

TRENDS

Tire Industry News

Editor: Bob Bignell

Issue 1602

Inside this issue...

**OTDA Annual Fundraiser & Charity Golf Classic
June 15, 2016 Niagara**

**Next TDAC National Trade Show & Conference
Toronto 2018**

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**OTDA | Ontario Tire
Dealers Association**

President: Mike McClory

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President's Message



Spring is finally here! After a long mild winter that has extended into April sunshine and warm weather are just over the horizon. This year's OTDA Annual Fundraiser and Charity Golf Classic June 15, 2016 is going to be one of the best ever! Co-Chairs Eric and Jenna Gilbert have picked the perfect destination for this event Rockway Vinyards. Nestled in the heart of the Niagara Escarpment one of the finest grape growing regions of the world Rockway Vinyards is both challenging and beautiful. Eric and Jenna are fiercely promoting the Classic so register today to guarantee your spot. Come out and have the opportunity to network with suppliers and colleagues associated with this great industry of ours. There is a registration form included in this edition of Trends.

I would like to take this opportunity to personally thank Eric Gilbert and his family for organizing this year's Tournament. Eric is Past President and CEO of Ericway Tire, Past President of the Ontario Tire Dealers Association (OTDA) and Past President of the Tire

Dealers Association of Canada (TDAC). With all these commitments Eric has always found the time and energy to give back to his community and industry in so many ways. Currently he is one of our most dedicated volunteer OTDA Board of Directors always suggesting and helping to implement ways to improve and enhance the Ontario Tire Dealers Association Members position on many different issues.

Behind every great man is a woman and Gerry Gilbert is definitely the power behind Eric and his family. Recently the Gilbert's lost a cherished member of their family as Gerry succumbed to cancer. I had the privilege to experience and admire this wonderful lady's Grace, Strength and Sense of Humor. Gerry attended and contributed at many OTDA events. She also put up with a lot of Tire Dealer shenanigans always with poise and dignity. She will eternally be in our memories and I'm positive she will always be the power and influence behind the Gilbert family. Thank you Gerry for all of your contributions to this world, it's a better place because of all your efforts.

Recently the Ontario Tire Dealers Association has been working diligently to navigate the pending new legislation for Tire Recycling in Ontario Bill 151. Usman Valiante OTDA Director of Environmental Affairs is carefully analyzing the impact this will have on our membership. Under the current Ontario Tire Stewardship (OTS) program the OTDA membership is comprised of Stewards, Collectors, Haulers and Processors. We have communicated to the Ontario Ministry of Environment and Climate Change that we want our place at the table to participate in the design of the new recycling program in Ontario. Although the current program has met its goals in diverting and prop-

erly recycling tires in our province it's come with burden to our members. This is an opportunity to address our concerns and eliminate some of the obstacles that Tire Dealers are currently experiencing. Please read through Usman' article in this issue of Trends.

The Ontario Tire Dealers Association is always working behind the scenes for the betterment of our Members and our Industry. "Your Strength is In Our Numbers" We need you membership and commitment to continue to be recognized as the influence behind the Tire Dealers of Ontario!

Mike McClory
OTDA President

TRENDS

Tire Industry News

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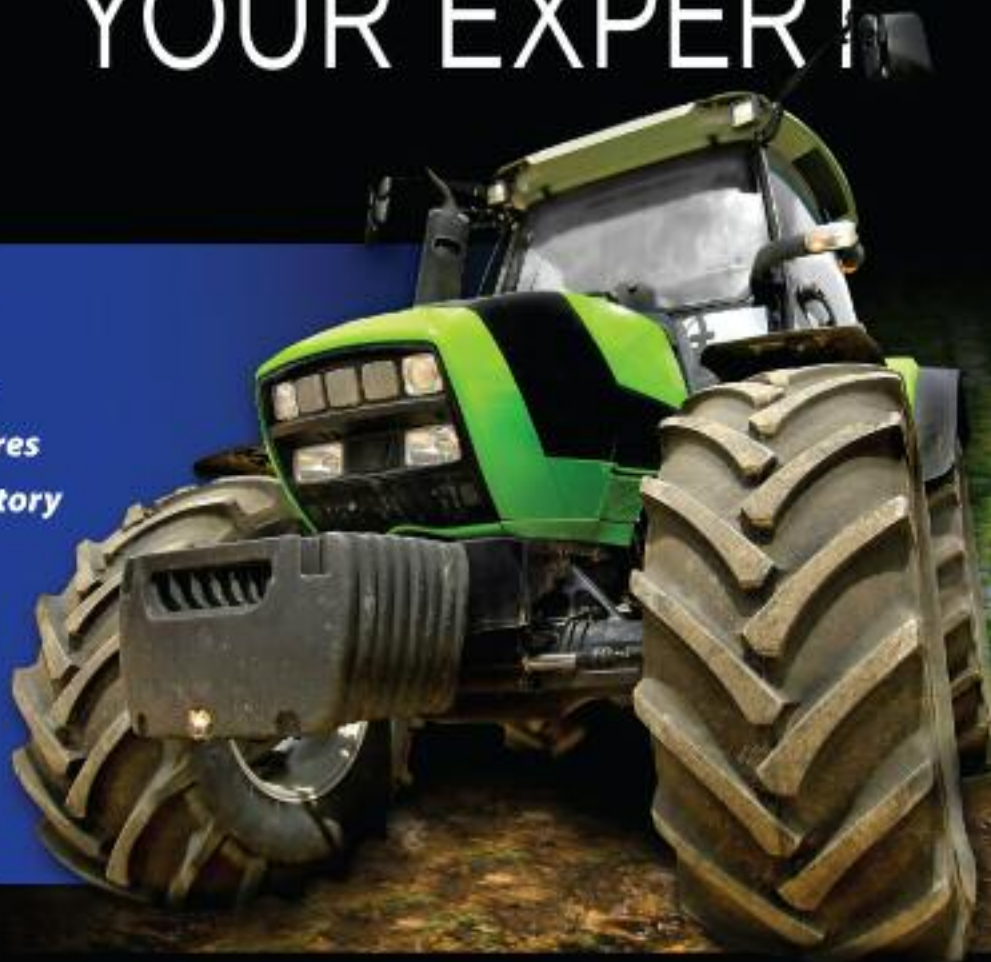
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OTDA Annual Fundraiser & Charity Golf Classic - June 15, 2016

Rockway Vineyards, St. Catharines

TDAC National Trade Show & Conference - 2018 - Toronto

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Treadlines

Goodyear Unveils a New Tire Shape — And There's No Hole in the Middle

Goodyear Tire & Rubber Co. has revealed two new concept tires at the 86th Geneva International Motor Show that the tire maker says could literally reshape the future for autonomous cars.



The spherical-shaped Eagle-360 is a future-oriented tire. It was designed with key features of maneuverability, connectivity and biomimicry for autonomous mobility.

The IntelliGrip tire features advanced sensor and treadwear technology, and is a solution for the earlier adoption of self-driving vehicles.

Goodyear says both tires are designed with safety in mind, which according to recent studies, is a key concern among consumers around autonomous vehicles.

“By steadily reducing the driver interaction and intervention in self-driving vehicles, tires will play an even more important role as the primary link to the road,” says Joseph Zekoski, Goodyear’s senior vice president and chief technical officer. “Goodyear’s concept tires play a dual role in that future both as creative platforms to push the boundaries of conventional thinking and testbeds for next-generation technologies.”

Survey shows support for mandatory winter tires

November 13, 2015

More than half of Canadians favor mandatory winter tire use. That’s according to a survey conducted by DesRosiers Automotive Consultants of 1,500 light vehicle owners across the country. Predictably, Quebecers were the biggest advocates of winter tires. More than 90%...

Pirelli Truck Tires Are on Their Way to the U.S. and Canada

Pirelli Tire North America Inc. plans to begin serving the commercial truck and bus markets in the United States and Canada through a new dedicated entity: TP Commercial Solutions LLC.

The move represents an expansion of

Pirelli’s industrial business unit into North America. The unit is currently headed at the group level by Pirelli CEO Marco Tronchetti Provera. The unit supplies commercial truck tires and fleet solutions to the global market. The drive into the U.S. and Canadian markets, which are the world’s largest in terms of value for commercial truck tires and fleet management solutions, is part of Pirelli’s aggressive global growth strategy.

The pilot phase, currently underway, aims at establishing the best strategy for local product development, distribution, and sales. Currently there are more than 40 fleets participating in the testing and development of Pirelli commercial truck tires for several North American applications.

Yokohama Is Acquiring Alliance Tire Group

Yokohama Rubber Co. Ltd. plans to purchase the Alliance Tire Group (ATG) in a deal that exceeds \$1.1 billion and is expected to be finalized on July 1, 2016. Yokohama will acquire the commercial tire maker as part of an agreement it reached with KKR, an investment firm.

Yokohama says ATG has developed “a highly specialized business” manufacturing and selling tires for agricultural, industrial, construction and forestry machinery. ATG sells radial and bias tires for the aforementioned types of vehicles in 120 countries around the world, with a focus on the North American and European markets.

The acquisition will allow Yokohama to enter the farm and forestry tire markets, and the company says the acquisition will strengthen Yokohama’s product lineup in commercial tires.

Alliance produces tires in three plants, two located in India and a third in Israel, and reports annual sales of \$529 million with operating profit of \$95 million in 2015.

Mosquito traps made from old tires are 7 times more effective than standard traps

A new study found this cheap, easy system significantly reduced virus-carrying Aedes mosquitoes in Guatemala.

Called an ovillanta, a simple mosquito trap fashioned from old tires spells doom for mosquito eggs.

Created in collaboration by researchers from Canada and Mexico, the ovillanta is made of two 20-inch sections of old car tire secured together in the form of a mouth, with a fluid release valve at the bottom. A milky mosquito-luring non-toxic solution is poured in the bottom – the solution includes a mosquito pheromone that tells female mosquitoes that it’s a safe place to lay eggs. The mosquitoes enter, lay eggs on a paper or wooden strip that is floating in the “pond” ... twice a week the little egg raft is removed, the eggs destroyed, and the solution drained and filtered before being reused in the trap again.



OTDA President Mike McClory and Executive Director Bob Bignell present a cheque for \$5000.00 to KidsAbility. This is part of the \$25,000.00 donated to charities raised at the 2016 OTDA Fundraiser and Charity Golf Tournament. KidsAbility was founded and is supported by local Rotarians since 1957, KidsAbility™ is the recognized leader in Waterloo Region and Guelph-Wellington for empowering children and youth with a wide range of complex special needs to realize their full potential.



Through a talented team of therapists, teachers, support staff and volunteers, over 5,800 children and youth, from birth to age 18, benefited from therapy and support services at our sites in Cambridge, Fergus, Guelph, Kitchener and Waterloo.

Annual Fundraiser & Charity Golf Classic

Date: Wednesday June 15, 2016
Place: Rockway Vineyards
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www.rockway.net



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How will Ontario's new Resource Recovery and Circular Economy Act affect tire recycling?

By Usman Valiante

Director of Environmental Affairs - OTDA

The Ontario government is reforming Ontario's recycling laws. On November 26, 2015 it tabled Bill 151 Waste-Free Ontario Act which is expected to become law sometime in the fall of this year. Bill 151 comprises two pieces of legislation:

- Resource Recovery and Circular Economy Act, 2015; and
- Waste Diversion Transition Act, 2015 (which replaces the Waste Diversion Act).

While the Waste Diversion Transition Act 2015 maintains existing Industry Funding Organization based programs (such as Ontario Tire Stewardship's Used Tires Program) its primary purpose is to set out the rules for transitioning these programs to producer responsibility under the Resource Recovery and Circular Economy Act, 2015 (RRCEA).

The RRCEA replaces Waste Diversion Ontario (WDO) with a new Resource Productivity and Recovery Authority (the Authority) and terminates the existing WDO board on the date RRCEA comes into force. The new Authority is an administrative body that registers obligated and enforces the regulatory obligations put on those parties.

Under the RRCEA the categories of obligated parties include:

- Producers who are deemed to be "brand holders" that have a commercial connection to a product (Including parties that import, wholesale, or retail tires or are otherwise involved in the distribution of tires); and
- Resource recovery service providers (e.g. tire recyclers) who perform an activity that relates to resource recovery or waste reduction in Ontario

A brand holder may be regulated under RRCEA to register and effect waste reduction, collection, management (i.e. reuse and recycling), promotion and education and reporting and record keeping as specified in the regulations.

In all cases where brand holders are responsible the responsibility is held by individual brand holders not stewardship agencies such as Ontario Tire Stewardship (as is the case today). The RRCEA is silent on how those brand holders may organize

themselves.

This raises concerns about how the "wind up" of the existing Used Tires Program under OTS will happen in order to transition the regulation of used tires to the individual producer responsibility model under the RRCEA.

It is clear that Ontario's Used Tires Program has been successful and that it has resulted in a tremendous amount of investment in tire recycling in the province. It is notable that unlike any other jurisdiction in North America, no used tires generated in the province are sent to lower order uses such a tire-derived fuel or landfill daily cover.

This raises a number of questions. Who will be designated as tire brand holders (tire manufacturers and distributors or retailers that sell tires to Ontarians)? How will these brand holders convene themselves to replace OTS? How will the existing system for collecting, transporting and recycling tires created under the OTS program be preserved by these brand holders?

OTDA would like to preserve the success OTS has had and would like to see the continued evolution of tire recycling in Ontario under the RRCEA.

As the primary interface between tire consumers for the purchase of new tires and the recovery of used tires for recycling, tire dealers must be assured that there will be an orderly transition of the existing Used Tires Program to the producer responsibility provisions under the RRCEA.

In this regard, OTDA has indicated to the Ontario Ministry of Environment and Climate Change that it plans to be actively involved in any discussions regarding the nature and scope of any future used tire regulation. Additionally, OTDA plans to work closely with OTS, existing tire stewards and used tire collection, hauler and recycler markets to ensure that the transition plan that is developed to wind up OTS ensures the continued success of tire recycling in Ontario and does not confuse Ontario tire consumers.

OTDA

Don't Just Join... Belong

Your tire dealer association is working in your behalf on a number of important fronts. Why not get involved personally and make a difference?



BOB BIGNELL

The cost of association membership is relatively inexpensive when compared to the hours of volunteer time invested by your industry peers to what results in improving your business. Look at who these volunteer leaders are and ask yourself how you can get involved.

Associations are your gateway to industry proprietary issues.

There are four regional tire dealer associations covering Canada: The Western Canada Tire Dealers Association, Ontario Tire Dealers Association, L'Association des spécialistes du pneu et mécanique du Québec, and Atlantic Tire Dealers Association. If you are a member of any of these associations, you are automatically a member of the Tire Dealers Association of Canada.

Each of the associations has members, like you, who work tirelessly on issues that directly affect your business. As Executive Director of the Ontario Tire Dealers Association, I am more familiar with issues in Ontario, but nonetheless most initiatives, regardless of region, have parallel efforts across the country.

Keeping an eye on American issues

In 2015, the hot topic in the US was Tire Registry. With the passing of the highway bill in the U.S. it is more of a reality and will continue to consume the time of the Tire Industry Association and its volunteer leaders. I don't see it becoming a top priority in Canada any time soon, however it is important that we keep our eye on the ball here, as this initiative transfers a significant burden onto you,

the dealer. We are your watchful eye and we will keep you posted, just as we will with tire aging, tire labeling and other potential issues.

Tire recycling

Tire recycling is alive and well in Canada. Again, this is managed regionally, but co-operated nationally with CATRA (Canadian Association of Tire Recycling Agencies). Diversion of tires from landfill sites in Canada is higher than anywhere else.

Unique to Ontario, the collectors get an allowance for their cost in participating in the program. This is a direct result of your association at work. Since the start of the program, over \$50 million has been refunded back to collectors. With the introduction of Bill 151, there will be an overhaul of the entire program in Ontario. Once again, we are involved in transition planning to a new program with your interests in mind.

TPMS

On TPMS, we have constantly prodded the governments nationally and provincially to give us a ruling on its application in Canada. Most vehicles in Canada are equipped with TPMS and it has evolved to a point where it is much more palatable for the dealer to service.

Our minister in Ontario has issued a letter to us and we, as a result, have created a statement for our members to refer to. Since Transport Canada has given no consideration regarding the retention or functionality of TPMS, we strongly suggest that a TPMS system never be deactivated or rendered ineffective after any tire repair, replacement(s), rotations, installation of new wheels or any service whereby the TPMS system can be affected. More on this is available to you on our website otda.com



Each of the associations has members, like you, who work tirelessly on issues that directly affect your business.

I can't leave without giving a plug for one of our national events. The TDAC National Trade Show and Conference is hosted in March by the Western Canada Tire Dealers in Kelowna. I hope to see you there. You belong. 🇨🇦

From Tire News Magazine

Bob Bignell is the Executive Director of the Ontario Tire Dealers Association (OTDA)



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Wheel Safety - Assess Your Risk

Rolf Vanderzwaag

Recent events are once again focusing a spotlight on wheel safety.

When a vehicle loses a wheel on the highway, the direct outcome is quite unpredictable. The consequences of losing a wheel is generally proportional to the size of the wheel and the volume of adjacent traffic, and when the wheel weighs 100 kg in a major highway settings, there is serious potential for damage and injury. Regrettably this includes fatal injuries.

The indirect outcome of a wheel loss incident is usually a little more predictable than the direct outcome. Such an event will trigger news stories, columns, wannabe inventors will try to sell their solutions, enforcement agencies will gain focus and the topic will be hot discussion at formal and informal industry events for a while.

Many ask "why is this still happening?", while others ask "didn't we solve this problem a long time ago?". These are good questions and everyone that is operating commercial vehicles should periodically conduct a risk assessment in this important service area. Doing an effective risk assessment requires sufficient knowledge of proper methods as well as sufficient knowledge of the common mistakes that contribute to wheel loss.

Wheel loss can be the result of a failure at the wheel fastener interface or of a failure at the wheel bearing interface. Roughly 80% of failures are fastener related, and the variety of individuals working on that interface is more varied, so that's the service area normally needing the greatest focus.

Since the hub-piloted wheel is by far the most common wheel used on commercial vehicles, it is also the most commonly lost wheel type. This fact is not due to any design weakness, but it is a simple and predictable correlation. Conducting a risk assessment of service practices for hub-piloted wheels should be based on proper procedures - based on long-standing manufacturer recommendations.

Hub-piloted wheel fasteners need to be tightened so that the tension on each wheel bolt is within a range between specific maximum and minimum values.

Too much tension causes wheel bolt failure. Too little tension allows wheel movement.

A failure caused by too much tension can be immediate (the bolt breaks) or the bolt can fail over a long period of time, where stress causes cracks that slowly spread. Wheel or brake drum movement caused by too little tension causes damage that very quickly becomes severe.

Failures that occur soon after a wheel is re-installed are more likely to be a result of too little tension. Failures that occur long after the wheel is installed are more likely to be caused by too much tension.

Failures that include bolts that are cleanly broken off are most likely a result of too much tension. Wheels without any broken bolts are more likely to be caused by too little tension. Many failures include a mixture of these conditions and it can be difficult to identify the precise cause and sequence of the failure.

Getting the bolt tension inside the window is obviously critical. Getting it right requires some basic steps to be followed at every wheel installation.

Avoiding the risk of getting the tension too high is simply a matter of avoiding use of uncontrolled impact tools. Nobody should use a tool designed to remove wheel nuts for re-installing those same nuts. But it happens all the time. This needs to be a critical part of any risk assessment. Using a smaller impact tool to get nuts partially tightened will speed the job along, but put the big impact gun away.

Avoiding the risk of getting the wheel nut tension below the required minimum requires a few more basic steps. The first step is to avoid using damaged, worn out or otherwise defective nuts. The second step is to make sure the wheel bolts are in good condition. If they need replacement, have a process in place to deal with it. The next step is to ensure all of the surfaces that are going to be bolted together are free of dirt and debris, rust build up and excessive paint. They also need to be reasonably flat.

Next make sure the brake drum is

properly in place on the hub. This is trickier than it sounds in some cases, so make sure the service staff know what to look for. Assemble the wheels and then possibly the most important – and most often ignored critical next step – lubricate the threads of the wheel bolts. Use engine oil and wet the end of each bolt, then put a few drops of oil under the washer of each wheel nut. Don't worry about using a little extra, a little more oil will not negatively affect the work being done.

Make sure you are using only wheel nuts that meet SAE standards. Tighten the wheel nuts in sequence in three stages. Get them to about 50 ft lb first, then up to around 300 ft lb, and finally to 500 ft lb.

The final part of a wheel installation is the "torque-check". This task should be done between 80 to 160 km after the wheel is installed. If you can't stop in that interval, do a visual check at regular intervals of 80 to 160 km until you do get it checked with a torque wrench.

Many service technicians are of the mistaken impression that the torque-check is actually the final tightening of the wheel nuts. The torque-check is actually an audit of the installation. It is quality control procedure. If you find nuts that will rotate at the torque-check, it tells you that something went wrong at installation. That result requires follow up. At a minimum an additional check needs to be performed.

The torque-check requires specific procedures to be followed. Everyone involved needs to know what is expected, what is an exception and what follow up is needed for every exception.

Rolf Vanderzwaag is the developer and the Signing Authority for the Commercial Vehicle Wheel Service (CVWS) training program. This program has been in place in Ontario for 20 years and requires every person involved in removing and replacing wheels on commercial vehicles to be trained and certified. For information on the CVWS program contact the OTDA.

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A Driver's Guide to Hot Weather Conditions

For many Canadians at work or at play, summertime means it's time to hit the open road. But just because the snow is gone, doesn't mean Mother Nature is letting drivers off the hook.

In fact, the heat of summer in our country can create some of the most dangerous weather (and thereby road) conditions you can find anywhere. To assist you in making smart choices when you get behind the wheel, here's some practical information about summer weather conditions and what the different terms mean.

The Difference Between Watches and Warnings

Environment Canada regularly issues Watches and Warnings for various types of severe weather events. While both are always worth your attention, they are not the same:

Watch: A watch is issued when conditions are favourable for a severe weather event's development, but there is no evidence to suggest it has already developed.

Warning: A warning is issued when there is evidence based on radar, satellite pictures, or from a reliable spotter that a severe weather event is imminent or occurring.

Know Your Canadian Summer's Severe Weather Events

Watches or Warnings could be issued for any of a number of severe weather events. The Environment Canada website lists many different weather definitions at www.ec.gc.ca/meteo-weather/, but here are key terms for drivers to look out for:

Dust Storm: Native primarily to the Prairie provinces, a dust storm is distinguished by blowing dust that reduces visibility to 800 metres or less for one hour or more.

The American National Weather Service suggests that, if you are driving during a dust storm, drive at a speed suitable for the visibility until you can pull off the road safely and as far as possible, turning off your lights so vehicles don't follow you off the road, potentially colliding with you.

Severe Thunderstorm: Features one or more of the following conditions:

- Wind gusts of 90 km/h or greater, which could cause structural wind damage;
- Hail of two centimetres or larger in diameter; or
- Heavy rainfall, as per rainfall criteria, excluding those for winter and during thaw

If you are driving during a severe thunder- or hailstorm, seek shelter in a sturdy nearby building or garage. If none is available, turn on your emergency flashers and pull over to the road (as continued driving increases the impact of hail).

Tornado: Environment Canada stats suggest there is an average of 80 tornadoes reported in Canada every year. Formed during severe thunderstorms, they feature wind speeds of up to 500 km/h and can travel at up to 90 km/hr.

If you encounter a tornado while driving, get out and seek shelter in a sturdy nearby building (not an over-pass!). If no building is nearby, get out of the car and into a low-lying area, staying aware for the potential

of flooding. While this is contrary to the advice for driving in a thunderstorm, protecting yourself against a tornado is more important.

Tropical Storm: Occurring almost exclusively in coastal areas, tropical storms are caused by a tropical cyclone, a tropical storm sustains gales of 63-117 km/h. Sustained winds of 118 km/h or more typify a hurricane, but they hit Canada rarely (Environment Canada lists only 18 all time).

If forced to drive during a tropical storm, leave early to avoid traffic jams. Never try to drive through a flooded road, as flooding may conceal pits in the road or a road that is washed out altogether. Seek higher ground to protect yourself against flooding.

Weather Warning: A generic weather warning may be issued for extreme weather events for which there is no suitable warning type, because they rarely occur. For example: a major fog event. A generic weather warning may also be issued for situations where the event is not expected to reach warning criteria values, but there is a special reason for the warning. For example: the first event of the season, or an off-season event.

Watch Out For These Everyday Dangers

Not all dangers associated with weather come in the form of "events," but these Canadian casualties from these dangers are far greater than from all the severe events combined. For more information, check out www.ec.gc.ca/meteo/loeil-skywatchers/.

Ultraviolet (UV) Rays: UV rays are the sun's rays that can damage skin tissue and eyes, leading to sunburn, skin cancer and macular degeneration. The amount of UV rays that you receive depends upon the UV index and how long you are exposed to the rays. For that reason, even if you're not driving a convertible, the sun shining constantly through a window or sunroof can have adverse effects on your health, especially when driving for long periods of time.

Consult Environment Canada or your local weather forecast to learn more about the UV index on a given day, and take precautions by wearing sunscreen and UV-protecting sunglasses.

Smog: Typical of larger, metropolitan areas, smog is pollution that has been suspended in the air. Often described as smoke and fog, the smoke part can actually contain a variety of particles that can make breathing difficult, particularly for those with respiratory issues like asthma.

If smog levels are high and/or you have respiratory issues, ensure you are traveling with all your necessary medications and are checking in regularly with your family or employer so somebody else knows where you are and that you're okay.

Humidex: Not a tangible danger itself, the Humidex is a way of expressing what hot, humid weather feels like; however, it is this hot, humid weather that is dangerous to drivers, particularly those who with cardiovascular conditions.

If you are driving in areas with a high Humidex (i.e. over 30), ensure you are drinking water regularly, even if you do not feel thirsty. Carry any relevant heart medications with you, and make sure your vehicle's air conditioning is functioning properly so you can stay comfortable and focused on the road ahead.

At Federated Insurance, we believe Loss Prevention is a critical component of your Risk Management Program. For more information, contact our Loss Prevention Department at 1-800-665-1934, or visit our website at www.federated.ca.

The information provided is intended to be general in nature, and may not apply in your province. The advice of independent legal or other business advisors should be obtained in developing forms and procedures for your business. The recommendations are designed to reduce the risk of loss, but should not be construed as eliminating any risk or loss.

Richard Frost, CIP, CRM, is Federated Insurance's Loss Prevention Consultant for National Accounts and Associations.

Hall of Fame

Inductee Mike Moffatt



The Hall of Fame salutes individuals who have contributed to the betterment of the tire industry at large. TDAC, OTDA and Bridgestone are proud to honour Mike Moffatt



Mike was born on August 15th, 1957, in Hagersville, Ontario. Mike had six siblings—two brothers and four sisters. He went to Walpole North Elementary School, and Hagersville Secondary School. As a young man, Mike worked as farm hand, general labourer and as a house framer. In 1974, Mike met Lynda Shaver, the love of his life, at Hagersville Secondary School. They were married in 1978.



Mike and Lynda had three children: Adam, born in 1982; Scott, born in 1986; and Erin, born in 1988. Mike got his start in the tire industry in 1982, when he went to work for Tyre King Recycling, in Hagersville, Ontario. Driving truck, he was collecting tires; and very much learned the business from the ground up. Over that time, which was very early days in industry, Mike collected some 46,000 tires. In 1983 Mike decided to go it alone. He opened Mike's Recycling, also located in Hagersville. He purchased his own truck and started collecting tires across Southern Ontario.



The tire recycling industry was just finding its feet. By 1991 Mike had collected and recycled approximately one million tires.

In 1991 Mike relocated to Brampton, Ontario where he opened Fred's Recycling... Fred's was named for Lynda. ('Fred' was his nickname for her). Business increased steadily, so much so that in 1993 Mike added a second truck to the fleet to keep up

with growth.

In 1995 Mike returned to Hagersville, where, in 1998, he established Ontario Tire Recovery. Between 1991 and 1998 Mike estimates he recycled some three million tires.



A watershed year, in 2003 Ontario Tire Recovery became the preferred vendor to a major national account. The opportunity created an ideal scenario for expansion. Mike's son Adam returned to the family operation. In the same year, the company expanded to northern Ontario, where two collection trucks were brought into operation, along with 3 employees. An extra truck was also added to the Hagersville operation, which now numbered 4 trucks, 10 employees.

The next move for Ontario Tire Recovery was to establish operations in the GTA. In 2005, Mike opened a Toronto facility for delivery and sorting of tires; and added two additional specialty trucks for large collections.

Ottawa followed in 2007, with three collection trucks, while two more trucks were added to the Hagersville facility.

In the decade leading up to 2009, Ontario Tire Recovery had recycled approximately 18,650,000 tires. By then Mike was employing 53 people across Ontario. The company was operating 15 trucks of various kinds, 100 tractor trailer units; and had located some 160 tire storage compounds and bin across the province.

After a landmark year in 2009 and recycling some 3,500,000 tires Mike made the decision to sell Ontario Tire Recovery to Liberty Tire Recycling

Hall of Fame

Inductee Mike Moffatt



Canada. This merger would later result in the formation of the largest tire recycling facility in Canada, recycling over 6 million tires annually. Mike continued with Liberty Tire Recycling as the Customer Relations Manager. His son Adam would also remain with Liberty Tire Recycling and continue to mentor with his father.

Over the next few years Mike continued his duties as Customer Relations Manager, traveling the province of Ontario, meeting with and gaining new customers.

During the period from 2009 to 2015 Mike and Liberty recycled some 26,500,000 tires.

Mike loved the outdoors, from fishing, camping, riding all the toys—and occasionally relaxing!

Mike was a proud supporter of the Haldimand Wrestling Club, Sunshine Foundation, and many local teams and events. Mike was mostly known by friends, family and his surrounding community as a loving individual whose generosity was surpassed only by his love for his family.

Mike was a passionate grandfather, who spent as much time as he could with his grandchildren. He carried to them his love of the outdoors.

Mike passed on Nov 20, 2015 in Brantford Ontario, after a year long battle with cancer. Mike's continued

love for life and the strength he showed during his last year will always serve as a reminder of Mike's generosity, his kind nature and, most of all, his love of his family.

We are honoured to welcome Mike Moffatt into the Ontario Tire Dealers Association Hall of Fame.

The Tire Dealers Association of Canada and Bridgestone Tire salutes Mike Moffatt for his vision, entrepreneurship and for the immense impact he had on the tire recycling industry, both in Ontario and beyond.



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R

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PCI Compliance

Statistics show that up to 90% of data breaches each year occur at small businesses, and we want to help you protect yours. The Payment Card Industry Data Security Standards (PCI DSS) were established by the Payment Card Industry Council to help protect businesses from a data breach. Compliance with these standards is required for the security of your business and the security of your customers' data.

We know this process can be complicated for a small business, so we've introduced Elavon's PCI Compliance Manager, an online service that helps you report and maintain compliance with the PCI DSS. Compliance Manager will guide you through the process.

In addition to helping you report compliance, we'll also help you turn your PCI DSS compliance into a useful marketing tool for your business, by building your security profile to promote trust with your customers.



Getting Started

The first time you log in to the portal, <https://pci.compliancemanager.com>, you will need your Merchant ID (MID). After you enter the details requested on screen, you will be prompted to personalize your login details and provide an email address. We'll use this email address to communicate with you about your progress.



Next, you will complete a short profile answering questions about how you accept payments and handle credit card information within your business. We'll use this information to determine the type of Self-Assessment Questionnaire (SAQ) you will need to complete and whether or not you need to run a scan.

Navigating the Portal

Each time you log in, you'll be brought to the portal dashboard, which will guide you through each step of the process.

You can see a list of all the tasks you need to complete on your dashboard, such as verifying your business integrity, personalizing your account details, becoming PCI DSS compliant and building or that compliance by protecting your business. The next task you need to complete will be highlighted with a blue arrow, and every time you successfully complete a task, you will see a green tick next to it.

Completing a Scan

If your card processing systems have externally facing IP addresses, you are required to run a scan. Our profile questions will help you determine if this is applicable to your business. If you are required to complete it, you must provide a passing scan at least quarterly or after every network change. We have partnered with Sysnet Global Solutions, a PCI DSS Approved Scanning Vendor, to provide you with a scan tool to help you find and fix vulnerabilities.

Self-Assessment Questionnaire (SAQ)

The SAQ is the set of questions that you must answer demonstrating your data security processes and procedures in relation to protecting cardholder data.

- When completing your SAQ on the portal, you'll be able to monitor your progress at all times.
- We'll use the information that you have already provided us in your profile to automatically answer as many questions on your SAQ as possible.
- Help is available for every question.
- Every time you answer No to a question, we'll ask you to set up a Remediation Task so you can plan how you will resolve it and become compliant.
- We'll also set up Reminder Tasks for any task that you need to review on a regular basis. You'll get emails to remind you when these tasks are due.

Remaining Compliant at All Times

Finally, once you have completed a compliant SAQ and scan (if applicable to your business), you must then attest to your compliance to achieve PCI DSS validation. This validation lasts for one year.

You must remain SAQ- and scan-compliant (if applicable to you), at all times during that year, even if you are validated. To help you do this, we'll send you reminders throughout the year, and we'll also let you know when your validation is about to expire.

Tools for Securing Your Business

As part of our program, Elavon provides these resources to help you bolster card data security:

Education: Visit <http://pci.elavon.com> for an overview of PCI, tips on protecting cardholder data, a comprehensive list of frequently asked questions and links to industry resources.

Financial protection: Elavon offers options for limiting your financial exposure should a data breach occur.

Scanning tools: Perform scans for unencrypted card data, and verify if your internal and external networks are safe from unauthorized access.

5 Easy Steps to Validate Your PCI Compliance

1. Personalize your user account.
2. Complete your business' profile.
3. Complete the recommended Self-Assessment Questionnaire.
4. Complete a passing external network vulnerability scan and get it validated by an Approved Scanning Vendor (not all businesses need to do this step).
5. Complete the Attestation of Compliance – you will be validated for one year upon completing this step.

About Sysnet Global Solutions

Sysnet Global Solutions provides payment card industry compliance services, specializing in PCI DSS compliance validation and merchant intelligence solutions. Sysnet offers a range of services, including its proprietary web-based compliance management and merchant intelligence solution Sysnet.ai™.

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Key facts for tire sales professionals

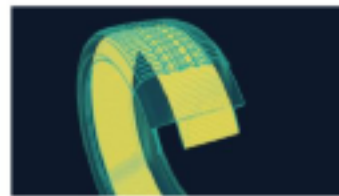
- Some of the latest advances in tire technology focus on minimizing an energy-draining effect called “**rolling resistance.**” Rolling resistance associated with tires occurs when different tire components flex and squirm under the weight of a moving vehicle.
- Fuel efficient, **low rolling resistance (LRR)** tire options are becoming increasingly popular in both the **Original Equipment (O.E.) *and* replacement tire** markets as consumers demand more fuel-efficient cars and governments introduce stricter emissions standards.
- While LRR design approaches vary from manufacturer to manufacturer, improved fuel efficiency in tires is typically achieved by focusing on three areas:



1. Tread Design



2. Rubber Compound Formulation



3. Tire Structure

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 1. *Everyday drivers who value comfort, fuel economy and operate their vehicles under normal driving and environmental conditions*
 2. *Touring and Luxury Touring tire categories*
- Most major tire brands now offer lower rolling resistance options as part of their mainstream product mix.
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