

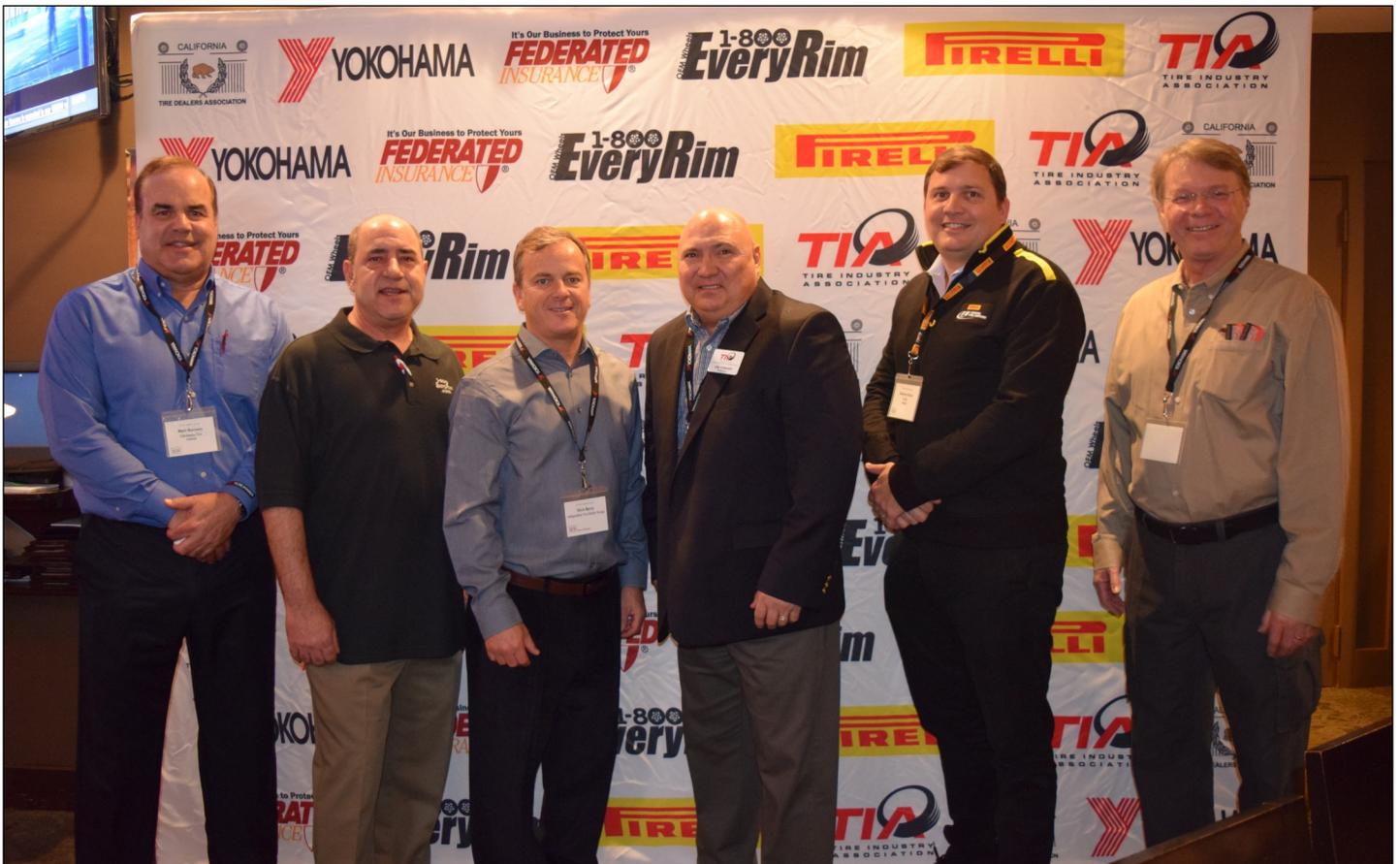
# Tires & Treading



VOLUME 57, ISSUE 2

MARCH/APRIL 2017

## 1-800EveryRim New Year's Luncheon



Matt Burrows from Yokohama; Billy Eordekian from 1-800EveryRim OEM Wheels; CTDA President, Chris Barry from ITDG; TIA President, Tom Formanek, Stellar Industries; Gianluca Grioni from Pirelli; SEMA WTC Chairman, Joe Findeis from The Plus Sizing Guide at the 1-800EveryRim New Year's Luncheon in Pico Rivera, California on January 12, 2017.

### Inside This Issue

Executive Director's Corner .....	2	Area Meeting Schedule .....	7
President's Message .....	4	Legislative Report .....	8
San Gabriel Valley Report .....	6		

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# Dave Redfern

## Executive Director's Corner



Let's talk about your Association.

We have a lot happening. Lots of action in Sacramento, see Terry Leveille's column. Facing the possibility of two bills in the Assembly, that would raise tire recycling fees. Your Legislative committee will be working with Terry over the next few months.

We have had two Area Meetings so far and three more to go. See schedule. If one is in your area, please attend and bring another dealer you know.

Our Scholarship program is funded thru donations, mostly from members, and it is off to a good start this year. We need to talk it up.

Check out your website, [www.catiredealers.com](http://www.catiredealers.com), help me to keep it current. Let me know if there are items that need to be corrected or updated.

MOST of all, we need to increase our membership. One way is to bring other dealers to our area meetings and to talk up our Association to other dealers in your neighborhood.

I would also like your input on the content in our magazine. What is needed to make it more pertinent to our membership? MEMBERS, please send me your email address at [exdirctda@gmail.com](mailto:exdirctda@gmail.com)

*Dave Redfern*

<b>California Tire Dealers Association</b> (A non profit mutual benefit corporation)		George Oren Tire Specialist	Robert Huebert Lee's Service	(559) 638 3535
Executive Director: David Redfern 803 Arlington Road Redwood City, CA 94062 Phone: 650-357-0600 E-Mail: <a href="mailto:exdirctda@gmail.com">exdirctda@gmail.com</a> Web Site: <a href="http://www.CaTireDealers.com">www.CaTireDealers.com</a>		Dave Coffman Larry's Tire Mart	Al Martinez NTW	(559)498-7700
<b>Association Officers:</b>		Carol Dellabalma T.P. Tire Service	Vahe' Michaelian 1-800EveryRim-OEM Wheels	(562)692-0109
Chris Barry ITDG PRESIDENT	(310) 251 9528	Billy Eordekian 1-800EveryRim.com	George Pehanick East Bay Tire	(707)437-4700
Paul Arellano Lakin Tire VICE PRESIDENT	(562) 802 2752	Joe Findeis Wheel Consultants, Inc.	Dave Redfern Honorary Member	(650) 357-0600
Don Zavattero Tech Supply SECRETARY/TREASURER	(510) 783 7085	Bill Fuqua Turbo Wholesale Tire	Eric Rivera TWI	(562)281-6029
<b>Directors</b>		Jay Goldberg Jewel Tire	John Sanford Sanford Firestone	(650) 355 1154
Doug Andersen	(510) 534 0575	Hub Gurnari South Valley Wholesale	Bill Short Leininger & Short	(909) 986 2793
		Joe Hanlon Mission Tire Service	Terry Leveille, Legistative Advocate TL & Associates	
		Richard Howard Bruce's Tire		(510) 580 1441

**Chris Barry**

# President's Message



What a busy start to the 2017 Tire selling season, We have had many obstacles to get through so far and I will try and touch the important issues that the Independent Tire Dealer is facing now. The California Drought is over or close to being over, That is great news for some and not for others. I flew into Sacramento 2 weeks ago and All I could see outside the window was water, And water every where, Which meant all over the Farmers Fields, From the look of things it looks like there will be some fields that will have to much water that they will not be able to grow anything this season?

On a positive note with all of this rain comes "potholes" I am sure we have all seen or hit some large holes on the road this season, That has been bringing in extra business.

On the CTDA Side we have 2 Bills that need your attention the AB 509 Bill "Revised tire recycling bill" and the AB 1180 "Double used tire fee". Please get yourself caught up on these 2 bills and be a voice.

Tire price increases have not been heard off for the past 3-5 years, and now we have the 1<sup>st</sup> price increase announced and already in place on March 1<sup>st</sup> 2017, All majors manufactures and others have increased on all of the products (pass,lt,mtr,otr) So please stay up to date as some increases start March 1<sup>st</sup> and others April and May 1<sup>st</sup>.

Tariff or no Tariff, It looks like there will not be another tariff in the near future for Commercial Truck Tires. Please stay up to date with the Tariff situation in the trades.

We had a terrific meeting at TWI in Union City 2 weeks ago with close to 80 people in attendance and great speakers and a great Taco Truck!! Please come out to our next meeting in San Diego and support the CTDA. The CTDA is trying to support you.

*Chris Barry*

## Stay Connected!



Make sure you don't miss any of the news from your Association!  
Let us know if your contact information has changed.

Ours has!  
You can now reach the Association and  
our new Executive Director, Dave Redfern at:

**exdirctda@gmail.com, or 650-357-0600**  
**803 Arlington Road, Redwood City, California 94062**

# It's Your Life

## Financial Estate Planning

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Since Congress passed the American Taxpayer Relief Act in 2012, very few Americans have been subject to federal estate taxes. As currently imposed, the tax will impact only .2 percent of decedents<sup>1</sup>. In 2017, the federal estate tax exemption is \$5.49 million per person. Married couples can double this. “Portability” allows a surviving spouse to use all \$10.98 million if the first spouse to die didn’t take advantage of his/her exemption. Several states impose an estate tax with an exemption amount less than the federal amount and do not offer portability (CT, DC, IL, MA, MD, MN, NJ, NY, OR, RI, VT and WA). Two states (DE and HI) have estate taxes that match the federal exemption and portability. Maine matches the federal exemption, but does not offer portability, so estate tax planning will be required for combined estates greater than \$5.49 million to take advantage of both exemptions. However, just because estate taxes aren’t likely to be an issue doesn’t mean financial estate planning is not necessary. There are multiple tax and non-tax reasons why planning is still important

**Income taxation – Lifetime gifting of capital assets (real estate, stocks, and collectibles) may create tax problems for the gift recipient. When someone inherits property (except as noted below), the basis for determining capital gains tax is the fair market value at date of death. However, when you gift an asset during your lifetime, the recipient gets a “carry-over” basis. This means that when the recipient later sells the asset, capital gains tax based on the difference between the sale price and the donor’s basis will have to be paid. It is important to carefully analyze which assets can be transferred in the most tax advantageous way if gifting is part of your plan.**

**Qualified Plans and Non-Qualified Annuities – Unlike other assets, which are generally received by the heirs with no income tax consequences, the tax-deferred build-up inside**

qualified plans and non-qualified annuities passes through and is taxable to the beneficiaries at their current income tax rate. If the beneficiary is properly designated, the income can continue to be deferred or spread over the person’s life expectancy. For example, a spouse beneficiary can treat the plan as his/her own and defer the tax. Child beneficiaries have a couple of options that will allow them to spread the income over a number of years. However, if not done properly, the entire tax could be triggered immediately. During retirement, it is important to consult with tax and legal experts to determine which assets are best to consume and which are best to leave to your heirs.

**Naming Fiduciaries –** Fiduciaries are the people you name to handle your financial matters if you are unable due to death or disability. While alive, this would be your attorney-in-fact under your power of attorney, and the trustee(s) of any trusts that are in force. After death, this would include the executor of your estate and the trustee(s) of any trust in existence or that are created through your will (testamentary trust). Your fiduciaries have a responsibility to act in the best interest of the people who benefit from the assets held. Failure to do so is a breach of the fiduciary duty and could subject the fiduciary to liability. Naming fiduciaries should be done carefully. Many family members are not equipped, nor do they want the responsibility, so it is often best to choose a professional. We strongly recommend that you address these concerns with an attorney who specializes in estate planning.

*1 Joint Committee on Taxation, “History, Present Law, and Analysis of the Federal Wealth Transfer Tax System,” March 16, 2015.*

**Paul Arellano**

# San Gabriel Valley Report



*“The best way to find yourself is to lose yourself in the service of others.”*

*Author Unknown*

## **SALES CLINIC – VOLUME 20**

So we are now, 2 plus months into the New Year! How is it going? Still a bit nervous that your expectations of 10, 20, 30% growth have not yet materialized?

Shocking Revelation #21: STOP WORRYING AND START LIVING. If you keep checking your daily numbers and comparing them to the lofty goals that you set at the end of last year, you will drive yourself into a panic. The abovementioned quote comes into play here. You will NOT get anywhere near your lofty goals if you keep checking that goal meter every night and forget about what is important – YOUR CUSTOMERS! If you want to find yourself, or your lofty goals, lose yourself in the service of your customers. Good service begets return customers, referrals and more service.

How does this relate to sales? Some years ago, when I was enrolled in the Dale Carnegie Institute of Sales (yes, it’s still around!), we were assigned several books to read, one of which is entitled, “How to stop worrying and start living”. At first glance, I thought to myself, “what in the world does this have to do with sales, and how is it going to help me to sell more?” It didn’t all come at once, but after reading the book, and as time passed, I saw that the main principle of the book

did have an application in my sales world. Though I certainly do keep track of “my numbers”, I am not constantly watching the speedometer, so to speak, so as not to get a speeding ticket. In other words, I am not analyzing my “numbers” 3 or 4 times a day, working myself up into a panic, when I have several good customers to attend to, throughout the day. I am conscious of what I am doing, and I do try to make the best of every encounter, but I focus on servicing my good customers, personalizing my interactions and attending to their needs. What’s more? Though it is “work”, it is actually fun! I visited a group of large customers in Texas in early February, and the visits felt more like visiting with old friends (some I have known for 12 years, so we are, “old friends”). We absolutely did get down to business and worked to improve things on both sides, but they were enjoyable encounters...fun, if you can believe that.

Are YOU going to spend another day checking “your speedometer” of goals, or are YOU going to lose yourself in the service of others, and START LIVING?

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

# 2017 Area Meetings

## CTDA Calendar

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**March 28, 2017**

San Diego Area Meeting  
Marie Callenders  
6950 Alvarado Rd. San Diego  
5:30 PM

**May 17, 2017**

South Bay Area Meeting  
South Valley Wholesale  
1742 Stone Ave, San Jose CA.  
5:30 PM

**April 20, 2017**

Fresno Area Meeting  
National Tire Warehouse  
2478 S. Golden State Blvd, Fresno  
5:30 PM

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# Terry Leveille

## Legislative Report



Over the past few weeks, I have been working with the Rubber Manufacturers Association (RMA) to help mold legislation which, among other things, gives CalRecycle the ability to initiate a tire regulatory fee of up to \$1 per new tire sold. Of course, we are trying to prevent this from happening, for it would be on top of the current \$1.75 tire fee that already brings in \$30 million annually for tire programs.

This is another legislative attempt to have CalRecycle start up a Tire Recycling Incentive Payment program, with a stated goal of having California reach a 75% tire recycling rate. While almost 90% of waste tires are diverted from landfills, many are viewed as “non-recycled” by California standards. Currently, between 36% and 40% of the estimated 44 million waste tires in California are declared “recycled” (rubber asphalt, rubber playground mats, landscape ground rubber “mulch,” running tracks, tire-derived aggregate, etc.).

As you remember, the CTDA and RMA worked together in the final days of last year’s legislative session to defeat a similar bill. However, this year, Californians Against Waste (CAW), the sponsor of last year’s legislation, has enlisted Assembly Member Jim Frazier (D-Oakley) to carry the bill for them. He has agreed to do it as long as the bill requires at least 50% of the recycling effort to be incentives for city and county rubberized asphalt projects.

CTDA has no quarrel with the rubberized asphalt priority, since it is probably the best use of processed waste tires. However, we are working with the author to get two key elements into the bill that would forestall the initiation of

the new regulatory tire fee:

1) Requiring CalRecycle to reduce their Tire Fund balance—the unspent money in the Tire Fund that has ranged from \$40 million to \$78 million over the years.

This is money on top of the \$30 million from the current \$1.75 tire fee that may get budgeted, but for whatever reason, doesn’t get used. In many cases it is grant money for tire recycling that just doesn’t attract enough applicants. CTDA has long argued that the Tire Fund balance should be minimal, maybe \$10 million or so, before CalRecycle considers starting up a new tire regulatory fee.

2) Having one or more public workshops before initiating the Tire Recycling Incentive Payment program. CTDA and other California tire stakeholders feel that for California to reach a 75% tire recycling rate, everyone should know what counts as a recycled tire product. Is it only rubberized asphalt, or is it also products made from re-treaded tire buffings? Does it include loose tire rubber that is used for playgrounds? How about crumb rubber infill for field turf?

Additionally, we should all be assured that the California tire recycling rate will include tire-derived products used by Caltrans and other state and local agencies, as well as the private sector. The bill should have language that not just products funded by a CalRecycle incentive program get counted.

The idea is that any new tire fee needs to be justified and

*(Continued on page 10)*

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# Legislative Report

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*(Continued from page 8)*

not simply allow CalRecycle to increase its budget on the backs of tire dealers and tire customers. From monitoring CalRecycle's Tire Fund budget over the past twenty years, I expect that it will be very difficult for CalRecycle to bring down its Tire Fund balance in the next few years. That is why there needs to be language in the bill requiring CalRecycle to do so before they can simply initiate a new tire regulatory fee.

We also want to make sure that all California tire recycling is counted. Not just amounts from CalRecycle's incentive program. That is important because once California reaches a 75% (or greater) tire recycling rate for a couple of years, then discussion should start on reducing the incentives so that tire-derived products compete on the open market.

Rubberized asphalt—the most promising tire-derived product—has life-cycle costs cheaper than conventional asphalt. This is aside from being a longer-lasting, smoother, and quieter surface. Other products, such as crumb rubber infill for synthetic fields, have greater safety qualities and are more inexpensive than competitors that use cork or other materials. Assuming continuing studies show that there is no link between crumb rubber infill and childhood illnesses, such material should compete in an open market without a subsidy.

Ultimately, most expect that there will always be some form of tire fee, but it should be in the 75-cent to \$1 per new tire sold. It should also be simply for enforcing tire storage and tire hauler regulations, cleaning up illegally-dumped waste tires, and studies on the efficacy of new tire-derived products.

Currently, the \$1.75 tire fee has a 2024 sunset date, where

it is supposed to be automatically reduced to 75-cents per new tire sold. A key component would be the removal of 75-cents of the fee that currently goes to the California Air Resources Board for its Carl Moyer program (exchanging clean diesel engines for older, dirty diesel engines). That portion of the tire fee should be borne by the proper entity, the diesel fuel tax.

It depends on how successful CalRecycle and other agencies can be in recycling tire-derived products. I tend to be somewhat skeptical of the proposed Tire Recycling Incentive Payment program in general, but it may succeed by focusing half of its budget on rubberized asphalt projects.

In the next couple of weeks, CTDA should know whether it was able to successfully insert the above language into the new bill.

Also, on the final day for bills to be drafted in 2017, Assembly Member Chris Holden (DPasadena) slipped in a proposal—AB 1180—that would raise the tire fee by \$1.50 to pay for "competitive grants for projects and programs for municipal storm sewer system permit compliance requirements." The so-called link between tires and sewer repairs—necessary language to tap into a special fund like the Tire Fund—is that the money would "prevent or remediate zinc pollutants caused by tires in the state . . ."

If both tire fee proposals from AB 1180 and AB 509 were enacted in full, tire dealers in California would have to remit a total of \$4.25 for every new tire sold. The only positive in the mix is that AB 1180 requires a 2/3rds vote in both houses of the Legislature to pass. It is expected that a coalition of tire dealers, new car dealers, and possibly the RMA could form a coalition and see if the author

*(Continued on page 12)*

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# Legislative Report

(Continued from page 10)

would be willing to amend the bill. More on these two bills in the next issue of Tires & Treading.

## Addendum

To clarify how AB 1180 can levy \$\$ from the tire fee for such things as municipal storm sewer system permit compliance.

In California "fees" only require a simple majority. Taxes require a supermajority (2/3rds voting).

The 75-cent add-on to the tire fee in 2004 that goes to the Air Resources Board took only a majority vote because at that time in California all you needed be labeled a "fee" was a nexus between the fee and the fund (Tire Fund) it was going to. The nexus for the ARB, according to the bill that sent the 75-cents of the tire fee to the Board, was tire dust from tires on freeways polluting the air. Even though ARB never did anything about tire dust and simp-

ly put the \$28 million or so collected each year into a program (Carl Moyer) that paid for new, cleaner burning diesel engines in school buses and agricultural equipment. Good program, wrong source of money!!

In 2010, California voters narrowly approved Proposition 26, which changed the definition of "tax" (requiring a 2/3rds vote) for a "specific government service" (i.e. grants to "storm sewer system permit compliance requirements") that would be charged to a payer (i.e. tire customer) but would only benefit the tire customer. The extra \$1.50 on the tire fee would ostensibly benefit everyone in California and therefore must be labeled a tax and require a 2/3rds vote.

*Terry Leveille, President of TL & Associates, is your representative in Sacramento. If you have any questions about bills, new laws, waste tire regulations or programs, or need copies of bills, please give him a call. He can be reached at 916-709-7566 or by e-mail at tleveille@aol.com*

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# CTDA Board of Directors

## Meet Your Board

### Carol Dellabalma



Carol has grown up in the Tire Business. Her parents were in the tire and retread business almost all of her life.

Her Dad ran the retread shop in WWII and her Mom was the bookkeeper for the company. At age 7, Carol was

patching tubes when she got home from school.

In her sophomore year of High School, her mother became ill and Carol with the assistance of her High School bookkeeping teacher worked for two years doing the bookkeeping for TP Tire.

In 1951 TP Tire relocated to Arcata, CA. Shortly thereafter a young fellow named Bob Dellabalma needed a job while he was in High School and was hired to work at the shop. In 1955 Bob graduated from high school and soon

after he married Carol. Bob continued to learn the tire business and by 1958 was managing the store. By 1970, Carol's parents wished to retire and Bob and Carol bought the business from them. By that time Bob and Carol's son was working at the store, and as he learned the tire business, starting out patching tubes and cleaning the retread molds, continuing thru the ranks. After a couple of years, Russ was retreading tires and then managed the Tire Department.

Currently, Russ and his wife Rhonda operate TP Tire and Carol still is involved when needed.

During the years that Carol and Bob managed the store, they were very active in the Tire Dealers Association.

Carol has served as a Board member of the CTDA and a Board member of the National Tire Dealers Association [now TIA] and most recently Carol was the President of the CTDA and still continues serving on the Board of Directors.

## What does the CTDA mean to you?

Is there a Dealer in your area that could benefit from membership in the Association?

Keep your membership information current!

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## Area Meeting

# Tires Warehouse, Inc/CTDA



Jason Espinoza of TWI, organized the successful area meeting held on February 23, 2017 at TWI's Union City location. Speakers included Dana Knudsen of OSM, Will Davi of CSTDA Insurance Services, and Doug Addis of Maxxis Tire Company. Chris Barry was the MC for the event. Raffle prizes and giveaways courtesy of Kumho, Toyo, Falken, BFS, Yokohama, Continental and Nexen.

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**1-800EveryRim**

# **New Year's Luncheon**

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Billy Eordekian's New Year's Luncheon was well attended on Thursday, January 17, 2017 in Pico Rivera. Sponsors included Federated Insurance, Yokohama, Pirelli, Voxx Wheels, and Lakin Tire. 1-800EveryRim proudly hosted TIA President, Tom Formanek and SEMA WTC Chairman, Joe Findeis. The Master of Ceremonies was our CTDA President, Chris Barry. Past CTDA President and Board Member, Jay Goldberg, was honored for his many years of service to the Association.



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**TCR1S Revolution Fully Automatic Tire Changer**



*Ask your local sales representative for information on any Hunter Equipment Products!*

**KEY SPECIFICATIONS**

TCR1S	
Mount / Demount Tool	Polymer Self Inserting Leverless
Clamping Type	Center w/ Quick Clamp
Bead Loosening Type	Upper / Lower Roller
Match Mounting Capable	Yes
Rim Diameter Range	12 in. - 30 in. (305 mm - 762 mm)
Maximum Tire Diameter	50 in. (1,270 mm)
Maximum Wheel Width	15 in. (381 mm)
Drive	Variable up to 15 rpm CW / CCW Torque: 875 ft-lbs (1186 Nm)

Hunter Engineering Company has combined its technological leadership and innovative style to produce a fully automatic tire changer completely designed and built in the USA.

**Hayward Location**  
28300 Industrial BLVD  
Suite E, Hayward, CA 94545  
Phone - 1-510-783-7085  
800-245-8324  
510-783-8741 (Fax)

*2 Central Locations to Serve You!*

**Fresno Location**  
1563 E Street  
Fresno, CA 93706  
Phone - 1-559-445-2673  
800-872-2846  
559-445-2676 (Fax)

