



MATDA Board Of Directors

Justin Glasgow - President
Performance Tire & Wheel, Topeka, Ks

Dane Lawrence - Vice-President
Kansasland Tire Group, Park City, Ks

Brent Colgrove - Secretary
Farmers Co-op, Plymouth, Ne

Jason Burhenn - Treasurer
Shamrock Tire, Wichita, Ks

Kevin Christensen
Commercial Tire Center, Salina, Ks

Lee Davison
T.O. Haas Tire Co., Lincoln, Ne

Josh McDonald
Shamrock Tire, Wichita, Ks

Travis Siemering
K & M Tire, Lawrence, Ks

Mike Vondenkamp
Tire Dealers Warehouse, Wichita, Ks

Scott Woellhof - President
Champlin Tire Recycling Inc, Concordia, Ks

Board Members Elected

At the annual meeting at convention in late January new board members were elected to serve for a two year term. The following will be your new MATDA Board members for 2019 - 2020. Also since the Annual Meeting Travis Siemering with K and M Tire was appointed to a two year term.

Jason Burhenn
Lee Davison
Mike Vondenkamp
Scott Woellhof
Travis Siemering

Be sure to thank any of these fellow dealers for their volunteer time. The association is here for the entire industry and these individuals give time to keep the association running smoothly and effectively for the benefit of all. I personally respect each one of them for their service.

Scholarship Golf Tournament Booked

Mark your calendars...The Scholarship Golf Tournament is scheduled for **Saturday, August 17th**. It will be at the Sand Creek Station Golf Club in Newton, Ks this year. This is a very nice course with lots of notoriety and you won't want to miss the chance to play it. The flyer will sent out mid-summer.

Remember this is how we raise the funds for the kids scholarships given at the annual convention.

Huge Thank you to the 2019 Convention Sponsors and Vendors that made a great event possible...here's to another year in 2020!

VENDORS:

American Tire Distributors
 Basys Processing
 Central Equipment
 Community Wholesale Tire
 Federated Insurance
 Heartland Equipment
 Hunter Engineering
 Independent Tire Dealer Group
 K & M Tire
 Myers Tire Supply
 NAPA Auto Parts
 Net Driven
 Podium
 Pro Cut
 Snap Finance
 Tech Supply
 Tire Hub
 Wheel 1

SPONSORS:

American Tire Distributor's
 Basys Processing
 Champlin Tire Recycling
 Cooper Tire Corporation
 Farmers Co op
 Federated Insurance
 Garrett Tires and Treads
 Goodyear Commercial Tire Systems
 Hesselbein Tire
 Iowa Mold Tooling Co. Inc.
 Kansasland Tire Group
 Myers Tire Supply
 Performance Tire and Wheel
 St. Louis Wholesale Tire
 Stellar Industries
 T.O. Haas Tire Co.
 Tech Supply
 Thompson's OK Tire
 Tire Dealers Warehouse
 Tube and Solid Tire
 US Autoforce
 Yokohama Tire Corp.





MATDA Gets Award From Federated

Kyle Bluestein with Federated Insurance Company gives Justin Glasgow a Safety Promotional Award Allowance for \$6,455 for a low total loss accident year! Thank you Federated for supporting our association and helping our employees come home safe.





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Tire Recycling Grants Awarded

The Governor's Solid Waste Grants Advisory Committee met on March 15th to discuss the applications received for FY 2019 Waste Tire Grants. There were 47 applications received requesting over \$369,000 in funds for projects all across Kansas. After reviewing summaries prepared for the committee by the KDHE staff all but one of the applicants received some funding for projects.

Applications ranged from benches and picnic tables, loose fill rubber mulch to pour in place running tracks.



MATDA MISSION

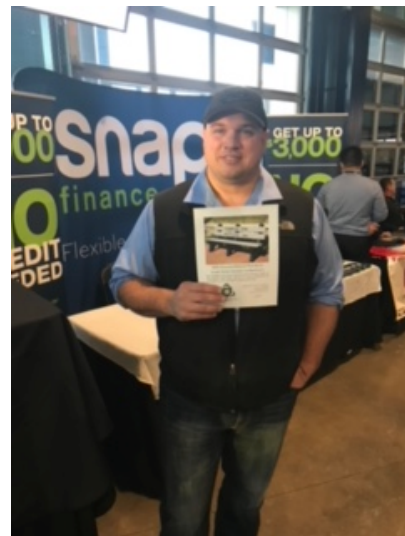
The mission of the MATDA is to promote closer cooperation and better understanding between the tire dealers of Kansas, Nebraska, and Oklahoma; to provide professional lobbying and governmental relations; to provide effective training and education to enhance members' business acumen and help them better serve the consumer; to promote public understanding of the industry's concern for the environment, and to provide such services and activities that are proper and necessary to achieve these mutual goals.

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Membership Dues

The annual membership dues mailing will be coming out soon.

Watch your in box and be sure to offer any suggestions for the annual convention for next year as plans are being made by the board of directors now.



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Scholarship Winners

The Mid America Tire Dealers Association has established a scholarship program to help promote career opportunities in the tire industry for Kansas, Nebraska & Oklahoma students, and to give back to the industry we all love. MATDA gave Six scholarships in the amount of \$500 each to deserving students.

The requirements for the scholarship program are as follows:

1. Students must be sponsored by a member, or an employee of a member;
2. The student may be an employee, or the child of a member, or member employee's child;
3. The student must be a high school senior, have recently graduated high school or received the equivalent of a high school diploma;
4. The student must be a U.S. citizen; and
5. Existing MATDA recipients may continue to apply for three years if they maintain at least the minimum graduating GPA for the school they are attending.

The Scholarship awards will be based on a combination of the following criteria:

1. Evidence of scholastic potential and achievement;
2. School and community activities;
3. How the student intends to use the scholarship funds to offset the costs of their education;
4. A personal statement about the student's career goals;
5. The award will be made without regard to financial need;
6. Selections will be made by the MATDA Board;
7. The award is given without regard to race, age, gender, or religion.

The MATDA Board members reviewed the applications and the winners were - In alphabetical order:

The first winner is Paige Albers
 The second winner is Morgan Burenheide
 The third winner is Caitlyn Hammock
 The fourth winner is Alyssa Josoff

Industry Service Award Winner

Thank you to **Champlin Tire Recycling** for sponsoring prizes for this award. This award is presented annually to an individual who has distinguished himself or herself in the tire industry, either through years of unselfish dedication and service, or through a single

exemplary act of service that has resulted in extraordinary benefits to the MATDA membership. The 2019 Industry Service Award Winner is Gary Champlin. The following was the nomination written:

The 2019 Industry Service Award Winner has worked in the Tire Industry for his entire life alongside most of his family. He has served as a membership chair, board member and President for MATDA. His outside volunteer leadership goes way beyond our state level trade organization. Ironically he has sponsored this award since it's inception as his father Ron Champlin received the first award: Gary Champlin. Gary also currently serves as national Chair-Elect of ISRI. He is the third generation in the family tire business started by his grandfather in 1950. For the last 28 years he has been general manager of Champlin Tire Recycling, Inc., which Recycling Today ranked in the top ten tire processors in the United States.

In addition to serving in many capacities within ISRI, Champlin has also been a board member of Mid-America Tire Dealers (president in 2010-11), United Tire Recyclers (president since 2008), Kansas Organization of Recyclers, and the Kansas Landfill Association.

Gary believes the strength of trade associations is what moves industries forward. Together we can accomplish what cannot be done alone. Gary and his wife, Debra, have six children and 11 grandchildren.



Your Website is an Investment: Trust the Professionals

By McKensie Curnow

Building your own website has become increasingly simple and inexpensive in recent years. Though easy and accessible, DIY websites do not guarantee a website that works well or leaves a lasting impression for your business and your audience.

Your website is a reflection of you and your business, so you're obviously going to want to build a strong, professional, and positive presence to attract customers. Taking the risk of building a website on your own is taking the risk of losing potential leads and damaging your business's reputation – we never get a second chance to make a first impression!

When you invest in a professional web design team, such as our team here at Net Driven, you're not only investing in the visual appearance and accessibility of your website, you also invest in expert advice, techniques, and best practices to create the best possible user experience. Spending less money and trying to do it on your own may seem like the easy way out, but let's dive into why it's important to give your business the professional auto service website design it deserves.

COMMON MISTAKES MADE BY INEXPERIENCED DESIGNERS

Poor Structure & Navigation

A website should be attractive, accessible, and easy to navigate; all in all, user-friendliness is vital. A site's content should be understandable and full of useful information without being cluttered.

In today's day and age, people like quick and simple. If they can't find what they need without gaining a headache, they're going to leave your site and find a frustration-free one instead. At Net Driven, we know how to organize automotive websites in a way that makes sense for both the business owner and their potential customers.

Lack of SEO

If no one can find your website, what's the point in making the effort of creating one? Many rookie designers forget the importance of SEO, or Search Engine Optimization.

As a certified Google Partner, our team highly knowledgeable of automotive SEO and works hard to make sure your site gets found.

Missing CTA

Your website is one of the most powerful marketing tools for your business. Not only does your website have the power to bring in new customers, it also helps current customers remain loyal if they find what they're looking for with minimal frustrations.

One of the main components of a great website is a clear CTA, or call-to-action. A CTA is what converts website visitors into customers by driving them to purchase your good or service.

If your website is missing a clear CTA, you'll lose sales and customers.

At Net Driven, our team ensures that every website offers conversion-focused responsive web design.

Using Free or Low-Cost Templates

Rookie designers are likely to use a free or low-cost template for their website. While this may seem like an easy solution, it will make your website look generic and unconnected to your brand.

Your business is unique, your website should be, too. Our designers take the time to ensure each one of our automotive websites are exclusive to the client and capture the individuality of their business.

As with any service or good, you get what you pay for. Your money buys value, which in turn, will actually build your business's bank account in the long run.

Your company's website is no exception. If you want to leave a lasting, positive impression of your brand, leave website design to the professionals.

Still not convinced? Check out our [portfolio](#) of the finest responsive web design in the automotive industry. For further details, visit our [solutions](#) and [packages](#) pages.

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