



Alabama Tire Dealers Association

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Spare Tire

January 2011

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

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Dear Members,

I hope the New Year is going well for everyone and we all have a happy and prosperous 2011.



The Association has several things going on at this time and would like to remind all of you that we have our convention this year in Gulf Shores on June 10th & 11th, look forward to seeing each of you there. Dolan Davis Jr, Cheryl and Sabrina have been working hard to make this one of the best conventions ever!

Another important date for our Association is March 31, 2011. This is the deadline for scholarship applications as well as for the hall of fame nominations, please remember any employee of a member of our Association is eligible for the scholarships. Applications for both can be found on our web page www.alatiredealers.com.

We do not have a firm date on the spring golf tournament in North Alabama as of yet, but it is going to be held sometime at the end of April. We need as much participation as we can get, being that this is one of the big fund raising events for our Scholarship Fund. As we get a firm date we will get that to everyone.

The Board for our Association is constantly looking at and discussing ways in which we can grow membership, please let us know any ideas or suggestions you may have in this as well as any other. Thank you all for supporting the Alabama Tire Dealers Association.

Mike Griffin
President

ADEM Scrap Tire Program Update - January 3, 2011

Alabama Scrap Tire Fund

Fee receipts FY08	Approximately \$3.87M
Fee receipts FY09	Approximately \$3.64M
Fee receipts FY10	Approximately \$3.69 M
Fee receipts FY11 thru January 3 rd	Approximately \$962,000
Total Fund Available	Approximately \$18.19 M

ADEM Staffing

Gavin Adams, Materials Management Chief (supervises 11 employees)

The Materials Management Section is responsible for the registration, permitting, and compliance evaluation of all scrap tire facilities, scrap tire marketing and beneficial reuse programs, registration and compliance evaluations of all recovered material processing (recycling) facilities, and the management of the Alabama Recycling Fund, which is used to provide grants for local recycling, reuse, and waste minimization projects and programs.

Brent Watson, Enforcement/Remediation Chief (supervises 8 employees)

The Enforcement and Remediation Section is responsible for solid waste and scrap tire facility compliance determinations, unauthorized solid waste and scrap tire accumulations investigations, enforcement actions, and remediation projects of unauthorized scrap tire accumulation sites conducted through either enforcement actions or funded by the Scrap Tire Fund.

Registrations/Permit Activity

To Date: 2887 (FY2011 – 12) *Includes registered receivers, permitted transporters, and permitted processors*

Facility Inspections Activity

To Date: 5238 (FY2011 – 230)

Permits Issued

To Date: 248 (FY2011 – 14) *Includes fuel users, processors, and transporters*

Enforcement

	<u>FY2009</u>	<u>FY2010 (thru 8/31/10)</u>
Administrative Orders for Scrap Tire Facilities (Total Penalties Assessed)	0	5 (\$22,200)
Notices of Violations for Scrap Tire Facilities	82	63
Notices of Deficiency for Scrap Tire Dumps	183	138
Warning Letters for Scrap Tire Facilities	127	197

Remediation

Large Scrap Tire Sites

The Prichard Large Scrap Tire Site was completed in March 2010. Integrated Waste Services (IWS) removed 8,454.56 tons of scrap tire material for beneficial use and disposed of 5,071.44 tons of scrap tire material. IWS was able to beneficially use over 60% of the scrap tires materials from the site. The total cost of the project was \$798,039.90.

The third large scrap tire site remediation project, located off Goat Hill Road in Geneva County, is currently in progress. The contract was signed on August 19, 2010, with HDH General Contractors, Inc. HDH General Contractors, with a rate of \$74.99 per ton, proposes to process the scrap tire material on-site. Eligible scrap tire material has been beneficially used as tire derived fuel (at Holcim/Geocycle in Theodore, Alabama) and as a product carbon additive (at SSAB Steel in Axis, Alabama). Potentially the material may also be used as a substrate for a landfill gas collection system expansion project (at the Coffee County Landfill in Elba, Alabama). HDH General Contractors intends to complete this remediation project by Spring 2011.

The Department has identified the fourth large scrap tire site remediation project in Baldwin County and will publish a Request for Proposals on January 12, 2011. Another potential large site near Marbury in Autauga County has been identified, however additional site assessment work is to be conducted.

Small Scrap Tire Sites (through the Scrap Tire Fund)

COUNTY	SITE NAME	CONTRACTOR	TIRES REMOVED	CONTRACT AMOUNT
<u>FY2007</u>	TOTALS	(FROM 3 SITES)	19,118	\$79,220.00
<u>FY2008</u>	TOTALS	(FROM 7 SITES)	48,263	\$133,897.00
<u>FY2009</u>	TOTALS	(FROM 14 SITES)	62,572	\$103,802.10
<u>FY2010</u> ⁽¹⁾	TOTALS	(FROM 25 SITES)	55,240+~241T SW material	\$382,727.71
<u>FY2011</u> ⁽²⁾				
Mobile	Georgetown-Chunchula Rd	Southern Land Dev.	In-progress	\$13,000.00
Escambia	Sizemore Road Site	Burnham Enterprises	In-progress	\$15,180.00
Montgomery	Carousel Ct Site	Teague Hauling & Demo	In-progress	\$1,500.00
Talladega	Brickyard Rd Site	Teague Hauling & Demo	In-progress	\$18,000.00
Marshall	City of Albertville	City of Albertville	In-progress	\$600.00
	FY2011 TOTALS	THRU DEC. 2010		\$48,280.00

(1) The sites are in various stages of contracting. For projects not completed, tire quantities are estimates based on inspections.

(2) An additional five projects will have bids opened in the next two months.

C. W. Owens Enterprises

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**Scrap Tire
Remediation**

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DUMP SITE AFTER

Random Testing – Why It's Important



The fact of the matter is that drugs and alcohol do not belong in the workplace. Employees who abuse drugs and alcohol can create significant safety and health hazards. Negative consequences include decreased productivity, poor employee morale, and increased costs associated with property damage, workers compensation, and health care.

Employees who abuse drugs and alcohol fare much worse when compared with employees who do not. Substance abusers are:

- 3.6 times more likely to be involved in on-the-job accidents, and 5-times more likely to injure themselves or another in the process
- 5 times more likely to file workers compensation claims
- 10 times more likely to miss work
- 33 percent less productive

While there are many tools available to help deter this problem, Federated has found that the most effective programs include random drug and alcohol testing.

Random employee testing can help keep your work environment safe and productive. Random testing is performed on an unannounced, unpredictable basis. Employees are placed in a testing pool from which an arbitrary selection is made. If an employee is tempted to use drugs, but knows he or she may be tested at any time, the temptation is reduced.



- Sources:
- University of Buffalo, 1/13/2006
 - Substance Abuse and Mental Services Administration, 2008
 - Insurance Journal 1/13/2006, author: Elena Carr
 - EHS Today 10/6/2009

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Troubling News for Employers from the Department of Labor

Government to refer Wage Hour and FMLA complaints to Plaintiffs' Attorneys!

The Obama administration's "Middle Class Task Force" has announced a new program in which **the U. S. Department of Labor (DOL) will partner with the American Bar Association (ABA) to refer complaints** under the Family and Medical Leave Act (FMLA) and federal wage and hour laws to private plaintiffs' attorneys.

According to a press release from the ABA, "in a typical year, the Department of Labor's Wage and Hour Division receives more than 35,000 employment-related legal complaints. In order to ensure that as many workers as possible have access to legal assistance, the Department of Labor and the ABA are **establishing an attorney referral system.**"

U. S. Secretary of Labor Hilda Solis said "our nation's workers deserve full and fair compensation, and this Administration is committed to ensuring that they receive it. Today's announced collaboration with the ABA streamlines worker access to additional legal resources and builds on the Department of Labor's continued efforts to ensure that employers comply with America's labor laws."

This unprecedented collaboration of the DOL's Wage and Hour Division and the ABA began on **December 13, 2010**. When Fair Labor Standards Act or FMLA complainants are informed that the Wage and Hour Division is declining to pursue their complaints, they may also be given a **toll-free number to contact the newly created ABA-approved Attorney Referral System**. In addition, **the Wage and Hour Division will also provide relevant information and documents on the case to complainants and the representing attorneys.**

While this initiative will presumably benefit some workers, the big winners here are plaintiffs' lawyers. **Employers can anticipate having to respond to an increasing number of allegations of improper compensation under the Fair Labor Standards Act and violations of FMLA regulations.**



SESCO Management Consultants provides expert consulting and auditing to determine compliance with these regulations. SESCO retainer clients receive these audits at no charge as part of our Professional Service Agreement. Those who are not retainer clients can engage SESCO on a per diem basis, or we encourage you to inquire about our Professional Service Agreement providing for on and off-site consulting support at no additional charge. You may contact us by phone at 423-764-4127 or by email at sesco@sescomgt.com.

Goodyear protests signs' use of logo



Company requests removal from local anti-Democrat billboard

Original article by: [Jason Morton](#) | [Tuscaloosa News](#) | [December 8, 2010](#)

A man in Tuscaloosa, Ala., has been contacted by Goodyear Tire & Rubber Co.'s legal department after using the tiremaker's logo on billboards celebrating the defeat of Democrats around the country in the Nov. 2 election.

Ronnie Holmes, who is listed on the Alabama secretary of state's website as the incorporating agent, president and secretary of Tuscaloosa Tire and Service Center – which operates three Goodyear stores in Tuscaloosa and

one in Northport – created the signs using the Goodyear logo without permission, according to the tire company.

"Goodyear did not authorize or condone the use of its name or logo in connection with these billboards. We have spoken with the individual who rented the signs, and the responsible party has agreed to remove them," said a spokesperson for the tiremaker.

The signs contain a caricature of a crying President Barack Obama and bear the message: "Minus 80 Democratic Congressman, Senators & Governors...Now That's a Goodyear!," according to a report by the Tuscaloosa News.

At the bottom of each billboard are the words "Paid for by Ronnie Holmes." Holmes did not return several messages seeking comment.

Goodyear was made aware of the billboards after area residents called to complain about the signs' message.

PAYROLL TAX CUT TO BOOST TAKE-HOME PAY FOR
MOST WORKERS; NEW WITHHOLDING DETAILS
NOW AVAILABLE ON IRS.GOV



IR-2010-124, Dec. 17, 2010

WASHINGTON – The Internal Revenue Service today released instructions to help employers implement the 2011 cut in payroll taxes, along with new income-tax withholding tables that employers will use during 2011.

Millions of workers will see their take-home pay rise during 2011 because the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010 provides a two percentage point payroll tax cut for employees, reducing their Social Security tax withholding rate from 6.2 percent to 4.2 percent of wages paid. This reduced Social Security withholding will have no effect on the employee's future Social Security benefits.



The new law also maintains the income-tax rates that have been in effect in recent years.

Employers should start using the new withholding tables and reducing the amount of Social Security tax withheld as soon as possible in 2011 but not later than Jan. 31, 2011. [Notice 1036](#), released today, contains the percentage method income tax withholding tables, the lower Social Security withholding rate, and related information that most employers need to implement these changes. Publication 15, (Circular E), Employer's Tax Guide, containing the extensive wage bracket tables that some employers use, will be available on IRS.gov in a few days.

The IRS recognizes that the late enactment of these changes makes it difficult for many employers to quickly update their withholding systems. For that reason, the agency asks employers to adjust their payroll systems as soon as possible, but not later than Jan. 31, 2011.

For any Social Security tax over withheld during January, employers should make an offsetting adjustment in workers' pay as soon as possible but not later than March 31, 2011.

Employers and payroll companies will handle the withholding changes, so workers typically won't need to take any additional action, such as filling out a new W-4 withholding form.

As always, however, the IRS urges workers to review their withholding every year and, if necessary, fill out a new W-4 and give it to their employer. For example, individuals and couples with multiple jobs, people who are having children, getting married, getting divorced or buying a home, and those who typically wind up with a balance due or large refund at the end of the year may want to consider submitting revised [W-4 forms](#). [Publication 919](#), How Do I Adjust My Tax Withholding?, provides more information to workers on making changes to their tax withholding.

Pack Your Bags and Join Us at the BEACH!



**ATDA Annual Convention
June 10 – 11, 2011
Hampton Suites
Orange Beach, Alabama**

Bring the whole family for an informative and relaxing weekend at the brand new Hampton Suites in Orange Beach, Alabama. The annual convention is a great opportunity to network with other dealers and suppliers. A golf tournament will be held Friday afternoon and prizes awarded at the Friday night reception. Our Saturday morning business session will be packed full of ideas to help make your business better. Saturday night we honor our scholarship recipients at our Scholarship Banquet with great food and entertainment.

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National Car Safety Inspection Standards Proposed

TIRE REVIEW

The Tire Industry's
#1 Source for
News & Analysis



U.S. Rep. Sheila Jackson-Lee (D-TX) introduced a new bill that would establish national standards for state-level vehicle safety inspections.

House Bill 229 – the Michael Jon Newkirk Transportation Safety Enhancement Act of 2011 – would require states to establish minimum annual vehicle safety inspection programs or lose specific federal funds. Other than requiring working seats belts and speedometer, the bill, as currently written, does not address any specific vehicle systems or recommended safety performance.

Jackson-Lee also introduced House Resolution 259, which proposed to establish state safety inspection programs and national standards for state safety inspections of motor vehicles across the U.S. No action was taken on that resolution.

As for HB 229, the bill states that states must enact and enforce “a law that requires the owner of a motor vehicle registered in the state to present the vehicle for inspection on an annual basis to ensure that the vehicle meets or exceeds motor vehicle safety standards to be established by the state.”

The ASA said that less than half the states have vehicle safety inspection programs and of those programs that do exist, many have inconsistent standards. The association said it “supports federal legislation mandating periodic state motor vehicle safety inspection with a minimum level of safety standards.”

ASA said that Missouri and Pennsylvania have conducted studies demonstrating the importance of periodic motor vehicle safety inspections as a deterrent to vehicle accidents, injuries and deaths.

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Where Are They Now?

The SPARE TIRE is starting a new series that finds past ATDA Scholarship Recipients and asks, “Where Are They Now?” to see how their educational opportunities impacted their futures.



Kandice Foust Barnett (Sponsored by McGriff Tire, Cullman) received one of the first scholarships offered by the Alabama Tire Dealers Association in 1990. Kandi attended the University of Alabama at Birmingham (UAB) and graduated with a degree in nursing. In 1991, Kandi began her career at the Children’s Hospital in Birmingham and has worked in the Pediatric Oncology Clinic for the past 16 years. Kandi and her family still live in Cullman, Alabama. She has two daughters, Savannah (11) and Mary Grace (9), and is the daughter of Jim and Patsy Foust.

“I was awarded an academic scholarship to attend Wallace Community College. The ATDA scholarship allowed me the opportunity to further my education by going to UAB and finishing my studies. I wouldn’t have been able to afford to continue my studies without it.”

*The ATDA office is currently accepting applications for the 2011 scholarship program. **The deadline for applications is March 31, 2011.** Applications can be downloaded from the ATDA website (www.alatiredealers.com) or obtained by contacting the Association Office.*

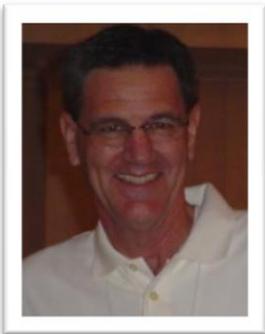
Chaplain's Corner

"Religion that GOD our Father accepts as pure and faultless is this: to look after orphans and widows in their distress and to keep oneself from being polluted by the world."

James 1:27 (NIV)

Dear Fellow ATDA Members,

I want you to help meet the need of a very special employee of one of our supplier members. Myers Tire Supply employs a very special young lady named Christy Mullins. Her boss, Barry Morgan contacted me several months back to inform me that Christy's daughter, Stardust was battling cancer. After a courageous fight, Stardust passed away December 31, 2010. I have been talking and praying with Christy through this journey and I have been amazed at her strong faith and positive attitude. When I attended the visitation for Stardust I was in awe of how many lives have been touched by this special little child known as "Princess Stardust". As you can imagine after a long period at Children's Hospital, Christy's finances are very strained. Christy needs about \$2,500 to finish meeting funeral expenses. My request of you is to consider sending a financial gift to help meet this need. I realize you are continuously solicited for money and may not be able to help, however this is a great opportunity for our association to meet a deserving need. If you want to help, please make your check payable to the ATDA and designate it for Christy Mullins. Sabrina will know where to send our collection.



Thanks and GOD bless,

Dolan Davis, Jr. 205-758-6624 dolan@davistires.com

ATDA Chaplain

PS: Even a gift of \$25 will meet the need if enough of us participate. At the time this newsletter was printed, our Association family had already raised \$625. Thanks again.

This Month's Business Quote:

"Money is one of the most important subjects of your entire life. Some of life's greatest enjoyments and most of life's greatest disappointments stem from your decisions about money. Whether you experience great peace of mind or constant anxiety will depend on getting your finances under control." – Robert G Allen

This Month's Business Tip:

Think of technology purchases as investments, not costs. And, remember, when you have an overall plan, your company avoids wasting money on unnecessary purchases or quick fixes.



A Good Exit Strategy Requires Making Smart Moves Early in the Game

You worked hard to create your business. How you plan for potential exit strategies will ultimately help determine your financial success.

Many professional advisors suggest putting a succession plan in place at least five years before you intend to retire...10 years may be even better. In fact, some recommend that an exit strategy be built into an initial business plan.

Exit strategies should consider:

- Retirement income
- Leaving a stable, profitable business
- Death and disability of the owner
- Departure of a business partner

Avoid a future stalemate and make the first move now. To help assure financial security for you, your family, and your business, contact your local Federated representative or your association office for information on Federated's Financial Protection Services.

It's our business to protect yours®





Albertville looking to clean up illegal tire dump

By Stephen McLamb

ALBERTVILLE, AL (WAFF) - It's clear people in Albertville don't want to see a mini tire town.

Mounds of used rubber illegally dumped in a residential area continues to grow, and now the Alabama Department of Environmental Management is getting involved.

There are hundreds of tires on some property that was set to be developed into a residential neighborhood and the owner is not very happy.

"It's a shame that people come in here and treat your property like this," said Johnny McKone, owner of the property where the tires were found.

"People have been dumping, dumping trash and tires and everything else," said McKone.

Dumping not tens, but hundreds of tires along an area off highway 205.

"Once I made that call I would expect some action to be taken and that's why we're here today," said Albertville Mayor Lindsey Lyons.

Mayor Lindsey Lyons says he feels for those people who live next to the dumped tires.

"It's not fair to the neighborhood. It's not fair to the city. It's not fair to the residents," said Mayor Lyons.

On Wednesday, officials with the Alabama Department of Environmental Management took interested contractors on a tour so they can decide how much it will cost to clean up the public health hazard. That's good news for McKone, who says trying to sell lots with tires on them isn't easy.

"It's hard. You can't do that. You got to have it cleaned up," said McKone.

"Once we put everything together, this is going to be cleaned up, taken care of, and it's going to be out of their way," said Mayor Lyons.

Besides getting the dump cleaned up, the mayor says they'll also be looking for those who put the tires there.

"We want to make sure that we can fully prosecute them to the extent of the law that's available, and we will," said Mayor Lyons. McKone says he's thankful it will be cleaned up.

Mayor Lyons says they expect bids to be opened to award the work in about six weeks. Then the cleanup process will begin.

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ATDA Hall of Fame Nominations Due by March 31st

The Alabama Tire Dealers Association Hall of Fame was established to honor those individuals who have played a significant role in the growth and development of the tire industry and the Alabama Tire Dealers Association.



Eligible nominees must have served in the tire or supplier industry for a minimum of five (5) years. Nominees are chosen based on the following criteria: their contributions of new ideas, practices, and/or innovations that promoted the health and well being of the tire industry; their exemplary and distinguished service in the tire industry; and respect of their peers. Contribution in civic, cultural, education, or charitable endeavors will be considered but are not a primary consideration as attributes for selection.

The deadline to submit nominations to the ATDA Office is March 31, 2011.

Techniques for Wheel-off Prevention

Many times we hear "our technicians would never forget to reinstall and tighten the lug nuts on a wheel."

However, real-world cases tell another story. Loose and missing lug nuts have resulted in terrible car wrecks, severe injuries, fatalities, bad publicity and expensive litigation. And the business owners involved probably thought their technicians wouldn't make this mistake – until it happened to them. In the insurance industry, these type incidents are known as "completed operations" claims, and may result in nuisance or catastrophic claims.

Whether minor or major damage occurs as a result, liability claims, such as when a wheel falls off a customer's car after your technician rotated the tires or changed the brakes, can adversely affect profitability.

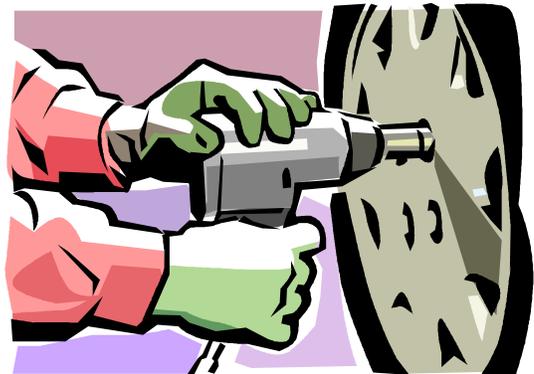
Catastrophic claims, such as when a wheel comes off while your customer is on the highway and causes a multi-fatality accident, can cost millions of dollars and put you out of business.

General Recommendations

Protect your business by using basic quality control (QC) techniques. Many businesses wait until they have suffered a catastrophic accident to implement QC programs. It is critical to be proactive. Review your current work practices, identify weaknesses and implement the necessary QC programs. Be sure to address everything from hiring procedures and employee training to job procedures and quality checks of completed work.

The following guidelines will help you implement an effective program at your business. It starts with people:

- Hire the best people you can find.
- Conduct pre-employment and post-accident drug screens. Make sure to consult with legal counsel before conducting drug tests.
- Confirm prior job history.
- Verify qualifications – ASE certified technicians preferred.
- Establish job-specific procedures, and develop written job procedures for all critical tasks or duties.
- Teach them "your way" of performing the job correctly – it is dangerous to rely solely on previous job experience and employers that may have used haphazard training methods.
- Focus extra attention (training, supervision, etc.) on new employees.
- Provide initial, ongoing and refresher training on critical job functions.
- If you need help, the Tire Industry Association (TIA) has excellent training programs. Visit their website at tireindustry.org.
- Have managers or supervisors observe technicians on a regular basis to ensure that they adhere to written job procedures.



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have

Develop a QC System

- Managers or supervisors should spot-check all completed work, especially work performed on safety-sensitive equipment such as tires, wheels, brakes and steering components.
- Technicians should crosscheck each other's completed work.
- Whoever checks the work should sign the repair order acknowledging they did so.

Wheel-Related Issues

- As indicated above, developing a written procedure is imperative. The procedure must be part of the overall QC system and should ensure that every wheel that leaves your business is properly installed.
- The system ensures that a QC check is completed after each job.
- The system can require that a manager (or another technician) check one lug nut on each wheel when the job is completed. Another example is to assign one technician to tighten the lug nuts on each wheel to an initial torque setting, to be followed by a second technician who tightens them to the manufacturer's specification.

Remember to include the following in your QC system:

- Thoroughly inspect the studs, wheel and the tire for bead, sidewall or tread damage.
- Review manufacturer's specifications to ensure tires are the proper size for the vehicle.
- Provide technicians with current manufacturer's specifications on lug nut torque for original equipment wheels, aftermarket, custom and specialty wheels.
- Teach technicians to use the recommended lug nut tightening sequence, crisscross and star pattern, when tightening lug nuts (different patterns required for 4, 5, 6, 8 and 10-lug wheels).
- If a vehicle is brought in for multiple service, i.e. oil change, brake job and tire rotation, require technicians to complete one job before moving on to the next one.
- Require technicians to fully tighten one wheel at a time, do not allow employees to "finger tighten" one wheel and then move on to the next one. This is a frequent cause of someone "forgetting" to tighten the lug nuts on one wheel.
- Use of a dependable, calibrated torque wrench to properly torque lug nuts is recommended. Calibrated air tools or specialty tool extensions are other options.
- Include a notice to the customer on the repair order that lug nuts should be re-torqued within the first 25-100 miles of installation.

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10th National Tire Safety Week Set

The Rubber Manufacturers Association has selected June 5-11, 2011, as the tenth annual National Tire Safety Week.

NTSW is an initiative of the RMA's "Be Tire Smart – Play Your PART" program, a year-round effort designed to help drivers learn the simple steps they can take to ensure their tires are in good working condition.

And the initiative is needed, according to a recent RMA survey of more than 6,300 vehicles that showed 55% of vehicles had at least one underinflated tire. Fifteen percent of vehicles had at least one tire underinflated by 8 psi. The study also showed 10% of vehicles had at least one bald tire.

During NTSW, tire manufacturers and retailers nationwide will work to educate motorists about proper tire care and maintenance. RMA provides tire retailers, auto dealers and automotive repair shops with free "Be Tire Smart" brochures and other materials. Many participating retail outlets use the opportunity to promote tire care through advertising, promotions, free tire pressure checks and conducting media outreach. More than 21,000 shops participated during the 2010 NTSW.

The Be Tire Smart program is funded by RMA's tire manufacturer members: Bridgestone Americas, Continental Tire the Americas, Cooper Tire & Rubber Co., Goodyear Tire & Rubber Co., Michelin North America, Pirelli Tire North America, Toyo Tire Holdings of Americas and Yokohama Tire Corp.

For more information, or to obtain free RMA materials, visit www.betiresmart.org. Retailers who have participated in the event before will receive materials again this year.



A Short Course on the Art of Apologizing

By Nancy Friedman, the Telephone Doctor



- Gee, I'm so sorry
- Sorry 'bout that
- My apologies, I didn't mean to

There are probably dozens of ways to apologize and many more ways of accepting one.

How important is an apology? Why do we apologize? And what words seem to work better than others?

You get the picture. When you look up the word APOLOGY, it reads:

To express or make an apology; acknowledging failings or faults.

And the words I'm sorry and I apologize are NOT always interchangeable. Example: A parent passes away and we normally say: ***I'm so sorry to hear about your loss.***

"I apologize your father passed away" just doesn't seem right.

However, both can be easily used in an apology; to acknowledge a failing or fault.

When you bump into someone at the mall, instinctively, most of us say, "Oh I'm so sorry" or you could say, "I apologize, I wasn't watching where I was going." In this case they're interchangeable. Think for a moment what you're thinking when someone does bump into you and they don't apologize? Hmmmm?

On a recent bumpy flight the pilot came on and said: "I apologize for the bumpy flight." He also could have said, "Sorry folks, for the bumpy flight." Again, 'interchangeable.'

Apologies in Business vs. Personal

Seems as though personal apologies might be a little easier than a business apology. In my opinion, that's because we normally know the person fairly well in the personal setting and can figure out what to say and do a little easier. And often we can even send candy, flowers or something else in a bribery fashion so to speak.

However, when something happens in a business setting and the customer is IRATE and is in need of an apology, that's a different story. In many cases we don't get to meet all of our customers and if we do it's normally on a pretty limited basis. Most of the time it's a phone call. And then, of course, even if we are more familiar with the business customer, where is that line in the sand? Dare we cross over it?

For an apology in the business arena, we suggest using the word APOLOGIZE. It's a classier word; raises the bar. To just be 'sorry' for something can easily diminish the effectiveness of the apology.

"Mr. Smith, I apologize for sending the wrong invoice. That's got to be very frustrating."

To simply push it away with, "Sorry about sending the wrong invoice" takes the sensitivity and meaningfulness away.

And what if you're **not** wrong and the customer still perceives you as wrong? Do you still need to apologize? Of course you do. It doesn't matter if you're right or wrong. When the customer perceives you're wrong, you're wrong.

And for those who say "the customer is always right," we ask you to change that to the mentality we use, "the customer always thinks they're right." And that's the perception we need to deal with.

Timing of Apology

The immediacy of an apology is key. Whichever you use, I'm sorry or I apologize, do not delay. The sooner those words are used, the closer they are to the happening, the more effective they are.

Don't wait to say I'm sorry or I apologize. They're like please and thank you. Important and very relevant.

Easy Rule of Thumb on When to Use Which Word

You're SORRY when you step on someone's toes. (A human emotion)

We APOLOGIZE when the customer is unhappy. He perceives we have done something wrong; we failed. (An incident)

Ineffective Apologies

You hear it all the time, "***Sorry 'bout that.***" That's a cliché; not an apology. Lose it.

Say it fully: I'm sorry I gave you the wrong change. Sorry 'bout that doesn't cut it.

TIA ANNOUNCES 2011 AUTOMOTIVE TIRE SERVICE (ATS) AND COMMERCIAL TIRE SERVICE (CTS) CERTIFIED INSTRUCTOR PROGRAM SCHEDULE



Bowie, MD - The Tire Industry Association (TIA), one of the leading global authorities on tires, today announced its 2011 dates for their Automotive Tire Service (ATS) and Commercial Tire Service (CTS) Certified Instructor programs. These programs can qualify enrollees to return to their place of business and conduct Certified Technician courses for their employees. Persons interested in attending these classes can register by visiting the "Training & Education" section of TIA's Web site, www.tireindustry.org, or by calling 800.876.8372, extensions 106 or 107.

The newly-revised ATS program combines in-depth classroom instruction with comprehensive, hands-on education. Students who successfully complete the program are prepared to return to their companies and impart that knowledge to their fellow employees by conducting in-house Certified ATS Technician or Instructor classes.

The CTS program utilizes classroom instruction with hands-on learning and meets the requirements laid out by OSHA Standard 29 CFR 1910.177. Students who successfully complete the CTS Instructor program are qualified to certify technicians in the field.

Both ATS & CTS classes are held in either 3- or 4-day sessions. TIA also offers both classes either in Baltimore, MD or Denver, CO.

"Both TIA's CTS and ATS Instructor Programs have been updated within the past two years. This means that technicians have the opportunity to receive the most comprehensive and up-to-date instruction on the latest tire service techniques," said Roy Littlefield, TIA's Executive Vice President. "TIA's training programs are widely considered to be among the best in the world, and a TIA Certification can benefit the technician, the shop owner, and the motoring public."

The scheduled dates for 2011 are:

TIA Automotive Tire Service (ATS) Instructor Classes	TIA Commercial Tire Service (CTS) Instructor Classes
<i>Baltimore, MD:</i>	<i>Baltimore, MD:</i>
3-Day: March 29 - 31; October 18 - 20	3-Day: February 22 - 24; September 13 - 15
4-day: March 29 - April 1; October 18 - 21	4-day: February 22 - 25; September 13 - 16
<i>Denver, CO:</i>	<i>Denver, CO:</i>
3-Day: May 17 - 19; December 13 - 15	3-Day: April 5 - 7; November 15 - 17
4-Day: May 17 - 20; December 13 - 16	4-Day: April 5 - 8; November 15 - 18

About TIA:

TIA is an international association representing all segments of the tire industry, including those that manufacture, repair, recycle, sell, service or use new or retreaded tires, and also those suppliers or individuals who furnish equipment, material or services to the industry. The Tire Industry Association (TIA) has a history that spans more than 80 years and includes several name changes. Originally known as the National Tire Dealers & Retreaders Association (NTDRA), the organization gave birth over the years to the American Retreaders Association (ARA) and the Tire Association of North America (TANA). ARA changed its name to the International Tire & Rubber Association (ITRA) and merged with TANA in 2002 to form the current Tire Industry Association (TIA), which now represents every interest in the tire industry. For more information, visit www.tireindustry.org, or call 800.876.8372.

January 19, 2011 ATDA Board Meeting Notes:

- Dolan Davis reported that the Association has collected \$625 to date for the Christy Mullins / Stardust benevolence fund.
- The financial reports and October Board meeting minutes were approved as presented by SLK Tire Designs Management.
- The Board voted to create a financial investment advisory committee to look into investment options to grow the scholarship fund.
- A budget was approved for entertainment/speakers for the 2011 convention.
- The Board discussed preparations for the first regional meeting being scheduled for February or March in Decatur, Alabama.
- The Spring Scholarship Fund Raiser Golf Tournament was tentatively scheduled for the third week in April. Mike Griffin and Barry McGirt are working to secure a location.
- The next meeting date was tentatively scheduled for April 13, 2011, in the Montgomery area.

Please Support Your Supplier Members:

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ASA Tire Systems

Tommy Dukes
603-889-8700

Ashberry Tire Landfill

Ty Ashberry
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Automotive Equipment Service

Hardy & Jane Thompson
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Bama Tire

Tina Vann
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C.W. Owens Enterprises – Scrap Tire Management

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Robison Tire

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