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Dave Redfern

Executive Director's Corner



Our State has enjoyed a bountiful spring with lots of rain. Looks like the drought is over, at least for this year.

We had a great meeting at NTW, Fresno, hosted by Al Martinez. Good food, lots of raffle prizes and valuable information from our guest speakers.

Your Executive Director has been busy arranging new benefits for you, our members.

Announcing in this issue, Heartland Payment Systems [credit card processing] and Flyers Energy with a fuel discount program. [Heartland on page 9; Flyers on page 16]

Several more benefit programs are in the works and will be announced when complete.

Be sure to read the Legislative Report from Terry Leveille, Our representatives ? in Sacramento are back at it again, trying to raise tire recycling fees with two new bills introduced. Your Association and Terry are working to combat this legislation joining forces with the RMA and Automotive Dealers Association to present our objections.

Once again I request your input on our content in the magazine and WELCOME any stories, comments or articles you would like to submit. Email your submissions to exdirctda@gmail.com

Dave Redfern

California Tire Dealers Association (A non profit mutual benefit corporation)	George Oren Tire Specialist	Robert Huebert	(559) 638 3535
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	Joe Hanlon Mission Tire Service	Bill Short Leininger & Short	(909) 986 2793
	Richard Howard Bruce's Tire	Terry Leveille, Legistative Advocate TL & Associates	

Chris Barry

President's Message



Well April is now a distant memory and May is here, That used to mean that the tire and automotive season is about to heat up? With Memorial Day a few weeks away and most Tire manufactures running promotions it's time to sell some tires!! You should utilize the tire manufacture money in the promotions, it will allow you to also make more profit as the manufacture (Yokohama, Pirelli) will be sending your customer \$50 to \$80 gift cards or debit cards. So when working with your customer on new tires or shocks make sure to utilize every tool that you have, and by that I mean manufacture money!!

January and February were slow months for most with the exception of the Silicon Valley and the costal community's doing quite well on the tire and service side.

March and April have been solid service months and tires have really picked up.

We had a CTDA meeting in Fresno on April 20th and the folks at NTW really rolled out the red carpet, with close to 40 guests an a lot of retailers in attendance it was a great event. NTW had BBQ Tri Tip and other great side dishes. We had Yokohama speak as well as Heartland and Golden One, So all in all a great event, just ask the employees at Good Guys Tire? They walked away with the Grand Prize! A iPad! So please come join us at the next CTDA function on June 7th at South Valley Wholesale in San Jose.

Chris Barry

Finance Your Future

If you're an owner, employee or dependent of a CTDA member, you now have the opportunity to apply for a scholarship that will help finance your future. Earn assistance in your higher education endeavors and open new possibilities. Take the first steps now by filling out the application.

<http://www.ctdascholarships.net/>



Risk Management Corner

The Eighty-Eight Percent

We hear a lot about millennials these days, and with good reason. They're buying houses, paying off student debt, getting involved, and working at their first real job. You might have one or a few working for you right now. Give them what they need to be fulfilled by their job, and you have yourself energetic, innovative, valuable employees.

But, be aware: AAA® recently called young millennials (19-24) the “worst behaved drivers in the U.S.”*

The AAA Foundation for Traffic Safety released a driver survey which found that, within a 30-day timeframe, 88 percent of young millennials did at least one unsafe activity while driving, with texting, speeding, and running a red light the most common. This may not come as a surprise. What should be surprising is that *they don't think there's anything wrong with that.*

But—and this is nearly as troubling—the millennials were only 21 percentage points worse than the “safest” age group, the 60-74-year-olds, who admitted to risky driving behaviors more than 67 percent of the time. This means that two-thirds of the drivers sharing the road with you today aren't paying attention to their driving. Millennials may be number one on a dismal list, but they've got company.

Statistically speaking, your millennial drivers may put your business at more risk for liability. But, do you and your other employees set a good example for your younger counterparts of what is and isn't acceptable behavior? Does everyone adhere to your company's driving policy? Or might you count yourselves part of the two-thirds?

It Takes Just One

Just one employee-involved vehicle crash and the liability alone could be staggering. It could very well make or break your business. Consider this actual Federated

claim:

The manager asked a staff member to go buy snacks for an employee meeting, and let the employee take a company car. The employee ran a red light while texting, and broadsided another vehicle in the intersection, severely injuring the other driver. CLAIM AMOUNT: \$750,000

Of course, driving statistics and examples are not enough reason to avoid hiring young adults. But, an awareness on a risk management level is sensible. Knowing that an employee driving mishap could be a possibility can be motivation for your risk manager to ensure a driving policy and employee training are in place and up-to-date.

Federated Insurance has an ongoing campaign against distracted driving, which includes a variety of risk management resources clients can access and subscribe to, to educate their employees, monitor their driving, and involve them in pledging to end distracted driving. In addition, April is the annual National Safety Council National Distracted Driving Awareness Month.¹ The NSC has a program to help employers clarify safe driving expectations for their employees of all ages, along with materials for implementing company policies.

For these and other risk management resources, log in to Federated's Shield Network® or contact your local Federated representative for more details.

*To read the entire article, go to <http://newsroom.aaa.com/2017/02/young-millennials-top-list-worst-behaved-drivers/>

¹ For more information on the National Distracted Driving Awareness Month, visit: <http://www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving-awareness-month.aspx>

Paul Arellano

San Gabriel Valley Report



“Always have more people to see than time to see them in.”
Author Unknown

SALES CLINIC – VOLUME 21

A sales representative that I was talking to recently asked me, “So what’s your closing ratio?” He got an immediate “shocking revelation”, as I replied, “Zero”. He asked, how could I make a living in sales if my closing ratio truly was zero, and I calmly explained that I never seek to “close a sale”, but rather, to “open a relationship”.

Shocking Revelation #22: STOP CLOSING! Sure, some business models involve spur-of-the-moment transactions, in which they know that they will never see you again, you know they will never see you again, and they know you know you will never see them again. In those cases, go ahead, and “close away”.

I would venture to guess that if you are reading this article, you are in a business that does not lend itself to single transactions and never again seeing your customer. You, too, look to open a relationship. Whether you are selling a set of tires, a brake job or are wholesaling wheels or tires, your livelihood doesn’t depend on just making an immediate sale and moving on to the next “victim”! If you enjoy what you do, believe in your product and are generally interested in helping and getting to know others, then be yourself, connect with your

customers and get to know them better. Above all, BE SINCERE! If you ask them how there day is going, don’t just ask to ask, but really mean it. LISTEN as well, don’t just wait for a chance to say what’s on your mind while they finish speaking. You might be surprised at how much further you will go, if you stop focusing on “closing”!

I was recently told a story about someone who chose 1 particular coffee shop to stop at every morning over another. Same, national brand name, same product, same coffee, same price, but the one he chose over the other actually required him to take a detour from his normal commute route. Why? SERVICE! The shop he stopped patronizing never asked his first name, never cared to remember what he ordered every day (which was always the same), and never asked him how his morning was going. The other shop made him feel at home, welcomed him with a warm greeting and got to know his name and his preferred drink (which was pretty easy because he never changed his drink, OR his name!).

Tired of not making any progress in your sales mission? STOP CLOSING and START OPENING, relationships, that is!

Paul Arellano is the Marketing Manager at Lakin Tire in Santa Fe Springs, California. He can be reached at (562) 802 2752.

2017 Area Meetings

CTDA Calendar

June 7, 2017

South Bay Area Meeting

South Valley Wholesale

1742 Stone Ave, San Jose CA.

5:30 PM



This event will be catered by Armadillo Willy's BBQ. The raffle drawing will feature furniture by Retired Furniture. Many manufacturers will also be providing giveaways. Everyone will benefit from a presentation by our Social Media Expert. Also a representative from Federated Insurance will be sharing valuable insight to your insurance needs.

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Terry Leveille

Legislative Report



I am pleased to report that CTDA was able to get its proposed amendments accepted into a new bill, AB 509 (Frazier, D-Oakley), which could possibly increase the current \$1.75 fee on the sale of new tires by another \$1.

As my last report indicated, AB 509 is another legislative attempt to increase the recycling rate of waste tires in California to 75%. Currently, while almost 90% of the 44 million waste tires generated each year are diverted from landfills, only about 36% to 40% are recycled into products such as rubberized asphalt, rubber playground mats, landscape ground rubber “mulch,” running tracks, and tire-derived aggregate, etc.

CTDA and RMA worked together in the final days of last year’s legislative session to successfully defeat a similar bill. This year, when a new version of the bill was introduced, we offered a couple of amendments that, while not eradicating a proposed new “regulatory” tire fee, should keep it at bay for a number of years, if not permanently.

1) One amendment would require CalRecycle to reduce its Tire Fund balance—the unspent money in the Tire Fund that has ranged from \$40 million to \$78 million over the years—to \$10 million or less before the department could hold a public hearing to initiate a tire regulatory fee. The fee, up to \$1 per new tire sold, would be on top of the \$30 million CalRecycle receives from its current \$1.75 tire fee.

The huge Tire Fund balance—which reached \$78 million on July 1, 2016—is money that remains in the Tire Fund outside of the annual Tire Fund budget that CalRecycle sends to the Governor’s office at the end of every October. It also may include money that gets budgeted, but for whatever reason, doesn’t get used.

We feel that it simply is not fair to require customers to pay a \$1.75 fee on a new tire—or, more importantly, increase that fee—if that money is not going to be spent on programs to regulate tire processors, haulers, and recyclers; clean up illegally dumped waste tires from vacant lots and riverbeds; and divert waste tires from landfills.

The idea is that any new tire fee should not be simply allowed so that CalRecycle can increase its budget on the backs of tire dealers and tire customers. From monitoring CalRecycle’s Tire Fund budget over the past twenty years, I expect that it will be very difficult for CalRecycle to bring down its Tire Fund balance in the next few years. That is why there needs to be language in the bill requiring CalRecycle to do so before they can simply initiate a new tire regulatory fee.

2) The second amendment CTDA suggested, and the bill’s author accepted, was a requirement to have one or more public workshops before initiating the proposed new Tire Recycling Incentive Payment program under AB 509. We felt that since the proposed program was the most significant change in California’s tire recycling efforts in 25 years that everyone should know exactly what counts as a recycled tire product. Even last year’s failed bill, AB 1239, included a public workshop before it was to be implemented. Why not AB 509?

Additionally, California tire stakeholders should be assured that the tire recycling rate would include tire-derived products used by Caltrans and other state and local agencies, as well as the private sector. We simply want to make sure that all California tire recycling is counted, not just that from CalRecycle’s incentive program. That is important because once California reaches a 75% (or greater) tire recycling rate for a couple of years, then discussion is expected to start on reducing the incentives so that tire-derived products compete on the open market.

Another bill I mentioned in the last Tires & Treading was AB 1180 (Holden (DPasadena)), which would raise the tire fee by \$1.50 to pay for “competitive grants for projects and programs for municipal storm sewer system permit compliance requirements.” If the bill is set to be heard, I would advise CTDA to oppose it and expect that other tire dealer groups, new car dealers, and the Rubber Manufacturers Association to

(Continued on page 9)

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Legislative Report

(Continued from page 7)

do so as well. AB 1180 should face some difficulty getting passage since it requires a 2/3rds vote in both the State Senate and the Assembly to get it to the Governor's desk.

At this time, AB 509 and AB 1180 have not been set for a hearing.

Finally, it should be noted that every year during April or May CalRecycle holds its annual Tire Fund "reallocation" hearing to take unspent money from budgeted tire programs and try to "fill out" oversubscribed tire programs that have exceeded their budgets.

This year, I have a major gripe with a program—the Local Conservation Corps Grant Program—that is given a budget of \$5 million annually from the Tire Fund to help with waste tire cleanup and collection activities. \$5 million is one-sixth of the \$30 million Tire Fund budget. Started in 2014, this program has never faced a "reallocation" of its unspent money. Do I believe that the LCC has spent all of the money it has received from the Tire Fund? No, indeed. So, what is going on?

Here is what I wrote three years ago when the LCC was first discussed by CalRecycle staff getting a contract from the Tire Fund:

"In the FY 2014/15 state budget, Governor Jerry Brown included a \$5 million annual allocation from the Tire Fund for Local Conservation Corps (LCC) grants to 'assist local governments with waste tire cleanup and collection activities.' While not fully specifying what the LCCs would do, CalRecycle staff has proposed to phase out the Local Government Cleanup and Amnesty Event grant programs over the next two fiscal years.

"A number of questions were raised:

--Would the LCC, rather than local governments, conduct amnesty events?

--What happens in the areas throughout California where there are no LLCs?

--What about those events that need experienced tire people to collect, move tires with equipment, and 'lace' tires into trailers?

--Local governments have successfully conducted amnesty events for a number of years, why change from an entity that has the experience and the staff to do these projects?

--Some local recyclers assist in amnesty events, moving tires, lacing them into trailers, and hauling them for processing. Would this process change?

--There are some private tire remediation companies that help locals clean up waste tires in riverbeds, specifically in the Tijuana River Valley. These are tires that are brought north into California every year during the rainy season and need heavy equipment and expertise to remove them. Would these companies lose their contracts and have to lay off people?

--The Local Government Tire Amnesty Event and Local Government Cleanup grant programs are allocated \$1.8 million annually. Why would the LLCs need \$5 million every year to do the same thing?

--Additionally, CalRecycle budgets \$700,000 annually for Short-term tire remediation projects and the Farm and Ranch program. Why the need for an extra \$5 million a year when there are simply not that many waste tires to clean up?

"When asked about accounting for the \$5 million every year, CalRecycle staff said that LLCs would need to provide detailed requests for funds on each project, and that after an amnesty event or cleanup, accounting of staff costs, equipment, transportation, and number of tires collected—namely cost per tire removed or sent to end-users—would be provided.

"Staff said that any unspent funds from the \$5 million devoted to the program would revert to the Tire Fund for reallocation purposes."

On behalf of the CTDA (as well as other California tire stakeholders), I plan to ask CalRecycle "What gives?" The answer will be in my next report.

Terry Leveille, President of TL & Associates, is your representative in Sacramento. If you have any questions about bills, new laws, waste tire regulations or programs, or need copies of bills, please give him a call. He can be reached at 916-709-7566 or by e-mail at tleveille@aol.com

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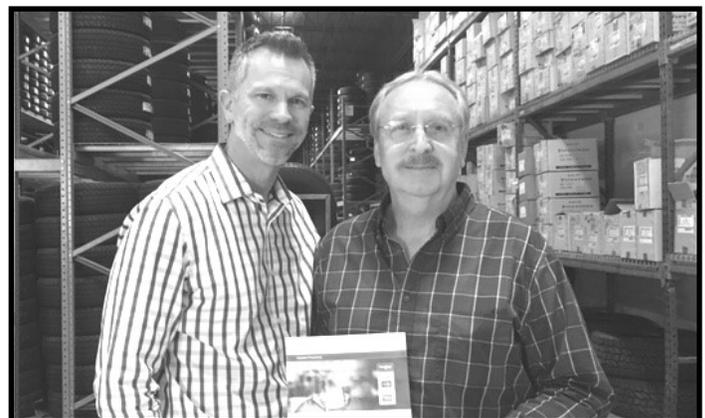
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NTW/CTDA Host

Fresno Area Meeting



April 20/2017, National Tire Warehouse [NTW] hosted a CTDA Area Meeting at their Fresno warehouse.

Manager Al Martinez was Master of Ceremonies, assisted by his lovely wife Tia Vang on the sign in desk. Presentations by Yokohama Tire, Heartland Payment Systems, and Golden 1 Credit Union made it an informative evening. Great food, raffle prizes, and networking!

Thanks to Al and his fellow workers at NTW for a terrific meeting.



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 Reputation Management- As part of our full-service social media management tool, Social Media Master Tech, we are now adding a reputation management component! Our solution will be able to monitor reviews left on Google, Yelp, and Facebook. We'll craft well-written responses to reviews left, and even flag illegal or fake reviews to protect our clients' reputations online. Stay tuned for more information!

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Dave Redfern

Executive Director

803 Arlington Road, Redwood City, California 94062

Dear Members,

RE: Fuel Discount Program for Association Members

The California Tire Dealers Association (CTDA) is committed to promoting laws and regulations that benefit the tire/automotive repair trade, as well as fostering and maintaining high standards of quality and ethics for the industry. We are dedicated to increasing the public awareness of the value provided by the tire/automotive repair industry, and seek to maintain communications with our members for the purpose of continually providing up-to-date information and programs that will serve to enhance their performance.

We consistently negotiate special deals for CTDA members on an array of business services, and our partners contribute a portion of their CTDA driven revenue back to our association to support our industry, a win-win situation.



In an effort to encourage more association membership while creating value to our existing members, CTDA has partnered with California fuel distributor Flyers Energy (www.4flyers.com) to offer a full service commercial fuel discount program to association members!

CTDA Members receive a \$.05 discount on gallons purchased with a CFN (Commercial Fueling Network), a \$.05 discount on gallons at Pacific Pride and a \$.01 rebate back to the association. At no additional cost, this program also comes with security and accounting features that will save your business thousands of dollars per year. Flyers Energy will provide also provide a FREE analysis of your most recent fuel invoice or receipts to determine if the association acronym discount can benefit your business.

Here's how to get started:

Call 530-885-0401 ext. 2258 for more information. We encourage you to start saving money and support fellow dealers by taking advantage of this special program.

Sincerely,

Dave Redfern

Executive Director

California Tire Dealers Association

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Not all services available at all locations. Please contact your nearest East Bay Tire service center for more information about services, pricing and tire product inventories.

Hub Gunari

SF South Bay Report



Where do I begin? Ok, we'll start with business. Things are getting really exciting here at South Valley wholesale. Business is up over last year and we have many new programs we're putting together to enhance business. We've increased our involvement in the commercial tire industry which has been great for increasing our bottom line. We've gotten new customers from the commercial end as well.

On a personal level, I like to humorize the experience for you all when I can. Here's what happened recently:

I walk every morning on the same street and for the last three months there has been a leak out of a hydrant next to the sidewalk that the city owns. It leaks about a gallon of water a day with a constant drip. So I thought I'd be a good citizen and report it. I called San Jose Water district and got transferred a few times till I got someone who tried to help me. I told her where the leak was. I gave her the address and added coordinates to guide them to the leak. I told them it was approximately 50 yards south of Stauffer street on Little Orchard street going south on the right side of the street directly in front of the Gordon Prill building at 1989 Little Orchard St. Nothing happened for over 2 weeks so I called again and the lady that answered said she'd inform the appropriate department so they could deal with it. Again a week goes by and it's still dripping about a gallon a day.

I thought "What the Hell?!" I get letters from San Jose Water every few months telling me I'm using more than my usual allotment of water. I thought this was interesting since I bought a house in the foothills almost 3 years ago and I spend most weekends there and sometimes 3 day weekends, yet I seem to be using more water now that I'm

gone a third of the time. I called again to the water company and told them about the letters and the leak and also told them I think they send EVERYONE this very letter trying to get people to conserve water. I also told her that this didn't bother me as we should all try to conserve water.....BUT, Doesn't that include the Freaking Water Company as well?? I loosely figure a gallon of wasted water a day for three months is (who knows how long it was leaking prior to that?) 90 gallons of water. Is this alarming? Evidently the water company doesn't think so. So I took action and emailed 7 On Your Side. They responded and said they'd reach out to San Jose Water. The next day, hear me! the NEXT DAY San Jose Water called me and said they were at the site and could I direct them to the leak. WHAT??!!, I told them in detail twice where it was and told the guy that phoned me just what I related in this warning.

THAT oughta do it.

Well I went walking the next day yesterday if it matters and IT'S...STILL...LEAKING! So I figured eh..Maybe they had to get a part they didn't have with them that would fix a leak...when they went to fix a leak??? Today, I walked by it again and...You guessed it. So I emailed 7 On Your Side this morning.

The saga continues. Have a nice day everyone. DRIP, DRIP, DRIP

Hub Gunari is a long time fixture at South Valley Wholesale in San Jose. He has a second home in the mountains and plays golf with the SIRS. He can be reached at (408) 971 3900.



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