

# TRENDS

Tire Industry News

Editor: Bob Bignell

Issue 1003

Inside this issue...

**NIAGARA 2010 TRADE SHOW & CONFERENCE  
A RESOUNDING SUCCESS!**

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Dealers Association

President: Glenn Warnica

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# President's Message



**The mind is like a parachute. It doesn't work unless it's open.**

Right out of the gate in 2010 the minds of OTDA members were wide open as they embraced a host of new concepts presented by Matthew Winslow of ATI (Automotive Training Institute) at the 2010 Winter Conference.

Education, fellowship and fun are three key elements of this annual event; however you must attend to experience the benefits and the difference active participation in your association will make in your business!

We continued the TREND of education in 2010 as we introduced the new Commercial Vehicle Wheel Service Training Program (CVWS) and the Practical Tire & Wheel Service manual. This new manual is readily available through your OTDA office. Contact information and a host of information can easily be attained at

[www.otda.com](http://www.otda.com)

ATS (Automotive Tire Service), CTS (Commercial Tire Service), and ATI (Automotive Training Institute), programs were provided once again for our members during 2010. These programs are three great ways to make certain your service technicians are properly trained and you as well as your key people have the opportunity to explore new profit generating concepts to be used in the management of your tire and automotive business.

While taking a break from "working on their business" many members of the OTDA took a little time to work on their game at the OTDA Annual Fundraiser & Charity Golf Classic. This annual event "raised the bar" once again with a record level of support for this year's charity - CARE (Cystinosis Awareness and Research Foundation).

I reiterate, the Niagara Falls Trade Show & Conference was a "resounding success" by any measure. Suppliers to the OTDA went the extra mile to provide an excellent and informative tradeshow. Members attended in record numbers and participation in the tradeshow and workshops was exceptional.

Hat's off to Bob Bignell, Executive Director – OTDA and Richard Bender, Director – OTDA, the masterminds behind this year's event. Your efforts are greatly appreciated by the Members and Directors of our Association.

As we look forward to 2011 the landscape in the tire industry continues to

evolve and concerns of the past come back to challenge the tire dealer once again. With this I refer to the issue of Grey Market & Price Disparity.

Although the issue repeats itself, each time it returns to the market, the market has changed, consider the impact of the internet on the issue of price disparity. Consider again the impact of the internet on communications involving grey market product.

A solution to the issues of Price Disparity and the Grey Market must be found as these concerns continue to erode the profits of the authorized dealer channel, members of the OTDA.

Rest assured the OTDA will be there working on behalf of our members and coordinating efforts to find a new and lasting solution to an age old problem.

Thank you for your support! Your membership makes a difference! Your support of the OTDA allows us to provide a host of benefits to our membership. Benefits such as a Grey Market, Price Disparity Committee, Education Programs, Health & Safety Initiatives, Charitable Events, Trade Shows & Conferences, TRENDS Magazine, Liaison with Federal & Provincial Government, just to name a few.

Glenn Warnica  
President  
Ontario Tire Dealers Association

# TRENDS

## *Tire Industry News*

**If you have a Website....  
Send it to us and we will link it to our Website!!!**

**Please take note to use the correct current address as listed below!**

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The OTDA is recognized by industry and government as the representative body of the Independent Tire Dealers of Ontario.

## WELCOME NEW MEMBER’S TO OTDA!

New Member	City
Noble Tire . . . . .	Brampton, ON
Schrader International . . . . .	Brampton, ON
Pneus Lavoie . . . . .	Gatineau, QC
Solid Source Tires & Wheels Inc. . . . .	Beeton, ON
Baltic Tire Suppliers . . . . .	Maple, ON
Maple City Tire . . . . .	London, ON
Stealth Auto . . . . .	Brampton, ON
Boyd Automotive . . . . .	St. Catherines, ON
Tire Hotel . . . . .	Burlington, ON
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Mersinco Enterprises . . . . .	Mississauga, ON

## OTDA DIRECTORS

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## MARK YOUR CALENDARS

**2011 Annual OTDA Fundraiser and Charity Golf Tournament**

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**Orangeville Ont. Oct. 12th 2010**

TIRE DISCOUNTER GROUP has announced the addition of 6 Branded Associate Member locations in Ontario. The new locations include;

St. Catharines	Tottenham
Hamilton	Hanover
North Bay	Midland

Orangeville Ontario based Tire Discounter Group operates 2 distribution centers in Orangeville and Barrie Ontario. Tire Discounter serves wholesale customers throughout Central and Northern Ontario.

"We are pleased our Associate and Affiliate programs continue to attract quality independent dealers" said Tire Discounter Group Director Richard Bender. "We will continue to build business based on mutual trust and good values" said Bender.

Tire Discounter plans for 2011 include the opening of an additional 4 Associate stores.

For additional information, please contact:

**Richard Bender**  
**TIRE DISCOUNTER GROUP**  
202 First Street,  
Orangeville, Ontario  
L9W 3K1

1-866-558-0264 - Distribution Centre  
416 - 460-1934 - Cell  
richard@tirediscounter.ca  
www.tirediscounter.ca

**Fountain Tire Co-Founder Named to Alberta Hall of Fame**



Tire Review - News: North American  
Bill Fountain, the late co-founder of Canada's Fountain Tire, was recently inducted into the Alberta Business Hall of Fame.

In 1956, Bill and Jack Fountain opened the first Fountain Tire store in Wainwright, Alb. Bill's vision and drive led the company to add agricultural tire services to meet the needs of local farmers, and to eventually expand the business into more rural areas.

He established stores in Fort St. John, B.C., and Whitehorse, Yukon Territories, towns that serviced much of the burgeoning Alaska Highway. The new locations proved successful, setting the blueprint for the business' future growth. He also set up key store managers as owner-partners in

their stores.

Today, Fountain Tire has 145 locations across western Canada.

In 1967, Bill Fountain and tiremen from Ontario, Manitoba, Saskatchewan and Alberta formed Astro Tire & Rubber Co., creating their own private label tire brand.

In 1976, 20 years after he had started the business, Bill was killed in a tragic car accident, leaving behind his wife, Eileen, two sons and a daughter.

In 2006, the Western Canada Tire Dealers Association honored Bill with its Pioneer Member Award, and in 2005 Alberta Venture Magazine named him one of the 100 Alberta entrepreneurs of the century.

**NEWS RELEASE  
September 17, 2010.**

The Suppliers Council to the Canadian Tire Industry held its annual General Meeting in Niagara Falls, Ontario.

Peter Parik, Executive Director, is pleased to announce the election of two new directors:

*Ali Rakla of Rakla Tire  
John Van Loenen of Hofmann Canada a division of Snap-On Tools.*

At the same meeting, the remainder of the Board of Directors was re-elected.

*Dave Lottridge of Prema Canada as President.  
Ian Kedzierski of Rema Tip Top as Vice President.  
Jim Jordan of Myers as Past President.  
Peter Gelinat of Ingersoll Rand .  
Mauro Di Tullo of Federated Insurance.*

The Suppliers Council to The Canadian Tire Industry supports Trade Show functions of the Tire Dealers Associations in Canada, and serves as a voice of the suppliers in the planning and execution of these events.

A complete list of members can be viewed at the web site: [www.sctti.org](http://www.sctti.org)

**Canadian Tire Shakes Things Up, Warns Employees**

News: North American  
Top management of Canadian Tire is not at all happy, so its president and CEO has turned the company on its ear and has warned employees to shape up.

Stephen Wetmore, head of the massive retailer for less than 24 months, has reshuffled the top exec deck and realigned the company's divisions under one umbrella in a move to improve the bottom line, enhance customer service and cut duplication and costs.

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**WEST LAKE**

# Treadlines

**October 22, 2010**

**TRIB vs. Retread Tire Association:  
Let the chips fall where they may**

**By: Bob Ulrich**

**TRIB has competition.**

Harvey Brodsky, former managing director of TRIB (Tire Retread & Repair Information Bureau), is forming his own non-profit retread organization "dedicated to promoting and expanding retreading and proper tire repairing throughout the world." It will be called the Retread Tire Association.

As you may know by now, Brodsky was fired as managing director of TRIB on Oct. 5 (see "TRIB fires Brodsky, starts search for replacement"). At the time, Brodsky voiced his displeasure with the decision.

"Having spent the better part of my career defending and promoting the retread industry, I am very disappointed at the board's decision, which I believe is extremely ill-advised," he wrote. "During my nearly 30 years as the managing director of TRIB, I have made many friends in the retread and tire repair industries, and I thank them all for their support during the many years we worked together. I hope to see many of them again as time goes by." (for more on this story go to [www.modern-tiredealer.com](http://www.modern-tiredealer.com) )

**TPMS vulnerable to hackers:**

**Researchers find systems' electronic identifiers easy to breach**

**Tire Business - WASHINGTON—**

Drivers who own cars with a tire pressure monitoring system (TPMS) may find their personal security has been compromised, researchers from Rutgers University and the University of South Carolina said recently.

**Canada's Camoplast to buy**

**Solideal Group**

**Tire Business - SHERBROOKE,  
Quebec (Sept. 22, 2010) —**

Canadian rubber track maker Camoplast Inc. has agreed to buy industrial tire maker Solideal Group for an undisclosed price.

**Yokohama Tire (Canada) names  
Eric Dedoyard president**

**Tire Business - LANGLEY, British  
Columbia (Aug. 27, 2010) —**

Yokohama Tire (Canada) Inc. has named Eric Dedoyard, a 17-year veteran with the company, president, replacing Alec Pigulevsky, who retired earlier this year.

**Volvo recalling S80 vehicles over  
tire pressure error in owner manuals**

**Tire Business - ROCKLEIGH, N.J.**

**(Aug. 3, 2010) —**

Volvo Cars of North America L.L.C. is recalling 3,635 vehicles, Model S80, because the tire and loading information label and a page in the owner's manual contain incorrect maximum permissible inflation pressure and the vehicles' tire pressure monitoring system (TPMS) software has an incorrect trigger level.

**Maine Industrial Tire Realigns U.S.,  
Canada Operations**

**July 20, 2010 Trie Review News:**

**North American**

Maine Industrial Tire has made several moves to realign the company and complete its separation from the former GPX International Tire Corp. Earlier this year, GPX filed for bankruptcy and was broken up, with Maine Industrial Tire taking over the former company's industrial tire operations.

**TIA names 2010 Hall of Fame  
inductees**

**Tire Business staff report**

**BOWIE, Md. (Aug. 12, 2010)**

The Tire Industry Association (TIA) has named six individuals who will be inducted into its Tire Industry Hall of Fame.

The inductees are: Gus Hawkinson, owner of Hawkinson Tire Consulting; Nick Hodel, co-founder of Northwest Tire Factory L.L.C. and former CEO of Portland Tire Factory; Russell MacCleery, a retired industry veteran who was part of TIA's forerunner trade group, the National Tire Dealers & Retreaders Association (NTDRA); Gary Nash, director of OTR sales, Yokohama Tire Corp.; Jerry White, chairman of White Tire Supply; and Don Blythe, former executive director of the Western Canada Tire Dealers Association.

The Hall of Fame inductions are part of TIA's Tire Industry Honors event, which will take place from 6-7 p.m. Nov. 1 at Paris Hotel in Las Vegas during the Specialty Equipment Market Association Show.

**CARB to require tire pressure  
checks by Sept. 1**

**Tire Business staff report**

**SACRAMENTO, Calif. (June 23,  
2010) —**

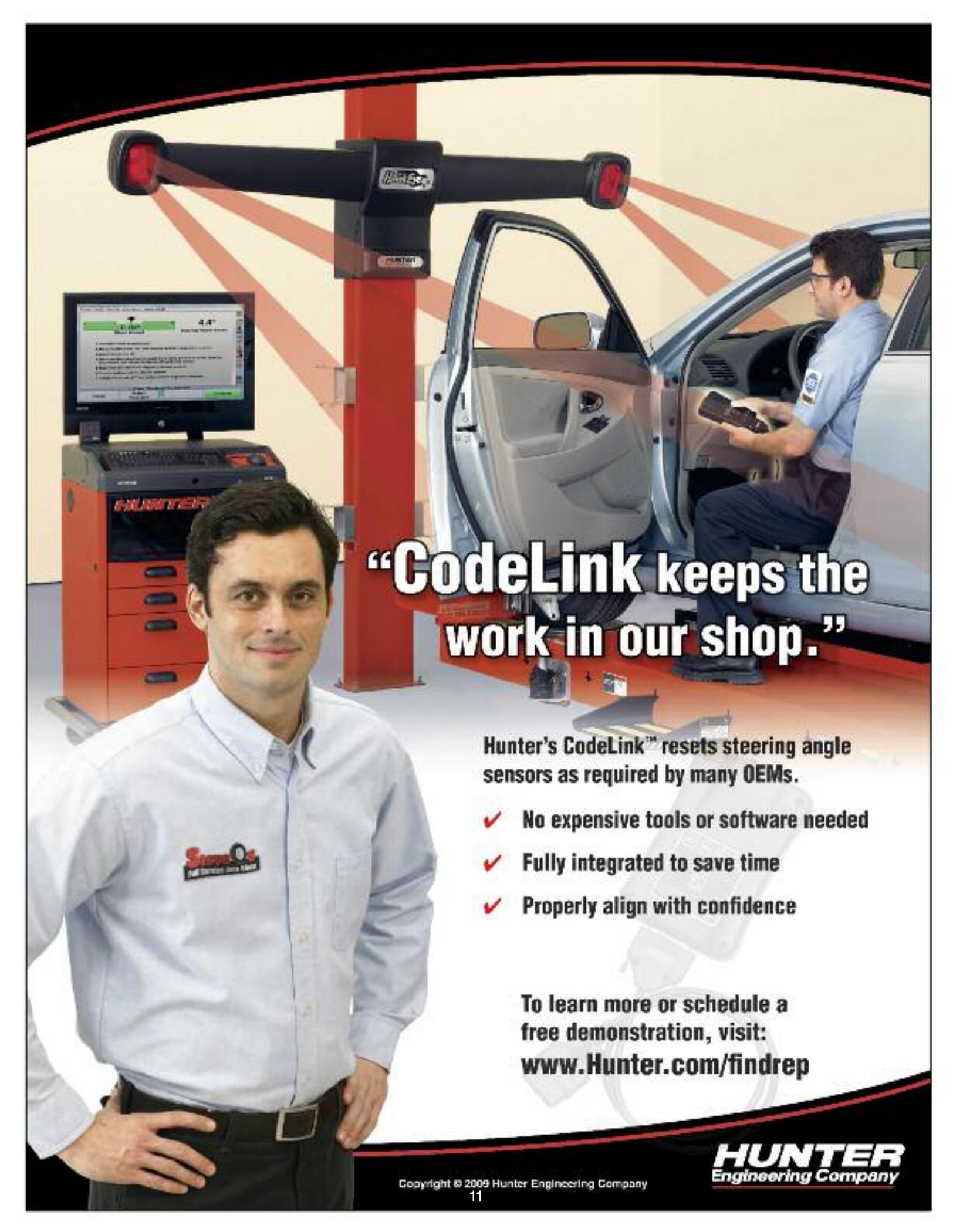
The California Air Resources Board (CARB) said Sept. 1 is the new date when a law in California orders mandatory tire pressure checks by automotive service providers.

First announced in the spring of 2009, the CARB regulation requires auto service providers in California to check and inflate the tires of every passenger car brought to them for service.

When it first announced the regulation, CARB said it would eliminate 700,000 metric tons of greenhouse gases annually, reduce California's fuel consumption by 75 million gallons annually, and extend a tire's average service life by 4,700 miles. Some 40,000 auto service establishments throughout the state would have to comply with the regulation, including auto and tire dealers, smog check stations, engine repair facilities and oil service providers, the agency said.

The original date for compliance with the new regulation was July 1. However, on March 19 the California Office of Administrative Law disapproved the regulation, according to a release from the Automotive Maintenance and Repair Association (AMRA).

The Office of Administrative Law found the regulation as written to violate California's clarity and necessity standards, and also found the regulatory file did not contain all required documents. CARB has since made those corrections, AMRA said.



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# President's Address

OTDA President  
Glenn Warnica



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See Wayne's Presentation at  
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# Niagara 2010 Hall of Fame Presenters



Ron Spiewak



Glenn Warnica

**Willam N. (Boog) Lottridge &  
Charles O. (Husky) Sherkin  
inducted into  
OTDA Hall of Fame**



Don Frisby

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# OTDA Hall of Fame



Kate & Matt Lottridge accept the honour on behalf of their father William (Boog) N. Lottridge



(Husky) Sherkin accepting the honour





October 2010

Ontario Tire Dealers Association  
c/o Bruce Bamin  
593771 Hwy. 59, RR#1  
Burgessville, ON, N0J 1C0

Dear Bruce:

As a valued donor to the Building the Vision Campaign for our new hospital we are pleased to inform you that we are in the process of completing the recognition signage for the new hospital.

All signs will appear as etched glass mounted to the walls with custom brushed aluminum offsets. Levels of recognition will be reflected in the size of the sign. As a donor who will be recognized in signage at the \$25,000.00 level, your sign will be 7" high x 9" wide.

In an effort to place emphasis on our donor's names and keep costs at a minimum, the wording on the plaques will be fairly uniform. Your plaque will appear as follows:

**Exam Rooms  
generously funded by  
Ontario Tire Dealers Association**

In addition, your name will appear as Ontario Tire Dealers Association on the Foundation donor wall which reflects your cumulative donations to the Woodstock Hospital Foundation.

We are excited about publicly thanking our donors and are looking forward in the day in 2011, prior to opening to the public, that we can invite you to tour the facility and see your name on your chosen area.

If you have any questions please feel free to call me at the Foundation office at 519-421-4226.

We thank you for your generosity and continued support.

Yours truly,



Vicki Dewey  
Director of Development  
Woodstock Hospital Foundation

Health Services, 711 Dundas Street, Woodstock, Ontario N4B 5N6  
Phone: 519-421-4226 Fax: 519-421-4225  
Charitable Registration Number: 1316-10-0000

**November 25, 2010**

## **ONTARIO LEGISLATURE SUPPORTS BILL MAURO'S MOTION**

### **Motion to Reduce Driver's Insurance Premiums and Improve Road Safety**

QUEEN'S PARK – Today, Bill Mauro, MPP for Thunder Bay-Atikokan, introduced his Private Member's Motion in the Ontario Legislature. The motion calls on the insurance industry to reduce insurance premiums for drivers who use winter tires.

Reducing insurance premiums for drivers who use winter tires would help consumers. Winter tires can be cost-prohibitive for many people, so a premium reduction for winter tire use would make them more affordable – making it possible for more drivers to use them. The increased use of winter tires would result in safer roads for everyone. Insurance companies would benefit as well. These companies would see their costs go down because the use of winter tires decreases the number and severity of winter road accidents.

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# Niagara 2010



Dennis DesRosiers gave detailed insight to Canadian Automotive and Tire trends.

His full presentation can be found at [www.otda.com](http://www.otda.com)



OTDA director Paul Marshall was instrumental in coordinating conference keynote speakers.

Dennis Hull had everyone rolling with laughter before leading them to cut the ribbon to open the trade show.



# OTDA & SCCTI Officials Open the Show!



Niagara Co-Chair Richard Bender  
with his son Dan.  
It couldn't have been done  
without him.



U.S. visitors, TIA President Wayne  
Crowell with Tire Review  
Magazine Publisher David Moniz



Rolf Vanderzwaag reviews the  
Commercial Vehicle Wheel Service  
program with Ron Spiewak.  
Details on page 25.



# CASH-IN ON SALES

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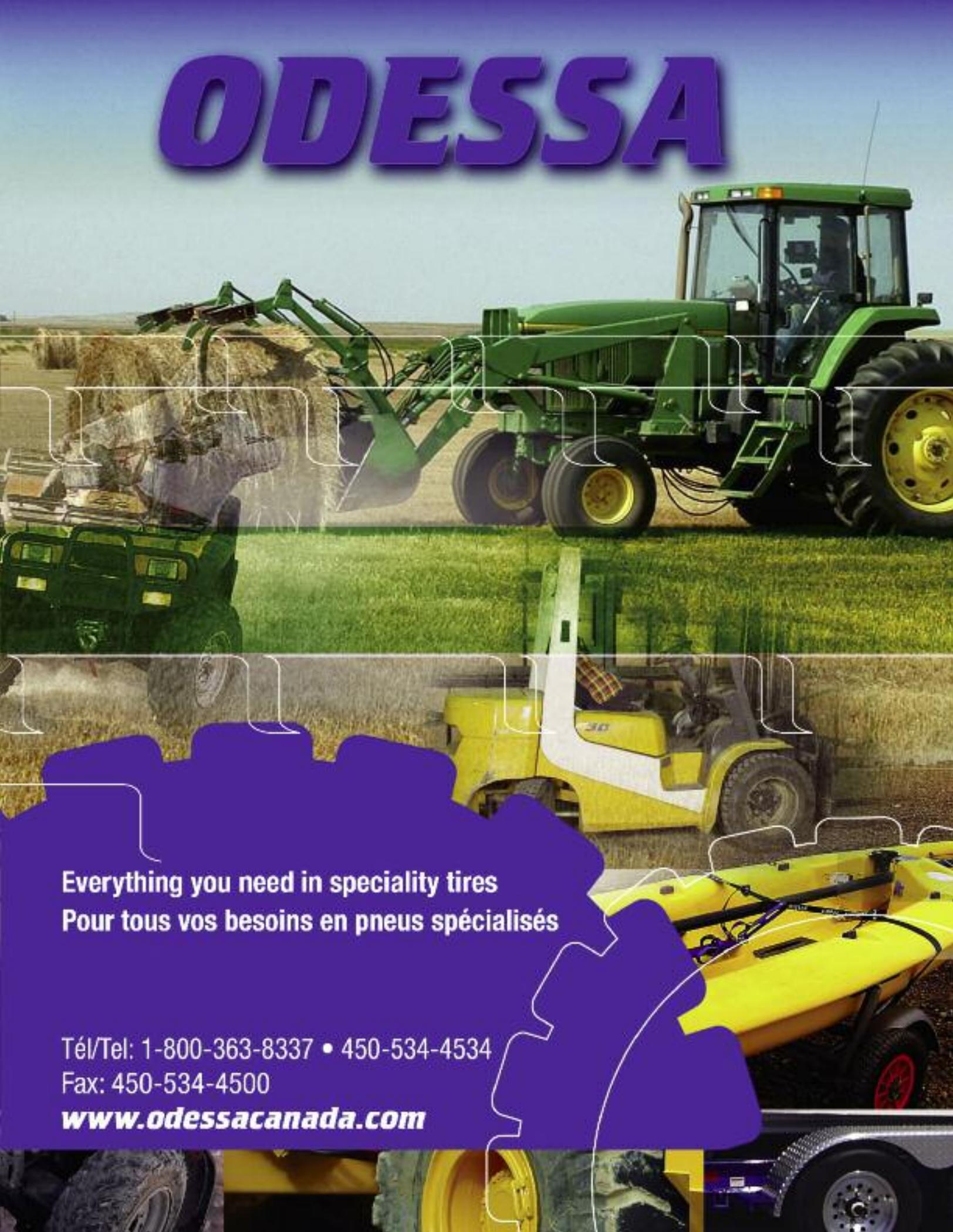
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---

## Commercial Vehicle Wheel Service (CVWS) Training Program

Through the joint efforts of the Ontario Trucking Association (OTA) and the Ontario Tire Dealers Association (OTDA), the enhanced wheel training program is now full deployed.

The Commercial Vehicle Wheel Service training program materials titled “Practical Tire & Wheel Service” are offered in response to Ontario Regulations. The regulation requires all individuals who remove or replace wheels on heavy trucks and truck trailers, having a manufacturer’s gross weight rating of 9,000 kg or higher and all motor coaches to be certified.

The certification training program consists of 17 learning modules and allows individuals to become certified at one of four different levels. These levels are based on the specific needs of the individual and based on the job tasks each person is required to perform. Each of the basic certification levels are very limited in scope and are intended for drivers and other individuals who must perform certain job functions as listed below. The advanced stream is designed for tire service technicians, people who perform tire service work as a primary part of their job functions.

- Basic I. – Inflation (Modules 1-3) Appropriate for drivers and other individuals whose job descriptions require them to re-inflate tires, but not to perform any other work related to tires or wheels.
- Basic II. – Inflation & Checking (Modules 1-5) Appropriate for drivers and other individuals whose job descriptions require them to re-inflate tires and/or perform checks of wheel fastener security, but not to perform any other work related to tires or wheels.
- Basic III. – Remove and Replace (Modules 1-9) Appropriate for drivers and other individuals whose job descriptions require them to remove and replace mounted tire and rim assemblies on their vehicles.
- Advanced – Service Technician (Modules 1-17) Appropriate for individuals whose job descriptions involve removal and replacements of tires and wheels from vehicles, tire de-mounting and mounting, and tire repairs.

To become certified an individual must attend the appropriate level of training delivered by a qualified Instructor and successfully complete the knowledge test.

To inquire about training or to register, contact:

- A qualified instructor
- Ontario Tire Dealers Association
  - 866-375-6832
  - [www.otda.com](http://www.otda.com)
- Ontario Trucking Association 416 249-7401
  - 416-249-7401
  - [www.ontruck.org/WheelTraining](http://www.ontruck.org/WheelTraining)

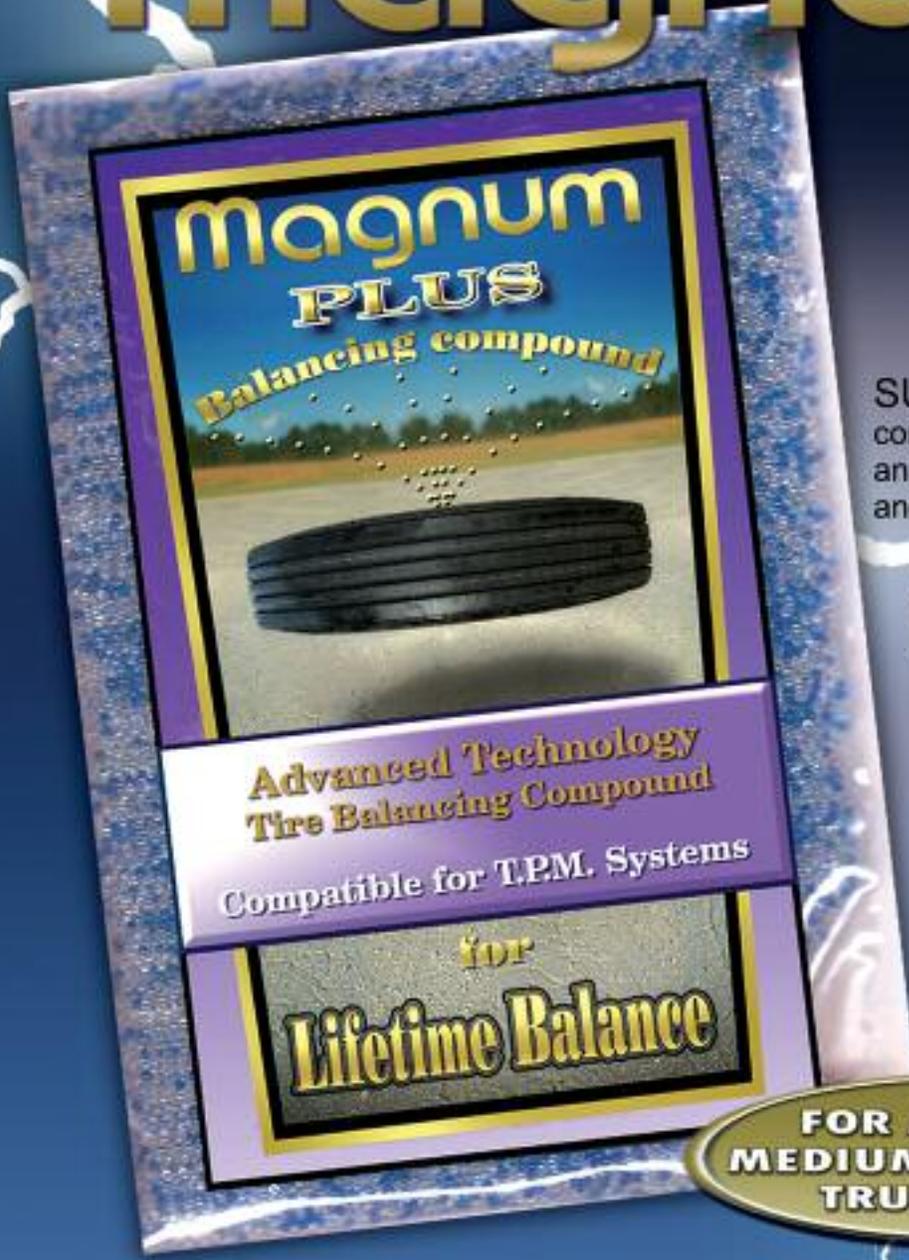


# INTRODUCING



# Magnum

# PLUS

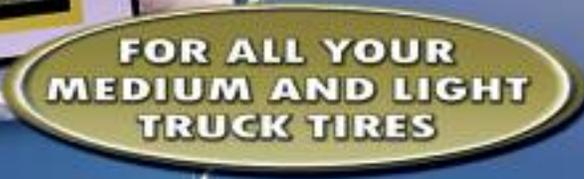


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**NO STATIC** - No static build-up ensures maximum flowability.

**LONG-LASTING** - Magnum Plus is durable and can be re-used in trailer tires.

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- PREMA York/Durham

The following is from a presentation by Richard Frost at OTDA Niagara 2010. The entire presentation can be viewed At [www.otda.com](http://www.otda.com).



## Communication Policy

**All employees have a legal duty to share required information that:**

- \* May **affect the** safety, health **or** welfare of others.
- \* Is **necessary to** identify and control existing and potential hazards

All **employees** will continuously be on the look out for hazards and **if** practical, control them immediately. **Employees** are to immediately inform their supervisor, and those affected, of any situation they deem to be hazardous.

Serious hazards and their controls will be discussed with all employees as soon as reasonably practical. The hazards identified through hazard assessments; inspections and investigations will also be posted in a prominent location.

**Notwithstanding the above, the following items will serve as guidelines to establishing an effective means of hazard communication:**

- Supervisor/lead-hand **at all** jobsites
- Worker Safety Representative at all jobsites
- Prime Contractor (when required)
- Orientations
- Toolbox Talks
- Job specific instruction and training
- WHMIS
- Posted and/or made readily available at all jobsites:
  - Safety Manual
    - Applicable legislation
  - Emergency Procedures
  - Emergency Telephone Numbers
    - MSDS Sheets
    - Safe work practices/procedures



Snow and ice make winter roads hazardous, let **traction** and **handling** work for you this winter.

**Goodride Tires - Get a grip on Winter.**

**Winter Tires**

SW601

SW602

**Passenger Tires**

H210

H260

H400

H500

H550A

H600

H660

H700

H800

SP06

**Performance Tires**

SV308

SU307

SA05



**SW601 SW602**



SW601  
Asymetrical Design



SW602  
Double V-Shape Design

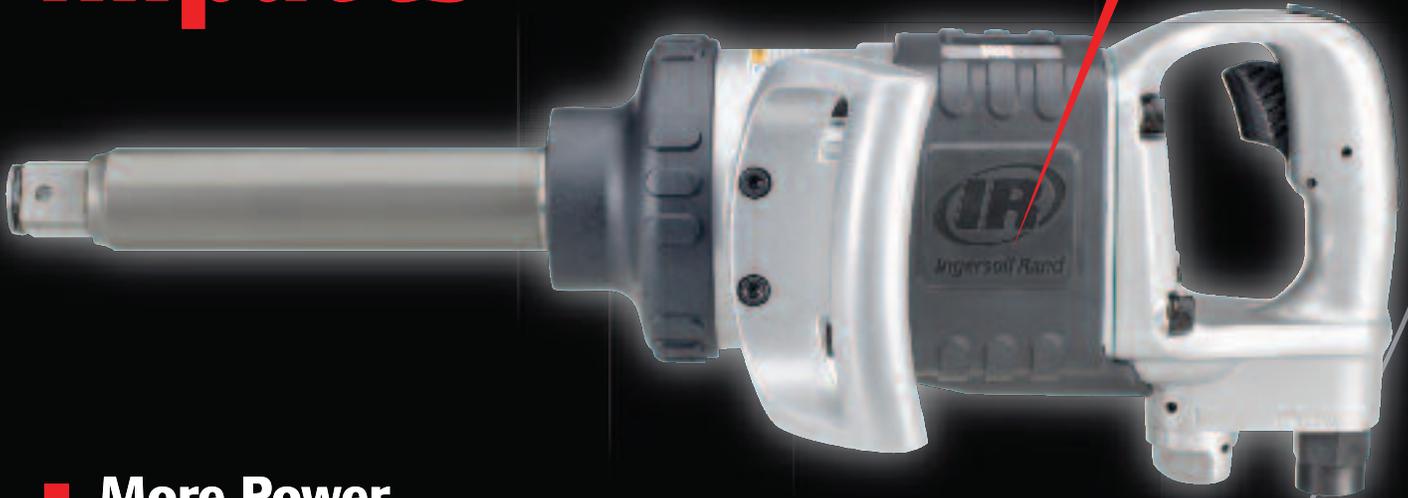
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**Now even MORE  
performance from  
the world  
leader in  
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**FREE**  
CHEMICAL RESISTANT BOOT  
\$31 Value



- **More Power**
  - delivers 1,770 ft-lb maximum torque
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  - improved feather-touch trigger
  - 3 position power regulator
- **More Durability**
  - new increased pressure rating
  - new hammer design

**IR** Ingersoll Rand

[www.irttools.com](http://www.irttools.com)



Updated for  **OTDA** Members

## Ontario Tire Dealers Association *Health & Safety Manual*

Developed exclusively for OTDA members, this comprehensive and generic H&S Policy Manual provides the key elements to your workplace health & safety program:

- \* Generic H&S manual now covers new violence requirements
- \* Speeds development of your H&S program and builds compliance
- \* Helps you meet your Health & Safety documentation requirements
- \* Help reduce injuries, illnesses and lower WSIB premium costs
- \* Available as part of your OTDA Membership
- \* Developed on behalf of the OTDA by the Ontario Service Safety Alliance (OSSA)

*Engage OSSA for additional hazard assessment, site specification and roll-out implementation coaching.*

**Download available now for OTDA Members!**

In a tightening economy, having to pull management and staff off of revenue opportunities to work on health & safety is a difficult choice. The OTDA has partnered with OSSA to develop a generic Ontario Tire Dealers Health & Safety Policy Manual. This downloadable electronic manual includes:

**NEW!**

**Violence & Harassment policies & procedures now incorporated**

- \* Digital copies of generic manual available for download by all OTDA members
- \* Manual benefits & features:
  - \* Provides H&S policy and procedure templates and samples for you to review and adapt
  - \* Identify, assess and focus on most common key hazards for your tire dealerships
  - \* Help you establish an effective health & safety program to protect your staff, save money and meet compliance requirements

Sponsored by 

*Ordering is simple.*

*Your OTDA member Login will be provided to paid members. Members in good standing will also be provided ongoing changes to H&S Manual.*

*Please note, this offer is limited to OTDA members in good standing.*

 **Ontario Tire Dealers Association**

[www.otda.com](http://www.otda.com)



**The True Cost of an Injury – Who’s Paying?**

Average Injury costs \$6600 in direct costs (WSIB costs)  
 - Add \$13,400 in indirect costs (productivity, loss in materials, equipment damage, tracking time, etc.)  
 TOTAL COSTS = \$20,000.00  
 Assume Operating Profit Margin = 10%

Need \$200,000 in sales to off-set the cost/injury.  
 About 2000 Tire Sales/Installations (@\$100 each).

Assume Operating Profit Margin = 5%

Need \$400,000 in sales to off-set the cost/injury.  
 About 4000 Tire Sales/Installations (@\$100 each).

**The Road To Zero – It’s a Toll Road**

Target: Reduce Injuries by 7%/yr for next 5 years  
 (Actually, a 40% reduction target if compounded).

What if we fall short?  
 In 2009 – Paid an average of \$12,500 in premiums

By 2012 – Premiums could rise by 25% (\$15,625)  
 By 2015 – Premiums could rise by 50% (\$18,750)

**MOL Inspectors**

Have you had the MOL into your Business?  
 What types of things did they look for?  
 What do you think the expectations are?

2010 MOL Blitz (Central Ontario)  
 Late 2009 - Early 2010: Over 800 Service Shops visited  
 500 Shops (62%) had orders for Non-Compliance  
 These shops will be visited again this fall, plus another 800 shops will be selected for 1st visit.  
 The five most common infractions in 2009 related to:

- Lifting devices (491 orders)
- Posting a copy of the Ontario Health & Safety Act (209 orders)
- Supplier Material Safety Data Sheets (MSDS) (179 orders)
- The condition of equipment, material and protection devices (151 orders)
- Installation of eye-wash fountains (143 orders)

**So What Can You Do?  
 Health & Safety System**

- Develop a Health and Safety Policy-Show you Care
- Communicate to your employees so they know that they are expected to work safely
- Complete a Hazard Assessment – Know where people get hurt at your workplace
- Create Policies and Procedures to protect them
- Train staff on these policies and procedures
- Follow Up, Follow Up, Follow Up

**The WSPS/OTDA Partnership  
 Health & Safety System Manual**

- Fully Compliant H&S Manual (To MOL standards)
- Contains all the necessary Policies and Procedures
- Completed Hazard Assessment
- Workplace Violence & Harassment Policies/Procedures
- Includes free support from local WSPS Consultants

Normally, we provide this service to clients for a fee of \$8000 +

Included as a Member of OTDA for FREE!!!

**Helping You Keep Workers Safe**

- OSSA [www.ossa.com](http://www.ossa.com) or 1-888-478-6772
  - how to comply with MOL orders
  - products & services to assist with compliance
  - cost effective WHMIS Training (Digital WHMIS - \$15 total)
  - newsletter (Safety Mosaic)

Ministry of Labour Website [www.labour.gov.on.ca](http://www.labour.gov.on.ca)

- upcoming inspection blitz's
- orders/convictions
- Occupational Health & Safety Act & Guides
- Hazard Alerts

**RISK MANAGEMENT**

Companies that have implemented Comprehensive Safety & Health programs experience One-Fifth to One-Third the number of lost workdays as similar type firms without programs.

\*OSHA

**DISASTER PLANNING**

25% of businesses closed from a natural disaster never reopen.  
 Institute for Business & Home Safety

**RISK MANAGEMENT**

It’s estimated that for every dollar a company invests in Risk Management and Employee Training, that investment provides a 300% return!\*

National Safety Council

When fractions of a second count, let **handling** and **control** work for you while you react to the road ahead.

**Goodride Tires** - Get a grip on the Road.



**SV308**  
Rim Protection

SV308  
V-Groove Design



**SU307**  
All-Season 4x4

SU307  
Lateral Cross Design



**SA05**  
High Performance

SA05  
Asymmetrical Design

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[www.GOODRIDETIRE.com](http://www.GOODRIDETIRE.com)

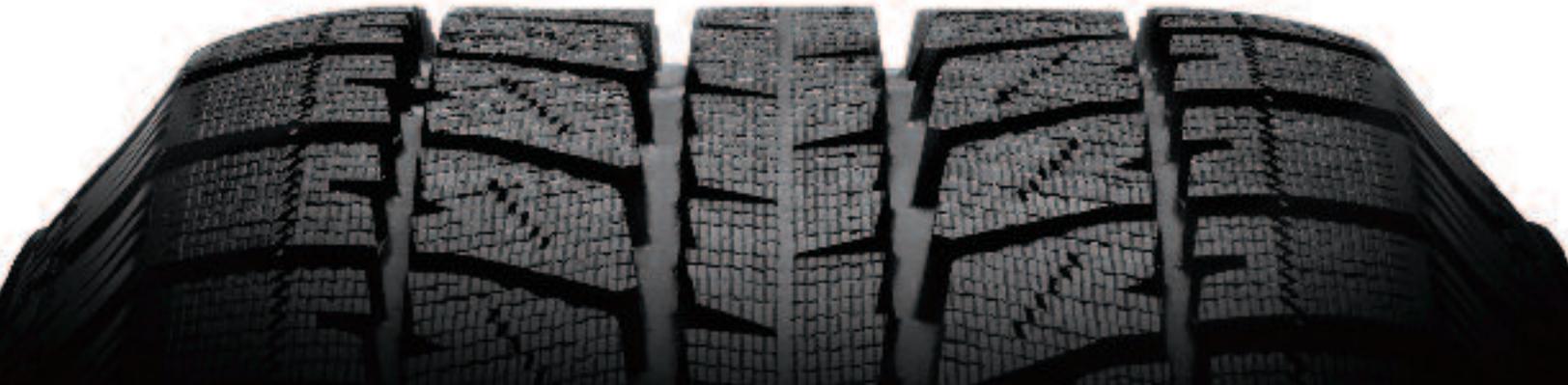


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*For drivers who want to get the most out of their cars,*

**IT'S BRIDGESTONE  
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**THANKS** to its new multicell compound and advanced 3-D sipe technology, the Bridgestone Blizzak™ WS70™ delivers improved snow and slush performance, as well as a reliable ride in icy conditions. It's a tire that will help get you to your destination—regardless of the weather forecast.

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- Wet performance
- 35 sizes from 15" to 18"

**BLIZZAK™ WS70™**





*Niagara 2010 OTDA Trade Show and Conference. We are most thankful to our trade show and conference sponsors who make this all possible.*

*Richard Bender and Bob Bignell  
OTDA Niagara 2010 Co-Chairmen*

- |                          |                          |
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**Special Thanks to our Registration Desk  
Helpers that got us through the event.**

# OTDA Niagara 2010 Closing Night Dinner





# ECOTIRE RECOVERY

*What Is Your Hauler Doing For You?*

## **OTS CLAIMS MANAGEMENT PROGRAM**

Ecotire Recovery was quick to recognize that with the implementation of the Ontario Tire Stewardship (OTS) Used Tire Program in September 2009, our customers would value a strategic partner with detailed knowledge of the Program, one who could guide them and assist them throughout the transition. Many aspects of day-to-day business changed for the Tire Dealer under the Program – including a host of new benefits and new responsibilities.

Since the beginning of the Program, Ecotire Recovery has implemented a detailed and comprehensive system of Claims Management for our customers - free of charge. The cornerstone of this system is our preparation and submission to OTS of the quarterly Collector Claim. By having Ecotire Recovery handle the administration, preparing and submitting Collector Claims, our customers are assured that their Claims are done properly, submitted accurately and on time, and that they are claiming for the full value they are entitled to under the Program.

Our customers rave about this service, and for good reason! It eliminates the administrative difficulties associated with trying to navigate a new Program. Claims are submitted quickly and accurately, ensuring our customers are paid on time. Each customer receives a comprehensive report each quarter for their records that contains back-up documentation of all scrap tire activity, including a confirmation of submission to OTS and digital copies of all scrap tire pickups. In the event of a review or an audit, Ecotire Recovery works hand in hand with our customers to make sure they have all the required documentation at their fingertips.

With our comprehensive, free-of-charge Claims Management system, Ecotire Recovery is leading the way in the Scrap Tire industry. To see a demonstration of our system and learn how it can save you time and money, contact us today at **1-866-418-0040**.

*Serving all of Ontario*

**CANADIAN OWNED AND OPERATED**

**Tel: 1-866-418-0040**

# Tech Authorized Distributors... Proudly Serving Canada!

When you purchase Tech tire repair products and wheel service products from the following Authorized Tech Distributors in Canada, you enjoy the following benefits:

- Purchasing only the freshest, highest quality Tech products.
- Receiving proper nailhole, section repair and OTR tire repair training and accreditation as available only from our Authorized Tech Distributors.
- Being provided FREE Tech literature, repair manuals, repair DVD's, and repair limitation charts.
- Timely delivery with Tech products sold out of our Authorized Distributors' vans directly at your place of business.
- Highly competitive tire repair pricing.
- Exclusive Canada Sales promotions on Tech products.

Tech International celebrated its 70th year of doing business in 2009. Further, Tech products have been sold in the Canadian market for over 35 years, and we continue to enjoy strong sales and market share growth. Unfortunately, there are some unauthorized distributors in Canada attempting to sell Tech products and are incorrectly positioning themselves as authorized Tech distributors.

Please be advised that only the Tech distributors below are authorized by Tech to sell our products in Canada. We encourage all Tech customers in Canada to purchase Tech products only from the Authorized Tech Distributors below. We sincerely appreciate your continued business!

#### **Camne Supplies, Inc.**

519-770-4133  
Kitchener, Brantford, Simcoe,  
Woodstock

#### **- Max Tire Supplies, Inc.**

519-496-6543  
Kitchener, Waterloo North,  
Guleph, Cambridge,  
Owen Sound

#### **- Jen-Pal Sales**

416-937-0693  
Burlington, Oakville,  
Brampton

#### **- Tech Niagara**

905-658-2128  
Hamilton, Niagara Peninsula

#### **Valley Tech**

613-432-9955  
Lake Ontario to Algonquin  
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#### **B.B. Distributors**

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#### **Tech GTA Tire Supplies**

416-254-5110  
Mississauga, Toronto West,  
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#### **F & D Distributors**

902-790-3650  
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#### **T.T. Rubber Distributors, Inc.**

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#### **- MGE Tire Supplies**

613-266-1301  
Ottawa

#### **Star Tech Supply**

1-888-247-3319  
Windsor, Sarnia, Chatham,  
London, Goderich,  
Tilsonburg West

#### **KLN Sales**

1-877-431-4784  
Durham, Northumberland,  
Peterborough, Kawartha Lake,  
Haliburton

#### **B-Line**

780-458-7619  
Manitoba, Saskatchewan,  
Alberta, British Columbia,  
NW Territory

#### **Duret Et Landry**

800-663-0814  
Quebec

#### **Gap Auto Supply**

800-268-9498  
Northern Nova Scotia,  
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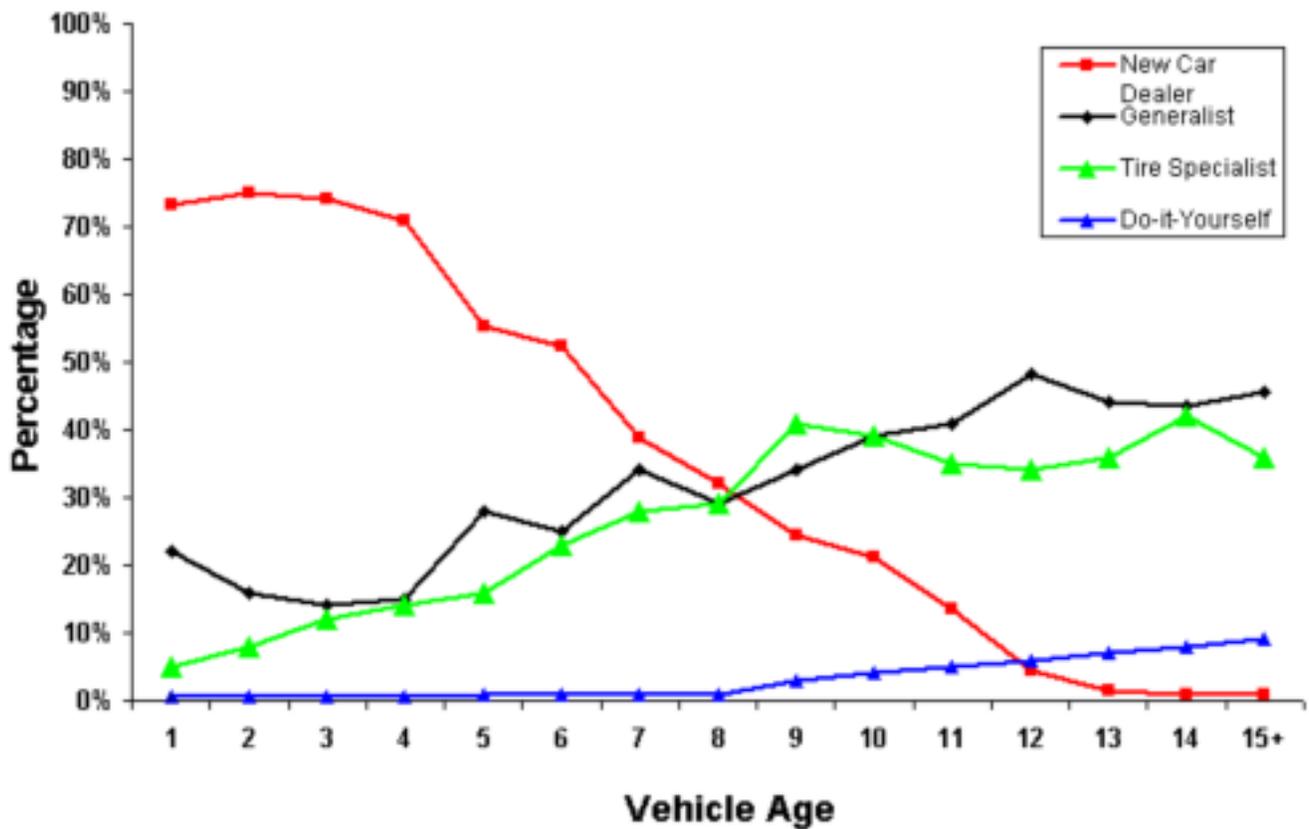
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The following is from a presentation by Dennis DesRosiers at OTDA Niagara 2010. The entire presentation can be viewed at [www.otda.com](http://www.otda.com)



### Who Performs Tire Changes?



### Who Does the Work?

	Dealer	General Garage	Specialty Tire Shop	DIY
Dealer Does Oil Change	94%	4%	1%	1%
Generalist Does Oil Change	9%	84%	0%	4%
Tire Specialist Does Oil Change	1%	1%	97%	1%
DIY Does Oil Change	15%	15%	15%	55%

# TOUGH. DURABLE. BUILT TO LAST.

Don't let wet field conditions delay you this spring. Goodyear Farm Tires offers a full line of radial flotation and rear tractor tires to get you through the field and reduce soil compaction.



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American Engineered. American Manufactured. American Owned.

## Cottingham Tire

13 Mill St W  
Tilbury, Ontario  
N0P 2L0  
1-800-265-3216

## Cost of repairs and Regular Servicing

Model Year	Tire Dollars Per Vehicle
1 to 3 year old	\$34
4 to 5 year old	\$111
6 to 7 year old	\$116
8 to 12 year old	\$71
over 12 years	\$53

### VEHICLE OWNERSHIP TRENDS - CANADA

CALENDAR YEAR UNITS	TOTAL VEHICLE SALES KILOMETRES	VEHICLE USAGE BILLIONS OF	EXPECTED USEFUL LIFE KILOMETRES MILLIONS	TOTAL UNITS IN OPERATION
1960-1969	7,281,158	1,440	201,118	6,885,896
1970-1979	11,954,793	2,100	178,593	9,854,702
Percent Change	64.2%	45.8%	-11.2%	43.1%
1980-1989	13,359,197	2,714	205,900	13,251,447
Percent Change	11.7%	29.3%	15.3%	34.5%
1990-1999	13,024,076	3,460	266,692	15,820,118
Percent Change	-2.5%	27.5%	29.5%	19.4%
2000-2009F	16,141,099	4,453	277,099	19,088,108
Percent Change	23.9%	28.7%	3.9%	20.7%
2010-2019F	15,745,000	5,046	320,838	23,871,669
Percent Change	-2.5%	13.3%	15.8%	25.1%

**Expected useful life of a vehicle will grow this coming decade to an average of over 320K kilometres**

### Record Number of Vehicles in Their "Prime" Tire Repair Years

MODEL YEAR	2000 ACTUAL	2009 ACTUAL	2015 FORECAST
1-3 YEARS	3,547,900	4,309,662	4,356,454
4-5 YEARS	1,985,717	2,971,249	3,015,232
6-7 YEARS	2,082,115	2,879,576	2,757,663
8-12 YEARS	5,293,828	5,974,594	7,074,994
12+ YEARS	4,191,339	5,431,785	6,726,088
TOTAL	17,100,899	21,566,865	23,930,431
1-3 YEARS	20.7%	20.0%	18.2%
4-5 YEARS	11.6%	13.8%	12.6%
6-7 YEARS	12.2%	13.4%	11.5%
8-12 YEARS	31.0%	27.7%	29.6%
12+ YEARS	24.5%	25.2%	28.1%
TOTAL	100.0%	100.0%	100.0%

# "Focus on your business, ...not your insurance"

PBL Insurance Limited and The Economical Insurance Group® (TEIG®) have custom-built a comprehensive insurance package to cover the special needs of Tire Dealers.

## PROGRAM HIGHLIGHTS

\*At PBL, Garage Operations happen to be our specialty! PBL Insurance Limited and TEIG are well known across Ontario for their comprehensive and competitive garage insurance programs. The brokers at PBL are not generalists—we specialize in the garage business. As brokers, we know the tire business and how to protect it.

\*We recognize that securing your investment properly is important to you. We also recognize that controlling your costs is important, too. We work closely with you to balance coverage and cost realizing that both are critical to you.

\*We are easy to deal with and we make it a point to deal in person. Give us a try—we can properly cover your garage operations, your property, automobiles, pollution risks, business interruptions, employee tools, and more.

\*You'll like the way we personally work with you.\*

Doug Seattle  
Director of Business Development  
PBL Insurance Limited

1-888-254-8294



PBL Insurance Limited  
www.pblinsurance.com  
Member of the OTDA

## Trip Tips – By Rose Warnica

Easy tips for a smoother trip

Travel is full of major decisions, which country to visit and how much to spend. It's the little things that can make a trip easier and less stressful. I have 10 simple tips to smooth the way on your next vacation.

1. Park with your car nose out. In the rush to catch the parking lot bus, it's easy to leave an interior light on. Many travelers have had dead batteries at an airport. If you return to your car to find a dead battery or broken windows due to a break in or any other problem, you'll want your car to be parked nose out for easier access to the battery, or for an easier hook-up to a tow truck.

2. Leave time to get to economy lots. As airports expand, they need more parking spaces. Those spaces are frequently found in parking lots that are some distance from the airport. You'll find that these lots are often significantly lower-priced than other lots. As a result,

they're the best place for economy-minded travelers, especially for longer trips where you're paying for several days' worth of parking. I've found that shuttles run regularly to these lots, but invariably I need up to 20-30 minutes more than I might in less remote parking lots. If you're looking to save money, or are traveling over a major holiday weekend, leave extra time to get from the lot to the terminal.

3. Pack essentials in your carry-on. Recent statistics indicate that, on average, at least one bag on every flight is lost or delayed. If there's anything you can't live without, pack it in your carry-on. This is especially true of items that are not easily or inexpensively replaced, such as prescription medicine, jewelry and travel documents.

You'll get through airport security faster if you pack your carry-on efficiently. For example, have your plastic bag with liquids and gels packed in an outside pouch or right near the top of your bag so that you can easily pull it out for screening.

## Stewart Seegmiller



Passed away peacefully, following a brief illness at K-W Health Centre of Grand River Hospital on Wednesday, August 18, 2010 at the age of 60. Stewart originally worked as a sales representative for United Tire before opening a few tire shops in K-W. Stewart is survived by his loving wife of 9 years Patty, his daughters Katy (Martin) Valentine, Maggie (Lawrence Salza), stepsons Adam (Rox-Anne) Henderson and Andy Henderson, his grandchildren Lewis and Angus Valentine, Isaac Salza, Quinlan and Carleton Henderson. Stewart will also be remembered by his sister Yvonne Allan, brother-in-law Wayne Roberts and sisters-in-law Carol and Gloria Seegmiller. He was predeceased by his parents Wilfred and Leta Seegmiller, brothers Roger and Ross and sister Marilyn Roberts.



# EMTERRA Tire Recycling

## *Transforming Waste to Resources*

Prompt, dependable pick-up of used tires  
On-call and scheduled pickups available  
**8 Bramwin Court, Brampton, Ontario L6T 5G2**  
Call toll free **1-866-498-0339**

## Above Board - OTDA Director Richard Bender

Richard was born in Worchester England and at the age of 6 his family moved to Montreal. Richard's dad Roy was a Major in the British Army and instilled the importance of good work ethics in his children.

Richard began his business career with BP Oil in Montreal and was subsequently promoted as TBA (tires-batteries-accessories) rep in Toronto. His direct responsibilities included booking tires at BP service stations, thus beginning a lifelong involvement in the tire industry.

In 1975 Richard opened Speedway Tire in Concord Ontario and for the next 20 years grew Speedway Tire into a major tire retailer. After selling Speedway Tire Richard tried his hand at retirement, however as he is often quick to point out; "worst job I ever had"

During 1997 Richard accepted an offer from Edmonton based Tirecraft to develop business interests in Ontario. Richard resigned from Tirecraft in 2006 to accept his current position as Director Business Development for Tire Discounter Group.

Richards was involved with auto racing for many years as both a driver and car owner. His current interests include golf and classic cars and spending time with family in Muskoka.

Richard's twin brother Peter lives in Montreal and has been a team doctor to various Canadian Olympic teams for the past 25 years.

Richard is the father of 3 boys and resides with his wife Nancy in King City.



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"ships or trips... expect the *Exceptional*"

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If it did  
happen,  
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