

Tires & Treading



VOLUME 58, ISSUE 2

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PLEASE MEET YOUR NEWEST CTDA BUSINESS ALLIES



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celebrating success.

Chris Barry

President's Message



Although the year has gotten off to a slow start for CTDA events, rest assured that there is much activity taking place behind the scenes at your association. First, we have the first ever CTDA FootGolf Tournament scheduled for Sunday, May 20 at Dad Miller Golf Course in Anaheim. The FootGolf Tournament replaces the soccer tournament that we held in the past, and offers a chance for men, women and children to play and have fun. So, bring your employees and their families out, and enjoy some fun in the sun, followed by a delicious lunch.

We just finalized an Area Meeting in San Diego and soon will come Fresno, with more ahead in other parts of the state. As always, the meetings will be free to attend, and will provide good food, excellent presenters and information, and great networking and camaraderie.

On the legislative front, our new lobbyist, Jack Molodanof, has been hard at work fighting AB 2908, which proposes to add another \$1 per tire recycling fee, despite CalRecycle's inability to spend the money currently in its Tire Fund. A similar bill was defeated last year, due in large part to CTDA's aggressive opposition, and we are prepared to fight this poorly crafted proposal just as aggressively. We likely will be reaching out to members soon to assist with letters to their legislators requesting a "NO" vote on this bill.

Some more interesting information from our lobbyist came from a Bureau of Automotive Repair (BAR) Advisory Committee meeting that he attended on April 19. BAR provided the quarterly update of enforcement statistics, and indicated that complaint trends are holding steady. Engine repair & performance (33%); general repair & maintenance (19%); auto body (15%); Transmission (9%); smog (7%). See the link for all complaint trends:

https://www.bar.ca.gov/pdf/Enforcement_Statistics_Update_BAG_04.19.18.pdf

The association has been hard at work putting together some very exciting programs aimed at delivering value to our members. I encourage you to read Executive Director Marc Connerly's report on our exciting new member benefits from Tiremetrix (tire registration), Cintas (uniform rentals), and Bolton & Co. (employee benefits), as well as exploration of a group health program.

Thank you for your support of CTDA, and I wish you a successful spring selling season!

Chris Barry

California Tire Dealers Association

(A non profit mutual benefit corporation)

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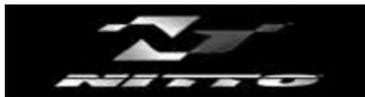
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Jack Molodanof, Legislative Advocate
Molodanof Government Relations



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Marc Connerly

Executive Director's Corner



As the weather heats up and we head into the summer vacation season, we hope that business is gaining momentum for our members.

Your association has been hard at work creating programs that will deliver value and bolster your bottom-line, and we are excited to begin sharing those programs with you.

First, we are very happy to announce an alliance with Cintas uniform rentals that will deliver group pricing to CTDA members, while also providing a financial return to the association for services purchased by members. Watch for an announcement about the program details, and a call from your local Cintas representative.

Next, we are also pleased to announce a relationship with Tiremetrix that will offer CTDA members both Tire Registration Plus and TPMS Manager through the CTDA website.

Tire registration is an important step in ensuring the safety of the consumer. Tiremetrix has created a very efficient and easy to use resource to help tire dealers register tires electronically with the manufacturer. The software also provides tire age and recall features, as well as a robust reporting feature for all registration records.

Along with Tire Registration Plus, Tiremetrix's TPMS Manager was also added to the CTDA "Member Programs" section of the association website. "TPMS Manager is the leading TPMS parts and service information software in the

market. Tire dealers and automotive service providers can quickly identify and service every original equipment and aftermarket tire pressure monitoring system in the market.

Both products are now offered to California Tire Dealers Association Members at a discounted rate and can be easily accessed through the CTDA website at <https://www.catiredealers.com/>.

We are also happy to announce the availability of an employee benefits program through Colonial Life and Bolton & Co. insurance brokers. The program offers CTDA members accident insurance, disability insurance, life insurance, critical illness insurance, and hospital confinement indemnity insurance.

The benefits are very inexpensive, and are a good first step for those employers not yet ready to offer full health insurance benefits to employees.

To learn more, please contact Brian Akian at (714) 609-1605 or brian.akian@coloniallife.com.

Finally, we hope to have more information very soon on a potential group health insurance program for CTDA member companies. We circulated a survey in April to gauge member interest, and the results of that survey are being analyzed. We expect to have more information on that opportunity by the end of May.

Here's to your success and prosperity!

Marc Connerly

CTDA Calendar

Sunday, May 20, 2018

CTDA Southern California FootGolf Tournament

Dad Miller Golf Course

430 N. Gilbert St., Anaheim, CA

Shotgun Start: 1:00 PM



For more details on FootGolf, please visit:

<https://www.youtube.com/watch?v=l2l7Gb0JB5E>

Tuesday, July 24, 2018

San Diego Area Meeting

Marie Callender's Restaurant & Bakery

6950 Alvarado Rd., San Diego, CA

5:30 PM—8:00 PM

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Jack Molodanof

Legislative Report



I am honored to have been chosen to be the new legislative advocate for the California Tire Dealers Association. As a way of background, I have had the pleasure to personally work with both Terry Leveille and Marc Connerly over the years while I was representing other clients before the state legislature. I currently represent several automotive trade associations, including the California Automotive Business Coalition, Automotive Service Councils of California and the California Auto-body Association. I am a member of the Bureau of Automotive Repair (BAR) Advisory Committee, which makes recommendations to BAR to improve the automotive industry. My family owned and operated a small mechanical/collision repair shop for many years in San Jose, California. I look forward to meeting all the members of the association and working on legislative issues that impact the industry.

The state legislature reconvened in January, and by the end of February had introduced approximately 2,500 new bills. Below is a short summary of some key bills and issues that we are tracking on behalf of CTDA.

AB 2908 (Berman) Tire Recycling: Tire Regulatory Fee. It's...back. This bill was preceded by two previous bills, essentially the same; in 2016 by AB 1239 and in 2017 by AB 509. Both of these bills failed in large part because of the tire fee. AB 2908 continues to give CalRecycle the ability to create a new tire fee up to \$1.00, on top of the current \$1.75 per tire fee already charged, meaning a total of \$11.00 for a new set of tires. As we know, additional tire fees may cause some low-income drivers to continue driving longer on unsafe tires. The big problem with the tire fee--aside from it being another fee-- is that the current tire fee brings in approximately \$35 million annually. Cal Recycle is unable to spend the millions of dollars it collects every year from the current tire fees. It's simply unfair, especially on our low-income working families, to increase tire fees when CalRecycle

is not able to spend down the existing surplus funds. CalRecycle should spend its existing money responsibly, rather than impose a new tire fee.

SB 962 (Allen) Greenhouse Gases-Tires. This bill requires the state Air Resources Board before December 31, 2019 to adopt regulations implementing a statewide program to reduce emissions of greenhouse gases resulting from the use of replacement tires sold for use on passenger cars and light-duty trucks. It also establishes a fuel-efficient passenger vehicle tire incentive program to promote the development of the efficient tire market and adopt premium efficient tires and evaluate the benefits of implementing a labeling program for replacement tires sold. As written, all new tires would have to meet these new requirements, otherwise they could not be sold in California.

AB 2392 (Santiago) Vehicles; Towing and Storage. This bill is intended to address abuses with towing and storage businesses; however, it is overly broad and unnecessarily captures automotive repair (tire) dealers. Automotive repair dealers are not in the primary business of towing and storage; however, there may be limited instances when a shop must store a vehicle for a period of time, thereby charging a reasonable storage fee. This bill will impact the amount a dealer can charge. Among other things, limit storage fees based on CHP/local police towing storage contracts rather than current recognized local market rates. It would require shops to provide a telephone number outside business hours and require calls be returned by the shop no later than 18 hours after a message has been left; require that auto shops (tire dealers) post Towing and Access Notice signage in office area even when shop is not in the business of providing towing service.

SB 993 (Hertzberg) Sales Tax: Services. It's...back. This was preceded by SB 640 in 2017, which failed. This bill is intended to make major tax

(Continued on next page)

Legislative Report (continued)

reforms, including expanding the sales tax to automotive labor. Extending a sales tax to labor will increase costs to small business and will have a disproportionate impact on low-income families, whose older cars need repairs more frequently. Increases in the cost of vehicle services and repairs makes it less affordable for families who need transportation for work and taking kids to school. It will encourage the underground economy, which creates a disadvantage for legitimate small businesses that abide by the rules.

SB 1343 (Mitchell). Employers: Sexual harassment Training: Requirement. This bill requires an employer who employs 5 or more employees to provide at least 2 hours of sexual harassment training to all employees by January 1, 2020 and once every 2 years after that. The bill requires the Department of Fair Employment and Housing to develop a 2-hour video training course on the prevention of sexual harassment in the workplace and requires the Department to provide existing informational posters and information regarding sexual harassment prevention, available to employers, in alternate languages.

AB 1743 (O'Donnell). Career Technical Education. The automotive industry supports the measure. The bill would allow students to gain college and career readiness skills through access to high quality career technical education (CTE) courses, such as automotive repair by extending current funding for CTE incentive grant program. The bill provides funding--\$500 million per year. Auto shop programs provide hands on learning, problem solving skills and employability skills that lead to good paying automotive jobs, but there are challenges with these programs. Automotive shop programs need funding for teachers, updated equipment, tools and curriculum to continue to support these important programs and for the future of our workforce.

State Budget. The Governor is proposing to transfer \$26 million from the Tire Recycling Fund (TRMF) to the Fish and Game Preservation Fund (FGPF). The proposal would also change the statutory purpose of the Tire Fee from mitigating/remediating air pollution caused by tires to mitigating/remediating harmful impacts to wildlife and its habitat caused by tires. The Governor proposes to backfill the \$26 million to the TRMF from the Greenhouse Gas Reduction Fund (GGRF). Furthermore, the cur-

rent law requires a person to pay \$1.75 for each new tire purchased in California. One dollar of the tire fee is deposited into the TRMF for oversight, enforcement, and market development grants relating to waste tire management and recycling. The remaining \$0.75 is deposited into the Air Pollution Control Fund (APCF) for programs and projects that mitigate or remediate air pollution caused by tires. The Governor's proposal redirects the \$0.75 to instead go to the FGPF. The Legislative Analyst's office recommends the Legislature reject the Governor's proposal to transfer the \$26 million because it believes the Governor has not sufficiently justified the legal nexus for using tire fees to support Department of Fish and Wildlife.

Bureau of Automotive Repair Regulations (BAR)

The BAR oversees and regulates automotive (tire) dealers. The BAR is in the process of addressing the "minor services" exemption law that was put in place in 1971 for gas stations and exempts BAR oversight for those that perform services such as spark plugs, batteries, tires, fan belts and oil changes. Automotive technology has changed dramatically in the last 50 years and the exemption for minor services is outdated. Consumers are not protected by unlicensed and unregulated activity and it's unfair to have the regulated automotive industry compete at an un-level playing field.

The BAR is also in the process of updating regulations, including estimate and invoice requirements to streamline the communication process between shops and consumers by recognizing a wide range of authorizations that may occur, for example electronic signatures and text messages. Current law does not recognize an electronic signature nor text message as acceptable authorization. These regulations should take effect later this year.

Jack Molodanof

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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.

Paul Arellano

San Gabriel Valley Report



"Less is more."

Unknown Author

SALES CLINIC – VOLUME 26

I was recently on a phone call with a customer, and someone brought another matter to my desk, to which I waived them off, pointing to the phone, and I continued with my conversation. Similarly, I have made a mental note of an incoming call, when on another, but I will never put a customer on hold, so that I might take another call at the same time.

Shocking Revelation #27:

Here comes a BIG ONE: Paul Arellano does NOT multi-task! I know, I know...the sky is falling! OK, not really. I do accomplish all that I set out to do, but I do not put customers on hold, on the phone or otherwise, so that I might take another call or attend to another matter. There is plenty of time in the day (24 hours last time I checked) to handle pretty much anything that can come our way in the course of business. The least that we can do is show those that have entrusted us with their confidence, business, and hard-earned money courtesy and respect for their time.

I recall a time when "multi-tasking" was the next big thing, and I do recall watching one successful sales professional juggle 3 calls at the same time: 1 land line, 1 cell phone and 1 in-house walkie talkie. Believe it or not, the calls were completely unrelated! I do recall being amazed at the time, as to how he could mentally separate each thought process, as he did dispatch all 3 matters at the same time! Still, I couldn't help but wonder what it felt like to be on the other end of the calls, hearing, "hang on", "I'll be right back with you", "give me a second."

Have you ever walked into a store, restaurant or other place of business and felt ignored or at least that your presence wasn't acknowledged, even though you were there to spend your hard-earned money? I never want my customers or prospective customers to feel like I have something or someone more important to attend to if they have given me the privilege of a few minutes of their precious time to hear me out. Perhaps having been "multi-tasked" on before, customers or prospects will sometimes pause, saying, "don't you have to get that?", when they hear my phone ringing, to which I simply reply, "I am with you, so I will get that later."

To those shaking your heads, because things have to be done when they have to be done, and because we must always be available 24-7, please ask yourselves if YOU enjoy being put on hold, by anyone. Are you ready for another shocking revelation? My 2 for 1 special is on again with this issue! Not only do I call my selling approach "relationship-based selling," I also have an equally important sub-approach, if you will. I call it "human nature-based selling." Without getting too "out there," I will just summarize it as "treat others as you would like to be treated." If you appreciate a timely phone call back, do the same. If you like your appointments to show up on time, do the same. If you have bad days, understand that others, too, might have a bad day and may not be up to talking on a particular day.

Start your engines, charge up your 3 phones and get ready to take 3 or even 4 calls at once! OR, try focusing on the person in front of you, or the caller you are speaking with. You, too, might just realize that...."less is more."

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

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Billy Eordekian

Iconic Globe Tire Changes Hands



As far back as I can remember, I knew who my dad's friend and employer was. It was CTDA Board member Jay Goldberg. My dad sorted casings for Jay at Anderson Tire during the 1960's. Later, Jay joined with Arnie and Stan Sperling at Globe Tire, and eventually they reached 18 dealerships with a thriving wholesale division.

Before selling out, Arnie operated the last two great locations as Globe Tire Motorsports, with Globe continuing to be an important part of CTDA. In a way, these guys were our own Manny, Moe, and Jack. At tire companies near and far, and even nationwide, I'm sure that they all did as we would at our old tire store, asking themselves, "Did we call Arnie and Stan?" or "What did Jay say?" This was a company we trusted for nearly 90 years...Iconic.

Sincerely, Your Humble Used Rim Peddler, Billy Eordekian



(Above): Father of Arnie and Stan, Al Sperling, with partner at original Los Angeles - La Cienega location. (Right): Manhattan Beach Globe Tire store.



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Risk Management Corner

When Disaster Strikes

The devastating results of the 2017's extreme weather are still vivid in many of our minds. Catastrophes and disasters present themselves in many forms. A business's ability to handle these disasters is critical not only to its future and success, but also to the success of the community. How will your business react to the challenges presented by a catastrophe?

If you and your employees are prepared for disaster, the feeling of panic, confusion, and loss will not consume you if disaster strikes. Based on your [Open for Business](#) game plan, a focused effort for restoring your business—using the human and physical resources that you have available—can be implemented to help get your business back up and running. Using the program's business continuity plan, you will have resources available to help you identify and recover the essential functions of your business, sustain your revenue, and inform employees of their responsibilities.

Our recommended insurance and risk management provider, Federated Insurance®, has partnered with the Institute for Business and Home Safety (IBHS) to help reduce commercial and residential property losses associated with extreme weather events and natural disasters. IBHS also provides information on best practices, assessments, guides, and checklists to protect against:

- Earthquakes
- Floods
- Freezing weather
- Hail
- High winds
- Hurricanes
- Tornadoes
- Wildfire

Through IBHS, disastersafety.org, Federated is supporting many valuable resources relating to disaster and recovery planning for your business and your employees. These tools are being offered at no cost to association members as another benefit of our partnership with them.

For more information on these and other Federated risk management resources, contact your [local Federated representative](#).

Federated Insurance is CTDA's largest supporter, and we encourage all CTDA members to contact them for an insurance quote. Please contact Ryan Crawford, Association Risk Management Services Account Executive, at rtcrawford@fedins.com or 520-820-6478.

Finance Your Future

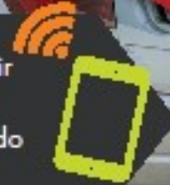
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Move the Needle on Your Website with Stronger Calls to Action

Your [automotive business website](#) is a chance to delight, inform, and influence your customers, but are you really using your website to the fullest? The best marketers understand that a strong call to action can make all the difference in the effectiveness of your website. Small tweaks can yield significantly more ROI, more positive customer perception, and more buzzworthy experiences that will get people talking.

When looking at calls to action, the first thing to recognize is that customers (and your website visitors) appreciate websites and marketing experiences that give clear directions on what you'd like for them to do next. It's not enough to present your marketing message with a list of features or benefits. Instead, you have to give your website visitors the information they need along with a powerful ask that tells them what action you'd like for them to take. The easier it is for your customer to understand how you can help them and then act on it, the better your website performs.

What Makes a Good Call to Action?

A solid call to action (CTA) has 3 essential components: clarity, relevancy, and memorability. Your goal should be to deliver a clear action that is relevant to the user while being memorable enough to stand out from other actions.

Clarity

On the clarity side of things, it's all about choosing the right language to communicate with your website visitors. The right words can make or break whether or not your CTA gets clicked or acted on, so don't be afraid to test out different messages to see which one performs best with your audiences.

Start with a strong action verb. This creates a sense of sureness and authority in your messaging. Use words that evoke excitement, emotion, or a sense of personalization in your customers while also touching on the end result. "Hurry", "win", "free", "best", "now", "today", "learn", "get", "reserve" and "my" are all great CTA words to try out.

Keep it brief. The best CTAs are fast, direct, and get to the point.

Relevancy

Relevancy is also key. When crafting your website content or landing pages, you know that it's important to serve the user's intention. Whatever it is they're looking for, you want to deliv-

er it and then some. Present information in a way that's going to be useful, fast, and accessible for your customers. Also, find a way to sell the end result or impact of your solution. Here are some tips to make this work for you:

Know the devices that customers use to access your website and ensure your call to action is relevant to their browsing experience. For example, if customers are visiting your site on mobile, use responsive design and ensure your action buttons, such as a click to call button, are actually clickable and working.

Get to know user intent. Most consumers are looking for things like location, hours of operation, contact information, services and products, and other key details. Make sure that information is front and center on your landing pages, but use CTAs to get the customer to take the next step, such as calling to schedule an appointment or request a service quote.

Use [sales psychology](#) to your advantage. Creating a sense of urgency, offering a reciprocal gift, or using authority figures in your messaging can help to make CTAs much more effective.

Memorability

When visiting a website, there are a variety of paths to take: Top or side navigation bars, click on buttons, browse content by scrolling, watch videos...so many options! But you want your website CTAs to be clear and easily noticed from the other options available. Think of it as a traffic signal. You want to signal to visitors where to go and what to do next. Here are some ways to make your CTA memorable and recognizable:

Use design elements to draw attention to your CTA. Changing the color of a button, adding graphics or including a video can improve your CTA conversion rate while helping it to stand out.

Enlarge the size of your call to action relative to other website buttons, actions, or content. The CTA button on a landing page, for example, should be the most noticeable button available.

Do something unexpected! Find a way to inject humor into your messaging, turn a normally negative subject into a positive one, or try something in your verbiage or page design that turns the expected on its head!

A few simple tweaks to your CTAs can make all the difference in your website effectiveness. Just remember: it's not enough to present your customers information - you have to make the ask, too!

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SF South Bay Report



Hello Everyone,

As usual, my subject matter has less to do with business than real life situations that happen to me or someone I know. This article is no different.

It concerns a certain unnamed phone company and their treatment of longtime customers. For the purposes of this article, we'll refer to the company as "Big Bad & Impersonal," or "BB&I."

Well, BB&I (like all cell phone and TV service providers) seems to love acquiring new business, but has little interest in keeping long-time loyal customers. They offer deals to NEW subscribers, but constantly raise the rates on their long-time customers. I had BB&I at the old apartment that I moved out of in February of last year. I bought a home in Pine Grove, and not wanting to pay Silicon Valley rent, I bought a fifth wheel trailer to live in when I'm in San Jose working. I called BB&I to connect the TV service in the trailer, and they informed me that there was no service in the area where my fifth wheel is parked. I said, "okay," and let it go and contacted another provider. Six months later, BB&I sent me a bill for almost \$800. I contacted them and asked them what it was for. They said it was for the service between February and July. I told them the apartment was renovated and remodeled, and I hadn't been there since the end of February. I also told them I called when I got my last bill, told them the situation and asked them what I owed. I paid the total I was given at that time, thanked them for their service, and explained why I was no longer using them as I was informed they had no service where I was living.

I still had their DVR box in my possession, but forgot about it as I had taken it and put it in the fifth wheel thinking they'd need it when they hooked me up. When I found out they couldn't service me, I forgot about the DVR box. When I talked to them in July, they asked me about it and I told them I thought they had retrieved it, but after looking around I found it and delivered it to their warehouse.

I thought that was the end of it, but now I'm getting letters from a collection agency for almost \$800, and the funny part is when I got service in my Pine Grove home, the only thing available that would get a signal to operate my home alarm was BB&I. So I had to quit Verizon and now I not only have a BB&I phone, I also have Direct TV which is owned by BB&I. I wasn't hiding anywhere, right? So why did BB&I wait 6 months or more to notify me that I wasn't paying the bill in a place I no longer lived? You'd think they'd threaten to shut off my service after a month or two, right? Instead they call me 6 months later and when I explained the situation and took their box back, we should be good, right?

Now they are trying to collect this money from a good paying customer that has BB&I and Direct TV in San Jose AND Pine Grove. I'm baffled by their attitude and am now waiting for them to try to take me to court to collect. I'm not going to willingly pay this bill and I'm sure I'll have a great story when the dust clears. Wish me luck, people.

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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