



GEORGIA *Spring 2012* TIRE TRACKS

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

GTDR

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GTDR Golf Shirts For Sale

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

2012 ANNUAL CONVENTION

JULY 20 - 22, 2012

ONE OCEAN RESORT HOTEL & SPA

One Ocean Boulevard
Atlantic Beach, FL 32233

Make Your Hotel Reservation Today!

Call 1-800-874-6000 by June 20, 2012

Identify yourself with the
Georgia Tire Dealers & Retreaders Association 2012 Convention
to Receive the Group Rate of \$159 per night plus \$25 Resort Fee & Taxes.
Go to www.oneoceanresort.com to see all of the Area Attractions.

ENJOY ONE LAST VACATION THIS SUMMER! FAMILIES WELCOME!

Tentative Agenda

Friday, July 20

12:00 - 4:00 pm
3:00 - 5:00 pm
6:00 - 7:00 pm

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

Saturday, July 21

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

Educational Sessions
Reception
Scholarship Banquet/Hall of Fame Induction

Sunday, July 22

9:00 am

Board of Directors/Annual Meeting

*A Silent Auction will be held. Bids begin Friday night and continue until Saturday night.
Winners will be announced after dinner.

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WELCOME NEW MEMBERS

SawHorse Brands

Ed Walraven
2390 Idylwild Drive
Wrightsville, GA 31096
(478) 864-3005
FAX (478) 864-3499
ed@sawhorseapparel.com

Tech Tires Inc.

Richard Brunair
1313 Hogansville Road
LaGrange, GA 30241
(706) 837-9601
FAX (706) 837-9655

GTDR SCHOLARSHIP FOUNDATION NEWS

It's NOT Too Late! For all eligible Scholarship Applicants, mail your application and other required items to the GTDRA office no later than **Friday, March 30, 2012**. Four scholarships will be awarded! Go to www.gtdra.com for the Scholarship Eligibility Requirements and Application.

MEMBERSHIP DRIVE

APRIL 19, 2012

Etowah Valley Sporting Clays

619 Sporting Hill Drive
Dawsonville, GA 30534

Registration Begins at 11:30 AM

Lunch at 12:00 Noon

Shooting Begins at 1:00 PM

Cost is \$55 per shooter.

Includes 100 Rounds, Golf Cart, and BBQ Lunch.

Bring your own gun and ammo or rentals available at additional charge.

PRIZES!!!!

First Place	Second Place	Third Place
FREE Next Year's Annual Membership Dues	1/2 OFF Next Year's Annual Membership Dues	25% OFF Next Year's Annual Membership Dues

- NEW Members 1/2 Off Annual Membership Dues!
- Existing GTDRA Members Receive \$50 Off Next Year's Membership Dues for Signing up any NEW member!

Registration Forms Due by April 12, 2012. Go to www.gtdra.com for Registration Forms.

HALL OF FAME

The GTDRA Hall of Fame is to honor those individuals who have played a significant role in the growth and development of the Georgia Tire Dealers Association and the Tire Industry. Please consider nominating the individual you would like to see inducted this year. Go to www.gtdra.com for Hall of Fame Nomination forms. Winners will be announced at the 2012 Convention.

SIMPLE MISTAKES BURN BUSINESSES TO THE GROUND

Do you have a fire prevention plan? Thousands of fires accidentally occur each year in businesses around the country. Many of these fires could have been prevented. None of these business owners meant to have a fire. Just like you, they were focused on their businesses, the economy, and their employees. Then, one day it happened—a fire engulfed their building and they were faced with the process of recovery.

Four Main Causes of Workplace Fires: A recent study by Federated Insurance identified four major causes of workplace fires—all of which are in your control: 1) Spontaneous combustion of rags saturated with oil, paint, solvents, or other flammable/combustible liquids; 2) Extension cords; 3) Smoking; 4) Flammable liquids

Take action today! Call (800) 241-4945 to build a plan from the disaster of a workplace fire.

(Source: Federated Insurance: *The Shield*, "Simple Mistakes Burn Businesses to the Ground.")

LEGISLATIVE NEWS

To the Honorable Members of the GTDRA,

First of all I just wanted to say Thank You for being a member and for being part of a team that strives to make your businesses better! We have come a long way from our beginnings as an Association to where we are now. We offer some really great programs - Scholarships, Training, Insurance, Credit Unions, Conventions, Idea fairs, Open Board Meetings, Legislation and close ties with the EPD. The greatest of all are our gatherings and the friendships that we share. There is no way to put a price tag on these friendships and the positives that we all share as members! We even get to shape the laws that come through with our friends at the EPD. We are very lucky and fortunate that we have each other to depend on. I wish that I could say that about our own government. We have a House Bill that we have been working on - House Bill 811. Imagine this. This Bill is designed to make the Government obey its own Laws. What!!! I mean this Bill is designed to force our own government to abide by the laws it created and to enforce the government to spend our dollar, the Georgia Tire Management Fee, to make sure the funds are reappropriated back to the EPD. The Bill is designed like this. If the EPD does not receive its monies earned and deserved, then a scale back on the actual fund to be collected is going to be reduced the next year by that amount of money! This is one of the greatest things I have ever heard of. The best example is this. The Annual fund collects roughly 6 Million Dollars. Say they reappropriate 3 million dollars back to the EPD. The next year the collective fee should be reduced to 50 cents. In other words if the fee is not totally designated to get back to the EPD, then the fee is to be reduced proportionately. It is supposed to start in 2014 but as you can imagine it is meeting resistance. In fact the Bill has gone before the Sub Committee and was butchered and barely got out of the Sub Committee to go to full committee. The governor's office does not really want to allow this because we would have heard from them. But we have some legislators that give a damn and want to do the right thing. That is why the House Bill was introduced. Meanwhile, back at the farm, it is business as usual for our government to continue to steal the money. When funds have been collected for certain purposes and do not go for what they are intended, then that is STEALING. Maybe we should force this to an individual ballot in the House and Senate and find out who the real thieves are. You all know full well that if we did something like this at Church, Home Owners Associations, or even in our Businesses that we are accountable. Not only that we may be prosecuted or at least fired from our job. Maybe it is time for all of them to become accountable. Maybe we have a direction to follow that is right and just for the Citizens of the State of Georgia who have been lied to about the funds they pay in. Basically since 2003 only 11 million of the 53 million has made it back to the EPD. Even sadder than this there are five other funds where money has been collected and almost none of it has gone to what is was intended for. My parents taught me a long time ago that when you do things like this there are repercussions. Maybe this should be our next act to follow. In the other funds I have mentioned where these misappropriations have happened, it comes closer to more than 300 million. In retrospect our monies seem like chump change. But it is not! In our next board meeting maybe we should vote on our actions to take! I wish I had something better to report but I feel like we are making headway. One of our best supporters in this action is the Association of County Commissioners of Georgia. They have always pushed and worked hard to get our government to do the right thing for the citizens of Georgia. I am proud to have them help us and likewise want to help them! We are coming up with some uphill battles but we are right and just for what we are doing. Not only do we owe it to ourselves, but we owe it to the Citizens of the State of Georgia! I hope this note finds you all well and having a prosperous Spring! May God truly Bless you all!

Sincerely,

Tony Sexton
Past President

AREA MEETING RECAP

The Roundtable Discussion Area Meeting held in Monroe was a big success. Attendees first enjoyed a wonderful dinner provided by Robison's Bar-B-Q. Afterwards, the attendees were divided into small groups at individual tables. Each group was given a set of 6 questions, all relating to 'Improving Your Bottom Line.' Problems, solutions, and new ideas were all shared amongst each group. At the end of the meeting, each group was asked to share a main idea with all other attendees. Thanks goes to Steve Dillingham and Sean Plumstead for organizing the event. Also, thanks goes to everyone at Bulldog Tire for allowing this meeting to take place at their store and all of their generosity.



'SUPERIOR' TIPS

Hit These Five Targets for Extremely Satisfied Customers

There's a lot of discussion these days about providing superior customer service—in fact, this subject is the cornerstone of my Pinnacle Performance sales and customer service training for the tire/-auto service industry.

For many, “superior” customer service may sound like the latest buzzword or something reserved for the elite who tend to pass Grey Poupon from the windows of chauffeured limousines. So, can providing your customers with superior experiences really benefit your business? The simple answer is “Absolutely Yes.” Here's what you need to know:

Your competition Wants Your Business! Tire and auto service businesses are rarely, if ever, monopolies in their marketplace. Customers typically have many choices for their tire and auto service needs. As a service provider, if you do not provide customer experiences that meet or exceed customers' expectations, then these customers normally do not have to travel very far to take their business elsewhere. And once they're gone they may never come back.

Superior Customer Experiences Pay Dividends! There are many business benefits to providing superior customer experiences.

Sales/Marketshare

Using a 10-mile figure, this circle represents your market potential. The people who are coming to your business for tires and/or vehicle service (your customers) represent your marketshare. A primary goal of every company is to obtain the most marketshare at the highest profitability. Providing superior customer experiences is a proven method of increasing sales and winning against the competition.

Customer Satisfaction/Loyalty

Superior customer experiences greatly improve customer satisfaction per visit. Extraordinary service makes customers feel that your company cares for them personally and demonstrates that they are not just another sale or business transaction.

Simply put, the more satisfied customers are with the experience at your business, the more likely they are to return for future tire and vehicle service needs. These loyal customers are likely to promote your business to their network of friends and family!

Brand Perception

Brand perception is a two-part area. First and foremost is the customers' perception of your corporate brand. Delivering superior customer experiences strengthens your brand and establishes a positive reputation in your market.

The second aspect of brand perception refers to the tire manufacturers: Goodyear, Michelin, Pirelli, etc. All tire manufacturer reputations are affected, positively or negatively, by how they are represented by your employees at the point-of-sale, in-store interaction and on the phone.

Competitive Advantage

Customers will always prefer to do business with the company they can count on to provide superior service. Delivering superior customer experiences is the game-changer that separates average tire dealers from world-class dealers.

Profitability

As an independent business, you may not be able to afford to match or beat the lower prices of that mass merchant or chain store around the corner. But you can effectively offset your higher prices by consistently delivering a better customer experience.

The research is clear: Consumers are willing to pay a premium for goods and services if they are delivered with superior customer service. And it is those premiums that increase profitability and the financial health of the business.

(Source: Tire Review; January 2012; written by: Steve Ferrante, CEO of Sale Away LLC and the producer and host of the Pinnacle Performance sales and customer service training program for the tire/auto service industry.)

UPCOMING EVENTS

Looking for something to do with your family and friends this Spring?
Check out what's happening around the state.

5th Annual Smoke on the Water BBQ Festival - www.sotwfestival.com

April 6 - 7, 2012

Thomaston, GA

Red Hot Chili Peppers - www.ticketsnow.com

April 10, 2012

Gwinnett Center: The Arena

Duluth, GA

Mercy Me - www.georgiamountainfairgrounds.com

April 21, 2012

Georgia Mountain Fairgrounds

Hiawassee, GA

Bead & Jewelry Show - www.americangemexpo.com

May 5 - 6, 2012

DoubleTree Hotel

Roswell, GA

Alan Jackson - www.ticketsnow.com

May 5, 2012

Columbus Civic Center

Columbus, GA

WANTED: HIGH-QUALITY EMPLOYEES

Top 10 Ways to Find High-Quality Employees

1. Abandon old, obsolete recruitment methods—like relying on newspaper classified ads—and embrace new technology, including social media, to reach more and younger job seekers.
2. Offer online job applications and a human resources webpage to filter out applicants who aren't open to a technologically changing workplace.
3. Hire hard to manage easy: Conduct multiple interviews with several candidates and check their references; the extra effort will be compensated for by less intervention later.
4. Follow the "ABR" approach: Always Be Recruiting, remaining aware of potentially great hires outside of the workplace and engaging them in recruitment exchanges even in casual encounters.
5. Conduct professional background checks and drug tests.
6. Check out automotive groups of all kinds—schools, clubs, events and shows—as potential sources of like-minded and properly skilled employees.
7. Don't be limited by an old, 40-hour week paradigm, as good applicants within the new employment environment may demand flexible schedules.
8. Seek candidates with the most important qualities: a willingness to learn, a positive attitude, self-motivation, helpfulness, a proven track record and the drive to succeed.
9. Maintain a good company reputation by being active within the community, as well as properly managing the dealership's online presence, because high-quality workers seek high-quality workplaces.
10. Once a good worker is hired, focus on retention by keeping the employee challenged, continuously trained and developed to his or her fullest potential.

(Source: *Tire Review*, January 2012; written by: Joanne Draus Klein)



Annual Convention Registration Form
July 20 - 22, 2012
One Ocean Resort Hotel & Spa
Atlantic Beach, FL

Be Included in a Raffle Drawing by Registering Early!
Return Your Registration Form to the GTDRA Office
By June 20, 2012 for Your Chance to Win \$200 CASH!



Final Registration Date: July 6, 2012

Mail or Fax your Registration Form and Hall of Fame Nomination to
 GTDRA * PO Box 801378 * Acworth * GA * 30101
 FAX: (770) 421-0511
 Additional forms available @ www.gtdra.com

Company Name

Address

City/state/zip

Telephone/Email

List names for badges

Registration Fees

Members

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

Additional family members:

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

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

Children under 4 _____ FREE

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

Golf

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

Name of Golfer(s): _____

TOTAL AMOUNT DUE \$ _____

Enclosed is Check # _____ in the amount of
 \$ _____ OR

Please charge:

_____ Visa _____ MasterCard _____ AMEX

Card Number

Expiration Date

Signature

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

SUPPLIER MEMBERS

Air Compressor Sales, Inc. Robert E. Lee, Jr. 800-342-6016	Federated Insurance Brad Humphries 404-497-8840	Ridge Recyclers <i>Johnston, SC</i> —Charlie Yonce 800-675-3890
American Tire Distributors <i>Augusta</i> —Chris Jennings 800-476-3634 <i>Byron</i> —Greg Davis 800-342-9641 <i>Ellenwood</i> —Mike Beaver 800-282-1563 <i>Rome</i> —David Rush 800-444-5853 <i>Savannah</i> —Bill Seale 800-206-2722 <i>Tucker</i> —Keith Jones/Kent Kellar 800-241-1184	Impact Ink Michelle Wilson 404-626-8728	Robison Tire <i>Montgomery, AL</i> —Richard Henderson 800-423-7626
ASA Tire Systems <i>Merrimack, NH</i> —Sky Souza 603-889-8700	Kauffman Tire <i>Ellenwood</i> —Richard Dulaney 800-334-3321 <i>Macon</i> —Andrew Thompson 800-299-0687 <i>Jacksonville, FL</i> —David Brown 800-414-3810 <i>Tallahassee, FL</i> —Mike Helms 866-785-8473 <i>North Augusta, SC</i> —Greg Smith 803-613-1800	Rush Truck Center Eddie Hellmann 800-948-5044
Carroll Tire <i>Albany</i> —Mike Singletary 800-342-6162 <i>Gainesville</i> —Richey Aiken 800-225-7950 <i>Grovetown</i> —Richard Ramirez 800-637-2474 <i>Hapeville</i> —Jon Shields 800-241-6022 <i>Macon</i> —Troy McDaniel 800-637-6109 <i>Marietta</i> —David Gault 800-637-6109	Liberty Tire Recycling, Inc. Dewey Grantham, Jr. 404-355-0547	Safeguard Business Systems Randy Benton 866-401-4272
Concorde Warehouse Chris White 800-741-8473	Maxxis International - USA Doug Addis 800-462-9947	SawHorse Brands Ed Walraven 478-864-3005
Cooper Tire & Rubber Steven Dillingham 800-847-3777	Mohawk Rubber Sales Steve Fulton 770-664-6644	TCI Tire Centers <i>Tallahassee, FL</i> —Todd Sterzoy 850-580-4400
Delta Community Credit Union Jeff Waters 404-677-8660	Myers Tire Supply <i>Homewood, AL</i> —Jerry Morgan 205-942-8117	TCS Technologies <i>Cookeville, TN</i> —Barry Reese 888-449-8473
Diprima Tire Company <i>Cartersville</i> —Mario Gresham 866-671-1779 <i>Rossville</i> —Zack Peters 800-768-0020	Parrish Tire Company Gary Waters 800-877-2431	Tech International <i>Granite Falls, NC</i> —Leon Hataway 828-320-3021
	Pinnacle Credit Union Jackie Boards 404-505-1318	Tire Distributors of GA John Plumstead 866-610-8473
	Reliable Tire Company Brooks Lusk 800-749-4244	Titan International Bill Adams 478-272-2447
		Toby Sexton Tire Co. Tony Sexton 800-899-5535
		Tri-State Tire Service, Inc. Vicki White 800-334-8728
		White Brothers Parts Warehouse John & Rick White 478-745-1162



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