

The Road Runner • Fall 2026



2026 OFFICERS

President: **Steve Dupoise Jr.** - County Tire Center, Inc., Middlebury, VT
Vice President: **Rich Tuttle** - Nokian Tyres, Colchester, VT
Treasurer: **Joanna Criscuolo** - Joanna's Truck Tire Service, East Haven, CT
Secretary: **Steve Brophy** - Sullivan Tire and Auto, Norwell, MA
Executive Director: **Katie Maguire** - KLM Consulting, West Roxbury, MA

BOARD MEMBERS

Steve Dupoise - County Tire Center, Inc, Middlebury, VT
Tom Griffin - Rubber Inc, Pembroke, MA
Bob Lane - Direct Tire and Auto, Watertown, MA
Steve McGrath - Tire Warehouse, Keene, NH
Phil Muller - Affiliated Insurance Agency, Plainview, NY
Jim Riley, U.S. Autoforce, Salem, CT
Kevin M. Roarty - ESTI Warehouse, Cinnaminson, NJ
Mark Rochefort - Vermont Tire, Montpelier, VT
Andrew Souza - Rubber Inc, Pembroke, MA
Joseph Strickland - Hercules Tires, Easton, MA
Bob Vacca - American Tire Distributors, E. Taunton, MA
Glenn Wilder Jr. - Wilder Brothers Tire Pros, N. Scituate, MA
Tim Winkeler - VIP Tires & Service, Auburn, ME
Shawn Young - Star Tires Plus Wheels, West Haven, CT

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

Please send your letters to:

NETSA
P.O. Box 320166
West Roxbury, MA. 02132
or katie@netsa.org



**JOIN
NETSA
TODAY**

www.netsa.org/memberships



NETSA Celebrates another
\$5,000 Scholarship Milestone



L-R: David Zeller – Owner, Zeller Tire; Nicholas Middlebrook – Scholarship Recipient; Katie Maguire – Executive Director, NETSA

Nicholas Middlebrook, Winner of the \$5,000 2025 David “Ace” Memorial Scholarship Award (funded by Rubber Inc, and the NETSA Scholarship Golf Tournament), is from Harwinton, Connecticut.

Nicholas is a 2023 graduate of St. Paul Catholic High School in Bristol, Connecticut, where he completed numerous Honors and Advanced Placement courses. He graduated with a 91.59% average and earned membership in the National Honor Society. He was also active in the Blue Key Club, helping new and prospective students feel welcomed and included in the St. Paul community.

Nicholas will enter his senior year at Syracuse University this fall, pursuing a degree in Political Science with plans to graduate in May 2027. At Syracuse, he is a member of Theta Chi fraternity and is actively involved in fundraising, philanthropy, basketball, baseball, the National Honor Society, and Blue Key Club.

For the past four years, Nicholas has worked at Tire Associates in Torrington, Connecticut, gaining hands-on experience in nearly every area of the business. His responsibilities include office work, maintenance, changing tires, unloading deliveries, managing inventory, delivering tires, and moving equipment between stores. As the company has grown, so have his responsibilities.

Following graduation, Nicholas plans to continue working in the tire industry while pursuing an MBA. His goal is to learn every aspect of the business and build a career combining his education, leadership skills, and extensive hands-on experience.

Nicholas works for NETSA member Tire Associates/Zeller Tire in Torrington, Connecticut.

Congratulations Nicholas!



I hope everyone has had a great summer and was able to enjoy some time with family, friends, and hopefully a little sunshine along the way! It's hard to believe that summer is already behind us. With school back in session, we all know that our busy season is just around the corner.

Back in May, we saw a 42% increase in oil prices, which certainly made things difficult. With the cost of fuel and so many other everyday expenses continuing to rise, it has been a challenging year for everyone. Hopefully, as the temperatures begin to drop and winter gets closer, we will see things pick up and have a strong snow tire season. I've already started bringing in some of my winter inventory so that we are ready when that first cold snap hits and customers start thinking about winter tires.

Our foursome had a great time enjoying a beautiful, sunny (and a little windy!) Massachusetts day. There was good golf, plenty of laughs, and, of course, maybe a few lucky shots along the way. Most importantly, it was another great day spent with our NETSA members and friends while raising money for our scholarship program.

President
New England Tire Service Association



Ships From Our MA Warehouse

EVERYTHING YOU NEED FOR THE BUSY SEASON AHEAD



Newsletter

cs@rubber-inc.com



DELIVERING A DIFFERENCE

QUALITY BRANDS COMPETITIVE PRICES



G³XPRESS

ADVANTAGE



AAD
Alliance Associate Dealers

HUNTER
Engineering Company

New England Distributor
Alignment Equipment
Wheel Balancers
Tire Changers



Equipment Division
Toll Free - 800-392-6330
www.liftworks.net

SERVING ALL OF NEW ENGLAND

GOODYEAR | MICHELIN | BRIDGESTONE | CONTINENTAL | SAILUN
DUNLOP | BFGOODRICH | FIRESTONE | GENERAL | HANKOOK
TBC BRANDS | KELLY | KUMHO | UNIROYAL | FUZION
SUMITOMO | YOKOHAMA | PIRELLI | NOKIAN | NEXEN | FALKEN

E M P L O Y E E O W N E D

SULLIVAN TIRE

WHOLESALE DIVISION

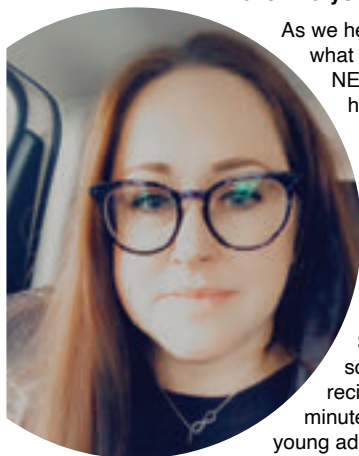


1-800-892-1955 • sullivantirewholesale.com • Express Locations

Professional Tire Dealers of New England Incentive Program

South Windsor, CT | Sagamore, MA | Taunton, MA | Waltham, MA | Woburn, MA | Worcester, MA
Augusta, ME | Bangor, ME | Scarborough, ME | Concord, NH | Hudson, NH | Auburn, NH | Portsmouth, NH | Warwick, RI

Hello Everyone,



As we head into fall, I've been reflecting on what a busy and rewarding summer NETSA has had. I hope our members had a successful summer and enjoyed some well-deserved time with family and friends. As we enter the busy fall selling season, I wish you all continued success and a strong finish to the year.

I spent much of my summer traveling throughout New England and New York to deliver eighteen \$2,000 scholarships and one \$5,000 scholarship to this year's deserving recipients. I encourage you to take a few minutes to read the bios of these talented young adults and learn more about their accomplishments, goals, and dreams for the future.

I truly enjoy reading all of the scholarship applications, watching our sponsors select their recipients, and then having the opportunity to meet each of the winners. Sharing my story with them and telling them how proud I am to give back to the next generation is one of the most rewarding parts of what I do.

I am especially excited that one of this year's recipients, **Nicholas Middlebrook**, an employee at Tire Associates, LLC/Zeller Tire located in Torrington, CT, was selected as the recipient of the **\$5,000 David "Ace" Ventura Memorial Scholarship**. This scholarship was made possible through the generous donations of Rubber Inc.

Congratulations to Nicholas and to all our NETSA Scholarship Award winners! We are incredibly proud of each of you and wish you continued success in your educational journeys

The Golf Committee hosted our annual **NETSA Scholarship Golf Tournament** at Hyannis Golf Course in Hyannis, MA, on September 24th. We had a great day on the course, especially knowing a nor'easter was expected to arrive the very next day! We want to thank all of our sponsors, golfers, volunteers, and everyone who donated raffle and auction items. We truly could not have made this event a success without your support. Most importantly, your generosity helps us continue to provide scholarships to deserving students, and we are incredibly grateful for everyone who helped make the day possible.

The **NETSA Trade Show Committee** is pleased to announce that we will be hosting our 2027 Trade Show and Convention at Mohegan Sun in Uncasville, CT, on April 2 and 3, 2027. Rich Tuttle and the committee are already working on the seminar agenda, theme, and keynote speaker. We hope you will mark your calendars and plan to join us for what promises to be another great event.

Legislative Update

The **NETSA Legislative Committee** continues to advocate for independent tire dealers and automotive service professionals throughout New England. We continue to work closely with the Tire Industry Association (TIA), the Auto Care Association, and other industry partners on issues that directly impact our members and their businesses.

Right to Repair remains a major focus. In Massachusetts, we continue to monitor and support efforts to ensure independent repair facilities have the information, tools, and vehicle data necessary to diagnose and service today's increasingly sophisticated vehicles properly. Massachusetts remains a leader in automotive Right to Repair, and NETSA will continue to advocate for independent repairers and vehicle owners.

In Maine, Right to Repair continues to evolve. Maine enacted additional legislation in April 2026 following the work of the state's Automotive Right to Repair Working Group. NETSA will continue to monitor these changes and work with our industry partners to ensure that independent repairers maintain meaningful access to the information and data needed to service modern vehicles.

We are also continuing to follow developments at the federal level, including the REPAIR Act, which would strengthen vehicle owners' and independent repair facilities' access to vehicle-generated data and repair information. The legislation advanced out of the House Energy and Commerce Committee earlier this year.

Connecticut's Tire Stewardship Program is another issue NETSA is closely monitoring. Connecticut's tire Extended Producer Responsibility (EPR) program shifts responsibility for managing discarded tires to tire producers. It is designed to establish a statewide system for collecting, transporting, and recycling waste tires. The program is expected to provide relief to businesses and municipalities that currently bear the cost of tire disposal.

For Connecticut tire retailers, participation in the stewardship program as a Covered Entity is voluntary. Retailers that choose to participate can serve as collection locations, and the program will cover the costs associated with managing the tires collected through the program. Participating Covered Entities will not be permitted to charge a fee for accepting discarded tires. CTS has indicated it will conduct outreach to Connecticut tire retailers as the program develops.

NETSA will continue to monitor the Connecticut program and advocate for a system that recognizes the needs of independent tire dealers and does not place unnecessary financial or operational burdens on retailers.

New Hampshire's vehicle inspection program has also taken an unexpected turn. Although legislation passed in 2025 was intended to eliminate mandatory annual safety and emissions inspections for most passenger vehicles beginning January 31, 2026, a federal court ruling blocked the change because of federal Clean Air Act requirements. As a result, the inspection program remains in place while the legal and regulatory issues surrounding the law continue to be addressed.

NETSA will continue to monitor these issues closely and keep our members informed. Advocacy is one of the most important benefits of belonging to an association like NETSA. Your membership gives independent businesses a stronger voice when legislation and regulations that affect our industry are being considered.

NETSA is always looking for new members, as well as individuals who are willing to serve on our Board of Directors and committees. If you have ever thought about getting more involved, now is the time. We also encourage you to invite a fellow independent tire dealer or service professional to join this great organization.

As we continue to grow, we are looking to expand NETSA's "Service" arm and strengthen the resources, advocacy, education, and opportunities we provide to independent tire dealers and service facilities throughout New England. We are proud to represent this industry and look forward to continuing to work on behalf of our members.

I wish you all a successful fall selling season, and as always, thank you for your continued support of NETSA.

Stay safe and see you down the road!

Katie Maguire

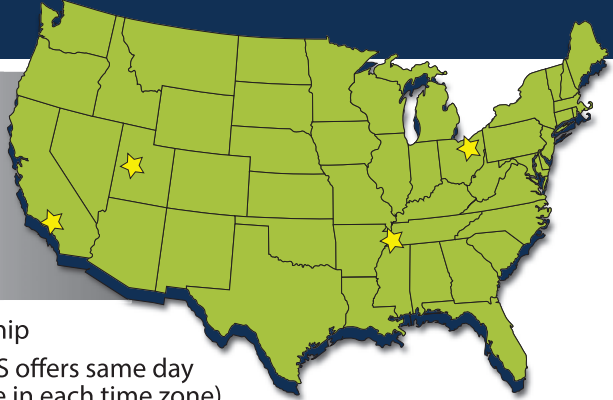


The Roadrunner is a publication of New England Tire & Service Association. The Road Runner is published 4 times a year as a source of information for NETSA Members and supporters. NETSA directors, staff and members do not necessarily agree with all the contents or opinions appearing in this publication nor should its readers rely on any of the Road Runner content for support of any legal position. On matters involving legal interpretation, the reader is advised and encouraged to rely solely upon the advice of his or her own hired legal council. The road Runner invites and encourages comments from its readers.

MyersTM Tire Supply

Products, Expertise, Reliability - Made Easy

**4 Distribution
Centers nationwide
for fast, reliable service**



- MTS offers 30,000 products, with 8,000 ready to ship
- Backed by a nationwide distribution network, MTS offers same day shipping on orders received by 4:00pm (local time in each time zone)



AUTEL

AutoSport
MFG

CHAMPION
A Gardner Denver Product

 **Chicago
Pneumatic**TM

COATS

CORGHI

Counteract
Balancing the wheels of transportation

Dill® Air
Controls
Products

ESCO

Gaithier
PROFESSIONAL EQUIPMENT

Hamaton

HUNTER
Engineering Company

IMI

IR Ingersoll Rand



Ken-Tool[®]
WHEREVER TIRES ARE CHANGEDTM

Norbar
Norbar Torque Tools

NORCO
PROFESSIONAL LIFTING EQUIPMENT

Patch Rubber
Company

PCL
AIR TECHNOLOGY

**PRECISION
INSTRUMENTS**

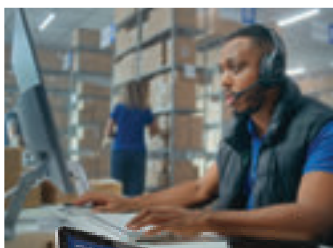
**REMA
TTP
TDP**

Robbins LLC
A HEXPOL COMPANY
Made in the USA

ROBINAIR

Rotary

WEGMANN[®]
automotive



Order Your Way — Anytime, 24/7

- MTS offers multiple ways to do business.
Contact sales rep, call customer service
1-800-877-9897, place orders through
MTS Xpress App or **www.myerstiresupply.com**
- 24/7 ordering via MTS Xpress App or online platform



MTSTM
Xpress



L-R: Katie Maguire – Executive Director, NETSA;
Abigail DeRasmo- Scholarship Recipient.

Abigail DeRasmo, Winner of the \$2,000 2026 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. She graduated from the University of Rhode Island in May of 2026 with a GPA of 3.46. She made the dean's list four times throughout her time at URI, is VP of membership programming for Alpha Chi Omega, was a member of Psi Chi, and was a member of Omega Greek Honor Society.

Outside of school, she has worked as a site director and camp counselor at Oxford Park and Rec Husky Summer Camp. She is a sales associate at Old Navy and was an undergraduate research assistant for URI's Feinstein Center for Hunger Free America. For extracurricular activities, she volunteered at CT's Children's Medical Center, helping young patients cope with stress through play, games, and crafts.

Abigail will begin graduate school at Southern Connecticut State University in New Haven, CT this fall. She is expected to graduate in December 2027 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: Brian Bufis - Father, Katie Maguire - Executive Director, Addison Bufis- Scholarship Recipient

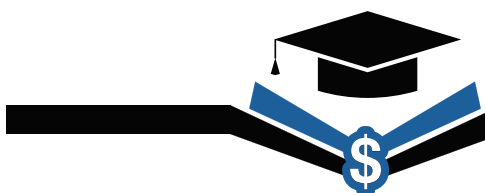
Addison Bufis, Winner of the \$2,000 2026 Myers Tire Supply Award (funded by Myers Tire Supply and the NETSA Scholarship Golf Committee), is from Schenectady, NY.

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. At the University of Pittsburgh, she joined their a cappella group.

Addison will enter her sophomore 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 at NETSA member ESTI Warehouse in Cinnaminson, NJ.

Congratulations Addison!





a U.S. Venture company

shop.usautoforce.com
800.490.4901
usautoforce.com

U.S. AutoForce brings more than **70 years of experience** as an industry leader in the distribution of tires to independent tire retailers, auto repair shops, and automotive dealerships. We deliver best-in-class customer service, extensive inventories, and value-added marketing and technology platforms to help drive sales. Today, we have over 70 locations strategically placed across the nation for our dealers to get the products they need when and where they need it.

PRODUCTS



PROGRAMS



TIRE ONE

TIRE ONE allows you to strengthen the tire business within your dealership and enjoy economies of scale that only group membership can bring, while maintaining the status of a truly independent business owner.

WARRANTY PROGRAMS

Enhanced loyalty and profit

MARKETING/ADVERTISING

Drive increased volume and profit

TECHNOLOGY TOOLS

Retain & grow your customer base

VENDOR PROGRAMS

Reduce operational costs

TRAINING Anytime

Elevate your skills and performance



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 2026 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 2.8, and took all 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 learned to build relationships with co-workers and patrons. She then became a hostess and food runner at Carmine's at Candleworks. She obtained her Certified Nursing Assistant License and began working at Alden Court Rehab and Nursing Home.

Addison will enter her sophomore year at Salem State University in Salem, Mass, this fall. She is expected to graduate in May 2029 with a degree in Nursing. After graduation, Addison plans to pursue further studies to become a family nurse practitioner.

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

Congratulations Addison!



L-R: Rick Ducharme, U.S. Autoforce - Sponsor; Nicole Richard - Mother; Alexis Richard - Scholarship Recipient; Katie Maguire - Executive Director, NETSA

Alexis Richard, Winner of the \$2,000 2026 U.S. Autoforce Award (funded by U.S. Autoforce and the NETSA Scholarship Golf Tournament), is from Ayer, Massachusetts.

Alexis is a 2023 graduate of Nashoba Valley Technical High School in Westford, Massachusetts. She began working at O'Neil's Cinema after high school and, during the school year, works at Lasell Village, where she assists customers, handles transactions, and maintains a clean and organized environment. These experiences have strengthened her sense of responsibility, time management, customer service, and ability to work efficiently in a fast-paced environment.

At Lasell University, Alexis has gained valuable hands-on scientific experience as a lab assistant, maintaining equipment and helping fellow students learn to use analytical instruments properly. She is also involved in forensic science research, where she collects and analyzes microscopic hair samples and helps organize research data. Alexis has earned a place on the Dean's List and received a merit scholarship in recognition of her academic achievements.

Alexis will begin her senior year at Lasell University this fall and is expected to graduate in May 2027 with a degree in Forensic Science. After graduation, she plans to pursue a master's degree in forensic investigation, with the goal of working alongside law enforcement and ultimately pursuing a career with the FBI.

Alexis's father, Kenneth Richard, is a service manager for NETSA member VIP and Auto in Billerica, MA.

Congratulations Alexis!



**TPMS
SENSORS
& TOOLS**

**SEMA
SHOW**

**FIND US
AT BOOTH
#44149**

**BARTEC
TPMS**

**One TPMS Solution - For Every Vehicle
Cars - Ev's - Trucks - Trailers - Busses**

CONTACT US TODAY!
[855] 977-9732

www.bartecusa.com
www.bartec365.com



L-R Don Foshay, sponsor; Brooklyn Jandreau - daughter; Amanda Jandreau – Scholarship Recipient; Belle Jandreau – daughter; Erik Jandreau – Husband; VIP Tires and Service Member; Katie Maguire Executive Director, NETSA

Amanda Jandreau, Winner of the \$2,000 2026 Don and Nancy Foshay Award (funded by Don Foshay and the NETSA Scholarship Golf Tournament), is from Poland, ME.

Amanda is a 2005 graduate of Caribou High School in Caribou, ME. Amanda decided to go back to school after being a stay-at-home mom for the last four years. Before becoming a stay-at-home mom, she worked as a CNA at Cary Medical Center and Presque Isle Nursing Home.

Amanda will enter her sophomore year at Central Maine Community College this fall. She is expected to graduate in October 2026 with her associate's degree in nursing. She plans to continue with her education over the next few years to eventually obtain a nurse practitioner license. She has dreamt of this her whole life and wants to follow in her mom's footsteps.

Amanda's husband, Erik, is the Director of Merchandising for NETSA member VIP Tire and Service in Auburn, ME.

Congratulations Amanda!



L-R Rich Tuttle – Sponsor – Nokian Tyres, Amaya Torres – Scholarship Recipient, Jonathan Torres – Father, Katie Maguire – Executive Director, NETSA

Amaya Torres, Winner of the \$2,000 2026 Nokian Tyre Award (funded by Nokian Tyres and the NETSA Scholarship Golf Tournament), is from Milford, NH.

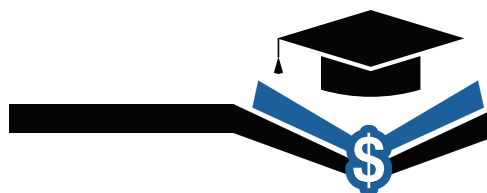
Amaya is a 2023 graduate of Milford High School in Milford, NH, where she completed numerous AP courses and graduated with a 4.2 GPA. She received a Special Achievement Theatre Award and played field hockey for four years. She has also volunteered with the Milford Rotary Club, Souhegan Valley Dollars for Scholars, Girl Scouts of America, and Prevent Child Abuse America.

Outside of school, Amaya has worked at The Early Learning Center in her hometown for the past four years while home on breaks and was recently promoted to Substitute Lead Teacher. She also works at Purdue University in its Dining and Culinary programs.

Amaya will enter her senior year at Purdue University in West Lafayette, IN, this fall and expects to graduate in May 2027 with a degree in Biochemistry and minors in Psychology and Forensic Science. She aims to pursue a career in research, particularly in cancer research and vaccine development. She is passionate about laboratory research and hopes to contribute to advancements that improve people's lives.

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

Congratulations Amaya!

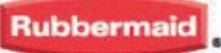




We Offer:

- Next-day delivery* on most orders to most areas
- eCommerce platform that makes ordering easy
- NETSA exclusive pricing on our full offering of MRO items
- Professional representation and on-site consultation by our trained account representatives
- My Inventory Solutions to help you organize, manage, and replenish your stockroom

Reach out to brian.legrande@hdsupply.com to start

3,000+ SUPPLIERS 	 2,000+ DELIVERY TRUCKS	    	       	
 100,000+ MRO-CURATED PRODUCTS	WE'RE ON IT.			

3 EASY WAYS TO ORDER



MOBILE APP



1.800.431.3000



hdsupplysolutions.com



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

Anthony Lopez-Hippler, Winner of the \$2,000 2026 Pete's Tire Barn Award (funded by Pete's Tire Barn 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 earned Rookie of the Year in football, led the team in wins, and was named first-year captain in wrestling.

Outside of school, Anthony worked at Red Apple Farm, assisted customers with their farm orders, cleaned up the farm, and then worked at Ellinwood Golf Course, where he maintained the grounds, landscaped, and assisted clients with equipment. Anthony worked with Vermont State's football coach to help the community during the winter months and spent time at the senior center with his residents. He works on campus for the theater department, building stage props, lighting, and helping with the sound boards.

Anthony will enter his sophomore year at Vermont State University, Montpelier, VT, this fall. He is expected to graduate in May 2029 with a degree in Criminal Justice. After graduation, Anthony has a passion for the outdoors and plans to work in environmental law enforcement or become a game warden.

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; Anthony Migliozi – Scholarship Recipient; Anthony Migliozi – Father, Sales Rep at ATD.

Anthony Migliozi, Winner of the 2026 \$2,000 Barry Steinberg Memorial Award (funded by Direct Tire and Auto Service and the NETSA Scholarship Golf Tournament), is from Hamden, CT.

Anthony is a 2025 graduate of Hamden High School in Hamden, CT.

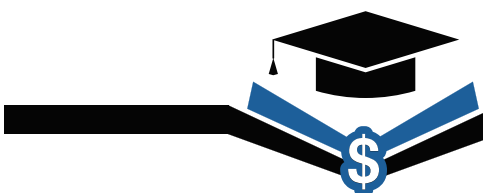
Outside of academics, Anthony plays basketball and says it has taught him discipline, teamwork, and perseverance. He also volunteers, picking up litter on Earth Day and participating in his botany class and art club fundraisers.

Anthony will enter his Junior year at Albertus Magnus in New Haven, CT this fall, with an anticipated graduation date of May 2029. He completed his freshman year with a 3.3 GPA. He plans to pursue a career in art and animation. His future goal is to have a career in business and to develop leadership skills; he also aspires to have a family of his own one day.

Robert F. Clark III, Senior Airframe Engineer (Retired), Sikorsky Aircraft, states, "Anthony's initiative and desire to grow stand out. Anthony is actively seeking employment opportunities to build real-world experiences and independence, demonstrating a willingness to take on responsibilities and learn through practical experience."

Anthony's father, Anthony Migliozi, is the Territory Manager for NETSA member American Tire Distributors in Taunton, MA.

Congratulations Anthony!





MADE FOR EVERY MILE



INTRODUCING THE ALL-NEW
TERRA TRAC® A/T



PERFORMANCE
PROMISE PLAN



3 PEAK MOUNTAIN
SNOWFLAKE RATED

HerculesTire.com

@HerculesTires





L-R Scott Brown – Father - County Tire Center Member Employee, Benjamin Brown – Scholarship Recipient, Stacey Brown – Mother, Katie Maguire – Executive Director, NETSA

Benjamin Brown, winner of the \$2,000 2026 Pete's Tire Barn Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament), is from New Haven, VT.

Ben graduated from Mount Abraham Union High School in Bristol, Vermont, in 2023. He went on to Vermont State University, where he has worked hard to support himself while maintaining A's in his coursework. His dedication has been recognized through the Ruth Freeman Award and Robert S. Brady Award from the American Institute of Architects, as well as being named Associate Engineering Student of the Year.

Ben has gained valuable work and community experience through positions at County Tire Center, Agway Farm and Garden Center, and the Mount Abraham Unified School District's Extended Learning Program, where he worked with children in the summer program. He later returned to his high school as a substitute teacher.

During a gap year, Ben traveled internationally through Worldwide Opportunities on Organic Farms (WWOOF), working on farms in exchange for room and board. His travels took him to 11 countries across Europe, giving him valuable hands-on experience, independence, and exposure to different cultures and communities.

This fall, Ben will begin his junior year at Vermont State University in Randolph, Vermont, pursuing a degree in Architectural Engineering. He expects to graduate in May 2028. After graduation, Ben hopes to use his education and experience to design and build quality, affordable housing, combining his passion for architecture with his desire to make a meaningful difference in people's lives.

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

Congratulations Benjamin!



L-R: Ron Pisciotto Jr – Father, Maple Tire Center owner; Gianna Pisciotto – Scholarship Recipient; Katie Maguire – Executive Director, NETSA

Gianna Pisciotto, Winner of the \$2,000 2026 Glenn Wilder Memorial Award (funded by Wilder Brothers Tire Pros and the NETSA Scholarship Golf Tournament), is from Stafford Springs, CT.

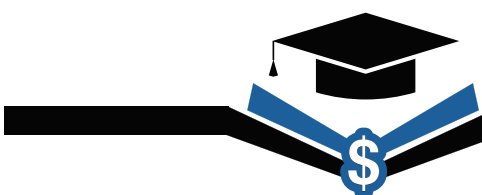
Gianna is a 2024 Stafford Springs High School graduate in Stafford Springs, CT, where she played field hockey and competed in outdoor track and field, and received the Unsung Hero Award for being a critical part of the team and helping teammates.

Outside of school, Gianna has worked at The Ice Cream Depot in her hometown. She also helps her father, Ron, at his tire shop, Steer-Rite, in Palmer, MA.

Gianna will enter her junior year at Keene State College in Keene, NH, this fall. She anticipates graduating in May 2028. She will pursue a degree in Business with a minor in finance. She dreams of earning her real estate license or becoming a financial advisor and maybe owning her own business one day.

Gianna's father, Ron Jr., took over Maple Tire in Stafford Springs, CT, from his father, Ron Sr., a longtime NETSA board member and NETSA Hall of Famer. Ron Jr. opened a second location, Steer-Rite in Palmer, MA.

Congratulations Gianna!



**NEW
PRODUCT**



AXION™

LIFETIME TIRE BALANCE

**ONE PRODUCT,
TWO GREAT OPTIONS!**



- Anti-slip Formula
- TPMS Compatible
- Added Density
- Moisture Resistant
- Lifetime Tire Balance

OR



- Anti-slip Formula
- TPMS Compatible
- Added Density
- Moisture Resistant
- Lifetime Tire Balance



AVAILABLE SIZES

3oz / 85g	4oz / 113g	6oz / 170g	8oz / 227g	10oz / 283g	12oz / 340g	14oz / 397g	16oz / 454g
CONTAINS 40 APPLICATIONS	CONTAINS 40 APPLICATIONS	CONTAINS 40 APPLICATIONS	CONTAINS 40 APPLICATIONS	CONTAINS 40 APPLICATIONS	CONTAINS 40 APPLICATIONS	CONTAINS 32 APPLICATIONS	CONTAINS 32 APPLICATIONS



MED-HEAVY DUTY TRUCKS



LIGHT TRUCKS



OFF-ROAD



TRAILER



ATV/UTV



CLASSIC CAR



EASY INSTALLATION

JUST THROW THE CLEAR
INSIDE BAG INTO YOUR TIRE

AXIONBALANCE.COM

TIRE BALANCING
COMPOUND BY



SCAN QR CODE

FOR MORE
INFORMATION



L-R: Laura Smith- Stepmother, Myers Tire Supply; Jim Pochay – Sponsor, Town Fair Tire; Haidyn Smith, Scholarship Recipient; Katie Maguire - Executive Director, NETSA

Haidyn Smith, Winner of the \$2,000 2026 Town Fair Tire Award (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament), is from Marshfield, MA.

Haidyn is a 2026 graduate of Marshfield High School, with a GPA of 3.4. In high school, Haidyn was on the debate team and part of the theatrical society. She is a member of St. Paul's Church of Nazarene, where she served on the youth group, operated the soundboard, and volunteered as a camp counselor. Outside of school, Haidyn babysat for several years and was a server at the local Longhorn Steakhouse.

Mr. Josiah Hardwick, an English teacher at Marshfield High School, wrote, "Haidyn has determination and tenacity for her passions, which include theatre and the arts. She has been a valued member of the Theatrical Society for all four years of her high school career, which highlights her commitment and dedication."

Haidyn will enter her freshman year at Ithaca College in Ithaca, NY, this fall. She is expected to graduate in 2030 with a degree in Film. Her goal is to become a well-known cinematographer. Film and working with a camera are passions Haidyn has always had.

Haidyn's stepmother, Laura Smith, is a Marketing Specialist for NETSA member Myers Tire Supply in Akron, OH.

Congratulations Haidyn!



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

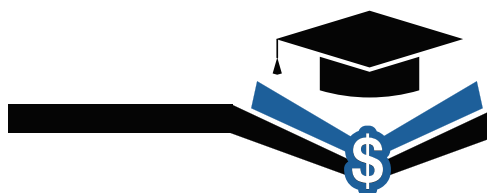
Jason Petrucci, Winner of the \$2,000 2026 John DeSimone Memorial Scholarship Award (funded by Modern Tire of West Hartford, Tony DeSimone, and the NETSA Scholarship Golf Tournament), is from North Haven, CT.

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, Jers, and for the town of North Haven's recreational department. During his first and second years of college, Jason worked as a content curator for the New York Mets Community and a Staff Writer for The Torch, St. Johnsbury's newspaper. He also interns at amNY as a sports media reporter as well as Last word on Sports Met Beat Reporter.

Jason will enter his junior 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!



COME JOIN OUR TEAM



100% EMPLOYEE OWNED

NOW HIRING:

- SENIOR SERVICE ADVISOR
- GENERAL MANAGER

Apply online at www.easterntireinc.com
or for more information email info@easterntireinc.com

We are growing. Now with two locations!

70 Park St. Rockland, Maine 04841 | (207) 594-5250
70 Rockville St. Rockport, Maine 04856 | (207) 236-8006

www.easterntireinc.com



L-R: Katie Maguire – Executive Director, Adena Fetzer – Mother, Lauren Fetzer – Scholarship Recipient, Howie Fetzer – Father, Fetzer Tire and Automotive Repair Service Member/Owner

Lauren Fetzer, Winner of the \$2,000 2026 Town Fair Tire Award (funded by Town Fair Tire and the NETSA Scholarship Golf Tournament), is from Trumbull, Connecticut. This is Lauren's fourth NETSA Scholarship award.

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 is passionate about 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 during Thanksgiving and Christmas for the children, their siblings, and their families. This year, Lauren led the wrapping events and hand-delivered 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 worked alongside a psychologist, supporting mindfulness and meditation-based therapy with children.

Lauren will enter graduate school at Miami University, Florida, this fall. She is expected to graduate in May 2027 with a master's in Mental Health counseling. Lauren would like to become a Child Psychologist or Child Play Therapist and eventually open her own private practice to help pediatric patients dealing with psychological issues.

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

Congratulations Lauren!



U.S. AutoForce

L-R: Katie Maguire – Executive Director, NETSA; Megan Fucci – Scholarship Recipient, sponsored by U.S. Autoforce.

Megan Fucci, Winner of the \$2,000 2026 U.S. Autoforce Award (U.S. Autoforce and the NETSA Scholarship Golf Tournament), is from East Haven, Connecticut.

Megan is a 2020 graduate of East Haven High School in East Haven, Connecticut, where she was a four-year member of the Varsity Cheer Team as well as the Competition Cheer Team. Megan received the Most Valuable Player award in her junior year. Megan finished her undergrad at Southern Connecticut State University in the Spring of 2025.

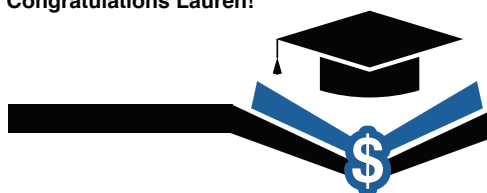
Outside of her academic life, Megan has spent the past four years working part-time and full-time at Joanna's Truck Tire Service.

Megan will begin her graduate studies at George Washington University in Washington, DC. She expects to graduate in 2028 as a Medical Laboratory Scientist.

Joanna Criscuolo has known Megan since 2008 and says she has no doubt that Megan will succeed in graduate-level study. She has the intellectual curiosity, discipline, and interpersonal skills needed to excel in a Master of Science program.

Megan's father, George Fucci, is the General Manager for NETSA member Joanna's Truck Tire Service in East Haven, Connecticut.

Congratulations Megan!





UNIVERSAL **TPMS SENSORS** FOR MODERN TIRE SHOPS

Delivering OEM Quality, Reliability, and Competitive Pricing

99%

**VEHICLE
COVERAGE**

BLACK RUBBER
SNAP-IN

ALUMINUM
CLAMP-IN

SERVICE KITS
AVAILABLE



PROGRAMMABLE



DUAL FREQUENCY
315 / 433 MHz



**160+ TESTS &
VALIDATIONS**



ATEQ COMPATIBLE

OE QUALITY. **PRICED RIGHT.**



Compatible with **ATEQ-branded**
and select private-label tools.



Scan the QR Code or Visit the Website

www.tirevio.com

Contact Us
Marc Russo
National Sales Manager

219-501-3709
(VIA TEXT OR CALL)

Tech Support Hotline

219-408-7660

info@tirevio.com





L-R: Katie Maguire - Executive Director, NETSA, Matthew St. Amand - Father, Molly St. Amand - Scholarship Recipient, Keith Paul - Sponsor, Pete's Tire Barn

Molly St. Amand, Winner of the \$2,000 2026 Pete's Tire Barn Award (funded by Pete's Tire Barn and the NETSA Scholarship Golf Tournament), is from Milton, VT.

Molly is a 2026 graduate of Milton Senior High School, with a GPA of 3.6. In high school, Molly played soccer on the Varsity team and became captain in her senior year. She received awards in the National Technical Honors Society and in AP Psychology and AP Language. She was part of HOSA, and HOSA showcased and represented her art.

Case Newberry, Social Studies Teacher at Milton High School & VHS Learning, said: "Molly has demonstrated personal and academic growth and maturity throughout her high school career at MHS. She embraces challenges and holds herself to (and achieves) high academic and intellectual standards of work."

Molly will enter her freshman year at Colby-Sawyer College in New London, NH, this fall. She is expected to graduate in 2030 with a degree in Nursing. She plans to become a nurse and earn her LNA while in school. She would like to be the best person and nurse she can be for herself and those around her.

Molly's father, Matthew St. Amand, is a sales representative for NETSA member Nokian Tyres in the Vermont area.

Congratulations Molly!



L-R: Katie Maguire - Executive Director, NETSA; Sasha Cohen - Scholarship Recipient; Steven Cohen - Father; Modern Tire member controller; Sponsored by Sullivan Tire

Sasha Cohen, Winner of the \$2,000 2026 Robert J. Sullivan Scholarship Award (funded by Sullivan Tire and the NETSA Scholarship Golf Tournament), is from Unionville, Connecticut.

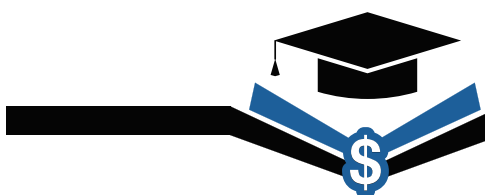
Sasha is a 2026 graduate of Farmington High School in Farmington, Connecticut. As a high school student, her volunteer assignments included working at the local food bank and raising funds for local families that needed assistance.

Outside of school, Sasha is employed as a hostess at Wood n' Tap. She has also babysat for multiple families since she was 14. This has taught her responsibility, reliability, patience, and problem-solving skills.

Sasha will begin her freshman year at Elon University in Elon, North Carolina, this fall and is expected to graduate in May 2030 with a degree in Communications. After graduation, she plans to continue her education and develop the skills needed to build a successful, productive career. Through her Communications program, Sasha will gain experience in design, media analytics, journalism, and strategic communications, preparing her for opportunities in the communications and media fields.

Sasha's father, Steven Cohen, is the Controller for NETSA member Modern Tire in Rocky Hill, Connecticut.

Congratulations Sasha!



Congress Renews Push to Reinstate Work Opportunity Tax Credit

Roy Littlefield IV
Tire Industry Association

The push to reinstate the federal Work Opportunity Tax Credit (WOTC) is gaining renewed attention in Congress, with U.S. Senator Bill Cassidy, M.D. (R-LA) recently urging lawmakers to reauthorize and expand the program. For the tire industry, restoring WOTC remains a top legislative priority because of its proven ability to help employers fill workforce needs while creating opportunities for individuals who face barriers to employment.

Speaking on the U.S. Senate floor, Senator Cassidy called on Congress to include the Improve and Enhance the Work Opportunity Tax Credit Act in upcoming legislative packages, emphasizing that stable employment strengthens families, businesses, and communities. The tax credit, which expired at the end of last year, provides employers with an incentive to hire individuals from targeted groups, including military spouses, veterans, individuals receiving public assistance, and others who have traditionally faced challenges entering or reentering the workforce.

Cassidy highlighted military spouses as an example of why the program is needed, noting that frequent relocations often make employers hesitant to hire them. WOTC helps offset those concerns by providing a federal tax credit to employers who hire eligible workers.

"Instead of making service a barrier to employment, WOTC rewards it by providing military spouses the opportunity to build a stable, rewarding career," Cassidy said. "In the United States of America, that's exactly how we ought to treat those serving our country."

The senator also stressed that WOTC benefits a wide range of job seekers, including working mothers, lower-income families, and individuals returning to the workforce. He argued that meaningful employment provides more than a paycheck by offering stability, independence, and a pathway to long-term success.

Cassidy urged Congress to act quickly, pointing to strong support from employers and constituents across the country. He encouraged lawmakers to include WOTC in upcoming reconciliation legislation, government funding measures, or other legislative vehicles, while also expanding eligibility to better support military spouses.

For the tire industry, reinstating WOTC continues to be a key workforce priority. The association has long supported the program because it helps automotive businesses recruit and retain employees during an ongoing labor shortage while opening doors for qualified workers seeking meaningful employment. As Congress considers tax and funding legislation in the months ahead, TIA will continue advocating for the prompt reauthorization of WOTC and policies that strengthen the industry's workforce.

ESTI
Warehouse Inc.

ESTI WAREHOUSE, INC.
2 Surrey Lane Cinnaminson, NJ 08077
631-491-0747 | www.estiwarehouse.com

AUTEL **WEGMANN** **Dill** **REMA TIP TOP** **ASCOT**
air Controls Products Supply Corporation



L-R: Bob Vacca – Sponsor - American Tire Distributors, Sofia Molina - Sister, Maria Galvarro - Mother, Sebastian Molina Galvarro – Scholarship Recipient, Fabio Molino – Father, Bob Lane – Owner, Direct Tire

Sebastian Molina Galvarro, Winner of the \$2,000 2026 American Tire Distributors Award (funded by ATD and the NETSA Scholarship Golf Committee), is from Saugus, MA.

Sebastian graduated from Saugus Middle High School in 2025, where he participated in an early college community program that allowed him to help others rebuild computers while expanding his technical knowledge. He earned an Honors Award for his academic performance and was also a member of the soccer team.

Outside of school, Sebastian has worked at Walgreens for the past two years, where he has developed strong customer service and teamwork skills. His experience has strengthened his sense of responsibility, improved his time management, and taught him how to thrive in a fast-paced environment while balancing work and academics.

Craig Bidiman, Assistant Director at Wentworth Institute of Technology, praised Sebastian's determination, noting that despite a few setbacks during the semester, he advocated for himself and worked hard to ensure all his assignments were completed and of a quality above most of his peers. Sebastian's perseverance, work ethic, and commitment to personal growth will serve him well as he continues his education and prepares for his future career as a computer engineer. He is expected to graduate in April 2029.

Congratulations Sebastian!



L-R: Katie Maguire - Executive Director, Valerie Lane- Scholarship Recipient, Bob Lane - Father, Laurie Lane-Mother

Valerie Lane, Winner of the \$2,000 2026 Leo H. Lesieur Memorial Award (funded by Larry Lesieur and the NETSA Scholarship Golf Committee), is from Newton, MA.

Valerie is a 2025 graduate of Noble and Greenough School, where she earned a 3.9 GPA and was deeply involved in academics, leadership, athletics, and community service. She was a founding member and Co-Leader of Lupercal at Nobles and presented the organization in Lille, France. She also served as Co-President of Mock Trial, Prefect of Student Government, and Editor-in-Chief of the Nobles International Affairs & Social Science Journal. Valerie competed on the rowing and swim teams and earned a second-degree junior black belt in Senpai. She also dedicated her time to tutoring, mentoring, and teaching programs in her community.

Valerie continued her commitment to leadership and service during her freshman year at Northwestern University, where she made the Dean's List. She participated in the prison education program, helping raise funds for incarcerated students pursuing bachelor's degrees. She also worked with Chicago Public Libraries to develop and teach financial literacy to high school students. In addition, she served as an editor and staff writer for Northwestern's Undergraduate Law Journal, hosted NWU Cat Chat for incoming students, volunteered as a phone banker, competed on the Northwestern swim team, volunteered at a community garden, and participated on the crossword team.

Valerie will enter her sophomore year at Northwestern University and is pursuing a degree in Economics, Political Science, and Legal Studies, with an anticipated graduation date of June 2029. She believes legislation is one of the most effective ways to create meaningful change and hopes to advocate for underrepresented groups throughout the United States. Her career goals include lobbying for small businesses in Congress or working within the court system to promote and protect equal access to education. Valerie's exceptional leadership, academic dedication, and commitment to serving others make her an inspiring example of the impact one person can make in her community and beyond.

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

Congratulation Valerie!





New England Tire & Service Association

Scholarships can help you afford college!

If you have been an employee of a NETSA member at their member location for at least two years, then you, your spouse, or your dependents are eligible to receive one of these contributions toward tuition at an accredited 2-year or 4-year college, university, or post-graduate technical school.

APPLY TODAY!

New England Tire & Service Association Annual Scholarship Fund

Next School Year

Pay to the
Order of: You, Your Spouse, or Your Dependents

\$ 2,000.00

Two Thousand Dollar Academic Scholarship

Tuition at an accredited 2 or 4 year
college, university or Voc/Tech School

NE Tire & Service Association

ANNUAL SCHOLARSHIP FUND



The New England Tire & Service Association is awarding **19** (Nineteen) **\$2,000.00** scholarships this year!

To receive an application, go to www.netsa.org
and click on **Scholarship Application**
(Located on the home page).

Print and complete application. Information
should be mailed to the address provided below.

Postmarked by 4/30/2027.



P.O. Box 320166
West Roxbury, MA. 02132
Phone: (855) 638-7248 email: katie@netsa.org

TPMS Service – Have a Plan!

Scot Holloway, CEO – Bartec TPMS
September 2026

TPMS Sensors

As long as there has been Tire Pressure Monitoring Systems [TPMS], more than two and half decades, there have been replacement TPMS Sensors. In the early days of TPMS service, these replacement parts were direct, one to one replacement of the original equipment version of sensor. There were at least six sensor manufacturers, and each of the vehicle manufacturers had their own specifications relating to TPMS. This meant a lot of different parts were needed, and at one point as many as one hundred and fifty different sensor part numbers.



The impact for tire service providers was the need to stock massive amounts of inventory to be able to service the vehicles, a one-to-one replacement stock if you will. It was also necessary to manage and cross reference

the various part numbers and fitments. A proper TPMS Tool of the day would have had the part numbers by vehicle application, within the tool, making it easier to select and install the proper part. However, the higher cost of inventory was a major issue.

Relearns

Whenever a new TPMS Sensor was installed on wheel, that new sensor's digital identification had to be programmed to the vehicle's control module. This process became known as the "TPMS Relearn." The process of "learning" the new ID's to a vehicle's TPMS. There are three types of "relearn" processes. Stationary, OBDII, and Automatic.

Stationary Relearns are completed by placing the vehicle into "relearn mode" then using a TPMS Activation Tool, activate each sensor [starting with the left front position, moving clockwise, and ending at the left rear position]. Sometimes the spare tire is included. While in "learn mode" and with each sensor activation, the vehicle's horn will honk. When the last ID is received, the horn honks twice, indicating all four sensor ID's have been detected.

OBDII Relearns are a variation of the Stationary method. Using a proper TPMS tool each sensor is activated and the information stored in the tool. The same sequence is followed, beginning with the left front and moving clockwise around the vehicle. Once all of data from each sensor is captured, the tool is then connected to the vehicle's OBDII port, and the information is written or sent to the control module.

Automatic [or drive] Relearns, as the name suggests, happen when the vehicle is in motion. After new sensors are installed, the vehicle is driven until the flashing light stops, indicating that the TPMS is programmed.

Change comes

Initially replacement sensors were typically only available from the OE sensor manufacturers. Then, roughly five years into mandated TPMS, aftermarket replacement sensors crept onto the service landscape. For the first time, we had programmable sensors and multi-application sensors. Each type provided more flexibility for tire service providers. Instead of stocking large quantities of expensive OE, one-to-one replacement sensors, now a tire shop can stock just a few parts, or in some cases one single part. This has a significant impact on lowering inventory costs.

As the name suggests, multi-application sensors contained multiple sensor protocols in a single sensor.



Simply install the sensor, perform a "TPMS Relearn" and the vehicle was repaired. Typically, with multi-application sensors, there are still multiple SKU's, but still far fewer individual part numbers than the OE alternatives.

Programmable sensors on the other hand, offer the most flexibility to the tire service provider. A programmable TPMS replacement sensor can be set according to the vehicle application simply by using a proper TPMS Tool. A single part number [SKU] has the ability to be programmed into nearly every TPMS vehicle application.

It gets easier

Since their founding Bartec has understood the complexity of TPMS service and is always looking for ways to make things easier for technicians. While the emergence aftermarket sensors certainly made stocking parts more cost effective, there were also some unintended consequences. Programmable sensors by their nature, have an extra step. They must be programmed before they can be used. In the early days technicians would forget to program the sensor[s] or sometimes program them incorrectly. Both add extra time to TPMS Service.



Bartec figured out how to optimize the use of programmable sensors, and Rite-Sync® was born! Rite-Sync® combines sensor programming with the vehicle relearn, thereby eliminating extra steps, and because the tool controls the process, makes the process more repeatable. Rite-Sync® is unique to Bartec's Rite-Sensor®, and

makes TPMS service much faster and less susceptible to come-backs.

Rite-Sync® makes TPMS service easier for technicians and that is good news for your bottom line!

If you're interested in hearing more about Rite-Sync®, be sure to visit Bartec's SEMA booth in November!

TOUGH JOBS NEED TOUGHER EQUIPMENT



Call your Stellar Industries sales representative today!

Tom Formanek

(800) 321-3741 ext. 4253

Tformanek@stellarindustries.com



Our People. Our Products. Our Customers.
(800) 321-3741 • stellarindustries.com

Regularly update your TPMS tools to avoid frustration of not having the current Makes, Models, and years. This will also improve your ROI.

What are the most common errors tire dealers should avoid when providing TPMS service?

I encounter many mistakes, but these tips can help reduce them. First, physically inspect the vehicle's sensors before bringing it in. Perform a "two-finger test" to check if valve caps can be removed with two fingers. If not, alert the customer because removing the cap may damage the sensor if it's corroded. Also, test each sensor to ensure its functioning properly. Remember, you're responsible for the vehicle once you bring it in. After programming and installing the TPMS, perform the relearn procedure. I often see shops rotate tires but fail to relearn them, causing incorrect pressure readings. For example, the vehicle may display Ex (LF 35psi and RR is 40), but checking the pressure shows different readings in different locations, indicating someone forgot to relearn the sensors.

What are the most effective steps tire dealers can take to ensure vehicle safety and prevent service comebacks for TPMS work?

Replacing service kits on vehicles with aluminum stems, nuts, grommets, caps, and cores is crucial for safety. These components are essential,

and their replacement is necessary because the rubber grommet functions like the valve stem that's replaced when a tire is removed. This grommet maintains tire air pressure. Since it's exposed to pressure and environmental factors, it's susceptible to leaks. If sensors aren't removed during tire replacement, they can be bumped, creating a leak path. This can cause a flat tire. To prevent this, replace the service kit, which includes newer TPMS-style sensors with rubber stems. Ensure the sensors are properly installed and functioning correctly by performing relearn procedures to verify their accurate positioning. Another item to consider, specifically for a vehicle that tracks sensor by location, is when tires get rotated and a relearn is not performed. If the vehicle's tires are rotated, it could mistakenly be believed that the sensor is on the right front instead of right rear, leading to incorrect tire inflation and overinflation, which poses a safety risk.

Thanks for reading, I really hope it was helpful!

Selling Your Business?



Specializing in Selling Auto -Repair Businesses

- Tires
- General Auto Repair
- Auto Body & Collision
- Auto Glass
- Lube & Oil
- & More

For a Confidential Consultation Please Contact:

Jim Parker

Jim@TheAutoRepairBoss.com

(407) 927 8999

or visit us at www.TheAutoRepairBoss.com

The Digital Edge: How Technology Drives Your Tire Center's Value

Jim Parker - Auto Boss

As a business broker specializing in the sale of auto-related businesses for over 25 years, I've watched the tire industry evolve from handwritten work orders to sophisticated, cloud-based management systems. If you are still running your shop on legacy software - or worse, a paper-based system - you might feel that "if it isn't broken, don't fix it." However, when it comes time to sell your business, the technology you use (or don't use) can significantly impact your sale price and the type of buyers you attract.

Selling a business is about more than just numbers; it is about strategy and understanding the dynamics of the current buyer market. Today, that market increasingly values transparency, data, and scalability. Let's explore why modernizing your shop's technology is a critical step in preparing for a successful sale and how it helps you maximize buyer interest.

The Modern Buyer: Data is the New Currency

In our market, buyers typically fall into two categories: individual buyers and professional buyers. While their motivations differ, both groups are looking for stable, well-functioning businesses that offer a clear picture of financial performance.

- **Professional Buyers:** This group includes private equity firms and multi-location operators who are looking for well-run businesses to integrate into their portfolios. These buyers are experienced and decisive, but they rely heavily on data to make their decisions. They want to see digital reports on car counts, average ticket values, and technician productivity at the click of a button.
- **Individual Buyers:** These buyers are often looking for a business they can manage effectively from day one. A shop with modern Point of Sale (POS) and Customer Relationship Management (CRM) systems provides them with the confidence that they can step in and maintain continuity after the sale.

When your shop utilizes modern technology, you aren't just selling a tire center; you are selling a turnkey system that is ready for a smooth transition.

Transparency Builds Buyer Confidence

One of the most critical aspects of a business sale is the due diligence process. This is the buyer's deep dive into the heart of your business to verify your claims regarding profitability and operations. If your records are disorganized or trapped in outdated systems, it can raise red flags. Conversely, organized, digital records reassure buyers that your business is legitimate and well-managed. Modern technology aids this process in several ways:

- **Clean Financials:** Much like cleaning up personal expenses to show true profit, digital systems provide clear, provable cash flow that banks and buyers can easily verify.
- **Customer Insights:** A well-maintained CRM allows you to show a buyer exactly who your customers are, how often they visit, and what they spend. This transparency is far more valuable than a verbal assurance that you have "loyal customers".
- **Inventory Management:** Digital tracking of your tire stock and parts inventory reduces the risk of unpleasant surprises during due diligence, such as overlooked liabilities or inaccurate asset counts.

When your shop utilizes modern technology, you aren't just selling a tire center; you are selling a turnkey system that is ready for a smooth

Transparency Builds Buyer Confidence

One of the most critical aspects of a business sale is the due diligence process. This is the buyer's deep dive into the heart of your business to verify your claims regarding profitability and operations. If your records are disorganized or trapped in outdated systems, it can raise red flags. Conversely, organized, digital records reassure buyers that your business is legitimate and well-managed. Modern technology aids this process in several ways: transition.

- **Clean Financials:** Much like cleaning up personal expenses to show true profit, digital systems provide clear, provable cash flow that banks and buyers can easily verify.

- **Customer Insights:** A well-maintained CRM allows you to show a buyer exactly who your customers are, how often they visit, and what they spend. This transparency is far more valuable than a verbal assurance that you have "loyal customers".
- **Inventory Management:** Digital tracking of your tire stock and parts inventory reduces the risk of unpleasant surprises during due diligence, such as overlooked liabilities or inaccurate asset counts.

Speeding Up the Sale Process

In the world of business brokerage, time kills deals. Delays in providing information during the due diligence phase can cause a buyer to lose interest or become suspicious.

When your business records are digitized and organized, you can respond quickly to buyer requests. This keeps the momentum of the deal intact and ensures you don't miss the wave of initial excitement that occurs when your business first hits the market. A business that can produce a three-year profit-and-loss statement in minutes rather than weeks is infinitely more attractive to a serious prospect.

Efficiency as a Value Multiplier

Buyers assess the value of your business based on its profit. Technology is one of the most effective tools for increasing that profit by streamlining operational processes.

Digital systems for scheduling, parts ordering, and technician workflow (Standard Operating Procedures or SOPs) help control costs and identify areas for growth. When a buyer sees a tire center where the owner has documented and digitized these workflows, they see a business that can run successfully without the owner's constant presence. This reduces the perceived risk and can lead to a higher final sale price and more favorable negotiating power for you.

The Risks of Staying Analog

Just as overpricing your business can lead to a stale listing, relying on outdated technology can create a negative perception of value. Buyers may assume that:

1. **The business is not a good business:** They may wonder if you are hiding underlying issues in disorganized records.
2. **The equipment is outdated:** A lack of modern software often signals a lack of investment in modern tools and equipment.
3. **The transition will be difficult:** If a buyer has to spend their first six months digitizing your records, they will likely offer a lower price to compensate for the effort and risk.

How a Business Broker Helps You Bridge the Digital Gap

As a broker, my primary responsibility is to protect your confidentiality while packaging your business in a way that highlights its strengths to the right buyers. If your technology is currently a weak point, we don't need to panic. There are several ways we can work together to prepare your business for a successful sale:

- **Strategic Positioning:** I can help you translate your existing data, even if it's currently manual, into the professional formats that buyers and lenders demand.
- **Pre-Sale Preparation:** We can develop a plan to organize your customer information and operational processes 12 to 24 months before you list.
- **Targeted Marketing:** I will present your business to a select group of pre-screened buyers who are a good fit for your specific operational style.

Conclusion

Selling your tire center is a major milestone, and the work you put into modernizing your operations today will pay dividends when it comes time to sign the closing documents. By embracing technology, you aren't just making your daily life easier; you are building a stronger, more resilient, and ultimately more valuable business.

If you're wondering how your current systems might be viewed by a potential buyer, I encourage you to reach out. With 25 years of experience in the auto-related market, I can help you assess your digital health and guide you through the process of preparing for a successful, confidential sale.

Meet OMNI: What's Really Behind Your DVI

By Andrew Teolis, Head of Sales at ASA Automotive Systems

Over the last two issues, we've talked about digital vehicle inspections: what they are, and how to actually get results from them. If you've been following along, you already know that DVI works best when technicians document thoroughly, advisors walk customers through the findings, and owners track the numbers behind it all. But there's a piece of that story we haven't told yet: what's actually running underneath your DVI.

More Than an Inspection Tool

DVI doesn't operate in isolation, and at ASA, it never was designed to. It's one piece of a connected platform we call OMNI. Beyond DVI, OMNI also handles customer check-in, inventory management, barcode scanning, and two-way texting, all synced with the same POS your team already runs every day. Work order management with parts integration is next, launching this Q4, so the same connected flow will carry through from inspection to parts to invoice.

That matters because disconnected tools mean re-keyed data. The inspection lives in one system, the estimate in another, and inventory in a third. Every re-entry is a chance for something to get missed, delayed, or just wrong. OMNI keeps it all in one flow instead: a technician's inspection becomes an advisor's estimate becomes a customer's approval becomes an inventory pull, without anyone typing the same information twice. It's the same platform that already runs inside TireMaster and GTX for more than 3,000 dealers and 30,000 daily users nationwide, not a bolted-on add-in.

What It Looks Like for Your Team

For technicians, that connection means less time hunting for information and more time in the bay: pull up a vehicle by scanning the plate or VIN,

and the inspection history is already there. For advisors, it means the approval conversation starts before the customer even reaches the counter, since the report and pricing are already sitting on their phone. For owners, it means one dashboard instead of three, so you're not stitching together numbers from separate systems just to see how a location is actually performing.

Less Telling, More Showing

None of this matters if customers don't feel the difference, and they do. James Baxter of Neighborhood Tire Pros and Auto Service put it simply:

"OMNI DVI changed how our customers make decisions.

They're not taking our word for it anymore, they're seeing it for themselves."

That's the shift OMNI is built around. Photo and video evidence, AI-drafted notes that explain the issue in plain language, and a report the customer can approve line by line from their phone. The trust that used to take a long conversation at the counter now starts building the moment the inspection is complete.

See It Running at SEMA

If you want to see it live, we'll be at SEMA next month. Stop by ASA's booth, #43059 in the Lower South Hall, for a hands-on look at OMNI end to end: DVI, check-in, inventory, and the customer experience, all running as one connected system. Whether you're already running ASA or just curious what a fully connected shop looks like, we'd love to show you around.

ASA Automotive Systems is the all-in-one shop management platform built for independent tire dealers and automotive service businesses. From Digital Vehicle Inspections and point-of-sale to inventory management, work order management, accounting, and real-time reporting, ASA gives your team everything needed to run a smarter, more profitable operation. Learn more at asaauto.com.

Andrew Teolis | Head of Sales, ASA Automotive Systems | ateolis@asaauto.com | 603-324-7403

American First Finance.

More Ways to Say Yes.

At American First Finance (AFF), our All Credit Welcome solutions help you say **Yes** to more customers. With three programs—lease-to-own, retail installment, and bank—we can help tailor the right offering based on your location and needs, wherever you do business.

Why AFF?

- **Fast funding** for quick access to the money you've earned
- **Strong approvals** that help you serve more customers
- **Quick responses** that help keep sales moving
- Complete program coverage in **all 50 states**
- Dedicated **onboarding, training, and support**

Learn more and get started at Yesville.com.



2027

HALL OF FAME

Nominations now being accepted.

Deadline is **December 31, 2026**

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 2, 2027.

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.



2027 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, 2026

NETSA Membership

Why NETSA Membership Matters: Stronger Together

In a constantly changing industry, no business should have to navigate **challenges alone**. That is one of the many reasons membership in an organization like the New England Tire & Service Association (NETSA) is so important.

NETSA is more than an association. It is a collective voice for the independent tire and automotive service industry throughout New England. When we come together, we have a stronger voice, greater resources, and more opportunities to make a difference — for our businesses, our employees, our communities, and the next generation.

A Voice at the Statehouse and Beyond

One of NETSA's most important roles is **advocacy**. Legislation and regulations can directly affect how we operate our businesses, and it is not always possible for an individual business owner to keep up with everything happening at the local, state, and federal levels.

NETSA monitors legislation and advocates on issues that matter to our industry. Whether it involves Right to Repair, environmental regulations, tire recycling, business regulations, or other legislation affecting independent tire dealers and automotive service businesses, having an organization representing our collective interests is invaluable.

One business can make a phone call. An association can make an industry-wide impact.

Your membership gives NETSA the resources and credibility to advocate on your behalf.

Member Benefits That Can Add Real Value

NETSA also works with specific benefit providers to bring valuable programs and services to our members. These partnerships can provide access to resources, savings, and services designed with businesses like ours in mind.

We encourage every member to take a closer look at the benefits available through NETSA. **The value of membership isn't limited to the legislative work we do — there may be benefits available that can directly impact your bottom line.**

Education Keeps Us Moving Forward

Technology, equipment, regulations, business practices, and consumer expectations are constantly evolving. Staying informed is essential to remaining competitive.

NETSA provides opportunities for **education, training, industry information, networking, and professional development**. Learning from others in our industry allows us to share ideas, understand challenges, and discover solutions that can help our businesses succeed.

No matter how long you've been in the business, there is always something new to learn.

Building Our Industry Through Scholarships

One thing we should be especially proud of is NETSA's commitment to **education through our scholarship program**.

Through the NETSA Scholarship Program, we have the opportunity to invest directly in students and help them pursue their educational goals. Every scholarship we award represents more than financial assistance — it represents an investment in someone's future.

Our annual Scholarship Golf Tournament brings members, vendors, manufacturers, and friends of the industry together to raise money for these scholarships. The generosity and participation of our members and supporters make this program possible.

When we invest in these students, we are investing in the future of our communities and the future of our industry.

Membership Is an Investment — Not an Expense

It can be easy to look at an annual membership fee as simply another business expense. But when you consider everything that membership provides — **legislative advocacy, member benefit programs, education, networking, industry representation, and our scholarship efforts** — membership becomes something much more meaningful.

It is an investment in your business.

It is an investment in your industry.

And it is an investment in the future.

The strength of NETSA depends on the strength of its membership. The more businesses that stand together, the louder our voice becomes and the greater our ability to make a difference.

If you're already a NETSA member, thank you for your support. If you're not a member, we invite you to join us.

Our industry is stronger when we work together.

Your business. Your voice. Your industry. Your NETSA.



Helping Your Employees Stay Safe Behind The Wheel

Every Choice Matters – Choose Federated® DriveSAFESM

Federated DriveSAFESM Telematics can help your employees improve their daily driving habits. This combination of mobile app, in-vehicle tag, and online portal allows you to measure, rank, and provide feedback on employee driving behaviors so you can help them become safer drivers.



Scan to learn more about Federated DriveSAFESM Telematics and how you can help your employee drivers stay safe behind the wheel.

The content of this publication is for general information purposes only and should not be considered legal advice or an offer of insurance. Coverage will be determined solely by the terms of your policy, if approved for issue. Consult with a qualified professional to discuss questions specific to your circumstances.

FEDERATED INSURANCE Federated Mutual Insurance Company and its subsidiaries*
federatedinsurance.com | *Not licensed in all states.
25.08 Ed. 10/24 © 2024 Federated Mutual Insurance Company

Computer Software

ASA Tire Systems:

Ashley Hopkins – (603) 324-7404

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

TireTutor.ai:

Jimmy Gogan (781) 205-9148

TireTutor.ai is an all-in-one software platform that connects digital retail to in-store operations. It includes a modern POS with integrated tire ordering and online scheduling, websites optimized for agentic search, B2B wholesale ordering software with real-time inventory, and AI-powered advertising. Ask about our discounted rate for NETSA members!

Advocacy Credit Card Fees

Merchant Advocate:

Don Giordano (973) 897-2778

Save money on your credit card fees without switching processors. The credit card industry is unregulated and lacks transparency; we have become the industry WATCHDOG. Our goal is to help protect merchants from inflated rates and eliminate hidden fees.

Oil Products

Brenntag Lubricants:

John Reid (800) 426-7754

Our highly experienced group of sales representatives, lubricant engineers, and our vendor partners will consult with you to understand your needs and recommend the best lubrication solution for your application.

Auto Repair Business Sales

The Auto Repair Boss:

Jim Parker (407) 927-8999

Specializing in selling auto repair-related businesses, including general auto repair, tire shops, collision centers, and glass repair. With 25 years of experience, no upfront fees, and a reputation for handling every transaction with the utmost confidentiality, Jim is a trusted expert. A nationally recognized thought leader with 50+ industry awards, Jim is dedicated to helping business owners maximize the sale price of their business.

Web Site

Cinch:

Gabe Davis 801-592-3275 Sales@cinch.io

Cinch provides tire shops with the tools to operate more efficiently and deliver superior customer experiences. Our all-in-one marketing platform offers simple, powerful solutions designed for you:

- Customer Data Platform: Keep all your customer information in one place.
- Marketing Automation: Send perfectly timed, personalized messages automatically.
- Voice AI Call Assistant: Never miss a customer call, even after hours.
- Intelligent Scheduler: Let customers book appointments online, 24/7.
- Loyalty Rewards: Build customer retention with a simple rewards program.
- With Cinch, you have everything necessary to streamline operations, improve customer retention, and drive revenue.

*NETSA members receive an exclusive 10% year-over-year discount. Contact Cinch today to schedule your personalized demonstration.
www.cinch.io/tire

Social Media & Digital Marketing

Optimize Digital Marketing (ODM):

Doug Robison (651) 410-1416

Optimize Digital Marketing empowers businesses to compete in a digital age. Since 2012, the agency has grown from a social media startup into a full-service partner specializing in digital advertising, social media management, website design and management, reputation protection, digital dashboard, and directory management solutions. As certified partners of Google, Yelp, and Meta, we deliver transparent, data-driven strategies backed by U.S.-based support with dedicated account consultants. Whether you're just starting or scaling up, we learn your business inside and out to tell your story and connect you with the right customers online. NETSA members can take advantage of a special offer of 50% off setup fees to get started with real digital marketing results.

Insurance Coverage

Affiliated Insurance Agency:

Phil Muller (516) 576-0166 x:202

- All forms of insurance for the tire and rubber industry since 1981
- Comprehensive comparison review of current insurance portfolio for retailers, wholesalers, commercial, industrial, retreaders and manufacturers
- Insurance products included but not limited to Property, Liability, Automobile, Employment Practices Liability and Cyber Liability
- TIA/Allstate exclusive group health insurance program broker

Craft Your Financial Road Map to Success

Champlin & Associates:

Peter Owh (585) 899-1226

Exclusive 20% Discount for NETSA members and their families. Whether you need assistance with your estate plan or wish to explore strategies for enhancing the value of your business, we excel in helping successful business owners. Our expertise lies in crafting distinctive approaches to minimize taxes, boost income and create a lasting legacy. Embrace an open mindset and take control of your financial journey today!

Supplies, Solutions and Savings

HD Supply:

Brian Legrande (631) 636-6525

HD Supply offers customers a vast assortment of over 100,000 MRO, full-line janitorial, and OS&E products from high-quality, national, and private brands, all at competitive prices. Combined with our industry-leading services and solutions – including localized jobsite delivery, renovation programs, direct-ship options, and innovative digital tools and capabilities, as well as dedicated sales and customer care teams

Tire Industry Market Facts

GfK Benchmarking:

Neil Portnoy (212) 884-9269

- Monthly Benchmarking reporting
- Your store(s) vs. Market
- Sales, Share, Price; all by product line.
- Know what customers are buying so you can make informed inventory decisions.





New England Tire & Service Association

2027 Membership Application

- Primary Membership: **\$325**
- Additional Locations: **\$85 each**
- 10-20 Locations: **\$1,050**
- 21+ Super Locations: **\$1,700**

Company Information (Primary)

*Business Name: _____

*Street Address: _____

*City/Town: _____ *ST: _____ *Zip: _____

*Contact Person: _____ Title: _____

*Business Telephone # _____

*Email Address: _____

*Website: _____

**Must be filled in completely.*

Are you applying as:

_____ An Independently owned business selling tires and/or mechanical service:
If yes (Please check all that apply) _____ Retail _____ Wholesale _____ Commercial

_____ Supplier Member: Please describe what products/services you provide:

_____ Other: (Describe) _____

Total Number of Locations applying:

(Please supply information for additional
locations on a separate sheet.)

Primary Location: \$325.00

Additional locations: _____ x \$85.00 each location = \$ _____

Total Dues: = \$ _____

_____ Check Enclosed

_____ Please Bill Us

_____ Credit Card#: _____ Exp Date: _____ Code: _____

Member Pledge:

"As a NETSA Member, I pledge to abide by its bylaws and to conduct my business in a fair and reputable way."

Signature_____
Date

P.O. Box 320166
 West Roxbury, MA. 02132
 Phone: (855) 638-7248
 email: katie@netsa.org

APPLY ON-LINE





P.O. Box 320166
West Roxbury, MA. 02132

For more information please contact: Katie Maguire
New England Tire & Service Association
Tel: (855) 638-7248
e-mail: Katie@NETSA.org
website: www.netsa.org

Mark your Calendar!

**20
27** **NETSA**
Trade Show & Convention



Mohegan Sun
APRIL 2ND & 3RD 2027