



**TREADMARKS #240**

**SEPTEMBER 2016**

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## **The Annual Convention Agenda is Shaping UP!**

The 2017 Annual Convention agenda is in the works. Mark your calendar now for February 24-26, 2017. Topics being discussed include Tax Collection review, Manufacturer Direct Sales, How to find and hire the “Good” employees, Facebook for businesses, Bring your best idea round table, FCC Review, Best Practices and Industry Standards and more....oh and FUN!

It will be held at the Kansas Star Casino in Mulvane, Kansas just south of Wichita. Rooms are at a great rate of \$99 again this year. You can call 316.524.3777 and say you are with the Mid-America Tire Dealers Association. The rooms are at the Hampton Inn and Suites and the link is with this email too to book a room online.

Also be sure to find the applications to nominate the Industry Service Award and Employee of the Year Award. It’s a great honor for recipients. Nominate someone by emailing the application back to the MATDA office.

You can find the **scholarship** nomination forms with this newsletter. Please pass them out to the kids you know will be furthering their education and is connected with our great industry.

Calendar orders are included in this newsletter too! Yep! It’s that time of year. Be sure to get your orders completed in time for sending out for the holidays.



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## THANK YOU TO THE GOLF SPONSORS AND PLAYERS!

## FIND THE SCHOLARSHIP APPLICATIONS WITH THIS NEWSLETTER



### A Big Thank You to the Sponsors!

Our Scholarship Golf tournament was held at the Marion Country Club in Marion, Kansas on August 27th. Thank you to sponsors as well as golfers. We raised enough money to allow scholarships to be awarded at the Annual Convention. AND the Scholarship Applications are with this newsletter. Sponsor an applicant and send it in. Thank you to the below golf tournament sponsors:

Lunch - Champlin Tire Recycling and Canton Service donated the pellets for smoking meat  
Beverage Cart - Federated Insurance  
19th Hole - Federated Insurance

Hole #1 is Sponsored by Becker Tire  
Hole #2 is Sponsored by Becker Tire  
Hole #3 is Sponsored by Performance Tire  
Hole #4 is Sponsored by Hey Machinery  
Hole #5 is Sponsored by TO Haas Tire  
Hole #6 is Sponsored by TO Haas Tire  
Hole #7 is Sponsored by TO Haas Tire  
Hole #8 is Sponsored by TDW  
Hole #9 is Sponsored by TDW  
Hole #10 is Sponsored by Kansasland Tire Group  
Hole #11 is Sponsored by Kansasland Tire Group  
Hole #12 is Sponsored by Thompson's OK Tire  
Hole #13 is Sponsored by Thompson's OK Tire  
Hole #14 is Sponsored by Tech Supply  
Hole #15 is Sponsored by M & M Tire  
Hole #16 is Sponsored by M & M Tire  
Hole #17 is Sponsored by Iowa Mold Tooling  
Hole #18 is Sponsored by Kansasland Tire Group

### Prize

Team Prizes Sponsored by Yokohama, Canton Service Center and Prairie Ag Service

**1st Place** winner was the Champlin Tire Recycling Team with Mitch and Zach Widen, Mike and Conner Lamm

**2nd Place** was the TDW Team with Jason and Steve Burhenn, Josh and Mike McDonald.

**3rd Place** was the Central Ag team with Chad, Matt, Chad A. and Austin

**Longest Putt** is sponsored by Farmers Co-op and Golf USA

**Closest to Pin** sponsored by Farmers Co-op and Golf USA

**Longest Drive** sponsored by Farmers Co-op and Golf USA

**Big shout out to Mike Vondenkamp** in appreciation for putting up with the whole gang and doing a great job for the tournament once again.

Champlin Tire Recycling donated a putter that was raffled and Golf USA sponsored a Hole in One Prize to win a custom fit set of Ping Irons and jackets to raffle.

Again thanks to all the players and sponsors. It was absolutely beautiful weather too. Mike Vondenkamp is the tournament director and does a fabulous job.

## MATDA MISSION

The mission of the MATDA is to promote closer cooperation and better understanding between the tire dealers of Kansas, Nebraska, and Oklahoma; to provide professional lobbying and governmental relations; to provide effective training and education to enhance members' business acumen and help

them better serve the consumer; to promote public understanding of the industry's concern for the environment, and to provide such services and activities that are proper and necessary to achieve these mutual goals.

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## GOLF COMING UP AUGUST 27TH AT THE MARION COUNTRY CLUB

## How Social Media Marketing Can Benefit Your Business

While many business owners are aware of the rapidly developing demand for social media marketing, some do not fully understand its dynamic or how it benefits their company. Engaging with potential customers and ensuring advertising for your business is reaching a targeted audience are your top priorities. Major corporations can afford to employ a marketing team. Many independent, small business owners, however, cannot afford a marketing department.

Wouldn't you like to have your own marketing team charged with maintaining your brand and reputation online? That's where Optimize Social Media (OSM) can help!

At OSM, we remove the guesswork of managing a successful social media marketing campaign so you can stay focused on your business. We work with uniquely designed algorithms to ensure a proper balance of promoting your business, products and services with entertaining and engaging items. In today's digital world, no one picks up a phone book or sifts through advertisements shoved into their mailbox for fun. You want them to associate a positive feeling with your business, and social media is a platform people use to amuse themselves. Social media allows you to have a longer conversation with customers and presents an opportunity to share your values to a digital audience.

You may have heard of Facebook and Twitter, but did you know there are three other platforms -- Google Plus, Yelp, and YouTube - that you should be utilizing to fully market your business? These platforms highlight how your business operates and if confronted with an opposing critic, can be used as 'instant damage control' to maintain your brand's reputation.

**Facebook:** This platform allows for daily and consistent posting of content, specials,

promotions, events, and fun items that show your customers you care about what they want to see.

**Twitter:** This is your best friend in the world of social media marketing as it allows you to get straight to the point in 140 characters on what you want to sell or promote and you can post multiple times per day.

**Google Plus:** This must-have platform gives your customers everything they need to know about your business such as location, phone number, hours, reviews, posts, and even videos.

**Yelp:** Strictly a review site, this platform gives your business a rating on a 5-star scale according to what reviews your customers leave. We monitor these reviews and respond to both positive and negative ones for you, to keep up your excellent reputation.

**YouTube:** As the second largest search engine in the world, this platform is a great place to post your commercials, advertise events such as grand openings, and promote specials that are hot ticket items for you. It even links up to your Google Plus page so your video can be shared in two locations.

**Give us a call at 1-855-OSM-1212 for your FREE social media analysis or visit our website at [www.OptimizeSocialMedia.net](http://www.OptimizeSocialMedia.net) for your FREE social media grader today!**

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## Bulls Eye on your Back

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Modern Tire Dealer 6/9/16

Three huge issues in automotive management have just come together recently that if you own or run a shop, should take top priority, even over customer satisfaction, (at least temporarily).

First, the Occupational Safety and Health Administration (OSHA) announced that for the first time in 25 years, fines assessed by OSHA have increased. According to SESCO Management Consultants, OSHA is now required to implement an initial penalty “catch-up adjustment,” which must be in place by Aug. 1, 2016.

The increase is approximately 80%. This means the current maximum fine for a “Willful and Repeat Violation” will increase from \$70,000 to \$127,000, and the current maximum fine for a “Serious Violation” will increase from \$7,000 to \$12,500. (See sidebar for common violations.)

Second, targeting automotive repair shops has become a focus of federal administration members. They see the opportunity to show they are doing something about improving worker safety in an election year, and they also know that it could be a potential cash cow for state- and federal-strapped budgets.

To politicians, this is free money with no downside to collecting. Who doesn’t support “workers’ rights” or “safety and standards”?

This is similar to the government swooping in when it hears of a business violating the Uniformed Services Employment and Reemployment Rights Act of 1994.

Literally, lawyers and news crews will parachute from the sky and rappel into your building with smoke grenades if you tell armed service people you will not honor their jobs while they serve our country. OK, not literally, but those black vans might show up....

Third, most visits by an OSHA inspector are generated from a complaint by a former employee or a current disgruntled one. When this happens, do not retaliate. This is its own violation and will compound the issue and cost you more money.

Remember this: Most disgruntled employee calls to OSHA are verified and are legitimate. That means the violation condition exists. Spend your energy and time fixing the problems instead of trying to find out who called.

So legislation, ramped up by need for revenue in an industry that has notorious high turnover, means you should at a minimum start doing something today to make sure you are not going to go bankrupt. Remember, in a shop that makes 5% net profit, a fine of \$127,000 from OSHA would require that shop to sell an additional \$2.5 million in sales on top of regular sales to offset the fine. For many shops, a single fine like this could spell bankruptcy, and OSHA never just has one fine at a shop. ■

## 8 areas OSHA will target in your dealership

Top citations issued to shops by OSHA include the following.

1. Fall protection: Paint elevated steps the “safety yellow” color in all shop areas and around the building. Buy the good paint.
2. HazCom: Seriously, have a meeting. This week. Review the HazCom and company policies and have everyone sign the review document. HazCom meetings are short and should be done biannually.
3. Scaffolding: One common occurrence I always found to be a problem was when tires were moved from one floor to another. Some employee always unscrewed the railing or removed the chains. Even though the employee did it without your knowledge, you are responsible.
4. Respiratory protection: This mostly applies to a collision center (which is lumped into “automotive repair”). But what about airborne contaminants in your shop?
5. Lock out/Tag out: Ask everyone if any lifts bounce or if any equipment seems to be malfunctioning. If so, lock it out and call for repairs. It is so much less expensive to be down a bay for a day than it is to pay a \$100,000 fine or settle a lawsuit. Or even worse live with a tragedy that could have been prevented.
6. Electrical wiring: The minimum fine for a missing light switch plate is \$2,700. The cost of plastic light switch cover plate is 50 cents!
7. Machine guarding: How is it that a new bench grinder “loses” its plastic shield cover 0.0006 of a second after installing it? There is a huge fine for this.
8. Tripping: Loose hoses on the ground, return parts on the floor, spills, scrap

tires — if the shop looks messy, the OSHA inspector will pile on the fines. If it’s not clean and organized, OSHA will cite you and give you 15 days to tidy up.

In many cases your insurance company or local department of labor will give you a free inspection, which gives you not only time to correct mistakes, but also leniency if you can prove to a judge you are proactive about making your shop safe.

*Dennis McCarron is executive director of Dealer Strategic Planning Inc., a company that manages multiple tire dealer 20 Groups in the U.S. ([www.dsp-20group.com](http://www.dsp-20group.com)). To contact McCarron, email him at [dennis@dsp-20group.com](mailto:dennis@dsp-20group.com).*

295-5810.

### On The Light Side





Please  
make it  
home  
safe  
today.



We believe you deserve more than just insurance. You deserve valuable risk management tools—like the “What is Important to You” distracted driving prevention program—designed to help you and your employees make it home safe today.

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