auto in Watertown, MA.

Congratulation Valerie!



L-R Drew Smith – U.S. AutoForce, Sponsor, Joseph Limbert – Scholarship Recipient, Katie Maguire – Executive Director, NETSA, Pete Gerry – Owner Pete's Tire Barn

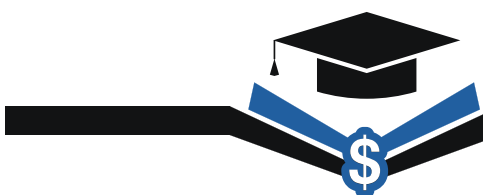
Joseph Limbert, Winner of the \$2,000 2025 U.S. AutoForce (funded by U.S. AutoForce and NETSA Scholarship Golf Tournament), is from Fitchburg, MA.

Joseph is a 2004 graduate of Montachusett Regional Vocational High School. Joseph is married with three children. He is very involved with his children and their sports activities. His youngest son currently plays flag football, and Joseph is the assistant coach for the team.

Joseph will enter his junior year at Southern New Hampshire University in Manchester, NH, this fall. He is expected to graduate in the spring of 2026 with a degree in Computer Science and to pursue his passion for coding and app development. Amy Sanden, eCommerce Manager, Pete's Tire Barn, says, "he has done a great job of adapting to the demands of the job – he doesn't just do the work; he wants to understand it, improve it, and grow with it".

Joseph works in online sales for the eCommerce department at NETSA member Pete's Tire Barn in Orange, MA.

Congratulations Joseph!





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2025 NETSA Scholarship Winners

The Road Runner
Fall 2025



L-R Katie Maguire - Executive Director, NETSA, Anthony Lopez-Hippler - Scholarship Recipient, Anthony Lopez - Father, Pete Gerry - Owner, Pete's Tire Barn

Anthony Lopez, Winner of the \$2,000 2025 William J. Clark Award (funded by Cooper Tire and the NETSA Scholarship Golf Tournament), is from Athol, MA.

Anthony is a 2025 graduate of Athol High School. He played varsity baseball all four years and received Rookie of the Year honors. He also received Rookie of the Year in football, the most wins in matches, and was named first-year captain in wrestling. Fred Marks, Athol High football coach, says, "Anthony consistently demonstrated a high level of dedication and strong work ethic."

Outside of school, Anthony worked at Market Basket for a few years, where he assisted customers with their groceries, stocked and cleaned shelves, and at Red Apple Farm, assisted customers with their farm orders, cleaned up the farm, and then at Ellinwood Golf Course, where he maintained the grounds, landscaped, and assisted clients with equipment.

Anthony will enter his freshman year at Vermont State University, Montpelier, VT, this fall. He has an anticipated graduation date of May 2029, with a degree in Sports Management. After graduation, Anthony plans to pursue a career in professional sports, but also a life beyond the field – one where he can coach, inspire, and help others reach their full potential.

Anthony's father, Anthony Lopez, is an order picker for NETSA member Pete's Tire Barn, Athol, Massachusetts.

Congratulations Anthony!



L-R Katie Maguire – Executive Director NETSA, Jason Petrucci – Scholarship Recipient, Patrick Alden – Stepfather.

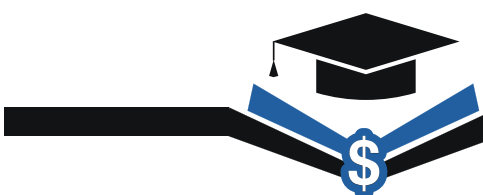
Jason Petrucci, Winner of the \$2,000 2025 John DeSimone Memorial Scholarship Award (funded by Modern Tire of West Hartford, Tony DeSimone, and the NETSA Scholarship Golf Tournament), is from North Haven, CT.

Jason is a 2024 graduate of North Haven High School in North Haven, CT. Throughout those four years, he maintained a 3.7 GPA, all while working various part-time jobs at Dunkin Donuts, Jersey Mikes, and for the town of North Haven's recreational department. Jason worked while attending his first year of college as a content curator for the New York Mets Community and a Staff Writer for The Torch, St. Johnsbury's newspaper.

Jason will enter his sophomore year at St. John's University in Queens, NY, with an anticipated graduation date of May 2028. He will pursue a degree in Sports Journalism. Jason's passion lies in writing about professional sports and becoming highly involved in sports media. He has even created his own sports journalism website, which boasts a social media presence with nearly ten thousand followers and is gaining followers daily.

Jason's stepfather, Patrick Alden, is the Fleet Representative at Pete's Tire Barn in Waterbury, CT.

Congratulations Jason!





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2025 NETSA Scholarship Winners

The Road Runner
Fall 2025



L-R Katie Maguire – Executive Director NETSA, Sophie Therrien -Scholarship Recipient, Jeffrey Therrien - Father

Sophie Therrien, Winner of the \$2,000 2025 Tom Lyons Tire Award (funded by Tom Lyons Tire and the NETSA Scholarship Golf Tournament) is from Sanford, ME.

Sophie is a dedicated and well-rounded 2025 graduate of Sanford High School. Throughout her high school career, she maintained a strong academic record while actively participating in athletics, holding leadership roles, and serving in service organizations. She was a four-year member of the Cross-Country team, where she served as Captain and earned the MVP Award. In addition, she competed in Track and Field (grades 9–11) and Indoor Track (grade 10), consistently demonstrating leadership, perseverance, and teamwork.

Sophie's excellence and positive attitude were recognized through several honors, including the Cross-Country Captain Award, MVP Award for Indoor Track, the High Five Award, and the prestigious Next Gen Award. Beyond athletics, Sophie made significant contributions to her school community, serving as a member of the National Honor Society in her junior year and as a Peer Helper during her freshman and sophomore years, where she supported her peers with compassion and maturity.

Sophie will enter her freshman year at Wheaton College in Norton, MA, this fall, with a focus on Liberal Arts. She is excited to explore a variety of academic fields as she continues to grow personally and academically, remaining open to new challenges and opportunities along the way.

Sophie's father, Jeffrey Therrien, is employed as a warehouse supervisor for NETSA member Sullivan Tire and Auto Service in Sanford, Maine.

Congratulations Sophie!



L-R Jeff Kocsis – Sponsor – U.S. AutoForce, Katie Maguire – Executive Director NETSA, Amaya Torres – Scholarship Recipient, Jonathan Torres - Father

Amaya Torres, Winner of the \$2,000 2025 Tom Lyons Tire Award (funded by Mike Garzone -Tom Lyons Tire and the NETSA Scholarship Golf Tournament), is from Milford, NH.

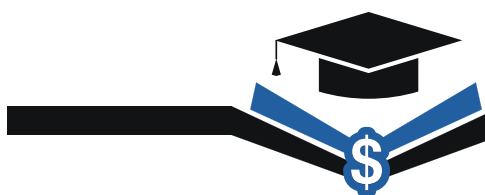
Amaya is a 2023 graduate of Milford High School in Milford, NH, where she was enrolled in numerous AP Classes. She graduated with a 4.2 GPA, received a Special Achievement Theatre Award, and played Field Hockey all four years.

Outside of school, Amaya has been employed at The Early Learning Center in her town for the last four years when she is home on break. She also works at St. Joseph Hospital Primary & Specialty Care as a patient service representative and holds a campus job as a student assistant at Purdue Dining & Culinary.

Amaya will enter her junior year at Purdue University in West Lafayette, IN, this fall. She anticipates graduating in May 2027. She will pursue a degree in Biochemistry and minors in psychology and forensic science. She hopes to find a job in a pharmaceutical research lab, where she can help advance vaccines.

Amaya's father, Jonathan Torres, works for NETSA member Carson City Tire in Amherst, NH.

Congratulations Amaya!



How Can the Sandwich Generation Balance Supporting Kids and Aging Parents?

The sandwich generation finds itself in a unique and often challenging position. These are individuals who simultaneously provide financial support for their children—often adult children—while also caring for aging parents, and in some cases, grandparents. With increasing life expectancies and rising costs of living, this dual responsibility can create significant financial strain. By understanding the unique challenges of this role and planning effectively, members of the sandwich generation can better navigate their financial futures.

The growing financial risk of caregiving

As people live longer—often into their 80s, 90s and beyond—the probability of spending time caring for older generations grows. While many people focus their financial planning on retirement and college savings, fewer account for the potential need to provide financial or caregiving support to aging relatives.

This oversight can leave families unprepared for the reality of rising healthcare costs, extended caregiving responsibilities and the emotional toll of juggling multiple roles. To create a comprehensive financial strategy, it's essential to account for these possibilities and prepare for the financial risks they pose.

Planning beyond retirement and college

To meet the demands of providing for both children and aging relatives, families must think beyond traditional financial milestones like retirement and college savings. Here are some key considerations:

- **Anticipate parenthood responsibilities beyond childhood** – Raising children comes with substantial costs, including education, extracurricular activities and healthcare. However, financial responsibilities often don't end when children reach adulthood. Many parents find themselves supporting young adults through college or early career challenges.
- **Prepare for unpaid caregiving and guardianship roles** – Many adults are unprepared for the possibility of becoming unpaid caregivers for their parents or grandparents. These roles often come with additional costs, such as home modifications, medical equipment or even the loss of income due to reduced work hours.
- **Consider the financial strain of multi-generational support** – Supporting multiple generations can strain even the most well-thought-out budget. Understanding and planning for these scenarios can help mitigate financial stress.

Key areas to address

To prepare for the financial demands of being in the sandwich generation, consider the following areas.

Higher education expenses

College tuition continues to rise, and many parents feel obligated to assist their children with these costs. Balancing contributions to education funds with other financial priorities is critical. It may involve exploring options like scholarships, grants and work-study programs to reduce the financial burden. Parents should also evaluate how much they can reasonably contribute without compromising their retirement savings.

Supplementing living expenses

Whether it's helping a young adult child with rent or covering a parent's living expenses, these supplementary costs can add up quickly. Establishing boundaries and clear expectations can help manage these expenses. For adult children, this might mean setting time limits on financial assistance or requiring contributions to household costs. For aging parents, reviewing government benefits and community resources can provide additional support.

Disability or income interruption

A sudden loss of income due to disability or caregiving responsibilities can devastate a family's financial stability. Disability income insurance and an emergency savings fund are essential safeguards. Families should

consider the potential need for one spouse to reduce working hours or leave a job to provide caregiving and plan for this possibility financially.

Sufficient savings and insurance

Having adequate life and health insurance policies helps ensure financial security in the event of unforeseen circumstances. Some life insurance policies include living benefits called accelerated death benefit riders. These riders may allow you to access a portion of your policy's death benefit if you are diagnosed with a chronic illness (inability to perform at least two of the six activities of daily living), certain critical illnesses, or a terminal illness (with a diagnosis of 12 months or less to live). This feature can help ease the financial strain associated with such conditions. This blog will explain how life insurance can help pay for a serious illness in retirement.

Late-life healthcare expectations

Healthcare expenses are a significant concern for aging individuals. Long-term care insurance and a clear understanding of Medicare or other benefits can help alleviate this burden. Families should also explore healthcare savings accounts and ensure that medical directives and living wills are in place to guide decision-making.

Powers of attorney

Designating a trusted individual to make medical and financial decisions in the event of incapacitation is a crucial part of financial preparedness. This ensures that the family's wishes are respected and can help avoid costly legal disputes. Additionally, reviewing and updating beneficiaries on all accounts is crucial to prevent legal complications. It's important to review these documents regularly and update them as needed.

Property, guardianship and executor roles

As families age, issues of property ownership, legal guardianship and estate management often arise. Having clear legal documents in place, such as wills and trusts, simplifies these transitions. Discussing these plans openly with family members can reduce misunderstandings and ensure a smooth process when the time comes. Learn about the basics of estate planning in this blog article.

Emotional costs of caregiving

While not strictly financial, the emotional toll of caregiving can impact productivity and decision-making. Budgeting for occasional respite care or therapy can provide the necessary support to maintain balance and avoid burnout.

Practical steps to take

1. Have honest family discussions – Open communication with children and aging parents about financial expectations and needs can reduce misunderstandings and ensure everyone is on the same page.
2. Seek professional guidance – Financial professionals, elder care specialists and estate attorneys can help navigate the complexities of multi-generational financial strategies.
3. Leverage available resources – Explore community programs, tax benefits and employer-sponsored benefits to help offset costs associated with caregiving and support.
4. Set boundaries and prioritize – While it may feel difficult, setting clear financial boundaries and balancing long-term security over short-term needs is essential.

The sandwich generation faces unique financial pressures that require proactive planning and thoughtful decision-making. By addressing the potential challenges of supporting both younger and older generations, individuals can create a financial roadmap that supports their family's long-term well-being. With preparation, this generation can navigate their dual roles with confidence and care, ensuring a more secure future for themselves and their loved ones.

2025 NETSA Scholarship Winners

The Road Runner
Fall 2025



L-R Katie Maguire, Executive Director, NETSA, Nicholas Turilli – Scholarship Recipient, Raymond Turilli – Father, Pete Gerry – Sponsor, Pete's Tire Barn

Nicholas Turilli, Winner of the \$2,000 2025 Pete's Tire Barn Award (funded by Pete's Tire Barn Distributors and the NETSA Scholarship Golf Tournament), is from New Ipswich, New Hampshire.

Nick is a 2025 graduate of Conant Middle High School in Gardner, MA, with a 3.0 GPA.

Outside of school, Nick has been volunteering at the Jaffery food pantry, assisting with filling weekly orders and with food baskets during holidays. He is also a member of the Boy Scouts of America, where he earned the ranks of Bobcat, Tiger, Wolf, Bear, Webelos, Arrow of Light, Scout, Tenderfoot, and Second Class by completing required tasks like orienteering, camping, wood tools, cooking, exploration of the natural world, and community.

Nick will be entering his freshman year at Mount Wachusett Community College in Gardner, MA, this fall, with an anticipated graduation date of 2027. He will pursue a degree in Computer Information Science, enabling him to develop the skills and knowledge base essential in the rapidly evolving field of technology.

Nicholas's father, Raymond Turilli, is the Director of IT for NETSA member Pete's Tire Barn in Orange, Massachusetts.

Congratulations Nicholas!



L-R Katie Maguire, Executive Director, NETSA, Abbigail White – Scholarship Recipient, James White – Father

Abbigail White, Winner of the \$2,000 2025 Tire Co. Scholarship Award (funded by Tire Co. Distributors and the NETSA Scholarship Golf Tournament), is from Westport, Massachusetts.

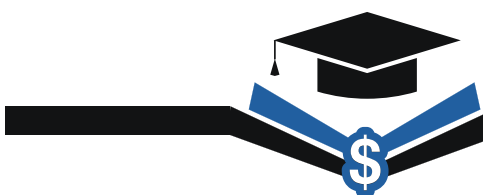
Abbigail is a 2023 graduate of Westport High School in Westport, Massachusetts. She was enrolled in Honors and Advanced Placement (college-level) courses throughout her four years of high school. She achieved Honors and High Honors status during her high school career and graduated with a 4.04 GPA. Abbigail was active in various programs in high school and continued through college with the UMass Dartmouth Dance Team and the Psychology Club, and has made the Dean's List for high-performing academics.

Outside of school, Abbigail has been working at the Westport Public Schools' out-of-school program, where she creates fun, themed activities for children ages 5-10. She has also worked part-time as a cook at Village Pizza since 2022.

Abbigail will be entering her junior year at the University of Massachusetts in Dartmouth, MA, this fall with an anticipated graduation date of 2027. She will pursue a degree in Psychology with a minor in business administration. She plans to become a psychologist and practice in her own private practice.

Abbigail's father, James White, is the Store Manager for NETSA member Sullivan Tire in Newport, Massachusetts.

Congratulations Abbigail!



Connected Support – Making TPMS Service Easier
Scot Holloway, CEO Bartec TPMS
September 18, 2025

Tire Pressure Monitoring Systems [TPMS] have been a key part of wheel and tire service for more than twenty years. Since the NHTSA mandate of 2008, whereby all passenger cars and light trucks must have TPMS, there have been a lot of product innovations making TPMS service more manageable and some might say, even easier.

Let's face it, even though we are twenty plus years into TPMS, there remains a continual need for proper education, training and support. In other words, auto repair and tire shops shouldn't go it alone with respect to their TPMS Service Plan. This is where Connected Support comes in.

As the name suggests, Connected Support ties together all the key elements of TPMS Customer Support to help automotive service and tire shops have greater success with TPMS Service. Those elements are:

- ☑ Technical Training
- ☑ Technical Support
- ☑ Service Data



Technical Training can be many things but foremost, it is the live, at your shop, training of the key concepts of TPMS service that technicians need to know! It also can include a library of TPMS product training videos. Maybe more importantly, access to "vehicle specific" how to videos. The focus of Technical Training is to make service and tire techs better with TPMS diagnostics and repair.

Technical Support is the glue that holds connected service together. When technicians have difficulty completing TPMS service on a vehicle, the first place they go for help is tech support. Tech support can usually help the technician retrace steps and review the processes needed to get the vehicle repaired. Tech support typically records the call making the data available to the Technical Training team. Service providers that are having difficulties can be flagged in the database and Technical Training can be scheduled.

Service Data is the collection of information from vehicles already serviced. This information provides valuable insight into which vehicles are being serviced and what types of services are happening. With this information, TPMS suppliers can provide tailored training and support. This data can also help better manage service kit inventory and help predict how much sensor stock to carry. Technical Training also makes use of this information when determining what kind of training to provide a customer.

As you can see, Connected Support can really help repair and tire techs to improve their TPMS knowledge. That translates to better service and more satisfied customers. There are many ways to employ Connected Support.

To learn more about how Bartec TPMS uses Connected Support, be sure to visit Bartec TPMS at SEMA 2025. Bartec TPMS will be at Booth #41057, located in the Global Tire Expo, sponsored by the Tire Industry Association.

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By Tire Talent, Mike Cioffi, Founder
September 2025 BLS Employment Situation Overview Update

The U.S. labor market showed signs of stagnation in August 2025, with total nonfarm payroll employment barely increasing by 22,000 jobs, while the unemployment rate held steady at 4.3%. Key gains in health care and social assistance were offset by losses in federal government, mining, and manufacturing, signaling potential challenges for workforce planning amid flat growth since April. This subdued performance, coupled with modest wage increases, suggests employers may need to focus on targeted hiring in resilient sectors to navigate ongoing economic uncertainties.

Key Insights

- **Unemployment Rate:** Remained stable at 4.3%, with little change over the year, indicating a balanced but not expanding job market. This consistency could encourage strategic hiring, as it points to a steady pool of available talent without rapid shifts in labor supply.
- **Total Nonfarm Payroll:** Increased minimally by 22,000, showing little net change since April and reflecting revisions that lowered prior months' figures. Businesses should monitor this trend closely, as it may signal broader economic slowdowns affecting recruitment budgets and expansion plans.

- **Long-term Unemployed and Part-time Unemployed:** Long-term unemployment stayed at 1.9 million, up 385,000 over the year, representing 25.7% of the unemployed; part-time for economic reasons held at 4.7 million. These figures highlight opportunities for employers to tap into experienced workers facing barriers, potentially through flexible full-time roles or upskilling programs to address skill gaps.
- **Employment by Industry:** Health care led gains with 31,000 jobs, followed by social assistance at 16,000, while federal government (-15,000), mining (-6,000), wholesale trade (-12,000), and manufacturing (-12,000) saw declines. Hiring strategies should prioritize resilient sectors like health care for talent acquisition, while industries like manufacturing may require contingency planning for strikes or downturns.
- **Average Hourly Earnings:** Rose by 0.3% to \$36.53, with a 3.7% increase over the past year, outpacing inflation slightly. This moderate wage growth could support competitive compensation packages to attract talent, but employers in cost-sensitive sectors should balance it against flat productivity.
- **Average Workweek:** Unchanged at 34.2 hours overall, with manufacturing edging down to 40.0 hours. Stable hours suggest consistent workforce utilization, advising companies to optimize scheduling for efficiency rather than expanding headcount amid slow job growth.

Additional insights for hiring and workforce strategies include a decline in new job entrants and a rise in those wanting work but not actively searching (up 722,000 over the year), pointing to untapped labor pools. With labor force participation dipping to 62.3, the August 2025 jobs report shows a labor market that has flattened but not collapsed — an important signal for tire dealers, manufacturers, and distributors planning headcount into 2026. With just 22,000 jobs added nationwide and unemployment holding at 4.3%, this is a market where top talent is available but still selective. Sectors tied to manufacturing and wholesale trade are showing contraction, which could free up experienced candidates — but it also signals caution for production forecasts and expansion plans. Obviously Tariffs and uncertainty continue to be the theme bringing massive impact.

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.

AUGUST 2025 JOB REPORT



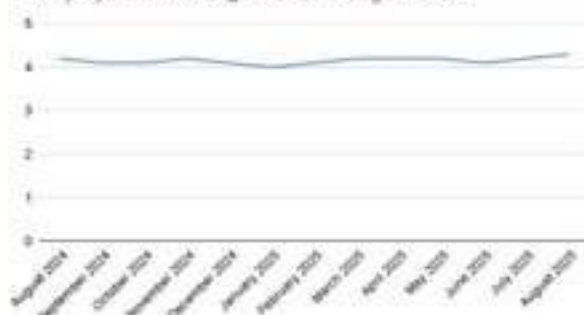
+22,000
JOBS ADDED

\$36.53
HOURLY EARNING

7.3 million
UNEMPLOYED

4.3%
UNEMPLOYMENT

Unemployment rate August 2024 – August 2025



Industries to Watch:

- Healthcare (+31,000)
- Social assistance (+16,000)
- Government (-15,000)
- Manufacturing (-12,000)

The Importance of Keeping Your Business Records Organized

In a previous article, I touched on the pitfalls of running personal expenses through your business and how it can hurt your chances of selling your tire center. Today, I want to expand on another critical aspect of preparing for a successful sale: **keeping your business records organized**.

Whether you're planning to sell soon or just looking to run a better business, the importance of organized records cannot be overstated. When the time comes for due diligence, a critical part of the sale process, having your documentation in order can make the difference between a smooth transaction and a failed deal. Let's dive deeper into why this matters and what you can do to get your records in shape.

What Is Due Diligence?

Due diligence is the process buyers undertake to thoroughly evaluate your business before finalizing a purchase. It's their chance to verify the claims you've made about your business, everything from your financial performance to operational processes.

Think of due diligence as a buyer's deep dive into the heart of your business. They're not just looking at your financials; they're evaluating the whole package, including customer information, supplier relationships, payroll processes, and more.

For business owners, this process can feel intrusive and overwhelming, especially if your records are disorganized. But with proper preparation, you can make it easier for everyone involved.

Why Organized Records Are Critical

Builds Buyer Confidence

Imagine you're buying a car. Would you feel confident purchasing it if the owner couldn't provide the maintenance records, service history, or title? Of course not. The same principle applies to buying a business.

Buyers want to see that your business is well-managed, and organized records are a key indicator of that. Disorganized or missing documentation can raise red flags, making buyers question what else might be amiss.

On the flip side, clear, well-documented records reassure buyers that your business is legitimate, profitable, and ready for a smooth transition.

Speeds Up the Sale Process

Time kills deals. When buyers request information during due diligence, delays in providing it can slow the process and potentially derail the sale. Having everything organized and ready to go ensures you can respond quickly to buyer requests, keeping the momentum of the deal intact.

Avoids Surprises

Disorganized records can lead to unpleasant surprises during due diligence such as overlooked liabilities, inaccurate financials, or missing contracts. These surprises can not only reduce the value of your business but also cause buyers to walk away entirely.

It's More Than Just Financials

While your financial records are undoubtedly the backbone of due diligence, buyers are interested in much more than just your profit-and-loss statements. Let's explore some of the other areas where organized records are critical:

Customer Information

- **Why It Matters:** Buyers want to understand your customer base - who they are, how often they buy, and how much revenue they generate. A well-maintained customer relationship management (CRM) system can provide this information at a glance.
- **What to Organize:** Ensure your CRM is up to date with accurate contact information, purchase histories, and any notes about customer preferences or concerns.

Supplier Details

- **Why It Matters:** Strong relationships with reliable suppliers are a valuable asset. Buyers need to know who your suppliers are, what terms you've negotiated, and whether those relationships will continue after the sale.
- **What to Organize:** Create a list of all suppliers, including contact information, pricing agreements, and any contracts or terms. Payroll and Employee Records
- **Why It Matters:** Employees are often the backbone of a successful business. Buyers want to see payroll records to understand labor costs, employee tenure, and roles within the company.
- **What to Organize:** Maintain up to date payroll records, job descriptions, and employee contracts. If applicable, include information on benefits, bonuses, and performance reviews.

Contracts and Agreements

- **Why It Matters:** Buyers need to understand your business obligations, including leases, vendor agreements, and customer contracts. These documents provide insight into your recurring revenue and ongoing costs.
- **What to Organize:** Gather all contracts and agreements into one place, making it easy for buyers to review them during due diligence.

Operational Processes

- **Why It Matters:** Buyers want to know how the business operates on a day-to-day basis. Well-documented processes make it easier for them to step in and maintain continuity after the sale.
- **What to Organize:** Document standard operating procedures (SOPs), including inventory management, scheduling, marketing, and customer service workflows.

Benefits Beyond the Sale

Even if you're not planning to sell your business in the near future, keeping your records organized offers several benefits, such as easier decision making - accurate records give you a clear picture of your business's performance, making it easier to identify areas for improvement and plan for growth, or faster access to loans as lenders want to see organized records before approving a loan. Whether you need funding for expansion or a temporary cash flow boost, well-maintained documentation can speed up the process.

How to Get Started

If your records are less than perfect, don't worry. It's never too late to start organizing. Here's a step-by-step guide to help you get on track:

1. **Assess Your Current System:** Identify areas where your records are incomplete or disorganized.
2. **Digitize Where Possible:** Move paper records to a secure digital format for easier access and backup.
3. **Invest in Software:** Consider tools like accounting software, CRMs, and payroll management systems to streamline record-keeping.
4. **Create a Filing System:** Organize documents by category (e.g., financials, contracts, customer records) and ensure everything is labeled clearly.
5. **Maintain Regular Updates:** Schedule time monthly or quarterly to review and update your records.

If the idea of organizing your records feels overwhelming, you don't have to do it alone. As a business broker with 25 years of experience, I've helped countless business owners prepare for a successful sale.

Whether you need advice on cleaning up your financials, organizing customer information, or preparing for due diligence, I'm here to guide you every step of the way.



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Elevate your skills and performance

Several things have happened recently that are newsworthy.

First, the New Hampshire legislative leadership pulled off a last-minute backroom deal and eliminated state inspections and emissions testing altogether in return for votes needed to pass the state budget.

Our industry was in discussions with a Senate committee to exempt new cars from inspections for a few years and possibly make inspections biennial instead of annual. Then the rug got pulled out from under us.

The sponsors of the bill claimed that mechanics were ripping people off with unnecessary repairs. They stated that most states don't have inspections anyway. A retired state trooper who was part of the process testified that most repair shops weren't doing the full inspections the right way anyway.

We countered with the truth. There are always some dishonest shops in any field, but the majority of businesses are honest. Social media like Facebook can destroy a dishonest (and sometimes honest) repair shop quickly.

Most states do not have state inspection, but they also don't have the snow, potholes and road salt that we have up here in New England. It's true that many shops didn't do the state inspection the troopers wanted. The average cost charged here was \$40, but it should have been more like \$100 if you got out the headlight tester and took all four tires and wheels off to check the brakes.

Many small garages were giving up their inspection station licenses because the State was showing up unannounced and making them do an inspection, looking for reasons to fail them.

As a result, the roads in New Hampshire will become a lot unsafer next year and the State will be losing a significant revenue source.

The State also is trying to get a waiver to eliminate the emissions testing, which shouldn't be a problem with the current Federal Government.

We haven't done inspections for many years now since we do not do mechanical work, so I have no stake in this debate other than the fact that it will be interesting to see next year during the first snowstorm how many cars with bald tires go off the road or smash into other cars.

People don't pay attention to their tires. Many people come to us after they have a state inspection and are told they need new tires.

I can't wait to see some of the uninspected cars and light trucks driven out there on the roads starting next year.

This may affect other New England states down the line as their legislatures may follow with legislation to get rid of inspections in the next budget process. This back-room deal was a huge disappointment to us all.

Now onto the second big happening, which was the recent ATD bankruptcy and what has happened since.

The biggest losses to ATD were the Michelin portfolio of tires and the loss of the Cooper tire brand from Goodyear. Those are some tough brands to lose.

I thought that hiring Ira Silver to run ATD was good for them. Ira has a great tire background from running Max Finkelstein for many years. I thought that his relationships with Goodyear and Michelin might keep them in the fold, But Goodyear dropped ATD quickly and Michelin a little later.

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It's understandable from the point that Goodyear owns half of Tire Hub and Michelin owns half of NTW. They can control those wholesalers a lot easier than ATD. It will no doubt increase sales to those two companies.

But both Goodyear and Michelin could have probably stayed with ATD if they lowered the credit limits and made ATD put them at the top of the list of secured creditors. Maybe after two bankruptcies in four years they just didn't want financial exposure.

Some people have speculated that ATD won't survive without the Michelin, Goodyear, and Bridgestone portfolios. I disagree, because as tire prices skyrocket due to higher raw material costs and the tariffs, more people are buying the mid-grade and private brand tires.

I honestly think that the big three are in huge danger of losing a large part of their customer base. We now have some Michelin light truck tires that retail at well over \$400 apiece.

The highest growth in the tire business going forward will be in the lower to mid-tier tires that ATD sells. In addition, they just made a deal with Nokian Tyres to distribute their full portfolio around the whole Country. I think it is a good deal for both. ATD gets a premium brand of tires that will fill some of the void left by the loss of Michelin. I do think Nokian will do well at ATD.

Nokian gets nationwide distribution of its products, which will replace the loss of Canadian sales of their domestic production at their plant in Tennessee. While their winter tires come from Finland, the rest of their portfolio is produced here in the United States.

They recently built a huge warehouse next to the plant to house a lot of their domestic products. But with the counter tariffs Canada is putting on US goods, Nokian essentially lost its best customer except for the winter tires.

Tires are piling up. The independent tire dealers, including ourselves who were selling Nokian Tyres for years cannot make up for that loss. It is sad but understandable to see this change.

I'm sure that there will be a few of their dealers who will drop the brand out of anger, but we won't be one of them. Nokian has to do what is right for them to survive and prosper in the North American marketplace.

What worked years ago was not working now. When they sold their Vianor retail stores to Point S in New England, they lost a lot of Nokian business.

Sullivan Tire has done a decent job with the product, but they have a lot of other brands to sell too. I hope Sullivan stays with Nokian.

I'm sure that they will finish the year with their winter tires since they couldn't easily replace those tires this late in the season. We will see how this all plays out going forward.

Lastly, I try to stay out of politics as much as possible, but I will say that the assassination of Charlie Kirk was a bad day for America and a worse day for democracy.

People in this Country have a right to their opinions. I admit that I never knew who Charlie Kirk was before this all happened.

I will say that while he provoked discussion, he was very respectful, more than I can say for some of the people asking him questions. His tent said, "prove me wrong", not "I'm always right".

I certainly hope that we are not headed for another decade like the 60's where political leaders had a bullseye on their backs. I always think discussion including all sides is healthy.

In the 28 years that I have been on the board of NETSA, we have had plenty of disagreements over the years. We discussed all sides of the issue, and usually the best ideas or a solution came to the surface.

The success of your association has been dealers and suppliers working together to give our industry a united voice here in New England.

Although we have had many board members come and go over the years, we have been fortunate to have great representation on it that whole time.

And while my days on our full board are numbered, it has been a distinct pleasure to serve NETSA these many years, succeeding my father who also loved serving on the board for many years.

We both enjoyed talking to other people in our industry about the challenges of being in our business. I hope that the younger generation of members can keep us vital and relevant in today's challenging economic climate and keep NETSA moving forward.

Larry Lesieur.

Tire Business published an article by Dan Marinucci (Owner of Communic, ASE-certified technician, and journalist) called Navigating the minefield of dissatisfied customers. It struck a chord with me. I was brought up in an old-fashioned world where values matter—where the customer is always right, and if you make a mistake, you own it, fix it, and follow up. Taking responsibility and ensuring customer satisfaction isn't just good business; it's the right thing to do. Please take the time to read the full article. Below are the first and last paragraphs. — Katie Maguire (Executive Director – NETSA)

Smart automotive service providers never assume that dissatisfied customers will report grievances to their staff.

Instead, their sales personnel faithfully call customers to collect feedback on every transaction. This process also may involve email and texts.

Experience has shown that unhappy customers may react in unexpected ways. For example, they may get mad but more importantly they get even: They simply take their business elsewhere.

Displeased customers may vent their anger to family, friends, coworkers — everyone but the people who worked on their car. What's more, they may telegraph their grievances via social media and other online channels.

Because this seemingly fickle reaction has blindsided some service shop operators and tire dealers, I want to examine the issue closer today.

Old-fashioned advice

Recently, I found a profile of my friends' six-bay general repair shop in a regional trade magazine. Paul started the business in the late 1940s. His son, Chris, had become a second-generation owner-operator.

Despite intense local competition, these guys grew the business, cultivating a loyal following. As the duo tried to boost productivity and efficiency, they invested heavily in ongoing technical and management training.

Published in 1996, the magazine profile emphasized Chris' prophetic advice: "Do it right the first time," he cautioned. "There might not be a second time."

Follow-up calls may be tedious, but they are valuable quality-control tools. Having said that, heed my pal's advice: Repair the vehicle properly the first time.

Navigating the minefield of dissatisfied customers

Dan Marinucci – Tire Business September 15, edition



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Protecting Dealers in Washington: TIA's Latest Advocacy Efforts

The Road Runner
Fall 2025

Roy Littlefield IV, Vice President of Government Affairs, Tire Industry Association

The Tire Industry Association (TIA) is keeping a close eye on a number of policy developments in Washington that have the potential to significantly affect tire dealers and the broader automotive aftermarket. These range from major shifts in trade policy to upcoming changes in tax reporting, as well as ongoing advocacy on behalf of Right to Repair, an issue critical to the future of independent shops.

On August 7, the U.S. government imposed a sweeping expansion of tariffs on imports from nearly 70 countries, with new rates ranging from 10 to 41 percent. Canada, one of America's largest trading partners, was hit with a 35 percent tariff, while Brazil now faces a 40 percent rate—effectively 50 percent when factoring in the new 10 percent baseline. India, currently subject to a 25 percent tariff, will see that figure double to 50 percent on August 27 as a result of continued oil trade with Russia. Laos and Myanmar were each hit with 40 percent tariffs, while Syria topped the list at 41 percent. Goods shipped before August 7 that arrive in the United States by October 5 remain temporarily exempt. This action represents one of the largest single-day tariff expansions under the Trump administration, and TIA is tracking the developments closely to keep members informed.

At the same time, the White House extended its pause on additional tariffs for imports from China. President Trump signed an executive order providing a 90-day extension of the existing tariff truce, which had been set to expire on August 12. Without this move, tariffs on certain Chinese imports could have risen as high as 245 percent, with China threatening retaliatory measures of up to 125 percent on U.S. exports. Current tariffs remain in place, with U.S. exports to China facing roughly 30 percent duties and Chinese goods entering the U.S. subject to a 10 percent baseline tariff plus an additional 20 percent penalty. TIA continues to monitor the situation as both countries navigate an increasingly unpredictable trade relationship.

The IRS also announced it will not implement planned changes to key reporting forms or withholding tables for the 2025 tax year under the One Big Beautiful Bill Act. Forms such as the W-2, 1099, and 941 will remain the same for the upcoming filing year, allowing employers and payroll providers to continue using current procedures. This delay is intended to avoid disruption during tax season and provide time for a smoother transition. The IRS is preparing new guidance and updated forms for 2026, which will include changes to the reporting of tips and overtime pay. TIA will continue to share details as they are released.

In addition to trade and tax issues, TIA is heavily engaged in advocacy around Right to Repair. The association has joined with other aftermarket groups in support of the REPAIR Act (H.R. 906), legislation designed to ensure that consumers and independent repair shops retain access to the data, software, and tools needed to service modern vehicles. With automakers increasingly controlling vehicle repair information through telematics and proprietary systems, this bill is essential to maintaining a competitive marketplace. TIA has been meeting with lawmakers, submitting testimony, and working in coalition with partners such as the Auto Care Association and MEMA Aftermarket Suppliers to move the bill forward. This effort is especially important for NETSA members, as protecting Right to Repair means independent tire dealers and service providers can continue to compete fairly and deliver the service their customers depend on.

Through its work on tariffs, taxes, and the REPAIR Act, TIA remains committed to representing the interests of tire dealers and the independent aftermarket in Washington. These policy decisions carry real consequences for the industry, and TIA will continue to keep members updated while fighting to ensure that independent businesses remain strong and competitive in the years ahead.



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2026

HALL OF FAME

Nominations now being accepted.

Deadline is **December 31, 2025**

NETSA Hall of Fame Guidelines

All nominations must be submitted to the Hall of Fame Committee by the end of each calendar year by a current NETSA Member, to be considered for induction the next year.

A biography of the nominee, listing his/her qualifications to become a member of the NETSA Hall of Fame must accompany the submission. The Hall of Fame Committee will do a background check, by the January Board Meeting, to make sure each nominee meets the requirements to become a NETSA Hall of Fame Member.

The Hall of Fame Committee will then place in nomination to the full NETSA Board, the names, and biographies of all the nominees.

The full NETSA Board will then vote by secret ballot, on the nominees, at their January Board meeting or by absentee ballot sent to the NETSA President.

Each inductee must receive a minimum of a simple majority of the full membership of the Board of Directors. (Example 22 members eligible to vote, the nominee must receive 12 votes for induction to the HOF)

The Board will be allowed to induct up to 3 candidates each year, comprised of one Historical Inductee and two living inductees.

If no nominee receives the required number of votes, then no one will be inducted that year.

The Induction Ceremonies for the new Hall of Fame members will be held at the NETSA Trade Show & Convention on Friday evening April 10, 2026.

Criteria & requirements to be considered as a nominee:

- 1) Must have been active in the Tire and/or Vehicle Service Industry in New England for at least 20 years.
- 2) Must have distinguished himself or herself in our industry and community as a reputable and honored leader.
- 3) A biography of the nominee, listing his/her qualifications to become a member of the NETSA Hall of Fame must accompany the submission.



2026 Hall of Fame Nomination

Name: _____

Company Affiliation: _____ Years: _____

City: _____ State: _____

Recognition and Awards Received in our Industry:

Recognition and Awards Received outside our Industry:

If more space is needed please use another page and submit together.

Your Name: _____ Telephone #: _____

Email your nomination to Katie@NETSA.org by December 31, 2025



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The Road Runner
Fall 2025

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mburns@merchantadvocate.com

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Tire Industry Market Facts

GfK Benchmarking:

Neil Portnoy (212) 884-9269

- Monthly Benchmarking reporting
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