



TIRES & TREADING



TIRE DEALERS ASSOCIATION

California Tire Dealers Association



**Richard Howard, President of Bruce's Tire,
and his son Richie.**

**Richard is also a Board Member of CTDA, and
Board Member of ITDG (Independent Tire Dealers Group) and
Head Coach of Grenada High School's Soccer Team.**

(see article on page 6)

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EXECUTIVE DIRECTOR'S CORNER EJNAR FINK-JENSEN

In the last issue of the magazine I informed you of the problems surrounding labeling of tires –the position of the NHTSA (National Highway Traffic Safety Association), RMA (Rubber Manufacturers Association), TIA (Tire Industry Association) and-of course, CTDA (California Tire Dealers Association).

NHTSA presented a poster to be put in all tire stores. It was so complicated that even TIA's expert could not figure out what the idea was.

And now part two of the difference of opinion

Apart from the very complicated poster, language was also used that made TIA have a "fit." In a letter to NHTSA, Roy Littlefield (Vice President of TIA), wrote: "The statistics relating to death caused by the failures is confusing and lacks context."

He continued: "First of all, TIA is unaware of any data that quantifies what led to the tire failures in the first place. It is one thing to say that '400 people die every year as a result of tire failure due to improper inflation,' and something completely different to just say that 'any number of people die as a result of tire failure.'"

He furthermore added: "The message, as it stands, tells consumers that tires are dangerous products because they kill hundreds of people each year. The actual number is inconsequential because it does not tell the whole story unless it is tied directly to the lack of maintenance."

Roy Littlefield concluded: "The slant of the infographic (data visualization), as it stands, would only lead to trial lawyers using the graphic as proof in lawsuits that tires are unsafe."

Bravo Roy!! We could not agree more - EF-J

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Yet another competitor arises

Tire Business Staff Report / October 2013

In the not so distant past the arch nemesis of small independent tire dealerships was the so-called "big box" store segment—including retailers such as Sears, Costco and Wal-Mart.

Today, after the most recent recession that throttled the auto industry and shrank the car makers' franchise networks, auto dealerships are looking for every opportunity to recapture lost sales. That means taking a bigger bite out of the tire and auto maintenance aftermarket.

The heyday of tire dealerships' sitting back and welcoming former customers of closed car dealerships is likely at an end. Meanwhile, those surviving car dealerships are making bold attempts to win back their customers and attract new ones who aren't necessarily in the market for new vehicles. As the vehicle population on the road ages, those potential customers are looking for deals.

Enter Dealer Tire L.L.C., which supplies tires to new car dealerships. The Cleveland-based company has launched an online tire-buying service called "Right-Turn.com" that directs customers to nearby car dealerships. The service's proprietary "TireCoach" feature provides an all-in-one price and schedules appointments with customers' local factory-certified installers.

Turn on the radio or TV and Ford Motor Co. has filled the airwaves with ads for its franchised Quick Lane Tire & Auto stand-alone outlets, usually located near a car dealership. And hundreds of Chrysler Group L.L.C. dealerships are integrating the Mopar Express Lane, a preventive maintenance program that features quick oil changes and tires as part of a quick-check procedure.

Car dealerships have thrown down the gauntlet and tire dealerships have no choice but to meet the challenge. They can no longer sit back and enjoy the spoils of a recession that forced numerous car dealerships to close their doors, prompting consumers to seek out the aftermarket to spend their money on replacement tires, maintenance work and repairs to nurse their aging vehicles.

Car dealerships are after those same consumer dollars and are taking aggressive marketing steps to attract customers. Tire dealers need to create and employ equally aggressive tactics to maintain their customer base and lure in new customers through advertising, social media—and the hometown, personal service on which independent tire dealerships have built their reputation.

Complacency is not an option.



George Pehanick

The President's Message

As we approach the Christmas Holidays it's the perfect time to say "Thanks" to our employees, customers and suppliers. The employees and customers are a no brainer. "Thank your suppliers?" Sound crazy? Not really, don't take your suppliers for granted. I believe we're only as good as our employees and our suppliers. Without good quality, reliable **and competitive supply** we wouldn't have much to sell. If you're like us, you may have a love-hate relationship with the suppliers. They can be unreliable,

lazy and arrogant. But they are our life blood. If we have no tires, tubes, wheels and parts, we are out of business. Frequently it's the folks in the trenches that can have an awful lot of influence on how well we buy and in times of short supply, what customers actually get the tires.

Thanking our customers is certainly a no brainer. One of the classiest guys I've meet in my 30+ years in this business works for Michelin, his name is Tom Brennan. Whenever we see one another as we are wrapping up, saying good bye, without fail Tom always says "Thanks for your business". It's the simplest, easiest way you can express your gratitude to a customer. I try to emphasize this to our sales team, both Wholesale and Commercial. This simple comment resonates with the customer. People do business with people, (the internet aside) that will never change. Expressing your gratitude to a customer costs us nothing and goes a long ways.

First and foremost take care of your employees as best you can this time of year. Our employees or team members are the heart of our organization. Whether it's a ham, a turkey, a box of candy, a gift card or a nice bonus, it means a lot. Don't kid yourself about it and never forget it. I believe that how we take care of our associates year round and especially during the holidays is a clear indicator of the overall health of your business. People that are happy will go the extra mile. A team with low morale will win very few games.

Merry Christmas, Happy and Safe Holidays to All.

Kind Regards,

George Pehanick
CEO
East Bay Tire Co.



Richard Howard is “a man on the move.”

He was born in the U.S. and his father owned two tire stores—one in Ukiah and one in Lakeport. In 1970 the family went to beautiful Costa Rica. They found it so lovely that they decided to stay—his father sold the two stores and set up a small plant for the manufacturing of washing machines. They stayed in Costa Rica for 5 years and Richard frequented a Spanish speaking school. And that was very fortunate (you will find out later why). It was in Costa Rica that he started playing soccer, and the passion for the game has continued since that time.

Eventually his parents moved back to the U.S. But this time they went to Combs, Arkansas, where his father bought a chicken, cattle and hog farm. Very soon, however, they found out that farming was a tough business and after a year's time his father found it easier to sell commodity contracts to farmers to hedge against fluctuating Agricultural prices and opened his first office in Little Rock. One year after opening Little Rock, his father moved the family to Atlanta, Georgia where he opened his second office and eventually a third in Los Angeles.

Immediately after graduating High School from Barnesville Academy in Barnesville Georgia, Richard joined the Navy and spent 6 years serving his country. He first finished two years of school in the Navy Nuclear



From the grand opening of the Gilroy store in 2007. From left: Al Howard, Jane Howard, Dick Howard, Richard Howard, Mayor Al Pinheiro, Dwain Howard, Helen Dillon and people from the Chamber of Commerce

Power Program. Next 4 years he spent on the USS Long Beach, a Nuclear Cruiser based out of San Diego. Richard spent most of his free time in Ensenada, Mexico and there he met a lovely young lady - Diana. She did not speak one word of English. His knowledge of Spanish, however, overcame all hurdles. They married within 6 months and have now been married for 26 years. Richard and Diana have two sons, Richie 22 and Brandon 18.

While Richard was in the Navy, his family returned to the Bay Area and his father bought Bruce's Tire in Oakland and San Jose.

As mentioned, Bruce's Tire started out with 2 stores. Over the years it expanded to six stores - all through the East and South Bay areas: Oakland, Fremont, San Jose, Gilroy, Los Banos and Salinas.



(To the left: 3 generations are celebrating the 75th birthday of Bruce's Tire. From right to left: Dick Howard, who originally bought Bruce's Tire. Dwain Howard, who has helped Richard consolidate and expand Bruce's Tire. Richard Howard, President and CEO of Bruce's Tire. Richie, who - after College and extensive training joined the Group.

Richard found great advantages in belonging to purchasing groups. He first joined in 1994 and helped expand the "Tire Factory Group," which later developed into ITDG - Independent Tire Dealers Group. Next year ITDG will be celebrating their 20 year anniversary in Cancun Mexico.

Richard has dedicated a lot of time and effort to help expand and increase the influence of our association. For several years he served as Vice President of CTDA - North and, in effect, although not noticed by all, he was the primary force behind the merger of CTDA-North and CTDA-South. He still serves on the Board and his continued support of the association is highly appreciated.

Richard's passion for soccer has continued during all these years. Being the head coach for the Granada High School soccer team takes a lot of his time. He meets and trains with the boys every week - and he loves it. Bruce's Tire is also involved in local charities. Here is (a somewhat "blurred" picture) of Richard and the Michelin man at the "Holiday of Wishes Event 2012." Among other things Bruce's Tire distributed more than 300 soccer balls.



SEMA SHOW 2013

More than 130,000 people registered for the SEMA Show this year. We visited, of course, some of our friends and supporters.



(Owned by East Bay Tire Co. - President George Pehanick)



John Hulsey
GM – Wholesale Operations

Joe Pehanick
Manager Wholesale, Fresno



Angelica Telliez
Marketing Manager

In George Pehanick's message (see page 5), among other things, he says: "First and foremost take care of your employees as best as you can. Our employees are the heart of our organization." Whenever you meet "East Bay Tire employees" you feel and know that George practices what he preaches. They are all professionals and highly motivated.

Every time I pass by the booth of Joe Findeis I am impressed. There are always people to see him. He told me he had a good show.



Walking through the aisles it is impossible not to notice all the good looking young ladies that smile at you and ask you to visit their booth. I believe that some of these booths need "special effects" to make you notice them. That is certainly not the case with Perfect Equipment - the most prestigious specialist in wheel weights and the recipient of the prestigious "Chrysler Supplier Award." Here are our contacts: To the left Gregory Parker, Marketing Manager for the Group, right Eric Medves, Sales Manager for California.

NEED HELP TRAINING YOUR EMPLOYEES?



The automotive technician field is experiencing a lot of growth in California. With the average age of a vehicle at its highest point in history, more cars need more service than ever before. This means that more techs are also required. As new technicians come into the workforce, it is important for them to be properly trained on anything and everything related to the vehicle - especially the basics.

Wheel balancing is an overlooked service that is vitally important to customers and shops. It affects the safety and comfort of every vehicle that comes into the facility, and if the balance process is not performed correctly, then customers are sure to return with questions and complaints. Perfect Equipment, a leading wheel weight brand in North America, wants to help you train your team on the basics of wheel balance. After registering and completing our easy-to-follow, video-based training courses, your technicians will receive a customized completion certificate as well as a better understanding on how to achieve perfect wheel balance. Proper training ensures success - let us help you be successful.

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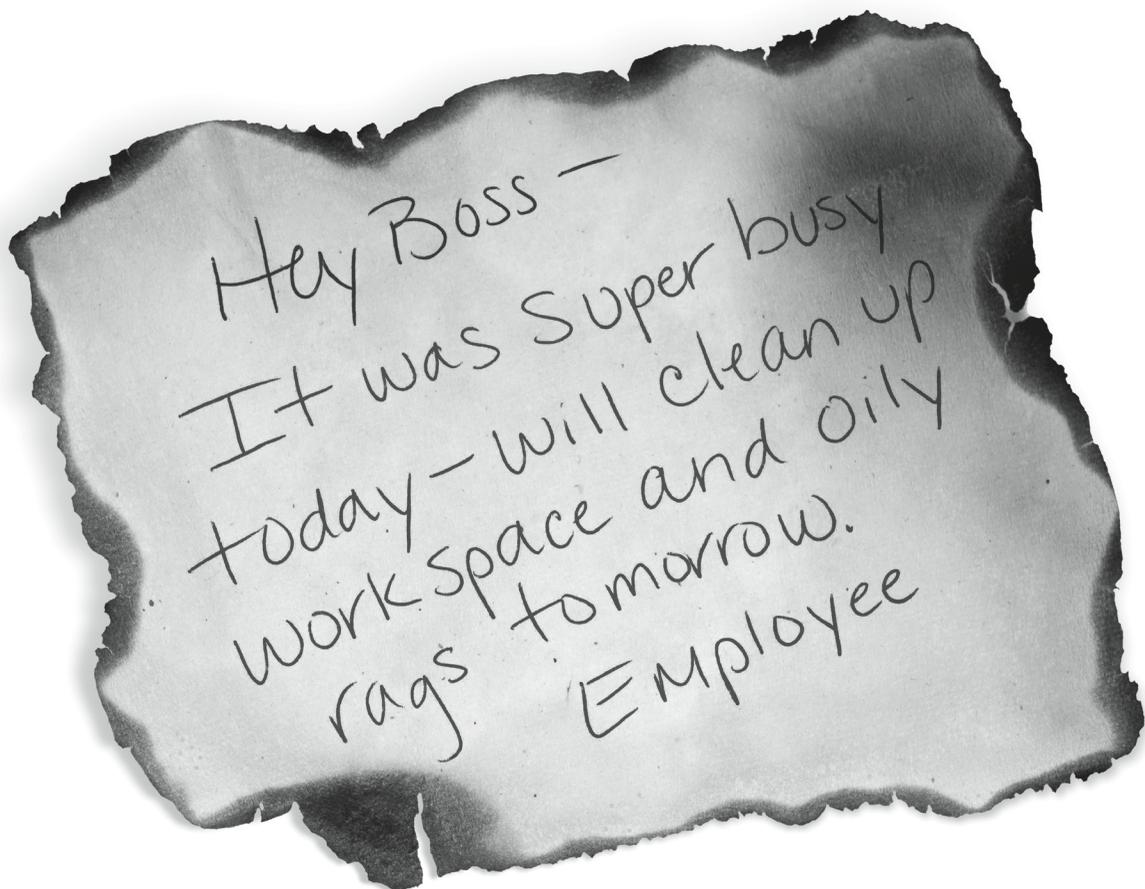
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Legislative Report

By Terry Leveille
President of T.L. & Associates



October through December are considered the slow months at the Capitol because the State Legislature is in recess. Assembly Members and Senators return home and/or travel to Maui and other exotic locales to meet with interest group members, maybe make a speech or two, and soak up some sun. While some members foot the bill for their "trips," others are funded by non-profit organizations often allied with special interests. While technically legal, the special interests that have ties to the non-profits skirt the intent of campaign finance laws.

The problem is that these interest groups – definitely not the California Tire Dealers Association – get an edge when lobbying for bills because they gain access for their junkets, their gifts, and especially their campaign donations. On the other hand, associations such as CTDA rely on letters or e-mails from members who live or work in a legislator's district. Additionally, we form coalitions with other like-minded lobbyists, sometimes Les Schwab Tire Centers or national brands, sometimes CSAA, sometimes automotive aftermarket groups.

And, while these months may be slow at the Capitol, lobbyists for associations, such as yours truly, are meeting with other groups to discuss the wins and losses of last session, and what issues we should push or oppose in 2014.

While we had several successes in 2013, among the bills that didn't make it to the Governor's desk was SB 202, which would bring "tire sales only" shops under the jurisdiction of the Bureau of Automotive Repair (BAR). It was co-sponsored by the California Tire Dealers Association and Les Schwab Tire Centers.

The reason we supported this bill is because several instances of false advertising have been tied to the tire sales shops—usually offering customers new tires, often at under cost, and then tacking on "surprise" fees for such things as mounting the tires, inflating them, etc. By the time the customer receives his or her car back, the low new tire cost has been greatly inflated.

Currently, BAR can't enforce the laws and regulations prohibiting false advertising and therefore can create unfair competition with shops that do more than simply sell and mount tires, including most everyone who is a member of CTDA.

If I receive the go-ahead from CTDA, we should be able to get the bill through next year.

REGIONAL ROUNDUP



L.A. South Bay

Chris Barry, Independent Tire Dealers Group

(310) 251 9527 chris@itdgusa.com

Born and raised in Erie Pennsylvania, Bud Luppino made his way to the West Coast at March Air Force Base in Riverside, CA. In 1969, with his High School Sweetheart, Claudia, he settled in Riverside. In 1970, after his Air Force commitments, Bud and Claudia welcomed their baby daughter, Nicole. 1970 was also when Bud started his tire career by going to work for Mark C. Bloom.

He was very successful in running new stores around Southern California for MCB. In the 1980's, BF Goodrich contacted him to become a Territory Rep, and Bud was ready for his next tire business adventure. BF Goodrich, then purchased Uniroyal. In the 1990's, Michelin bought BFG/Uniroyal. Bud was now selling three lines of tires, loved what he was doing and became very successful.

In 1996, a store became available in Riverside and Bud's Tire and Wheel started. With success in Riverside, he was ready for a new challenge and bought an older gas station in Moreno Valley that had been around for decades. He was successful at this location and just opened his 3rd location which is in Riverside. It took some time with the city of Riverside to get it going, but then, Bud's Tire and Wheel was up and running 100 days later. It is an awesome store. If you are ever in Riverside or Moreno Valley, stop by to see a terrific operation, and say hi to Bud and his family.

Bud reaches out to the community. He sits on numerous Boards in Riverside; donates to charities; does community work in Riverside; and contributes to his local High School in a cool way. He opens the doors at his new location after a Home Game and throws a post football party. It is attended by his close friends, customers and friends in the Police and Fire Departments.

He is fortunate to have his daughter Nicole and son-in-law Chris working with him. Both enjoy working with Bud. He enjoys taking his 3 grandsons to the beautiful beaches in Florida and they spend a lot of time camping.

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S.F. South Bay

Hub Gurnari, South Valley Wholesale
(408) 971 3900 hubgurnari@sbcglobal.net

Whoop! Is it already the Holiday Season again? The way it's going we won't have to take down the fake Christmas tree at all. Just hang poppers and streamers on it for New Year, American flags for Memorial Day, red, white, and blue ornaments for the 4th of July. Leave them on through Labor (Armistice) Day, orange & black for Halloween, switch the black out with red for Thanksgiving, then put the Christmas decorations back on

I don't mean to be negative. Heck, I love a good celebration as well as the next guy. It's just that when you're constantly celebrating, what are we looking forward to with anticipation?

On Christmas, except for kids who still look forward to Santa, I don't want to do gifts. I'm not a spiritual person but it seems to me if you are, your focus should be spiritual. If you're not, your focus should be

on others less fortunate. Buy coats for the coatless, food for the foodless, and in general, be kind to everyone you meet

I guarantee, you'll save money, be less stressed, and feel better about yourself.

We work in a business that unlike large tech corporations sees few layoffs. People find work easily in our industry. We provide many jobs and careers in a day where college degrees are required to get a job at Starbucks. I cannot think of any other industry where one can advance as far or fast as the Tire industry.

The CTDA is a big part of that. That's why I volunteered my time to this organization. I've been in this business since 1964 in one form or another and have done pretty well despite no significant advanced education.

Let's all celebrate our industry and be grateful for it - Happy Holidays

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Paul Arellano, Lakin Tire

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"I don't know the secret to success, but the secret to failure is trying to please everybody."

Bill Cosby

At the time I wrote up this article, the SEMA Show was just days away. From the "buzz" in the industry, it seemed to be shaping up to be an even better show than last year. The crowds of yesteryear are returning, and folks are actually looking to conduct business, and not just walk around and check out the displays, 'on the boss' dime! I am very fortunate to have become Lakin Tire's "go-to-guy" for the SEMA Show. Months in advance, I prepare our display, make arrangements with the show organizers, and update "the checklist". Over the past 10 years, I have built a list, of do's and don'ts as well as convenience items to bring along. The list includes: how many power cords we will need to must-have items, such as: Windex (works well with finger prints on our displays!), Kleenex, hand sanitizer and more.

So what is the sales lesson in all of this? Though the SEMA Show is certainly a spectacle, especially for a car "nut" like me, it is one of the largest stages in the industry. Though exhibiting at SEMA is not possible for every business, you must not forget to get your name out to as many prospective customers as possible. For Lakin Tire, the show allows us to meet international prospects and existing customers – keeping our name out there in a relevant forum!

Shocking Revelation #5: Did I write "ammonia-based glass cleaner" or "facial tissue paper" above? I didn't have to. Windex® and Kleenex® did such a good job of getting their names out, that they have become synonymous with products themselves! Can you imagine a world where YOUR name was used every time someone thought of your product or service? Early to bed, early to rise, ADVERTISE, ADVERTISE, ADVERTISE, and you just might achieve this as well!



S.F. East Bay

John A. Solon, Myers Tire Supply

(510) 632 3404 jsolon@myerstiresupply.com

Last week 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 diversity of product these shows pale in comparison to the SEMA show. The show had four full floors 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 system / 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's were too many to count. The show was well attended by people throughout California, and with much interest in the products available.

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 vendors, 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'.....



Writer at Large

Billy Eordekian, 1-800EveryRim - OEM Wheels
1-800 383 7974 Billy@1-800EveryRim.com

The SEMA Show and Global Tire Expo are a great time for me. I get to see my friends, make new ones, and best of all, re-make friendships from one or two businesses past. I saw board member Paul Arellano at his Lakin Tire booth that was even taller than his marketing abilities, and it was good to see Randy Roth and Sean Lakin there as well. Over to The Plus Sizing Guide / Red Book booth and I always feel at home with board member Joe Findeis where I pulled up a chair. (Actually HIS chair) But, what nerve that guy has, as he was too busy with a real customer and had no time for me! I missed board member Bill Fuqua, and I'm sure he didn't miss me. I did get to see board member John Solon in The Myers booth but alas, again, he too was enamored with people that spend money and one of them was board member Doug Andersen of George Oren Tire! (I am betting that wily old Doug keeps things honest as he pals around with board member Don Zattero and John both!) I saw our Director Ejnar and board member Jay Goldberg during the TIA events at the Cosmopolitan where we witnessed Publisher of Modern Tire Dealer Magazine Greg Smith get inducted into the Tire Industry Association Hall of Fame. Greg really deserves this honor. I know for sure. You can call him on his cell and he answers every time. He may sound tired because he just might be, BUT he answers EVERY TIME and is respectful of all, big shot, little shot little shot, rich man , poor man, and all are treated with the same respect.



OK, the prettiest wheel I saw at the show, and that I would never put on my own vehicle, was in the Asanti booth. Pictured here is a 34 incher that as **Ron Manseau** told me, can be made for any old school car. I think it would fit a 78 Monte Carlo with just some "slight" modifications!

Well, enough fun for now. Your Humble Used Rim Peddler, Billy Eordekian



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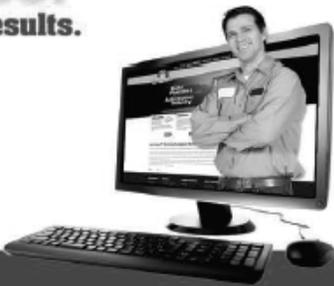
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San Fernando Valley

Bill Fuqua, Turbo Wholesale Tire

(625) 856 1400 bill@turbotire.com

Another Sema with wham bam thank you mam 30 minute meetings with existing and new customers at the Lexani booth, Renaissance Hotel and Lexani suite at the Bellagio.

Nice breakfast and dinner meetings with customers and associates. We get to know each other better and talk business.

Overall some hits and some misses, just like sales, just like business. Our company, like many, is at a point where important decisions must be made regarding the direction and focus of our business. In this regard, meeting with overseas manufacturers is very important to our company and to many others, who have their own proprietary tires manufactured abroad. The relationship with most of these factories is like a marriage, so you have to be very selective and ultimately you may or may not know what you've gotten yourself into..... Have the factories kept their word? Have we? Price increases, freight, manufacturing delays, new production, new products, product liability and exclusivity are just a few of the concerns we and others have. These and other issues are discussed at the show and are an entree prior to visiting the factory in person.

I could be wrong but there didn't seem to be a real excitement to the show where manufacturers/distributors are enthusiastically talking to customers about their products and services. It did seem like half the place was filled with Chinese tire manufacturers, which like it or not, have become a huge source for tires sold in the USA and around the world. The quality of their products is getting better and better, similar to Japan in the 60's/70's and Korea 70's/80's.

The next several years are critical for many manufacturers and distributors. They have to determine their priorities and to fine tune their business plans to achieve the goals they have set for themselves and their respective businesses.

Continued from page 8 - SEMA SHOW



Unfortunately we did not find John A. Solon at the Myers' booth. The personnel at the booth were not able to locate him. I was impressed, however, by their efforts - they were really nice, polite and helpful.



It is always a pleasure to visit Paul Arellano, Lakin Tire. He is always happy, friendly and in a good mood. Before arrival he had, of course brought his car to a specialist in the area to have it properly detailed before his return. He is a real "car nut" - and he knows and admits it. When I met him he told me how glad he is to work for Lakin and also for being responsible for the Lakin booth. He has done a marvelous job. The booth is well organized and easy to find.



Will Davi

CSTDA INSURANCE SERVICE

HOW TO GET A HEALTHY TAX BREAK



Health Savings Accounts(HSA) and Flexible Spending Accounts (FSA) become available to you depending on the health plan you buy. Both let you put away pretax dollars for future medical costs.

There are benefits to both, and there are important differences you must know. You have to be enrolled in a high deductible plan to qualify for the HSA. That is a minimum deductible of \$1,250 for individuals and \$2,500 for families. The HSA lets you designate a certain amount of your paycheck to be funneled into the HSA pretax. You can then use the funds for qualifying medical expenses, from prescriptions to surgery. An individual may contribute \$3,300 a year in 2014, and a family can contribute a maximum of \$6,550. The funds in the HSA roll over year-to-year. Some people refer to it as a medical IRA. In addition, when you reach age 55, you can contribute an additional \$1,000 per year. If you accumulate the funds for later, remember it has to be used for qualified expenses. If not, there is a 20% penalty.

The FSA offers savings to one in a high cost health plan. Usually, one with higher premiums and lower deductibles. You may contribute a maximum of \$2,500 per year and the funds don't roll over if you don't use them. The funds roll back into your employer's funds. As you can see, the FSA requires a more calculated assessment.

Both plans will pay off at tax time. For example, if you contribute \$100 a month to either plan, that totals a \$1,200 per reduction in your taxable income. In a 25% tax bracket, this means it cost you \$900 in take home pay to save the \$1,200.

The HSA has more flexibility. You have more flexibility in making contributions to the HSA. So, if you realize your tax liability near the end of the year is greater than you anticipated, you can make a contribution to the HSA to reduce that tax liability. Or, if your medical expenses reach an amount more than what you have in the HSA, you can contribute additional funds, within the maximums allowed, and then withdraw that money to pay medical expenses. You end up getting the same tax break on the later money contributed.

The HSA will only let you use what is actually in your account at that point in time. A FSA will let you spend up to your designated amount for the year, even if the money hasn't been deducted from your paycheck. Both plans require you keep good, accurate records. This means maintaining receipts and records. You always have to substantiate expenses with receipts.

The HSA funds can be used to cover dental or vision costs. However, the FSA requires contributions to a "limited purpose FSA". These funds can generally only be used for dental and vision costs not covered by insurance.

The primary benefit of either plan is the tax benefit. The tax break is for both the employee and the employer. A pretax contribution is in a way a salary reduction. But then a lower overall payroll means a lower tax liability for the employer.



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