



TIRES & TREADING



TIRE DEALERS ASSOCIATION

California Tire Dealers Association

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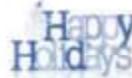
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ABOVE ARE PICTURES OF MOST OF YOUR ELECTED BOARD OF DIRECTORS. SEE CONTACT INFORMATION ON PAGE 3. SELECT A DIRECTOR OF YOUR CHOICE. CONTACT A DIRECTOR AND EXPLAIN ANY QUESTIONS, CONCERNS OR SUGGESTIONS YOU HAVE ABOUT CTDA. GOOD REPRESENTATION REQUIRES GOOD COMMUNICATION. COMMUNICATE WITH YOUR DIRECTOR(S).

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59539: NCS 6 Unit *Specs.: power req. 100 - 120 v, oper. temp. -4° F to 158° F; air input range 125 to 150 psi; N2 purity 95 99+% (adjustable); N2 output 4 cfm @ 116 psi / 80°; oper. range 5 - 90 psi; accuracy +/- 0.5 psi.*

Order No.	Mfr. No.	Description
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59539	NCS 6	Green Machine



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EXECUTIVE DIRECTOR'S CORNER
EJNAR FINK-JENSEN

AB 1665—What a waste of time -money- efforts - and all just because of a bureaucracy that uses the power of the executive branch to do it their way.

We got dunned by the Consumer Affairs (which is a part of the executive branch and which oversees BAR). They did not disagree with us at all They just wanted to do things their way and incorporate AB 1665 into much broader and larger regulatory proceedings.

Consumer Affairs has known (and if they did not know they have been asleep for the last two years) that we were working on this piece of legislation. They could have contacted us—we could have cooperated -but no they waited until September 30 to tell their boss to veto the bill.

YOUR BOARD IN ACTION

A Report on the October 2nd 2014 Board Conference

- A quorum was established
- All Candidates for Directors and Officers for the year November 1 , 2014 to October 31, 2015 were confirmed. Those elected were: George Pehanick, Pres.; Chris Barry, VP; Don Zavattero, Secty/Tres. and Directors Doug Anderson; Paul Arellano; Hub Gurnari; Joe Hanlon; Richard Howard; Scott Shubin; and, John Solon.
- Ed King informed of the status of the 501 (c) (3) corporation. The association received a letter from IRS, dated September 26, 2014 that informed us that the determination of tax exempt status would be given within a 90 day period from the date of said notice.
- Next Board Conference will take place Thursday, December 4th at 5:30 PM.

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George Pehanick
The President's Message
Scott Highfill - OTR Tires

The SEMA Show was as usual, not to be missed. I was a lucky guy. I ran into a lot of old friends from all over the world. Including a great guy I've known for a long, long time Scott Highfill. For those of you that don't know Scott he was the founder and owner of Great Western Tire down in San Diego. Besides being a savvy and successful tire guy, Scott is also a wonderful, thoughtful, very kind and generous guy. And a smart guy. He recently sold his business and is headed off on his life's next great adventure. He told me he's planning on driving his fancy new 30' motor home around the country for at least the next nine months! His only full time co-pilot will be his dawg. (When you sell Dawg Pound tires, there's only one way to spell Dawg) I wish Scott the best and hope he stops by to see Gretchen and me for a nice meal and few bottles of Napa Valley's finest. Scott is a cheap date, he doesn't drink. We wish him the best.

This month I want to ramble a bit about the Off the Road or Earthmover tire segment of our industry. Unfortunately this will be a bit of snoozer for all you strictly PLT retail guys. Sorry about that. This segment of our industry has certainly seen the greatest highs and lows in the last ten years. Worldwide demand it seems has been boom or bust. Market shortages and unbelievable crazy prices to depressed give away numbers and back again. The Chinese manufactures have taken all the small commodity sizes in the tank and while doing so have really more or less flushed almost all US manufacturing of such down the toilet. I remember the days when one could buy a 1400-24 grader tire from Goodyear, Firestone, General, BF Goodrich, Armstrong, Bridgestone, Yokohama, Toyo... I'm sure I'm missing some. Today I believe the last US manufacture standing in the small and mid size OTR bias segment is Firestone. My hat is off to Firestone for hanging in there.

Obama and his henchman at the various regulatory agencies have done all they can to put the US coal business out of business. Which hasn't helped the demand for OTR tires. More on this in our next issue.

Kind Regards, George Pehanick, CEO

JANUARY 15, 2015

THE CTDA-1800EVERYRIM ANNUAL NEW YEAR LUNCHEON
YOUR ASSOCIATION WILL BE HONORED WITH THE
PRESENCE OF TIA PRESIDENT FREDA PRATT-BOYER

MARK YOUR CALENDAR!

ALL CTDA MEMBERS ARE INVITED. LOOK FOR YOUR INVITATION

HR QUESTION ? of the month



Does an accused employee have the right to review a written complaint against them?

Question: One co-worker verbally abused another co-worker. Subsequently the abuser received a written reprimand for their behavior. The abuser now wishes to physically review the complaint filed by their co-worker. Are they entitled to view the complaint?

Answer: No, in at-will employment there is no requirement that the accused employee be allowed to see a written complaint from a colleague. Having said that, the accused employee should have been provided the details of the concern when being questioned, so that he/she would be able to respond fully, accordingly. We would recommend that if there are specific emails, for example, that an employee was accused of writing, that these be shown to an accused employee as part of the investigation. If this was not done, the employer still need not allow the employee to review the written documentation but the employer should be sure it has fully addressed all of the issues and that the written warning is appropriate. Of note, the complaining employee should not be privy to the discipline visited upon the accused employee; this is between the employer and the accused employee. The employer's duty when investigating and addressing a concern is to stop the alleged behavior and prevent it from happening again. Again, this response assumes that there is no collective bargaining agreement or local ordinance that applies here.

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STOP SPINNING THE WHEEL OF CUSTOMER SERVICE – START WOWING WOMEN!

Women customers can be very important to you and your business. Below is a synopsis of an article written on this subject by Jody Devere. Jody has AskPatty.com Certified Female Friendly locations.

How great is your customer service? How is your customer satisfaction? These are fairly common questions when it comes to marketing folks, and I am going to be honest. I really don't like them. "Customer Service" reduces the customer to a task list, and the "Customer Satisfaction" doesn't go far enough. I don't want customers to be merely "satisfied," and in the auto industry, you shouldn't either!

No woman in history has ever gone out of her way to tell her friends and family about a "satisfactory" experience they had at an automotive retailer.

In my world at AskPatty.com, our nation of automotive professionals go beyond customer satisfaction when it comes to their women customers; we WOW women. We settle for nothing less. We make sure they're showered with kindness, praise and helpfulness that they get simply blown away by the experience. If you want to stop short-changing your women customers, consider the following two important actions.

The first impression. This is your one, singular chance to win a loyal woman customer! The first experience any woman has when walking into your shop is the one image that will stick with her and forever color her opinion. This means that not only should your customer care be stellar when it comes to greeting and consulting new customers, but also that your facility should be clean, warm, welcoming and inviting.

Always stop to listen. When it comes to wowing women, the first thing you should do is stop talking altogether, after greeting her, and listen. Women often come into an auto shop with a story to tell. Listen patiently, and identify the problem she has that needs correcting. Learn her name as early as you can, tell her yours, and use hers in the conversation. Once she has finished her story, recount the problem back to her. "Okay, so you had a blowout, and now you need a new tire but you're not sure of the size? Alright, I can help you with that right now."

Stop saying "No" and start saying "No, but..." It's inevitable that your customers will have requests that you can't fill, or questions you can't answer. Never answer a question with a simple "No." Instead always offer solutions. If you must say no, follow it with :but..." and a possible solution. To continue the tire shop example, if the woman asks if you have an exact match of a tire brand you don't carry. You would say, "No, but I can show you some very good comparable brands and review the specifications with you, or if you're sold on the brand you have, I will check on ordering one for you." Anytime you have to tell your women customers "no," follow it immediately with some additional options, so she knows you're doing all you can to help her.

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celebrating success.

TWO FINALISTS SHARE

The Tire Review Top Shop Award is a very prestigious industry award. The details of this Award are shown below. We talked with the two finalists, Redwood General Tire and Performance Plus. We have highlights of our discussions below.

Alpio Barbara of Redwood General Tire was a Finalist for a second time. Alpio has been a long time CTDA member, served on the Board of Directors and was President.

He explained that someone had nominated him and since then he has been a Semi-Finalist several times and a Finalist twice. He believes the main points considered by Top Shop are: customer service and retention; employee training and education; merchandising and promotions; standards and conduct; community involvement; business growth; and, cleanliness and appearance. Alpio mentioned that the changes made with the Top Shop Award included a concerted effort on cleanliness. He believes this cleanliness has made a positive effect on women customers.

Alpio said his employees know the importance of the Top Shop Award and have willingly accepted the high standards achieved and maintains. The goal is to make Redwood General just a "little better." He stated that community involvement was an important and Redwood General has practiced a strong involvement in the community and will continue to do so. This includes Alpio being active in the local Rotary Club and serving as President. And, yes, Redwood General has made significant monetary contributions to the Redwood City community. The standards for the Top Shop Award are strict, but in reality they benefit the firm, the employees and the public.

Hank Feldman and his wife have also become involved in achieving the winner circle in the Top Shop Award. I found it interesting that when referring to their employees, the Feldmans readily use the terms "team" and "family."

One major change Performance Plus had this year was to concentrate on an "Internet Store." They realize that being a one store operation makes the winner circle harder to achieve. Hank, at one time, had multiple stores. Then he realized multiple stores do not necessarily mean multiple profits.

Both agreed that the presentation by the store to the Top Shop Award judges is a major factor in the final positioning. Hank's wife has been working very hard on adjusting all facets of the business so they can achieve the Top Shop Award. When she became active in the firm, Performance Plus made a major change, they decided that Performance Plus should be for everyone. Their women customer base has increased drastically.

Performance Plus is proud of the way their "team" has become involved in the local community. One member of the Performance Plus "family" was stricken with Cancer. The "team" stepped in and worked together to make the situation as good as possible for the Cancer stricken. The Performance Plus "team" worked together on various fund raising events. Unfortunately, the employee did not survive, but the team grew closer.

I mentioned that I knew Alpio for many years. He did not state so publicly, but I guarantee you Alpio has met with his top staff to find out what needs to be done to win the Top Shop Award. I have known Hank Feldman for a short time., but he flat out told me, "We are going to win this thing." So, one can see the Top Shop Award benefits the firm, the employees and the customers. This can result in increased sales, resulting in increased income. But, the Top Shop Award is about a lot more than just money.

CTDA Membership is valuable to members and the industry. Two of the three finalists in the 2014 Top Shop Award are members of the CTDA. I have always believed quality businesses join CTDA. These two Top Shop Award finalists illustrate the quality of our members.

In January, the Tire Review calls for nominations for the Top Shop Award. In June, they reduce the list to the top 20 qualified firms. These firms are asked to submit a comprehensive entry essay. The Tire Review reviews the essays and submits the 8 most qualified firms to 5 outside qualified judges. Then based on the judges scoring, the Tire Review selects three Finalists and a Winner. The Top Shop Award is for dealers of all sizes and all types, and spotlights independent tire dealers that best epitomize the key attributes and values of highly successful businesses. Consideration is given customer service, training/education, merchandising/promotion, professional standards, business growth and community service.



Billy Eordekian

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Two great things happened on my way to the SEMA show. On Monday before the show began I attended the Tire Industry Honors Awards where we saw Bud Luppino of Bud's Tire Pros in Riverside recognized as the 2014 *Tire Business* Tire Dealer Humanitarian. When I first met Bud I thought that he was a nice guy, but I had no idea! Bud has been involved with various organizations including Boy Scouts, Kiwanis Club, The Arc of Riverside, The Unforgettables Foundation and the Janet Goeske Foundation & Senior Center. This CTDA model member has helped generate close to 1 million in charitable donations over the past two decades and is truly a star. I can prove that he is a star, too. Just Google

“Bud Luppino Dancing with the Stars” and you won’t be able to take the smile off of your face as you watch Bud and his beautiful wife Claudia dance for charity. AND...they won, too! A great man, a great woman, and stars, they are both!



President of The Tire Industry Association Freda Pratt-Boyer has accepted CTDA’s invitation to next year’s January 15th New Year Luncheon and that is a great thing for CTDA. Starting in 1972 with Purcell Tire & Rubber Co., Freda has worked in everything from retail, retreading, and wholesale to operations manager, and now serves as senior auditor for Purcell. She will certainly be an interesting speaker and of course all CTDA members will be invited to this event hosted by 1-800EveryRim.

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Bridgestone and Climate Change



Christine Karbowiak, Bridgestone Americas executive vice president, chief administrative officer and chief risk officer spoke at the International Elastomer Conference in Nashville, Tenn. Below are the highlights of her presentation.

The normal response of people is to respond only when a crisis is clear and indisputable. "It's human nature," Ms. Karbowiak said. "You only respond when you're in a crisis. Not before." The problem in waiting though, is that when change does come, the reaction will be far-reaching and the impact on the industry difficult to predict.

"Some may think that climate change is not real, or that it's not man-induced, or that it's just a myth altogether," she said. "Most scientists agree that the climate is changing and that human activities are a major cause."

Rather than trying to convince those who don't believe, she said the question should be posed in a different way: "How much are we willing to risk that climate change is not real and not man induced? If we wait too long, how will our lives and the lives of our grandchildren change? What kind of extreme measures are countries in the world likely to adopt to prevent the situation from worsening. And, what is this going to mean to our industry?" The time to act is now because "we can't afford to guess wrong on this issue. I urge each of you to look at this issue as you would any other business risk."

Bridgestone long has been at the forefront of working environmental issues. Bridgestone has established a clear-cut environmental initiative it calls, "One team, one planet." It has committed to a 35% reduction by sales of carbon dioxide emissions; has started an environmental initiative fund, and spent \$20 million; has eliminated 438,000 tons of carbon dioxide emissions; is working with the Rubber manufacturers Association on labeling for rolling resistance standards; and, has taken numerous steps to become a waste-free tire company.

The bottom line is that those in the tire industry face a shared risk. "No one can say with certainty that the risk is so low or so remote that it is inconsequential and should be ignored." She said. "To survive and thrive for the next 100 years, our company and our industry must act decisively and deliberately. We must seize every opportunity to drive positive change through business decisions, through product innovations, proactive environmental policies, and through smart regulations. Together...we can make a difference."

The first step is to put environmental decisions on par with the decisions made when designing and producing tires and other products. Those in the industry should work together where legally able to combat climate change. One way is in the area of government regulations. "I understand many people oppose regulations in our industry. I'm not much of a fan either. But I do believe we need smart regulations," she said.

"The tire industry needs to not only participate in this process, but lead it," she said.

((The above article Only reflects the position of Bridgestone))

SUMMONS

State

County

Employee,

Plaintiff,

vs.

Your Company,

Defendant.



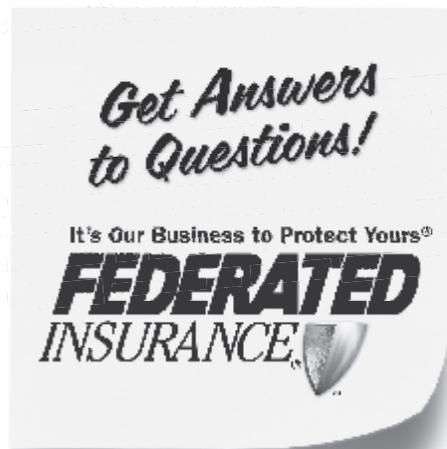
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Legislative Report

By Terry Leveille
President of T.L. & Associates



Last issue, I reported on the progress of AB 1665 (Jones), a bill which brings every California business that involves changing or selling tires under the jurisdiction of the Bureau of Automotive Repair.

Currently, there are hundreds of “tire sales only” shops that avoid BAR regulation. While most of those operations are legitimate, there are many that advertise below-wholesale cost for new tires—in direct competition with CTDA members. At some shops, when a customer comes to pick up their vehicle expecting a set of new tires, they find that the shop has charged them fees for mounting the tires, inflating the tires, and other such services that one assumes are simply part of a new tire purchase. When a customer finds that such unspoken “add-ons” brings the charges to much higher than the advertised tire price, there is nowhere to turn other than a local district attorney or Small Claims Court.

Along with Les Schwab Tire Centers, in 2014 we were able to shepherd AB 1665 through the Legislature but, before reaching the Senate floor—the very last hurdle before being signed by the Governor—we received an opposition letter from the Department of Consumer Affairs (which oversees BAR). The department said they wanted to “gut and amend” our bill with language that would allow them to develop updated regulations as to who BAR regulates. They said that they would include our concerns in the new regulations.

But we knew that developing such regulations would take at least two years, possibly more, so we refused. We even made a generous offer to include their language in the bill, but just keep the original intent of the bill—namely to require tire sales only shops to be regulated by BAR—in it. They refused the offer.

Before a new licensing scheme is enacted, a more comprehensive review is needed. I am directing the Bureau (of Automotive Repair) to work with interested parties to determine which, if any automotive repair services merit further regulation.”

So, the fact that BAR needs to review all of the entities that it regulates (it has been 40 years since the last review), our baby (AB 1665) got thrown out with the bathwater. A sad spectacle indeed, but on CTDA’s behalf, I will be vigilant and ensure that any legislation that comes out of the Department of Consumer Affairs next year addresses the Association’s concerns.

In other news, there are some signs that a bill may be introduced in January, that would, among other things, raise the fee on the sale of new tires from \$1.75 to possibly \$4 per tire and also have language that would prevent tire retailers from charging customers for disposal of the waste tires that they exchange for new tires.

This is the scheme of some “far out” thinkers at CalRecycle, working with Californians Against

Waste (CAW), to increase the percentage of tires that are recycled after use. The legislation, if it is introduced, is based on CalRecycle's "Vision for the Future" of the state's tire programs.

In summary, "Vision for the Future," would replace current market development grant programs with "incentive payments" to manufacturers of tire-derived products (TDPs). The idea is that by focusing solely on helping manufacturers market their products against competing non-recycled products, processors and generators would receive "trickle down" benefits. Haulers would receive "a small incremental payment depending on the distance traveled."

The "Vision" would require major legislative changes in order to build a large enough fund to provide the incentive payments, which in turn would be based on a hierarchy of end-uses—higher incentives for such things as rubberized asphalt concrete (RAC), medium for tire-derived aggregate (TDA), and lower for energy recovery ("while not recycling, energy recovery still allows for the capture of the energy content in the tires"). Among the proposed changes:

- 1) Increase the current \$1.75 tire fee to "approximately" \$3.50-\$4.00 per new tire sold for the "incentive payment" fund.
- 2) Prohibit generators (anyone who sells new tires) from charging a disposal fee for old tires collected from customers.
- 3) Repeal the prohibition on tire funds for "energy recovery," and allow incentive payments for "energy recovery by-products."
- 4) Eliminate most of the market development grant programs, including the rubberized pavement grant mandate, "as (grant programs) would be replaced by incentive payments."
- 5) Mandate that state agencies, universities/colleges, and local governments procure TDPs (where available and "economically feasible").
- 6) Phase in a ban on tire disposal and tire-shred ADC in landfills (over time and "if sufficient processing capacity is available").
- 7) Require a minimum tire life of 60,000 miles for tires to be eligible for the \$3.50-\$4.00 tire fee. Tires with a lower longevity would be subject to higher fees.

While CalRecycle sees such a program developing over time, CAW has been discussing bringing some of the ideas forward in a bill in 2015. I have been meeting with representatives of the organization over the past couple of weeks to voice concerns about changing the current tire programs in California. The representatives have not yet written language for new legislation. I hope to keep it that way.





San Gabriel Valley

Paul Arellano, Lakin Tire
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"The only way to have a good idea is to have too many ideas." Umknown

At the time I composed this article, SEMA was days away. The excitement was building throughout the industry, and I was often asked, "are you going?", or told, "let's do lunch", etc. I have the pleasure of being the go-to guy for everything SEMA, for Lakin Tire. Preparations for me, began months in advance, and even as it came down to the wire, I was still going over my list of do-not-forget items and checking things two and three times over.

As a self described car nut, I do enjoy seeing all of the new creations that the designers and product purveyors put together, and I end up with a fair amount of pictures, by the time I leave.

Still, amidst all of the lights and action, I try to keep our primary focus in mind. SEMA provides us with a 'different' environment in which to meet with our customers, some of which travel from other states and countries. We take the time to thank them for their friendship and support, and we sit down one-on-one

to discuss any concerns, ideas or special needs. Of course, the show also gives us exposure to potential customers from around the world as well.

Shocking Revelation #9: Find ways to stay connected with your customers and potential customers – it matters! You don't have to rent a space at an event such as SEMA to do so. It could be through: creative mailers (this still works these days!); small but relevant hand outs (there are more items out there than just coffee mugs); even setting up a table at a community event. For those of you who have foot traffic into your businesses, try stepping around the counter every now & then to shake a hand or offer a cup of cold water to someone waiting in the lounge.

I couldn't help but see some printed instructions inside the drive-through window at a fast food place I visited recently: "be courteous to our customers, do not rush them, say your name." This restaurant chain "gets it"DO YOU?

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(323) 257 7036 bill@turbotire.com

Sema and other things.....

Another Sema, come and gone and once again the reassessment; was it worth it. Overall I would say yes. We had wonderful meetings with individuals from all over the world as well as domestic customers.

When you're building and promoting a proprietary brand, relationships are paramount to that particular brand's success in whatever particular market you are trying to grow. We have a certain vision regarding the future of our brands and although the prospects are bright there are indeed tremendous obstacles along the way.

The eminent "Countervailing" duty (decision due one week from today) and then of course the outcome of the Union's "Anti-Dumping" petition that will occur in early January could potentially hurt our domestic business but at this time it's strictly a guessing game. We have done our due diligence with production in other parts of the world but when an entrepreneur invests hundreds of thousands of dollars in Chinese factories (molds, side plates etc), it's not an easy prospect to just get up and move.

We're not alone. There are many more just like us who have their specific niche which they are trying to expand and grow amid all of the existing challenges like competition, factories capacity and ability to supply; freight; port issues; union issues; exclusivity; quality control; marketing; promotion; distribution; Insurance; personnel issues; warranty and etc. This and many variables are challenging enough but then you put two new tariffs/duties in the mix, it potentially can turn your already tipsy turvy world into turmoil.

On the other hand, you deal with it as you have with every other adversity you've confronted and like the rest of this crazy tire business family, we eventually figure it out and come out the other side more often than not in a better position than we were before. The strong, resilient, perseverant, relentless, intelligent and doggedly hard working tire professional ultimately figures this out regardless of what is thrown at him and regardless if it's fair or not. It isn't fair. So what? Life often times isn't fair and we're struck blows which often embolden the old saying "No Good Deed Goes Unpunished." We've all experienced it. Either in our personal life or professional life and although not pleasant, "that's life."

Hopefully our "new friends in Washington" will take a "pro-business" approach and the end result won't be as dire as currently depicted.

On a positive note, the off road market is thriving!!! "Mud Terrain" and to a slightly lesser degree "All Terrain" sales are off the hook and the demand for Off Road Wheels has complimented this trend. Gas prices are down and off road enthusiasts are devouring the New Offerings from the Far East. To be continued.....



S.F. East Bay

John Solon, Myers Tire Supply

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During the week of November 3rd, I attended the SEMA automotive show at the Las Vegas Convention Center. In the past I've attended large trade shows focusing on information technology and building products. In size and intensity of products these show

of product; these shows pale in comparison to the SEMA show. The show had three full halls of booth displays spanning hundreds of thousands of square feet. Along with the car manufacturers, the show had every conceivable product related to automobiles and the automotive aftermarket. One half of one floor was devoted entirely too innovative and prototype products. The under vehicle market (south hall) had dozens of tire and wheel manufacturers showing their products and their latest innovations. Shop equipment, tool, and shop supply manufacturers had their latest products on display. They had the latest in automotive lifts, alignment systems / alignment check systems, Tire Changers, Wheel Balancers, AC machines, TPMS tools/ consumable products, inflators, valve stems, and patches. The number of vehicle accessories, and add on products were too many to count. The show was very well attended, and in our booth I spoke to people from throughout the United States, Canada, Australia, Central America, the Middle East, Far East, and many from California. There was a lot of interest in the products on display.

In attending this show it's obvious that the automotive industry has recovered well from the tough days of 2008 and 2009. The formula for success for the tire dealer is to find suppliers, build relationships, and pick products and services that fit their market.

Shows like SEMA in Las Vegas, and the Good Guys car show in Pleasanton and Southern California help build these relationships. See you next year at the show.



L.A South Bay

Chris Barry Independent Tire Dealer Group
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GOODBY - FAREWELL - AUF WIEDERSEHEN TO OUR GOOD FRIEND Scott Highfil

Scott, the owner of Great Western Tire in San Diego will retire of the end of this year.

He was born in Kansas in 1953, son of 2 school teachers. As a boy he always planned to become a college professor. After college, however, he went to California—and by chance - he was offered a job in the tire business. Since that time he never looked back. Worked for several companies and in 1989 he started his own little wholesale business, merged with another wholesaler. In 2000 he became the sole owner of :Great Western Tire.

He met his lovely wife, Cindy, in the tire business and together they had 3 awesome boys. To the great sorrow of the whole family, however, Cindy contracted lung cancer and passed away in 2009. Cindy was a wonderful wife and mother and also left a lasting impact on many people through her Christian ministry.

In 2010, Scott adopted two twin girls who were about to become homeless or enter the Foster Care system. After graduating from High School they are now attending Sonoma State and doing very well.

Scott's great passions are bicycle riding - the St, Louis Cardinals, his children and the Lakota Sioux people, who live in the reservations in South Dakota.

He has always been heavily involved both in the tire industry and in local activities: He used to be the President of the San Diego Chapter of California Tire Dealers Association - Was a board member of ITDG (Independent Tire Dealer Group) - volunteer youth baseball coach - cub master for Boy Scouts.

AND NOW SCOTT WILL SOON BE ON HIS WAY TO VISIT FRIENDS ALL OVER THE COUNTRY.

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**HAPPY
HOLIDAYS
TO ALL**



S.F. South Bay

Hub Gurnari, South Valley Wholesale

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I just bought a new Dodge Truck. I bought it from a dealer who gives me a ton of business. It's been a while since I purchased a new vehicle. I usually look for a bargain in a 3 yr old vehicle having just come off a lease. This time, however, I got a great Vendor Deal from a dealership I have a great relationship with. It was real easy to make the decision to buy new rather than used.

Boy! Even though I got a great deal, committing that amount of money on a vehicle was a nervous experience. I haven't sweat that much since knocking on the door of my date for the prom and having her dad answer the door with a scowl on his face. I'm not sure my signature was even legible on the sales document my hand was shaking so much.

I mean, I'm kinda old and I remember when you could buy a new cool 55 Chevy Bel Air for about \$7000. Your payment with about \$350 down with tax & license, and about \$100 a month or so for 5 yrs. Forget how relative the time and inflation makes what I did normal. When you're my age, paying as much for a vehicle as you did for your first house.....well, it just doesn't compute, ya know?

Then I started thinking about the old days. (It's something us old guys do a lot) I started remembering the prices of some of the things we buy today and what they cost, in say circa 1956.

Gas as low as 18 cents a gallon during a gas war and only about 25 cents on a normal day.

Converse Tennis shoes (Known as "Chucks" then, denoting the Chuck Taylor signature on the shoe). Our parents used to complain and ask why we HAD TO HAVE a pair of shoes that cost \$8.00 when KEDS were \$2.99 at JC Penny's.

Levis. That's right, LEVIS! No Wranglers in my neighborhood. Levis cost \$7.99 in the Army Surplus store in Vallejo, Ca. where I grew up. No name jeans were about \$3. The same tune your kids have to listen to about the "Air Jordan's" and such from you today is an echo from the past.

Now you may understand how nervous I was buying the new truck'.



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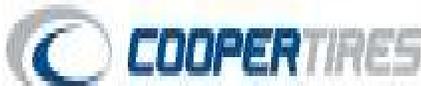
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