



Alabama Tire Dealers Association

6096 County Road 434
Trinity, AL 35673
(256) 616-3587
(256) 974-1480 Fax

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www.alatiredealers.com

SPARE TIRE

FEBRUARY 2009

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

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Goodson Tire & Auto

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Sabrina Lentz Knop

Dear Members,

Hello everyone! I hope all of you had a wonderful and joyous holiday season. With the New Year comes new hope. I pray that all of our businesses will prosper in 2009.



In January, a group of men went to Mobile and Baldwin County to get some feedback and possibly more participation from the tire dealers in this area. Over the past few years the Mobile area has become an under-utilized part of the state for the Alabama Tire Dealers Association. I want to thank these gentlemen for taking time out of their busy schedules and coming down to the Mobile area for the sole purpose of making the ATDA a better organization. They are Mike Griffin, Eddie Hardwick, Bruce Bedsole and Larry Wallace. Also, Jerry Dickey provided us a great deal of information about whom to see in the area that was extremely helpful. Because of their efforts we should see positive growth and an increased excitement in the Mobile/Baldwin county area in the very near future.

Steve Breland and crew have been putting the final touches on the 2009 ATDA Convention in Huntsville, AL on June 12-13 at the Embassy Suites. It will be a great time had by all, so go ahead and make plans to attend. I can almost hear those Ruth's Chris steaks sizzling as I am writing this letter. I can't wait.

Also, be on the look out for more information on the upcoming Spring Golf Tournament to be held at Limestone Springs at noon on March 12. It is always a great tournament at a beautiful golf course. We appreciate all of you who play and sponsor our Golf Tournaments throughout the year. The money raised at these tournaments goes to a great cause, the scholarship fund. And, I promise you one thing, the people who get these scholarships really appreciate it too.

I look forward to talking with you next time. Until then, I hope that you have a great start to the New Year.

Rhett W. Marques
President

Economy Changed 2008 Aftermarket Dynamics

The economy dramatically lowered 2008 driving in the U.S. along with new vehicle purchases. Driving on U.S. roads declined at a record pace during 2008, down 3.5% through October. Even if November and December driving levels do not decline, the total percentage drop in 2008 will be more than twice the current post-World War II record set during 1974, when annual mileage sank 1.4%.

New Aftermarket Dynamics

Unlike previous annual mileage reductions, the sharp 2008 drop was primarily caused by the worsening U.S. economy.

The drop in new vehicle 2008 volume was the most severe annual decline since World War II, with an unprecedented change in the sales mix of vehicles. Like miles driven, changes in the new vehicle 2008 market were primarily driven by economic factors and their impact on consumer confidence.



2008 Mileage Decline

The dramatic reduction in 2008 driving was significantly different from earlier annual declines in two significant ways.

First, there was no 2008 gasoline shortage, a factor critical to the major reductions in 1974, 1979 and 1980 annual driving, during the first and second oil embargos.

Second, while pump prices increased nearly one-third between January and July 2008, gas retail prices plummeted more than 60% from July to December, sending prices down more than \$2.45 to a five-year low.

While rising gas prices were blamed as the primary factor depressing 2008 driving levels through July, lower gas prices over the second half of the year did not significantly mitigate the sharp driving decline. In fact, driving recorded its highest-ever monthly reduction during August 2008, down 5.6% as retail gas prices fell nearly 10% during the month.

The dramatic impact of the worsening economy on lowering driving levels is shown by the fact that gas prices were nearly 50% lower at the end of December 2008 than at the beginning of the year.

While pump prices appeared to be a significant factor lowering new vehicle volume and changing the sales mix of light vehicles in the U.S. during the first six months, lower gas prices during the second half of 2008 did not increase monthly vehicle volume nor dramatically change the vehicle sales mix until December, when light trucks increased in sales share but not volume.

New vehicle 2008 sales sank to just over 13 million, down nearly 3 million from 2007, the sharpest annual unit drop since World War II. For the first time, the Detroit Three shrank to less than 50% annual vehicle share (48%).

Aftermarket Implications

Although lower vehicle mileage and declining new vehicle sales will dampen the volume of some aftermarket products, the independent (non-Dealer) aftermarket will benefit from the closing of thousands of Dealers during 2008 and 2009.

The Detroit free fall will create an unprecedented opportunity for the independent (non-Dealer) aftermarket to gain product volume on a scale never before possible.

From Aftermarket Insight™ by Jim Lang, President of Lang Marketing Resources, Inc., www.langmarketing.com

Join Us for Our Next Regional Scholarship Fundraiser Golf Tournament



Where: Limestone Springs Golf Club

When: Thursday, March 12, 2009

Time: 12:00 Noon Shotgun Start

Benefits the ATDA Scholarship Foundation

Contact Barry McGirt 800-950-3928, or the Association office at 256-616-3587 for more information.

TIA MEMBER ALERT: POTENTIAL GAS CARD SCAM

As the price of gasoline skyrocketed to over \$4 a gallon last year, many tire dealers enrolled in programs that allowed them to buy gas vouchers that they could offer to their customers. The customers were supposed to be able to obtain gas cards with these vouchers.

However, many customers have found that the companies providing this gas voucher/card service did not honor their commitments. This has left the tire dealers who offered these vouchers to handle the resulting customer complaints. The following are links to two news stories on this:

<http://www.tampabay.com/news/humaninterest/article971744.ece>

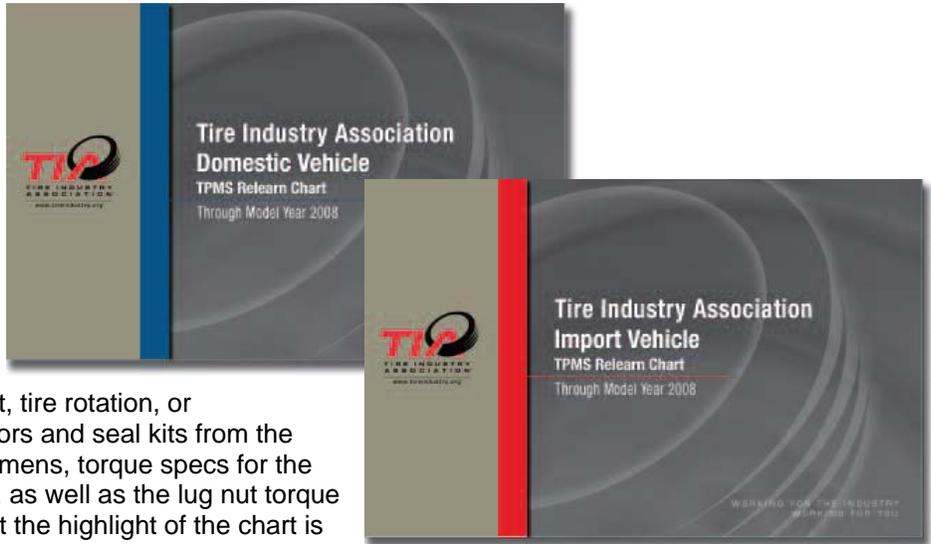
<http://www.tampabay.com/features/consumer/article912909.ece>

If you have enrolled in such a program and you are receiving customer complaints, please contact the Better Business Bureau (BBB) and your state's Attorney General's office to file a complaint. Also, pass this information along to any affected customers.

If you are not in such a program but are contemplating joining one, **be sure to thoroughly check it out**, including program and redemption details and any complaints lodged against the program with the BBB and your state's Attorney General's office.

Want the Best TPMS Relearn Chart On the Market? This Is It!

The new **TPMS Relearn Chart** has been released and is available for purchase. The Chart covers multiple aspects of TPMS service including when the relearn procedure is necessary (i.e. after pressure adjustment, tire rotation, or replacement), the part numbers for sensors and seal kits from the OEM, Schrader, Dill and Continental/Siemens, torque specs for the hex nuts, torx bolts and banded sensors, as well as the lug nut torque for all makes and models up to 2008. But the highlight of the chart is the comprehensive list of relearn summaries for all makes and models, foreign and domestic.



Forget the competitor's TPMS relearn information. The **TIA Tire Pressure Monitoring System (TPMS) Relearn Chart** serves as a valuable, comprehensive, and quick reference guide that technicians can easily navigate through to service any vehicle – Foreign **AND** Domestic – equipped with TPMS. **Your organization won't want to be without one! It will save you time and money the first time you use it.**

The **TIA TPMS Relearn Chart** includes:

- The type of TPMS, whether direct or indirect.
- Three columns of data that indicate when a system relearn is necessary, i.e. after a change in air pressure, tire rotation, or tire/sensor replacement.
- A relearn summary – this includes a reference number that corresponds to the vehicle's procedure for initiating sensor relearn mode. The vehicle relearns are located in the back of the corresponding section, either domestic or import.
- The sensor manufacturer.
- OEM sensor part number, Schrader replacement sensor part number, Schrader service pack number, Dill replacement sensor part number, Dill kit and band number, Continental replacement sensor part
- The torque specifications for the sensor nut, torx bolt, worm gear, and lug nuts are listed.

TPMS Relearn Chart Pricing:

**Member
\$85**

**Non-Member
\$185**

To order charts:
Contact the ATDA office –
256-616-3587

Make	Model	Year	D=Direct I=Indirect TPM	Relearn Required After:			Relearn Summary	Sensor Manufacturer	OEM Sensor Part#	Schrader Sensor Pack#	Schrader Service Pack#	Dill Sensor Part#	Dill Kit or Band#	Continental Part# (Siemens Sensor IDs)			Torque Specifications: Inch lbs. (ft.lbs.)				
				Change Air Pres.	Rotate	Repl. Tire/Sensor								Sensor	Kit or Band#	Sensor Nut	Torx Bolt	Worm Gear	Lug Nut Ft. lbs.		
Buick	Allure	2006	I	✓	✓	✓	GM-2													100(140)	
	Allure	2007	D		✓	✓	GM-6	Schrader		20158	20004		1070K						62(7)	100(140)	
	Allure	2008	D		✓	✓	GM-11	Siemens	15921013		20030	1047	1050K	SE53007	SE54369				80(9)	100(140)	
	Century	1999-05	I	✓	✓	✓	GM-1	Siemens	15921013	20158	20030		1050K	SE53007	SE54369				80(9)	100(140)	
	LaCrosse	2006	I	✓	✓	✓	GM-2													100(140)	
	LaCrosse	2007	D		✓	✓	GM-6	Schrader		20158	20004		1070K						62(7)	100(140)	
	LaCrosse	2008	D		✓	✓	GM-11	Siemens	15921013		20030	1047	1050K	SE53007	SE54369				80(9)	100(140)	
	LaSabre	2006-05	I	✓	✓	✓	GM-3														100(140)
	Lucerne	2006	I	✓	✓	✓	GM-21	Schrader		20158	20008		1050K	SE53007	SE54369				80(9)	100(140)	
	Lucerne	2007	D		✓	✓	GM-5	Schrader		20163	20008		1050K							100(140)	

"Increase/decrease pressure steps can be replaced by placing sensor in a TPMS simulator that over simulates the both address or test button."

IMPORT RELEARNS

AD-1
Ensure all tires are inflated to the pressure listed on the tire placard. Drive vehicle at speeds above 15 mph for a minimum of 40 seconds. Sensor ID's will be learned automatically.

AD-1
1. Inflate all tires to pressure listed on tire placard.
2. Hold down RESET button (on end of wiper lever) until DISPLAY TYPE is displayed.
3. Press button on end of wiper lever to select SET.
4. Press RESET button.
5. Press button on end of wiper lever to select TIRE PRESSURE.
6. Press RESET button.
7. Press button on end of wiper lever to select WHEEL CHANGE (select STORE PRESSURES if resetting air pressure).
8. Press RESET button. Relearn can take 20 minutes to complete.

BMW-2
Inflate all tires to pressure indicated on tire placard.
If equipped with Drive: 1. Turn ignition to ON position (engine off). 2. Select SETTINGS from Drive menu. 3. Select VEHICLE. 4. Select TPM. 5. Select RESET.
If not equipped with Drive: 1. Turn ignition to ON position (engine off). 2. Hold down TIRE PRESSURE WARNING or RDC button (located on instrument panel) until TPMS telltale is illuminated. 3. Vehicle must be driven to complete relearn.

HON-1
A properly formatted scan tool is required to learn new sensor IDs when replacing sensors.

LEX-3
A properly formatted scan tool is required to learn new sensor IDs when replacing sensors.

LEX-4
LEX-5
Initialization following rotation and tire replacement:
1. Inflate all tires to pressure indicated on the placard.
2. Apply parking brake and turn ignition to ON position (engine off).
3. Hold down the pressure warning reset switch until TPMS telltale blinks 3 times.
4. It will take several minutes for the ECU to receive signals from the sensors and complete initialization.
*A properly formatted scan tool is required to learn new sensor IDs when replacing sensors.

LEX-5
Initialization following rotation and tire replacement:
1. Turn ignition to LOCK position.

Direct Link between low consumer confidence and poor customer service

By Nancy Friedman, The Telephone Doctor

For years the Telephone Doctor saying has been: “We will pay more for better service.” And today, during these ‘challenging’ times, it means even more.

FACT: There is a direct correlation between consumer confidence and how you treat your customers.

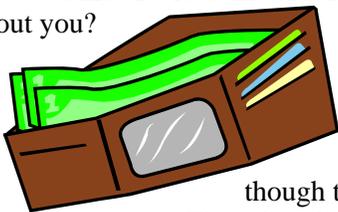
True story. Picture this: We’re in the St. Louis airport. Some stores have already closed. Vacant areas abound. We’re hungry; there are a few restaurants available to us. None are terribly crowded.

We sit down in a bar/grill – hungry, thirsty and tired – although not necessarily in that order. It’s not ‘that’ busy. The waitress finally came after a 20-minute wait. And that was after we got up and asked the hostess if our table came with a waitress. (She didn’t catch the humor.)

Finally. With water and menu she walks up to the table. “Take your order?” “Yes,” we say. “Diet Dr. Pepper please.” And I start to continue. She interrupts. “We don’t have Dr. Pepper.” “OK,” I say. “What do you have?” “Diet Pepsi,” she explains. “Ok, then, I’ll have a Diet Pepsi.” I continue, “And a grilled chicken sandwich please, on whole wheat bread.” “We don’t have whole wheat bread,” she says in the same tone as the Dr. Pepper line. “Ok. “ Let me double check the menu.” Quickly I tell her, “How about the burger, no bun and no chips.” She asks: “How do you want that cooked?” “Medium rare please,” I say. And in all seriousness she says to me, “We only cook them well done.” (I didn’t have the heart to say, “Then why the heck did you ask me?”)

Normally we’d laugh our way through this type of situation, but neither Dick, my husband, or I felt like we wanted to spend any more time or money in this bar/grill which we have now named ‘The NO Restaurant.’ Our eyes locked. We knew exactly what we were going to do. Yes, we went elsewhere.

Since I wrote this article, several other situations have happened to make me spend my money elsewhere. What about you?



SPANK THEM WITH YOUR WALLET, we say. It’s a better retaliation than getting angry and yelling.

I can pretty well guarantee you there had been no customer service training in that bar/grill. No alternatives were suggested. No apologies were made. And we felt as though the waitress was glad to see us leave. One less table to handle.

There is a definite correlation between CONSUMER CONFIDENCE and customer service training. No doubt about it. When we feel secure, helped, wanted, needed and appreciated, that is where we spend our money. Think Nordstrom. Disney. Your 5-star restaurants. These and many other companies place high value on customer service training.

- Increasing CONSUMER CONFIDENCE will help the economy.
- Increasing CONSUMER CONFIDENCE will help businesses both large and small.
- Increasing CONSUMER CONFIDENCE will help the employee.
- Increasing CONSUMER CONFIDENCE is a benefit the business gives the consumer.

What are you doing to increase CONSUMER CONFIDENCE in your customers?

“BE NICE” is NOT customer service training. Everyone thinks they’re nice. And we know everyone isn’t nice. Customer service training is tangible. Explainable. Useful. Understandable. Actionable.

BE NICE is something your mother might tell you when you’re 5 years old. It’s NOT customer service training. Some folks, sadly, don’t know how to “BE NICE.” If they did, everyone would be nice. And as said before, we know everyone isn’t nice.

Here are five simple, helpful tips based on Telephone Doctor’s Customer Service Training. Simple, yet effective techniques that will increase CONSUMER CONFIDENCE and help this economy.

- **Offer alternatives.** Out-of-stock? Don’t have what I need? Don’t let me walk. Offer some alternatives. Give me choices. Keep me interested. Don’t let me go. It’s so easy just to hang up or walk out and go somewhere else. Give me a reason to stay with you.
- **Smile and be friendly.** Yeah, if there was ever a time to do that, it’s now. And for those of you who don’t feel like smiling - do it anyway! Watch what happens. As for being friendly that’s more than just “can I help you?” It’s saying something proactive. Something easy. Something simple. Maybe just a “Good to have you here today” or “Nice to talk with you.” Or even that great phrase, “Thank you for your business.”

- **Be a double checker.** Most salespeople know NO is not forever. It gives a whole other meaning to consumer confidence when I'm told, "The last time I checked we were out of the widgets, but let me double check, just in case I missed them or new ones came in." Double-checking is a great confidence builder! Immediate 'NO's' are deflators.
- **Ask questions.** We don't need to answer a question as soon as it's asked. We can ask one to gain more information. The more information you have, the easier it becomes to increase CONSUMER CONFIDENCE. Determine the needs of your customer before trying to 'sell' them. Besides, asking questions shows you're interested and that in itself can increase CONSUMER CONFIDENCE.
- **Do something different.** Did you write a thank you note? Did you call to see how your customer is doing? Did you personally thank them for their business, or even coming to your location, even if there was no purchase?

There is a mass of gray average out there. Those are the people who do nothing to increase CONSUMER CONFIDENCE. Decide for yourself, and for your business, if you want to be in that mass of gray average or if you'd like to RAISE THE BAR and be an Island of Excellence in an Ocean of Mediocrity. The more we can increase CONSUMER CONFIDENCE the better off we will be!

Are you doing your part?

© Telephone Doctor, Inc. Telephone Doctor® is a twenty-year old company which has helped over 20,000 organizations improve the way they communicate with customers.

ATDA Board Meets with ADEM Officials

Following several concerned calls and e-mails from the ATDA membership, your Board of Directors arranged a meeting with ADEM officials to discuss the Solid Waste and Recyclable Materials Management Act (SWRMMA) passed in 2008. On November 20th, the Board met with Gerald Hardy (Director of ADEM), Gavin Adams (ADEM Scrap Tire Program Director), Phil Davis (ADEM Scrap Tire Program), and Rep. Mac Gipson. ATDA Board members explained their concerns about seeming double taxation and increased burden on an already governed material and industry. While the ADEM officials tried to explain that the Act was meant to encourage recycling, the tire dealers reminded them that the Scrap Tire Law already addressed that issue for our industry. Rep. Gipson questioned ADEM as to why the tire industry would need to be taxed twice to accomplish the same goal and which law they would rather see repealed. The ATDA representatives also explained to ADEM that landfilled tires could someday be a mineable asset to the recycling industry. By the end of the meeting, all parties agreed to work on a language draft to exempt tires from the SWRMMA fees. The ATDA Board will continue to monitor this legislation.

The ATDA Board works diligently to protect the interests of its members. Please voice your concerns or points of interest to your Board of Directors, Officers, or the ATDA office. Member participation makes our Association successful.

2009 Annual ATDA Convention

June 12 – 13, 2009

Embassy Suites – Huntsville, Alabama



Friday, June 12th – 12:00
Shotgun Start
Modified 4-man Scramble
Prizes!!!

At the northern terminus of the Trail in Huntsville is Hampton Cove, a 54-hole facility with terrain that drastically changes from one side of the property to the other. The Highlands Course was recently renovated to convert it back to its original design as a true Scottish links course, with rolling fairways and long, waving grasses.

Completely opposite in design is the River Course, the only Robert Trent Jones layout without a single bunker. The River Course is a throwback to the way courses were built long ago. The dirt was merely pushed up to create the greens and tees, leaving all else, including massive oak trees, as is.

Room Rates:

Single/Double Suites	\$119
Triple Rate	\$129
Quad Rate	\$139

Call Embassy Suites
for Reservations by
May 12th.

256-539-7373

BRIDGE STREET TOWN CENTRE

Bridge Street Town Centre offers a unique blend of upscale specialty shops and familiar retail favorites, set in a distinctly European atmosphere. Bridge Street Town Centre offers an exquisite selection of fine and casual dining restaurants, as well as quick service eateries, with spectacular views. The property also features a customer service centre, 10-acre lake with gondola boats and water craft rentals, Patterson Builder's Carousel, fountains and lots of green open spaces. Discover yourself, and your favorite place to shop, at Bridge Street.

**A shuttle will be leaving the hotel at 12:00 for
An Afternoon of Shopping!**

HUNTSVILLE ALABAMA

Area Attractions:

US Space & Rocket Center
Huntsville Botanical Gardens
Alabama Constitution Village
Art District / Museums
Sci-Quest / Early Works for kids

Short Drive to:

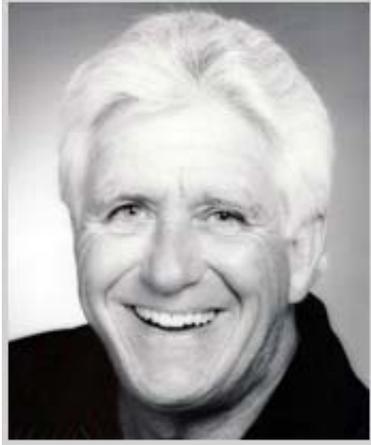
Jack Daniels Distillery
Lynchburg, TN
Boaz Shopping Malls
Boaz, AL
Unclaimed Baggage
Scottsboro, AL

Registration Deadline: May 12, 2009.

Registration Forms available on-line at www.alatiredealers.com.

**Scholarship
Banquet
Entertainment:
Comedian**

Mickey Dean



As seen on...
The Rick & Bubba Show

**Former Astronaut
Dr. Owen K. Garriott**



Hear his story at our
Past Presidents Breakfast

Owen Kay Garriott, Ph.D. is a former NASA astronaut who spent 60 days aboard Skylab in 1973 and 10 days aboard Spacelab-1 in 1983.

Convention Agenda:

Friday, June 12

- 12:00** Golf Tournament at Hampton Cove
or
Shopping Excursion at Bridge Street Town Centre
- 3:00** Registration
- 7:00** Opening Reception
*Heavy Hors d'oeuvres
Catered by Ruth's Chris*
Golf Tournament Awards

Saturday, June 13

- 8:00** Past Presidents Breakfast
Featured Speaker:
Dr. Owen Garriott
- 10:00** Business Meeting
Guests:
Virginia Lovoy –
Telecheck
Phillip Davis – ADEM

FREE TIME

- 6:00** Scholarship Reception
- 7:00** Scholarship Banquet
Catered by Ruth's Chris
Scholarship Presentations
Hall of Fame Inductions
Comedian Mickey Dean

For Sponsorship opportunities contact the ATDA office at 256-616-3587.



Meet the NEW boss...

Business owners consider devastating property loss or catastrophic lawsuits to be a greater threat to business survival than economic or market changes. Additionally, many unforeseen events are never planned for, events that are readily insurable or could be lender-financed. However, there is one certainty that can be planned for: the departure of an owner will happen at some point and can be the greatest threat to the survival of any business that is not prepared for it.

Your Federated representative can help you prepare for your timely—or untimely—exit from your business. Call today to schedule an “exit strategy” planning session.

FEDERATED
INSURANCE®

The FEDERATED Insurance Companies
121 East Park Square, Owatonna, MN 55060
Phone: 507-455-5200 • www.federatedinsurance.com

All products and services may not be available in all states.

Easy as...



LONG OVERDUE = PROFIT



Win Win Situation!

Tire shops should make at least an extra \$20 per truck tire

Truck owners save on fuel, reduce vibrations and extend tire life.

S.A.E and TMC Type II test conducted by Auburn University on 18 wheelers reported a 2.2% improvement in fuel economy, by having all wheel positions balanced with Counteract Balancing Beads. Also a Brazilian University test reported cooler running tires and extended tire life.

Available through

Arizona
Arizona Rubber Company
(602) 272-7925

Arkansas
Reese Automotive
(870) 367-7214

California
Borg Equipment & Supply
(818) 352-8717
(619) 584-9250
(916) 635-0163

Union Rubber Co.
(510) 569-6323

Bronson Enterprises
(909) 824 5078

Colorado
McGee Company
(303) 777-2615

Delaware
Tire Supplies
(302) 655 8022

Florida
Inter City Tire
770 963 5070

Florida Tire Supply
(863) 967-4111
(904) 693-0212

Georgia
Dugco Supply
(404) 762-0550

Mohawk Rubber Sales
770 664 1868

Goldcoast Tire
770 963 5070

Idaho
Danielson Tech Supply
800 279 6280

Illinois
Keister's Inc.
(309) 734-2151

Rubber, Inc.
(312) 225-6162

Indiana
Auto Wheel & Rim
(812) 423-3157

Bowes Sealfast
(317) 549 1723

Southern Indiana Tire
1 800 344 7487

Kansas
5 D Supply Inc.
(620) 675-2503

Kentucky
Duckett Truck Center Inc.
(270) 395 8200

Best One Tire & Service
(270) 443 8473

Louisiana
Reese Automotive
(870) 367-5987

Parts & Service
(318) 495 3196

Massachusetts
Mohawk Rubber
(781) 741-6000

Maryland
The Waters Co.
(410) 242-2626

Michigan
Tire Wholesalers
Phone: (248) 589-9910

Minnesota
Pioneer Rim & Wheel
(612) 331 1311

Hanco Corporation
(651) 456-5600

Robison Tire Co. Inc.
1-888-824-3225

Missouri
Duckett Truck Center
(573) 471 7100

Prier Tire Supply
(417) 271-3508

Nebraska
Danielson Tech Equipment
402 8963200

New Mexico
McGee Company
(505) 883-9613

New Hampshire
Stratham Tire
(603) 679 2232

New York
ESTI Warehouse, Inc.
(631) 491-0747

Loomis-Root, Inc
(716) 564-7668

Ohio
Group 31
800 438 3302

Rim and Wheel Service
(614) 445 7272

Great Lakes Parts
(440) 546 0304

Oklahoma
Moyers Factory Warehouse
(405) 235 2828

Pennsylvania
Eastman Distributing
(724) 235 2543

Eastman Supplies
(724) 637 2080

South Carolina
BMK Distributing
(843) 538 2424

Truck Supply
(803) 754 9022

Texas
American Automotive
(713) 956 0050

Washington
Six Robbles
(206) 767-7970



1 800 572 8952

WWW.COUNTERACTBALANCING.COM

ATDA Scholarship Foundation

Application Deadline: March 31, 2009

Applications available on-line at: www.alatiredealers.com

or contact the ATDA office at 256-616-3587



Again this year, the Alabama Tire Dealers Association will be giving away scholarships to deserving youths from our membership. All applications must be received in the ATDA office no later than March 31, 2009. Winners will be honored at the Scholarship Banquet at the annual convention on June 13, 2009, at the Embassy Suites Hotel in Huntsville, Alabama.

ATDA Hall of Fame

Nomination Deadline: March 31, 2009

Nomination Forms available on-line at: www.alatiredealers.com

or contact the ATDA office at 256-616-3587



The ATDA Hall of Fame recognizes outstanding leadership and contribution to the tire industry and the Alabama Tire Dealers Association. Know a deserving candidate for the ATDA Hall of Fame? Send in a nomination form no later than March 31, 2009 to the ATDA office for consideration.

Inductees

John Abernethy, Sr.
Ben David
Louie David
T.M. "Red" Fowler
Red Gaskins
Bert McGriff
Tom Smith
Ben Wilbanks

H. J. "Hank" McCafferty
Ed Westmoreland
Bill Hardwick
Harry Dack
Jim Short
Bobby Mathews
Bob Vick
John Ferguson

George Dockery, II
William (Bill) Jones
Buck Bowden
Fred Johnston
Harold Phillips
Eddie Hardwick
Jim Foust

Reaching Out ... Growing Together

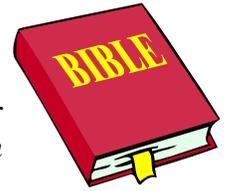
By Mike Griffin

2nd Vice President - ATDA

McGriff Tire, Huntsville

We welcome in 2009 with many challenges ahead of us. This is the time that we need support from all people in our Association and to utilize the benefits offered through it. In January, Rhett Marques, Eddie Hardwick, Bruce Bedsole, Larry Wallace and I spent a day in the Mobile area looking for new members as well as seeing current members. Existing members were glad to see the Association out and active, and the dealers that are non-members were glad to hear of things offered through the Association such as group rates on property, liability, and workers comp insurance, discount rates on credit card processing, as well as TIA training materials, just to mention a few. But the greatest offering the ATDA has is its members and the sharing of thoughts, ideals and knowledge. We are working on many different things to strengthen and grow our Association. The best way for us to grow is for each member to reach out to others and encourage them to become part of the ATDA family, and if they are a current member, to participate. This year will bring many challenges to each of us personally and professionally, but please remember that obstacles are the things we see when we take our eyes off our goals.

CHAPLAIN'S CORNER



“Now listen you who say, today or tomorrow we will go to this or that city, spend a year there, carry on business and make money. Why, you do not even know what will happen tomorrow...Instead you ought to say, If it is the LORD's will we will live and do this or that.” James 4:13-15

There is certainly a lot more truth and implication in these verses than I am wise enough to see. However, there is at least a little bit of advice I can understand that will help you and me as tire dealers. Here is some of what I glean from this reading.



Planning is good and necessary but it is still just planning. There is no guarantee the planning will become reality. We should expect and hope for the best but it may not happen. Or maybe the best does always happen? According to the verse, whatever GOD wills eventually happens. For me that is very good news because not only does HE know what is the best, but I know it will be the best for me because HE loves me. So the next time your plans go awry, before you get all upset remember WHO is ultimately in charge.

GOD Bless!
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