



Northwest TIRE TALK

OFFICIAL NEWSLETTER FOR TIRE, WHEEL & AUTOMOTIVE SPECIALTY PROFESSIONALS
PUBLISHED BI-MONTHLY BY NORTHWEST TIRE DEALERS ASSOCIATION FOR IT'S MEMBERS

DICK NORDNESS - EXECUTIVE DIRECTOR - NORTHWEST TIRE DEALERS ASSOCIATION
Northwest Tire Talk • Kennewick, WA 99338 • Ph: (509) 948-2433 • Fx: (509) 627-3975

January / February 2012

HAPPY NEW YEAR!



TRIMARCO TO SPEAK AT NWTDA TIRE EXPO

Bill Trimarco, President and Chief Executive Officer of The Hercules Tire & Rubber Company will be the luncheon speaker at the NWTDA Tire Expo on Friday, February 10 at the Holiday Inn in Portland, Oregon.



Bill Trimarco
*President/CEO
Hercules Tire*

As President and CEO, Trimarco oversees all aspects of the company's four divisions: Hercules USA, Hercules Canada, Hercules International and Tire Dealer's Warehouse (TDW).

Upon joining Hercules in March of 2009, Trimarco brought with him a wealth of experience in complex, value-added distribution, international sales and foreign sourcing. Before coming to Hercules, Bill spent 27 years as a senior executive at Larson-Juhl, a Berkshire-Hathaway Company, where he helped grow the company from a single location to a category leader with 60 locations globally.

Under Trimarco, Hercules has also seen significant growth. During his tenure, the company has added three TDW distribution centers - in Portland, Phoenix and Bakersfield, CA - for a total of 13 US locations, as well as upgraded two TDW warehouses to state-of-the-art facilities.

continued on page 8

IN THIS ISSUE

Faulty Tire Repair	page 3
Whiz Bang Management Seminar . .	page 4
CTS Training Seminar	page 4
Stu Zurcher to Speak in Portland . .	page 6
Michelin / TIA Scholarship	page 6
Oregon Right to Repair Bill	page 8
Pacific Tire Dist. Breakfast	page 10
Brake & Chassis Clinic	page 10

RIGHT TO REPAIR COALITION

Dealer and independent repair shops could use a single universal interface that plugs into a PC to download only the diagnostic repair information they need to fix a car, saving repair shops money that can translate into lower repair bills for consumers.

The Right to Repair Coalition, including its chapter in Oregon, is championing adoption of a universal interface standard to simplify repair diagnostics and lower costs, while preserving the consumer's right to decide who repairs his or her vehicle and protecting car company intellectual property.

continued on page 10

CALL US WE DELIVER!

Daily Delivery to most areas

YOUR



COOPERTIRES
DON'T GIVE UP A THING.

AND

Mastercraft
TIRES

CONNECTION



**Pacific
Tire**

DISTRIBUTORS

2750 N. HAYDEN ISLAND DR. • PORTLAND • 503-247-7115 • 800-366-2237 • www.pacifictiredistributors.com

FAULTY TIRE REPAIR

It's crucial for tire dealers to follow the industry's best possible practices in repairing tires. A case in point is Barber vs. Mossy Ford, a recent court case in which a San Diego-based Ford dealership was ordered to pay \$22 million to the orphans of a husband and wife killed in an auto accident caused by an allegedly faulty tire repair, demonstrates exactly what's at stake, said Kevin Rohlwing, senior vice president of training for the Tire Industry Association (TIA).

"This sets the bar for future lawsuits regarding failed tires that were improperly repaired," he said to his audience at the Clemson University Tire Industry Conference. "You can bet every product liability lawyer in the United States has looked at this case."

One thing Barber vs. Mossy Ford did is point out the difference between repairing a tire and merely fixing a flat, according to Mr. Rohlwing.

"Fixing a flat is cheap and easy," he said. "You stop the air from leaking out of a tire, often without removing the tire from the rim."

"Repairing flats, however, means restoring the original condition of the tire by removing the damage, filing the void, and sealing the inner liner with pitch," he said. "It requires special tools, materials and training, so it is neither cheap nor easy."

"If you want a textbook example of a false sense of security, an on-the-wheel repair is it," Mr. Rohlwing said. "If you don't inspect the inside of the tire, you don't know what's going on. That's why you never repair on the wheel. If you do, you're gambling with your life."

Every tire manufacturer opposes on-the-wheel repairs, Kevin told his audience. So does every tire repair material manufacturer, though they continue to sell the materials that make on-the-wheel repairs possible, he said.

The real quandary with tire repair, however, comes with each manufacturer's policy on whether a repaired speed-rated tire maintains its speed rating after the repair, according to Mr. Rohlwing. "The speed rating on a tubeless radial truck tire is not affected by a puncture repair," he said. "But a speed rating on a passenger

or light truck tire may be affected, depending on the manufacturer."

This leaves the tire dealer who performs a repair on a speed-rated tire exposed to possible litigation, particularly since tire makers generally don't share their policies in this regard with dealers, Mr. Rohlwing said.

"While there is universal agreement on process and materials, the lack of consistency regarding speed ratings and the number of repairs plays right into the hands of plaintiffs' attorneys," he said. "If your tire is speed rated and the manufacturer doesn't recognize the speed rating after a repair, can you repair that tire? Liability wise, the answer is no. But if you're behind the counter, that's a hard sell to a customer."

Refusing tire repairs for liability reasons means throwing customer satisfaction out the window and leaving yourself open to a lot of negative publicity on the internet, said Kevin.

One of the main points here is, tire dealers and their employees need to be following industry recommended practices. The best way for dealers to do that is to have their employees go through the CTS and ATS training provided by TIA.

The Northwest Tire Dealers Association will be offering a training class, "Industry Approved Tire Repair," during their Tire Expo being held in Portland at the Holiday Inn. Dan Hunstiger of Prema Products Inc. will be the seminar leader and will review the proper repair techniques for passenger and light truck tires. Class registration information can be found inserted with this issue.

For more information on tire repair training contact the NWTDA office at 509-948-2433.

Tire Service Trucks, Cranes & More!



Travis Glidden
Regional Sales Manager

tgidden@stellarindustries.com
800-321-3741 ext. 4254
Fax: 641-923-9026

www.stellarindustries.com

WHIZ BANG SEMINARS

Bob Negen, a highly sought-after public speaker and retail expert, will be one of the seminar leaders during the NWTDA's Tire Expo to be held February 9 & 10 in Portland at the Holiday Inn at the airport.



Bob Negen
Retail Expert

Bob is recognized as one of the most innovative retail marketers in the world today. He is also an expert on retail staff development, on-the-floor selling, store operations and developing a customer-focused, service-driven store culture. Bob delivers only proven, practical, down-to-earth ideas that really work and his expertise comes from his real world experience as an independent store owner for 20 years.

In 1999, Bob formed WhizBang! Training with his wife Susan Negen, an accomplished retailer in her own right. Bob now shares his hard-won knowledge so that other retail store owners can more quickly and easily turn their passion into profit.

Bob has a great deal of experience working with the automotive industry as a speaker and educational leader for both the Specialty Equipment Market Association (SEMA) and Best One Tire.

As a three-time speaker for SEMA Show Education Days, Bob Negen has given programs for automotive retailers on topics such as Sales, Staff Development and Customer Service. Bob's ratings have consistently been among the highest of the 100+ presenters who speak at the SEMA show.

Bob has also been a repeat speaker for the Best One Tire and Service Dealer Conference, providing educational programs and much more.

Bob will make two presentations in Portland on Friday, February 10, 2012. His first program, "How to Find, Hire & Train Your Team" starts at 9:00 a.m. directly after the "Industry Breakfast" hosted by Pacific Tire Distributors. Bob's next seminar is scheduled for 1:30 p.m. and is "How to get the Maximum Bang from your Marketing Bucks."

Both of these seminars are a "must see" for all tire store

owners and managers. To register for these seminars please fill out the registration form that is enclosed in this issue of Tire Talk.

CTS TRAINING IN PORTLAND



The Northwest Tire Dealers Association would like to thank Superior Tire in Portland for hosting our last Commercial Tire Service training program. Not only did they provide our classroom setting, they also provided lunch for the 20 students who attended.

We had technicians from Longview, Salem, Eugene and Portland attend the training on November 13th.

For over fifteen years, the NWTDA has been offering this national Commercial Tire Service training and certification program that has been developed and produced by the Tire Industry Association. (TIA). This CTS training meets the OSHA requirements of all commercial tire dealers for employee training.

Our next training will be held in Portland at the Holiday Inn during the NWTDA's Tire Expo. The training is an all day training that will start at 7 a.m. on Thursday, February 9th. The training is followed by a national certification test.



For more information see the attached training registration form or call the NWTDA office at 509-948-2433.

YOUR PACIFIC NORTHWEST **Winter Tire** Headquarters



BRIDGESTONE

Firestone

Continental
Tires Engineered in Germany

GENERAL TIRE

**COOPER
TIRES**

Mastercraft
TIRES

HANKOOK
driving emotion

AMERICAN
Tire Distributors
Tires, wheels, and a whole lot more!

SEATTLE
877-539-5155

atd-us.com • atdonline.com

521 8th Street SW Suite C – Seattle, WA 98001 – 916-595-0338 – 877-539-5155

PORTLAND: 800-938-8473

SPOKANE: 800-935-8473

2012 MICHELIN/TIA SCHOLARSHIPS

The Tire Industry Association has announced that scholarship applications are now being accepted for the 2012 Michelin/TIA Scholarship. The scholarship program is open to part-time employees and dependent children of full-time employees of TIA member tire dealers. The application deadline for the 2012 Michelin/TIA Scholarship is Monday, February 6, 2012. Interested applicants can find information and apply online by visiting the 'Tire Industry Association' Facebook page or by calling 864-268-3363. A total of \$5,000 will be awarded to each of the three recipients. All applicants of the Michelin/TIA Scholarship Program are evaluated on three criteria; academic achievement, extracurricular activities, as well as community leadership qualities.

Thomas Brown from Michelin North America recognized the 2011 tire industry's most promising high school students at the Tire Industry Association Annual Meeting in Las Vegas, Nevada last month. The three extraordinary individuals for 2011 include; Taylor Allen of Granite City, IL who plans on attending the University of Missouri in the fall, where she hopes to pursue a career in nursing, Aaron Baldwin of Amarillo, TX who will be attending Austin College in the fall, where he hopes to pursue a career in business management/administration and Vivian McBride of Beach Park, IL who will be majoring in psychology at Vanderbilt University.

Since the Michelin/TIA Scholarship program was established in 1995, Michelin North America has awarded over 300,000 worth of scholarships.

For more information or online application call 864-268-3363.

FREE BREAKFAST SPONSORED BY PACIFIC TIRE DISTRIBUTORS

Call 800-366-2237 to reserve your seat at the Tire Industry Breakfast on Friday, February 10.

ZURCHER TO SPEAK AT NWTDA TIRE EXPO

Stu Zurcher, owner and founder of Strategic Alliance Group Tire Industry, a "20 Group" organizer, will be one of our speakers during the NWTDA Tire Expo to be held in Portland in February.

Mr. Zurcher has over four years of "20 Group" business experience and has developed Strategic Alliance Group, a company that focuses on commercial tire dealers.

Stu has been a tire store owner for 37 years and he currently serves on the Board of Directors for the Tire Industry Association (TIA) and has participated on numerous committees over the last 15 plus years.

Mr. Zurcher will focus his two hour presentation on improving profitability in commercial tire dealerships with his topic of "Profit Challenges Now & in the Future."



Stu Zurcher
*Owner/Founder
Strategic Alliance
Group Tire Industry*

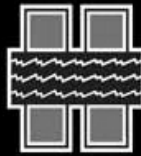
CTS INSTRUCTORS CLASS DATES

The Tire Industry Association has announced the 2012 Schedule of Certified Commercial Tire Service (CTS) Instructor Classes.

Students who attend the classes in Denver and Baltimore are qualified as 400 Level Certified CTS Instructors and can go back to their place of business and Certify their remaining employees as 300 Level Technicians.

This comprehensive program exceeds OSHA regulation 29 CFR 1910.177 and offers instruction on every aspect of commercial tire service including: basic tire info, emergency road service, torque, jacking and lifting, balancing, nail hole repair and much more.

Training dates for 2012 in Denver are Feb. 28 to March 2, April 24-27 and November 13-16. For more information call 800-876-8372 ext. 106.



HERCULES TIRES®
RIDE ON OUR STRENGTH.



HERCULES TIRES SUV & LIGHT TRUCK LINEUP

Performance • Distinction • Quality

Proudly offering Hercules Tires and hundreds of other brands to the Pacific Northwest.

IN YOUR CORNER

24/7



Tire Dealer's Warehouse

Phone • 866-977-8473

Address • 7515 N. Leadbetter
Portland, Or. 97203

Web • www.tdwonline.net

BILL TRIMARCO

...continued from front page

In addition to company growth, Trimarco's leadership has also changed the company culture, leading Hercules to adopt and commit to new Guiding Principles and a new Mission - exceeding the expectations of customers, suppliers, team members and shareholders by providing exceptional value with products and services.

Bill Trimarco resides in the mountains of Colorado, where he and his family enjoy the outdoors - especially mountain and road biking, skiing, and hiking. He has three children, two of which are University of Oregon students.

In 2012, Hercules will celebrate 60 years in the tire industry, while Hercules Canada celebrates 30 years in business and TDW marks 25 years of service excellence.

Join us for lunch on Friday, February 10 and hear Bill's positive message on our tire industry. Just fill out the enclosed registration form and send it in to the NWTDA office.

OREGON HOUSE BILL 3243

Could 2012 be the year right-to-repair legislation finally gets passed in a state legislature? The chances appear better than ever, with three states (including Oregon) having introduced their own versions of bills for what's officially known as the Motor Vehicle Owners' Right to Repair Act.

Should right-to-repair legislation become a reality, either federally or in an individual state, it would be a boon for independent automotive repairers. No longer would they have to worry about being unable to compete fairly with franchised car dealerships that have ready access to all the technical information and equipment needed to repair today's complex vehicles.

The Right to Repair Act would level the playing field between independent auto service providers and car dealers. It would do so by establishing stiff penalties against auto manufacturers that fail to make available at a reasonable price the same nonproprietary repair diagnostic information they give their franchised dealers.

FALKEN FK452

Falken's world debut of the FK Series ushers in a new generation of luxury sports tires. The FK452 covers the application spectrum from OEM fitment to Micro-Low profile and super wide staggered fitment for wide body premium tuned automobiles.

Available in sizes 16'' - 22'' / 25 - 55 Series

**Pacific
TIRE**
DISTRIBUTORS

2750 N. Hayden Island Dr. • Portland
503.247.7115 • 800.366.2237 • www.paciftiredistributors.com



1-800-697-8973 Your NEW TIRE & CUSTOM WHEEL Specialists



Now offering 5 day delivery to Seattle!



Snow Wheels Available!



Check out our new website!
www.nwr4tires.com



Telstar Mud Claw



Sumitomo A/S P01



EXTREME
1-800-258-7080 Tires & Custom Wheels

RIGHT TO REPAIR COALITION

continued from front page

“Customers will have a better experience with their car repair,” says Brian Herron with Drew Technologies, “because the shop has the right tools for the job, increasing their satisfaction with both the vehicle brand and the shop they do business with.” Drew Technologies is one of 10 U.S. companies that make auto repair scan tools that conform to the SAEJ2534 universal interface standard.

Herron was in Portland on December 12th to demonstrate his company’s tool, which was designed for Toyota. He conducted demonstrations for media, consumer groups, high school technology classes and legislators.

Under this business model, dealer and independent repair shops could avoid spending up to \$200,000 for diagnostic scan tools that work for each brand of vehicles. Technicians, Herron says, would have access to all makes of cars through a single scan tool, a laptop and a subscription to a car maker’s diagnostic software.

Less money, he adds, will be spent on upgrading hardware and software tools and more money will go to training mechanics on ever more sophisticated technology that goes into modern vehicles.

PACIFIC TIRE DISTRIBUTORS TO HOST INDUSTRY BREAKFAST

Pacific Tire Distributors is hosting the Tire Industry Breakfast at the NWTDA Tire Expo on Friday, February 10th, 2012. Chris Roberg and his wife Kathy are inviting everyone in the tire industry to this FREE breakfast which starts at 7:00 a.m. on the second day of the NW Tire Expo at the Holiday Inn in Portland, Oregon.

Guest speaker for the event is Sean MacKinnon, director of training for the Tire Industry Association. Sean will be talking about the many programs designed by TIA to help the independent tire dealer.

To reserve your spot at this FREE event contact Chris or Kathy at 800-366-2237 by Wednesday, February 1st.

NWTDA TO OFFER BRAKE AND CHASSIS TRAINING

The Northwest Tire Dealers Association will offer four brake and chassis training classes during their Tire Expo on February 9th and 10th at the Holiday Inn in Portland, Oregon.

On Thursday, February 9th at 9:00 a.m. “Fundamental Chassis & Suspension” training will be offered. This 3 hour comprehensive course will provide the latest information and procedures for a technician doing chassis, steering, suspension and wheel alignment service.

On Thursday afternoon a “Hydraulic Brake” training will be offered. This 3 hour comprehensive course will provide the latest information and procedures for a technician doing Steering and Suspension work.

On Friday at 9:00 a.m. an “Advanced Chassis and Suspension” class will be offered and that afternoon a “ABS Diagnostics” class will be offered, both lasting for 3 hours.

All four training classes will be presented by instructors from Raybestos Brakes & Chassis. For more information see the insert in this issue or call NWTDA at 509-948-2433.

TIRE TECH BUSTED AFTER TEST DRIVE ACCIDENT

source: Tire Review

A Peachtree City, Ga., employee was arrested on multiple charges after a post-service test drive went very, very badly.

According to local police, the 22-year-old Tires Plus employee heavily damaged a vehicle while conducting a road test after the car had new tires installed. The car was a 2008 Mustang GT.

Police said that during the test drive, the man made a U-turn at a traffic light, losing control of the car when he accelerated, causing the car to leave the road and strike a sign pole. Instead of staying put, the man drove away, compounding his problems.

The man was charged with reckless driving, leaving the scene of an accident and failure to maintain lane.

ONE Call, ONE Company



Your Federated representative, along with a dedicated support team, has access to a wide variety of products and services. Discover the value of being able to access all of these services—with only one call—using one company.

Visit www.federatedinsurance.com to find a representative near you.



Federated Mutual Insurance Company • Federated Service Insurance Company* • Federated Life Insurance Company
Home Office: 121 East Park Square • Owatonna, Minnesota 55060 • Phone: (507) 455-5200 • www.federatedinsurance.com

*Federated Service Company is not licensed in the states of NH, NJ, RI, and VT.

© Copyright 2012 • Federated Mutual Insurance Company



93705 E. Granada • Kennewick, WA • 99338

ADDRESS SERVICE REQUESTED

PRST STD
US POSTAGE PAID
PASCO, WA 99301
PERMIT NO. 330



INDEPENDENTLY OWNED



N3000
Ultra High Performance Driving

- Directional Wide Aqua Groove Design
- Arrow Center Rib Design - High Speed Driving Performance
- Shoulder Design - Up Grade Cornering Stability
- Aggressive Type Lateral Grooves - Anti Hydroplaning
- W & Y - Speed Rated
- U.T.Q.G. 340AAA

PORTLAND, OR

PASCO, WA

Hot shot
delivery
available

Northwest Tire Dealers Association 2011 Officers

President..... Dan Kennedy
Vice PresidentBob Thomas
Secretary/
Treasurer Bob Beaver
Past President.....John Carver

TIA Board
Member.....Ken Brown
Board Member Warren Secord
Board MemberEd Miller
Board Member Rick Mustion
Board Member Nick Schneider

Board Member Kelly Brown
Board Member Klyde Thompson
Board MemberJohn Tompkins
Executive Director ... Dick Nordness