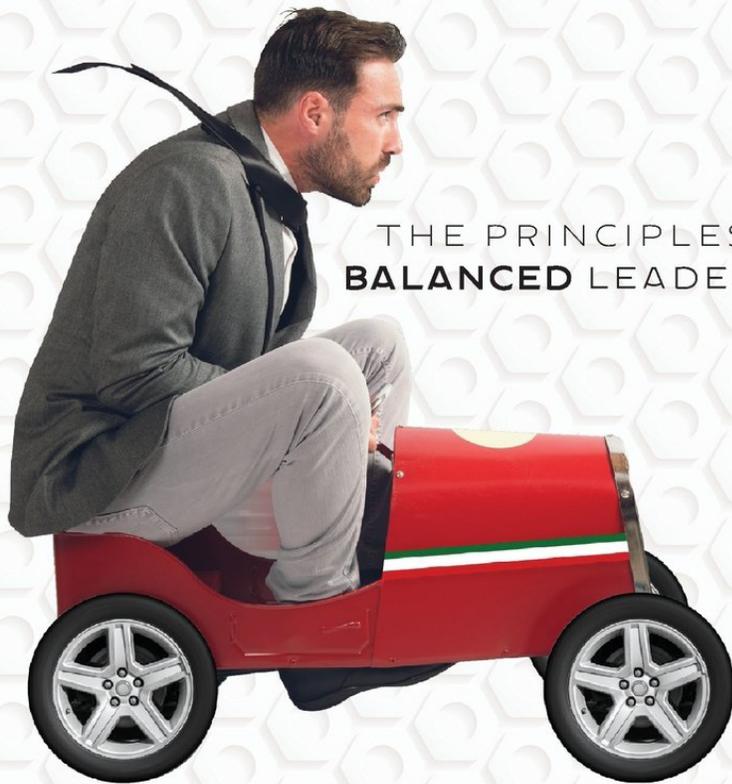


ROCKY ROMANELLA

Author | Speaker | Consultant

TIGHTEN THE LUG NUTS



THE PRINCIPLES OF
BALANCED LEADERSHIP

ROCKY ROMANELLA

TIGHTEN THE LUG NUTS: THE PRINCIPLES OF BALANCED LEADERSHIP

by Rocky Romanella

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3SIXTY[®]
MANAGEMENT SERVICES

**“LEADERS
LIVE
THEIR
VALUES.”**

**- ROCKY ROMANELLA
FOUNDER OF 3SIXTY MANAGEMENT SERVICES**

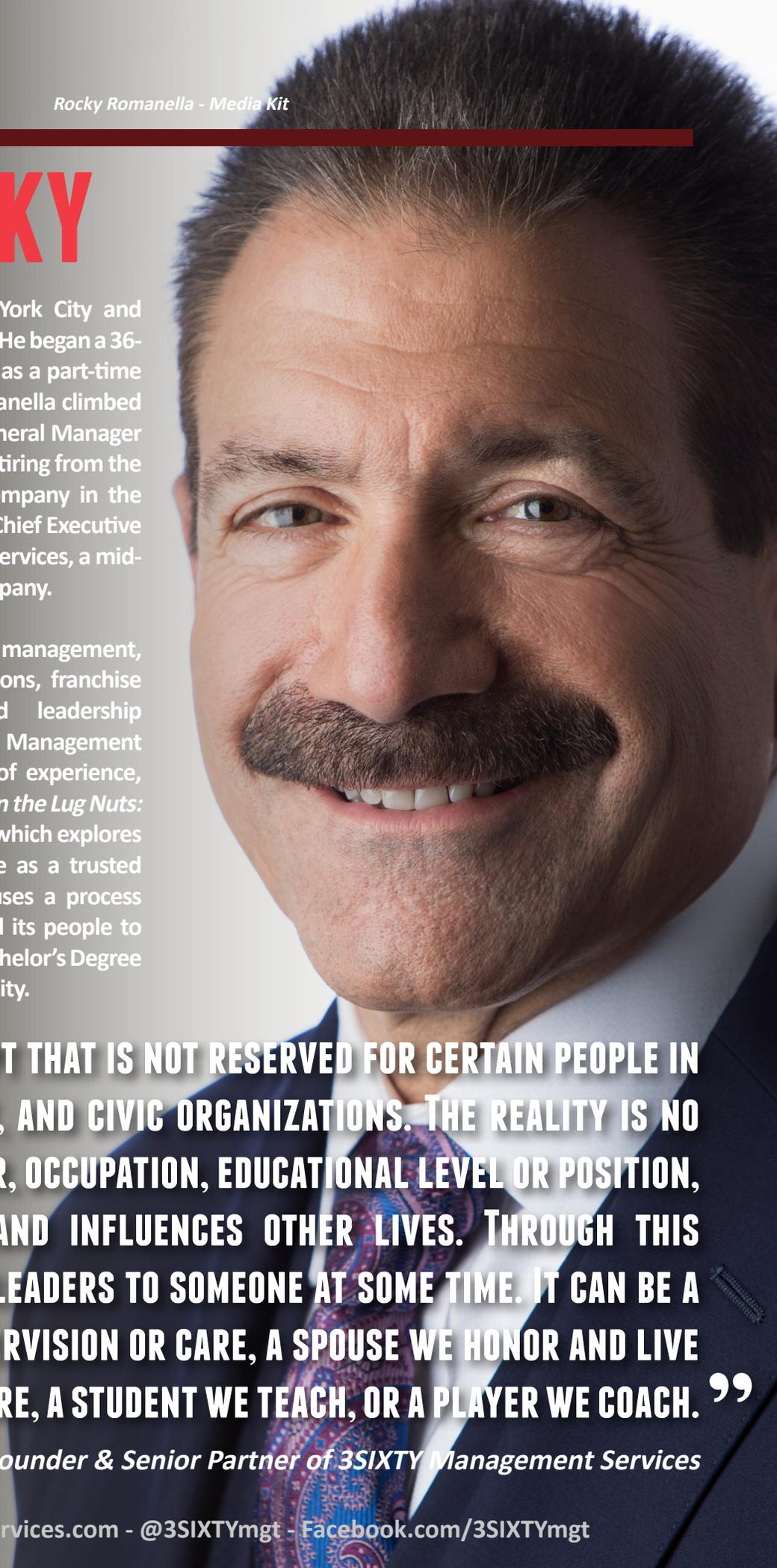
ABOUT **ROCKY**

Rocky Romanella was born in New York City and raised in New Jersey in an Italian family. He began a 36-year career with UPS on June 15, 1976 as a part-time loader and unloader. From there, Romanella climbed the ranks to become President and General Manager of UPS Supply Chain Solutions. After retiring from the largest transportation and logistics company in the world, Romanella went on to serve as Chief Executive Officer and Director for UniTek Global Services, a mid-cap telecommunications solutions company.

His experience in operational management, business integration, telecommunications, franchise development, supply chains, and leadership development led to founding 3SIXTY Management Services, LLC. Utilizing over 40 years of experience, Romanella embarked on writing *Tighten the Lug Nuts: The Principles of Balanced Leadership*, which explores the ways a true leader can add value as a trusted advisor, mentor, and visionary who uses a process approach to lead the organization and its people to new levels of success. Rocky holds a Bachelor's Degree in Management from St. John's University.

“LEADERSHIP IS A CONCEPT THAT IS NOT RESERVED FOR CERTAIN PEOPLE IN BUSINESS, GOVERNMENT, AND CIVIC ORGANIZATIONS. THE REALITY IS NO MATTER OUR AGE, GENDER, OCCUPATION, EDUCATIONAL LEVEL OR POSITION, EACH OF US TOUCHES AND INFLUENCES OTHER LIVES. THROUGH THIS EXTENSION WE ARE ALL LEADERS TO SOMEONE AT SOME TIME. IT CAN BE A PERSON UNDER OUR SUPERVISION OR CARE, A SPOUSE WE HONOR AND LIVE WITH, A CHILD WE NURTURE, A STUDENT WE TEACH, OR A PLAYER WE COACH.”

- Rocky Romanella, Founder & Senior Partner of 3SIXTY Management Services



TIGHTEN THE LUG NUTS: THE PRINCIPLES OF BALANCED LEADERSHIP

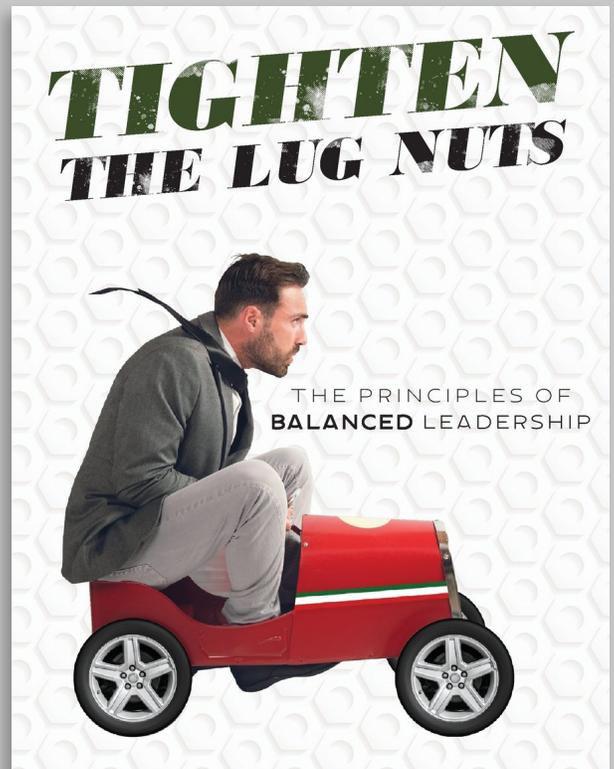
PRESS RELEASE

ALLENTOWN, N.J. — In the ebbs and flows of today's multifarious business landscape, the success of the future demands sustainable, trustworthy, and balanced leaders. Rocky Romanella – former President of UPS Supply Chain Solutions and Founder of 3SIXTY Management Services – brings over 40 years of executive business leadership experience to life in the pages of his new book, *Tighten the Lug Nuts: The Principles of Balanced Leadership* (3SIXTY Media, February 2017).

“Leadership is something we all have concerns about...no matter our age, gender, occupation, educational level or position in life,” Romanella said. “Through this extension we are all leaders to someone at some time. It can be a person under our supervision or care, a spouse we honor and live with, a child we nurture, a student we teach or a player we coach.”

How we treat one another matters in every type of relationship and forum, making the development of effective leadership skills increasingly valuable in the workplace, and beyond. In *Tighten the Lug Nuts*, Romanella tells the story of a fictional character, Joe Scafone, who demonstrates the importance of small acts of kindness, the power that comes with understanding your role, and the freedom that accepting responsibility affords. In an approachable, witty, and engaging narrative, Romanella details the steps and measures to becoming a great leader, which ultimately means becoming someone who “leaves things a little better than they found them.”

“Sometimes a simple story can help people see the bigger picture, promote moral and ethical behavior, and ensure that we don't take ourselves so serious that we lose sight of the fact it is not always about us,” Romanella said.



SELECT PRAISE

ROCKY ROMANELLA

“Rocky is an inspiring leader that personally connects with his audience. Through his unique business and personal examples, he captures the attention of the room and imparts relevant lessons that truly motivates you to be a balanced leader aware of how your actions affect your customers, associates and business partners.”

- T.D. - PRESIDENT OF THE UPS STORE, INC.

“*Tighten the Lug Nuts* is a heartfelt book that details the secret sauce required to craft an effective leadership strategy for today’s challenging business world. *Tighten the Lug Nuts* will delight and disturb you in the best way. The elements of balanced leadership come alive through the poignant story of one manager’s career journey from entry level through senior management.”

**- RICHARD SNOWDEN - PRESIDENT OF RAVENHOUSE INTERNATIONAL
& AWARD-WINNING AUTHOR OF THE COMPLETE GUIDE TO BUYING A BUSINESS**

“Rocky Romanella has written a highly useful and highly readable book for ANYONE wishing to be a more effective (and happy) leader. His storytelling approach makes *Tighten the Lug Nuts* an entertaining read, and the lesson summaries that complete each chapter serve as a blueprint for putting the information into practice. I’d recommend *Tighten the Lug Nuts* to new leaders as well as experienced leaders. If you don’t learn something from this book, you’re not trying!”

- DENNIS SNOW - AUTHOR, SPEAKER, AND CONSULTANT

“The Leadership training offered by 3SIXTY Management Services was an excellent opportunity for our management team to develop their skills in the critical areas of responsibility and leadership that they face on a daily basis.”

- SHANNON SCHELL - COO OF REVA, INC.

“Joe Scafone personifies how wisdom, confidence and humor derived from interactions with family, friends, colleagues and strangers over a lifetime can help train all of us to be the great listeners and leaders of our time. *Tighten the Lug Nuts* is a resource for all aspiring and current leaders.”

**- KAREN A. PASSARO - DEAN, CONTINUING EDUCATION & PROFESSIONAL STUDIES
SETON HALL UNIVERSITY**

“Practical lessons in values, roles, problems, energy, and legacy are delivered in context of real world experience in *Tighten the Lug Nuts* - but with lessons directly accessible to the reader. A different, and worthy read.”

**- BENN KONSZYNSKI, PHD - GEORGE S. CRAFT DISTINGUISHED UNIVERSITY PROFESSOR
OF INFORMATION SYSTEMS AND OPERATIONS MANAGEMENT
EMORY UNIVERSITY**

AFFILIATIONS

Rocky Romanella and 3SIXTY Management Services, LLC



WATCH ROCKY ROMANELLA TAKE THE STAGE THE UPS STORE CONVENTION:



Q/A WITH ROCKY ROMANELLA

Where did you draw inspiration from to write *Tighten the Lug Nuts: The Principles of Balanced Leadership*?

The inspiration of this book began as a tribute to a wonderful family and in grateful respect for an excellent career that I feel very fortunate and blessed to have lived, learned, and experienced. It also gave me an opportunity to recognize and say thank you to two very influential people in my life, my Dad, Pasquale and my thoughtful, caring wife, friend, and partner, Debbie Romanella. Affectionately known as “the Hon”.

The book follows the story of a fictional character, Joe Scafone. What did you intend to communicate with readers by using a fictional character to narrate an otherwise nonfiction book?

I often find that some of the best examples and learning experiences come from the stories we tell and the experiences that we share. Others come from the stories we learned as children or read to our children as parents or grandparents.

Leaders must develop emotional intelligence along with their educational intelligence and business acumen. I find a simple story can help people see the bigger picture, promote moral and ethical behavior, and ensure that we don't take ourselves so serious that we lose sight of the fact it is not always about us.

How has your New Jersey upbringing in an Italian family influenced your life today?

Although as I look back and understand finances now, I would say we were on the cusp of being poor but never knew it because my parents and my Aunt and Uncle never spoke about money or how tight things were. What matters is to make sure nothing comes before or between you and your family and to make sure you take care of each other.

I was very fortunate to be brought up in an environment where you were taught respect, that you could disagree, but not be disagreeable, and where money didn't motivate you and measure your success. Integrity was at the core of who you are and what you stand for as a person.

As a respected Author, CEO, Director, Keynote Speaker, Executive Adviser and Expert in Customer Service and Leadership Development, how would you describe your overall experience with the writing and publishing process?

Writing this book gave me an opportunity to reflect on the many stories and appreciate the many people I encountered along the way. I absolutely believe the journey is never about yourself but always about us. In my view, leadership is about building a bridge to the future. You give your people the opportunity to help build that bridge by communicating with and educating each one of them. This book gave me the opportunity to help build that bridge and share a thoughtful view of leadership.

Q/A CONTINUED...

What challenges were you forced to confront or leadership skills to improve upon when founding your company, 3SIXTY Management Services?

First, we had to decide who we were as a company, what we stood for, and what our company would not compromise. We wanted to build a company that we could all be proud to represent and ensured it lined up with our values and ethics. We wanted to help our clients connect strategy with results.

Our first challenge was to translate this vision and strategy into words, both in the traditional sense and in the social media space. All very new to us. This is when I see our greatest strength: the smartest thing we know is recognizing what we don't know. We reached out and sought help from the experts in these areas.

Aside from being a highly accomplished business executive, what are some of your hobbies and how have they influenced your style of leadership?

I believe people learn most from the environment they are in, the experiences they have, and the people with whom they engage. I believe we have values that are either utilized and developed or are left dormant. Success is an individual thing and each of us has our own measure of success. I always played sports, and now that I look back, I always seemed to be the organizer and captain.

What, in your opinion, does it mean to be a leader?

When I think of the term LEADERSHIP, what comes to mind is leaders are all around us. Leaders motivate, train, and develop their people. They get people and organizations to attain success beyond what they would have done on their own. They are strong during the difficult times and know when to discipline, when to celebrate, and when to be in the background. They are humble, thoughtful, and bring energy and enthusiasm to their role.

Finally, leaders have a responsibility to be a role model for professionalism. I have never been a screamer or used foul language. This put me ahead of the curve as far as professionalism is concerned. I believe you need to walk the talk, be very visible and not get too caught up in who you are. People see through facades. Be yourself and believe in what you are communicating. Your style is you.

3SIXTY^o

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