

2011


Mohegan Sun



NEW
ENGLAND
TIRE &
SERVICE
ASSOCIATION

NETSA Annual Trade Show & Convention

April 15 - 16, 2011

Seminars

Show Specials

On-site Demonstrations

Drawings

Hall of Fame

Guest Speakers

Take advantage of the special seminars designed exclusively for you and your business.

A great networking opportunity. Speak with people from all aspects of the Automotive industry.

90 booths covering 20,000 sq.ft of Exhibition Hall dedicated to products and services directly related to you... the Tire & Service Dealer.

SPECIAL EVENTS
Hall of Fame Dinner & Scholarship Auction.




Mohegan Sun

Mohegan Sun, Uncasville, CT
April 15 - 16, 2011

Attendee Registration

Trade Show promises to be Educational & Fun!

Weekend Highlights



Friday, April 15th

Seminar 1: 3:00 pm - 5:00 pm



What you need to know About: **Asset Protection, Tax Reduction & Estate Planning**

Presented By: G. Kent Mangelson, American Society for Asset Protection. Kent is one of the nation's top expert advisors and speakers in the area of lawsuit protection, tax reduction, and estate planning strategies.

Seminar 4: 10:00 am - 10:50 am



Effective Use of Social Networking

Panel Discussion:
Moderator: Spencer Carruthers, owner Kenwood Tire Co.

Panel Members:
Barry Steinberg - Direct Tire
Mark Gillard - Sullivan Tire
Mark Rochefort - Vermont Tire

4:00 p.m. - 7:00 p.m.:

Exhibit Hall Opens:

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

Complimentary Finger Food & Cash Bar

11:00 a.m. - 12:30 p.m.:

NETSA Full Course Luncheon & Annual Meeting - \$41

Keynote Speaker: JOHN BARATTA
President, Replacement Tire Sales U.S. & Canada Consumer Tire Sales division Bridgestone Americas Tire Operations (BATO)

12:30 p.m. - 5:00 p.m.:

Exhibit Hall Opens:

Saturday, April 16th

Seminar 2: 9:00 am - 9:50 am



Ownership & Management Transition: Implementing a Plan to Protect the Family

Presented By: Walter Parker, Mohawk Rubber Sales. Walter owned and operated a family business before becoming a highly sought-after corporate coach who travels around the country helping businesses.

Seminar 5: 1:00 pm - 1:50 pm



OBD II & Catalytic Converter Training

Presented By: Gary Stamberger, Magnaflow Exhaust Products and Racers Equipment. Gary is the Training Director for Magnaflow Exhaust Products who's been in the Automotive Repair Industry for over 35 years becoming an ASE/L1 Certified Technician.

Seminar 3: 9:00 am - 9:50 am



Web Site & Internet Marketing for Tire Dealers

Presented By: Pat Sandone, Net Driven. Pat is the President & CEO of Net Driven which serves over 700 automotive businesses and is a regular speaker at automotive industry events on websites and internet marketing.

Seminar 6: 1:00 pm - 1:50 pm



Washington Update on TPMS, R2R, Rolling Resistance & Tire Aging

Paul Fiore, Director of Government and Business Relations for TIA. Paul went into business running a full-service Shell station for 20 years while becoming very active in the Maryland Service Station Association and then Exec V.P of the Service Station Dealers of America

The Netsa Trade Show & Convention
April 15-16, 2011
Mohegan Sun
1 Mohegan Sun Boulevard
Uncasville, Connecticut 06382



2011 Attendee Registration Form
New England Tire & Service Association
P.O. Box 1012
Yarmouth, ME 04096
Tel(207)846-0986, Fax(207)846-0987
netsapros@aol.com

Company Information:

Please print information

Email: _____ Date: _____
 Business Name: _____ Phone: _____
 Street Address: _____ Fax: _____
 City/Town: _____ State: _____ Zip Code: _____
 Contact Person: _____ Title: _____

Attendee Names:

All Attendees must register for the show in order to attend.

	Tradeshow \$ - No Cost	Saturday Luncheon \$ 41.00 pp	Saturday Dinner \$ 53.00 pp
1. _____			
2. _____			
3. _____			
4. _____			
5. _____			
6. _____			

Ticketed Events:

Saturday Luncheon & Keynote-11:00AM to 12:30 PM
 Saturday Evening Dinner - Hall of Fame -7:00PM-8:30PM

of tickets requested Total

_____ @ \$ 41.00 each = \$ _____
 _____ @ \$ 53.00 each = \$ _____

Total Fees = \$ _____

Check Enclosed #: _____ Bill Us Please: _____

Credit Card #: _____ Expiration Date: _____ Code: _____



2011 NETSA Annual Trade Show & Convention

Friday & Saturday April 15 & 16th

Contact Information

To Pre-Register for the Trade Show and All Other Questions:

Contact Dick Cole at *NETSA*:
Phone: 207-846-0986 or
Fax: 207-846-0987.
Email: netsapros@aol.com
Website: www.netsa.org

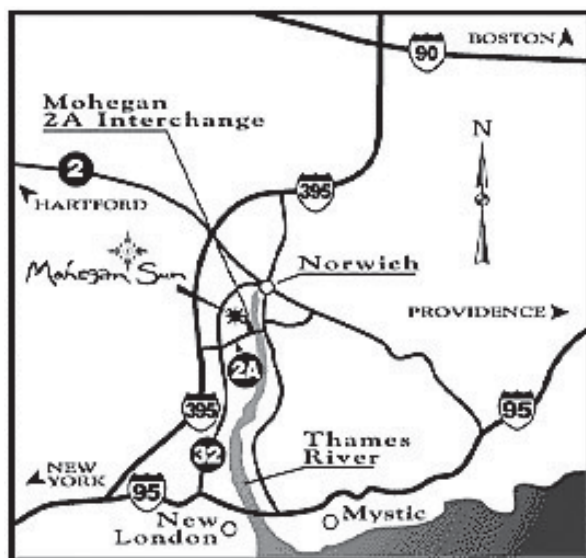
Hotel Reservations:

Hotel: Mohegan Sun: (877)-664-3426
Name of Group: New England Tire & Service Association
Group Code: TIRE11

Group Room Rate:

Thursday	\$179.00
Friday	\$280.00
Saturday	\$280.00

Cut-Off Date: March 31, 2011



Directions

From Providence, R.I. Take I-95 South to Exit 84N (Route 32 North). Take Route 32 North to I-395 North. Take Exit 79A, (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

From Hartford, CT I-91 South to I-84 East to Route 2 East to I-395 South. Take Exit 79A (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

From New York, NY Take I-95 North to Exit 76/I-395 North. Take Exit 79A (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

From Boston, MA Take I-90 (Mass Pike) West to I-395 South. Take Exit 79A (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

NETSA Welcomes...

Keynote Speaker Profile



JOHN BARATTA
President, Replacement Tire Sales
U.S. & Canada Consumer Tire Sales division
Bridgestone Americas Tire Operations
(BATO)

John Baratta, serves as Vice President, Consumer Tire U.S. & Canada, BATO, a title he holds concurrently with his position as President, Replacement Tire Sales, U.S. & Canada Consumer Tire Sales Division As President, Replacement Tire Sales, U.S. & Canada Consumer Tire Sales division, Bridgestone Americas Tire Operations, John Baratta is responsible for passenger and light truck tire sales and marketing to the replacement market, including sales to dealers, company-owned stores and corporate accounts in the United States and Canada.

Baratta began his career in 1983 with The Firestone Tire & Rubber Company as a Retail Tire Sales Manager in Charleston, S.C. He later accepted assignments as Store Manager first in Columbia, S.C. and later in Orlando, Fla. Baratta has worked in various positions at the store, district and zone levels for the company's retail operations.

In 1993 Baratta transferred to the wholesale division and was appointed Region Marketing Manager, Southeast, based in Atlanta, Ga. In 1996 he was promoted to the position of West Region General Manager based in Orange County, Calif. In 2000 Baratta relocated to Nashville, Tenn., where he was named General Manager of Key Accounts. Baratta also served as Director of Consumer Tire Sales, Retail Division. Prior to his new position, Baratta served as Vice President of Consumer Replacement Tire Sales, Bridgestone Firestone North American Tire (now known as Bridgestone Americas Tire Operations), since 2006.

Baratta received his bachelor's degree in business administration from Furman University.

Seminar 7: 2:00 pm - 2:50 pm

Building the Customer Experience

Presented By: Dave Crawford, Director of the Mid-Atlantic region of American Tire Distributors. He's a contributing editor for Tire Review magazine and on the TIA Board of Directors from 2006 to 2009.

Seminar 8: 2:00 pm - 2:50 pm



Electronic Stability Control Challenges.

Understanding the new last step in wheel alignment for vehicles that require re-calibration of steering angle sensors.

Presented By: Russ Yates, Hunter Engineering

6:30 p.m. - 7:00 p.m.:

Wine & Cheese Reception



7:00 p.m. - 8:30 p.m.:

NETSA Hall of Fame Dinner - \$53

NETSA Hall of Fame Inductees
Scholarship Auction

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

2011 NETSA Hall of Fame Inductees

Jack Axelrod
of Axelrod Tire

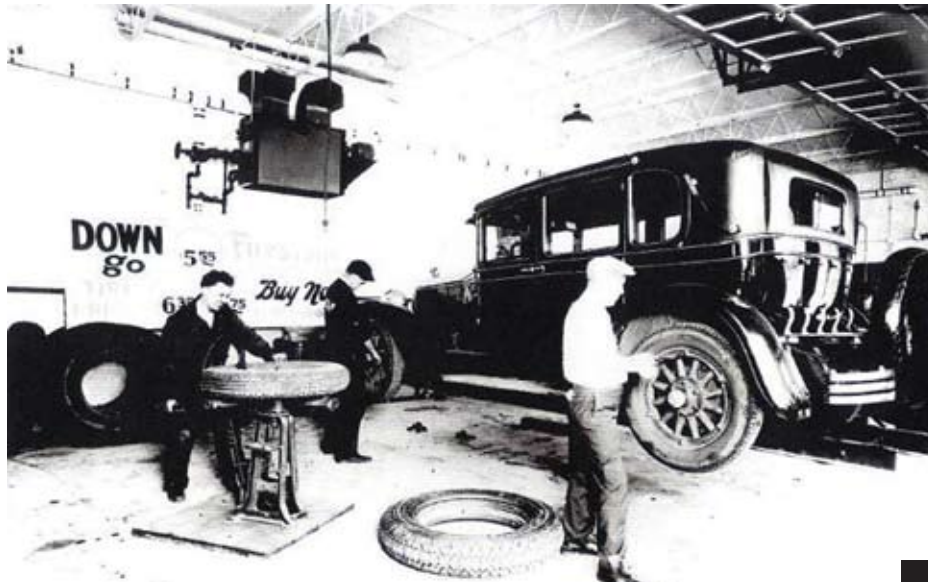
Richard "Dick" Cole
of Dick Cole Tire Center & DPH, Inc.

Barry Steinberg
of Direct Tire & Auto

2011 Annual Trade Show & Convention

***"Nothing changes faster than information
in today's automotive business world."***

*-Rich Tuttle
University Wholesalers, Colchester, VT*



Corporate Sponsors



2011
NETSA
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Convention


Mohegan Sun

Mohegan Sun, Uncasville, CT
April 15 - 16, 2011



P.O. Box 1012
Yarmouth, ME 04096