



### **Jean-Marc Bernard**

#### **L'Association des Spécialistes du Pneus du Québec**

Born in 1943, Jean-Marc is the son of Gregoire Bernard and Beatrice Hébert and is the second among a family of 5 children. In the early 50's he finished his studies at Notre-Dame College in Montreal. With a miraculous graduation grade of 'A', he was entitled to pursue his secondary studies at St. Hyacinthe College. There he received a Bachelor of Arts. He then continued to HEC-Montreal where he studied Business Administration.

In the summer of 1965 he was Assistant-Comptroller of I.C.N. International in Los Angeles, then the summer of '67 he was an Analyst at RATP, the Public Transportation company in Paris, France.

Jean-Marc married a former Montreal resident, Suzanne Filiatrault, and had two sons. Jean-Grégoire, the eldest is a Ph.D and IT Professor at HEC-Montreal. Maxime is an Analyst at Bombardier-Aeronautical Division. Suzanne had a long career as the Assistant to the Lavalin President. Suzanne is very much appreciated for her tireless support of Jean-Marc's career and private life.

In 1943, Jean-Marc's father founded the first of the Bernard Family's numerous automotive product and service outlets in St. Hyacinthe, Québec. In 1968, Jean-Marc joined his father in the business. By 1975, he and his brother-in-law, Raymond Brassard took over the leadership of the five outlets of Bernard Tire Shop. Those outlets included gas-bars, car washes, convenience stores, car rental agency and two tire stores that operated under the UNIPNEU banner since 1999.

During the 80's and 90's, he founded and operated SYSDRO, a company that specialized in assembling components and supplying tires and rims on an OEM basis. The company was sold in 2004 to Robert Bernard Tire Services Inc. owned by his cousins who operate 12 stores under the UNIPNEU banner and two retread shops in Québec.

During the presidency of Paul Hyatt, Jean-Marc became the vice-president of TDAC succeeding the late Paul Vanasse who contributed so much to so many TDAC meetings and conventions.

### **Gerald Robinson**

#### **Atlantic Tire Dealers Association**

Gerald was born September 13, 1931 on the farm where he still lives today in Brackley PEI.

His two sons, Gary and Dale now operate the farm. Gary is a Technician with PEI Artificial Breeders Association and Dale is employed with Miller Tire stationed in Charlottetown.

In 1952, Gerald's brother, Virden, who was employed with Hancock Tire in Toronto came back to the island and together they started 'Robinson's Tire Service'. One year later the business got involved with OK Rubber Welders, now known as OK Tire Stores.

It was the summer of '55 that Gerald left the tire business with Virden and with the help of friends and family built a small house back at the farm.

Over the next few years, the Robinsons raised chickens, pigs and milked cows. They grew potatoes and other crops and had three children; Faye, Gary and Dale.

On the night that Dale was born in 1959, Virden's OK Tire Store burned down. Virden called Gerald and asked him if he would come in and help him rebuild.

For the next few years, Gerald worked at the tire shop and ran the farm. He was also involved in the community as a school trustee and could often be found emceeding many community functions. Gerald also spent 10 years as a 4H leader and also loved to coach minor hockey.

The Robinsons attend the Winslow United where Gerald sings with the church choir as well as the church Men's Club Choir which has toured all over the island. He has chaired the PEI United Church Public Speaking Contest.

In 1969, Gerald took over as manager of OK Tire Stores of PEI. Two years later he built a new building and hired Eleanor as secretary. The business grew fast. Gerald also had separate tire businesses of his own operating 'Parkdale Tire Sales' and maintained the BF Goodrich warehouse for PEI.

The Robinsons traveled to many countries and went on several cruises earned by meeting sales quotas from B F Goodrich. When they doubled their quotas, they were able to bring along friends. They went to Bermuda with Uniroyal, Whistler with Michelin Uniroyal Goodrich and finally in 1993 to Cancun Mexico.

Gerald and Eleanor retired in 1994. They now spend most of their winters in Winter Garden, Florida. They play golf in Florida and at their club in PEI.

Gerald looks at himself as a 'Jack of all Trades'. In 1988 Gerald and Eleanor bought a purebred Heifer calf. They have won many prizes throughout the Maritimes and in 2007 the Heifer was named Grand Champion at the Royal Winter Fair in Toronto.

They still live on the farm where they have a large garden that supplies many of their friends with fresh vegetables. The Robinsons enjoy traveling the Island with their motor home in the summer months.

## **Don J. Blythe** **Western Canada Tire Dealers**

Don was born on November 17th, 1938 in Lethbridge, Alberta

After graduating high school in Saskatoon, Don joined Goodyear Tire & Rubber Co at the age of 18. He spent the next 3 years working at the order desk and as a Tire Adjuster. From there Don held several Goodyear Sales positions in Saskatchewan, Manitoba, British Columbia and the Yukon. He also managed Hub Tire & Battery in North Battlefield for two years.

An avid curler, Don ran into O.K. Tire's B.C. District Manager, Len Frankland, at a Bonspiel in Pentleton, B.C. Len told him of an opening with O.K. in Calgary. After consulting his wife, Don joined O.K. Tire Stores Canada Ltd. as regional manager working out of Calgary.

One year later he returned to Vancouver as the GM of O.K. Tire Stores Inc. After a 5 years stint in the head office, Don decided to leave to open his own O.K. Tire Retail Store. Later he would be voted on to the O.K. Tire Board of Directors and then return to the Head Office as Managing Director then as President.

For 13 years, starting in 1985, Don was an elected member of the Western Canada Tire Dealers Assn. Board of Directors including a two year run as President. During this term Don also Chaired the Provincially operated FIRST Program.

Don retired in 2003 from O.K. Tire Stores Inc. and has spent his time relaxing by holding down the positions of Executive Director of the Western Canada Tire Dealers Assn., Director Saskatchewan Scrap Tire Corporation and Chair of Tire Stewardship B.C.

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## **Eric Gilbert** **Ontario Tire Dealers Association**

Eric was born in the quaint village of Swift Current, Newfoundland in 1950. By age 15 Eric had displayed an aptitude for leadership and organization when he helped organize and run the Swift Current Boy's Club.

At the age of 17, Eric left for Ontario and started work as a Tire Tech with Glendale Tire in Toronto. In his sixteen year's working for Glendale he rose from Counter Sales to Store Manager. He is quick to credit his former employer, Steve Chayko for getting him off on the right foot.

In 1984 Eric started his own tire dealership in Beamsville, Ontario, Ericway Tire and relocated his family to the nearby town of Grimsby. Once the business and home were established, Eric gave his time as a volunteer in both communities. One of the first organizations he joined was the Lions Club where he still participates today. Eric spent three years on the Board of Directors and for 5 years as the Nevada Chairman helping personally raise more than \$50,000 through the sales of Nevada tickets.

In order to facilitate his love for sponsoring and working with children's sports teams, Eric obtained his coaching certificate through the National Coaching Certification Program.

He then put this to use as first the Assistant Coach, then Head Coach of his son's hockey team. Eventually Eric earned the hat trick and was Father, Coach and Sponsor of their team.

In 1985 Eric was elected to the Board of Director of the newly reactivated Lincoln Chamber of Commerce. Eventually becoming President, there were many substantial accomplishments including a large increase in membership.

In his giving spirit, Ericway Tire trucks collected 12-15 tons of food and toys from neighbouring businesses for local charities. On Canada's 125th Birthday, the Governor General of Canada, on behalf of Her Majesty Queen Elizabeth authorized a limited number of medals to be awarded to citizens for outstanding community service. Eric was a proud recipient of this medal.

Eric has been on the Board of Director of the Ontario Tire Dealers Assn. for twenty years, including a two year stint as President. One of his many accomplishments included the reorganization of the OTDA Annual Golf Tournament that has successfully raised over \$200,000 to support the association and various charities.

Eric has worked endlessly to create a proper and environmentally friendly scrap tire program for Ontario. He has chaired the Scrap Tire Committee and two days before his term as President was over, the Provincial Government gave the first reading to Bill 90, allowing the creation of an Industry Funded Organization that governs the disposal of scrap tires.

Eric is currently the President of the Tire Dealers' Association of Canada.

Eric and Gerry are proud to see their son Chris take on a big part in the daily operation of the store.