# Alabama Tire Dealers Association

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# Spare Tire

## March 2015

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## Business Articles



**Alabama Tire Dealers Association**
**6096 County Road 434**
**Trinity, AL 35673**

# Letter from the President

***Hello,***

***I hope everyone has survived all this cold weather, snow and ice. Now that some have had a chance to build a snowman, it' s time to start thinking about building a sand castle!***

***The annual convention is set for June 26 -27 at Perdido Beach Resort. Please make plans to attend ; there will be many activities to enjoy, including deep sea fishing and a golf tournament. I hope to see you all there.***

***Steve Westmoreland***
***ATDA President***
***Westmoreland Tire Co.***
***Ft. Payne, AL***
***256-845-5656***

# 2015 Annual ATDA Convention

PERDIDO BEACH RESORT
The Gulf Coast Paradise

June 26-27, 2015
Perdido Beach Resort
Orange Beach, Alabama

Alabama Tire Dealers Association
"The Tire Professionals"

## Room Rates:

**Standard Room $249.00**

**Upgraded Accommodations:**

**Pool View Room $269.00**
**Gulf Front Room $329.00**
**Courtyard Suite $369.00**

**One & Two Bedroom Executive Suites Available.**

*Retail members who renewed their 2015 ATDA membership by February 28th are eligible for 2 FREE convention registrations ($264 value).*

*Convention Event Information available on pages 24-28.*

*Convention Registration Information available on pgs 29-30.*

*Convention Registration Deadline : June 1, 2015*

## Tentative Agenda:

### FRIDAY, JUNE 26TH

6 am – Deep Sea Fishing Expedition

8 am – Golf Tournament

2 – 4 pm – Registration

4 – 5 pm – General Business Meeting

5 – 7 pm Cocktail Reception & **Vendor Fair**

7 – 9 pm – Welcome Dinner

### SATURDAY, JUNE 27TH

8 – 9 am – Past President's Breakfast

9 – 12 am – Educational Forum

2 pm – Mullet Toss

6 – 10 pm – Children's Program

6 – 7 pm – Cocktail Reception

7 – 10 pm – Scholarship Banquet

# Why Are You Effectively Giving Your Labor Away?

**By:** Chris "Chubby" Frederick Friday, January 2, 2015

In my 40-plus years of helping shop owners become more profitable, typically the biggest pricing problem is labor margin. If you want to stay the best shop in your market, you have to be profitable enough to deliver the best experience today's customers desire, and that takes money. I was listening to Mike Bennett, a successful shop owner in Pennsylvania and an ATI coach, teach a class on solving the effective labor rate problem. He even created a work sheet you can use to understand how to accomplish it.

Bennett began by saying: You have done the proper math. You have looked at the labor costs associated with the hourly rate you pay your techs. You've calculated in the appropriate tax and benefit load (matching taxes, workers' compensation insurance, health care costs, holidays, vacations, sick days, uniforms, training, etc.), needed labor margin and of course the productivity factor. You know the exact hourly shop rate that you need to charge to make sure you can make the needed labor margin and a decent profit on your labor model. So, why is it that you never seem to get ahead? You are built for profit; you charge the hourly rate you should — or do you?


### *Calculating Effective Labor Rate*

Let's look at it. Your hourly shop rate or "door rate" might be what you base your prices on, but your effective labor rate represents the actual or "effective" labor rate that you collect based on the hours that your technicians produced.

A great example of this labor rate black hole could be an oil and filter service. Let's assume you collect $14 for labor as part of your $34.95 oil-change service. Let's also assume you pay your technician a half-hour for the oil change service because "that's the time it realistically takes to perform the oil change as I want it done." Well, if you are going to pay the tech 0.5 hours to do the LOF and $14 is the labor dollars you collect for the service, then effectively your labor rate on the oil and filter change service is $28 an hour.

Now, we all know that an oil and filter change service is a necessary evil, a "lost leader" if you will. You try to minimize the damage by putting your less skilled and lower cost techs on the job. They don't cost you $14 a half-hour, so you're not necessarily losing money. The fact remains that the poor labor markup or low effective labor rate is still part of your total profit model.

The simple math to calculate effective labor rate is labor dollars collected divided by the labor hours turned. Perform enough of these low effective labor rate services in a given week, even when combined with all the jobs you collect your full labor rate on, and your overall effective labor rate will certainly be lower than your "door labor rate." The same can apply for state inspections, a smog check or any job that has "a special labor rate for some maintenance-related jobs that I need to be competitive on."

Another huge black hole in your effective labor rate bucket is diagnostic time. Do you "waive" the diagnostic charge if the customer approves the repairs? Well, you have labor time that was associated with the diagnostics. Certainly your flat-rate tech isn't going to waive his billed time involved with the diagnostic, and you can't miraculously make the time your hourly tech invested in the job disappear. You can make the charge disappear, but not the time investment. This is a huge blow to your overall effective labor rate. Even for that hourly technician you have to consider the opportunity cost. If you are giving away their time, but you figure it's not costing you anything extra, how many dollars in labor could they have produced if they worked on a job you can charge your rate for?

The ATI benchmark for effective labor rate (ELR) is no more than a 10 percent slip from your door labor rate. This is a critical Key Performance Indicator (KPI) for measuring the effectiveness of your labor model, which would include all of your canned and menu services as well as all your estimated mechanical services and diagnostics. Like anything in your business, if you can measure it, you can manage it.

In an effort to measure this critical KPI accurately, it would make sense to track your actual billed hours. Do not just calculate billed hours by dividing labor sales dollars by your advertised door labor rate. This would end up with false numbers for the labor hours turned and for how productive your techs were for the course of the day.

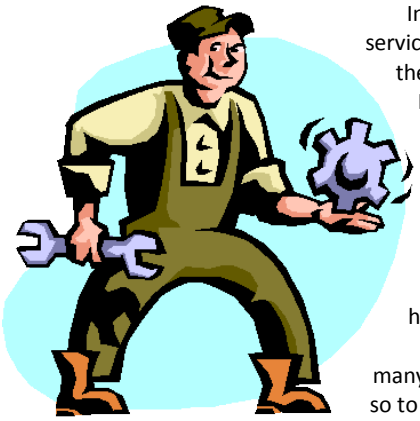
### *Tracking Effective Labor Rate*

Most management systems have the capability to track and report billed hours as long as your service advisor is assigning a technician and the billed time for each job to a labor line. Consult with your management system rep if you need assistance on the proper way to enter technician labor per labor line.

### *Tools to Correct Effective Labor Rate*

Now that we have properly defined effective labor rate, discussed how to calculate it, discussed why it is so important to track it and what affects it, we probably should discuss the tools you can use to correct it. You will have some jobs that you just won't be able to collect 100 percent of your shop rate on. As discussed, oil services and inspection/smog services would be examples. The trick though is to minimize the negative impact of these jobs as much as possible. If we make sure that we collect properly on diagnostic and labor-only sales, we have a good start. Another tool we can use is a labor matrix that should be used on all estimated jobs. The theory with a labor matrix is to add a small percent increase to your labor charge for each 10$^{th}$ above an hour of billed time.

These are just a couple of the tools you should be using to make up for the holes in you labor rate bucket. Also, make sure that your service advisors are estimating all labor available including the "adds" provided by the labor time guides. Make sure you have a hard diagnostic policy that includes an accountability tool for controlling diagnostic time. How often have you said, "We can't charge the customer for all the time we have in this job. Just charge… and we will make it up somewhere else"? We know that "somewhere else" is really at the end of the yellow brick road. In other words, some place you will never get. Your advisor should be getting approval for diagnostic services and you should have an accountability tool that makes sure the tech doesn't get caught up in taking longer than the allotted time.



In lieu of an automated program or shop flow system, I would suggest the simplistic egg-timer method. The service advisor should have two egg timers. When he or she dispatches the job back to the tech for diagnostics, the service advisor would set both to 55 minutes. The instructions are simple: "When the egg timer goes off, I (service advisor) either need a report of what the suggested repair will be or I need a report of what you have been able to check, what you have been able to determine and exactly what more you will need approval to do to complete your diagnostic evaluation." This is one of the most basic yet effective methods I have seen to control "diagnostic run-on."

### *Periodically Review Canned and Menu Services*

In addition, you should be periodically reviewing your canned and menu services. Parts slip is a huge issue that just sneaks up on you and will have a huge negative impact on your effective labor rate.

Think about it, when was the last time you raised the price on your transmission service? How many price increases have you had on the chemical additives or the transmission fluid since? Parts costs go up, so to maintain your parts margin the parts sales dollars have to go up. The problem is that the service sale price remains the same, so something has to give. The end result is that the labor dollars available have to go down. If labor sales dollars go down and the tech time or billed hours remain the same, effective labor rate must go down.

# 5 Things to Know About Guaranteeing Your Company's Debt

By BarbaraWeltman, Guest Blogger **Published:** January 15, 2015

When your company needs financing, it may be difficult or impossible to obtain it unless you give your personal guarantee. This means if the company fails to pay its debt, you're on the hook. Obligations for which you may be asked for your unsecured promise to pay if the company doesn't are not limited to bank loans and lines of credit; they include commercial leases, car loans or leases, equipment leases and other financing arrangements. Make sure you fully understand what you're getting into before you sign on the dotted line.

## Forget personal liability protection

You incorporated your business or formed a limited liability company (LLC) with the understanding that you'd have personal liability protection. When you guarantee your company's debt to a third party, you lose personal liability protection to the extent of the obligation you're agreeing to pay if the company doesn't (e.g., the company goes under and vacates the space). Thus, if your LLC takes a five-year lease on office space and the landlord requires you to personally guarantee the rent, your personal assets—your home, your car, and your bank account—are potentially exposed to the extent of the rent that's owed.

Of course, you may not have to pay all or some of the remaining rent, because the landlord usually is required to seek a new tenant as quickly as possible. But you never know.

## Know the type of guarantee you're giving

There are two types of guarantees: a guarantee of collection and a guarantee of payment. Unless the loan agreement says otherwise, a guarantee is one of payment. This means that once there's a default, the lender can seek payment from the guarantor (the person who gives his or her guarantee); the lender does not need to exhaust collection activities against the company that took the loan. On the other hand, if specific language in the loan agreement has a guarantee of collection, the guarantor must pay only after the lender has pursued legal action against the debtor (the company) and has obtained a judgment for the outstanding balance that has been unsatisfied or the debtor is insolvent (seeking a judgment in this case would be a worthless endeavor).

Most guarantees (e.g., for bank loans) are of payment and there may be little that you can do to change this arrangement. However, in some cases (e.g., for commercial leases), you may be able to negotiate for a guarantee of collection. Don't assume.

## Understand how a guarantee affects your S corporation basis

S corporation owners can deduct their share of business losses that are passed through to them only to the extent of their basis in the corporation—stock and debt. Debt for this purpose includes loans that an owner makes to the corporation; merely guaranteeing a corporate debt to an outsider doesn't count because there's no economic outlay for this promise. However, if you give a guarantee and are called upon to make good your guarantee, then you count the payments you make as debt that's included in your basis. If you are an S corporation shareholder and the company is having a bad year, make sure you have sufficient basis to deduct the loss on your personal return.


## Don't ignore the impact on your credit rating

If you give a guarantee for company debt, such as a business credit card, your failure to pay if the company can't will adversely impact your personal credit rating. In most cases, small business owners are required to provide personal information when their companies apply for a credit card. And, in some cases, if the company fails to make required payments, this action can show up on the owner's personal credit report.

Check whether providing your personal information on a company's credit card application makes you jointly and severally liable for the debt. This means you are just as liable for the balance as the company; the credit card issuer can come after you without exhausting collection activities against the company.

## Check whether you can escape your promise

Your personal guarantee survives most events, such as selling your interest in the company. However, you may be able to be released from your personal guarantee by asking the lender to do so (e.g., you may be able to substitute a personal guarantee by the new owner). Alternatively, try to have the company satisfy the outstanding obligation before you sell your interest so there's no longer anything that you still personally guarantee for the company.

## Conclusion

Giving a personal guarantee is just a fact of life for many small business owners. But knowing what you're undertaking can be helpful. And it may be possible to negotiate better arrangements that limit or even eliminate your personal exposure. Before you agree to anything, make sure you fully understand what your guarantee means and what you can do to protect yourself by consulting with an attorney.

**About the Author**: Barbara Weltman – Guest Blogger. Barbara Weltman is an attorney, prolific author with such titles as *J.K. Lasser's Small Business Taxes*, *J.K. Lasser's Guide to Self-Employment*, and *Smooth Failing* as well as a trusted professional advocate for small businesses and entrepreneurs. She is also the publisher of Idea of the Day® and monthly e-newsletter Big Ideas for Small Business® and host of Build Your Business Radio. She has been included in the List of 100 Small Business Influencers for three years in a row. Follow her on Twitter: @BarbaraWeltman.

# HR QUESTION? of the month

FEDERATED Employment Practices Network℠ powered by Enquiron®

## *Can you pro-rate pay for an exempt employee, who worked a partial week upon separation?*

***Question:*** We have an exempt employee that separated in the middle of a workweek. We prorated his salary that week to reflect only the days he worked. He is coming back now stating that he had worked 40 hours that week before he left. Does that have any bearing on the pay, or are we ok with leaving it as is?

***Response:*** Exempt employees generally must be paid their full weekly salary for all workweeks in which they perform any work. There are, however, certain limitation exceptions to this rule. Specifically, if an exempt employee starts or ends employment mid-workweek, the employer may prorate the employee's salary accordingly. As for calculating the deduction, the Fair Labor Standards Act (FLSA) does not mandate one specific method for prorating an exempt employee's salary in situations where deductions are permitted. Rather, 29 C.F.R. § 541.602(c) says that an employer may "use the hourly or daily equivalent of the employee's full weekly salary or any other amount proportional to the time actually missed by the employee." Thus, there are a number of methods the employer may utilize. To that end, it is certainly permissible for an employer to calculate a day rate and then multiply by the actual number of days worked, regardless of the number of hours actually worked. In other words, the number of hours do not have any bearing on the pay if the method you used to prorate the employee's salary was the daily (rather than hourly) equivalent of the employee's full weekly salary. For the full text of the statute, please see http://www.gpo.gov/fdsys/pkg/CFR-2012-title29-vol3/pdf/CFR-2012-title29-vol3-sec541-602.pdf



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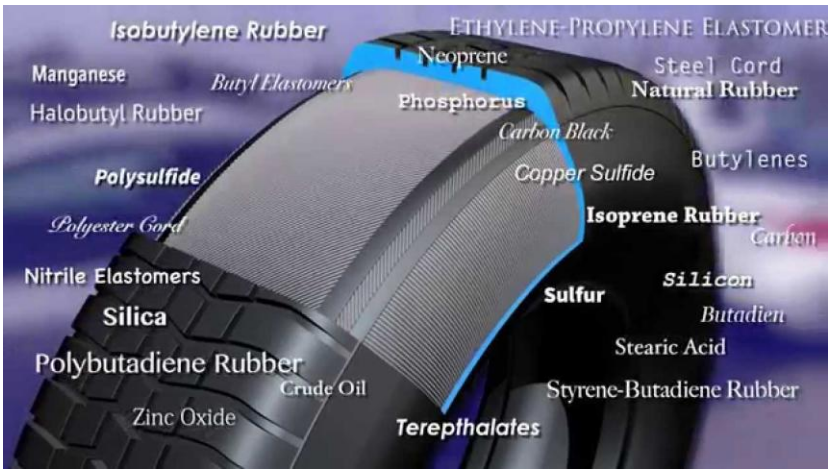
# TIA Releases *Tire Safety Starts with Tire Registration* Video




**Bowie, Md.** - The Tire Industry Association (TIA) announced that the latest installment in the "Tire Safety Starts with..." consumer education program has been released. *Tire Safety Starts with Tire Registration* outlines the different methods that motorists can use to register their tires. It also explains the date code within the tire identification number (TIN).

"With all of the additional attention that has been given to tire registration lately, we feel it is the perfect time to raise awareness on the subject," commented Roy Littlefield, TIA Executive Vice President. "Our goal is remind retailers of their responsibility to provide the TIN for every new tire that they sell and educate motorists on why it's important to follow through with the registration process."

*Tire Safety Starts with Tire Registration* also includes information on how use the links provided by the Rubber Manufacturers Association (RMA). The video shows motorists how easy it is to find the tire registration page on the RMA website and register their tires with some of the most popular manufacturers.

"The lack of consumer education regarding tire registration has been well-documented over the past few months," remarked Kevin Rohlwing, TIA Senior Vice President of Training. "This short 4-minute video explains why tire registration is necessary and how easy it is for motorists to make sure they can be notified in the event of a tire recall."

*Tire Safety Starts with Tire Registration* is available on TIA's YouTube channel andwww.tireindustry.org. Since the Association's YouTube channel was launched in late 2013, the consumer education videos have received more than 117,000 views. Retailers are encouraged to provide a link to the video or contact Donna Sage, TIA Director of Marketing and Communications, at dsage@tireindustry.org for a free download.

**About TIA:**
*The Tire Industry Association, with a 90 year history representing all segments of the national and international tire industry, is the leading advocate, as well as, instructor in technical training of tire service technicians. For more information, visit www.tireindustry.org or call 800-876-8372.*

# TIA MEMBERS UNITE ON CAPITOL HILL

The Tire Industry Association (TIA) hosted Federal Lobby Day in Washington, D.C. yesterday. Members from around the country gathered on Capitol Hill to discuss transportation funding proposals with members of Congress and their staffs.

"The timing could not have been better with President Obama proposing his budget this week, highway funding scheduled to run out in a few months, and a new Congress in session," said TIA Executive Vice President Roy Littlefield.

The day began in the Cannon House Office Building where attendees were briefed on the day's agenda and updated on the current status of the Highway Trust Fund by TIA Government Affairs Manager Roy Littlefield IV. TIA Government Affairs Committee Chairman Dick Gust welcomed members and thanked them for taking the initiative to come to Capitol Hill.

Former Congressman Al Wynn (D-Md.) spoke on the importance of TIA members coming to Capitol Hill. The crowd was then briefed by two members of the National Republican Senatorial Committee on the goals and initiatives of the party, results of the most recent election, and predictions for 2016. Paula Calimafde, Executive Director of the Small Business Legislative Council, gave an update on tax reform and tax extenders and answered numerous tax-related questions from the audience.

TIA Executive Vice President Roy Littlefield reviewed the funding options for a long-term transportation bill and some of proposals being aimed at the tire industry which include: increasing the motor fuel tax by $.15-$2.00 per gallon, reinstating the Federal Excise Tax on passenger tires, increasing the Federal Excise Tax on truck tires by 10%, reinstating the Federal Excise Tax by $.05-$.15 per pound on tread rubber used in the retread process, increasing the Federal Excise Tax on trucks and truck parts by 10%, and dozens of others.

Congressman John Delaney (D-Md.) shared his proposal for funding transportation in a way that would not place harmful taxes on the tire industry. Delaney's plans include a one-time, percentage-based tax levied on overseas profits of multinational companies. In addition to levying a tax to support the Highway Trust Fund for six years, Delaney's plan would establish a $50 billion infrastructure fund for state and local governments. It would also set up a commission to ensure the financial future of the Highway Trust Fund.

Democratic Whip Steny Hoyer shared his thoughts with TIA members about the importance of funding a long-term bill and the need for the United States to improve its transportation system. Hoyer vouched his long time support for the tire industry and will continue to be a spokesperson for TIA moving forward.

After Hoyer's session, attendees moved to the Rayburn House office building where freshman members of the House Transportation and Infrastructure Committee, Rep. Carlos Curbelo (R-Fla.), Rep. Garret Graves (R-La.), and Rep. Jared Huffman (D-Calif.), shared their thoughts on transportation funding.

TIA members then split into small groups to conduct personal, individual meetings with Congressional staff in the offices of Rep. John Sarbanes (D- Md.), Sen. Ron Wyden (D- Ore.), Sen. Roy Blunt (R-Mo.), Rep. Rodney Frelinghuysen (R-N.J.), Rep. Glenn Grothman (R- Wis.), Sen. Barbara A. Mikulski (D-Md.), Rep. Dave Brat (R-Va.), and Sen. Richard Burr (R-N.C.). Others took part in one-on-one round robin educational and introductory sessions with key staffers from the House Transportation & Infrastructure Committee and the House Ways & Means Committee. It total, TIA members made contact with 22 Congressional offices to share their views, positions, and concerns.

The Lobby Day concluded with a reception, cohosted by other automotive related associations, in the Capitol Foyer of the Rayburn House Office Building. Members had the opportunity to mix and mingle with members and staff of the 114th Congress.

**January 12, 2015**

# SMALL BUSINESS LEGISLATIVE COUNCIL (SBLC) IDENTIFIES TOP PRIORITIES FOR 2015

**Washington, DC** - The Small Business Legislative Council (SBLC) has announced that the Council's top priorities for 2015 will be tax reform, health care, regulatory relief and infrastructure.

As determined by the SBLC's Board of Directors, in 2015, the SBLC will continue its efforts to support meaningful tax reforms that provide simplification and certainty for small businesses while opposing tax reforms that place an unequal burden on small and closely held businesses. The SBLC will also be focused on advancing legislation and regulations to improve the Affordable Care Act as well as promoting infrastructure investment to protect the American economy and ensure that all businesses have the tools and systems needed for success and growth. On the regulatory level, the SBLC will work to engage administrative agencies to address the high regulatory burdens which are stifling small business growth.

"Small business is a fundamental piece of a dynamic and growing economy" said SBLC Chair Roy Littlefield, Executive Vice President at *Tire Industry* Association. "It is therefore essential that Congress and the agencies keep small business in mind when passing laws and establishing regulations and recognize that small businesses cannot continue to absorb unlimited new burdens while still remaining successful."

"We are excited for 2015," said SBLC General Counsel, Paula Calimafde. "Because of the diverse membership of our member organizations, the SBLC has a unique insight into the interests and concerns of thousands of successful small businesses across the country. We look forward to continuing to work with Congress and the Administration to ensure that small business continues to be a vital and successful part of the American economy."

The SBLC is an independent, permanent coalition of 66 diverse national trade and professional associations whose goal is to maximize the advocacy and presence of small business on Federal legislative and regulatory policy issues, and to disseminate information on the impact of public policy on small businesses.

# RMA Moves 2015 National Tire Safety Week

by Tire Review Staff - January 9, 2015

To kick off the summer travel season, the Rubber Manufacturers Association (RMA) has changed the dates of National Tire Safety Week 2015 to May 24-30.

National Tire Safety Week is an initiative of RMA's "Be Tire Smart – Play Your Part" program, a year-round effort designed to help drivers learn the simple steps they can take to ensure that their tires are in good working condition.

"National Tire Safety Week is an opportunity for the tire industry to focus its collective efforts to educate motorists about the importance of proper tire care," said Dan Zielinski, RMA senior vice president. "Regular tire maintenance is critical to promoting a safe driving experience, optimizing fuel efficiency and maximizing tire tread life."

During National Tire Safety Week, RMA provides tire retailers, auto dealers and automotive repair shops with free "Be Tire Smart" brochures and other materials. According to the association, many participating retail outlets use the opportunity to promote tire care through advertising, promotions, free tire pressure checks and community and media outreach.

Tire and auto retailers who are interested in obtaining free RMA materials for National Tire Safety Week can order them online at betiresmart.org. Those who have participated in the event before can expect to receive materials again this year, said RMA.

# Call For Entries: 2015 Tire Review Top Shop Awards Opens

by Tire Review Staff - January 19, 2015

The entry period for the 2015 Tire Review Top Shop Awards is open and will run through June 5. Now in its ninth year, the industry-leading Top Shop Awards program seeks to honor the "best of the best" independent tire dealers in the U.S., Canada and Mexico.

Entry forms and information are now available online exclusively at the Top Shop Awards Web site at tirereview.com/topshop. Complete entries can be made right online.

The Tire Review Top Shop Awards spotlight independent tire dealers – retail, commercial or wholesale – that epitomize the attributes and values stressed in every issue of Tire Review: exemplary customer service and retention, training and education, merchandising and promotion, professional standards and conduct, innovation, appearance, business management, community involvement, business growth, achievement and innovation.

All of the winners and finalists are profiled on the Tire Review website and in a special Top Shop section of Tire Review's magazine.

"It is a credit to the quality of dealers honored by this program that the Top Shop Awards have earned the respect of everyone in the tire industry, and have clearly become the premier honor for North American tire dealers," said Jim Smith, editor of Tire Review magazine. "Every participant, not just the Winners or Finalists, tell us how important the honor is to the industry and how grateful they are that there is a program that recognizes the success and accomplishments of dealers of all sizes and types."

Dealers can nominate their own businesses, or others can nominate tire dealer businesses. The entry process is simple: Those making the nomination need to provide basic information about the dealership being nominated and write a short (300-word maximum) essay explaining why that dealership should be considered.

Information about 2015 prizes will be announced later.


## January 26, 2015

### "FULL TIME" EMPLOYMENT

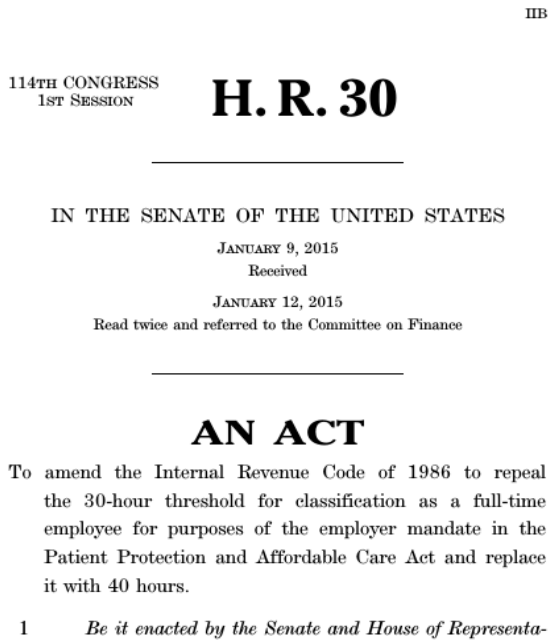
While repealing Obamacare is politically a long-shot, TIA and other small business associations are pushing for legislation to change the definition of "full time employment" under the Patient Protection and Affordable Care Act (ACA).

U.S. Congressman Todd Young (R-IN), and Dan Lipinski (D-IL), with the support of Senate colleagues Pete Olson (R-TX), Mike Kelly (R-PA), and Time Walberg (R-MI), introduced H.R. 30, the Save American Workers Act of 2015.

If enacted, H.R. 30 would repeal the ACA's 30 hour definition of "full time employment" and change it to a more 40 hour definition.

ACA stipulates that employers with more than 50 full time employees are required to provide employees with a basic level of health insurance or potentially face a penalty.

ACA defines a full time employee as an individual who works an average of at least 30 hours a week. This requirement has created an incentive for employers to cut workers' hours to less than 30 hours a week to avoid the insurance requirement and the potential fine.



IIB

114TH CONGRESS
1ST SESSION

**H. R. 30**

IN THE SENATE OF THE UNITED STATES

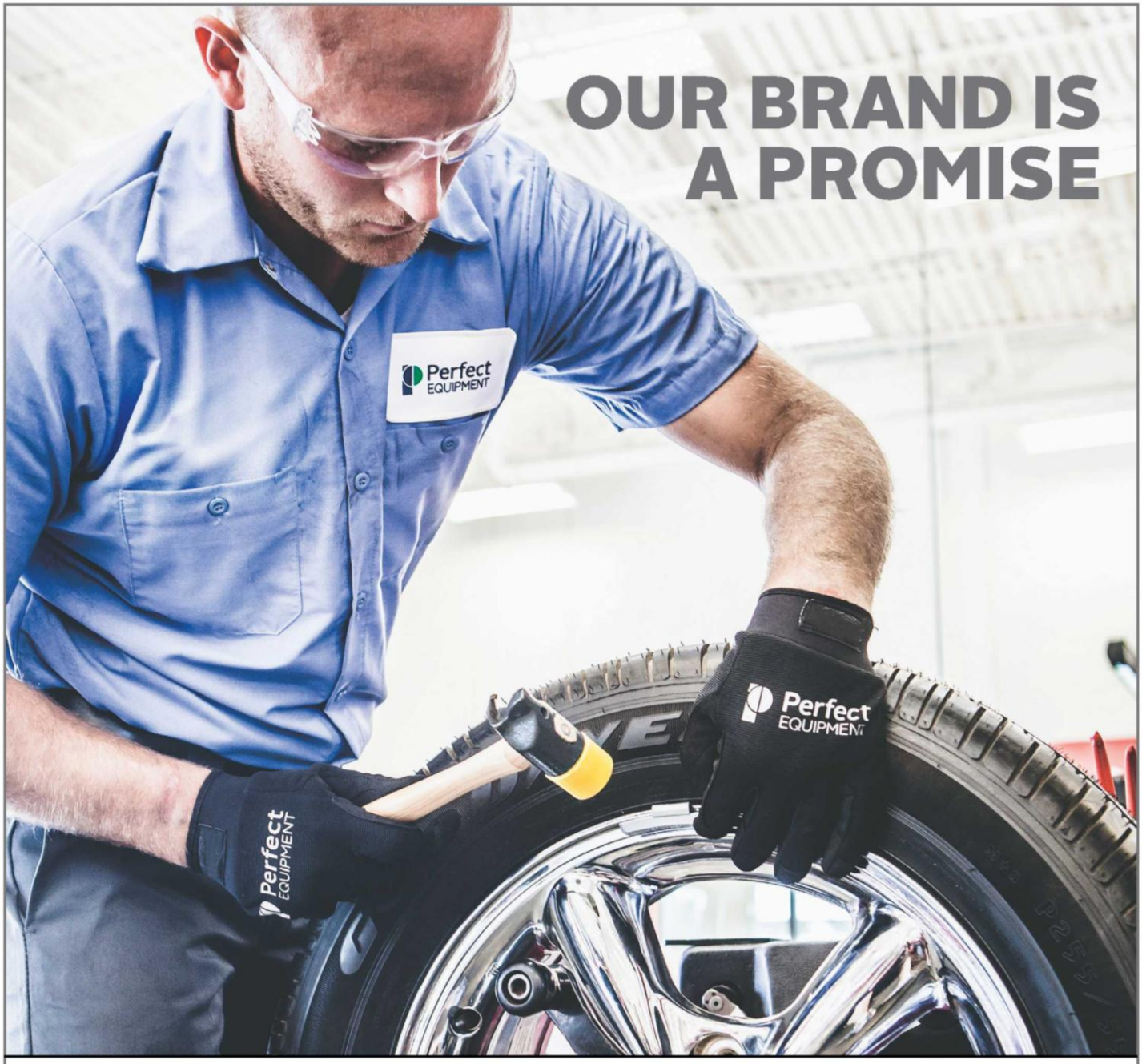
JANUARY 9, 2015
Received

JANUARY 12, 2015
Read twice and referred to the Committee on Finance

**AN ACT**

To amend the Internal Revenue Code of 1986 to repeal the 30-hour threshold for classification as a full-time employee for purposes of the employer mandate in the Patient Protection and Affordable Care Act and replace it with 40 hours.

1 *Be it enacted by the Senate and House of Representa-*

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# 6 Tips to Stay Compliant as Form I-9 Audits Increase



by Deanna Arnold - February 16, 2015

The Immigration Reform and Control Act of 1986 states that employers may only hire employees that are legally authorized to work in the United States and with that, employers must verify the identity and work authorization of anyone hired by completing the Employment Eligibility and Verification Form, known as the I-9. Even though this law has been around for almost 30 years, it is still something that employers (particularly small businesses) struggle in complying with and non-compliance can create a huge liability that carries pretty hefty fines and penalties. Here are six tips for small businesses to follow to avoid mistakes and stay on the side of compliance:

Employment Eligibility Verification

Department of Homeland Security
U.S. Citizenship and Immigration Services

USCIS
Form I-9
OMB No. 1615-0047
Expires 03/31/2016

▶START HERE. Read instructions carefully before completing this form. The instructions must be available during completion of this form.
**ANTI-DISCRIMINATION NOTICE:** It is illegal to discriminate against work-authorized individuals. Employers **CANNOT** specify which document(s) they will accept from an employee. The refusal to hire an individual because the documentation presented has a future expiration date may also constitute illegal discrimination.

**Section 1. Employee Information and Attestation** *(Employees must complete and sign Section 1 of Form I-9 no later than the first day of employment, but not before accepting a job offer.)*

| Last Name (Family Name) | First Name (Given Name) | Middle Initial | Other Names Used (if any) |
|---|---|---|---|
| | | | |

| Address (Street Number and Name) | Apt. Number | City or Town | State | Zip Code |
|---|---|---|---|---|
| | | | | |

| Date of Birth (mm/dd/yyyy) | U.S. Social Security Number | E-mail Address | Telephone Number |
|---|---|---|---|
| | | | |

**I am aware that federal law provides for imprisonment and/or fines for false statements or use of false documents in connection with the completion of this form.**

**I attest, under penalty of perjury, that I am (check one of the following):**

☐ A citizen of the United States
☐ A noncitizen national of the United States *(See instructions)*
☐ A lawful permanent resident (Alien Registration Number/USCIS Number) _____
☐ An alien authorized to work until (expiration date, if applicable, mm/dd/yyyy) _____ Some aliens may write "N/A" in this field. *(See instructions)*

**1.** Have a complete Form I-9 on file for all employees hired after 1986. All employees on payroll, whether full-time, part-time or temporary, must have a completed I-9 on file. It is particularly important that the form be completed in full. It is the employer's responsibility to check the employee section of the form to make sure that they have completed all items and that nothing is left incomplete before it is turned in. It is then also the employer's responsibility to complete the employer section of the form in full and ensure that nothing is left incomplete, including all of the date fields written in the appropriate format. The company representative that verifies the identity of the employee is the person that needs to complete the employer section of the form and sign it. Each error found on the form during an audit starts at $110 and goes up from there. Meaning there can be more than one error per form, and that can add up quickly.

**2.** Stay within the three-day rule. The Form I-9 must be completed for all new hires within three business days from their first day of work, which can be challenging sometimes with a remote workforce or if employees forget to bring their forms of identification. It is important for the employer to have a process around enforcing the three-day rule and to stay within those guidelines.

**3.** Do not tell employees what to provide as their form(s) of identification. It is extremely important to not tell an employee what forms of identification to bring with them for the Form I-9. Many managers will say "show up on Monday and bring your drivers license and a copy of your social security card." Don't do that. Give the employee the list of acceptable documents that is included in the Form I-9, and let them determine what they will bring based on what is allowed on that list. It is the employer's responsibility to verify that the employee has provided valid and acceptable forms of identification.

**4.** Re-verify. For employees with certain work authorizations, it is the employers responsibility to note the expiration date of the supporting documentation, track that information and then request new documentation from the employee prior to the expiration date. Section 3 of the Form I-9 needs to be completed in full with the re-certification information.

**5.** Create a policy/procedure for I-9 compliance. Have a written policy regarding the documentation for the I-9's, filing and retention period so that it can be used a reference tool to ensure compliance from the beginning to reduce risk. Employers can, but are not required to, keep copies of the supporting documents provided by employees. However, if it is decided to be done, it must be done consistently. Either keep copies of all employee documents with their I-9, or don't keep any copies of their documents with their I-9. The completed I-9's must be filed separately from the employee files and the retention period for separated employees is one year from date of termination or three years from date of hire, whichever is greater. Once the policy is written, train hiring managers and anyone else that is involved in the I-9 process on the proper procedures.

**6.** Conduct a self-audit. It is a best practice for a company of any size to have an I-9 Audit completed and documented so that any errors can be corrected before they turn into hefty fines.

For more information on the Form I-9 or to download the most current version of the form, go to the U.S. Citizens and Immigration Services website at uscis.gov.

# *DOL Updates Spousal Definition for FMLA*

Workers in legal, same-sex marriages, regardless of where they live, will now have the same rights as those in opposite-sex marriages to federal job-protected leave under the Family and Medical Leave Act to care for a spouse with a serious health condition. The U.S. Labor Department announced a rule change to the FMLA today in keeping with the U.S. Supreme Court ruling in United States v. Windsor. That ruling struck down the federal Defense of Marriage Act provision that interpreted "marriage" and "spouse" to be limited to opposite-sex marriage for the purposes of federal law.

"The basic promise of the FMLA is that no one should have to choose between the job and income they need, and caring for a loved one," said U.S. Secretary of Labor Thomas E. Perez in announcing the rule change. "With our action today, we extend that promise so that no matter who you love, you will receive the same rights and protections as everyone else. All eligible employees in legal same-sex marriages, regardless of where they live, can now deal with a serious medical and family situation like all families — without the threat of job loss."

Enacted in 1993, the FMLA entitles eligible employees of covered employers to take unpaid, job-protected leave for specified family and medical reasons. Employees are, for example, entitled to take FMLA leave to care for a spouse who has a serious health condition. Millions of workers and their families have benefited since the FMLA's provisions became effective and even more American families will benefit as a result of the rule.

**Today's rule change updates the FMLA regulatory definition of "spouse" so that an eligible employee in a legal same-sex marriage will be able to take FMLA leave for his or her spouse regardless of the state in which the employee resides.** Previously, the regulatory definition of "spouse" did not include same-sex spouses if an employee resided in a state that did not recognize the employee's same-sex marriage. Under the new rule, **eligibility for federal FMLA protections is based on the law of the place where the marriage was entered into. This "place of celebration" provision allows all legally married couples, whether opposite-sex or same-sex, to have consistent federal family leave rights regardless of whether the state in which they currently reside recognizes such marriages**.

**SESCO** is always available to evaluate your leave practices and ensure that you are compliant with federal and state laws. We have successfully assisted our clients with FMLA administration since it's introduction in 1993. Please contact us at (423)764-4127 or by email at sesco@sescomgt.com for all of your HR needs.

# Alabama Tire Dealers Association

# Scholarship Foundation

## Application Deadline: March 31, 2015

**Applications available on-line at: www.alatiredealers.com**
**or contact the ATDA office at 256-616-3587**

Again this year, the Alabama Tire Dealers Association will be giving away scholarships to deserving youths from our membership. All applications must be received in the ATDA office no later than March 31, 2015. Winners will be honored at the Annual Convention.

**Scholarship Eligibility Requirements**
A limited number of scholarships will be awarded to individuals who have been accepted or are currently enrolled students in a college, technical institute, school of nursing, or other highly accredited educational institution within the United States.

Recipients must be employees, spouses, or dependent children of employees, owners, or officers of any Alabama Tire Dealers Association Regular, Associate, or Supplier member in good standing and residing in Alabama. Supplier member's divisions, subsidiaries, and retail stores that are not members or Associate members of the ATDA are not eligible for the program.

Awards will be made on the basis of financial need, student character, citizenship, and scholastic ability. Scholarship winners and two alternates will be selected by the ATDA Scholarship Committee; their decision will be final. Applications may be requested from the ATDA office or printed from the ATDA website.

The student is responsible for seeing that all parts of this application are distributed, completed, and forwarded to the ATDA office before the March 31 deadline. All confidential school application parts must be completed, properly endorsed, and mailed by either the principal, student counselor, or authorized school official. ***Incomplete applications will not be considered.*** This application may be completed by the student before he/she has been notified of acceptance at schools to which he/she has applied. However, to be a recipient, the applicant must be accepted to a college, community college, technical institute, school of nursing, or other accredited educational institution, and be a graduate or perspective graduate of a secondary school.

Recipients must be enrolled full time or at least nine (9) accredited hours to be considered a full time student. Two alternates will be selected in the event some recipients are unable to accept. ***The deadline for the current year's completed application is March 31, 2015. Absolutely no applications will be considered if they are not in the ATDA office by the March 31 deadline.***

The recipient and the ATDA member will be notified before the ATDA annual convention in June 2015. Funds will be issued jointly to the student and school prior to the start of the current fall term.

All recipients, alternates, sponsoring ATDA members, and selected schools will be notified of the final awards. If you have any questions or require additional information, please call (256) 616-3587 or email AlaTireDealers@cs.com.

# ATDA *Hall of Fame*

## Nomination Deadline: March 31, 2015

**Nomination Forms available on-line at: www.alatiredealers.com**
**or contact the ATDA office at 256-616-3587**

Know a deserving candidate for the ATDA Hall of Fame?
Send in a nomination form no later than March 31, 2015
to the ATDA office for consideration.

**PURPOSE**
To honor those individuals who have played a significant role in the growth and development of the tire industry and the Alabama Tire Dealers Association.

**QUALIFICATIONS**
Eligible nominees must have served in the tire or supplier industry for a minimum of five (5) years. Nominees are chosen based on the following criteria: Their contributions of new ideas, practices, and/or innovations that promoted the health and well being of the tire industry; Their exemplary and distinguished service in the tire industry; and Respect of their peers. Contribution in civic, cultural, education, or charitable endeavors will be considered but are not a primary consideration as attributes for selection.

**RULES**
Inductees for the Hall of Fame are considered for an award on years when one or more qualified nominations are received, not to exceed more than one award recipient per year. From the nominations received the inductee will be selected by three of the longest serving Board members of the Hall of Fame Committee.

# Chaplain's Corner


***"When Jesus had received the sour wine, he said, 'It is finished,' and he bowed his head and gave up his spirit."*** ***John 19:30***

The work started before creation. God knew before He created man that sin would be the result. God also knew that He could not simply overlook man's sin because that would defile His Holy Character. There was only one remedy. God would have to take on human flesh and face temptation and live the perfect life required satisfying the demands of holiness. Then and only then could He die in our place as a proper substitute to make payment for our sinfulness. It worked! The tomb of Jesus is empty! **It is finished!** The only question that remains is, **will you accept it? Happy Easter!**

**GOD bless.**
**Dolan Davis Jr.**
**Chaplain ATDA 205-758-6624 dolan@davistires.com**

# NHTSA launches online VIN-based recall search tool as vehicle recalls skyrocket

AFTERMARKET BUSINESS WORLD

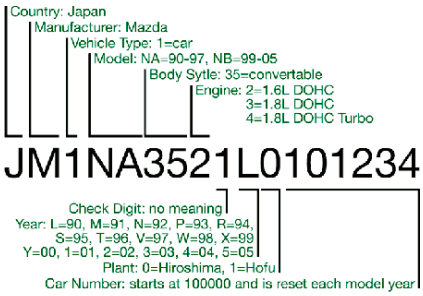
*By: Brian Albright* *Tuesday, October 21, 2014*

Against a backdrop of increasing automotive recalls, the National Highway Traffic Safety Administration (NHTSA) has gone live with its online VIN-based recall search tool at SaferCar.gov/vinlookup.

Under a recent NHTSA mandate, all major light vehicle and motorcycle manufacturers are required to provide VIN search capability for uncompleted recalls on their own websites, with the data updated weekly. NHTSA's new VIN look-up tool relies on this information from those sites.

"Safety is our highest priority, and an informed consumer is one of our strongest allies in ensuring recalled vehicles are repaired," said U.S. Transportation Secretary Anthony Foxx when the service was announced in August. "Starting today car owners, shoppers, and renters can find out if a specific vehicle has a safety defect that needs to be fixed – using our free online tool."

There are some limitations to the database. According to a NHTSA spokesperson, the tool does not provide look-ups for all cars. "Only vehicle manufacturers that produce 25,000 or more light vehicles annually and manufacturers that produce 5,000 or more motorcycles annually are required to support the tool, although any vehicle manufacturer may choose to participate," the spokesperson said. A list of current participants is on the site.




It is estimated that less than 75 percent of most recalled vehicles actually wind up being brought to a dealership for repairs. By establishing the VIN-searchable database, NHTSA hopes to increase the completion rate.

"The new online look-up tool will help new-car dealerships identify whether a used car or light truck has an unremedied safety recall prior to making a purchase or taking in a trade," said Forrest McConnell, chairman of the National Automobile Dealers Association (NADA). "It will also help dealerships to determine whether used vehicles in inventory are under recall and to provide used-car shoppers with useful safety recall information.

"To improve vehicle safety, NADA urges every car owner who receives a recall notice from a manufacturer to visit his or her local new-car dealership to have the vehicle inspected, and if necessary, fixed at no charge," McConnell continued.

NHTSA is working with NADA and franchised dealerships across the U.S. to ensure the dealers are able to effectively use the new search tool.

The NHTSA database may also make it easier for used car dealers and independent aftermarket repair shops to check for recalls on customer vehicles, and then direct them to a dealership to have the repairs completed. While there is no economic incentive for recall referrals, it can generate goodwill with customers.

## *Low recall completion rates*

The searchable database was developed in part because of the rapidly increasing number of recalls that have been issued (2014 will go down as another record year for both the scope and cost of recalls), as well as a report issued by the Government Accountability Office in 2011 that was critical of NHTSA's recall processes. That report recommended that the agency modify requirements for recall notices and letters, enhance and publicize its own website, make better use of manufacturer data to improve response rates, and seek legislative authority to notify used car buyers of recall announcements.

The GAO's focus group surveys found that consumers were not familiar with NHTSA's online resources, and wanted notification letters that included VIN numbers and defect severity information.

The GAO also found that recall completion rates can range anywhere from 23 percent to more than 90 percent, depending on the manufacturer and the year the recall occurred. Rates for even critical systems were fairly low; the GAO found that airbag completion rates stood at just 60 percent, while speed control system completion rates averaged 46 percent.

After the report was published, Congress passed legislation in 2012 requiring NHTSA to create the database for consumers and dealers. Under the law, large volume car, light truck and motorcycle manufactures have to provide search capability for uncompleted safety recalls on their websites, and manufacturers must provide vehicle owners with direct recall notices within 60 days of notifying NHTSA about the issue.

The rules put in place last year to implement the legislation also require manufacturers to inform NHTSA about the types of propulsion systems and crash avoidance technologies in their vehicles, which will help the agency monitor defect trends related to those subsystems.

Earlier this year, NHTSA began requiring manufacturers to use a distinctive label on required recall mailings. The agency also launched a SaferCar app for Android phones that provides free access to safety information, including recalls and safety performance ratings. A similar app for the iPhone was released in 2013.

# RMA Aims to Rid Roads of Unsafe Used Tires

by Tire Review Staff - January 22, 2015

The Rubber Manufacturers Association announced its support of efforts by states to rid the roadways of unsafe used tires. Indiana, Florida, Georgia, New Jersey, Oklahoma, South Carolina and Texas will consider bans on the sale of unsafe tires this year, according to RMA.

“Safety is the highest priority for the tire industry,” said Dan Zielinski, RMA senior vice president. “Laws to stop the sale of worn out, damaged used tires will help improve highway and motorist safety.”

RMA and its members purchased several examples of unsafe used tires to demonstrate the availability of these tires. Each tire exhibited one or more conditions that are clearly unsafe: worn out, visible damage to the tread or other portions of a tire or; improperly repaired, the association said.

“Any used tire is a risky proposition since it’s impossible to know the service history of a tire used by someone else,” Zielinski said. “But when used tires are sold worn-out, damaged, improperly repaired or have other visibly unsafe conditions, states to need to take action to protect consumers.”

A survey sponsored by RMA found that nearly one in 10 motorists were riding on tires that were purchased used. The association is working to educate policymakers and consumers about the dangers of unsafe used tires and will continue to support policies to ban the sale of such products, it said.

## TIA Issues Position Statement on Scrap Tires and Producer Responsibility

**Bowie, Md.** - The Tire Industry Association (TIA) announced that it has issued a position statement on scrap tires and producer responsibility. The statement was developed by the Association's Environmental Advisory Council (EAC).

In its statement, the Association promotes and supports a competitive, market-based system to manage the flow of scrap tires and scrap tire materials. This free enterprise system of scrap tire management is highly successful today with a scrap tire recovery rate approaching 90%.

Recently, legislation has been introduced in a few states that would shift the responsibility for managing scrap tires to the manufacturer of the product. Many of these "Extended Producer Responsibility" (EPR) or Product Stewardship bills are drafted in a way that would restrict or interfere with the free flow of scrap tires to selected markets. Establishing an extended producer responsibility system in the United States would create an additional level of management or oversight, would add costs without any significant benefit, would remove the retailer from direct negotiations with their suppliers and would replace an efficient well established free market-based system for managing scrap tires with an unproven system.

"TIA supports a competitive free market system that does not interfere with the free flow of scrap tire recyclable materials," said TIA Executive Vice President Roy Littlefield.

In addition to the position statement, TIA has submitted comments to the Environment Committee in the State of Connecticut regarding S.B. No. 869 which would establish a tire stewardship program in the state. TIA is opposed to the bill. The Committee will hold a public hearing on the bill on Friday, February 13, 2015.

# INSTALLATION IS ALL IN THE RIST

by Sean Phillips - December 30, 2014

A lot of customers think that wheel installation is so easy that a monkey could do it, to which I like to respond by scratching my armpits and jumping up on the counter.

Seriously though, wheel installation is never quite as easy as it looks, particularly since doing it wrong carries some serious risks for the customer. Having a wheel come off or fail be-cause of bad installation is never fun – especially if someone is injured or worse. And it's frustrating not being able to remove a wheel by the side of the road because some ape overtorqued the fasteners.

Proper wheel installation involves a short checklist of items, which the Tire Industry Association refers to in its Automotive Tire Service training program by the acronym RIST, which stands for Remove, Inspect, Snug and Torque.

## Remove Debris

Even small amounts of debris or rust on the mating surfaces can affect the clamping force when the wheel is installed. Small amounts of debris or rust can generally be removed by using a stiff wire brush to clean the mounting surfaces.

Ensure that the mating plate on the back side of the wheel is clean, as well as the lug nut holes and the inside surface of the wheel hub, then do the same with the mounting surface on the brake rotor, paying particular attention to the rotor hub that fits inside the center hub of the wheel. Lug stud or lug bolt threads should also be clean and free of rust.

If the rotor plate or bolt threads are extremely dirty, rusty or oily, a good spraying with brake cleaner can make cleaning much easier by dissolving rust and baked-on dirt. If you're using brake cleaner, you should take precautions to ensure that the spray does not contact any painted surfaces on the car, as the chemicals involved will remove paint and clear coat as easily as rust.

It's also a good idea to put a pan down below the rotor to catch excess cleaner and keep it off your shop floor. Never use brake cleaner on hot surfaces, as it can be flammable, and never ever use brake cleaner on wheels, as it can damage those painted surfaces, as well. A gentler cleaner such as DuPont's Final Klean is more suitable for removing oil or brake dust from wheels without damaging the cosmetics.

## Inspect Surfaces

Once the mating surfaces are clean, you should inspect all surfaces carefully for cracks and other irregularities that could affect mounting. On the wheel, both the hub center hole and the lug nut holes can sometimes crack, which can lead to a very dangerous situation if the wheel is installed. The rotor hub and mounting surface should also be looked at, and lug studs or lug bolts should be carefully inspected for thread damage that could lead to cross-threading.

## Snug Bolts By Hand

Taking a fastener and zipping it on with an impact gun may look and sound like you're on a NASCAR pit crew, but in an auto shop it's how experienced techs tell who the noobs are. It's also a great way to cross-thread the fastener and with many flat-shouldered lug nuts it's a great way to ensure that they end up off-center, which will prevent them from torquing properly. Whether the car uses lug nuts or lug bolts, they should always be snugged down by hand in a proper star pattern before applying torque to ensure that both the wheel and the fasteners are properly centered and to prevent damage to the threads.

## Torque to Spec

It's best to lower the vehicle slightly but not completely so that the tires contact the ground enough to prevent rotation before applying final torque. Most smaller cars require torque in the range of 80-120 ft/lbs,

while larger SUVs and pickup trucks require 100-180 ft/lbs. Charts providing torque values for all modern vehicles are available both online and in poster form for quick reference.

Like many things involving humans and mechanical issues, there is a great deal of debate regarding the proper way to apply torque. At issue is the fact that substantially undertorquing or overtorquing fasteners is equally as bad. Undertorquing leaves open the possibility of fasteners working loose over time, while overtorquing not only makes wheels much more difficult to remove, but can also “stretch” lug bolts or studs, weakening the fasteners and potentially damaging threads.

Many people insist that the only way to properly torque fasteners is to do it by hand with a torque wrench, and it is true that in many cases a well-calibrated torque wrench will be more accurate than any other method. When using a torque wrench, keep the wrench at 90 degrees to the fastener and tighten only until the wrench clicks once.

*Whether its lug nuts or lug bolts, they should always be snugged down by hand in a proper star pattern before applying torque to ensure that both the wheel and the fasteners are properly centered and to prevent damage to the threads.*

The counterpoint to this argument is that most busy shops simply don’t have time to hand-torque every fastener, and that properly calibrated impact guns with torque sticks, while perhaps not as fanatically accurate as torque wrenches, provide “good enough” torque protection to avoid substantially overtorquing fasteners.

If you do use an impact gun to torque fasteners it is critically important to use torque sticks to limit the amount of torque the gun puts out. The impact gun’s torque settings and incoming air pressure must be kept constant to get consistent results from torque sticks.

## Hub-Centric Spacers

While it is not a subject covered by the RIST procedure, this is a very good time to also discuss the issue of hub-centric spacers.

When you fit a wheel onto the rotor plate of the car, the wheel’s hub center – that large hole in the middle that is covered by the center cap – fits over the rotor hub, which is basically an extension of the axle. When the wheel fits perfectly over the rotor hub and there is good contact all around, the wheel is said to be “hub-centric.” The vast majority of OE wheels are hub-centric, because they are specifically designed for the cars they fit on.

On the other hand, aftermarket wheels must fit on a wide variety of autos, so the hub center is generally made larger to accommodate many different sizes of rotor hub, so there will usually be some space left between the rotor hub and hub center. These wheels are called “lug-centric.” Wheels where the hub center is too small for the rotor hub are known as “doesn’t fit on the [expletive] car.”

The issue here is that this connection between wheel and hub is extremely important because it holds the weight of the car, which is one reason both areas must be kept clean and inspected for damage. The clamping force provided by the lugs is designed to keep the wheel on the car, not to keep it from moving laterally against the car’s weight or against impacts.

If there is space between rotor and wheel hub, any severe impact could cause the wheel to slip against the mounting plate, bending the studs and possibly damaging the hub center itself. To prevent this, a set of hub-centric spacers is required. These metal or plastic rings fit over the rotor hub and inside the wheel hub and are sized to create a perfect fit.

As with torque, there is a long-standing debate on this issue, with some claiming that clamping force is in fact enough to keep the wheel from slipping and that spacers are an unnecessary addition. I strongly disagree with this position for two reasons. First, because I have personally seen the bent studs and hub damage caused by slippage, and second, because with spacers being inexpensive and easily available, why even take the chance? There is literally no advantage to not using spacers, only possible downside.

So the next time a customer implies that a monkey could do your job, just remember – it’s all in the RIST.

# 5 Ways to Rev Up Tire, Service Sales

by Tire Review Staff - February 24, 2015

Follow these five ways to leverage your staff and rev up your tire and service sales:

1. Hire salespeople on the basis of their sales ability, not on their knowledge of the tire industry. A good salesperson can almost always learn about the products you sell, but a person who knows a lot about tires may not necessarily be a good salesperson.

2. Communicate regularly with your sales staff. Because they interact with customers on a daily basis, they may have ideas about how your business can increase sales.

3. Consider basing your salespeople's commission on profit margin, not just sales revenue or volume.

4. Make sure your business operations effectively support all sales activities. When salespeople need quotes, they should get those quotes quickly. When salespeople need to speak with technical experts to get answers for customers, those experts should be easily reachable, etc.

5. Review your sales staff's 'sales to sales-expense ratio.' A salesperson may make $3,000 in sales during a month, but spend $1,000 in phone calls, travel and other expenses. Another salesperson might also make $3,000 in sales, but spend only $300. The latter is more profitable to your operation.

# U.S. Congress Members Introduce Vehicle Safety Bill

by Tire Review Staff - March 3, 2015

Members of the energy and commerce committee and its subcommittee on commerce manufacturing and trade introduced a bill to enhance oversight, improve information-sharing and promote safety of American cars.

Rep. Jan Schakowsky, Rep. Frank Pallone and eight other members of the committee introduced the Vehicle Safety Improvement Act, which takes the lessons learned from the record 64 million recalled vehicles in 2014, according to the group.

The Vehicle Safety Improvement Act "makes it more costly for auto manufacturers to disregard or fail to comply with safety standards," according to a statement issued by Schakowsky.

Schakowsky cited GM's ignition switch case as one reason for the bill's introduction.

The bill increases individual penalties and removes statutory maximum penalties for violations of motor vehicle safety laws, "ensuring that sacrificing safety won't be treated as a 'slap on the wrist' or just another cost of doing business."

It also increases the amount and accessibility of information auto manufacturers must share with NHTSA and the public about vehicle safety issues, according to the statement. Additionally, it requires new standards to reduce the risk of pedestrian injuries and deaths, asks for an analysis of whether safety standards should be developed to mitigate the safety risks to rear passengers, ensures that used vehicles subject to recall are fixed by auto dealers before being resold, and provides new authority to expedite auto recalls if they pose an "imminent hazard" of serious injury or death.

The bill will increase NHTSA funding and resources to help with oversee and enforce these new safeguards.

All New for 2015

# 2015 Vendor Fair

## at the ATDA Annual Convention

**EXCLUSIVELY FOR PLATINUM SPONSORS!**

Friday June 26, 2014
5-7 PM Cocktail Reception
Perdido Beach Resort
Orange Beach, Alabama

- ✓ Door Prize Drawings for Registered Booth Visitors.
- ✓ Networking with Business Principles and Direct Suppliers.
- ✓ Casual Atmosphere for Meet & Greet!


## 2015 Platinum Convention Sponsors Receive:

- **4 FREE Convention Registrations**
- **Table-Top Space in the Vendor Fair**
- **Full-page Ad in the Convention Program**
- **Full-page Ad in the Post-Convention Newsletter**
- **Sponsor Signage at the Convention**
- **Recognition in the Program, on our Website, and individually at Convention Events.**

### Gold Convention Sponsors Receive:

- 3 FREE Convention Registrations
- Half-page Ad in the Convention Program
- Half-page Ad in the Post-Convention Newsletter
- Sponsor Signage at the Convention
- Recognition in the Program and Website

### Silver Convention Sponsors Receive:

- 2 FREE Convention Registrations
- Quarter-page Ad in the Post-Convention Newsletter
- Sponsor Signage at the Convention
- Recognition in the Program and Website

### Bronze Convention Sponsors Receive:

- 1 FREE Convention Registrations
- Sponsor Signage at the Convention
- Recognition in the Program and Website

# Want to learn the

# Industry Best Practices?

**Forum Information:**

Date: Saturday, June 27th

Time: 9:00 am - Noon

Format: Professional Panel,
Moderated Group Discussion

Join us at the ATDA Educational Forum and learn from Professionals about Key Industry Issues & Solutions!

**Professional Panel:**

Legal Advisor – Representative from Huie, Fernambucq & Stewart, LLP (located in Birmingham, AL – ATDA Member)

Insurance Advisor – Representative from Federated Insurance (ATDA Member & Supporter for 30 years)

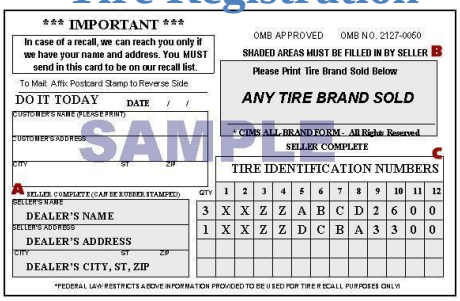
Tire Industry Association (TIA) Advisor – National Industry Representative

ATDA Board of Directors – Representatives from across Alabama Industry

**General Topics:**




Tire Registration


*** IMPORTANT ***

In case of a recall, we can reach you only if we have your name and address. You MUST send in this card to be on our recall list.

To Mail: Affix Postcard Stamp to Reverse Side

DO IT TODAY DATE / /

CUSTOMER'S NAME (PLEASE PRINT)

CUSTOMER'S ADDRESS

CITY ST ZIP

SAMPLE

A SELLER: COMPLETE (CAN BE RUBBER STAMPED)

SELLER'S NAME
DEALER'S NAME

SELLER'S ADDRESS
DEALER'S ADDRESS

CITY ST ZIP
DEALER'S CITY, ST, ZIP

OMB APPROVED OMB NO. 2127-0060

SHADED AREAS MUST BE FILLED IN BY SELLER B

Please Print Tire Brand Sold Below

ANY TIRE BRAND SOLD

* CIMS ALL BRAND FORM - All Rights Reserved

SELLER COMPLETE C

TIRE IDENTIFICATION NUMBERS

| QTY | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3 | X | X | Z | Z | A | B | C | D | 2 | 6 | 0 | 0 |
| 1 | X | X | Z | Z | D | C | B | A | 3 | 3 | 0 | 0 |
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| | | | | | | | | | | | | |

*FEDERAL LAW RESTRICTS ABOVE INFORMATION PROVIDED TO BE USED FOR TIRE RECALL PURPOSES ONLY!


Tire Industry Training

# 6-Hour Deep-Sea Fishing Charter

The ATDA will be chartering a professional charter boat from Zeke's Marina in Gulf Shores for a bottom-fishing excursion targeting snapper, grouper, amberjack, triggerfish, king mackerel and the seasonal cobia. The trip is perfect for anglers of every level of experience. Everything needed for a guaranteed good time is provided. That includes, bait, tackle, rods and reels, fish cleaning and bagging, and fishing licenses.

This is a great opportunity to visit with industry friends, and of course, catch the biggest fish of the day.

**Trip Information:**

Date: **Friday, June 26th**

Departure Time: **6:00 am**

Return Time: **Noon**

Location: **Zeke's Marina**
**26619 Perdido Beach Blvd**
**Gulf Shores, AL 36561**

Cost: **$200 per angler**

Craft Farms

For a Tee Time or a Lifetime

# GOLF TOURNAMENT

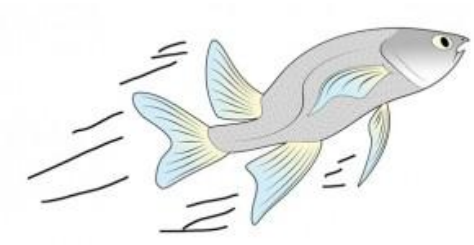
Date: **Friday, June 26th**
Time: **8 am Registration**
**8:15 am Putting Contest**
**9 am Tee Time**
Location: **Craft Farms**
**3840 Cotton Creek Circle**
**Gulf Shores, AL 36542**
Cost: **$125 per player**
**Includes Mulligan Package & Lunch**

## 36 Holes of Pure Palmer Golf

Two Award-Winning Courses. Warm Southern Hospitality.

*Arnold Palmer decided to build his signature golf courses at Craft Farms the moment he stepped foot on this land; just north of the white sand beaches of Gulf Shores, Alabama. Be enthralled by the quiet whisper of the wind through trees, the gentle murmur of Cotton Creek, and the rich smell of the earth. There is something special about this place. We invite you to relax, soak in the beauty of Craft Farms and play your best round of golf.*

*The 18-hole Cotton Creek golf course and 18-hole Cypress Bend golf course challenge golfers at every level while providing a peaceful, serene environment of the natural Baldwin County Alabama landscape. The courses have a distinctively coastal feel, with dwarf Bermuda grasses and numerous lakes that meander throughout the property. Style of play is friendly. Collared shirts and soft spikes are required and golfers are welcome to wear shorts. Relax in the beautiful southern landscape of south Alabama among massive live oaks dripping with Spanish moss, towering pine forests, numerous lakes, creeks and native wildlife.*



## Come join us for the first ever Alabama Tire Dealers

# Mullet Toss

Join us Gulf Front on Saturday afternoon to experience the thrill of this South Alabama classic event. Learn the fascinating history of this unique local creation and then get some "hands on" experience with flinging a fish.
Come have some fun, set a personal best distance throw and make memories that will last a lifetime.

**Kiss the fish for extra credit, if you dare!**

# PIRATE NIGHT CHILDREN'S PROGRAM

## *Why Should Adults Have All The* ***FUN?***

### Alabama Tire Dealers Association has arranged for a special program designed for the CHILDREN to have fun

Sign up your 5- to 12-year-old up for this special Alabama Tire Dealers **Pirate Night Children's Program**. The children will enjoy an active mix of outside and inside activities to keep them occupied and entertained. Play bounce dodge ball, hunt for buried treasure and go on lost flip-flop adventures. Build sandcastles, play games on the beach and go on a ghost crab hunt. PLUS, a kid-friendly dinner!

Unique, themed programs with original crafts and lots of activities result in happy children!!!

When: **Saturday, June27th**
Time: **6 -10 pm**

Where: **Next door to the Scholarship Banquet**
Cost: **Included in Youth Attendee Registration**

# 2015 Annual Convention
# Registration Form
## June 26-27, 2015
## Perdido Beach Resort, Orange Beach, Alabama



## IV. CONVENTION INFORMATION

### HOTEL INFORMATION

**Room Rates:**
Standard Room - $249.00
Pool View Room - $269.00
Gulf Front Room - $329.00
Courtyard Suite - $369.00
One & Two Bedroom Executive Suites Available.

***Call Hotel directly for room reservations.***

**Hotel Information:**
Perdido Beach Resort
27200 Perdido Beach Boulevard
Orange Beach, Alabama 36561
800-634-8001 www.perdidobeachresort.com

**Hotel Reservation Deadline:**
Use Booking ID#11598 ***Reservation cut-off – June 1, 2015***

### TENTATIVE AGENDA

***Friday, June 26th:***
6 am Deep Sea Fishing
8 am Golf Tournament
2-4 pm Registration
4-5 pm General Business Meeting
5-7 pm Cocktail Reception & Vendor Fair
7-9 pm Welcome Dinner

***Saturday, June 27th:***
8-9 am Past President's Breakfast
9-12 am Educational Forum
2 pm Mullet Toss
6-10 pm Children's Program
6-7 pm Cocktail Reception
7-10 pm Scholarship Banquet

## V. WAYS TO REGISTER

| MAIL | PHONE | FAX | EMAIL |
|---|---|---|---|
| Alabama Tire Dealers Association<br>6096 County Road 434<br>Trinity, AL 35673 | 256-616-3587 | 256-974-1480 | alatiredealers@cs.com |

## VI. ATTENDEE INFORMATION

List attendees as you would like them to appear on their name badges. Badges must be worn at all functions.

Identify Youth Attendees with a "(Y)" beside the Attendee's name.

**Attendee #1** _____ **Attendee #2** _____
**Attendee #3** _____ **Attendee #4** _____
**Attendee #5** _____ **Attendee #6** _____
**Attendee #7** _____ **Attendee #8** _____
**Attendee #9** _____ **Attendee #10** _____
**Company** _____
**Address** _____
**City** _____ **State** _____ **Zip** _____
**Phone** _____ **Fax** _____
**E-mail** _____ **Company PO #** _____

_____ Check if you have a disability that requires accommodations to participate or special dietary needs.

*If more than 10 attendees for one company are attending, please use additional sheet to list and number each attendee.*

## VII. CONVENTION REGISTRATION

**First Attendee Registratio** ☐ . . . . . $150

Attendee: #1

**Retail Members who renewed their membership prior to February 28, 2015, receive a $264 credit.*

**Additional Adult Attendee Registrations** . . . . . $114

# of Additional Adult Attendees: _____

**Youth Attendee Registrations** (Ages 5 – 12) . . . . . $75

# of Youth Attendees: _____

**Children 4 & Under are FREE.*

**Deep Sea Fishing Expedition Registration** . . . . . $200

Attendee Names: _____

**Golf Tournament Registration** . . . . . $125

Attendee Names: _____

## VIII. REGISTRATION DEADLINE

**Registration Deadline: June 1, 2015**

To avoid late fees, registration forms must be received no later than June 1, 2015. All registrations received after June1, 2015, will have a $25 late fee added to each attendees Registration.

Late Registration Fee – *For Each Attendee Registration* . . . . . $25

## IX. METHOD OF PAYMENT

**Payment Amount Due:**

Youth Attendee Registrations $_____

Golf Tournament Registrations $_____

Adult Attendee Registrations $_____

Fishing Expedition Registrations $_____

Late Fees $_____

**Membership/Sponsorship Credit* $ (_____)

Total Amount Due: $_____

☐ Check (Make payable to ATDA)

☐ VISA ☐ MasterCard ☐ AMEX

Credit Card Number _____ Expiration Date _____ V-Code _____

Card Holder Signature _____ _____ Billing Zip Code _____

## X. EVENT ATTENDANCE

***Please provide the number of adults and children attending each event so that we can provide the proper amount of amenities for all of our guests.***

General Business Meeting . . . . . # Adult Attendees _____ # Youth Attendees _____

Cocktail Reception & Vendor Fair . . . . # Adult Attendees _____ # Youth Attendees _____

Welcome Dinner . . . . . # Adult Attendees _____ # Youth Attendees _____

Past President's Breakfast . . . . . # Adult Attendees _____ # Youth Attendees _____

Educational Forum . . . . . # Adult Attendees _____ # Youth Attendees _____

Children's Program . . . . . # Adult Attendees _____ # Youth Attendees _____

Scholarship Reception & Banquet . . . . # Adult Attendees _____ # Youth Attendees _____


# Calendar of Events

## ATDA Scholarship Application Deadline

***March 31, 2015***

**Includes Tire Leadership 21 Scholarship Applications**

## ATDA Hall of Fame Nomination Deadline

***March 31, 2015***

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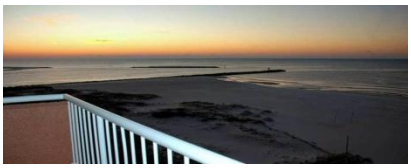
## Alabama SWANA Chapter
### Spring Seminar



***Wednesday – Friday, April 15 – 17, 2015***

**STC Luncheon Meeting – Thursday, April 16th**

**Perdido Beach Resort**

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## Annual Convention

***June 26-27, 2015***

***Registration Deadline – June 1, 2015***

**Perdido Beach Resort, Orange Beach, Alabama**

**See Pages 3, & 24-30 for more information.**

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## Alabama SWANA Chapter
### Fall Forum

***Wednesday – Friday, November 4 – 6, 2015***

**STC Luncheon Meeting – Thursday, November 5th**

**Guntersville State Park Lodge**

# Please Support Your Supplier Members:

**AAA Tire Recyclers**
*Wanda Sherrell*
*Bud Adams*
205-590-7352

**Alliance Tire Group**
*Demetric Mass*
857-318-1781

**Alpha & Omega Processing**
*Dan Deyton*
*Derek Barnes*
*Scott Armstrong*
866-242-4325

**American Tire Distributors**
*John Kubia*
800-950-3928
*Jason Eddleman*
800-783-6936
*James Lopasser*
800-476-3868
*Mary Creamer*
800-654-5273

**ARI – Network Solutions**
*Ryan Sweeney*
866-496-5151

**Ashberry Tire Landfill**
*Ty Ashberry*
334-493-1250

**Automotive Equipment Service**
*Hardy & Jane Thompson*
888-664-5490

**B & B Tire Landfill**
*Bud & Barbara Adams*
205-647-6736

**Bridgestone Americas**
*Griffin Wiggins*
770-597-6714

**C.W. Owens Enterprises – Scrap Tire Management**
*Wayne & Phyllis Owens*
800-869-1372

**Carroll Tire**
*Cecil Bowden*
205-655-2182
*Don Pylant*
800-446-0589

**Federated Insurance**
*Garrett Pepper*
800-533-0472

**Hesselbein Tire**
*Tony Case*
601-974-5917

**Hornsby Tire Distributors**
*Scott Sulsberger*
334-678-1522
*Joey McGhee*
256-852-8530
*Jeff Hodgens*
205-251-9781

**Hunter Engineering**
*Sterling Yearber*
256-606-7691
*Ryan Gerber*
205-901-7000
*Phil Ellis*
205-616-6217

**Huie, Fernambucq & Stewart, LLP**
*Charles Jeffery Ash*
205-874-3463

**J Scott Enterprises, Inc. DBA Metro Recycler**
*Phillip Tidwell*
205-841-1930

**Jones Interstate Tire Co**
*Jimmy Jones / Bill Jones*
334-874-2265
*Coby Hutchinson*
800-239-6649
*Martha Tillison*
800-239-2825

**Kauffman Tire**
*Matt Wall*
205-605-0110
*Printis Pettway*
404-762-8433
*Mike Helms*
866-758-8473

**McGriff Industries**
*Barry McGriff / Bert McGriff*
256-739-0780
*Randy Drake*
256-739-7080

**McGriff Treading Company**
*Randy Drake*
256-739-7080

**Mohawk Rubber**
*Frank Harcrow*
205-368-4130
*Merlin Oleson*
678-478-1305

**Myers Tire Supply**
*Barry Morgan*
800-328-5110

**NAPA Auto Parts**
*Bill Jenkins*
205-510-2902

**Parrish Tire**
*Gary Waters*
800-877-2431

**Perfect Equipment**
*Gregory Parker*
*Lewis Whitfield*
615-916-3791

**Robison Tire**
*Clay Robison*
*Mike Windham*
800-824-3225
*Richard Henderson*
*Chris Johnston*
334-834-6138

**S & S Tire**
*Mike Griffin*
877-777- 7411
*Jay Johnson*
800-777-6794

**SLK Tire Designs**
*Sabrina Lentz Knop*
*Cheryl Lentz*
256-566-5481

**Southlake Capital**
*John Rogers*
205-682-2815

**TCI Tire Centers, LLC – Distribution Center**
*Mike Brown*
866-907-9463
*Tony Miller*
800-475-1876

**Tech International**
*Leon Hataway*
828-320-3021

**Tire Industry Association (TIA)**
*Wilson Beach*
800-876-8372

**Wheel & Rim, Inc.**
*David Strickland*
205-324-4404

**Yokohama Tire Consumer**
*Jim Vickers*
404-401-8606

*The **Spare Tire** is a publication of Alabama Tire Dealers Association. The **Spare Tire** is published 6 times a year as a source of information for ATDA members and supporters. ATDA directors, staff and members do not necessarily agree with all the contents or opinions appearing in this publication nor should its readers rely on any of the **Spare Tire** content for support of any legal position. On matters involving legal interpretation, the reader is advised and encouraged to rely solely upon the advice of his or her own hired legal counsel. The **Spare Tire** invites and encourages comments from its readers.*

Alabama Tire Dealers Association
"The Tire Professionals"