



**Wayne C. Croswell**  
President, ASA Tire Systems

Wayne Croswell is a Massachusetts native who first became involved in the Tire Industry 20 years ago with the acquisition of ASCO, a software supplier to the Independent Tire Dealer. He has been with ASA for 32 years as of May 1, 2009.

Wayne earned a Bachelor of Science, in Computer Science, from the Carroll School of Management at Boston College. He started with ASA in 1977 as a programmer straight from college. Wayne advanced within ASA to Project Manager, and formed the first Customer Support Department in 1978. In his early career, he designed software for various manufacturers, distributors and service related industries.

He became Vice President of Operations in 1987. He then moved to Seattle, WA, to become Regional Vice President, and General Manager, of ASA Tire Systems with the acquisition of Computers Northwest. In early 1993, Wayne moved back to New England to become the General Manager of ASA Tire Systems. He became President of ASA Tire Systems in August of 1996 and ASA International Ltd. Corporate Group Vice President in April of 2002.

Croswell is a past member of National Tire Dealers and Retreaders Association (NTDRA) and the Tire Association of North America (TANA) where he served on the Board of Directors and Executive Committee. Croswell continues to serve as Chair of TIA's (Tire Industry Association) Member Services and Benefits Committee and also on the Public Relations and Marketing Committee and the Strategic Planning and Bylaws Committee. He was elected Secretary of TIA in July of 2007. The Secretary position proceeds through the officers' chairs that place Croswell in line for the one-year Presidential term from November 2009 through October 2010. He accepted this position of TIA President in November of 2009.

Wayne plays soccer on a local men's Soccer team, and has been playing the sport since 1971 (High School, College, an over 30's, 40's and now 50's league.) Croswell is a 14 year volunteer (as "Chairman of the Boards") for the PGA men's champion's professional golf tour in Boston, MA. He enjoys all sports, especially Boston Red Sox, NE Patriots and Boston Celtics.



25 Manchester Street, Suite 100  
Merrimack, NH 03054  
603-889-8700  
[www.asatire.com](http://www.asatire.com)

