

TIRES & TREADING



TIRE DEALERS ASSOCIATION

California Tire Dealers Association



IMPORTANT NEW MEMBER BENEFIT

SOME HIGHLIGHTS OF CONTENTS:

- * NEW MEMBER BENEFIT
- * REGIONAL REPORTS
- * VALUE OF TRADE SHOWS
- * TERRY LEVILLE'S REPORT

BESSER Green Machine

- Compact size & portability provides a single nitrogen solution for almost any application

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59540: NCS 8 Unit *Specs.: power req. 100 - 120 v, oper. temp. -4° F to 158° F; air input range 100 to 200 psi; N2 purity 95 99+% (adjustable); N2 output 12 cfm @ 160 psi / 80°; oper. range 5 - 160 psi; accuracy +/- 0.5 psi.*

59539: NCS 6 Unit *Specs.: power req. 100 - 120 v, oper. temp. -4° F to 158° F; air input range 125 to 150 psi; N2 purity 95 99+% (adjustable); N2 output 4 cfm @ 116 psi / 80°; oper. range 5 - 90 psi; accuracy +/- 0.5 psi.*

Order No.	Mfr. No.	Description
59540	NCS 8	Green Machine
59539	NCS 6	Green Machine



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- Trip Interruption Service



59545

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Los Angeles

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Scott Shubin (559) 498 7705
 Goodguys

John A Solon (510) 632 3404
 Myers Tire Supply

EXECUTIVE DIRECTOR'S CORNER
 EJNAR FINK-JENSEN

We are very pleased to welcome
 two new members of the association

Zenata Perez
 Schrader International
 1940 Opdyke Ct.
 Auburn Hill, MI 48326
 (434) 258 1630

and

Sako Batanian
 King's Tire & Wheel, Inc.
 4007 Baldwin Ave.
 El Monte, CA 91731
 (626) 443 8937

YOUR BOARD IN ACTION

A Report of the April 3, 2014 Board Meeting

- A quorum was established and the meeting was called to order by Ejnar Fink-Jensen
- It was moved, seconded and passed (MSP) to accept the minutes of the February 6th Board Conference.
- Ed King gave information to the Board regarding establishment of a CTDA 501 (c)(3) Scholarship Fund.
- The "TAB's" Health Insurance Program, endorsed by TIA will be further examined.
- The Treasurer's Report was accepted
- It was decided to maintain the same membership dues' structure as in the 2013 - 2014 membership year

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George Pehanick

The President's Message



Usually we have the President's message on this page. Today we will change it a bit.

What happened was that in a conversation with me (Ejnar, editor of the magazine) George mentioned that he would participate in the CONEXPO show in Las Vegas at the beginning of March. I asked if I could get a report from the CONEXPO, 2014—and here it is.

The report was made by George's son: Joseph Pehanick Jr. Right now, he is heading the Fresno location of East Bay Tire Co.



For those in the tire business, attending trade shows can be a difficult decision. Of the many shows available to the tire industry, gauging potential customer attendance and pressure from competitors can be difficult to balance. The decision to attend must be made months, if not a year in advance in order to get a decent booth. To have a good booth position, consistent year after year attendance is required to gain seniority. As your booth quality goes up, so does your booth size and subsequently expenses. These expenses aren't merely limited to how you chose to design your booth, but also the municipal and union regulations imposed upon expositions. In some cities the freight and drayage from a warehouse less than a mile away can be upwards of \$1 per pound. At the end of the day, the total expense of one week's worth of exhibiting can be shocking.

ConExpo (A.K.A. Con-Agg Expo) is a fabulous show for anyone in an industry related to construction. The entire show space exceeds that of SEMA and flows into nearby parking lots of the Las Vegas Convention Center. This year's show saw decent exhibitor and visitor attendance throughout the week, with the exception of Saturday. The show was extended for an extra day which was regrettable as most exhibitors started packing up on Friday and the only visitors were "freebie collectors". East Bay Tire Co. maintained a mid-sized booth in the Platinum Lot which saw a good deal of visitors and heat from the freshly laid asphalt. Original equipment manufacturers, small and large, made the largest exhibitor presence at the show. While construction companies throughout North America made up the majority of visitors. Every exhibitor has their own goals in mind, and East Bay Tire Co. always aims to take full advantage of any trade show. From finding new customers to learning more from end-users, these shows provide a wealth of knowledge to any company willing to listen.

Being that there are few companies in the tire industry that attend most of the shows, it's always enjoyable for us to spend time with Dawg Pound Dealers from around the world. This year we had a few dealers traveling with their larger customers. This was a great opportunity for us to showcase new products and discuss

tire by tire performance. While the large original equipment manufacturers spent much of their time creating brand image, we were able to spend time and learn from the small and mid-size manufacturers. These manufacturers often have more intimate relationship with end-users and can provide the insight we need to provide better service. Our expertise and variety is a perfect match for these dedicated manufacturers. We were very happy to create some new relationships this year.



East Bay Tire Co. is a fourth generation, family owned tire wholesaler, exporter and commercial dealer. It is the largest wholesaler of big tires (truck/bus - off the road - earthmover and farm tires) in California.

Joseph Jamie Pehanick (left picture) is fourth generation. Like his father he started to work in the business when he was 13 years old.

Having finished High school and College (working in his free time and on vacation) he is now working in various areas of the business.

A NEW IMPORTANT MEMBERSHIP BENEFIT!

(An explanation of comments on the front page)

Your California Tire Dealers Association Board has been able to obtain a very important new benefit. This benefit is advantageous to member firms because you can offer it as an employee benefit. It is important to your employees and their families because it offers a very strong educational benefit.

Through the CTDA 501 (c)(3), a nonprofit public benefit corporation, your Association will be able to make applications for Scholarship Funds available to member firm owners, employees and dependents. These Scholarship Funds will be available for Community College or Industry Trade School expenses.

Think how important that can be! If you have an employee who could benefit from some Industry Trade School education, but does not have the available funds, you can have him/her apply for the Scholarship Funds. You could better an employee's knowledge, which betters the services available to your customers.

If you have an employee who has a child wanting to enter college, but the funds are not available, you can have the employee's child apply for the Scholarship Funds. Available only because you are a member! Or, if you as an owner of a member firm have a child wanting to attend college and you would like to defer some of the expenses, your child could apply for the Scholarship Funds. Or, if you have a child you want to bring into the business, you could have him/her attend an Industry Trade School, and defer some of the expenses by having him/her apply for the Scholarship Funds. Strengthening the knowledge and expertise of that child coming into your business. Again, available only because you are a member!

When we say this is a new benefit, we should actually say this is a VERY new benefit. The CTDA 501 (c)(3) has just been formed in California and is waiting for the Tax Exempt Identification Number. CTDA 501 (c)(3) has assured California Tire Dealers Association that the Scholarship Funds will be made available ONLY to California Tire Dealer Association member firm owners, employees and dependents. The Scholarship Funds available will be determined by the separate Board of Directors of CTDA 501 (c)(3). California Tire Dealers Association, its Officers, and its Board of Directors will have no control over the Scholarship Funds, how they are dispersed or how much is dispersed.

Eligible member firm will be determined by the rules and stipulations of CTDA 501 (c)(3) Community Colleges and Industry Trade Schools eligible for receipt of Scholarship Funds will be determined by the rules and stipulations of CTDA 501 (c)(3). Donations will be solicited from the general public and such donations will be tax deductible according to Internal Revenue Service Code regulations.

You as a member firm can benefit by providing it as a cost free employee benefit. As we said at the beginning, A NEW IMPORTANT MEMEBRSHIP BENEFIT!

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Legislative Report

By Terry Leveille
President of T.L. & Associates



The second year of the Legislative Session has begun and, while bills are starting to go through the committee system, most of the attention is focused upon two committees, the Senate Budget and Fiscal Review Committee and the Assembly Budget Committee.

These are the committees that the Governor's 2014 state budget proposal is sent to, and each of the budget committees is broken down into subcommittees, such as Education, Transportation, General Government, etc. in order to more completely deal with specific proposals in the budget. The Senate Budget and Fiscal Review Committee has five subcommittees and the Assembly Budget Committee has six subcommittees.

According to the State Constitution, the budget bill must pass both houses of the Legislature by midnight, June 15, and the Governor must sign it before the state's fiscal year begins, July 1. Unlike the President of the United States who must either accept or veto the entire budget bill, the Governor of California can issue "line-item vetoes," knocking out parts of the budget and retaining others.

While the budget subcommittees are doing their work, policy committees are meeting to deal with bills, including one sponsored by Les Schwab Tire Centers that CTDA is supporting.: AB 1665 by Assembly Member Brian Jones (R-Santee).

AB 1665 is a federal compliance tire safety measure, but as you shall see it also benefits full service tire dealers. It would require tire dealers and service providers to be capable of activating and calibrating the automotive safety devices known as tire pressure monitoring systems (TPMS).

Why does CTDA support this bill? For several reasons:

- 1) Improved safety through properly inflated tires.
- 2) Improved fuel economy.
- 3) Improved environmental quality.

It is also important to note that all tire dealers, including shops that advertise "tire sales only"—when servicing a vehicle manufactured with a TPMS system—must have the appropriate equipment and a qualified technician capable of activating and calibrating the TPMS in accordance with industry protocol.

Consistent with federal law enacted by NHTSA and its "shall not make inoperative" prohibition,

AB 1665 says that a tire dealer would violate the law by installing new tires and/or wheels that do not have a functioning TPMS system if a vehicle was originally equipped with a TPMS system.

Either the tire dealer would have to decline to install the new tires and rims, use the TPMS sensors from the original wheels (if they are compatible), or require the customer to purchase new TPMS sensors and ensure that the sensors are properly integrated with the vehicle's TPMS system. Again, this is all consistent with federal regulations.

AB 1665 is a follow-up to last year's SB 202. SB 202 would have brought "tire sales only" shops under Bureau of Automotive Repair regulation (and eliminate the sometimes unfair competition they had with full service tire dealers). That bill made it all the way through the legislative process but failed in the final week of session because of one legislator who felt that it was "unfair" to the "little guys," namely the operators of "tire sales only" shops.

If any member of CTDA can see a problem with AB 1665, let your Executive Director know as soon as possible.

As your advocate on behalf of CTDA in the State Legislature, and before Executive Branch agencies such as CalRecycle, the California Energy Commission, and the California Air Resources Board, I will continue to monitor them for anything—positive or negative—that will affect CTDA members.

We will be looking at finding support for a proposal to have vehicles with TPMS (mostly those manufactured in 2007 or later) have their warning lights checked to see if they are working. The idea would be to couple the requirement with the periodic smog testing requirements on vehicle registration renewals. This may benefit CTDA members involved with the TPMS business and possibly tire retailers who might service TPMS. Of course, dealing with DMV, and particularly with their vehicle registration renewals, is tricky, but I expect to discuss such a proposal with their legislative counsel in the near future. Any thoughts on this from CTDA members?

Terry Leveille, President of TL & Associates, is your representative in Sacramento. If you have any questions, please give him a call at 916-709-7566 or by e-mail at tlevaille@aol.com.



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Will Davi

CSTDA INSURANCE SERVICE

WHAT? I AM SUPPOSED TO LISTEN?



Strange statement, but one that is important for you and your business insurance. It is the key ingredient in your achieving a proper Commercial General Liability program for your business. Only by listening can an agent/broker design a program you want and need. Does your agent/broker know he/she should listen?

Stop and think of your business. How many times have you felt real good, because when a customer came in you really LISTENED to his/her concerns and were able to provide the proper service. Not a service that is the "special of the day". Not a service that is "right for everyone." And, not a service that will get rid of that particular stock of tires you want to sell. You provided a service to fill his/her needs.

Remember, you are the customer. If listening is good for your customers, it should be good for you. Beware of the agent/broker who comes in with the "package" deal that is right for everyone.

When you consider Commercial General Liability Insurance you have to consider deductibles; single limits; aggregate limits; the Garagekeepers Liability, is it Legal or Primary; and are your employees properly insured for driving customer's cars or your company's vehicles.

Some like large deductibles and others want small deductibles. There is a difference in price. Did your agent/broker TELL you what deductibles you have? Or, did he/she listen?

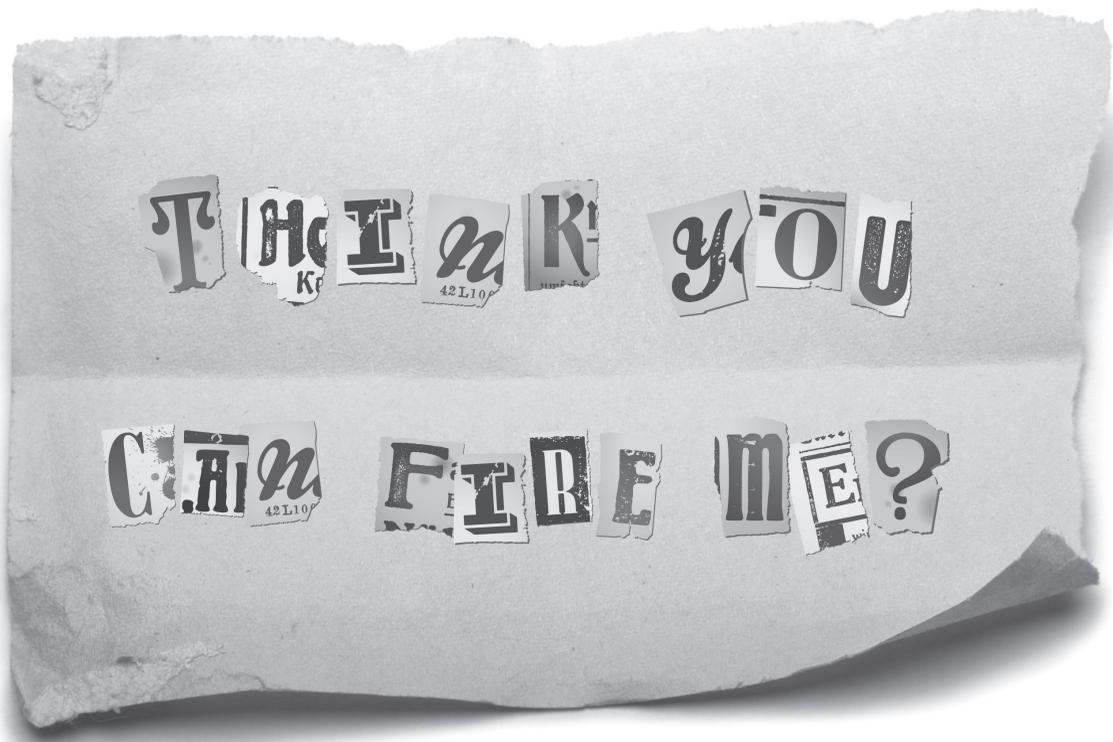
Are you comfortable with your limits. And, are you concerned about completely covering your customers vehicles, or are you concerned only about damage you are legally liable to provide? Did he/she listen to what you wanted?

Did he/she explain about that one employee who has a questionable driving record and so you are paying more premium than you should. Did he/she listen to you so he/she knows you would like to exclude that driver and save some premium dollars?

Yes, he/she is a great person. He/she has been around for a long time. He/she talks real good. BUT! Does he/she listen? Isn't it important for he/she to listen just as it is important you listen?

Your agent/broker listening may not reduce your premium. But listening will give you the peace of mind that you have what you want and you were able to explain your concerns and wants. Who knows, it might even make you as happy as you made that customer. You know, the one you LISTENED TO.

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San Gabriel Valley

Paul Arellano, Lakin Tire
(800) 96 LAKIN paularrellano@lakintire.com

“There is plenty of room at the top, but there’s no room up there to sit down!”
Unknown

Those who know how to effectively share a testimonial have greater success than those who just like to tell stories. If you can tie that testimonial to someone to whom your customer can relate, your success can be even greater!

As a novice salesperson, years ago, I used to talk and talk and talk, and it all sounded good...to me! Some formal training & ‘less than soft’ words from my bosses, over the years, have led me to see the

importance of the quote above. In the process, I learned that if you do want to share something, keep it short but effective. Seeing Henry Winkler (“The Fonz”) do a commercial on reverse home mortgages does not make me want to call “Nana” and tell her to sign up. Reading customers’ reviews of a product online, however, does help me to make my own decision on whether to buy or not. When the situation is right, I will sometimes let a customer know, “We work with ABC Tire, down the street from you. They had a slightly different problem...” This may help a prospective customer see that you already have experience in their particular area, and sometimes, if you are working with one of their competitors, they might ‘want in’ on what might be contributing to the success of their rival!

Shocking Revelation #7: Now is not the time to downsize your goals based on dismal, industry forecasts

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Now is the time to multiply your goals, tenfold, and set about, day-by-day, month-by-month, doing the arduous tasks that WILL bring them to fruition! "The problem isn't in setting a goal so high that you can't reach it. The problem is in setting it so low that you can "Michelangelo."

Two quotes this time, for the price of one! Have YOU increased your goals and expectations for 2014?



S.F. South Bay

Hub Gurnari, South Valley Wholesale
(408) 971 3900 hubgurnari@sbcglobal.net

I just turned 70 years old this last Saturday (Mar 29). Now I'm almost as old as most of the Tire Dealers in CTDA. Just kidding, although there are quite a few senior citizens in this business. We seem to hang around longer than many other trades. I don't know if it's because we love the business and our customers or we just can't afford to quit! Either way is certainly a good reason to hang around.

For my birthday, my Goodyear Rep arranged for me and my wife to take a ride on the Goodyear Blimp "Spirit of America". That's the one you always see hovering over all the Football stadiums on the West Coast. It was definitely a "Bucket List" experience. You can't say "Well I did something like that once." You either took a ride on the Goodyear Blimp or you didn't. The ride itself is so interesting in how they get it up and down with a crew of about 10 or 15 people that there is no time where your attention lacks focus. You are experiencing something new just about every minute of the ride.

We flew to San Diego because the Blimp was down there covering the Padres game and I told my rep when I asked him to arrange it to get me on as soon as he could. I told him "Da Blimp don't gotta come to Hub-Hub'll go to da Blimp!" I'm really glad too because I'd never been to San Diego before and we stayed around Seaport Village, a great area with great sites and food. We were only there about 30 hours total but they had everything arranged so well that we fit about 3 days worth of events into a day and a half with no stress.

You know, being in this business affords us some great opportunities and adventures. Throughout my career, I've been to some great places and attended some pretty cool events and the Blimp ride is right up there with the best of my experiences. I hope you all get an opportunity to hitch a ride on one before you check out of this business.

By the way, NO OTHER BLIMP COUNTS. That's right, getting a ride on any other blimp would be like going to the prom in a Stretch Ford Pinto. Anyway, that's what I think!



Writer at Large

Billy Eordekian, 1-800EveryRim-OEM Wheels

1-800 383 7974 Billy@1-800EveryRim.com

My Customer Service Anxiety Issues

“I have no idea” or “I don’t have a clue” I once called a company and asked a question. The answer was, “I don’t have a clue.” I asked if I could talk to someone that had a clue and she retorted somewhat angered, “What do you mean?” You see, **she did not mean to sound rude or even clueless**, but why do I care if she doesn’t have my answer. Of course she should have said, “Let’s find out.”

“Is it the 16 inch or the 17 inch?” or worse yet “Do you need the 17 inch?” Customers do not care about how much you know until you make a mistake. **It is a mistake to make yourself sound knowledgeable by putting words in their mouth** because so many customers, sadly, will just guess. A better question in this case is to just ask the size. If you don’t believe me, ask some customers if they are running the 13 inch tires on their Explorer and see what you get....My guess is that you will have a lot of customers that have 13 inch tires on an Explorer.

I’ve got a ton of these examples. “I can’t do that”, “That’s not our policy”, not saying thank you, not being polite to even your toughest customer, **not communicating** when you couldn’t stick to your word...all make me crazy!

My anxiety occurs with even a small misstep by a salesperson. I believe that our company is one of the best at customer service though because we work hard on it. And, I will work on my own issues too...promise.

Your Humble Used Rim Peddler, Billy Eordekian



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Myers Tire Supply Partners with Apex Supply Chain Technologies for Automated Vending Solutions

Myers expands its customer program offering through cloud-based inventory management

AKRON, Ohio – April 1, 2014 – Myers Tire Supply®, a national distributor of tire, wheel and automotive service supplies, announced this week it has partnered with Apex Supply Chain Technologies to bring automated dispensing solutions to its customers. The MTS Xpress Vending Program will provide Myers customers with a secure, accurate, real-time way to manage and control their high-cost, high-use and mission critical inventory items.

“By placing Apex vending machines directly at the point-of-use, we are providing a system where our customers can better optimize their inventory,” said Todd Smith, Vice President and General Manager Distribution Segment. “When our customers can rely on important tools and equipment to be there every time they’re needed, eliminating stock-outs and supply interruptions, the shop’s work will move faster and more jobs will finish each week.”

The MTS Xpress Vending Program leverages Apex exclusive cloud-based Trajectory™ Enterprise Technology Platform to provide Myers and our customers with real-time information and automated replenishment, based on customer set parameters. Parameters can include usage by job, work order, cost center or any other variable the customer chooses. Myers will offer this program to its partner tire dealers, automobile dealerships, retreaders and commercial fleet operators. The machines will initially be provided to help customers better manage inventory of their tire pressure monitoring systems (TPMS).

For more information on Myers Tire Supply’s MTS Xpress Vending Program or other products available through Myers Tire Supply, call 800-998-9897 or visit www.myerstiresupply.com.

About Myers Tire Supply: Myers Tire Supply Distribution, Inc., a Myers Industries, Inc. company (NYSE: MYE), is an international distributor of tools, equipment and supplies to tire, wheel and undercar service professionals. Offering more than 10,000 products through a network of distribution centers we are committed to providing quality products at rapid service levels. For more information, contact Myers Tire Supply at 330-253-5592 or visit www.myerstiresupply.com.

About Apex Supply Chain Technologies: Mason, Ohio-based Apex Supply Chain Technologies is the global leader in automated dispensing and control systems for high-use, high-cost and mission-critical tools, supplies, parts and components. Using its cloud-based Trajectory™ software, Apex dispensing systems become true Internet appliances. Apex serves thousands of clients, including more than 300 *Fortune 1000* companies. More information is available at apexindustrial.com.

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—END—



A Back Injury May Never Go Away

Preventing back injuries is a challenge for many business owners, even with those with good safety practices. Many times employees are handling heavy objects under unfavorable circumstances. Whether lifting without thinking about the load or having the body in an awkward position, the employee is vulnerable to a serious back injury.

The human back is a well-designed support mechanism. Pressure on the intervertebral discs is minimized when kept relatively straight while lifting or moving materials. However, it is human nature to bend the back during the lifting process, which places greater stress on the discs. The load on the disc between the third and fourth lumbar vertebrae can increase almost four times between standing upright and lifting a load with a bent back. These back injuries are very painful—and may never go away!

An industry study of Federated Insurance Company’s workers compensation claims for calendar years 2009-2011 shows that 13 percent of the injuries were to the back. Slightly under 19 percent of the dollars paid in claims were for back injuries.¹

Federated’s analysis of losses shows the leading causes of back injuries are lifting and pushing (or pulling). Actually, lifting is the number one cause in both frequency and severity. Data from the Bureau of Labor Statistics (BLS) and National Safety Council also support the finding that lifting is the number one cause of back injuries. The BLS reports that over one million workers suffer back injuries each year and back injuries account for one out of every five work place injuries and illnesses.

It Can Happen to Anyone

Back injuries strike every employee class—they are non-selective. Every human who lifts, reaches, twists, turns, or bends is prone to back injuries, especially if working with heavy or bulky items. Many times back injuries are the consequence of minor traumas occurring over a period of time. When a major incident occurs to a weakened back, the result may be a devastating, life-changing injury.

What can be done to reduce this problem? Probably the best prevention method is an ongoing training program for back injury prevention. Any time employees can spare their backs and use the lifting aids you provide in the work place, they should do so. Keep reminding employees of proper lifting techniques through safety meetings and posters. Back injury prevention should be a major focus at your business.

Back injuries can have a long-lasting effect on your business. A back injury to a key employee could require a change in your operations. Back injuries are difficult to heal and have an effect on everything the person does—both at work and at home. Prevention through training is essential because a back injury may never go away.◇

¹ Source: Federated Insurance Companies Report, 2009-2011 Causes of Loss – All Types

It’s Our Business to Protect Yours[®]



This publication is intended to provide general recommendations regarding risk prevention. It is not intended to include all steps or processes necessary to adequately protect you, your business, or your customers. You should always consult your personal attorney and insurance advisor for advice unique to you and your business. © 2011 Federated Mutual Insurance Company. All rights reserved.

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“Will I have to?” “Does my plan.....?”
“If I want to, can I?” “And, will it cover.....?”

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S.F. East Bay

John A. Solon, Myers Tire Supply
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It's late March in northern California and we are seeing rain in the valleys and snow in the mountains. With luck, this should alleviate at least some drought conditions that we've been hearing about for the past several months. Tire Dealers in the East Bay tell us that business has picked up considerably over the past thirty days. They attribute this to drivers heading to the mountains for winter sports and people preparing for the summer driving season.

It appears that the construction market has cooled compared to the fourth quarter of 2013. With homes sitting longer on the market and prices reduced. There is still a significant amount of road construction going on in the East Bay.

In the Fresno area, and in the western part of the southern valley (Firebaugh, Dos Palos, Mendota) the economy is suffering greatly from the lack of water. Farming is the bedrock of this region's economy, and the decisions made in Sacramento about water usage will have significant effect on this area's future.

I had the opportunity to attend our supplier show in Cincinnati last week. I saw a number of new and innovative products will make tire changing faster and easier. The latest innovation from the TPMS (tire pressure monitoring system) tool manufacturers is the ability to read TPMS trouble codes. Look for it in updates and as these tools are introduced.

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