

CTDA Kicks Off Year With Successful Luncheon



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Chris Barry

President's Message



California Tire Dealers Association Members,
2018 is in full-swing, which means that a new legislative year is upon us, and you can rest assured that CTDA will be hard at work fighting the good fight and protecting your interests in Sacramento.

Speaking of legislation and advocacy, after more than two decades serving the tire industry as our advocate and subject matter expert, Terry Leveille is easing into retirement.

Terry has been a tremendous asset to CTDA, a great friend of the industry, and he will be sorely missed. Terry's expertise on the history of tire recycling fees is unparalleled, but he has already assured us that he will share that expertise with our incoming lobbyist, Jack Molodanof of Molodanof Government Relations, and will stick around during the transition while Jack gets up to speed on the issues.

Jack is by no means a stranger to the automotive world, serving as the lobbyist for the California Autobody Association since 1999 and for the Automotive Service Councils of California since 2009. Jack came highly recommended by both Terry and CTDA Executive Director Marc Connerly, so it was an easy decision for the CTDA Board, and we are comfortable that the transition will be seamless.

Terry, please accept our deepest gratitude for many years of outstanding service to CTDA and the tire industry; we wish you well in retirement. Jack, welcome aboard; we look forward to working with you.

Wishing all CTDA members a prosperous and successful 2018, and please come out and join us at an Area Meeting this year! We will have more details on dates and locations soon.

Chris Barry

| | | | |
|---|--|---|--|
| California Tire Dealers Association (A non profit mutual benefit corporation) | Directors | | |
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celebrating success.

Marc Connerly

Executive Director's Corner



The year couldn't have gotten off to a better start than the outstanding CTDA/1-800EveryRim Luncheon at Dal Rae Restaurant in Pico Rivera last month. Bill Eordekian of 1-800EveryRim generously devoted his time and that of his staff, and their hard work and dedication showed, as the luncheon was a huge hit once again.

In attendance were national tire industry media, including representatives from *Modern Tire Dealer* magazine, *Parts & People* magazine and *Tire Review* magazine, as well as TIA Past President Tom Formanek, SEMA Wheel & Tire Council Chairman Greg Parker, SEMA Wheel & Tire Council Senior Manager A.J. Keefe, close to 40 retail tire representatives, and more than 30 tire industry manufacturers and vendors.

In total, close to 90 tire industry brethren enjoyed the festivities.

In addition to the 1-800EveryRim team, who sponsored and organized the event, we are grateful to Social Hour Sponsor Federated Insurance, and event sponsors Yokohama, Pirelli, Lakin Tire West, American Tire Depot, Net Driven, and Turbo Wholesale Tire.

Thank you to all who helped make this event a huge success, and for those who missed it this year, we hope you'll make it a point to join us in January 2019!

We currently have one event on the calendar, which is our first ever FootGolf tournament on Sunday, May 20 at Dad Miller Golf Course in Anaheim. If you haven't enjoyed or seen FootGolf, you are in for a treat. FootGolf is played on a golf course, but instead of golf clubs and a golf ball, players kick a soccer ball from the tee down the fairway into a 21-inch diameter hole in the FootGolf green. The event will replace the soccer tournament that CTDA hosted in years past. To learn more about FootGolf and see how it is played, visit <https://www.youtube.com/watch?v=l2I7Gb0JB5E>.

You will be able to register soon on the CTDA website.

Although nothing is finalized yet, we have several Area Meetings in the works, including meetings this spring in Northern California, Central California and San Diego. We are ironing out the details on dates and locations, so watch your email for an invitation soon.

We hope to see you at an event soon, and please remember to check the www.catiredealers.com regularly for news on legislation, member programs and benefits, and upcoming events.

Marc Connerly

CTDA Calendar

Sunday, May 20, 2018

CTDA Southern California FootGolf Tournament

Dad Miller Golf Course

430 N. Gilbert St., Anaheim, CA 92807

Shotgun Start: 1:00 PM



For more details on FootGolf, please visit:

<https://www.youtube.com/watch?v=l2I7Gb0JB5E>

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Terry Leveille

Legislative Report



The Legislature was back in session as of January 3. During this, the second year of the 2017/2018 Legislative Session—and an election year at that—the calendar is somewhat shortened. February 16 is the final day to introduce bills; May 11 is the final day for committees to report non-fiscal bills to the floor of the house of origin (May 25 is the final day to report fiscal bills to the floor of the house of origin), and August 31 is the final day of the Legislative Session. That gives the 80 Assembly Members and 20 of the 40 State Senators over two months to campaign for re-election. Election day for the 100 members of the legislative branch, as well as the Governor and other members of the executive branch, is November 6.

But all of that is in the future. First, CTDA members should be aware of last year's legislation that became law January 1, 2018. Here are some key laws that tire dealers must be aware of that may affect your livelihood:

AB 168 (Eggman): This law prohibits an employer from seeking an applicant's salary history when interviewing someone for a job. If an applicant asks, the employer must disclose their pay scale for the job in question. This bill was brought about to help close the gender wage gap affecting some industries. It should be noted that if an applicant's salary history is public information, then it is okay for an employer to access

it. Also, there is no problem if a candidate wants to volunteer information about his or her past salary.

AB 1008 (McCarty): This law, affecting employers with 5 or more employees, bans application forms that ask about an applicant's criminal conviction history. This is currently the law for public employment in California, expanding it to most private companies as well. Employers will still be able to conduct a background check once a conditional offer has been made, but the law, part of a national "ban-the-box" movement—to remove such a question on job applications—is meant to give former offenders "a better opportunity to be considered on his or her merits before they are judged for past mistakes."

SB 63 (Jackson): This law requires companies that employ between 20 to 49 workers to offer new parents up to 12 weeks of unpaid leave as long as it is within one year of their child's birth, adoption, or foster care placement. Currently such a requirement affects companies with 50 or more workers. The new law also requires 12 weeks of unpaid leave if an employee needs to care for a parent, spouse, or child with a serious health condition, or if an employee's own health condition prevents them from performing the job.

(Continued on page 9)

Legislative Report (continued)

(Continued from page 8)

To be eligible for such job-protected leave, an employee must have at least one year of experience or 1,250 hours on the job.

Currently, if an employee needs Pregnancy Disability Leave, all California employers with five or more employees are required to allow up to 7 months leave.

AB 450 (Chiu): This bill prohibits California employers from allowing federal immigration agents (ICE) to inspect non-public areas of a business without a court order. It also prohibits employers from handing over employee records without being served a subpoena.

The California Labor Commissioner will release a “template” by July 1, 2018 to help employers comply with the law.

Employers will also be required to notify their employees of inspection activity by federal immigration agents. If a federal agent accesses an employee’s record, the employer must provide written notice describing the inspection to the employee within 72 hours. The employee may also request a copy of the federal agent’s subpoena.

Employers who violate the law will face a fine of up to \$5,000 for a first offense, and up to \$10,000 for each subsequent offense.

This bill is a follow-up to SB 54 (De Leon), which makes California a “sanctuary state”; AB 291 (Chiu), which prohibits landlords from reporting an undocumented renter; and SB 257 (Lara), which allows stu-

dents whose parents are deported to continue attending California schools.

From SB 3 (Leno) of 2016: The minimum wage increases by 50-cents to \$11 per hour for workers at companies with at least 26 employees; and to \$10.50 per hour for those at smaller firms.

For larger firms, the minimum wage will be \$12 in 2019; \$13 in 2020; \$14 in 2021; and \$15 in 2022 until adjusted by the U.S. Consumer Price Index.

For firms with 25 or fewer employees, the minimum wage will be \$11 in 2019; \$12 in 2020; \$13 in 2021; and \$14 in 2022, and \$15 in 2023 until adjusted by the U.S. Consumer Price Index.

Finally, expect another attempt by Californians Against Waste to initiate a change in CalRecycle’s tire recycling program that may include another fee on the sale of a new tire on top of the current \$1.75 tire fee. However, with a broader coalition of opponents—including local government lobbyists who would not receive grants for purchasing recycled tire products—and the anti-fee fervor brought on by last year’s 25-cent per gallon increase in the gas tax, it may be more difficult to find enough support for a fee increase. A new fee, this one targeted at tire dealers, not their customers, would require a 2/3rds vote in both the Assembly and State Senate.

Terry Leveille, President of TL & Associates, is a Sacramento consultant who formerly lobbied on behalf of CTDA between 1994 and 2016. If you have any questions about bills, new laws, waste tire regulations or programs, or need copies of bills, please give him a call. He can be reached at 916-709-7566 or by e-mail at tleveille@aol.com.

2018 CTDA/1-800EveryRim Luncheon



L-R: Billy Eordekian (CTDA Board Member, 1-800EveryRim-OEM Wheels), Matt Burrows (Yokohama), Tom Formanek (TIA Past President, Stellar Industries), Ryan Crawford (Federated Insurance), Chris Barry (CTDA President, ITDG), Greg Parker (SEMA WTC Chairman, Wegman Automotive), Sevada Meckailian (Pirelli) Not Pictured: Gold Sponsor Paul Arellano (Lakin Tire West)

Jay Goldberg (Over 50 years of service to The California Tire Dealers Association) receives award plaque from CTDA President Chris Barry of ITDG



L-R: Michael Bertrand (Lakin Tire West), Paul Arellano (CTDA Vice President, Lakin Tire West), Jose Tornero (1-800EveryRim-OEM Wheels)



A full house enjoyed the CTDA/1-800EveryRim Luncheon at Dal Rae Restaurant



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2018 CTDA/1-800EveryRim Luncheon



Trisha Tamashiro and Fabrice Alce of Net Driven



Patti Renner (Tire Review magazine), Greg Parker (SEMA WTC, Wegmann Automotive), Tom Formanek (TIA)



Janice Browning (Tom's Automotive Service), Tom Bennett (Tom's Automotive Service), Kirk Papazian (Tires Warehouse)



Greg Smith (Modern Tire Dealer), Ruben Gallegos (Nexen Tire), Tamara Peel (McMahan Tire), Laura Johnson (Tires Warehouse)



Chris Barry (ITDG), Vahe Michaelian (1-800EveryRim), Mo Tanaka (Achilles Tire) run the luncheon raffle



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San Gabriel Valley Report



“Every minute spent organizing is an hour earned.”

Benjamin Franklin

SALES CLINIC – VOLUME 25

What New Year’s resolutions did you start off with? Sell more? See more prospective customers? Grow your business 10%? Have a “banner year”?

Shocking Revelation #26:

Most, if not all resolutions for improvement, or just plain goals themselves, can’t be realized, without a basic foundation of organization. An earlier article of mine touched on calendars, electronic devices and so forth, all of which can and do help you to be more organized, but today’s message is more far reaching.

Let’s start with the personal side of things: Always find yourself rushing to get to the office, shop or warehouse? Always taking breakfast on the run, and forgetting something here and there? OK – get ready for another Shocking Revelation – try getting up 30 minutes earlier! Crazy? Yes, we all love sleep! Invaluable? Just wait until you give it a try. Hint: Don’t go straight into the deep end – setting your alarm 30 minutes earlier. That’s a quick recipe for hitting the snooze button 3 times in a row. Try dialing it back 10 minutes for a few weeks, followed by another 10, and finally, the last 10. THE most productive hour for me is between 5-6am, PST period! First, I rarely see traffic when I depart home at 4:30am, (I know, no one is THAT crazy to get up so early!) and that shaves 20 minutes off of my commute. I often gas up my car on Monday morning, again, at a near empty gas station, so I’m in & out quickly. I pack a quick but healthy breakfast to enjoy at my desk, as I clear up my email in-box handle any pending items and get a jump start on my day. Gone are the days of 50-100 or more, messages in my email account. I review, dispatch/file or catch up on anything that might have been pending from the previous day. And yes, I do go to sleep about 20-30 minutes earlier than I used to...not a huge sacrifice, and recognizing that

we DO need sleep!

Secondly, take a GOOD, look around your office/shop or warehouse space. Not with your daily, I’m used to it eyes, but from the perspective of a potential, new customer. Now, that stack of boxes, papers or tools might not blend in as it always does. Treat it like you now do with your email account. Go through it, and “dispatch it”, whether that means handle a pending matter, put it in its right place or toss it, if it has no use or value. I have entered some businesses, on both “official business” as well as for personal business, and I have found myself mentally organizing things for them! I think to myself, “I would not have that out in the open”, and “A quick 20 minute painting/cleaning” on that surface/wall would go a long way”. Want to sell more or attract more customers? A clean work environment just might help. There’s a television show where a TV personality goes across the nation, organizing auto repair facilities, usually with a dramatic makeover, and he then takes a percentage ownership until he recovers his costs and fees. A lot of what he does might have been done, by the owners themselves, if they had just stayed organized over the years.

I once heard a quote (two quotes this time!) that went something like this: “There’s at least one order in those file cabinets waiting to be had...” You may or may not still use traditional file cabinets, as many of us have gone mostly paperless, but the idea remains the same. Periodically review your information on file from past orders and customers, even those thought to be one-time purchases, and make a few follow up calls. You WILL find at least 1 order, and likely more, waiting to be had.

Sales clinic or organizational clinic? you might ask. Want to sell more, see more prospective customers, grow your business or have a banner year? I might ask again. Try to take your personal and business organization a few notches higher, and you just might see the connection between the two clinics!

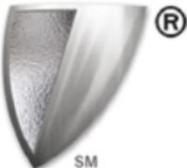
Paul Arellano is the Marketing Manager at Lakin Tire in Santa Fe Springs, California. He can be reached at (562) 802 2752.



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For future sponsorship, meeting host and membership information, contact:
CTDA Executive Director, Marc Connerly
Email: mconnerly@connerlyandassociates.com
Phone: (916) 214-6495



Hub Gunari

SF South Bay Report



Ok, here's another one of my rants or pet peeves. I loathe having to call a company that doesn't have a real person to answer the phone. Verizon, AT&T, many insurance companies, credit card companies, etc.

If you have a problem and are forced to call them because you can't negotiate their website to address the issue at hand, why is it there is never a prompt in the selection that can get you to where you can handle your problem. If you have a charge on your card but you're not sure you made the purchase because many of the charges listed have a name of the biller that's different than the name of the business where you made the purchase, you don't want to DISPUTE the charge, you just want to identify the seller so you can see if it's legit. So you call, and the voice says, "Please choose from one of the prompts and pick the one related to your issue." The only one that's related is "DISPUTE A CHARGE," so you choose that and it starts giving you instructions to dispute what may be a legitimate purchase you made. So you start yelling into your phone, "REPRESENTATIVE, REPRESENTATIVE," but then the voice tells you, "I'm sorry, I didn't get that; please choose from one of the prompts." GRRRR.

So you wait, and as soon as they answer, you say, "REPRESENTATIVE" and the voice says, "Before I can transfer you I need to know more about your problem to send you to the right person; please choose from one of the prompts: DISPUTE A CHARGE, etc." You're right back to where you started, right?

The reason I brought this up is because in our business we are eager to answer the phone. I think (and I don't have stats to back this up) that about half of our sales involved a phone call somewhere in the course of the sale. A customer may look on line, but that's usually to get a price before calling you. Often the customer doesn't see what he wants on the site or may not even be sure what he wants. So, at some point they call you on the phone. Can you imagine most customers being patient or knowledgeable enough to complete the order without talking to someone? I know, I know, people buy on line all the time without the call, but I bet half of those sales could have ended up better for the consumer if he talked to an expert in the trade during the process.

Here's my point. Why don't we spend more time training our sales people who answer the phone? If you're sharp, you phone shop competition (as well as your own company) to see who does it well and who does not. You will hear some bizarre stuff making these calls. We all have, I assume, a system in place where we use a company that will make fictitious calls inquiring about tires, services, etc. Do we follow up this experience with some constructive advice for the employee who took the call? Believe me, we should. Trained counter people can make a big difference in your bottom line, and can ensure the customer ends up with a product consistent with the requirements of the vehicle manufacturer. So my PROMPT for this writing is: don't let answering the phone be just something you do as a matter

(Continued on page 19)

SF South Bay Report (continued)

(Continued from page 18)

of course. Make sure you are a shining example in our industry of how to do it right. Make sure your people are informed about speed ratings, load index and know the product features and benefits about the tires you sell. Have employees take consistent training on how to handle a phone customer. One of the first things to do is have the employee sit with the phone to his ear with nothing going on for one minute; then ask him if he was surprised how long a minute is. Many times customers are left on hold for a minute or longer.

Train your people on phone etiquette, product knowledge, and most of all, being happy on the phone.

Once you've read this, and you wish to speak to a representative, choose a topic from one of the following prompts. One of our friendly representatives will be glad to assist you.

Hub Gunari is a long time fixture at South Valley Wholesale in San Jose. He has a second home in the mountains and plays golf with the SIRS. He can be reached at (408) 971-3900.

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Risk Management Corner

The Unhappy Reality of Slip and Fall Accidents

Although it varies by industry, claims made by businesses for slip and fall accidents account for more than 20 percent of general liability claims each year, and have an average payout of more than \$20,000. Every business has the potential to experience these incidents, but the retail and commercial industries are often prime targets for slips and falls, most likely due in part to their frequent interaction with the public. Likewise, certain times of the year also seem more prone to slip and fall incidents, such as colder months and the autumn and winter holidays. The causes definitely vary, but three particular circumstances commonly increase a business's risk.

One area of increased risk is simply more traffic. Regardless of the reason, more traffic naturally points to a greater chance for mishaps. Add other distractions such as point of sale displays, store demonstrations, or any other typical "shopping" distraction, and the risk increases. To reduce this risk, you would need to reduce foot traffic, and what business owner wants to do that? A more acceptable alternative is to emphasize the importance of regular facility inspections, on-going housekeeping, and sound maintenance practices.

Next is seasonal weather. Depending on your store's location, rain and winter's sleet, ice, and snow can significantly impact slip and fall frequency. Couple this with customers who may not be wearing appropriate footwear for the conditions, and your risk increases.

Businesses should implement policies to keep walkways, driveways, and customer parking areas clear of ice and snow accumulation.

Pay special attention to drainage runoff or discharge from buildings, canopies, and landscaping. Many incidents occur after a day of snow/ice melt and the refreeze in the evening or morning hours, which are also often the busiest times of day.

And don't forget indoor slips and falls. Customers inevi-

tably track in whatever type of precipitation is outdoors, creating wet and slippery floors, especially around entrances.

Keeping employees aware of and on the lookout for these increased weather-related risks is critical to slip and fall prevention—inside and out.

And last, but certainly not least, is fraud. The winter holidays in particular are prime time for fraudsters. The reasons are as varied as the people involved, but often they stem from an increased need for money, or even simply taking advantage when larger crowds or weather conditions present an opportunity. Fraud can be hard to detect and prove, but being aware of fraud indicators, keeping video surveillance footage, and documenting your housekeeping details (e.g., When was ice melt laid? When was the floor mopped?) can be valuable for helping to combat fraud.

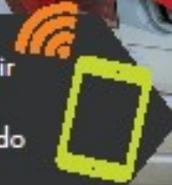
Slip and fall incidents and their root causes can be obvious (an icy sidewalk), or not so obvious (a "staged" fall for fraudulent purposes). In other words, business owners need to be ready for all conditions. Look at your business through the eyes of a customer, paying special attention to the three common causes discussed here. They show what your business could be exposed to, and the preventable situations you can remedy to help you avoid an insurance claim. For more information on slip and fall prevention, contact your local Federated marketing representative.

Federated Insurance is CTDA's largest supporter, and we encourage all CTDA members to contact them for an insurance quote. Please contact Ryan Crawford, Association Risk Management Services Account Executive, at rtcrawford@fedins.com or 520-820-6478.



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CTDA Preferred Fuel Partner: Flyers Energy

CTDA has partnered with commercial fuel distributor, Flyers Energy (www.flyersenergy.com), to offer a full service commercial fuel discount program to members. This innovative program offers discounts of 5 cents per gallon at CFN and Pacific Pride cardlock sites throughout the western states. Curious about locations near you? Your local rep would be happy to provide a list for you. The discount is just one component of this program, which works best for companies using about 1000 gallons or more each month. The Flyers fuel program helps members control costs by setting limits on fuel services, increasing security, and streamlining reporting.

“We would like to extend an invitation to all CTDA members to join the thousands of successful companies who have made the choice to better manage their fuel program with Flyers Energy,” said Christina Day, Flyers Fuel and Lubricants Account Manager. “We pride ourselves on helping our customers achieve the best combination of security, convenience and value for their fleets. Please accept our offer of a complimentary, no obligation, fuel cost analysis, regardless of who may be your

current fuel provider,” Christina added.

Flyers Cardlock – On the CFN and Pacific Pride Networks: Depending on the locations you need for fueling, we can match you with the best network and security configurations. We can alert you every time a driver fuels, or only when they try to fuel outside of parameters you determine. For instance, drivers can be restricted to access at only unattended fueling locations with high-flow pumps, a distraction-free environment and maximum fuel security.

To get started, please call Christina Day direct at [\(530\) 863-4558](tel:5308634558) or send an email to christina.day@flyersenergy.com for more information about the fuel discount program.

CTDA members are encouraged to start saving money by taking advantage of this members-only program right away. Don't forget to ask Christina how you can earn a free \$25 Starbucks card.

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KEY SPECIFICATIONS

| TCR1S | |
|------------------------|--|
| Mount / Demount Tool | Polymer Self Inserting Leverless |
| Clamping Type | Center w/ Quick Clamp |
| Bead Loosening Type | Upper / Lower Roller |
| Match Mounting Capable | Yes |
| Rim Diameter Range | 12 in. - 30 in. (305 mm - 762 mm) |
| Maximum Tire Diameter | 50 in. (1,270 mm) |
| Maximum Wheel Width | 15 in. (381 mm) |
| Drive | Variable up to 15 rpm CW / CCW Torque: 875 ft-lbs (1186 Nm) |

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