



TIRES & TREADING



TIRE DEALERS ASSOCIATION

California Tire Dealers Association

YES, IT IS THAT TIME OF YEAR



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California Tire Dealers Association

(A non profit mutual benefit corporation)

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EXECUTIVE DIRECTOR'S CORNER

ED KING

5 QUESTIONS ABOUT BUSINESS INSURANCE

1. What is Business Insurance?- Business Insurance encompasses different types of coverage available to protect business owners. It can provide coverage for property, vehicles, legal claims such as liability and can insure customer cars in your care, custody and control.

2. Do I need Business Insurance?- If you think your business is too small, or maybe incorporated, you can still be liable for personal liability through the so called "corporate veil." The smaller your business, the more you can be personally liable.

3. What types of Business Insurance are available?- The main types to consider are:

Property and Casualty- Property covers the physical location and the Casualty covers the business operations. The two are usually together.

Commercial Auto- Covers loss or damage to your vehicles and for damage to others caused by your vehicles.

Liability Insurance- Covers you in the event you are sued for some negligent act.

Product Liability- Covers damages caused by product designed, supplied or manufactured by your business.

Business Interruption- Makes up for lost cash flow and profits incurred if an event interrupts your business operations.

Garagekeepers Insurance- Protects customer cars in your care, custody and control. Some tire dealers never think of this coverage.

4. Can I get a policy that combines different types of Insurance?- Business Owners Policy combines several coverages, but because of the special needs for a tire dealer, you need a policy with broader coverage that is specifically designed for your exposures.

5. How do I buy Business Insurance?- The insurance industry recommends several steps to properly buy Business Insurance. But, the CTDA will make it much easier for you. Federated Insurance has been endorsed by CTDA for many years and is the only recommended carrier by the Association. They have many local representatives, knowledgeable of the tire dealer risks and experienced in providing the proper coverage. Contact a recommended local representative and get proper coverage!

What is good for your customer, should be good for you.- It is interesting that most tire dealers recommend the "best available" tire for customer cars. Yet, they will not buy the best available coverage for their livelihood.

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GEORGE PEHANICK

EAST BAY TIRE CO.

THE PRESIDENT’S MESSAGE

Goodyear sent us an email this week asking us to participate in their “Goodyear Installer Program.” After reading through the proposal, I think a more accurate tag would be “The Goodyear Indentured Servant Program.” They want us to mount and balance their tires they sell directly to consumers on line. They are offering a whopping \$10 delivery commission on passenger tires and \$12 on light truck tires! Of course, they will require us all to first class bricks and mortar, the latest mounting, balancing and alignment equipment, properly and professionally trained technicians, etc.

They require us to dismount and dispose of the customer’s old tire, mount and balance the new tire with new valve stems and deal with the TPMS , all for \$21.00. And, here is the real kicker, they don’t pay you cash to do this, they will magnanimously give you credit. What do you do with the accumulated credits? Can you pay your rent, electric, fuel, wages, insurance, phone, or advertising with this credit? No! But you can buy some ridiculously priced Goodyear passenger or light truck tires! Can you say, “cash flow disaster?” To say the program is unattractive and one sided would be a gross understatement. I think it is ridiculous.

We are all independent business folks. I think East Bay Tire has been an authorized Goodyear Dealer for roughly 30 years. We enjoy a very reasonable relationship, mutually beneficial with the Commercial Tire folks at Goodyear. I would never tell you how to run your business. But, I can assure you East Bay Tire Co., a nearly 70 year old family owned company, will certainly not be participating in the Goodyear Installer Program.

Kind Regards,

George Pehanick.

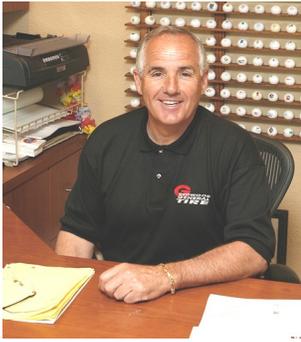


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ALPIO BARBARA
CTDRA-N PAST PRESIDENT
1985-86



REDWOOD GENERAL TIRE

ALPIO BARBARA

It is 1969. Alpio Barbara (Bar-bar-a) is determined to become a policeman. While attending College to achieve that goal, he worked at Howard Tire. He was changing tires and doing normal shop work. Then, he blew out his knee. As Alpio says, "I couldn't hop over a credit card." The police career had ended. Then, Alpio became determined to become a good tire man. He worked at Howard Tire until 1985, advancing to different levels of responsibilities and learning more about the tire business.

During the later years at Howard Tire, Alpio befriended Larry Rhodes and Don Perry. Larry was owner of Five Point Tire Imports and Don was owner of Don Perry Central Tire. Both Larry and Don were Past Presidents of CTDRA-N. Don was eventually President of National. Alpio started attending Area Meetings for CTDRA-N while asking more and learning more from both Larry and Don. Alpio knew he wanted to someday be President of CTDRA-N. He had learned the value of the Association for its members and he had some thoughts and ideas he thought would be beneficial to them.

In 1985, there were two important events for Alpio. One, he joined Dave Redfern at Redwood General Tire. Today, Alpio is CEO, President of Redwood General Tire. When CTDRA-N was holding regular Regional Meetings, Redwood General Tire was always available as a meeting site. The meeting included Tire Rodeos, various educational/training meetings and the infamous Good Year exploding truck tire film. One thing always impressed me about Redwood General Tire. The shop was always very clean.

The second important event was Alpio became President of CTDRA-N for the 1985-86 Term. When talking to him, you can tell he thoroughly enjoyed his Presidency. Some highlights of Alpio's Presidency are:

- * He hired a woman Executive Director. Her name was Stephanie McCoubrey and she was the first woman in that position for CTDRA-N. Alpio felt comfortable in hiring her and she proved him right. Stephanie introduced many new ideas and programs and the membership grew.
- * He became involved with some members of the CTDRA-S regarding negotiations to combine the two Associations. "We were exchanging sponsorship of the Annual Conventions and the it was alternately held in the North and then the South. While there were some on each side who agreed with the merger, it never passed until a later date," said Alpio.
- * The North was sponsoring the 1986 Convention and Alpio picked Fresno Convention Center to be the site. A surprise to many, but it became one of the most successful Conventions. It included an introduction of the "Buck" program. Attendees could visit exhibitors to have their "Buck" validated for the Exhibitor's Booth. A fully validated "Buck" could then be put in for a prize drawing. It was one of the most successful programs to encourage attendees to visit all of the exhibits.

The Fresno Convention had two off site events. Of course, one was the Golf Tournament. A "Best Ball" event. Alpio provided special made Fresno Convention Medallions for everyone's golf bags. The course was in excellent shape and fun was had by all.

The second off site event was the closing night dinner. Alpio picked a Ranch several miles from the Convention Center. Buses transported attendees to the site. The attendance for the dinner topped 600. The dinner was enjoyed by all. Following dinner, there was a cutting horse exhibition. It was entertaining to watch the cowboys go through cutting out a particular calf. But it was even more entertaining when Alpio came riding in on a cutting horse. He proceeded to successfully cut out a calf which was a delight and surprise to all.

I have to admit I was even more surprised when Alpio rode over to me on his horse. I had been with the CTDRA-N since 1974. Things progressed. I joined the Board, became involved in planning major events

our Insurance Programs became more and more successful, both in benefits and in drawing new membership. Alpio completely caught me off guard when he rode over and presented me with an Appreciation Award. I still have it.

Of course, as was expected, Alpio made the 10 Regional Meetings for CTDRA-N. To bring up a well known name from the past, when Alpio arrived at the head table in Bakersfield, Jess Martinez, yes Jess Martinez, came out in a black trench coat, black hat and a toy machine gun. Jess just wanted to assure Alpio he would be safe in Bakersfield. Yes, the moment was enjoyed by all.

Alpio was “involved” when he was President. But, he is always involved. His store, Redwood General Tire has been a Tire Review Top Shop Award finalist twice. Alpio’s, and his employee’s involvement in the community is an important reason for that achievement. He is still involved with the CTDA. He periodically comes up with ideas to try improve the CTDA and its benefits to our members.

When talking with Alpio for this article, it was evident he really enjoyed his Presidency. He considers the Past Presidency a “good fraternity” and one he is proud to be in. In fact, he is one of a few Past Presidents who own a Past Presidents’ ring.

I found it very interesting that the one thing most important to Alpio about his Presidency is his Past President’s ring. It is a well designed attractive ring initiated by Stephanie McCoubrey. A few past Presidents of CTDRA-N received one. Alpio says he still proudly wears his today and is often asked about the significance of the ring.



MISSION TIRE SERVICE
LIKE FATHER, LIKE SON, LIKE SON



JOE HANLON

Tom Hanlon. Ask 10 different people and you will get 10 different stories and descriptions. But, all will contain the word “unique.” Tom was unique. He actually started in the used tire business when working with Metropolitan Life Insurance. He would go out after work and pickup casings and used tires. On the weekend, he would sell what he collected. Tom had the unique ability to “read” used tires. He could look at a large stack of used tires and within a few minutes he would know exactly which were good and which ones to avoid.

Around 1978, Tom decided to make a commitment to the tire business. He left Metropolitan Life, found a small shop in San Bruno, CA and opened Hanlon’s Tire. The shop was deep, but narrow. It would hold three cars, except they had to be in a single line. So, when the car in front was done, he would have to back the two cars behind it out of the shop so he could return the front car to the customer.

His sons started working with him when they were young. During High School, they would help Tom move the used tires. When Tom opened his first shop in San Bruno, his oldest son Tom went to work with him full time. Youngest son Joe would work after school and on weekends. Son Tom left the tire business to go into the painting business. He has been in that business for 25 years. Joe graduated from High School in 1985 and chose the tire business over College.

Hanlon’s Tire was growing faster than anticipated and the small shop was becoming more and more “unworkable.” A shop became available on San Bruno Ave., not far from the original shop. Tom and Joe moved Hanlon’s Tire to the new location. Business continued to increase, as did the rent.

Continued Page 8

OUR BRAND IS A PROMISE



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**California Tire
Dealers Association**



celebrating success.

Tom was not happy being a tenant. In 1994, Marty Labaugh of Larkin Bros. Tire made an offer to buy the Hanlon's Tire location. Tom accepted and now Tom and Joe had to find a new location. For one year they worked at used tire purchasing and selling. Then, in 1994, they found a location on Mission Blvd., in Hayward, CA. They opened Mission Tire Service.

Tom's forte was purchasing and processing used tire stock. So, Tom and Joe established a "processing plant" in Hayward. Tom would purchase the used tires and store them at the processing plant. Either he processed and priced the used tires himself, or he had an employee to do it. If you knew Tom, you know he hated retail. The processing plant was good for all. Not only did Tom hate retail, he was horrible at it. He would usually end up irritating the customer and Joe would have to step in to save the sale.

While operating Hanlon's Tire and Mission Tire Service, Tom became interested in the CTDA. He became more and more involved. He served on the Board for many years. Joe is now a Board Member. Tom was President twice; served as Secretary/Treasurer; and believed in the CTDA. He knew it was of benefit to members. Tom was always ready to talk about CTDA. I know when I was executive Director in 1998-2000, I received many calls from Tom explaining what the CTDA should do and what the CTDA had not done.

Many will remember Tom's Convention in Reno. He worked hard on it and it was very successful. We had Rocky Blier of the Pittsburgh Steelers as our keynote speaker. Tom thought the Convention should open in a big way. When the stage curtain opened for the opening ceremony, Tom came riding in on the back of Bertha the elephant.

As business continued to improve at Mission Tire Service, Joe wanted a second location. He found a shop in Redwood City. Tom did not really want to expand, but he supported Joe all of the way. The decision was made and Mission Tire Service in Redwood City opened in 2005. Joe's youngest son Tim started working at Mission Tire Service 5 years ago. Unlike most new people, Tim's learning process was a full and hurried process. He had to learn the important points of the overall tire industry, but since Mission Tire Service specialized in used tires, Tim had to become knowledgeable of the product. Today, Tim is the manager of the Redwood City location. It recently went through an enlargement and upgrade.

Joe's oldest son, Shawn started working at Mission Tire Service 4 years ago, and he too went through a full and hurried learning process. Shawn is like his grandfather, he does not like retail. He operates the processing plant 2 days a week and works retail 3 days a week. Joe explains that unlike his grandfather, Shawn is good at retail. He just doesn't like it.

Joe talked about the value in working with his parents. His mother Betty was bookkeeper for Mission Tire Service for many years, so Joe worked with both parents. He cherishes that time. He cherishes more the time he spends working with his two sons. You can hear it in his voice, the pride and joy of having his sons in the business. He can train them in the business, and pass on much of the knowledge he got from Tom as he watched them improve and succeed. Joe now oversees two retail operations and the processing plant. In addition, he runs the route to purchase used stock.

I knew Tom very well and I know he was proud that his son was in the business. Every time we got together, there would come the time Tom would talk about Joe. Yes, it might be to explain something Joe did wrong. But then his fatherly pride would come out and he would tell me how happy and proud he was that Joe was working with him.

We could probably spend time "sharing" various stories about Tom. We could talk about the "cans" he buried his money in. Or we could tell about his "famous" lunch order in restaurants. Tom would actually order "A cheeseburger without the cheese." Yes, someone having lunch with Tom would inform Tom, "That is called a hamburger."

A cute story explains the real nature of Tom. He was very knowledgeable about used tires and the tire industry. Lucky for Joe, Tom passed a lot of that on to him, just as Joe is doing for his sons. He had his serious moments, but always had that "twinkle" in his eye. He enjoyed humor. He used to explain to his family that he had a safe deposit box and when he passed away they should get the valuable contents out of it. In 2010, Tom passed away. Several days after, the family was together and someone brought up the safe deposit box. Had anyone opened it? Shouldn't we check it out? Maybe it has cash? How much cash will be in it? So, Tom's wife Betty and one of his daughters go to the bank. The box had been transferred to another branch, so they had to go there. They unlocked the door and pulled out the box. They opened it. At the bottom of the empty box was a handwritten note. It read: "GOT CHA!"



Billy Eordekian

1-800EveryRim – OEM Wheels

1-800 383 7974 / Billy@1-800EveryRim.com

Our family’s relationship with Board Member **Jay Goldberg** started in the 60’s when my father sorted casings for Jay at **Anderson Tire**. My dad’s employment ended when he was called to the office and Jay offered a raise. He replied, “Gee thanks Jay, but I quit!” (A long funny story and nothing to do with Jay.) Fast forward to about 2009, and Jay asks me if I would consider serving as CTDA-South President, and I said, “Gee thanks Jay, I will!” Another long funny story (me as President of anything that is!) and everything to do with Jay.

Well if you didn’t already know, especially after the last issue of *CTDA Tires & Treading*, Jay is deserving of all the recognition we can give him. So, on May 6th we had a lunch with some Board Members and old friends to present Jay with a framed award from CTDA recognizing him for over 50 years of service. During the festivities we also made mention of a few birthdays as well as congratulating **Al Ramirez** on his retirement after many years in the business including stays with **AKH Discount Tire and ATD**. It was also nice to have **Jon Ceazan of Jewel Tire** with us.

Your Humble Used Rim Peddler, Billy Eordekian

From Left: Al Ramirez-Retired from American Tire Distributors; Yours truly; CTDA VP, Chris Barry-ITDG; Bill Fuqua-Turbo Wholesale Tire; “The Godfather”, Jay Goldberg-Jewel Tire; Jon Ceazan-Jewel Tire; and Joe Findeis-The Ultimate Wheel & Tire Plus Sizing Guide.

WELL DESERVED!



CALIFORNIA TIRE DEALERS ASSOCIATION

DISTINGUISHED SERVICE AWARD

On this 6th day of May, 2015, the California Tire Dealers Association is proud to present this Award to:

Jay Goldberg

For fifty years of service on the Board of Directors; service as President for 1966-67; efforts to improve employment relations; his commitment to promote the Association; his assistance and contributions for Association Area Events; and, efforts to better the environment of California Independent Tire Dealers.

Chris Barry, ITDG, CTDA Vice President

Edgar L. King, Executive Director



FEDERATED INSURANCE INTRODUCES NEW MISSION STATEMENT

During its Annual Meeting of Policyholders on April 21, 2015, Federated Insurance unveiled a newly rewritten corporate Mission Statement. The Mission Statement reads:

As a mutual insurance company, we believe our value is measured by the success of our clients. It's our business to protect yours.

“This Mission Statement serves as a moral compass for all employees and all decision making,” Chairman, President and CEO Jeff Fetters explained. “Federated Insurance exists to enhance client success. We are here to serve them.”



FEDERATED INSURANCE....INFORMATION ON PROTECTING YOUR BUSINESS

Multitasking is a mythical activity in which people believe they can perform two or more tasks at the same time

Employers whose employees drive on behalf of the company have a responsibility of ensuring their employees are safe drivers. Explain the **three kinds of driving distractions** to your drivers, then work together to devise ways to avoid them.

- **Visual** - anything that takes your **eyes** off the road, both inside and outside the car.
- **Manual** - anything that takes your **hands** off the wheel. Two hands are much better than one for making corrective maneuvers,
- **Cognitive**-anything that takes your **mind** off driving. This is know as inattentive blindness. It's often what happens when you drive somewhere and don't remember the drive itself.

As much as we'd like to believe we can multitask, our brains simply are not wired to do so. Being distracted while reading is relatively harmless; being distracted while driving is not. When you're focused on driving, it could help you avoid the guy in the next lane who isn't.



Once more with feeling—Are you ACA Compliant?

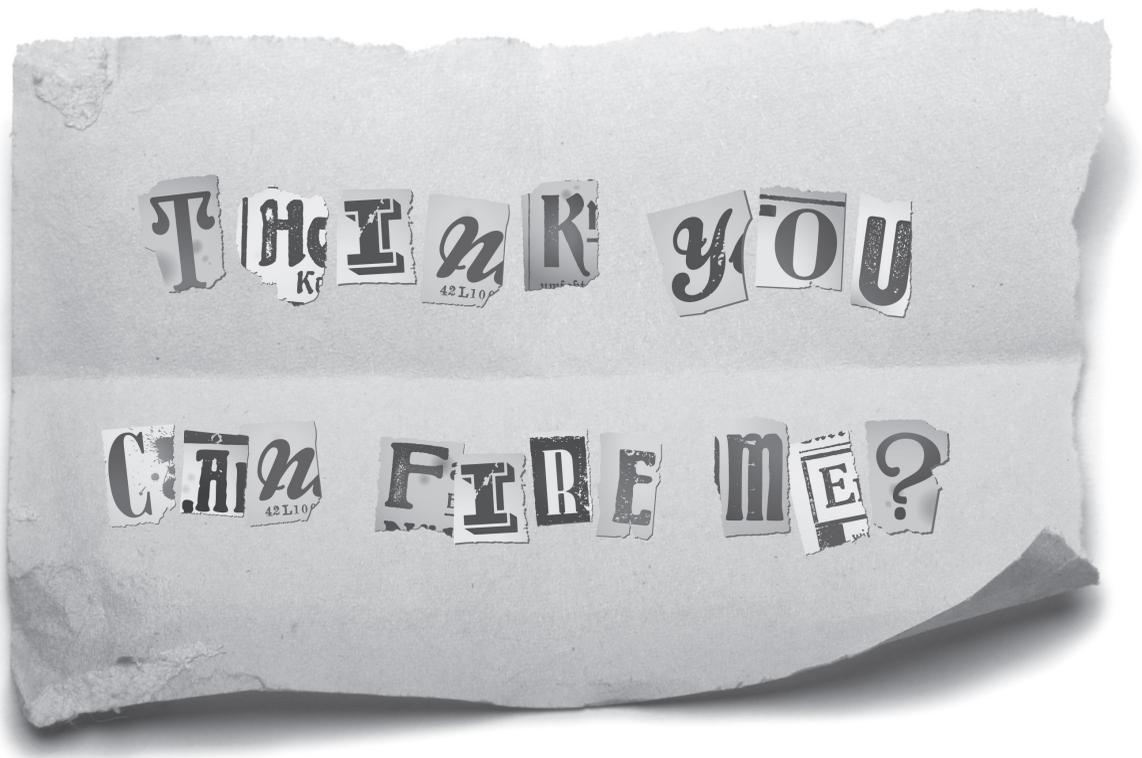
The overwhelming flood of Patient Protection and Affordable Care Act mandates and related IRS regulations is about to reach another deadline.

Businesses found to be non-compliant after June 30, 2015, may be subject to the applicable excise tax.

To summarize compliance:

- Employers who reimburse employees-either on a pre-or-post-tax basis-for costs related to individual health policies are subject to the excise tax for not being ACA compliant.
- Employers may not allow employees to deduct the cost of individual policy premiums from their wages.
- The excise tax penalty applies regardless of whether the employer is reimbursing the employee directly or is working with a Third Party Administrator to provide an individual health policy on a pre-tax basis.
- Employers cannot provide extra wages to employees for the express intent of purchasing an individual health policy unless they provide the extra wages to all employees regardless of whether they purchase health coverage.

Remember, setting up a ACA compliant group health plan may actually have financial benefits for both you and your employees.



Is Uncertainty Holding You Hostage?

Every employer, no matter what size, has to deal with human resource issues, regulations, and employment law changes. Contact your local marketing representative to learn how Federated Insurance can help you address issues such as hiring, firing, and disciplinary actions with an employee handbook building tool, sample policies and procedures, and access to independent employment law attorneys.

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Legislative Report

By Terry Leveille
President of T.L. & Associates



As predicted in my last Report, three bills that will affect the tire dealers—to greater or lesser degrees—have been introduced in the California State Legislature this year. As of mid-March, none have had their first hearings in a committee. The deadline for such hearings was May 1, 2015, so the next issue of *Tires & Treading* should have a little more information about the bills and their prospects. The following are the bills:

1) AB 873 (Jones) is a follow-up to legislation that we co-sponsored last year with Les Schwab Tire Centers. The bill passed both houses of the State Legislature, but was vetoed by the Governor. If signed into law, it would have brought “tire sales only” shops under the Jurisdiction of the Bureau of Automotive Repair (BAR). We wanted to ensure that these types of tire shops would “compete” on a level playing field with the members of CTDA. It was vetoed at the behest of the Department of Consumer Affairs (which oversees BAR) because they wanted to re-visit the current market realities provided by all automotive repair businesses, not just retailers.

AB 873 would give the Department of Consumer Affairs the opportunity to develop regulations that would have BAR regulate shops that offered what were formerly called “minor repair services” and therefore exempt from regulation. These include shops that replace spark plugs and batteries, and , for tire dealers, the “tire sales only” shops that by law are required to calibrate and install tire pressure monitoring system (TPMS) equipment. These “minor services” will be upgraded in many cases because of technological advances that require professionals with specialized skills to ensure the performance and safety of a vehicle.

The bill states, “No service shall be designated as minor (i.e., exempt from BAR oversight)...if the (Consumer Affairs) director finds that performance of the service requires mechanical expertise, has given rise to high incidence of fraud or deceptive practices, or involves a part of the vehicle essential to its safe operation.” Dealing with TPMS equipment fits this definition and, unless there is opposition from within CTDA, we should strongly support AB 873.

2) AB 1239 (Gordon and Atkins) is a bit murky in that what the bill currently includes is not what one will read in the bill a month or so from now. Essentially, it is what is called “placeholder bill,” one that a sponsor puts in to meet the deadline for bill introduction. This time, the bill is sponsored by Californians Against Waste, and intended to shake up the way CalRecycle spends the \$1.75 that tire retailers collect on every new tire sold. What they ultimately propose is uncertain, although the legislation should be taken very seriously since it is coauthored by the new Speaker of the Assembly, Toni Atkins, and longtime Assembly Member Richard Gordon.

The only section expected to stay in the current version of AB 1239, is the one allowing CalRecycle the ability to increase the tire fee up to \$3.00 per new tire sold. That should wake up a few tire retailers, including some (ALL?) in CTDA. More on the bill next time...

3) Finally, SB 47 (Hill) is a bill that could ultimately affect every aspect of the tire industry. As I wrote in January, SB 47 is the most prominent of the legislation efforts this year that were spawned by last fall’s NBC news reports alleging a link between cancer and crumb rubber infill in synthetic turf and playgrounds. It should be noted that in the reports, NBC cautioned that no studies have yet been published that indicate tire rubber products promote adverse health affects.

I recommend that CTDA take no position at this time of the bill. However, unless some of the subsidy of AB 1239 filters up to tire retailers, we may want to revisit that stance. Les Schwab Tire Centers, with whom we have worked on many tire retailer bills, is also holding off on taking a position.

My key concern is that the bill may increase the \$1.75 state tire recycling fee if CalRecycle deems it necessary to make the new program work.....We should know more in the next few weeks.

3) SB 47 (Hill) is the most prominent tire recycling bill in the news this year. Last Fall, NBC News profiled a soccer coach who felt that there may be a link between cancer and tire crumb rubber infill in synthetic turf and playgrounds. It spawned SB 47, a bill that requires a new \$6 million study to fill gaps that previous research left open.

The legislation would also prevent CalRecycle from providing grants to schools and local governments to help offset the costs of synthetic turf fields, and require any jurisdiction that wants to install such a field to open bidding to infill other than crumb rubber. Additionally, SB47 mandates that proposed projects must have a public hearing on the issue of the crumb rubber versus other types of infill.

Opponents of SB 47 support a new study, but they point out that more than 50 studies in the past twenty years have not found a single one that can link crumb rubber with adverse health effects. They are also dumbfounded at the \$6 million price tag, which comes from the \$1.75 tire recycling fee charged on the sale of new tires.

However, the most important issue according to opponents is that the bill’s language—banning grants and requiring public hearings and bidding from non-crumb rubber representatives—presumes that there is something “bad” about crumb rubber, despite overwhelming evidence to the contrary.

Despite opposition, the media circuses during hearings on SB 47 encouraged legislators to pass it through the Senate Environment Quality Committee and place it on the so-called “Suspense File” in the Senate Appropriations Committee.

In the next couple of weeks, we shall see whether the bill emerges from the Senate Appropriations Committee to the Senate Floor. Meanwhile, CalRecycle has indicated that it will fund the study portion of the bill, starting in July. That means the only reason to keep the legislation moving forward is to require the State to stop grants to customers.



Dave Redfern was a long time, active member of CTDA-N. He served as President and then as Secretary-Treasurer. Dave is now retired. His interest in the tire industry continues. Dave periodically sends me interesting articles concerning the tire industry and other interesting information.

MAYBE IT IS JUST BECAUSE IT IS AN ARTIFICIAL PRODUCT?

Dave sent a copy of article appearing in the San Francisco Chronicle in April, 2015. The article tells about the increased popularity of artificial lawns. It illustrates the difficulty of using artificial products.

The companies making the artificial lawn do not use crumb rubber because of the supposed toxic materials from tires. But, the artificial lawn is becoming controversial. Critics charge it’s environmentally suspect because it doesn’t cool the air like plants, doesn’t provide habitats for bugs, birds and animals and eventually is destined for landfill.

Interestingly, Dave also sent a note asking about the dangers of people attending the various indoor car activities. These are the ones with high speed activities, including the use of jet cars. Dave suggests NBC do an investigation to measure the dangers from the many rubber particles to be inhaled by the unsuspecting audience members. Off the top of my head, the rubber particles would appear to be more dangerous than crumb rubber products.



CHRIS BARRY
INDEPENDENT TIRE DEALERS GROUP
310-251-9527 cbarry@itdgusa.com



TULARE FIRESTONE, INC./ TF TIRE & SERVICE
AN AMAZING 60 YEARS OF GROWTH

Tulare Firestone celebrated 60 years in the business in 2012. To say the 60 years signifies growth and success is an understatement. Tulare Firestone, Inc./TF Tire & Service is looking forward to even greater success in the next 60 years.

Tulare Firestone, Inc./TF Tire & Service first opened their doors in 1952 as Tulare Home and Auto at 362 So. K Street in Tulare, CA. The two original partners were William Ryan and Don Vencelli. In 1955, they brought in Octave “Red” Louviere as manager, who eventually bought in as an equal partner with Pat Ryan. Pat Ryan then sold his share to Dick Johnson in 1971. Octave Louviere sold his share to Jerry Monroe in 1975. In 1976, Jerry sold his share to Lionel and Vicki Pires. The Pires family assumed control of the Johnson’s shares in 1984. Today, Tulare Firestone, Inc. (which operates as TF Tire & Service) is owned and operated by the Lionel Pires family. Lionel Pires is President, Vicki Pires is Vice President and Kevin Pires as Director of Marketing and Logistics.

A significant event for TF Tire & Service occurred on July 9, 1981. At 9:00 AM a major fire destroyed the office, warehouse and retreading plant at the Tulare “K” Street location. The fire took three days to completely extinguish. In April, 1982, a new bay location of 12,000 sq. ft. was opened at the sight of the catastrophic fire. This building was later expanded to 17 bays and in December of 2001, a new 25,000 sq. ft. commercial truck facility was opened to better serve the market. Today, the downtown flagship facility is a 25 bay center that covers 40,000 sq. ft. of space in Tulare.

Expansion outside of Tulare began in 1993, with the opening of a facility in Exeter, CA. New locations followed in Wasco (1995), Delano (1998), Corcoran (1999), Arvin (2001), Tipton (2002), North Tulare (2004), Chowchilla (2007), Visalia (Goshen) (2012) and Porterville (2014). Tulare Firestone is also majority shareholder in Tire World Car Care Centers, Inc., which operates a retail center in Merced, CA, with owner/manager David Nannini operating the facility. In January, 2013, TF acquired 100% control of the Los Banos Tire World operation, which originally opened in 2003. TF Tire 7 Service rebranded the site as a TF location.

In addition, Tulare Firestone operates a separate warehousing operation in Tulare which was opened in 1966, to supply the company facilities as well as providing tires, tracks and related materials to other tire dealers and tractor dealers across California and Arizona. A second warehouse was added in Redmond, OR in 2013, to supply track and undercarriage parts to the Pacific Northwest agriculture industry. TF Tire & Service opened a Mighty Automotive Parts franchise in 2010. This supplies parts and related merchandise to professional automotive suppliers in Central California. In 2015, TF Tire & Service opened ECO-T Tire and retreading. This is a Bandag Retread manufacturing plant in Tulare, CA, in partnership with the Country Tire and Wheel of Bakersfield, CA.

Today, TF Tire & Service operates fifteen facilities, primarily covering an over 200 mile stretch of California’s agriculturally rich San Joaquin Valley. TF Tire & Service is one of the largest distributors of tires for agriculture equipment in the Western United States. A fleet of twenty five service trucks provides around the clock tire service to farming and trucking operations throughout Central California. The TF Tire & Service team includes over 120 highly trained members ready to serve their customers needs from the smallest wheelbarrow to the largest eight-wheel tractor.



SAN GABRIEL VALLEY

By Paul Arellano—Lakin Tire

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“Trouble is opportunity in work clothes.” Henry J. Kaiser, Kaiser Steel

SALES CLINIC—VOLUME 12

I just returned from the North American Tire & Retread Expo in New Orleans, LA. This brand new trade show was promoted so well, that though we initially planned to take our portable display, we ended up taking our full trade show booth, occupying a large, 20' x 20' space.

The list of exhibitors went from very few in the beginning, to many recognizable names, with most booth spaces being booked 2 months prior to show time. Articles in the major industry publications, a month before the show, indicated that it was “sold out!” Talk about creating a “buzz!” They didn’t stop there! On set up day, the day before the show opened, I walked out of the Convention Center to the sound of police sirens blaring and music in the air. The street directly in front of the Convention Center was temporarily closed to traffic, and there were at least 4 large floats filled with people tossing beads to onlookers. There were two bands playing catchy tunes as well. One of those bands returned to perform daily at the trade show, during opening and closing ceremonies.

Shocking Revelation #12: Promoting your business is a FULL TIME job! It is easy to get comfortable, when you have a steady stream of customers, and a backlog of orders to fill. I have even witnessed staff at retail and food establishments seem even frustrated, when there is a long line of customers to “deal with.” SHOCKING, for sure! I would LOVE to have those kinds of “problems”! When the long lines end, and backorders have been filled, (and they will)...you must have more prospective customers and new customers lined up, to avoid spikes in business activity....SALES!

Writing articles for trade publications and arranging for a well-timed parade outside your business establishment may not be something feasible for your business, but there are ways to promote your business that will work. Don’t just rely on word of mouth and referrals. “It’s a big world out there” and you just might be surprised at who is searching for something related to what you do, on the internet or even in the mailbox. YOU know your business, and the types of customers you attract. Target that audience, and try to expand that audience as well. You just might be able to iron out some of those spikes in business that you have noticed from time to time.

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As we move into Summer, there is Baseball in the air! Both the A's and the Giants are off to slow starts this season, but we are hopeful for success as we move towards the All-Star Break.

Tire Dealers throughout Northern and Central California tell us that business is spotty, with some very good billing days, coupled with very light days. They attribute this to taxes (tax season), drought and increased competition (more businesses selling both new and used tires). There is no doubt that the drought in Northern and Central California has had a negative effect on the economy of the Central Valley. In the East and South Bay (and throughout the Bay Area) housing prices, building traffic and job creation are increasing. These increases, coupled with the summer driving season, should translate into predictable and increased business.

We continue to see building (roads, residential and commercial building) along the Hwy 580 corridor in the Dublin/Livermore areas, in the San Jose area, in San Francisco and we continue to see strong activity at the Port of Oakland.

Among dealers there is continued interest in tools and consumables for servicing the Tire Pressure Monitoring Systems (scan/relearn tools, sensor programmers, service kit bin programs, etc.), nitrogen and among commercial tire dealers, torque applications.



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SF SOUTH BAY

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I almost didn't write this article, because I did something unusual today. I read George Pehanick's article about Goodyear starting to sell tires to the Public through their website. I figured one person jabbing one of our major tire companies was enough for one publication. Not that I didn't agree with George, I do, it's just that I thought one this month was ample.

Then, this morning happened.

I had a customer give me a Med Truck tire for adjustment last month. We processed it in the normal way and received the notification from Goodyear that it was scheduled for pick up by Fed Ex at our office. Two weeks go by and no pick up. Around this time, the retail customer gets fed up because by the time we got the tire from our tire shop customer that had sold her the tire, and handled everything, it stretched into almost a month. So, the customer called Goodyear direct, only to have Goodyear tell her, they have no records of the tire what so ever.

Naturally, the customer calls the place where she bought the tire and lit him up. He then calls me and lights me up. (Actually, he was very nice to me but relayed the stress being caused him.) So, I called Goodyear and asked about the tire on my call list. The Goodyear rep asked me what was wrong with the tire. I asked what that could possibly have to do with the fact they hadn't picked up. She said the only way she could track it was by me answering these questions, which I thought were irrelevant to the situation.

I did answer them though, to get her moving toward resolving my issue. She said Goodyear would have no information, as the customer didn't receive a new tire from our customer. I didn't get this, but I told her it failed on the road out of town and the customer was forced to purchase a new replacement out of town. When I told her, the rep said "Well, that's the reason Goodyear couldn't have any knowledge about the adjustment??!!" I said, "What about the paper with the little asterisks on it designating it for pick up I received from Goodyear." She confused me so much, I gave up and said, "Look, I don't care about all that, but I did need the tire picked up." She punched a couple more keys and told me the tire had already been picked up. I then asked her why was I looking at it right now. After even more research and calls she made while I waited, she tells me she is sending me an email confirming the pick up request.

I got a call an hour later telling me it would be picked up.....NEXT WEEK, PROBABLY Tuesday or Wednesday.

You'd think most business people would realize that sometimes the best way to really impress a customer is when you have a customer with a problem. Perhaps it is our fault, perhaps not. BUT, I guarantee the customer is sure it is your fault. In most cases though, if you handle the customer's problem with no excuses, quickly and with a smile, you do more to ensure a customer forever than by just being cheaper than the next guy and making a sale.

I was disappointed because Goodyear used to be the very best at handling adjustments and they have really fallen off in customer service. The worse part is, we are committed at my company to try to handle adjustments within a week's time. We do our in house adjustments that quickly, but Goodyear has us hogtied here, and we will suffer the ill will.

Hey, give them a break. Goodyear's probably busy with their new consumer direct sales venture.

Thanks for listening. Hub Gurnari, SVW



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