



GEORGIA *Spring 2015* TIRE TRACKS

A Publication of the Georgia Tire Dealers and Retreaders Association, Inc.

GTDR

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GTDR Golf Shirts For Sale

Support GTDR!
Purchase a golf shirt today.
\$35 plus tax.
Call the office to order.

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2015 ANNUAL CONVENTION

JULY 17 - 19, 2015

The King and Prince Beach & Golf Resort

201 Arnold Road
St. Simons Island, GA 31522

Make Your Reservations Today!



Call 1-800-342-0212 by June 10, 2015

Identify yourself with the
Georgia Tire Dealers & Retreaders Association 2015 Convention
to Receive the Group Rates.

Oceanfront Rooms\$275
Oceanview Rooms\$260
Resortview Rooms\$245

Plus State & Local Taxes

* Rates are valid three days before and three days after the convention dates.

Go to www.kingandprince.com for more information!

ENJOY ONE LAST VACATION THIS SUMMER! FAMILIES WELCOME!

Tentative Agenda

Friday, July 17

9:00 - 2:00 pm

Golf Tournament - Hampton Club

Registration at 8:00 am

4:00 - 6:00 pm

Arrival/Registration

Lobby

7:00 - 8:00 pm

Reception (*Hors D'oeuvres Will be Served*)

Solarium

Saturday, July 18

9:00 - 11:30 am

Educational Sessions

Lanier I

7:00 - 8:00 pm

Reception

Lanier Ballroom

8:00 - 10:00 pm

Scholarship Banquet/Hall of Fame Induction

Entertainment: Matt Fore

Sunday, July 19

9:00 am

Board of Directors/Annual Meeting

*A Silent Auction will be held. Bids begin Saturday night and will continue throughout the evening. Winners will be announced after dinner.

HAVE YOU REVIEWED YOUR BENEFICIARIES LATELY?

- **Are your beneficiary designations up-to-date?**
 - **Do they still reflect your wishes?**
 - **Are they appropriate based on the person's age or competence?**
 - **Has your financial or family situation changed?**
 - **Do you review your choices periodically?**
- Even though it's a few months into the new year, it's not too late to make resolutions! Here's an easy one to keep: Review your beneficiary designations. The beneficiary(ies) you have named for your retirement plans, annuities, and life insurance policies will be the recipients of these funds should something happen to you. Your designations can have unintended consequences for your heirs if they are not current. For example, an ex-spouse may still be entitled to your 401(k), or your life insurance death benefit may exclude children (or grandchildren) who were born after you filled out the form. Your designations are important to your overall estate plan. Today is perfect for making sure they're still in line with your intentions.

(Source: Federated Insurance, THE SHIELD, Winter 2015)

HOW TO MOTIVATE YOUR CUSTOMERS

20 reasons why they will—and won't—buy from you

When consumers don't buy from a retail tire store

1. Lack of trust.
2. Dirty stores.
3. Inconvenience.
4. Lack of competitive positioning.
5. Lack of energy.
6. Waiting without being acknowledged.
7. Bad or poor online reviews.
8. Ugly website.
9. Lack of sales processes.
10. Poor communication, particularly with women.

A tip to turn it around: Many retail counter salespeople sacrifice trust by failing to make eye contact. They look at their computer screens when talking to customers. Make sure they look the customer in the eye, and don't use their computers as a crutch.

When consumers buy from a retail tire store

1. They trust you.
2. Your place of business is clean.
3. Convenience.
4. Properly trained employee.
5. Energetic employees.
6. The best greeting every time.
7. Positive reviews online.
8. Professional website.
9. Defined sales processes.
10. Catering to women.

(Source: Modern Tire Dealer, March 2015, Vol. 96, No. 3, Written by Mike Townsend. See the MTD issue for the full article.)

PAST PRESIDENTS

THANK YOU TO ALL WHO
HAVE SERVED
WITH DIGNITY AND HONOR

GTDRA PAST PRESIDENTS

Life Members of Past President's Council

Scott Beasley, Dublin
Terry Beavers, Forest Park
Jeff Bobbitt, Macon
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Rodney Traylor, Moultrie
Don Wettlaufer, Canton
Jim Whitehead, Jr., Augusta
Mike Wilkinson, Tucker
Kim Willis, Griffin

**Deceased

“CYBER LIABILITY”

**Daniel Dowdy
Federated Insurance**

Every day, businesses collect and store personal information about customers and employees, such as credit card data, driver’s license numbers, or Social Security numbers. Data compromise—the theft, loss, or mistaken release of private information—is an increasing public concern. This presentation explores these concerns and how Federated Insurance offers solutions to help protect business owners and their customers.

“Leadership/Customer Experience/Add-On Sales Training”

**Michael Townsend
Townsend Strategies**

Leadership Training

- * How to know and execute the difference between managing and leading
- * How to motivate and inspire the Millennial Generation
- * How to create more engaged employees
- * Earning Respect
- * How to get buy-in through creative questioning

Customer Experience Training

- * How to create more loyal customers
- * Getting more business from every household
- * Protecting your business from losing market share to your competitor

Add-On Sales Training

- * How to increase the average ticket without offending or pressuring the customer
- * How to communicate the Add-On Sale
- * Using Add-On Sales to grow Share of Household

“TECHNET Professional Auto Service”

**Barron Annunziata
Advance Auto Parts**

TECHNET is a powerful program offering technical solutions, marketing resources and business essentials to a network of independently owned service centers. There are more than 6,000 members across North America who provide thousands of motorists with high-quality, dependable service. As a member of TECHNET, you have access to powerful business solutions that differentiate and grow your business, train your team, and help you save on everyday expenses.

VIRTUAL VEHICLE

Virtual Vehicle has over 350 technically accurate failure mode animations designed to help you explain complex service recommendations. These animations can be shared with your customers in person, via text or email. Implementing this program into your daily processes can create substantial increases in your quote close rate.

“Human Resources and Protecting the Business”

**Marty Wommack
Martin-Stauffer Consulting, LLC**

Marty’s breadth of knowledge and experience in human resources will prove invaluable to Tire Consultants Group as it expands its reach into the industry.

- 1) Hiring and Selection Process
- 2) Training and Development
- 3) Performance Management and Career Path Planning
- 4) The Right Termination

2015 ANNUAL CONVENTION INFORMATION

THINGS TO DO

St. Simons offers many activities for everyone! Check out these websites to plan your vacation!

- www.LighthouseTrolleys.com
- www.ColonialTrolley.com
- www.StSimonsTours.com
- www.StSimonsKayaking.com
- www.ShrimpCruise.com
- www.SoutheastAdventure.com
- www.LiquidAssetFishing.com
- www.GeorgiaFishing.net

EARLY REGISTRATION

Win \$200 CASH! Complete and return your registration form to the GTDRA office by JUNE 10TH, and you will be included in a raffle drawing for a chance to win \$200 Cash.

HALL OF FAME

The GTDRA Hall of Fame is to honor those individuals who have played a significant role in the growth and development of the Georgia Tire Dealers Association and the Tire Industry.

Please consider nominating the individual you would like to see inducted this year.

Go to www.gtdra.com for Hall of Fame Nomination forms.

Winners will be announced at the 2015 Convention.

Past Hall of Fame Inductees *Deceased

2010

*Bobby Carroll
*Tom Snow

2012

Scott Beasley

2014

Tony Sexton

2011

*Buck Kelly
*Bob Rogers

2013

*Mike Harrison

2015

???

SPONSORSHIP OPPORTUNITIES

To all of the GTDRA Supplier Members: Please consider being a 2015 Annual Convention Sponsor. Four levels of sponsorship are available: Platinum - \$2,500; Gold - \$1,500; Silver - \$750; and Bronze - \$250. Each level offers different benefits. Go to www.gtdra.com for Sponsorship forms or call the GTDRA office. This event would not be possible without your support!

ENTERTAINMENT



Enjoy the Saturday night Scholarship Banquet & Hall of Fame Induction with a show from the humorist, entertainer, speaker, and sleight of hand artist extraordinaire - **Matt Fore!** Be prepared to laugh uncontrollably while watching astounding and impossible feats of sleight-of-hand.

“Matt speaks from a depth of experience, encouraging audiences with life-transforming insight.”



Annual Convention Registration Form July 17 - 19, 2015

*The King and Prince Beach & Golf Resort
St. Simons Island, GA*

Be Included in a Raffle Drawing by Registering Early!
Return Your Registration Form to the GTDRA Office
By *June 10, 2015* for Your Chance to Win \$200 CASH!

Final Registration Date: *July 3, 2015*



Mail or Fax your Registration Form and Hall of Fame Nomination to
GTDRA * PO Box 801378 * Acworth * GA * 30101

FAX: (770) 421-0511

Additional forms available @ www.gtdra.com

Company Name

Address

City/state/zip

Telephone/ Email

List names for badges

Registration Fees

Members

\$150 Per Couple - \$150 x _____ = \$ _____

Additional family members:

(ages 13 - 18) \$40 x _____ = \$ _____

(ages 5 - 12) \$20 x _____ = \$ _____

Children under 4 _____ FREE

\$100 Per Individual - \$100 x _____ = \$ _____

Golf

\$110 Per Person - \$110 x _____ = \$ _____

Name of Golfer(s): _____

TOTAL AMOUNT DUE \$ _____

Enclosed is Check # _____ in the amount of

\$ _____ OR

Please charge:

_____ Visa _____ MasterCard _____ Amex Exp.

Card Number

Expiration Date

Signature

If possible, please put me in a golf group with: _____

SUPPLIER MEMBERS

Advance Auto Parts

JAX, FL - Barron Annunziata 904-519-1021

American Tire Distributors

Augusta—Chris Jennings 800-476-3634
 Byron—Tom Holland 800-342-9641
 Ellenwood—Keith Jones 800-282-1563
 Kennesaw—Kent Kellar 800-444-5853
 Savannah—Bill Seale 800-206-2722
 Tucker—Kent Kellar 800-241-1184
 Huntersville, NC—Fran Goins 800-277-8473

Automotive Management Solutions

Apex, NC—Scott Thorley 919-363-6234

Carroll Tire

Albany—Mike Singletary 800-342-6162
 Augusta—Terry Wilbur 800-637-2474
 Gainesville—Richey Aiken 800-225-7950
 Hapeville—Karl Smith 800-241-6022
 Macon—Troy McDaniel 800-637-6109
 Marietta—Jon Shields 866-791-4323
 Savannah—Clinton Woodlief 800-447-9780

Concorde Warehouse

Chris White 800-741-8473

Cooper Tire & Rubber

Steven Dillingham 800-847-3777

Diprima Tire Company

Cartersville—Mario Gresham 866-671-1779
 Morrow 770-302-0291
 Rossville—Zack Peters 800-768-0020

Federated Insurance

Garrett Pepper 901-412-3633

Kauffman Tire

Ellenwood—Prinitis Pettway 800-334-3321
 Macon—Mark Hatcher 800-299-0687
 Birmingham, AL—Matt Wall 855-247-8209
 Jacksonville, FL—Jimmy McNair 800-414-3810
 Tallahassee, FL—Mike Helms 800-758-8473
 Augusta, SC—Greg Smith 803-613-1800

Lenexus

Lenexa, KS—Danny Haggerty 888-342-1737

Liberty Tire Recycling, Inc.

Dewey Grantham, Jr. 404-355-0547

Maxxis International - USA

Doug Addis 800-462-9947

Mohawk Rubber Sales

Steve Fulton 770-664-6644

Myers Tire Supply

Hoover, AL—Jerry Morgan 800-328-5110

Parrish Tire Company

Gary Waters 800-877-2431

Pinnacle Credit Union

Jackie Boards 800-876-8887

Quality Tire Recycling, LLC

Doug Bernhardt 770-775-3304

Reliable Tire Company

Brooks Lusk 800-749-4244

Ridge Recyclers

Johnston, SC—Charlie Yonce 800-675-3890

Robison Tire

Montgomery, AL—Richard Henderson 800-423-7626

Rush Truck Center

Eddie Hellmann 678-718-3004

Safeguard Printed Products

Randy Benton 866-401-4272

TCi Tire Centers

Michael Smith 855-297-8473

TCS Technologies

Cookeville, TN—Barry Reese 888-449-8473

Tech International

Granite Falls, NC—Leon Hataway 828-320-3021

Tire Distributors of GA

John Plumstead/Sean Plumstead 866-610-8473

Tire Wholesale Warehouse

Lawrenceville—David Gault 855-TWW-EDGE
 Jacksonville, FL—Mike Beaver 904-693-8576

Toby Sexton Tire Co.

Tony Sexton 800-899-5535

Tri-State Tire Service, Inc.

Vicki White 800-334-8728

WEGMANN automotive USA

Gregory Parker 615-916-3791

White Brothers Parts Warehouse

John & Rick White 478-745-1162



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