

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

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