

CTDA is Handing Out Money!

Scholarship Program Seeks Student Applicants



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CTDA Calendar and Board of Directors

2019 CTDA Upcoming Events

**Watch For These Exciting CTDA Events
Coming Soon...**

CTDA Minor League Baseball Outings

**(Watch your email, the CTDA website and the next
issue of *Tires & Treading* for more details)**

California Tire Dealers Association

(A non profit mutual benefit corporation)

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Billy Eordekian

President's Message



First off, thanks to all of you for entrusting me as CTDA president once again. But, hey there, Chris Barry, even though you are no longer the president, don't be going too far! You are still the Past President, and we need you! Thank you for your hard work!

This brings me to my next point. Are you, the members of CTDA, willing and able, or do you know someone within our great industry that would be willing and able to serve on the Board of Directors? We have 6 phone conferences per year and beyond that, you would spend just a few more hours per year to serve your industry. Please contact Executive Director Marc Connerly if you can help.

Our annual luncheon was held on January 16th, and what a success it was! TIA VP Brian Rigney of Dill Air Controls was the keynote speaker, along with SEMA Wheels & Tire Council manager Allan Keefe. It's a good thing that five of the 95 people left early, as we only had seating for 90!

As a result of the luncheon, we were even able to sign up new members J&J Tires & Wheels and SoCal Wheels/Wheel Warehouse.

An event like this would not be possible without our generous sponsors, so big thanks go out from CTDA to Federated Insurance, 1-800 EveryRim, Yokohama, Pirelli, Lakin Tire, Net Driven, Myers Tire Supply, Turbo Wholesale Tires, and Penn Tires.

Please take a look at the pictures on the following pages for a glimpse into the fun from this year's lively event.

Thanks again for your trust, and thanks for your support of our great industry!

Your humble used rim peddler,

Billy Eordekian

Finance Your Future

If you're an owner, employee or dependent of a CTDA member, finance your education by applying for a CTDA scholarship at:

<http://www.ctdascholarships.net/>





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2019 CTDA/Federated Insurance New Year Luncheon



L-R: 2019 CTDA Luncheon Dignitaries Ben Wysocki (Federated Insurance), CTDA President Billy Eordekian (1-800EveryRim-OEM Wheels), CTDA Past President Chris Barry (Independent Tire Dealer Group), TIA Vice President Brian Rigney (Dill Air Controls), Allan Keefe (SEMA Wheel and Tire Council), and Matt Burrows (Yokohama)

2019 CTDA/Federated Insurance New Year Luncheon

Below: The New Year Luncheon provides outstanding networking opportunities!



Above: TIA VP Brian Rigney (Dill Air Controls) provided an excellent national perspective

Below: Ben Wysocki (Federated Insurance) shared important information for all tire dealers



Above: Allan Keefe (SEMA Wheel & Tire Council) provided a very informative talk

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Marc Connerly

Executive Director's Corner



CTDA remains very active on a number of fronts, working on several programs of importance to members. Of course, legislative advocacy remains at the forefront of our concerns, and you will find more details on page 12 regarding the legislation we are following.

On page 10, immediately following this article, please also read about the CTDA Scholarship Program, and give some thought to whom you know or who in your company might have an interest in applying for a scholarship. We have money to give and are actively seeking scholarship applicants.

Earlier this year, we received an inquiry from a member who was dealing with serious illegal tire dumping issues at his locations, resulting in significant disposal expenses. We contacted CalRecycle, and at their urging circulated a survey of CTDA members to determine the magnitude of the issue. The survey results were eye-opening, as we received 30 survey responses representing approximately 64 different dealer locations. 73% of respondents (22/30) indicated that they have experienced some amount of illegal tire dumping on their properties. Of those experiencing dumping, 45% (10/22) indicated that it was a monthly issue, 32% (7/22) indicated weekly, 9% (2/22) indicated daily, and 13% (3/22) indicated that it occurs a few times per year.

While it was difficult to extrapolate the small sample size into a meaningful number of tires statewide, we shared with CalRecycle that the survey responses lead us to believe that the statewide number is well into the hundreds of thousands per year and potentially as many as a million illegally dumped tires in

California per year.

CalRecycle has taken this information, and we are awaiting a response about next steps to address the issue, including the possibility of a meeting between CalRecycle and CTDA representatives.

On another front, CTDA has applied to the state for grant funds that will be used for the purposes of providing employee job skills training to CTDA member companies. Once the funds are received, CTDA will offer training to employees of member companies as a benefit of membership. We expect the program to be available in late 2019 or early 2020.

On a final note, CTDA is planning a series of summer membership events at minor league baseball parks throughout the state. We are looking to events in Fresno, Rancho Cucamonga, Sacramento, San Jose, and Stockton, so watch for those to happen in June through August.

CTDA appreciates your membership, and we are hard at work representing the best interests of tire dealers at the state legislative and regulatory levels, as well as developing programs to help you succeed. Please call (916-214-6495) or email me (mconnerly@connerlyandassociates.com) at any time with any questions or requests for programs or services. We are here to listen and to help.

Marc Connerly

CTDA Scholarship Program

California Tire Dealers Association members enjoy access to a scholarship program created to provide financial assistance to owners, employees and/or dependents of CTDA member firms. The funds may be used for tuition or for the purchase of books while attending trade school, community college, state college, or state university.

Scholarships will be granted up to a maximum of \$2,000 at a time, and scholars may apply annually each year they are attending school.

Scholarships are primarily intended for those planning a career in the tire industry, but this includes such professions as accounting, marketing, and other office and ancillary jobs related to the operation of a

tire dealership.

Eligible applicants must be a senior in high school or presently attending a postsecondary school, and must have maintained a grade point average (GPA) of at least 2.0 during their final two (2) years of high school.

CTDA currently has \$10,000 earmarked for scholarships, and we are eagerly and actively seeking scholarship applicants.

For more information, including an application, please visit www.ctdascholarships.net. You may also contact the CTDA office at (650) 357-0600.

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2019 Legislative Outlook

California's legislative session is in full-swing, and CTDA and our lobbyist Jack Molodanof are actively following and engaging on a number of important pieces of legislation.

AB 215 would make dumping waste matter on private property, including on any private road or highway, without consent of the owner punishable with specified fines for the first three (3) convictions. A fourth conviction would be punishable by a specified fine and imprisonment in a county jail. CTDA is strongly in support of this bill.

AB 755 is yet another tire recycling fee bill. The legislation proposes an additional \$1.50 per tire. After defeating a similar fee in each of the last two legislative years, CTDA will aggressively oppose the fee proposal again this year.

AB 949 addresses the issue of installation of unsafe tires, and is supported by CTDA. The bill would prohibit a dealer from installing an unsafe tire and would require the dealer to perform a visual inspection to determine a tire's suitability for installation. A tire would be deemed unsafe to install if the tire is worn to within 2/32" of tread depth; if it has any damage exposing the reinforcing plies of the tire, including through cuts, cracks, punctures, scrapes, or wear; if the tire has any repair in the tread shoulder or belt edge area; if there is a puncture that has not been both sealed or patched on the inside and repaired with a cured rubber stem through to the outside; if the tire has repair to the sidewall or bead area; if the tire has a puncture repair of damage larger than one-fourth of one inch;

if there is evidence of prior use of a temporary tire sealant to repair a puncture or damage to the tire without evidence of a subsequent proper repair; if the tire has a defaced or removed United States Department of Transportation tire identification number; if the tire has any inner liner damage or bead damage; or if the tire shows indication of internal separation, such as bulges or local areas of irregular tread wear indicating a distortion in the tread area when compared to other areas of the tread, or belt separation.

Other bills that CTDA is tracking include AB 814, a bill that makes it a crime to unlawfully access the computer data system of a vehicle; AB 1770, which would extend the operation of the Rubberized Pavement Market Development Act to June 30, 2024; and SB 522, which proposes to restructure the state's tax system to include a tax on services.

The tax on services proposal is one that is not likely to pass this legislative session, and has been proposed before, but it is something that bears close watch, as it is likely to gain momentum at some future date and would mean a tax on the labor portion of automotive services, similar to the current sales tax on parts and materials.

Reprinted from February 2019 Modern Tire Dealer magazine

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CTDA

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For future membership, sponsorship and meeting host opportunities, please contact
CTDA Executive Director Marc Connerly
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Paul Arellano

San Gabriel Valley Report



"Oops, I did it again!" ~ Britney Spears

SALES CLINIC – VOLUME 28

OK, now he's really lost it! How on earth is Mr. Sales going to tie the name of an infamous pop star's song to sales!

Shocking Revelation #29

Though in a mid-2018 article I seemed to chastise myself for saying that 2018 was going to be a "banner year," after the year wasn't turning out so red hot, "I did it again," and I am proud of it!

I did some sales soul searching during the time-off that I took to enjoy the holidays! A quote from Michelangelo came to mind, "The problem isn't in setting a goal so high that you can't reach it, it is in setting one so low that you can."

Though I certainly wasn't happy that 2018 wasn't going as planned at that mid-year point when I wrote the article, the year ended pretty much the same as 2017 did, which wasn't as bad as it was looking months earlier. Still, in my reflection of the year past and the year to come, I had to ask myself (getting deep now) why I was really in sales to begin with. I even rekindled, in my mind, all of the "fun" (hard work, yet enjoyable) I have had over the years (over a decade in another industry, and 15 plus at Lakin Tire). Was I in it to just be status quo? If my 2018 mirrored my 2017, had I reached a plateau? Was this the beginning of the end? Yep, I "went there," and that was enough to stoke the fire deep within, and there was no turning back from that point!!!

When we had our first sales meeting of 2019, I asked to speak last, with respect to projections for the New Year, because I knew what I was going to say. I did it again! I let everyone know that though 2018 didn't prove to be a banner year, I was not "predicting a great 2019"; rather, after a review of some numbers, pro-

jections, and my personal sales plan (we need one, or goals are just dreams), I was EXPECTING a great year.

Now, before you start with the "has he completely lost it" questions, please hear me out. One of the Sales Leaders that I follow recently wrote about "The Goldilocks Paradox of Confidence." He starts by reminding us of Goldilocks, and her finding the balance between her porridge being too hot or too cold.

Similarly, he agrees that confidence certainly can and does boost one's productivity. He warns, however, that overconfidence can lead us to "...overestimate our capabilities and lack the emotional intelligence to recognize our shortcomings and correct them."

I, too, believe that we can influence the outcome of our work, in the long run, if we have a positive mindset, and we work with a passion, regardless of economic conditions or a bad period or two. A plan of action wouldn't hurt either! Still, I do heed the advice of the Sales Guru I quoted above, and I stay mindful of not being OVER confident, to ensure that I stay grounded, humble and hungry.

My boss is an avid baseball player and fan, and I sometimes tell him, when he points to a low sales day or week, "don't just focus on 1 inning, focus on the whole game." The Boston Red Sox, love them or hate them, lost 54 games in 2018 (I know the feeling!), yet they won The World Series!

Are YOU ready to "do it again"? Just like with playing darts....aim low, and your dart will almost always fall to the floor. Aim high, and your dart should fall above, on or near the bullseye!

Paularellano@lakintire.com 1-800-96-LAKIN

Risk Management Corner: Vehicle Preparedness



While it's true that a driver's skills, training, and experience are key to safety on the road, there's plenty that can be done before a vehicle leaves the garage to help a driver stay safe between Point A and Point B. Make sure all your vehicles are prepared — inside and out — for their intended use before you send employees out into traffic.

In the Cab

Ditch the distractions — Distracted driving is a leading cause of accidents, injuries, and deaths on the road. Train your drivers to refrain from using their mobile devices while operating a vehicle and avoid using communication devices (even hands-free ones) unless absolutely necessary.

Keep it clean — It's common knowledge that a clean workspace is a safe and efficient workspace. Make sure to remove clutter that can draw a driver's attention away from the road or impede the use of pedals. Make sure windows are clean, and mirrors and back-up cameras are clear.

Prepare for an emergency — Even a vehicle with an impeccable service record can break down, so keep an emergency roadside kit in each vehicle. Equipment recommendations include a cell phone and charger, a first-aid kit, flashlight, flares or reflectors, jumper cables, water, and blankets.

Under the Hood

Get a grip — When the rubber meets the road, your vehicles' tires can mean the difference between disaster and safe arrival. Make sure the tire tread, inflation level, and overall tire condition are safe for use. Swap the tires with new ones if they're getting old or worn. If you do business in a cold-weather state, make sure your vehicles are equipped with the proper tires for the weather.

Practice constant care — Regular maintenance will help ensure that your vehicles are in proper working order. Oil changes, transmission service, and brake service are just a few of the recommended procedures. Consult a trusted technician for frequency and extent of service.

Watch for recalls — Manufacturers often send out notices when a safety recall is ordered, but taking an active role in safety is always the best policy. The National Highway Traffic Safety Administration offers a vehicle identification number look-up tool so you can check if your vehicles are under any safety recalls. Simply visit www.nhtsa.gov/recalls and enter your vehicles' VINs.

An ounce of prevention is worth a pound of cure. So, before you or your employees head out, make sure all your vehicles are ready for what the road has in store.

Your Website is an Investment: Trust the Professionals

By McKensie Curnow, Net Driven

Building your own website has become increasingly simple and inexpensive in recent years. Though easy and accessible, DIY websites do not guarantee a website that works well or leaves a lasting impression for your business and your audience.

Your website is a reflection of you and your business, so you're obviously going to want to build a strong, professional and positive presence to attract customers. Taking the risk of building a website on your own is taking the risk of losing potential leads and damaging your business's reputation – we never get a second chance to make a first impression!

When you invest in a professional web design team, such as our team here at Net Driven, you're not only investing in the visual appearance and accessibility of your website, you also invest in expert advice, techniques, and best practices to create the best possible user experience. Spending less money and trying to do it on your own may seem like the easy way out, but let's dive into why it's important to give your business the professional auto service website design it deserves.

FOLLOWING ARE COMMON MISTAKES MADE BY INEXPERIENCED DESIGNERS:

Poor Structure & Navigation

A website should be attractive, accessible, and easy to navigate; all in all, user-friendliness is vital. A site's content should be understandable and full of useful information without being cluttered.

In today's day and age, people like quick and simple. If they can't find what they need without gaining a headache, they're going to leave your site and find a frustration-free one instead. At Net Driven, we know how to organize automotive websites in a way that makes sense for both the business owner and their potential customers.

Lack of SEO

If no one can find your website, what's the point in making the effort of creating one? Many rookie de-

signers forget the importance of SEO, or Search Engine Optimization.

As a certified Google Partner, our team highly knowledgeable of automotive SEO and works hard to make sure your site gets found.

Missing CTA

Your website is one of the most powerful marketing tools for your business. Not only does your website have the power to bring in new customers, it also helps current customers remain loyal if they find what they're looking for with minimal frustrations.

One of the main components of a great website is a clear CTA, or call-to-action. A CTA is what converts website visitors into customers by driving them to purchase your good or service.

If your website is missing a clear CTA, you'll lose sales and customers.

At Net Driven, our team ensures that every website offers conversion-focused responsive web design.

Using Free or Low-Cost Templates

Rookie designers are likely to use a free or low-cost template for their website. While this may seem like an easy solution, it will make your website look generic and unconnected to your brand.

Your business is unique, your website should be, too. Our designers take the time to ensure each one of our automotive websites are exclusive to the client and capture the individuality of their business.

As with any service or good, you get what you pay for. Your money buys value, which in turn will build your business' bank account in the long run.

Your company's website is no exception. If you want to leave a lasting, positive impression of your brand, leave website design to the professionals.

Still not convinced? Check out Net Driven's [portfolio](#) of the finest responsive web design in the automotive industry. For further details, visit our [solutions](#) and [packages](#) pages.

Hub Gurnari

South Bay Report



Well, I did it. After 56 years of steady working, I've retired. So now people keep telling me I'm going to get bored and want to come back to work. Let me explain why I don't think that will happen.

As soon as I retired, I mean AS SOON AS I RETIRED, I found out I had termites in my house. The quote was \$6800 to fix the house damage. That is \$6800 after they inspected and sprayed, which was \$600. Luckily, I found a handyman who's really adept at all kinds of home repairs, and he fixed all the termite damage, and even put in some extra bracing so I could drill into the bracing to hold towel racks and added an electrical outlet. He even installed a new over the range microwave for me.

Now I can relax, right? WRONG! Soon after the termite damage was repaired, I had to paint, then improve my drain ditches that got clogged, allowing the dirt to rise above the cement, letting the little buggers access to the wood framing in the first place.

Finally done. Time to take a nice ride on the Harley. Uh-Oh! I forgot, before it rains again, I have to paint all of the new siding on the outside, and the bathroom where the water damage messed up the wall and baseboard.

Priming and painting the outside took about a week, as it rained during that time. NOW the ride, yes?! NO! It rained hard, with a lot of wind, which created a water leak in my ceiling. Part of the plaster sank down where water gathered. It also blew my tool shed siding off in one corner and blew off most of the tar paper roofing.

Okay, a slight setback. The handyman came back and repaired the leaky skylight and replaced some flashing. After the next rain, no more leaks. Time for the ride.

Got up early to find out it was cold. It's down to 38 degrees and MY FRICKEN' HEAT WON'T COME ON. Oh, by

the way, I couldn't use my old 4 wheel drive truck because, the heater doesn't work in the old truck either. Oh boy, it just keeps coming, ya' know?

This house was remodeled. It actually looks pretty good, but I guess putting lipstick on the pig originated in Pine Grove, California. It's projected to be colder tomorrow morning than any time in the last ten years or so. We're expecting 6 to 10 inches of snow too, so I was lucky enough to get the heating experts to come out on short notice and fortunately, except for the \$100 service call, they were able to just clean out some tubing and get it working with no new parts. I do have a great fireplace insert, but the heat doesn't really heat the back bedroom much. Not a problem most days, but it's expected to get below freezing tomorrow and I need the heater to be comfortable if it gets that cold. So now I'm probably going to be snowed in tomorrow, which means no bike ride even if no more emergencies occur because its way too cold to ride. It needs to be about 60 degrees to be comfortable. So in a week or maybe sooner I'll be able to take that ride if no more calamities happen. When that day comes, I'm riding. I'd rather do that than go to work after being as OBVIOUSLY bored as everyone keeps telling me I'll be.

I have been cutting and splitting wood for fuel, painting, raking leaves, burning leaves and stumps, making trips to the dumps to get rid of the old stove, microwave hood and crap left over from the new appliances installation such as scrap wood, metal, and insulation.

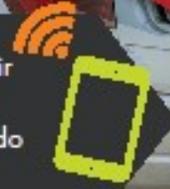
So, the next guy that tells me I'm going to get bored and have nothing to do, well, I hope he's a little dude 'cause I'm going to punch him in the face. Of course, I surely won't be able to ride then...I'll be in jail.

So, congratulate me, I'm RETIRED!!!



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