



Alabama Tire Dealers Association

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Spare Tire

September 2011

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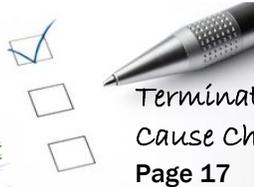


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Alabama Tire Dealers Association
6096 County Road 434
Trinity, AL 35673

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Southside Davis Tire

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Royal Tire Service

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Co-Executive Directors

Cheryl Lentz
Sabrina Lentz Knop

Interim Chaplain

Jay Seale
Westmoreland Tire Co.

Letter from the President:

Dear Fellow Tire Dealers,

You are very special. You probably have not heard that in quite some time and maybe have never heard it. It makes no matter whether you are a small one-store operator or the CEO of a chain of stores, you are special. You have to survive in a very tough industry. Competition is fierce. Supply of quality employees is low. Customers demand a high level of service for a low price. The cost of inventory continues to escalate. You are still in operation. You are special.



The Alabama Tire Dealers Association thinks you are special. In fact you are so special you are the only reason the ATDA exists. We cannot overcome all your obstacles in surviving in the tire business. However, we can be a friend. We want to be a friend. We will be a friend if you let us. Call us anytime and hopefully we will be calling you soon.

Thanks for your membership. It is special to us.

GOD Bless.

Dolan Davis Jr.
ATDA President

Alabama Tire Dealers Association Scholarship Foundation Golf Tournament

Proceeds benefit the ATDA Scholarship Foundation

October 13, 2011



**Where: DOTHAN NATIONAL
GOLF CLUB**

**When: THURSDAY, OCTOBER 13TH
12:30 PM Shotgun Start**

**Fee: \$100.00 per entry
(\$400.00 per team)**
Includes 2 mulligans

Mail entries to:
**A.T.D.A.
6096 COUNTY RD 434
TRINITY, AL 35673**

HOLE SPONSORSHIP: \$100.00

Registration

TEAM NAME: _____
 PLAYERS NAME _____ Handicap/Avg. Score _____

Mailing Address: _____
 City _____ State _____ Zip _____ E-Mail _____
 Phone _____ Fax _____

Entries must be received by September 29, 2011
Limited to first 20 paid Teams

Yes, I would like to sponsor a hole!

Company Name _____ Contact _____
 Address _____ City _____ State _____ Zip _____

For Information Contact:

**Eddie Hardwick 334-726-8473, Jim Whaley 334-790-1476
or the ATDA office 256-616-3587.**



1466 D Furnace Street
P.O. Box 18, Montgomery, AL 36101
Phone: 1.800.423.7626
Fax: 334.269.0309



Alabama Sales Representatives:
Eric Bouler: 334.399.2952 Scott McKenzie: 334.398.0816
Chris Johnston: 615.473.8836

'Treads of Care' Effort Now Helping Southern U.S.

May 20, 2011

TIA and TRIB, which launched their "Treads of Care" website to support the earthquake and tsunami recovery efforts in Japan, has now extended that project to provide disaster recovery information concerning the recent tornado outbreak and the Mississippi River flooding in the southern U.S.



The [Treads of Care website](#) provides information, links and downloads that tire industry businesses, their employees, their customers and all other interested parties can use to help aid in disaster recovery efforts.

The site includes important tips on avoiding donation scams and links to legitimate charitable organizations, and information on how businesses can raise funds for the recovery efforts. Additionally, there are downloadable web ads, sample social media text, and even a downloadable QRC code that can direct camera-enabled smartphones to the "Treads of Care" page.

"We have received a tremendous response to the creation of Treads of Care, and both TIA and TRIB felt it was only logical to expand this effort to help our fellow Americans," said TIA Executive Vice President Roy Littlefield. "TIA urges all tire industry businesses and professionals to link people from their websites to Treads of Care."

This Month's Business Tip

Are You Tracking Comebacks?

"Comeback", one of the most hated words in our business. We all get them. But how we handle comebacks, track them, and learn from them is vital to our success. I don't have to tell you how important it is to take care of a comeback in the quickest manner. In addition, no matter what the comeback, you will need to follow up with the customer in a day or so to make sure everything is ok and to show you care.

Another thing you need to do is keep records of the comebacks. Was it a part issue, a tech issue, a training issue or a procedure issue? Keeping track and reviewing the findings with your staff will help make necessary changes and improvements to your business. If you find that an unusual amount of water pumps are failing from a particular supplier, you will have the documentation to back that up and possibly look for a new supplier. If your tracking identifies a problem with one of your techs, you can use this information to retrain the tech or get him the necessary training to avoid issues in the future.

You need to share this information with all staff members; I call it, "Shared Knowledge". We can often learn more from our mistakes than any other way. Knowledge is power, it takes a little effort on your part, but trust me, it will go a long way at improving your bottom line.

This Month's Business Quote

"Spend time in the future, not in the past. Learn from the past, work hard today and have the vision to know where you are going. People around you will then believe in you and follow you." - Anonymous

Tire Dealers Must Stand Ready to Help Fleets Meet CSA Regulations



By Al Cohn
July 15, 2011
Tire Review

A Systematic Approach to CSA

1 DAY WORKSHOP: NOV. 3, 2011, MONTGOMERY, AL

Alabama Trucking Association Headquarters

To register, call Brandie Norcross at: 1 (877) 277-8785 or email at bnorcross@alabamatrucking.org

Commercial trucking fleets are spending a lot of time these days trying to meet all of the rules and regulations in FMCSA's rollout of CSA (Compliance, Safety & Accountability), which officially began December 2010.

Tire dealers need to take the time to understand the newest government safety improvement program for commercial vehicles. Fleets and drivers are both affected by CSA. A high score, which is bad, can lead to government intervention for the fleet, and for a driver it could mean potential serious difficulty in finding/keeping a job.

Since tires play a major role in the CSA scoring system, tire dealers can take this opportunity to provide valuable tire support to their fleet customers.

The latest Safety Measurement System methodology document has been published by FMCSA. This 123-page document details and quantifies how the SMS score is calculated. The SMS score allows the enforcement community to identify specific safety problems for fleets, and will be used to continuously monitor on-road performance to determine whether a carrier's safety performance has improved or if intervention is warranted.

Tires have a major impact on a fleet's SMS score. They fall into the vehicle maintenance category of the Behavior Analysis & Safety Improvement Category (BASIC) system. The violations associated with tires can be found on pages A19-A20 in the appendix of the referenced SMS Methodology document.

FMCSA tire violations are found in Section 393.75 of the code. FMCSA has attached a violation severity number to be used in calculating the SMS score; depending on the specific tire issue, either an (8) or a (3) will be applied for each violation.

Violations that carry the (8) severity rating include:

- Flat tire or fabric exposed
- Ply or belt material exposed
- Tread and/or sidewall separation
- Flat tire and/or audible air leak
- Cut exposing ply and/or belt material
- Steer tire tread depth less than 4/32-inch
- Drive, trailer, dolly tire tread depth less than 2/32-inch

It is obvious that a driver walk-around vehicle inspection that includes tires should easily identify these high severity violations. But it is not always simple to inspect those inside dual tires. Among other things, bad weather complicates this inspection.

Tire dealers are being called upon to train fleet service techs and drivers on the proper use of both tread depth and inflation pressure gauges. Tire professionals take tread depth readings all the time and it does not seem like any big deal. But drivers and fleet technicians need training to understand some of the tread depth gauge basics:

- Calibrate gauge (make sure the gauge measures 0 when you check on a flat surface)
- Readout can be both 32nds and millimeters (read the correct line)
- Take measurement in a major groove
- Do not measure on top of a stone ejector in the bottom of a groove

Pressure gauges are another story. Using a calibrated pressure gauge is critical. The most common stick-type pressure gauges are notorious for giving incorrect readings after a few drops on the hard concrete. The very inexpensive metal spring inside the gauge can change its stiffness coefficient after a few drops to the concrete floor and also with changes in temperature.

A tire with an audible air leak has a large puncture and will lead to an eventual tire failure. Just looking at a tire on a vehicle will not determine if a tire is "flat." It must be measured with a calibrated tire inflation gauge.

Tires showing cuts and exposed steel or fabric are not recommended to be running on vehicles.

Running tires with tread depths below 4/32-inch for a steer and 2/32-inch for all other wheel positions has been a way of life for just about forever, but is clearly not suggested. A simple tread depth gauge will identify low tread depth tires.

The Commercial Vehicle Safety Administration considers a tire flat when the measured air pressure is less than 50% of the maximum tire pressure molded into the tire sidewall. The current industry standard followed by most fleets in considering when a tire is flat and needs to be removed is 20% below the fleet air pressure specification.

Violations that carry a (3) severity rating include:

- **Tire underinflated based on load**
- **Regrooved tire on the steer axle**
- **Weight exceeds tire load limit**

Regrooved tires are primarily used by bus fleets and are not usually an issue for trucking fleets.

Exceeding a tire load capacity is never suggested for tires and is clearly illegal.

The violation on this list that can – and probably will – affect many fleet SMS scores is tire underinflation. Every industry study shows that tire underinflation is a widespread issue, especially on inside duals and trailer tires. The dilemma here is that nobody has clearly delineated a definition of underinflation. Is it 10%, is it 15%, or maybe 20% or even higher? And, is it based on what is written on the tire sidewall or is it based on the fleet’s tire air pressure specification?

Because of the ambiguity surrounding how underinflation is determined, a fleet could rack up points fairly quickly as enforcement officers use their criteria to determine that tires on an 18-wheel rig are underinflated, assigning three points for each one.

In addition to points adding up for various safety violations, there are also added points associated with frequency. There are penalty points associated for specific issues. The scoring system assigns weights to time and severity of violations based on relationship to crash risk:

- > **last 6 months = 3 x weight**
- > **6-12 months = 2 x weight**
- > **12-24 months = 1 x weight**

Let’s take a look at a “flat” tire scoring example. A 295/75R22.5 trailer tire has a measured pressure of 55 psi. The information on the sidewall shows that the tire has a maximum pressure of 120 psi. The roadside inspector will probably use the 50% rule.

Since the actual tire pressure (in this case 55 psi) is less than 60 psi (half the pressure molded into the sidewall) the tire is considered flat and assigned 8 points. Let’s also assume that this is the second tire violation within the last 12 months.

Flat tire, second violation in last 6-12 months:

- 8 Points for flat tire**
- + 2 Points for vehicle maintenance**
- = 10 Subtotal**
- x 2 time-weight multiplier**
- = 20 Total Tire Violation Score**

You can see with just this simple example how the official “score” can increase very quickly.

Drivers are now taking a very serious role in equipment with tire issues. If they get pulled over with a flat or underinflated tire, the SMS points will affect the fleet and also will show up on the driver’s SMS point total.

All the SMS points stay with the driver for three years, so they have a stake in proper tire maintenance, too. In addition, the points are available for the world to see by going to the CSA website. It is going to be very difficult for a driver with a high point total to find future employment.



The Commercial Vehicle Safety Administration considers a tire flat when the measured air pressure is less than 50% of the maximum tire pressure molded into the tire sidewall. Because this measurement differs from most fleet specifications, a fleet could rack up points fairly quickly.

"No Problem" is Apparently a Big Problem!

By Nancy Friedman, *the Telephone Doctor*

We hear what bugs people a lot - and often. One of the most common comments we've heard recently is when we are told "no problem" from those serving us on the phone or in person. Instead of a genuine "thank you" or something else that might be more appropriate, there are those who insist on saying "no problem."

When a customer is asking for something, we are hearing that the general public would rather hear, "I'll be happy to get that for you" instead of "no problem."

Did you ever wonder where the expression "no problem" came from?



Ever been on a cruise? Well if you have, you know that if you wanted 6 more desserts, the waiter will tell you, "No problem." In fact, everyone seems to be saying "no problem" everywhere on the ship for just about everything.

And when you come down to it, it's not a terrible thing to say to someone. And there are those that don't find it offensive; however, it seems as though there are many more who do! It's not a dirty word. It's not a swear word. It is, however, shall we say, an inappropriate word. It started in the islands and made its way to our country.

So today we're concentrating on eliminating "no problem" and share a few other phrases that are more "customer friendly." Let's try using words that turn people on instead of turning them off. Example: The other day in a restaurant I asked for some water without ice. And I got the old, "No problem." The person with me said, "Why would getting you water without ice be a problem?" I was used to the expression so I hadn't given it too much thought.

Yes, I thought a more appropriate answer to my request for water with no ice might have been, "Certainly. I will get that for you." Or even mirroring my request like, "Water no ice? My pleasure."

In our recent Friendly Voice newsletter, we asked for our readers random thoughts. We received hundreds of emails offering their random thoughts and "no problem" really bugged them.

So when you are tempted to offer up a "no problem," it's best you remember the public would like a genuine and simple "thank you."

Now why is that a problem? LOL!

Welcome Renewing Member!

Please add this company to your membership directory.

We thank the following businesses for their commitment to the Alabama Tire Industry by their investment in the Alabama Tire Dealers Association. We look forward to serving you!

YOKOHAMA TIRE CONSUMER GROUP

2635 Westbury Court
Suwanee, GA 30024

www.yokohamatire.com

Key Contacts:

Jim Vickers – jim.vickers@yokohamatire.com

Phone: 404-401-8606

Fax: 678-376-1338

Cleanup under way at Baldwin County tire dump

Mobile Press-Register

By: Kim Lanier - Published: Friday, May 27, 2011



BALDWIN COUNTY, Alabama -- The cleanup of an estimated 55,000 passenger vehicle tires has begun at an illegal dump in Baldwin County. On Tuesday, Gadsden-based contractor C.W. Owens Enterprises started work on the site in the Gateswood community, according to Jerome Hand, a spokesman for the Alabama Department of Environmental Management. While some of the tires are suitable to be recycled, others, he said, are too decomposed to be recycled and will be taken to the Magnolia Landfill in Summerdale.

It is unclear how much it will cost to remove the roughly 200 tons of material, some of which was buried in mud, water and brush, he said.

"There is a scrap tire fund that will pay for the cleanup but we will go after cost recovery, try to find what we call the responsible party and try to get cost recovery from them," he said. "The main thing from our standpoint is to get it cleaned up. We go after the responsible party but the main thing is just to remove the environmental threat."

Fire is the main danger from tire piles, he said. ADEM officials do not know how long the dump has existed on the property, Hand said.

"We've had conflicting reports from people we've talked to up that way," Hand said. "We did discover it in February from some of our aerial flyovers that we had done, not particularly looking for that. Once we found out about it, though, I think the process moved pretty quickly through the bid process to actual start of the cleanup."

The landowner could end up paying the entire cost of the cleanup.

"It depends on what they knew and when they knew it and whether they were actually dumping the tires there or whether they knew about them," Hand said. "The main thing is we found the problem and we're trying to correct it."

It is uncertain how long the cleanup may take, he said.

Where Are They Now?

The SPARE TIRE is starting a new series that finds past ATDA Scholarship Recipients and asks, "Where Are They Now?" to see how their educational opportunities impacted their futures.

Erika Strother (Sponsored by Steed Tire Service, Inc., Brundidge, AL) received an ATDA Scholarship in 2007. Erika worked during the summers for her grandparents, Lamar and Shirley Steed, at Steed Tire Service in Brundidge, Alabama. She attended Auburn University from 2007 to 2011, graduating Cum Laude from Auburn University in May 2011 with a Bachelor of Science degree in Nursing. Erika is currently working as a nurse in the Cardiovascular Intensive Care Unit at Bay Medical Center in Panama City, Florida.



"Thanks to Alabama Tire Dealers for your part in helping me with my education." -- Erika Strother

*The ATDA office will begin accepting applications for the 2012 scholarship program January 1, 2012. **The deadline for applications is March 31, 2012.** Applications can be downloaded from the ATDA website (www.alatiredealers.com) or obtained by contacting the Association Office.*

GLOBAL TIRE EXPO *Bulletin*

POWERED BY TIA LAS VEGAS, NV • OCTOBER 31 – NOVEMBER 4, 2011

For the Best Educational Sessions in the Tire Industry, the Global Tire Expo - Powered by TIA is the Place to Be!

The word is out - the Global Tire Expo - Powered by TIA is THE tire industry event of the year! And, part of our success is that we provide you access to the best educational sessions in the tire industry, given by top experts in their fields.

NEW! Green @ Noon

TIA is excited to announce the creation of "Green @ Noon," an educational session track that will feature leading experts who will discuss the pressing topics concerning environmental issues in the tire industry and how they can impact and benefit tire dealers.

Check out the complete session schedule:

Tuesday, November 1:

TPMS at 10: The World of Programmable and Multi-Format TPMS Replacement Sensors
Green @ Noon: Sustainability & Environmental Best Practices
 Part 1: Sustainable Tire, Battery and Automotive Shops
 Part 2: Environmental Best Practices for the Tire, Battery, and Automotive Dealer
Tires at 2: Successful Tire Dealers Share Their Secrets
Management at 4: Understanding Health Care Reform



Wednesday, November 2:

TPMS at 10: TPMS Tools of the Trade
Truck Tires at 10: The Future of Emergency Road Service
Green @ Noon: Tire Manufacturers Going Green
Tires at 2: Managing the Excellence in Your Sales Force
Management at 4: What Women Want

Thursday, November 3:

TPMS at 10: TPMS Diagnostics
Green @ Noon: What are Dealers Doing to "Green" Their Tire Business?
Tires at 2: Repair the Tire, or Fix the Flat?
Management at 4: When Will You be "Finished?"

**DON'T Miss Out on
THE Tire Industry Event of the Year!
Make Your Plans to be at the
Global Tire Expo TODAY!**



TIA Host Property - The Cosmopolitan of Las Vegas

Debit Card 'Swipe Fee' Change Will Impact Dealers

May 17, 2011

Banks and retailers are facing off in Washington, D.C., over a plan to reduce so-called "swipe fees" charged on debit card transactions - and tire dealers will experience the changes.

The fee reduction, scheduled to take hold on July 21, is part of the extensive financial reform legislation Congress passed last year. The law required "reasonable" debit card fees, and in December, the Federal Reserve announced plans to cap fees at 12 cents per transaction – down from an average of 44 cents charged in the past.

The swipe fee reduction will not impact the fees charged to process credit cards, making it likely that consumers will benefit more by using their debit cards vs. traditional credit cards.



Even facing potential higher fees because of the swipe fee change, experts say consumers aren't likely to drop their debit cards in favor of credit cards. Debit card volume exceeded credit card volume for the first time in 2009, according to reports, and will likely have done the same in 2010. "With memories of the recession still fresh, debit cards have become the preferred payment choice for consumers who want to live within their means," USA Today reported.

TIRE REVIEW The Tire Industry's
#1 Source for
News & Analysis

and greater store loyalty awards and extra services – particularly for big ticket or luxury items – for debit card users.

Experts say that a cut in swipe fees could lead to retailers offering across-the-board discounts, similar to "cash prices" offered by gas stations; more perks for debit card users in the form of other discounts or sales;

The downside, say experts, are higher bank fees for various services, including ATM fees (especially for 24/7 ATM use), and elimination of "free" checking. And credit card companies may become more aggressive in trying to sign on new customers and encourage card use.

There are 3 very important

***tire industry
dates to
save in
2012.***

***September
18th, 19th
and 20th.***



3 days of exhibits dedicated to tires and tire dealers.

3 days of the most comprehensive education program ever in the history of the tire industry.

3 days of networking and socializing events that will connect you with tire professionals from across the country.

The International Tire Exhibition & Conference (ITEC) covers the whole industry, from retail, commercial and OTR to industrial, farm, retreading, distribution and manufacturing. Learn from industry experts, see exciting new products, pick up a few valuable ideas and catch up with old friends.

Don't let this unique opportunity pass for you and your key employees. Save the dates — September 18, 19 and 20, 2012 —and plan to attend!



The I-X Center, Cleveland, Ohio USA

September 18, 19 and 20, 2012

www.itec-tireshow.com

Supporting Publications: Rubber Asia Polymers & Tyre Asia European Rubber Journal

Pulling a Tire for Retreading

According to the Tire Retread & Repair Information Bureau (TRIB), experts advise that tires be pulled when they reach 6/32nds tread depth. By pulling tires for retreading when the remaining tread gets to 6/32nds instead of waiting until 4/32nds or even less, truckers can maximize tire casing life, according to some tire industry experts.

"It can be a false economy to wait until a tire is down to less than 6/32nds – or at the very least 4/32nds – before pulling it for retreading. Even though the legal limit is 2/32nds on drive or trail positions and 4/32nds on steer positions, truckers should realize that most tire problems occur when the remaining tread gets below 4/32nds," said TRIB.

"Most major tire companies will concur that the smartest thing a trucker can do to ensure greater retreadability of casings is to pull the worn tire before the casing is damaged. It is actually cheaper for the trucking fleet to do this than to wait until the last minute," TRIB added.

When the high price of a new premium truck tire is considered, trying to squeeze a tire down to the last 32nds of legal tread can be a costly mistake. Most fleets with well managed tire maintenance programs will never allow a tire to keep rolling after 4/32nds, and very often 6/32nds on steers, is reached. The retreadability of a casing is greatly enhanced when a tire is pulled before the legal limit.

Certain applications will generally require removal of the casing before the legal minimum tread depths are reached. A pure line haul fleet may find that pulling tires for retreading at 6/32nds works well, while a mixed service fleet might pull selected casings at 8/32nds due to damage the original tread sustained in the particular application. A good tire maintenance program allows the fleet to optimize tire life by pulling worn tires at the appropriate time."

IRS Lowers Interest Rates in Fourth Quarter

WASHINGTON, D.C. (AUGUST 18, 2011) BY MICHAEL COHN, ACCOUNTING TODAY

The Internal Revenue Service said Thursday that interest rates will decrease in the fourth quarter for tax underpayments and overpayments by a full percentage point.

For the calendar quarter beginning Oct. 1, 2011, the IRS is lowering the interest rate to 3 percent for overpayments, or 2 percent in the case of a corporation. That's a percentage point lower than the rates in the third quarter for corporations and other taxpayers.

For underpayments, the interest rate will be 3 percent in the fourth quarter, down from 4 percent in the third quarter.

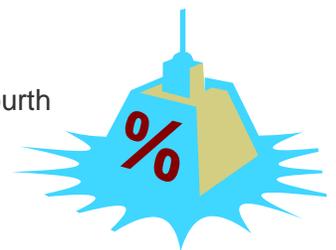
For large corporate underpayments, the interest rate will be 5 percent in the fourth quarter, down from 6 percent in the third quarter.

For the portion of a corporate overpayment exceeding \$10,000, the interest rate in the fourth quarter will be 0.5 percent, down from 1.5 percent in the third quarter.

Under the Tax Code, the rate of interest is determined on a quarterly basis. For taxpayers other than corporations, the overpayment and underpayment rate is the federal short-term rate plus 3 percentage points. Generally, in the case of a corporation, the underpayment rate is the federal short-term rate, plus 3 percentage points and the overpayment rate is the federal short-term rate plus 2 percentage points.

The rate for large corporate underpayments is the federal short-term rate plus 5 percentage points. The rate on the portion of a corporate overpayment of tax exceeding \$10,000 for a taxable period is the federal short-term rate plus half a percentage point. The interest rates are computed from the federal short-term rate during July 2011 to take effect Aug. 1, 2011, based on daily compounding.

The IRS describes the interest rates in more detail in [Revenue Ruling 2011-18](#).



ADEM Scrap Tire Program Update September 13, 2011

Alabama Scrap Tire Fund

Fee receipts FY08	Approximately \$3.87 M
Fee receipts FY09	Approximately \$3.64 M
Fee receipts FY10	Approximately \$3.69 M
Fee receipts FY11 thru July 31st	Approximately \$2.88 M
Total Fund Available	Approximately \$15.06 M

ADEM Staffing

Gavin Adams, Materials Management Chief (supervises 11 employees)

The Materials Management Section is responsible for the registration, permitting, and compliance evaluation of all scrap tire facilities, scrap tire marketing and beneficial reuse programs, registration and compliance evaluations of all recovered material processing (recycling) facilities, and the management of the Alabama Recycling Fund, which is used to provide grants for local recycling, reuse, and waste minimization projects and programs.

Brent Watson, Enforcement/Remediation Chief (supervises 8 employees)

The Enforcement and Remediation Section is responsible for solid waste and scrap tire facility compliance determinations, unauthorized solid waste and scrap tire accumulations investigations, enforcement actions, and remediation projects of unauthorized scrap tire accumulation sites conducted through either enforcement actions or funded by the Scrap Tire Fund.

Registrations Issued (through August 31)

Registered receivers To Date 3048 FY2011- 173

Facility Inspections Activity (through August 31)

To Date 5939 FY2011 – 931

Permits Issued (through August 31)

Includes fuel users, processors, and transporters To Date 279 FY2011 – 45

Enforcement

	FY2009	FY2010	FY2011
Administrative Orders for Scrap Tire Facilities (Total Penalties Assessed)	0	7 (\$53,755)	1 (\$3,600)
Notices of Violations for Scrap Tire Facilities	82	65	30
Notices of Deficiency for Scrap Tire Dumps	183	197	103
Warning Letters for Scrap Tire Facilities	127	201	75

(1) Statistics through July 2011

Remediation

Large Scrap Tire Sites

The third large scrap tire site remediation project, located off Goat Hill Road in Geneva County, is currently in progress. The contract was signed on August 19, 2010, with HDH General Contractors, Inc. HDH General Contractors, with a rate of \$74.99 per ton, proposes to process the scrap tire material on-site. Eligible scrap tire material has been beneficially used as tire derived fuel (at Holcim/Geocycle in Theodore, Alabama) and as a product carbon additive (at SSAB Steel in Axis, Alabama). Potentially, the material may also be used as a substrate for a landfill gas collection system expansion project (at the Coffee County Landfill in Elba, Alabama). HDH General Contractors has had to adjust its remediation project completion date to September 2011 due to unexpected equipment issues. To date, HDH General Contractors has removed approximately 11,500 tons of scrap tire material and beneficially used approximately 5,700 tons of that material. HDH General Contractors has been paid \$773,779.58 for remediation activities conducted from October 2010 through June 2011.

In July 2011, the fourth large scrap tire site remediation project located near Robertsdale, Baldwin County, Alabama, was completed in just 38 days by C W Owens Enterprises at a cost of approximately \$86,000 and nearly 70,000 passenger tire equivalents removed and disposed.

The potential large scrap tire site, known as the Elizabeth White site, was determined to be a small scrap tire site (<25,000 PTE per Division 4 regulations). The remediation project was competitively bid, and the Notice to Proceed was issued to the contractor on July 25, 2011.

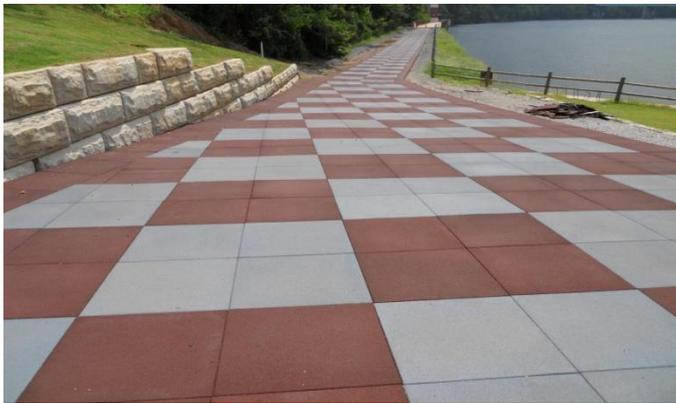
Small Scrap Tire Sites (through the Scrap Tire Fund)

COUNTY	SITE NAME	CONTRACTOR	TIRES REMOVED	CONTRACT AMOUNT
FY2007	TOTALS	(FROM 3 SITES)	19,118	\$79,220.00
FY2008	TOTALS	(FROM 7 SITES)	48,263	\$133,897.00
FY2009	TOTALS	(FROM 14 SITES)	62,572	\$103,802.10
FY2010⁽¹⁾	FY2010 TOTALS	(FROM 25 SITES)	55,240+ ~241T SW material	\$382,727.71
FY2011⁽¹⁾	FY2011 TOTALS	THRU July 2011	~52,000 + 3,150 cyds SW	\$230,545.00

(1) The sites are in various stages of contracting. For projects not completed, tire quantities are estimates based on inspections.

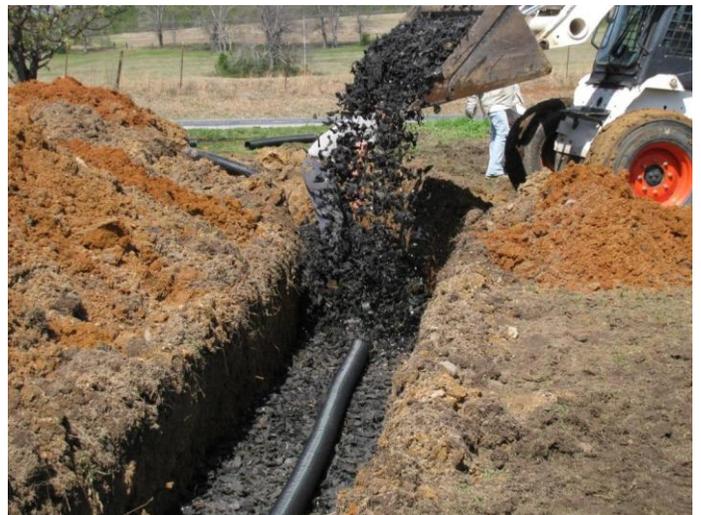
Scrap Tire Marketing

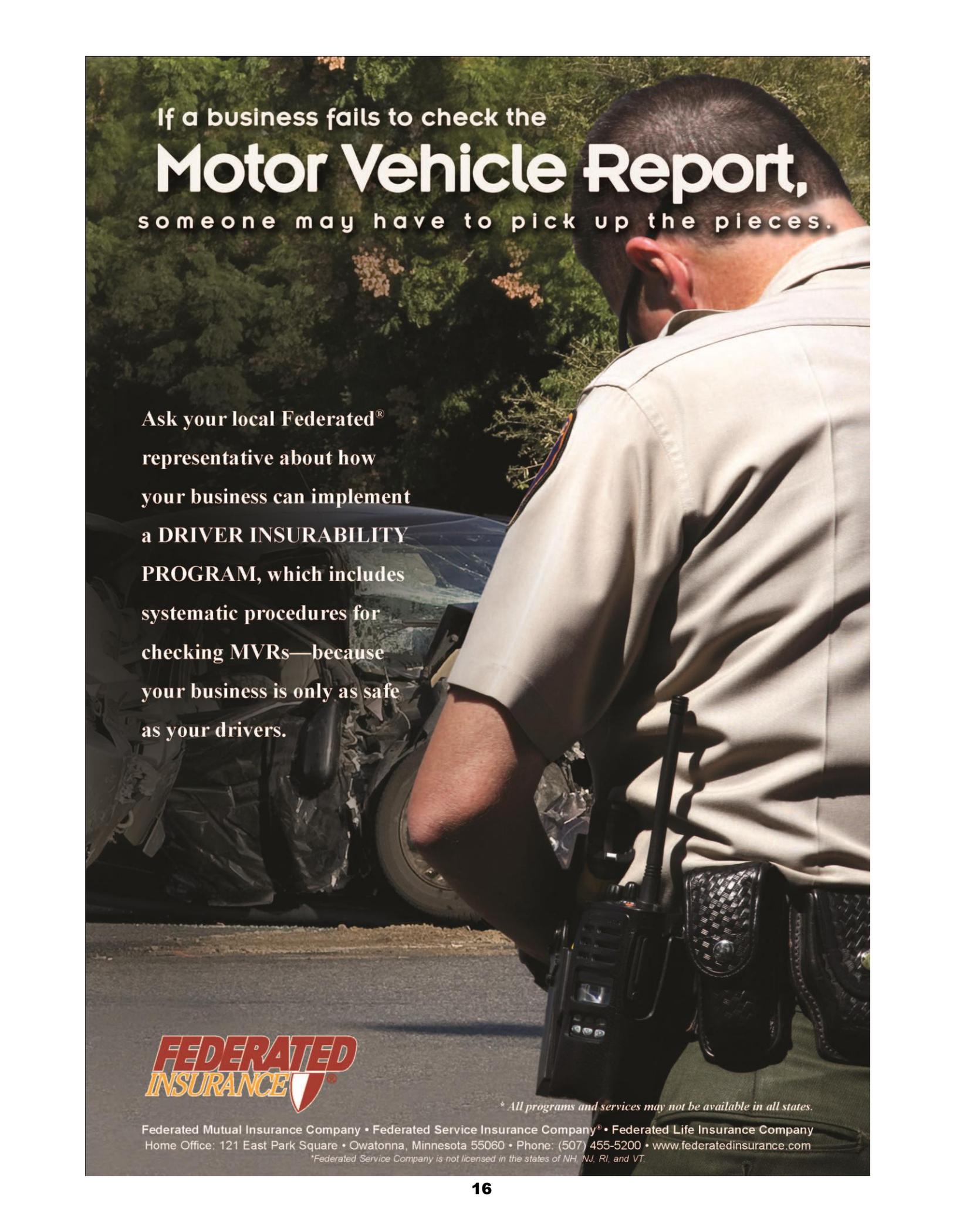
The scrap tire marketing program has completed fact sheets on various uses of scrap tires and scrap tire materials for use in septic, sportsfield and recreation, civil engineering and other applications. The walking track demonstration project was completed at ADEM and utilized to encourage pour-in-place and production tile applications. The residential septic TDA program has been rolled out over the past year with marketing staff presenting at residential septic installer certification events around Alabama. The reimbursement program provides up to \$2,500 for homeowners who choose to use TDA over traditional materials in field lines. To date, 36 project installations have been reimbursed and applications are in-house for the remaining 4 projects. Marketing staff will travel to these sites to document the installation to further encourage the use of TDA in this application. T.R. Simmons Elementary in Jasper, Alabama was awarded \$44,820 for a playground surfacing project using loose fill playground rubber safety mulch. The Montgomery Riverfront Project consists of 38,000 sq. ft. of rubber sidewalk for a walking path/pedestrian plaza in a high visibility area fronting the amphitheater and riverboat. This project is scheduled for completion in September 2011.



Montgomery Riverfront Project

Residential Septic TDA Program





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Termination-for-Cause Checklist

When an employee continues to pay no attention to rules and disciplinary action, where an offense is repeated, or misconduct is serious enough for discharge on the first offense, decisive action must be taken. To help guide you through this area, we suggest you stop and review very carefully the following checklist, before any employee is ever terminated. For your employees are your company's most valuable assets. Ask yourself these questions, before you discharge an employee:



1. Is the company policy, which has been violated, a reasonable one?
2. Has the company policy or rule been properly communicated to the employee?
3. Have I been objective and treated this employee the same as another would be treated for the same offense?
4. Have I accumulated all of the facts accurately?
5. If it is a repeated offense, has the employee been properly reprimanded in the past and have written corrections been issued?
6. Is the employee guilty by his/her own actions or by association with another employee?
7. Am I taking action against the employee because he/she has "challenged my authority"?
8. Does the punishment fit the offense?
9. Have I considered the employee's past disciplinary record and his/her length of service?
10. Was the employee's guilt supported by direct objective evidence, as opposed to just suspicion?
11. Has a top management official reviewed the facts and approved the discharge?
12. Should I try for a "voluntary resignation" instead of firing the individual?
13. Will the termination be a surprise to the employee? If yes, repeat discipline process.
14. Should I suspend employee first, to review all facts?

Remember, this recommended checklist is not very helpful after a discharge. If there is any question about facts or reasons for discharge, suspend the employee instead of firing, during an investigation of the facts.



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Score Points with Customers by Creating a Child-Friendly Waiting Area

By Jody Devere

June 13, 2011

Waiting rooms are for waiting. That's something we adults are accustomed to doing. At the doctor's office, at the DMV, and yes...at the tire and auto service store.

Generally speaking, as long as we don't feel uncomfortable or unwelcome, we adults don't mind waiting a little bit for good work. Plush furniture, a flat-screen television, relevant reading material and a cozy atmosphere will keep parents pleasant while they're waiting, but their children require a different sort of comfort.

Children like to know they're included too, and a few old toys scattered along the waiting area floor isn't going to cut it – and they'll probably trip someone eventually. Here are a few tips on creating a kid-friendly waiting area so that your guests of all ages can be comfortable and entertained.

1. Create a "Kids-Only" Zone. Kids love being kids – and they love having their own space. Carve out a space in your waiting area that's just for the younger guests, and make it clear it's only for them. Brightly colored paint on the walls gives the area immediate visual impact. Consider exciting colors and patterns for the floor too, by way of a different color carpet or a fun area rug. Populating the area with kid-size chairs, boxes or small beanbags will make it clear that there are "no grown-ups allowed" in this area.



Carving out a dedicated space for children in your shop's waiting area will go a long way toward earning the loyalty of customers who are parents.

2. Interactivity. Even in a fun, bright waiting area, kids will quickly get bored with waiting, and while any kids' area should have some toys, even those will only go so far. Put together a coloring book with an automotive theme and your business' branding on the cover. To offset the printing costs, consider selling business card ads on the back cover. On the inside, give the kids different kinds of cars to color, simple word search puzzles, mazes and other interactive games. A few activities like this and a package of crayons will go a long way toward keeping kids – and parents – happy.

3. Keep It Clean! This should go without saying, but any kids' area shouldn't look like a disaster. When you choose toys, remember to choose toys that won't get lost in the adult seats and don't have a lot of small pieces – because someone has to pick those up! Toys that are appropriate for a wide range of ages and genders are best – be wary of choking hazards, sharp corners and other dangers for the younger kids. Keep disinfectant handy and clean the toys in the kids' area frequently – and when you're choosing toys, pick toys that are easy to clean.

4. Small Gifts Get Big Smiles. Education-focused catalog shops like the Oriental Trading Company can provide you with low-cost trinkets that are perfect to give away to the inhabitants of the kids-only zone. Mini beach balls, silly bands, pirate hats and other fun gifts can be purchased by the dozen or by the gross, so they're very cost effective, and go a long way toward winning kids' approval.

5. Don't Forget the Restrooms! Many times your waiting room will be inhabited by a single mom or dad with an infant or toddler. If you don't have them already, it's important that your restrooms – both of them – have a baby changing station installed and are kept clean. Go the extra mile and have spare diapers and wipes, and you'll get a lot of brownie points with frazzled parents.

In addition to scoring points with parents, creating a child-friendly environment in your shop is also a great way to increase customer loyalty and word-of-mouth advertising.

Painting Your Drop Ceiling Tiles

August 19, 2011

Drop Ceiling Tiles tend to yellow with time and look dinghy from age and water stains. Painting your ceiling is a low cost investment that immediately brightens your showroom. Bright and clean showrooms encourage new customers to visit your location and retain existing customers.

The question is do you paint your drop ceiling or do you replace the panels? If you have a room that is 16' x 20' (40 - 2' x 4' basic panels) your cost to replace the ceiling panels would be \$125 (current Lowes price). They sell in packs of ten, so if you need 41 panels, add another \$31.36. A gallon of paint should cost around \$25 and should cover most drop ceiling tiles in the above mentioned sized area. Of course you may need tape, etc, but many dealers have these extra items already available. The savings for painting existing tiles can be substantial over tile replacement. Of course if the panels are cracked, broken or missing...you have no choice but to replace the panels.

Considerations if you are repainting existing ceiling tiles:

Existing Ceiling Tile Panel Texture:

Flat Texture...Roll it.

Rigid or Sandy Texture...Roll or Spray.

If Rough surface...Spray it.



Paint the tiles in place or remove the tiles? Painting the tiles/grids in place is the fastest solution. However, rolling a drop ceiling in place is difficult as the panels tend to move plus the grid surface varies from tile surface. Spraying with a Wagner type sprayer is the best solution for painting in place but you must cover/mask everything...and have a sprayer available.

If removing the tiles you can then roll the panels. Depending on the surface, it can be tedious. But rolling allows you to push the paint into crevices. Rolling takes longer but may be more manageable. Keep tiles flat when painting or they may warp. It may be necessary to mark panels to return them to the same place. Use a medium to heavy nap roller for the tiles. Use a fine nap roller on the metal grids.

Painting Advice: Remember, the tiles can be fragile. Handle with care. Always brush dust off the panels prior to painting. An old dry paint brush will work great for this. If rolling, don't put too much pressure on the roller...strive for even coat. Clean metal pieces with thinner or other solvent then lightly scuff surface with fine sandpaper to insure paint adhesion. Use a small mini paint roller when painting grids. Use a brush on grids that are right at the wall, protect wall with masking tape.

NOTE: Spray painting grids from an aerosol can is difficult and creates an overspray mess.

What Paint? Zinsser tech support recommends using their roll on "[Odorless](#)" product on ceiling tiles/grids. This is a one coat product that can be used as a primer/finish coat. Coverage varies but figure about 350 sq ft/gal. Cost is currently between \$20 & \$30 per gallon. This product can be purchased at Lowes, Menards, Home Depot, Do It Best, etc.

TireShowrooms.com is the most comprehensive and current information resource available for the independent Tire Dealer wishing to upgrade and improve their showroom. Contact us at info@tireshowrooms.com for more information.

www.tireshowrooms.com

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Six Tips for Paying Estimated Taxes

By Richard Lipton, CPA

Richard L. Lipton CPA & Associates LLC, www.liptoncpa.com

June 14, 2011

Estimated tax is a method used to pay tax on income that is not subject to withholding. Depending on what you do for a living and what type of income you receive, you may need to pay estimated taxes during the year.

These 6 tips from the IRS will provide you with a quick look at estimated taxes and how to pay them:

1. If you have income from sources such as self-employment, interest, dividends, alimony, rent, gains from the sale of assets, prizes, or awards, then you may have to pay estimated tax.

2. As a general rule, you must pay estimated taxes in 2011 if both of these statements apply: 1) you expect to owe at least \$1,000 in tax after subtracting your tax withholding (if you have any) and credits, and 2) you expect your withholding and credits to be less than the smaller of 90% of your 2011 taxes or 100% of the tax on your 2010 return. There are special rules for farmers, fishermen, certain household employers, and certain higher-income taxpayers.



3. For sole proprietors, partners, and S Corporation shareholders, you generally have to make estimated tax payments if you expect to owe \$1,000 or more in tax when you file your return.

4. To figure your estimated tax, include your expected gross income, taxable income, taxes, deductions and credits for the year. Use the worksheet in Form 1040ES, Estimated Tax for Individuals. You want to be as accurate as possible to avoid penalties. Also, consider changes in your situation and recent tax law changes.

5. The year is divided into four payment periods, or due dates, for estimated tax purposes. Those dates generally are April 15, June 15, Sept. 15, and Jan. 15.

6. Form 1040ES, Estimated Tax for Individuals, provides all you'll need to pay estimated taxes. This includes instructions, worksheets, schedules and payment vouchers. The easiest way to pay estimated taxes, however, is electronically through the Electronic Federal Tax Payment System, or EFTPS. You can also pay estimated taxes by check or money order using the Estimated Tax Payment Voucher or by credit or debit card.

Richard L. Lipton CPA & Associates LLC, located in Florham Park, N.J., draws on its founder's 10 years as a stockholder and manager of family-owned Sam's Tire Co. in Paterson, N.J.

Richard L. Lipton CPA & Associates LLC "is structured to personally serve large and small clients who have a need for business consulting services as well as accounting and tax services. We have even developed a niche in the area of forensic accounting. Our clients have realized that this combination of skills is extremely valuable in providing the highest quality professional services in today's and the future's economy." – Richard L. Lipton CPA

Contact Richard L. Lipton CPA & Associates LLC:

Call: 973-520-8123

E-mail: rich@liptoncpa.com

Web: www.liptoncpa.com

Good Employees Require Good Managers

When an employee quits, many times they don't quit the company -- they quit their manager. I validated this fact in a survey which showed in 46% of the cases the main reason people quit their employer was because of their first-line supervisor; a painful statistic when you consider how difficult and expensive it is to find and train good people. To make matters worse, businesses are stupid to do nothing about it.

In my mind, it is an honor as well as an important responsibility to become a manager. When I use the word, "manager," I am not necessarily referring to a job title, but talking about the "role" of managing people.

A manager's job is not easy. The demands are difficult. Many bosses are doing the jobs of two or more people. Employees expect more; some are plain difficult to work with.



Many businesses do a poor job selecting and training managers. It goes without saying those that do a good job selecting and developing their managers will enjoy higher productivity and lower employee turnover. However, most often the employer is at fault for not giving them the tools, training, and support to succeed.

Spaghetti Management Syndrome

Just because a person shows potential or has a degree does not mean they will be good at managing others. Many are skilled technicians, but unfortunately are clueless on the art and science of managing people.

Some businesses practice what I call "spaghetti management." They pick a bunch of people, promote them to managers, then throw them on a wall like spaghetti, and see what sticks. This is not the fault of the individual manager, but the employer's. Without training and support most new managers will fail. This is one of the main reasons people today run like the plague to avoid becoming supervisors and managers.

Sure, some managers are tyrants and no amount of training is going to change them. But at least good businesses recognize their mistakes and provide additional training, or find the errant manager a job somewhere else.

Good businesses place people skills as a vital part of their performance management system. For example, Synovus Financial has been listed in the "Top 100 Best Places to Work" for several years. They have a commandment that says, "*A manager's most important role is to serve, grow, and inspire his or her people – with no exception.*" This requirement had a positive impact on the bottom line. Not only did their employee turnover rate drop, but also their market capitalization grew from \$2.2 billion to \$8 billion in four years.

Here are a few suggestions to consider in your management development program:

- Establish key competencies your managers should possess and demonstrate.
- Have company executives share their expectations with your managers.
- Consider using a 360-degree evaluation on top management.
- Hold managers accountable and responsible for retention.
- Have HR train managers on reward and recognition.
- Provide the support and tools to help managers do their job well.
- Start measuring turnover and apply the cost to the bottom line.
- Conduct post exit interviews to discover the real reason employee's quit.
- Complete an individual retention profile on every employee.
- Conduct an employee satisfaction survey at least once a year.

Greg Smith's cutting-edge keynotes, consulting, and training programs have helped businesses reduce turnover, increase sales, hire better people, and deliver better customer service. As President of Chart Your Course International he has designed and implemented professional development programs for hundreds of organizations globally. He is a former examiner for the Malcolm Baldrige National Quality Award, the nation's highest award for business excellence. He has authored eight informative books including 401 Proven Ways to Retain Your Best Employees. For more information, visit <http://www.chartcourse.com> or call (800) 821-2487 or (770) 860-9464.

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'Temporary' FUTA Surtax Expires after 35 Years

WASHINGTON, D.C. (JUNE 30, 2011)

BY MICHAEL COHN, ACCOUNTING TODAY

The Federal Unemployment Tax Act surtax is set to expire Thursday after House Republicans refused to extend the 35-year-old “temporary” unemployment surtax.

The surtax has been extended eight times since it was originally enacted in 1976. House Ways and Means Committee Chairman Dave Camp, R-Mich., refused to extend the tax beyond its current June 30, 2011 expiration date.

“The death of any tax on jobs—no matter how big or small—is a historic moment and one to be celebrated,” Camp said in a statement. “The fact that it has taken 35 years for this ‘temporary’ tax to expire clearly illustrates the dangers of higher taxes—once in place, they are unlikely to ever go away. We need employers paying more salaries, not paying higher taxes. And when the surtax expires, job creators will get a little and long overdue relief.”



The original purpose of the “temporary” 0.2 percent surtax was to repay federal general revenues used to provide federal unemployment benefits paid in the wake of the 1973-75 recession. While the tax raised \$27 billion (adjusted for inflation) and the general revenues were fully repaid by 1987, the 0.2 percent surtax remains on the books today. Since 1987, the tax has raised an additional \$46 billion (adjusted for inflation) above and beyond what was needed at the inception of the tax in 1976.

The expiration of the surtax will reduce federal unemployment taxes by \$1.4 billion per year, or about \$14 per employee per year. That relief slightly offsets the effect of much larger state unemployment tax hikes imposed in recent years to pay for record unemployment benefit spending. Since unemployment benefits are not directly linked to the “temporary” federal tax, its expiration will not affect current or future unemployment benefit receipts.

Without the 0.2 percent surtax, the 6.2 percent FUTA tax rate will fall to 6.0 percent, according to [CCH](#). It was last extended in 2009 as part of the Worker, Homeownership and Business Assistance Act.

Camp's office provided a [timeline](#) of the successive extensions of the surtax.

Man Pulls Gun, Skates on Tire Bill

August 08, 2011

Huntsville, Ala., police say a man pulled a gun in a dispute at a local tire store, and left without paying for the new tires just mounted on his vehicle.

TIRE REVIEW The Tire Industry's
#1 Source for
News & Analysis

Police are looking for the suspect who had dropped his car off at Ampro Tire in the city on Aug. 2. He left the vehicle at the store to have his new tires mounted, and returned at 5 p.m. to pick up the car.

Reports say he became irate for an unknown reason, pulled a gun and threatened employees, and then got in his car and drove away.

Carroll Tire increases D/C count to 38

June 17, 2011

Carroll Tire Co. has increased its number of distribution centers to 38 with the recent acquisition of Ben Milen Wholesale Tires Inc. and the opening of two warehouses.

Ben Millen Wholesale, a one-warehouse dealership based in Ocoee, Tenn., was purchased on April 1.

Carroll Tire is a subsidiary of TBC Corp. Milen has been a strategic partners of TBC's for more than 30 years, according to a company spokesperson.

"It's a great fit for the Carroll Tire organization. Carroll is pleased to be able to offer the customers formerly serviced by Ben and his team the opportunity to receive the same great service with an expanded product offering identical to other Carroll Tire facilities."

Carroll Tire also opened distribution centers in Manassas, Va., and Auburn, Maine, this year.

Carroll Tire offers Multi-Mile, Cordovan, Sigma, Michelin, BFGoodrich, Uniroyal, Sumitomo, Firestone, Carlisle, Vanderbilt, Yokohama and Nitto brand tires throughout its network of distribution centers. It's western-most warehouse is located in San Antonio, Texas.



Hornsby Tire adds 3rd distribution center

June 09, 2011

Hornsby Tire Distributors Inc., an independent regional wholesale tire distributor based in Ariton, Ala., is expanding its geographical footprint into the Huntsville, Ala., market.



The expansion gives the company its third distribution center in Alabama, and will allow the company to leverage additional efficiencies across not only the entire state but also into its other markets in the Panhandle of Florida, southern Georgia, and eastern Mississippi. It began operations on June 13, 2011.

"The new distribution center completes one of several strategic objectives toward further expansion within our region," says President Steve Mattis.

"This expansion will allow tire dealers in the Huntsville market access to our successful programs and purchasing power. This industry has experienced substantial change in many aspects over the last several years -- there is an acute need for additional options within the Huntsville market, and we look forward to providing an additional solution."

The company will be hiring several employees for the new distribution center.

Hornsby Tire Distributors was founded in 1967. It carries a wide variety of consumer and commercial tires and related product offerings.

Trax Tires Grows to 9 Stores

August 22, 2011

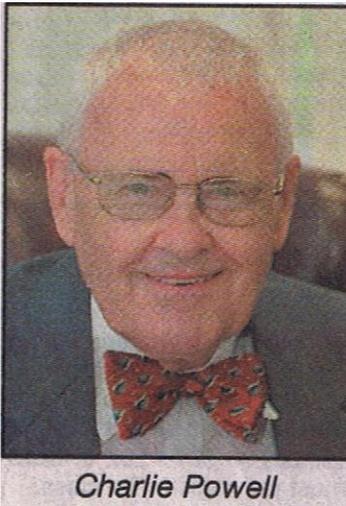
Mobile, Ala.-based Trax Tires will open its ninth retail tire and auto service store by the end of this month.

The new store in Semmes, Ala., joins sister stores in Mobile, West Mobile, Theodore, Saraland, Daphne, Spanish Fort and Gulf Shores.



Trax Tires is a Tire Pros Five Diamond Dealer and a member of American Car Care Centers.

Charlie Powell Tribute



Charles W. “Charlie” Powell, former Chaplain of the Alabama Tire Dealers Association, and a staple at Jasper’s First Baptist Church for more than 40 years, died Friday, August 20, 2011 at his Jasper home after a battle with pancreatic cancer. He was 83 years old.

“Mr. Charlie” served as Chaplain of the ATDA for many years and always attended Board meetings and Conventions with his wife B.J. In addition, he was always cognizant of our members’ needs, sending cards and/or notes to mark milestones such as birthdays, anniversaries, prayers in times of sickness, or condolences in times of sorrow.

Jim Short, Radial Tire and Bandag, Jasper, knew Charlie better than any of us. He and Charlie had formed a friendship early in life that lasted to the very end. Jim stated, “I would go by Charlie’s every afternoon to check on him and talk with him. I found out that he knew when I would be coming by and would get out of bed so he could be up when I got there. He always wanted me to help him to bed before I left his home.”

Charles W. Powell is survived by his wife, Betty Joyce (B.J.) Gilliland Bevill Powell of Jasper; daughter, Pam Powell of Raleigh, N.C.; son-in-law, Dr. Bob Matthews of Raleigh, N.C.; granddaughter, Rose Powell Matthews of Raleigh, N.C.; sister, Irene Powell Brides of Scottsboro; step-children, Shawn Story (Paul) of Pell City, Carolyn Sargent (Darrel) of Jasper, Nancy Matthews (Billy) of Tuscaloosa and Kerry Bevill (Julia) of Bogata, Colombia. He was preceded in death by his parents, Charlie W. Powell and Edna Troupe Powell; wife, Betty Miles Powell; son, Charles W. “Chuck” Powell II; and sister, Janet Powell Hill.

The family requests memorials be made to the Betty M. and Charles W. Powell Scholarship Fund – Sanford University, 800 Lakeshore Drive, Birmingham, AL 35229 or to First Baptist Church of Jasper.

August 24, 2011 ATDA Board Meeting Notes:

- Board approved current financial report statements as presented by Treasurer Steve Westmoreland and SLK Tire Designs Management.
- Board voted to donate \$500 to the Charlie Powell Memorial Scholarship at Sanford University in former ATDA Chaplain Charlie Powell’s memory, and to name one of the 2012 ATDA scholarships in his honor.
- Board voted to name Jay Seale, of Westmoreland Tire Company, Interim Chaplain during the 2011-2012 year.
- Potential new credit card processing providers were discussed but tabled pending additional research.
- The 2012 annual convention is scheduled for June 15 & 16, 2012, at the Hampton Inn & Suites in Orange Beach, Alabama. Room rates will be \$196.95 for an inland view, \$206.95 for a sideview, and \$229.95 for a beach front view. This convention will mark the 50th anniversary of the ATDA.
- The Fall Scholarship Fundraiser Golf Tournament will be October 13th at Dothan National Golf Club with a shotgun start at 12:30 pm.
- A proposal from a website design and maintenance firm was reviewed. The proposal was tabled pending further research.
- The management contract for SLK Tire Designs was extended pending a review by the Executive Committee.
- Board voted to reimburse Jim Short for expenses incurred at the SEMA Show In November 2011 as the ATDA Representative.
- Next Board meeting date set for Wednesday, November 9th in the Birmingham area (specific location to be announced).

Calendar of Events

Fall Regional Golf Tournament Scholarship Fundraiser

Dothan National Golf Club, Dothan, Alabama
Thursday, October 13, 2011
12:30 pm Shotgun Start
4-man Scramble to benefit the ATDA Scholarship Foundation



Scrap Tire Commission Board Meeting

September 13, 2011
SWANA Fall Forum, Lake Guntersville State Park, Alabama

ATDA Board of Directors Meeting

November 9, 2011

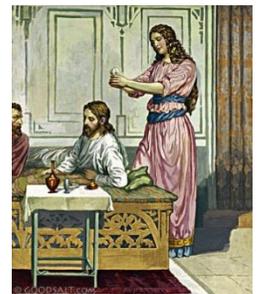
Annual Convention

June 15-16, 2012
Hampton Inn & Suites, Orange Beach, Alabama
Golf Tournament, Educational Sessions, General Business Meeting,
Awards & Honors, Opportunity to Visit with Suppliers & Dealers!
Join us to celebrate the 50th Anniversary of the ATDA!



Chaplain's Corner

"While He was eating, a woman came in with a beautiful alabaster jar of expensive perfume and poured it over His head... [14] Then Judas Iscariot, one of the twelve disciples, went to the leading priests [15] and asked, "How much will you pay me to betray Jesus to you." Matthew 26:7, 14-15



Two people, with only one thing in common. They both went "All In" but for different reasons. The perfume represented her life savings, and she

gave all of it. But Judas, he said, "What will *you* give *me* to hand Him over to you?" Later, Judas was sorry for what he did but never repented. Judas went to Hell. We all are like one of these. Friend, I pray you will be like the woman and go "All In" for Jesus.



Jay Seale 334-624-3204 westmorelandjay@bellsouth.net
ATDA Interim Chaplain

Jay Seale is the Manager of Westmoreland Tire's Retreading Plant in Greensboro, Alabama. He has been in the tire business for 21 years. He received his call to preach in July of 2004 and has served as an Interim and Part-time Pastor of different churches in the Greensboro and Hale County areas. He is currently a Deacon at his home church, Macedonia Baptist in Hale County, and is serving as a Part-time Pastor for Sardis United Methodist in Greene County. Jay will serve as ATDA Interim Chaplain for 2011-2012, during Dolan Davis' presidency.

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C.W. Owens Enterprises – Scrap Tire Management

Wayne & Phyllis Owens
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CARQUEST – Distribution Center

Raymond McGough
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Carroll Tire

Cecil Bowden
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Lew Newlin
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Hornsby Tire Distributors

Roger Hornsby
334-762-2333

Hunter Engineering

Sterling Yearber
256-606-7691

J Scott Enterprises, Inc. DBA Metro Recycler

Phillip Tidwell
205-841-1930

Jones Tire & Supply

Jimmy Jones / Bill Jones
334-874-2265

Kauffman Tire

Richard Dulaney
404-762-8433

McGriff Industries

Barry McGriff / Bert McGriff
256-739-0780

McGriff Treading Company

Randy Drake
256-739-7080

Mohawk Rubber

Larry McCraney
800-242-1446

Myers Tire Supply

Barry Morgan
800-328-5110

NAPA Auto Parts

Parrish Sellers
205-510-2902

Parrish Tire

Gary Waters
800-877-2431

Professional Tire Collectors

Chad W Jackson
205-323-8436

Robison Tire

Clay Robison / Mike Windham
800-824-3225

Robison Tire

Richard Henderson /
Chris Johnston
334-834-6138

S & S Tire

Jeff Hodgens / Mark Barrett
877-777-7411

S & S Tire

Doug Burns
251-433-7100

SLK Tire Designs

Sabrina Lentz Knop
Cheryl Lentz
256-566-5481

TCI Tire Centers, LLC – Distribution Center

Danny Rosetta
866-907-9463

TCI Tire Centers, LLC – Distribution Center

Todd Sterzoy
850-580-4400

Tech International

Leon Hataway
828-320-3021

Telecheck – FirstData

Virginia Lovoy
205-527-3407

Tenneco Automotive

Ed McArthur
205-589-2781

Tire Industry Association (TIA)

Wilson Beach
800-876-8372

Tire Supplies of Alabama

Frank Harcrow
205-368-4130

Wheel & Rim, Inc.

David Strickland
205-324-4404

Yokohama Tire Consumer

Jim Vickers
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Zurich American Insurance

Boone Scroggins
800-553-3055



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