



GEORGIA *Spring 2013* TIRE TRACKS

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

GTDRA

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GTDRA Golf Shirts For Sale

Support GTDRA!
Purchase a golf shirt today.
\$35 plus tax.

2013 ANNUAL CONVENTION

JULY 19 - 21, 2013

ONE OCEAN RESORT & SPA

One Ocean Boulevard
Atlantic Beach, FL 32233

Make Your Hotel Reservation Today!

Call 1-800-874-6000 by June 20, 2013

Identify yourself with the

Georgia Tire Dealers & Retreaders Association 2013 Convention
to Receive the Group Rate of \$164 per night plus \$25 Resort Fee & Taxes.
Go to www.oneoceanresort.com to see all of the Area Attractions.

ENJOY ONE LAST VACATION THIS SUMMER! FAMILIES WELCOME!

Tentative Agenda

Friday, July 19

12:00 - 4:00 pm
3:00 - 6:00 pm
6:00 - 7:00 pm

Golf Tournament
Arrival/Registration
Reception (*Hors D'oeuvres Will be Served*)

Saturday, July 20

9:00 - 12:00 pm
6:30 pm
7:30 pm

Educational Sessions
Reception
Scholarship Banquet/Hall of Fame Induction
Entertainment by Three On a String

Sunday, July 21

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.

WELCOME NEW MEMBERS

Advance Auto Parts

John Rauco
5008 Airport Road
Roanoke, VA 24012
(904) 707-1726

American International Tires Inc.

Bindiya Bodian
214 Shady Oaks Ct.
Martinez, GA 30907
(706) 650-0303

Aflac

Brandon Peters
3385 Shoal Creek Road
Monroe, GA 30656
(404) 925-7632

Automotive Management Solutions

Scott Thorley
118 Salem Towne Ct
Apex, NC 27502
(919) 363-6234

Lenexus

Danny Haggerty
8450 Nieman Road
Lenexa, KS 66214
(913) 214-5028

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IN SYMPATHY

The Georgia Tire Dealers & Retreaders Association would like to extend the deepest sympathy to the family of Mike Harrison.

Mr. Clarence Michael "Mike" Harrison, age 71, of Gainesville, Georgia, passed away Tuesday, April 16, 2013 following an extended illness.

Mike was born and raised in Gainesville, Georgia and was a member of the 1960 Gainesville High School graduating class. He attended Mercer University and the University of Georgia where he earned a degree in business and was a member of the Sigma Nu fraternity. He began his military career at UGA when he joined the ROTC program. After graduation he joined the US Army and served as a 1st Lieutenant in Korea. Once he returned home, he was promoted to Captain, and commanded the Gainesville Army Reserve Unit for 3 years before retiring.

His career was an obvious choice. Mike settled in Gainesville and worked with his father at their family business, Harrison Oil and Tire Company. He eventually became Owner and President of the company when his father retired. The business has been in his family for 80 years and he has remained an active part of the daily business until his health prevented him from going to work everyday. He ran a successful business that was built on honesty and serving his customers well. His reputation was second to none. During his career, Mike was an active participant in professional associations including; a member and President of the Georgia Tire Dealers Association, member and President of the Atlanta Metro Tire Dealers and member and board member of the Georgia Oilman's Association.

Mike was very active in Boy Scouts from the time he first joined a Gainesville Civic Center pack when he was 8 years old. He was a member of Troop 26 and a member of the Order of the Arrow. As an adult he founded both Pack 200 and then Pack 26 of First Baptist Church and served as Cub Master. He then became an Assistant Scout Master for Troop 26. In 2002 in recognition of all his service to the Boy Scouts, Mike received The Silver Beaver Awards, the highest award of honor a volunteer can receive.

Mike always believed that you get out of a community what you put into it and that is certainly how he lived his life. He especially loved helping and leading young people and the lives he touched are innumerable. In addition to all his work with the Boy Scouts, he was President of Enota Elementary PTA, a baseball coach, a member of First Baptist Church, where he was a Sunday School teacher and a sponsor of the First Baptist Church youth choir. He also helped with mission trips. Mike was also active in many local civic organizations including; Gainesville Rotary Club, Chamber of Commerce, American Legion and the Elks Club. He served on the Board of Directors for the Hall County Humane Society of Northeast Georgia for over 11 years. During that time he was Treasurer and President for several years and was instrumental in building their new facility and made sure that they ended the process debt free. Mike was proud to be a founding member of the Old Men's Coffee Club that still meets each day at Longstreet Caf  in Gainesville.

It is impossible to sum up the remarkable life of Mike Harrison. But to his family he was simply a son, a brother, a husband, a father, a Papa. Honest, hard working, prompt, humble and generous. A UGA lover, a Falcons fan and always a GHS Big Red Elephant. A joker, a sunset watcher and a friend. Mike was preceded in death by his parents, Clarence Michael Harrison, Sr. and Irene Carlan Harrison; and a sister, Clairese Harrison.

He is survived by his wife, Judy Evans Harrison of Gainesville; daughter, Christy Harrison Fuller and her husband Karl Fuller of Johns Creek, GA; son James "Jim" Michael Harrison, Sr. and his wife Amy Ballew Harrison; granddaughter, Emma Claire Fuller; grandsons, James Michael Harrison, Jr., Mason Fuller and William Harrison; dear friends, Ron and Marcia Christopher of Gainesville, GA and Jon and Jenny Canada and their children Kayla and Carson, all of Gainesville, GA.

LEGISLATIVE NEWS



(Pictured from left to right: Georgia House Representative Randy Nix; Tony Sexton, GTDRA President of Past Presidents Council; Governor Nathan Deal; Don Rey, President of Liberty Tire Recycling; Dewey Grantham, Jr., Regional Vice President of Liberty Tire Recycling.)

Dear Members,

Your Legislative Committee has been working on a House Bill for years to manage our Georgia Tire Management Fee. The Bill has had numerous numbers and names over the last Ten years. Our Dream Bill is called House Bill 226. This Bill was signed by Governor Deal on May 7, 2013. The Georgia Tire Management Fee that we have been collecting since 1991 will finally go to the EPD to aid all of the Solid Waste Management Activities. This is mainly to clean up the old scrap tire piles, run the EPD Scrap Tire Program, and to help all of us to become more Eco friendly. The Governor is saying all of the monies collected after this year will finally go to where it is intended. Our assurance is if the monies do not go to the EPD then the fee will be reduced accordingly! For example, the fund collects approximately Six Million dollars per year. If they only give the EPD Three Million dollars to run their program, then the Fee will be reduced proportionately. In this case the following year the Fee will be reduced to Fifty Cents. In other words, if they misuse the money, then the citizens will finally pay less. This is a major win for the EPD, our Citizens, and for the GTDRA! We will no longer be telling falsehoods to our customers about this one dollar Fee we have been collecting for the last twenty two years!! I have always had a problem with our government stealing from Trust Funds! How can the government expect citizens to do what is right when they take Trust Fund money? Anyway, they are finally going to do the right thing.

Our House Bill 226 was sponsored by Representative Randy Nix who was very passionate about getting this right. If it were not for him, we would still be dreaming the government would eventually do the right thing! We also had a great amount of help from Dewey Grantham from Liberty Tire. He was a tremendous influence with all of the concerned sides. I am proud to call him a friend and a valuable member of the GTDRA team! We also had help from a lobbyist named Karen Pope of Pope Consulting. Governor Deal understood the importance of our efforts and certainly was the man that made it possible. The Governor was a true gentleman and showed his true leadership abilities. Thanks again Representative Nix! It took all sides with quite a few meetings for this to work. It did! I am proud to be part of a group of people that care about doing the right things. There is justice sometimes, and we finally got a piece of it. As our stated Mission for the GTDRA, we are here to make a difference for all of our businesses and especially for the citizens of the State of Georgia!!

Sincerely,

Tony Sexton
President of Past Presidents Council

AFLAC

Georgia Tire Association Members:

I am writing to introduce you to one of our new **Platinum Sponsors**. Aflac! I am personally endorsing this leadership team, and I would like to extend the same opportunity to your businesses. This program costs you as the business owner, **nothing** to offer to your employees. And on top of that, it will actually save the business money by offering the products on a pre-tax basis. I offer it in my own business and have personally seen the benefits. Quite frankly, I do not know how people can be without it when in a time of medical need.

Aflac secures your employees in ways that major medical was not designed. For instance, when most are living pay check to pay check, short term disability is a **MUST** for them to continue paying daily living expenses when having to miss work due to an accident or illness. This is the time when many go into bankruptcy as incomes are decreased and medical bills are increased.

This program is **NOT** designed to take the place of your Major Medical offerings, if any at all. It works together with what you have in place and their leadership team can help you decide which of the product fits best with what you currently offer. Aflac can also work as a stand-alone benefit solution as well. The products are as low as 1.68 per week.

Please contact Brandon Peters or Lynn Wardlaw as you have questions, or would like to set up a meeting. They are here to tailor fit a plan that works best for you and your employees. Again, they have joined our association as a Platinum Sponsor and look forward to meeting you soon!

Thank you,

Tony Sexton

Brandon Peters 404.925.7632
michael_peters@us.aflac.com

Lynn Wardlaw 404.867.4332
lynn_wardlaw@us.aflac.com

EVERYONE IS TALKING...ABOUT RISK MANAGEMENT

During these competitive times, a growing number of successful businesses are viewing risk management as a way to protect their people *and* their profits. Creating a strong risk management culture is an **investment in your future**. But don't take my word for it—here's what we're hearing about risk management from business owners like you.

1. Start At The Top

Management should model good behavior, reinforce a "safety first" message, and invest the time to implement sound policies and procedures. With their buy-in, it's easy to get a risk management culture off the ground.

2. Take Control

A significant number of the claims experienced by Federated policyholders are preventable. Take control by developing and enforcing policies related to safety, conduct, and hiring. Designating a single employee to surround these critical practices is one way to take the reins.

3. Empower Employees

Give employees the tools and incentive to take ownership in a risk management culture. Conduct regular safety meetings, provide personal protective equipment, and set clear expectations. Then, reinforce positive behavior with recognition, compensation, or other rewards.

4. It Has A Financial Impact

The direct cost of losses, such as property damage and medical expenses, are covered through insurance. But, "hidden" expenses can quickly add up; for example, those related to hiring and training new employees, lost productivity, damaged company reputation, and decreased employee morale. Additionally, losses can impact your workers compensation experience mod, which, in turn, can lead to higher insurance costs.

(Source: Federated Insurance, The Shield; Winter 2013)

WINNING & LOSING

The true test of a business' customer service effort is not when things are going right—but rather what is done when things go wrong. Auto service customers really don't challenge your customer service quality until they confront your staff with a complaint or problem area.

Never underestimate the wrath of a customer scorned—a disgruntled customer is much more likely to talk to others about that one bad experience they had with you than all the good experiences that came before it.

According to the White House Office of Consumer Affairs, 96% of unsatisfied customers never complain about poor service, but more than 90% of those unsatisfied customers will never shop at the offending business again. Furthermore, each of those unsatisfied customers will tell their story of discontent to an average of nine people.

So, not only do you face the high probability of losing a customer for life by not managing their complaints and problems effectively, but there also is a high risk that you will lose additional business through bad word-of-mouth. These unhappy customers would typically share their feelings of dissatisfaction with their immediate circle of friends and family—approximately nine other people. However, today's technology advances allow these customers to access the Internet and immediately share their story of dissatisfaction with a number of people far greater. And, once those negative stories have been published, they are out there for all to see for infinity and beyond. Therefore, it is crucial that tire/auto service personnel know how to effectively manage any and all customer complaints and problem situations.

Management Behaviors:

Be the "Good Cop"

Talk with customers coming across as a friend, willing to help, empathetic, and not judgmental. The golden customer relations rule when dealing with customer complaints: If you win the argument, you lose the sale!

Practice Empathy

Put yourself in the customer's shoes and recognize that if you felt wronged, for whatever reason, you would want the offending store personnel to be accepting and understanding of your situation. Allow the customer to release some steam and ease their frustration by hearing them out. Then, ask them questions to completely understand the customer's situation.

(Source: Tire Review Magazine, March 2013, Written by Steve Ferrante)

2013 ANNUAL CONVENTION

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 2013 Convention.

EARLY REGISTRATION

Win \$200 CASH! Complete and return your registration form to the GTDRA office by JUNE 20TH, and you will be included in a raffle drawing for a chance to win \$200 Cash.

EDUCATIONAL SESSIONS

Please come Saturday morning, July 20th for several informative educational sessions.

“Don’t Be a Victim”

Federated Insurance

Harassment and Discrimination in the Workplace.

“Driverside”

Advance Auto Parts

Marketing and Advertising on How to Increase Your Car Count and Retention of Customers.

“Financial Benchmarks”

Cooper Tire & Rubber Company

A Professional Analyst will review financial benchmarks including liquidity, leverage, expenses and more. Understanding your ratios will give you tools to improve your business.

ENTERTAINMENT

Enjoy the Saturday night Scholarship Banquet & Hall of Fame Induction listening to a performance by **“Three On a String.”** Three musicians. Singing. Playing instruments.

Bringing laughter. This will be an evening to remember.





Annual Convention Registration Form
July 19 - 21, 2013
One Ocean Resort & Spa
Atlantic Beach, FL

Be Included in a Raffle Drawing by Registering Early!
Return Your Registration Form to the GTDRA Office
By *June 20, 2013* for Your Chance to Win **\$200 CASH!**

Final Registration Date: *July 5, 2013*



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

\$90 Per Person - \$90 x _____ = \$ _____

Name of Golfer(s): _____

_____ 7
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 John Rauco 904-707-1726	Diprima Tire Company <i>Cartersville</i> —Mario Gresham 866-671-1779 <i>Morrow</i> —Sean Richards 770-302-0291 <i>Rossville</i> —Zack Peters 800-768-0020	Reliable Tire Company Brooks Lusk 800-749-4244
Aflac Brandon Peters 404-925-7632	Federated Insurance Garrett Pepper 404-497-8840	Ridge Recyclers <i>Johnston, SC</i> —Charlie Yonce 800-675-3890
American Tire Distributors <i>Augusta</i> —Chris Jennings 800-476-3634 <i>Byron</i> —Tom Holland 800-342-9641 <i>Ellenwood</i> —Keith Jones 800-282-1563 <i>Kennesaw</i> —Kent Kellar 800-444-5853 <i>Savannah</i> —Bill Seale 800-206-2722 <i>Tucker</i> —Kent Kellar 800-241-1184	Kauffman Tire <i>Ellenwood</i> —Shawn Schneider 800-334-3321 <i>Macon</i> —Andrew Thompson 800-299-0687 <i>Jacksonville, FL</i> —David Brown 800-414-3810 <i>Tallahassee, FL</i> —Mike Helms 866-785-8473 <i>North Augusta, SC</i> —Greg Smith 803-613-1800	Robison Tire <i>Montgomery, AL</i> —Richard Henderson 800-423-7626
ASA Tire Systems <i>Merrimack, NH</i> —Sky Souza 603-889-8700	Lenexus Danny Haggerty 913-307-2727	Rush Truck Center Eddie Hellmann 800-948-5044
Automotive Management Solutions <i>Apex, NC</i> —Scott Thorley 919-363-6234	Liberty Tire Recycling, Inc. Dewey Grantham, Jr. 404-355-0547	Safeguard Business Systems Randy Benton 866-401-4272
Carroll Tire <i>Albany</i> —Mike Singletary 800-342-6162 <i>Gainesville</i> —Richey Aiken 800-225-7950 <i>Grovetown</i> —Richard Ramirez 800-637-2474 <i>Hapeville</i> —Jon Shields 800-241-6022 <i>Macon</i> —Troy McDaniel 800-637-6109 <i>Marietta</i> —Jon Shields 866-791-4323	Maxxis International - USA Doug Addis 800-462-9947	SawHorse Brands Ed Walraven 478-864-3005
Concorde Warehouse Chris White 800-741-8473	Mohawk Rubber Sales Steve Fulton 770-664-6644	TCS Technologies <i>Cookeville, TN</i> —Barry Reese 888-449-8473
Cooper Tire & Rubber Steven Dillingham 800-847-3777	Myers Tire Supply <i>Homewood, AL</i> —Jerry Morgan 205-942-8117	Tech International <i>Granite Falls, NC</i> —Leon Hataway 828-320-3021
Delta Community Credit Union Jeff Waters 404-677-8660	Parrish Tire Company Gary Waters 800-877-2431	Tire Distributors of GA John Plumstead/Sean Plumstead 866-610-8473
	Perfect Equipment Inc. Gregory Parker 615-916-3791	Tire Wholesale Warehouse <i>Lawrenceville</i> —David Gault 855-TWW-EDGE <i>Jacksonville, FL</i> —Greg Ward 904-693-8576
	Pinnacle Credit Union Jackie Boards 404-505-1318	Titan International Bill Adams 478-272-2447
		Toby Sexton Tire Co. Tony Sexton 800-899-5535
		Tri-State Tire Service, Inc. Vicki White 800-334-8728
		White Brothers Parts Warehouse John & Rick White 478-745-1162



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