Volume 55 Issue 6 November/December 2015

CALIFORNIA

TIRES & TREADING

TIRE DEALERS ASSOCIATION

California Tire Dealers Association

YOUR ASSOCIATION AND BOARD WISH

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EXECUTIVE DIRECTOR'S CORNER

ED KING

The Board of Directors held Board Meeting on November 12, 2015, the first for President Carol Dellabalma. President Carol announced her goals for her term were to have CTDA be more financially responsible by establishing a line budget; establish an Executive Committee for easier decision making between Board Meetings; make you, the members, more knowledgeable of Legislative matters; hold Area Meetings during 2016; and work more closely with Board members to receive more positive input. The Board approved a line budget, an Executive Committee, a Legislative Committee and an Area Meeting Committee.

The Board approved scheduling Area meetings in 2016. If you have an idea or input on meetings, email me at: edking@catiredealers.com. We look forward to several successful Area meetings.

The CTDA / 1800EveryRim New Year Luncheon is scheduled for January 21, 2016. See page 6 for more information.

Next scheduled Conference Call Board Meeting will be on January 14, 2016. If you have something you believe the Board should consider, contact one of the Directors listed on the left and inform him. .

We tried to include interesting and informative articles in this issue. The Gasoline Direct Injector System article, on page 5, provides some basic information on a maintenance item that has previously been constricted to the auto dealer network. The knowledge on this important maintenance is now being made available to the independent auto service network.

As always, Terry Leveille includes information on State Legislation important to our industry. His article is on page 12. Board member Billy Eordekian took the time to visit CTDA suppliers who exhibited at the SEMA Show. See page 14.

Social Security Retirement seems simple. Turn 65 and you apply for Benefits. The article on page 16 explains there is much more to it. Page 18 could prove to be one of the most valuable pages for this issue. It can have a value of up to $2,000. Take advantage of the opportunity.

♦

Sadly, I must report that Director George Pehanick's father, Joe, passed away on November 20, 2015. East Bay Tire Co. has been a very valuable member to CTDA. Joe Pehanick took over running East Bay Tire Co. when his father-in-law, Joe Fuetsch retired. When Joe Pehanick retired, his sons took over East Bay Tire Co.

We will have more information concerning Joe Pehanick in the Jan/Feb issue. Our condolences to the Pehanick Family.

CAROL DELLABALMA

CTDA PRESIDENT

T.P. TIRE SERVICE

The most enjoyable things about having dinner or attending a social event with people in our industry, are the conversations we have or information we exchange. It's a valuable tool, especially if you listen carefully. There is commonality; we all have problems, concerns and solutions; and no matter where we fit in the tire business- retailer, wholesaler or supplier or the salesperson making the rounds we all have the same ones:

*Regulations and the mandates that we are required to implement, no matter what the cost.

*The passing of legislation that ends up serving no purpose other than costing us time and exposes us to potential fines no matter how hard we try to comply. In the end, they find it didn't work after spending millions on implementation and enforcement. It never goes away, they just try to change it.

*Rising costs of doing business because of Workers' Compensation, Health Insurance, increased taxes, fees, product, transportation and just trying to keep our doors open.

We all agreed that doing business in California the past few years is more challenging and less enjoyable than it used to be. Now, we are once again facing mandatory tire registration when selling a new tire to a consumer. More paperwork, more expense, more time spent from our already busy day, just so we can send lists of our customers, and what they purchased, to a center of collection or directly to the tire manufacturer. A good number of us already keep lists of new tires sold and when a recall is forwarded to us, at times through a wholesaler. We voluntarily go back to the sales in question and send out notices. The proposed legislation would change all of this.

During the Commerce Committee mark-up, a little noticed tire dealer provision was added to the Senate Highway Bill (the DRIVE Act) in a manager's amendment. The provision is titled "Tire registration by independent sellers." If implemented, the provision would set into motion the National Highway Transportation Safety Agency (NHTSA) rulemaking that could reinstate a 1970's-era paperwork mandate on small businesses and potentially shift the blame for recall performance from the product manufacturers to independent gasoline stations, truck stops and tire dealers.

The Senate proposal was added without hearings or discussion, yet would reinstate previously NHTSA rules that Congress halted under the Motor Vehicle Safety and Cost Savings Authorization Act of 1982.

While the Senate provision is vague and gives broad latitude to NHTSA to regulate these small businesses, the language is specific enough to include direction for tire dealers to turn over their customer lists to manufacturers—an idea most dealers adamantly oppose.

It would be better if Congress encouraged tire manufacturers and dealers to come to a mutual agreement to improve recall performance.

CTDA is watching the Tire Registration provision and will keep you informed.

OK, YOU HAVE TPMS DOWN, BUT WHAT ABOUT GDI SYSTEMS?

When reading various industry magazines, I see a lot about the gasoline direct injection (GDI) systems. The information I read says 37% of new vehicles in 2015 are manufactured with GDI systems. Sources predict that by 2020 49% of all new vehicles will have GDI systems.

Evidently, GDI technology was in new vehicles as early as 2006, in North America. So, it has been around for some time, but not in the independent aftermarket. It has been serviced by the dealership network. But now GDI knowledge is being extended to technicians who are outside the dealer network and work in the independent shops.

It appears a different education level is needed for today's technicians. What I read stated that the GDI is not as intuitive as prior systems. Past systems had just one fuel pump located in the tank. The GDI has a fuel pump located on a fuel rail, in addition to the one in the tank.

My understanding is that the GDI system is a conventional port fuel injection system with a high pressure pump added to it. Today's technicians need to be knowledgeable of the system pressure. The articles stated that the GDI system has pressure upwards of 2,900 psi. The old pumps used to have 40 psi up to maybe 80 psi.

Evidently, tasks such as replacing a fuel injector used to take around one hour to two hours. That same task in the GDI system will take much longer. This could be maybe three to four times as much labor time. In addition, many "old" instruments used by technicians will not work on the GDI system. And, the diagnostic and servicing portion requires a lot more system education than it did in the past.

Many industry experts believe owners of vehicles equipped with GDI systems need to be educated as well. They will need to know that the GDI system requires changing oil on a regular basis plus the use of high quality oil essential. This system makes maintenance critical. It can be as simple as watching for the carbon build up in the intake area. Evidently, the injectors and the high pressure pump are parts most likely to need replacement.

Customers driving habits will determine some of the repairs and maintenance intervals for the GDI vehicles. With the GDI system, every customer will have a different and unique maintenance requirement. It is important for the independent tire dealer to make certain his/her employees are trained and properly educated to service the GDI system.

It was explained in most of the articles that training is available from several sources. It is believed that an eight-hour class will provide most technicians with what they need to know and do. Of course, it does require some special tools.

Just as a suggestion, this might be an excellent opportunity for the CTDA to assist you in your preparation for servicing the GDI system. We might want to talk to some suppliers in that market and see if we can make some information available to our members with Area Meetings scheduled for owners and technicians to attend and get some ground floor knowledge.

If you think that may be advantageous to you and other members, let your Association know. Email Ed King at edking@catiredealers.com and express your thoughts.

♦

I was visiting my granddaughter and asked if I could have a newspaper. She replied, "This is the 21st Century! We don't need newspapers. Here, use my iPad."

I know that fly never knew what hit him.

JANUARY 21, 2016

SAVE THE DATE!

CTDA / 1-800EveryRim New Year Luncheon

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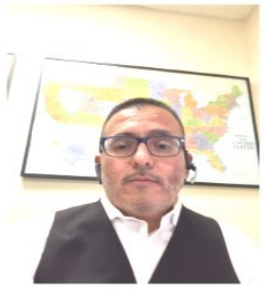

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"When you are through changing, you are through." Unknown

SALES CLINIC — VOLUME 15

How is business at this point of the year? Are things better than they were at this point in 2014? Many folks that I talk to on a regular basis, from California to Oklahoma and beyond, tell me that things *are* in fact, better than they were last year. Some say "about 5%-10% better" and others even better.

Did you attend the SEMA show this November? What a show to remember! Our 20' x 20' peninsula booth was dwarfed by a HUGE booth directly in front of ours. Easily five times the size of ours! I remember a few years ago, when entire sections of the South Hall were sectioned off, as empty space, with no booths occupying that area. NOT this year! I couldn't even find the sandwich booth, as it was buried between the new wheel booths and some seriously tricked out vehicles! From the looks of things at the show, I would say at least *parts* of our industry is doing quite well.

SHOCKING REVELATION # 14:

If things are going so well, as many folks seem to feel…..it's time for a change! WHAT!! "If it ain't fixed, don't break it."….is the common reaction. It's not always that simple. Though I am certainly not suggesting that you change your whole way of doing business, I *am* suggesting that you take a step back and think what you might do differently, or in addition to what you are already doing to make things even better.

If you were accustomed to sending out an email to thank a customer for visiting you recently, or for placing an order, try something different. Pick up the phone and call them. Sure, everyone is busy, and you will likely get a voicemail greeting, but that might work out even better! Free advertising, if you will! Think out what you might say, if you get a voicemail recorder, and give an energetic, sincere "thank you" to your customer in a personalized manner. On their end, this may come as a bit of a surprise. They will certainly notice that you did something different, and that your "thank you" messages that they are accustomed to receiving are not just "autoreplies." Your customers are "real people", so let them hear a "real voice", YOUR VOICE, saying "thank you" from time to time!

If you normally advertise just locally, try to broaden your horizons and place an ad in a publication with a wider geographic scope. I often hear from customers, "I have people drive two hours just to come see me." As basic as it may seem, customer service isn't always the focus of all businesses, including your competitors in other areas. Someone looking for better service just might see your ad and drive a bit further for a better customer experience.

In my lifetime there was a time when warming up food in less than three minutes or taking a phone call virtually anywhere on the planet, was certainly unheard of. A few individuals who weren't resistant to change, sought out something better, and now have the microwave, cell phone and more! Oh, and about those cell phones...do you remember when they *just* made calls?

Please take a few seconds and re-read the quote at the top of the page, and then, please ask yourself:

What changes have **I** made recently?

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Don't you just love cell phone companies? Great customer service, right? We might as well throw in TV program providers as well, uh? They always act like they're there for us and want to assist us with whatever we need. BS?

As you all know, I bought a house in Pine Grove, California last year. It became evident early on that my cell phone wasn't getting any service up there. I was on a Verizon plan and up till a few months ago, I thought they were great. I had no complaints. I didn't think I ever had a dropped call in and around the San Jose area or anywhere I traveled in a metropolis area.

Since I bought the house in Pine Grove, it became clear that I could not complete a call or receive a call on my cell phone at my home. I also had an alarm system installed that I could monitor, turn off or on, and also receive notifications if any one turned it on or off. Except it didn't work. I called the alarm company soon after they had everything up and working to tell them it only worked the day they hooked me up. Other than manual entries on the key pad in the house, it won't work from my phone. The alarm company asked who the carrier was and when I told them Verizon, they said that they do all the hospitals in my area all the way to Sacramento and AT&T is the ONLY carrier that had decent service anywhere in the Valley. My friend, who lives 10 miles from me, confirmed this. He even came over and made a few calls from my house. I tried the same numbers standing next to him and couldn't make a call. If I did get through, it was immediately dropped once connected.

I called Verizon and told them I had to exchange carriers and explained why. I also told them they were great during my tenure with them and the only reason I was changing was lack of coverage where I purchased a new home. Without me prompting at all, the lady on the phone said Verizon would run a free check on my home and if the reception turns out like I said, they would not charge me for early termination. I thanked her and told her I was really impressed as I figured that cell phone service providers never cut you a break. So, I made the change to AT&T and a month later I got a bill from Verizon, which I ignored because I hadn't heard from Verizon about the site check. The next month I got a bill for $370 which was for 2 months and also the final bill because there were 2 months left on the contract when I cancelled. I called Verizon and told them I hadn't paid because I was told to wait for the site check results. Here it comes! Wait for it! The answer I got was, "What site check?" I went through the routine and the guy on the phone said, "We don't do that." We went round and round and I told them to get someone with brains or authority to handle this and get back to me. I knew I wasn't going to hear from them until the bill was past due. Of course, when it became past due, I got a call. I explained everything and the guy chewed me out and said, "Well, you have to have a site check number. What is it?" I told him I wasn't given a number and he typed one up right there and said I'd know in a week. So, at least I had a number now for something they said they didn't do.

After two weeks, I called and a lady said they did the check and I DO have service. I asked if they went to the house and she said they didn't have to, they check from their facility. She said I might not have GOOD service, but I had service. She suggested I drive down the road to a store or something to see if it worked there. I told her driving to the store a mile away to make a call isn't my idea of service in my area. I told them I even wrapped aluminum foil around my leg, hung my leg over my back deck, held the phone at arms length pointing magnetic North….and I still couldn't make a call!! I also mentioned the alarm problem. She said I had service according to the site check and that was that.

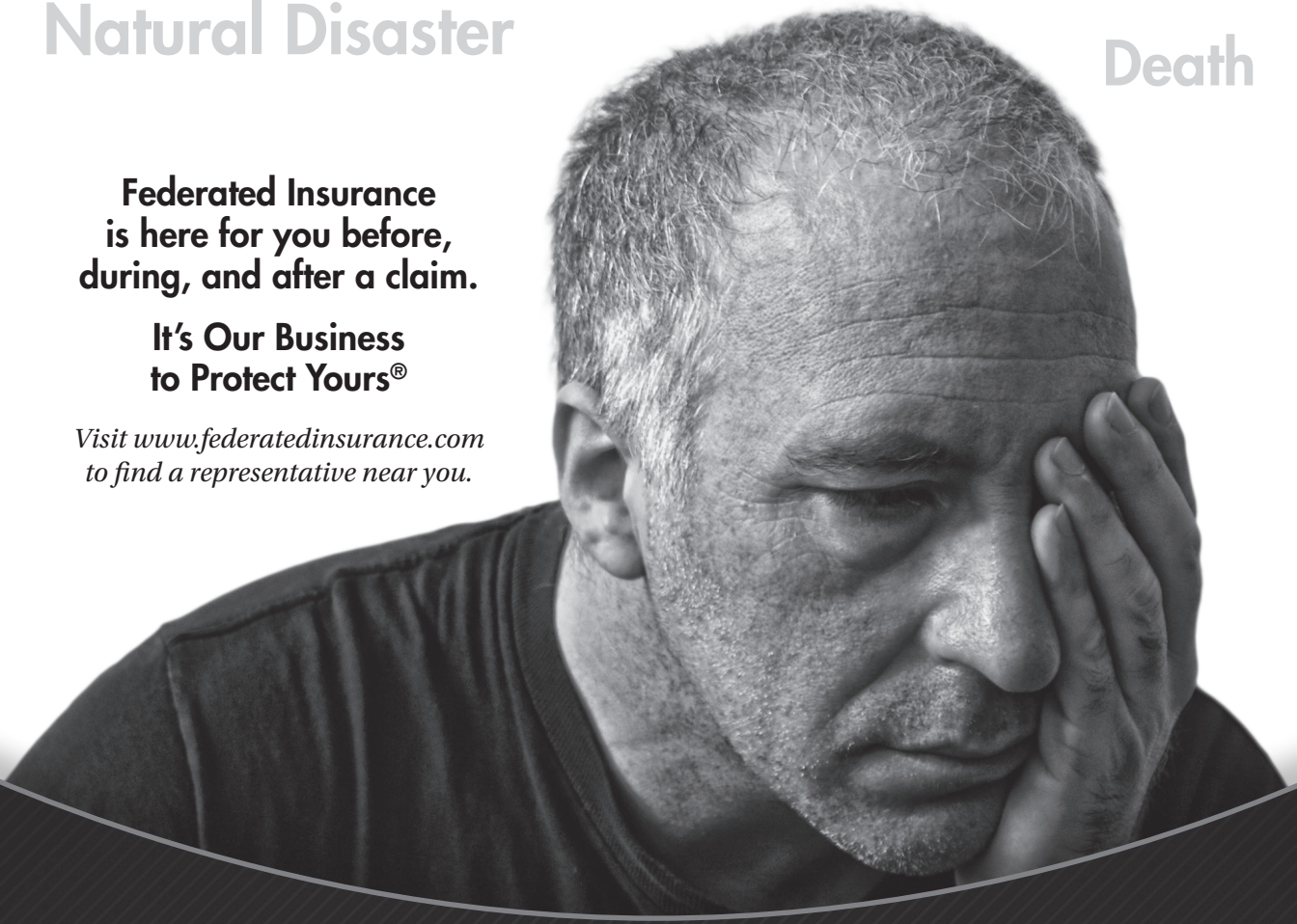
Anyway, I refused to pay, of course. I mean, what are they going to do, shut off my cell phone I didn't have through them anymore ? It didn't work anyway. Finally they called and "made a deal." they were willing to settle for one half ($170). I paid it and we are now done.

When we think of service and how much it's worth, it boggles the mind that a huge company like Verizon didn't think a satisfied customer having a good reason to switch would not be worth $170. Instead, here I am spouting all of this for all to hear about the shabby treatment I received. I just took this as a lesson to myself to always treat customers and former customers with politeness and dignity. They may be gone, but they can talk about you in many different ways. Why give them a reason to harpoon you at every opportunity?

HAPPY THANKSGIVING EVERYONE! This is the only Holiday I deem worth celebrating. Hope you all get to see and spend some quality time with loved ones, especially the ones you seldom see. Hub Gurnari

This Wasn't Supposed To Happen

Harassment
Fines
Lawsuit
Theft
Fire
Injury
Retaliation
Natural Disaster
Death



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I hope that shortly there will be an announcement resolving the conflict. If so, the bill will be heard in the Senate Business, Professions and Economic Development Committee in early January, 2016.

3) Finally, CalRecycle and the Office of Environmental Heath Hazard Assessment (OEHHA) have been holding a series of workshops dealing with a proposed study on finding a link between crumb rubber and cancer. The study was promoted by last year's SB 47 (Hill, D-San Mateo) which was prompted by numerous national media stories about soccer goalies ingesting crumb rubber or synthetic turf fields and developing various maladies.

Despite over 50 studies finding no link between crumb rubber and adverse health effects, both the critics of synthetic fields and the crumb rubber industry strongly supported another study. SB 47, which was defeated because it also included a ban on new synthetic turf fields with crumb rubber infill, motivated CalRecycle to fund a nearly $3 Million study to begin next year.

Until the study is completed and absolves tire crumb rubber of the negative health effects that some are charging, that portion of the tire recycling industry will continue to suffer from what independent experts contend are "anecdotal and alarmist concerns, and not based on scientific evidence."

♦

What does President Carol find most enjoyable about attending dinner or events with people in our industry?

Billy Eordekian

1-800EveryRim – OEM Wheels

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

SEMA / Global Tire Expo

The only thing more grueling than spending five days at the SEMA show including Monday's Pre-show TIA meetings and events, is exhibiting. But I saw no signs of fatigue as I visited show ready CTDA members at their booths. To **Fairmount Tire**: Sorry I missed you! One highlight for our association was that we managed to secure **TIA President Glen Nicholson or VP Tom Formanek** as our featured speaker for CTDA's annual January luncheon. (**CTDA President Carol Dellabalma of TP Tire** will MC with CTDA board member and **SEMA Wheel & Tire Council Chairman Joe Findeis of The Ultimate Wheel & Tire Plus Sizing Guide** at the podium as well. **SAVE THE DATE January 21st** and be here in Los Angeles. Invitations will be out soon!)

Pictures from the show (The other guy is always me…Sorry about that :-)

East Bay Tire and Joseph Pehanik (Joe's son) showing Dawg Pound line

McClain Stewart - Manager at Myers Tire Supply…LA AND Nor Cal!

Lakin Tire man - CTDA board member Paul Arellano - Boundless energy!

TIA President Glen Nicholson of TBC… Likely speaking at CTDA luncheon!

CTDA board - SEMA WTC Chairman Joe Findeis – The Plus Sizing Guide

Turbo Wholesale Tire's Bill Fuqua and Sarkis Sebetjian (Humility defined)

Pirelli and Gianlucca Grioni will be a sponsor at January 21 CTDA luncheon

AWESOME!

Federated sponsors the Tire Industry Association and CTDA January luncheon

SOME SOCIAL SECURITY INFORMATION FOR YOU AND/OR YOUR EMPLOYEES

The Financial Planning Association and AARP recently presented a survey showing that only 9% of pre-retirees believe they are knowledgeable about how Social Security Benefits are determined. Hopefully, the information below will provide the bare minimum people should know about Social Security.

FULL RETIREMENT AGE

At the time you pick Social Security Benefits, your age affects the amount you will receive. You have a choice of electing benefits anytime between ages 62 and 70. Your Full Retirement Age (FRA) is when you are entitled to full, unreduced Benefits. Your Full Retirement Age is based on your birthdate. If born on 1937 or earlier, your Full Retirement Age was 65. Your FRA increases by 2 months for each year after 1937 to 1943. From 1943 to 1954, your FRA is 66. From 1955 to 1960, your FRA increases by 2 months per year. For 1960 and after, your FRA is 67. Most people believe retirement age is 65. That may be true for many pensions, but not Social Security.

REDUCED BENEFITS

If you take retirement benefits before your FRA, your monthly benefit will be reduced. That reduction could be anywhere from 20% to 35%. There are serious consequences for filing for Social Security before your FRA. The benefits are permanently reduced which could cause you to give up thousands of dollars in benefits over your lifetime.

INCREASED BENEFITS

You can delay your benefits until after your FRA. If you do, you could be eligible for delayed retirement credits. So, you can use these credits to permanently increase the amount of your retirement benefits. You earn two-thirds of 1% per month. This equals 8% a year. The credits are applied beginning with the month of your FRA and ending with the month you turn 70.

So, a person born in 1960, whose benefit was $1,000 at FRA, could get $1.240 per month if they wait to age 70. By contrast, if that same person took early retirement at age 62, they would receive $700 per month.

CLAIMING STRATEGIES

By waiting until FRA, filers can use one of the “claiming strategies” which are popular to maximize benefits. This could be to file and suspend or file a restricted application.

GOOD THINGS ALSO COME TO THOSE WHO WORK

This is true because once you reach FRA, you can earn as much as you want and still receive full Social Security benefits. These additional earnings could increase your Social Security benefits because your benefits are calculated using the average of your 35 highest earning years.

The decision on when and how to file for Social Security should be made as part of the overall retirement income plan with your financial goals, keeping life expectancies and financial fears in mind.

♦

What did Hub wrap around his leg to try and make a cell phone call?

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Santiago Mejia / Special to The Chronicle

In the last issue of *Tires & Treading,* I wrote an article on fire prevention. I said there are many "unexpected" surprising sources of fires. Unfortunately, one of our members, Rolling Stock, has experienced the devastation of a fire in a tire store.

The three-alarm fire was first reported at 7:40 AM. In all, 110 firefighters worked at the scene and within two hours had the fire under control. The shop itself seemed to be completely destroyed.

The owner, Adam Hassett, is a long time member of CTDA. I want to extend the support of CTDA, in any way possible, and let Adam know he can contact CTDA and we will try to assist him in this time of loss.

TAKE A STAND AGAINST DISTRACTED DRIVING

A driver looks down at his phone to check GPS directions. At the same time, traffic ahead slows. That driver's quick glance at his phone is enough of a distraction for him not to be prepared for the traffic slowdown. He rear-ends the vehicle in front of him, resulting in two deaths and serious injuries to himself.

The driver wasn't talking on his cell phone. He wasn't texting. But he was distracted by an electronic devise.

Describing distracted driving as an epidemic doesn't do it justice—it has gone beyond that. It is rampant, worsened by the influx of electronic devises constantly competing for drivers' attention. Distraction threatens our well-being on a daily basis. What can we do to make our roads safer?

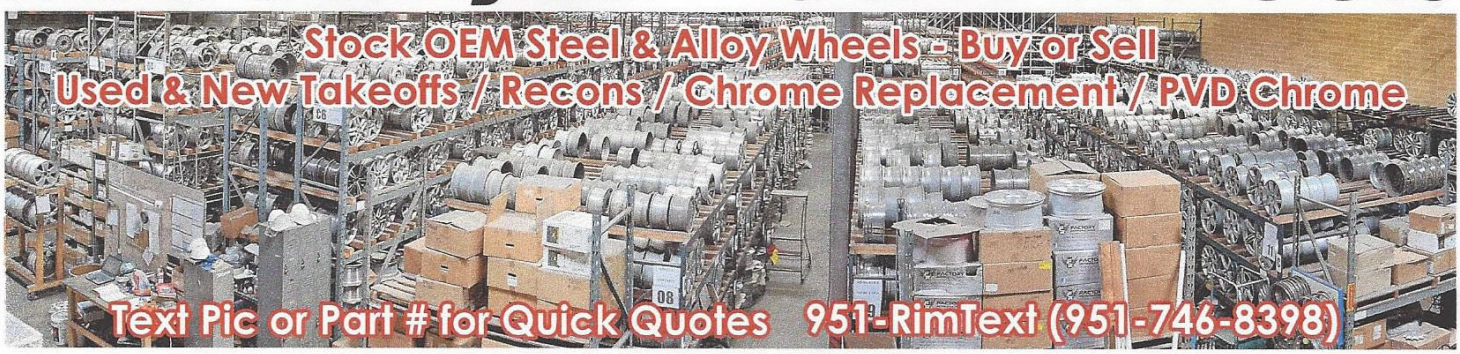
Federated Insurance wants to help your business address this issue so you can take measures to reduce the chances you or someone who works for you is involved in a crash resulting from distracted driving.

First, we realize people's attitudes aren't going to change overnight. The "it'll never happen to me" perception is alive and well, just as it was during the seatbelt and motorcycle helmet campaigns in the past.

The key is persistence. Federated will continue to offer solutions to help your business to inform your employees. We'll present an insurance company's perspective. And we'll boldly ask, "What—and who—is important to you?"

♦

I was making some travel plans. I wanted to travel to Kahoots. Found out you can't go there alone. You have to be in Kahoots with someone else.

1-800EveryRim - OEM Wheels


1-800-383-7974 / Sales@1800EveryRim.com

CTDA 501 (c)(3)
SCHOLARSHIP GRANT FUND APPLICATION

This is an application for a Scholarship Grant Fund from the CTDA 501 (c)(3). It is available to owners, employees and/or dependents of California Tire Dealers Association member firms. Once your completed application is submitted, it will be reviewed by the CTDA 501 (c)(3) Scholarship Committee. The Committee will then contact qualified applicants for additional information. Letters will be mailed to those not qualifying at this time. Only one Scholarship Grant Fund will be awarded to any one applicant per school term.

All of the requested information is important. By submitting this application you are declaring that the information provided is accurate and given by you voluntarily.

PLEASE PRINT INFORMATION

APPLICANT'S NAME:_____ _____ _____
FIRST MIDDLE LAST

ADDRESS:_____ _____ _____ _____
STREET ADDRESS CITY STATE ZIP

BIRTHDATE:_____(MM/DD/YYYY) **PHONE NUMBER:**_____

EMAIL ADDRESS:_____ **APPLIED FOR THIS SCHOLARSHIP BEFORE? ( )YES ( )NO**

WHICH ARE YOU APPLYING FOR? ( ) TRADE SCHOOL ( ) COMMUNITY COLLEGE

CHOICE OF CLASS SUBJECT OR NAME OF TRADE SCHOOL_____

HIGH SCHOOL:_____ **GRADUATION YEAR:**_____

ADDRESS:_____ _____ _____ _____
STREET ADDRESS CITY STATE ZIP

BEST PHONE NUMBER:_____ **BEST TIME TO CALL:**_____

MEMBER FIRM NAME:_____

MAIN CONTACT:_____**PHONE NUMBER:**_____

EMPLOYER NAME_____ **PHONE NUMBER**_____

TIME WITH THIS EMPLOYER:_____ **HRS PER WEEK:**____ **ANNUAL INCOME:$**_____

AMOUNT OF SCHOLARSHIP FUNDS REQUESTED:$_____ **(MAXIMUM $2,000)**

OTHER PUBLIC FINANCIAL ASSISTANCE? ( ) YES ( )NO IF YES, AMOUNT: $_____

ASSISTANCE WILL BE FROM:_____

PERSONAL COMMENTS:_____

_____

SIGNATURE_____ **DATE:**_____

PRINT NAME:_____

IF YOUR APPLICATION QUALIFIES, YOU WILL BE CONTACTED BY THE 501 (c)(3) SCHOLARSHIP GRANT FUND COMMITTEE WITH A REQUEST FOR ADDITIONAL INFORMATION NECESSARY TO MAKE A FINAL DECISION ON AWARDING A SCHOLARSHIP GRANT FUND.

RETURN COMPLETED APPLICATION TO: CTDA PO BOX 68454, ORO VALLEY, AZ 85737
OR, EMAIL TO: edking@catiredealers.com

CTDA 501 (c)(3) in a non-profit organization with the IRS. It is a tax exempt organization and any contributions are deductible under section 170 of the Code.
EIN 47-118401

CALIFORNIA TIRE DEALERS ASSOCIATION
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