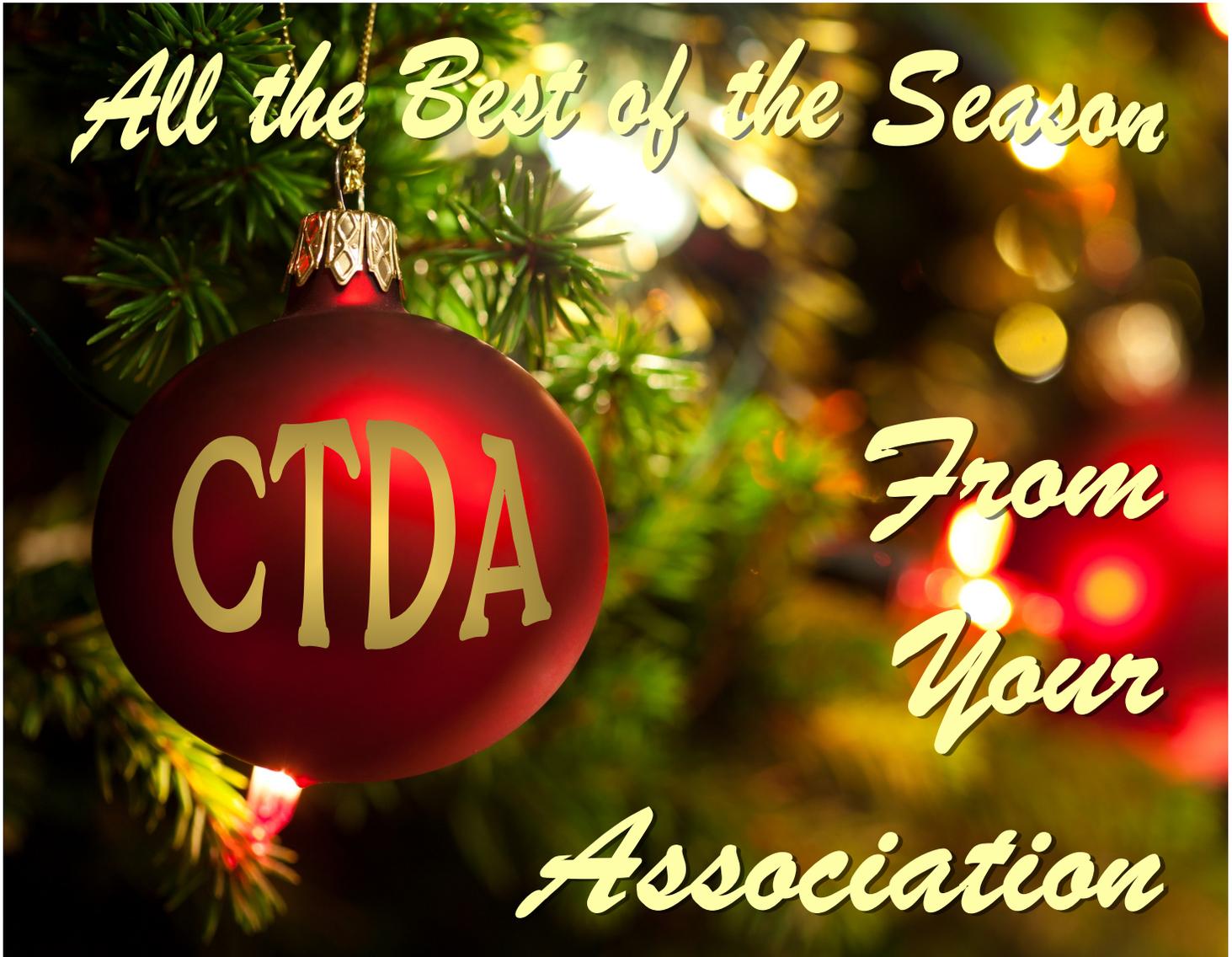


Tires & Treading



VOLUME 56, ISSUE 4

NOVEMBER/DECEMBER 2016

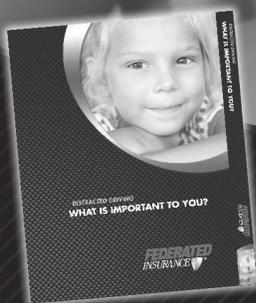


© Can Stock Photo Inc. / photomatic

Inside This Issue

Board of Directors.....	2	San Gabriel Valley Report.....	6
Executive Director's Corner	2	Legislative Report	8
President's Message	4	SF South Bay Report	18

Please
make it
home
safe
today.



We believe you deserve more than just insurance. You deserve valuable risk management tools—like the “What is Important to You” distracted driving prevention program—designed to help you and your employees make it home safe today.

It's Our Business to Protect Yours
FEDERATED
INSURANCE 

Federated provides clients with access to services offered through wholly independent third parties. Neither Federated nor its employees provide legal advice.

Federated Mutual Insurance Company • Federated Service Insurance Company* • Federated Life Insurance Company
Owatonna, Minnesota 55060 | Phone 507.455.5200 | www.federatedinsurance.com

16.08 Ed Date. 11/15 *Not licensed in the states of NH, NJ, and VT. © 2016 Federated Insurance

California Tire Dealers Association

(A non profit mutual benefit corporation)

Executive Director: David Redfern
803 Arlington Road
Redwood City, CA 94062
Phone: 650-357-0600
E-Mail: exdirctda@gmail.com
Web Site: www.CaTireDealers.com

Association Officers:

Carol Dellabalma (707) 882-5191
T.P. Tire Service
PRESIDENT

Chris Barry (310) 251 9527
ITDG
VICE PRESIDENT

Don Zavattero (510) 783 7085
Tech Supply
SECRETARY/TREASURER

Directors

Doug Andersen (510) 534 0575
George Oren Tire Specialist

Paul Arellano (562) 802 2752
Lakin Tire

Dave Coffman (209) 522 9081
Larry's Tire Mart

Billy Eordekian (562) 692 0109
1-800EveryRim.com

Joe Findeis (310) 357 7293
Wheel Consultants, Inc.

Bill Fuqua (626) 856 1400
Turbo Wholesale Tire

Jay Goldberg (310) 614 1976
Jewel Tire

Hub Gurnari (408) 971 3900
South Valley Wholesale

Joe Hanlon (510) 247 0971
Mission Tire Service

Richard Howard (510) 580 1441
Bruce's Tire

Robert Huebert (559) 638 3535
Lee's Service

Dave Redfern (650) 357-0600
Honorary Member

John Sanford (650) 355 1154
Sanford Firestone

Bill Short (909) 986 2793
Leininger & Short

Scott Shubin (559) 498 7705
Goodguys

Terry Leveille, Legislative Advocate
TL & Associates



Dave Redfern

Executive Director's Corner

We all have a very busy couple of months during the Holidays. There are various occasions this time of the year, with family get togethers, Holiday parties, company parties etc.

These will more than take up any free time that we would have from our day to day business operations.

"TIME" We really do have a great deal of "time". what we need to do is become more organized in our use of time. Time management will determine the quality of our lives.

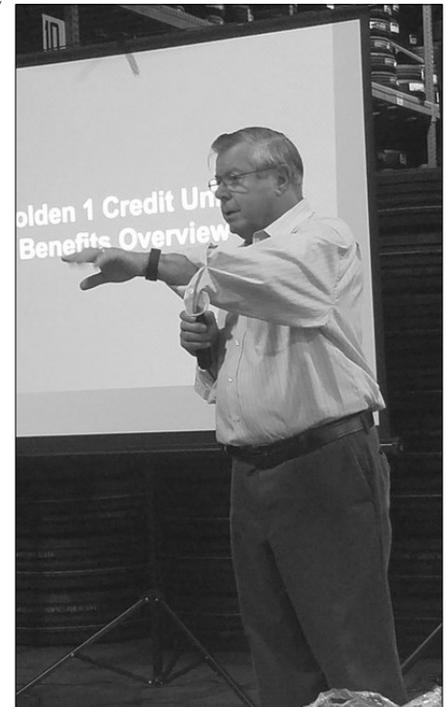
Some folks seem to think that "Multi-Tasking" is the answer to time management. Several studies have shown that moving back and forth between several tasks actually wastes productivity, because your attention is expended in the act of changing gears- then you never get fully "in the zone" for either activity.

Doing things in batches will save the most time. Pay your bills all at once, then send, or receive your e-mails. Each task requires a specific mindset and once you get in the groove you should stay there.

On October 18th, the CTDA with the sponsorship of Tires Warehouse in Santa Fe Springs, hosted an Area Meeting.

Those who attended were treated to refreshments and buffet dinner. there were several very interesting presentations, by, Golden 1 Credit Union, Federated Insurance, Optimized Social Media, and Toyo Tire. thanks to Ken Hsu and his group, also to Chris Barry of ITDG for their help.

Raffle prizes were handed out, courtesy of Kumho, Hankook, Yokohama, Maxum Tires and 1-800EveryRim.



Carol Dellabalma

President's Message



They say that as we get older, that time goes by faster than ever. 2016 is one of those years that, on a personal level, I am now a believer. The holidays will be upon us in no time at all, so I would like to take the opportunity to briefly recap my year as president of CTDA.

When our Executive Director, Ed King suddenly passed away in March, it was a time of keeping the Association operating as best we could until all of the records were shipped back from Tucson. That was accomplished with the help of our Vice-President Chris Barry. A bigger job than we had anticipated....thank you Chris for "covering my back".

I also want to thank my Executive Committee, Don Zavattero, Richard Howard, Chris Barry, Paul Arellano and Jay Goldberg, for their support and continued encouragement.

Tech Supply (Don Zavattero), gave us a place to use as our Control Center until we had the good fortune to hire

our new Executive Director, David Redfern. His dedication and expertise has been much appreciated as he continues to reorganize and move CTDA forward. A daunting task!

Also, I can't forget to express my appreciation to the rest of my Board of Directors for their response and commitment of time. They are indeed a great group of guys.

This year we were able to offer our members services which included printing of forms, keeping up on what is going on in Sacramento that will impact our businesses (our voice was heard, loud and clear), and held three regional meetings with the help of Federated Insurance and other industry sponsors where we shared information and ideas.

As my term of office and the year draws to a close, may I wish you and yours a good year for 2017 in business and your personal lives. May you be blessed with good health, prosperity and good friends.

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

Risk Management Corner

Forces of Nature

Natural disasters can occur anytime, anywhere and can destroy years of hard work in an instant. With proper planning, their impact on your livelihood can be minimized. If you haven't developed a disaster plan for your business, or need to update your current plan, the following steps may help.*

Step 1 – Research your business's exposures and the options available to minimize them.

Step 2 – Create a disaster recovery plan.

- ◆ Identify risks from natural and man-made disasters.
- ◆ Classify operations critical to your business's survival.
- ◆ Document current employee contact information.
- ◆ Know your key customers, suppliers, contacts, and vendors.
- ◆ Establish information technology needs.
- ◆ Determine your business's financial needs following a disaster.

Step 3 – Back up your plan.

- ◆ Make it available anytime, anywhere.
- ◆ Be sure it's accessible even when you can't enter your facility.
- ◆ Print a copy, and also store it electronically.
- ◆ Regularly back up vital data and records and store a copy off-site.

Step 4 – Educate employees on the plan, and keep them informed of their responsibilities.

- ◆ Test the business continuity plan periodically.
- ◆ Encourage employees to also prepare themselves and their families for disasters.

Step 5 – Periodically review, practice, and update your plan.

A community cannot survive a disaster unless businesses survive, and businesses cannot survive unless their employees survive. Mother Nature doesn't care who's in her way. Developing a functional, practical disaster plan can help protect your business, your employees, and your future, and help you manage potential disasters with the confidence of knowing your business has prepared to carry on.

As a member of the Insurance Institute for Business & Home Safety® (IBHS), Federated provides many valuable disaster and recovery planning resources to clients at no cost. The IBHS Disaster Safety website offers a ZIP Code tool to identify risks specific to a geographical region, and OFB-EZ® business continuity tool to help even the smallest businesses plan for recovery. For more information, visit <http://disastersafety.org>, or contact your local Federated marketing representative or Federated's Risk Management Resource Center at 1-888-333-4949.

*List is not all-inclusive. Your unique needs and business requirements must be considered when developing a disaster recovery plan.

Paul Arellano

San Gabriel Valley Report



“Whenever you see a successful person, you only see the public glories, never the private sacrifices it took to reach that success!”

Author Unknown

SALES CLINIC – VOLUME 18

It happens to all of us: we hear about some ‘millennial’ that just made it big with the latest & greatest thing, or we see film of the paparazzi following some well-known superstar as he or she gets into a fancy car and drives off into the sunset! We think of how lucky that person is and perhaps even wonder how he or she got to where they are.

Shocking Revelation #19: Superstars, rock stars, professional athletes, singers, inventors, you name it....they are flesh and bones, just like you and me! They came into this world as babies and somewhere along the line put things into place that made them who they are now!

How does this relate to sales? It has been said, in MANY a sales book, that “90% of all sales are made by 10% of all salespeople”. You know that person: the one in your group or one that you know of who seems to just be followed by sales success, and orders seemingly drop onto his or her desk with ease. Their sales numbers very well might be a multiple of the numbers of others in their particular group. Well I don’t know if you’re ready for another Shocking Revelation, but those sales angels have several pairs of worn out boots from pounding the pavement and a collection of broken toothpicks used to keep their eyes open as they put in late hours to do those seemingly superhuman sales feats. Going back to the quote above, we only see that person’s name on the winner board, hear about them in meetings and see their polished appearance and are lulled into the belief that they live on easy street. The reality is that these hard working folks are just determined, for whatever reasons they hold close to their heart, to succeed. They make sacrifices: sleep,

Sunday football gatherings or who knows what, but they forgo certain things in pursuit of what they deem as greater goals. As far as superhuman status goes....they drink water, sleep, get colds and sore backs just like the rest of us, so there goes that theory!

YOU, too, can achieve that so called superhuman or superstar status in your own right, on whatever scale you so choose! Be warned, though, that you, too, will have to make some sacrifices, in pursuit of your own personal goals. That 15 minutes at the watercooler might better be spent making 3 more calls or sending out a few more follow up or thank you notes. You might just skip 1 episode of Game of Thrones to clean up your email files or look up a few new leads online.

As this issue was going to print, many of us were marking our calendars for the 2016 SEMA Show in Las Vegas, NV. Interestingly enough, year after year, I hear, “lucky you....have fun in Vegas....put in an extra dollar in the machine for me....” Last year, I used my Iphone Health App, out of curiosity, to see how much walking I did in 1 day. Over 7 miles for someone who normally hops in the ’82 Volvo cruiser (that’s another story!) to go pick up a few Americanos at Starbucks, down the street! Because I normally lug about 50 pounds of gear with me in and out of the show daily, I park at the hotel next door, but “next door” is a 2 mile walk from the parking structure to our booth, in the South Hall, zig-zagging around slower walking folks, displays, and the like! 8 straight hours on the feet, shaking hands and greeting visitors, on top of all of the walking, doesn’t leave much time for gaming, but those casinos do look pretty!

What are YOU willing to give up, to achieve YOUR goals?

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

MTD's Tire Dealer of the Year

Alpio Barbara

In 1969 Alpio Barbara was a college student needing to work more hours while pursuing his dream of becoming a police officer. He had a job in a stationery store and mentioned his search for more work to one of the store's customers. Al Howard hired him to work at Howard Tire in Belmont, Calif.

"The rest is history," Barbara says. He feels as if he's "been in the tire business all my life."

He started as a tire changer and learned to do alignments and some front-end work, though he admits he's never called himself a mechanic, or today's preferred term of technician. He moved from the service department to the wholesale side of Howard Tire and by 1984 he was itch-

ing to learn the retail side. One weekend he told members of the California Tire Dealers Association of his dream to someday own a single tire store.

His phone rang the following Monday. Dave Redfern was operating Redwood General Tire Service Co., the business his father Ernie started in May 1957 in Redwood City, Calif., and he was looking for a way out. Howard Tire was Redfern's wholesale supplier.

The two men had lunch and a couple weeks later — on a handshake — Barbara and Redfern became partners. Redfern retired in 2002.

(Continued on page 12)



Terry Leveille

Legislative Report



August 31, 2016 was the final day of the two-year legislative session (every session, they actually stop the clock at midnight and usually continue to 2 a.m. or 3 a.m. to finish their work!). Here are the results of some of the key bills affecting California tire dealers:

AB 1239 (Gordon and Atkins): Among other things, this legislation would have required all California tire retailers to pay a new tire “regulatory fee” of up to \$1 per new tire sold in addition to the \$1.75 fee that is already charged to customers purchasing a new tire.

The new fee in AB 1239 would be used for a costly new Tire Incentive Payment Program in an attempt to increase the California waste tire “recycling” rate to 75%. “Recycling,” according to AB 1239, does not include tire-derived fuel, exports of used or waste tires, tire “buffings” from retreading operations that often go into molded products, and tire crumb rubber that becomes synthetic turf infill or when it is used in playgrounds.

With sixteen strong local agencies and environmental groups in support of the bill and only two organizations—CTDA and the Rubber Manufacturers Association—in opposition, the situation looked dire when AB 1239 passed the Assembly Natural Resources Committee on a 6-2 vote just two days before the end of the session. But when the dust settled on August 31, the legislation, which needed 41 votes to reach the Governor’s office died on a 34 to 34 vote in the Assembly.

Most observers were stunned. We were pleased.

During the final days of the legislative session, the bill’s sponsors, Californians Against Waste, argued that a new Tire Incentive Payment Program—with the new fee—was needed for California to reach a 75% waste tire recycling goal, we countered on several points:

1) Why replace the current waste tire grant programs that

are already in place and would only need some minor tweaks to increase the recycling rate?

2) Under the current \$1.75 tire fee, tire dealers can retain 1½% for costs associated with administration and collection. Why not with the proposed new fee?

3) The proposed new fee would be a hardship on low income tire buyers, increasing the cost of a set of new tires by \$11 above the listed price.

4) While the two tire fees “sunset” in 2024 (the current \$1.75 fee would be reduced to 75-cents per new tire sold), the sponsors of AB 1239 vowed that they would support legislation in 2022 to extend the sunset dates for both fees.

5) We argued that a new tire fee was not needed because CalRecycle has a Fund Balance, an unspent pool of tire fee money, which reached a record high of \$78 million on July 1, 2016. That money could be used in a new incentive program or, better yet, to bolster the current tire grant programs.

6) While CalRecycle vowed to update the waste tire recycling rate every two years, we argued that it should be done every year and include numbers from Caltrans and other state and local agencies that aren’t part of CalRecycle’s programs.

7) Finally, once the state reaches a 75% tire recycling rate for three straight years, AB 1239 will allow CalRecycle to continue collecting the fees. We asked: Why not eliminate the tire fees once the state reaches that goal? Permanent subsidies for recycled tire products such as rubberized asphalt, which outperforms conventional asphalt and

(Continued on page 10)

Workers Compensation CSTDA Insurance Service



Workers Comp

Our Workers compensation insurance companies will help make their workplaces safe by providing comprehensive loss prevention services, Safety and Health Services support .

Our mission is providing quality services, products, and professional experience.

Our goal is to protect our clients manage their workers compensation cost.

- ▶ Assistance in Cal/OSHA Compliance
- ▶ Loss Prevention
- ▶ Safety Meetings
- ▶ Injury Prevention Programs
- ▶ Electronic Pamphlets

Will Davi
CSTDA Insurance Service
42840 Christy St, Suite 235
Fremont, CA 94538
510 440-9400 Phone 510 440-9401 Fax
will@cstdains.com CA lic # 0533589

Legislative Report

(Continued from page 8)

has lower lifecycle costs, is simply not needed.

Since the death of AB 1239, the bill's sponsor, Californians Against Waste, have said that they plan to introduce another bill to establish a Tire Incentive Payment Program next year. They asked me to meet with them sometime in November or December to see if some common ground can be reached. Since then, I contacted your Executive Director to see if a member or two of the CTDA Legislative Committee and/or your President would be willing to come up to Sacramento for a half-day meeting.

Other bills that we watched this past year:

AB 873 (Jones): This was the so-called "Omnibus Cleanup" of the 40-plus year old Automotive Repair Act. It passed the Assembly on a 79-0 vote and was signed into law by Governor Brown.

The Bureau of Automotive Repair (BAR) supported this bill in light of the extensive changes in automotive design and technology over the past forty years. They now will hold regulatory hearings to see which services that were once deemed "minor," and exempt from regulation, may now need some regulatory oversight.

While CTDA supported AB 873's earlier version, it stayed off the bill this year because of sensitivity to some of the "tire sales only" shops. However, because of federal law requiring that all businesses that repair or change tires have proper equipment and personnel to fix or replace TPMS monitors—a safety issue—the Department of Consumer Affairs, which has oversight over BAR, indicated that such shops will be included in the regulatory hearings.

Here is the final analysis of the bill: http://www.leginfo.ca.gov/pub/15-16/bill/asm/ab_0851-0900/ab_873_cfa_20160826_171838_asm_floor.html

AB 2153 (Garcia): Called the "Lead-Acid Battery Recycling Act of 2016," was signed by the Governor on September 26. See <http://www.leginfo.ca.gov/pub/15-16/>

[bill/asm/ab_2151-2200/
ab_2153_bill_20160926_chaptered.pdf](http://www.leginfo.ca.gov/pub/15-16/bill/asm/ab_2151-2200/ab_2153_bill_20160926_chaptered.pdf)

It requires retailers that sell lead-acid batteries to accept up to six used lead-acid batteries per day without charging any fee. Starting April 1, 2017, retailers are required to collect \$1 from customers who purchase car batteries. Meanwhile, battery manufacturers will need to pay \$1 for every battery made to be sold at retail. In five years, the fee collected by retailers will go up to \$2 and the \$1 paid by manufacturers will sunset.

Retailers will have the option of either posting in public view a written notice of the mandated fee, or printing the notice on the sales receipts. The notice will also describe the core charge (deposit) process. Multiple battery purchases can be entered on the receipt as a single line item. Core charges must be listed separately on the receipts.

The \$1 that dealers collect allows them to retain 1½% (1.5-cents) of the fee for administration and collection costs. It requires dealers, manufacturers, importers, and battery wholesalers to register with the Board of Equalization (BOE), and authorizes BOE to establish appropriate procedures for notifications and fee payments.

The money collected from the fees goes to the cleanup of the soil in and around the Exide Technologies battery facility near Vernon. The total cleanup cost is estimated to top \$500 million, possibly the most expensive cleanup in California history and one of the largest in the nation. Governor Brown committed \$176.6 million as a "loan" from the state, to be repaid by the battery fees.

A link to the final analysis of AB 2153 is the following: http://www.leginfo.ca.gov/pub/15-16/bill/asm/ab_2151-2200/ab_2153_cfa_20160901_000809_asm_floor.html

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 tlevell@aol.com

OUR BRAND IS A PROMISE



When you are looking for quality wheel balance solutions, look no further than Perfect Equipment. Our brand has stood for quality and value for the past 75 years and we aim to continue that success.

Make the perfect choice. Choose Perfect Equipment.
Learn more at www.perfectequipment.com

Perfect Equipment is a brand of **WEGMANN[®]** automotive
© contents copyright. All rights reserved.

We are a proud supporter of the
**California Tire
Dealers Association**



Alpio Barbara

(Continued from page 7)

These days, Redwood General Tire approaches the day with a rolling start. The store opens at 7 a.m. with the full sales team. Technicians start at 8:15 a.m. and roll their first cars into the bays. The tire crew reports for duty at 8:30 a.m. “There’s no sense in overlapping times,” Barbara says. “You might as well put people to work.”

“I don’t look at my business through the dollars. I look at my business through the satisfaction of my customers. When I see the lot completely full, I’m not looking at it as cha-ching, cha-ching, cha-ching. I’m looking at it as are we going to get these cars done by the end of the day? If that lot is empty at the end of the day I’m going to have money.”

Commercial business is where Barbara sees an opportunity to grow. With three service trucks, Redwood General Tire does a little more than \$1 million in commercial business, and Stephen De La Rosa, who focuses on those sales, says the bulk of the company’s business is with small fleets of about 10 vehicles. Barbara says there’s more business out there. The closest alternative is 24 miles away in San Jose. While chasing new customers, Barbara tells his sales team it’s important they do things right with the ones they have now.

Alpio is very active serving the community as a volunteer. He thinks community involvement is critical. “Redwood City made me who I am, not only Redwood City but our



Darlene Barbara and Denny Reiser are Barbara’s go-to assistants. Photo credit: J. Ennis Kirkland

neighboring cities. Without them, we’re nothing. I’ll never leave my community. I’ll always support my community.”

Barbara’s personality is contagious. Going to lunch with him is like eating with a local celebrity. Sitting at an outdoor café he calls the employees by name and engages in a constant conversation with others who drop by the table. They talk about business developments, hometown politics and the news of the day. He seems like a natural politician, in the ways that is a compliment.

Barbara often is asked why he doesn’t open additional stores. Clearly, he has a good thing going at Redwood General Tire. Maybe if he could clone himself, he’d consider it. “I’m a worry wart. I want to make sure my customers are taken care of.”

*-Article and photos courtesy of
Modern Tire Dealer*



1-800 EveryRim.com - OEM Wheels

Stock Factory Original Alloy & Steel Wheels - Buy or Sell

- Next Day Delivery to Most California ●
- Same Day to Most of Greater Los Angeles ●
- Used, Reconditioned, New Takeoffs ●
- Chrome Replacement - Powder Coating
PVD Chrome - Remanufacturing ●

1-800-383-7974

Sales@1800EveryRim.com



WEB SOLUTIONS TO GROW YOUR BUSINESS.



IS YOUR CURRENT WEBSITE WORKING 24/7 AS A REVENUE GENERATOR?

The Internet is the most effective way to get new customers. This is the number one way that local consumers find your business; they're not looking in the Yellow Pages anymore. Over 80% of consumers start their purchase process online. Without the right website and Internet marketing program, you could be missing out on potential new customers!

INTERNET MARKETING
DRIVES MORE VISITORS

NET DRIVEN WEBSITE
DRIVES MORE LEADS

CONSULTING & SUPPORT
DRIVES MORE SALES

Get Net Driven® today and you will improve your sales on the Internet. We drive more customers to you.



NET DRIVEN® IS THE MOST TRUSTED PROVIDER OF WEBSITES FOR THE AUTOMOTIVE INDUSTRY.

CALL: 1-877-860-2005 | WWW.NETDRIVEN.COM | EMAIL: SALES@GETNETDRIVEN.COM

Dave Redfern

Executive Director

803 Arlington Road, Redwood City, California 94062



Dear Members,

As recently shared at our Area Meeting in Santa Fe Springs, Golden 1 Credit Union has received the official endorsement of the CTDA as a preferred provider of financial benefits for our members and your employees.

Golden 1 has over 80 years of experience as a leading credit union in California with a host of valuable benefits that can support the financial success of their members. Through our partnership with Golden 1, the CTDA can join the Credit Union throughout 38 counties in the state and enjoy the following financial benefits with Golden 1 Credit Union:

- No membership fee to join; with a minimal opening balance requirement
- Free Checking Account with no direct deposit requirement
- Full range of deposit and loan services for members
- Access to Over 30,000 surcharge-free ATMs and 5,000 shared branch locations
- Financial Education workshops for employees (on-site sessions and webinars available)
- Dedicated Relationship Manager assigned to help you manage the benefit

To learn more about our new benefits and verify membership eligibility for your area, please contact our dedicated Relationship Manager:

Nicholas Vollmer
Membership Development Officer
(916) 467-5882
nvollmer@golden1.com



Sincerely,

Dave Redfern

Dave Redfern
Executive Director
California Tire Dealers Association

Area Meeting

Tires Warehouse Hosts CTDA

Santa Fe Springs CA. October 18 2016

A beautiful warm October evening in LA was highlighted by a buffet dinner with refreshments, hosted by Ken Hsu of Tires Warehouse in Santa Fe Springs, Attended by almost a dozen independent dealers from across the area. Also in attendance were representatives of several major tire brands and suppliers.

Those attending were informed of the latest activities of the California Tire Dealers Association's by the new Executive Director, David Redfern. He informed them of the latest information from Sacramento regarding legislation that could affect their business. In addition, he outlined the benefits of membership in the association, such as valuable insurance plan options, both liability and workers comp., and the discounts on Royal Business forms and

the Associations Scholarship program.

There were presentations by Golden 1 Credit Union, Toyo tires, Optimized Social Media and Federated Insurance, with their video about the campaign against Distracted Driving.

Following the presentations there was a raffle drawing with enough prizes for all. Included were jackets, pullovers, Outback Steakhouse gift certificates, backpack and the now famous 1- 800 EveryRim flashlight enclosed in a \$50.00 bill!

Thanks to our sponsors, Maxam Tire, Kumho Tire, Hankook, and Yokohama Tire.

Special thanks to Chris Barry of ITDG for his help and our host Ken Hsu of Tires Warehouse.



The Perks of Membership



The CTDA is YOUR trade association

Paying your dues today will benefit you tomorrow!

- **ADVOCACY & REPRESENTATION.** Your Association represents your interests before the business community and government.
- **SERVICES.** CTDA offers a variety of services that are beneficial to our members: ie. insurance/risk management & discounts on other business services like form & envelope printing.
- **NETWORKING.** Through our regional area meetings, seminars, directories and events your membership can bring new ideas, new friendships, and a sense of unity.
- **SCHOLARSHIP.** Finance your future. Earn assistance in your higher education endeavors and open new possibilities—a free benefit to your employees & families
- **FREE SUBSCRIPTION TO TIRES & TREADING.** The Association's bi-monthly newsletter provides current industry information and commentaries to help you in your business

Get more information at www.catiredealers.com

California Tire Dealers Association Membership form

Name _____

Title _____

Company Name _____

Address _____

City, State & Zip _____

Phone _____

Fax _____

Email Address _____

Signature _____

Choose a category:

- Independent Tire Dealer Supplier
 Retreader Other

Category/ Class	Total Annual Sales	Annual Dues
A	\$2,000,000 & Over	\$435
B	\$1,000,000 to \$1,999,999	\$360
C	\$500,000 to \$999,999	\$290
D	\$300,000 to \$499,999	\$245
E	\$299,999 & Less	\$210

Make your check made out to California Tire Dealers Association
Mail to: 803 Arlington Road, Redwood City, CA 94062

Total Amount Enclosed _____

Hub Gunari

SF South Bay Report



Like many of you I'm having angst about the upcoming election this next Tuesday. Life used to be simple. I still remember my first election I was allowed to vote in. I was in the Army having just been drafted because of the Viet Nam conflict. I was stationed in Shreveport, Louisiana and because I was a California resident, I received an absentee ballot in the mail. An absentee ballot on my first election was kind of cool because I received it before Election Day (like now). I made a big deal out of it too. I went into a room at the Station and closed it off in order to have privacy. I felt so important as if my vote really counted for something.

Fast forward to today and I don't feel anything like I did then. I've voted in every election, local and national since the first one, never missing one. Hold on. Put a hold on that plaque designating me the most patriotic sole on the CTDA board. This election, I decided not to vote at all. I was so disappointed to feel as if either choice for chief executive of the United States was the wrong one. Just think. I was remembering all the elections I voted in and envisioned a place in my hallway where the plaque would hang. It would be surrounded by family pictures, hanging there inconspicuously as if it were hung there by my wife or somebody with me objecting (mildly) to its presence. I'd just have to pull a few down to make room. I went through much anguish listening not only to the candidates blabber at each other but also to all my friends and strangers too, lambasting the candidate on the opposite side. I heard so much stuff that was so outrageous that it

became impossible to decipher the truth of anything. I had literally decided "Screw it. I'm not going to vote for either one!" Yeah, that'll fix em. I figured if I didn't vote for either of them, whoever got elected and screwed it up I could always chime in with "I knew it, that's why I didn't vote for that Blankety Blank."

I just received my absentee ballot in the mail yesterday and looked at it with shame. I felt like I was letting my country down. Did I not pick up a weapon when called upon to defend my country? Am I to sit and not have ANY SAY in who runs things or ANY SAY by vote over any changes regarding our country? Hell, I have to participate, even if I fear the outcome. It is after all my duty as it is every American. We have whole countries envious of us for this privilege.

So here I sit with the letter opener to prepare to open my brown envelop and start checking ALL the boxes. I'm still scared but with resolve.

Ok fellas go ahead and order the plaque. You hear me guys? Hey, GUYS! Twee-et! You there?

Oh well, I guess I'll just have to put the pictures of all the ex-wives back up.

Hub Gunari is a long time fixture at South Valley Wholesale in San Jose. He has a second home in the mountains and plays golf with the SIRS. He can be reached at (408) 971 3900.



NOW 4 CALIFORNIA LOCATIONS TO SERVE YOU!



4280 IOWA ST.
BENICIA, CA. 94510
800-888-7654

2478 S. GOLDEN STATE BLVD.
FRESNO, CA. 93725
800-559-4897

11455 CANTU GALLEANO RANCH RD.
MIRA LOMA, CA. 91752
800-201-2882



SACRAMENTO NOW OPEN!!!

3010 RAMCO ST. STE #120
WEST SACRAMENTO, CA. 95691
888-212-0150



WWW.NATIONALTIREONLINE.COM

BRANDS MAY VARY BY LOCATION.



803 Arlington Road, Redwood City, CA 94062

PRSRST STD
U.S. POSTAGE PAID
REDWOOD CITY CA
PERMIT NO. 120

Address Service Requested



Your supplier since 1980 for all tools, supplies and equipment from the largest to the smallest items.

WA473-CM WinAlign Package including WA473 Console with 24" Wide Screen LCD Display and HE421CM Sensors

INCLUDED WITH ALL HE421 SENSORS



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)