



# Alabama Tire Dealers Association

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## Spare Tire

## November 2012

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

## **Executive Committee**

### *President*

Scott Roberson  
Royal Tire Service

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### *Second Vice President*

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S & S Discount Tire

Terry Treesh (1<sup>st</sup> Year)  
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Goodson Tire & Auto

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Top Line Tires

Mike Griffin  
S & S Tire

Dolan Davis, Jr. (*Chaplain*)  
Southside Davis Tire

## **Co-Executive Directors**

Cheryl Lentz  
Sabrina Lentz Knop

## **Letter from the President**

"If you do what you've always done, you're gonna get what you always got." I can't remember where or when I heard this, but I have to remind myself of this often. We are all guilty of falling into a rut and just walking up



to the door each morning and turning the key and going about our day as usual. We have to remember to think outside the box sometimes and change up our routines whether it is with our customers or employees. That is one of the benefits of a group such as the ATDA. When we are together we can always get something that someone else is doing and bring it back to our business. Be on the lookout for one of these opportunities coming near you where you'll be able to send yourself or your employees to get TIA certified. This is a great opportunity to set your shop apart from the competition by providing valuable training for your staff. Also, as the slow time for our businesses approaches remember to take advantage to thoroughly inspect your customer's cars to make them aware of any needed repairs.

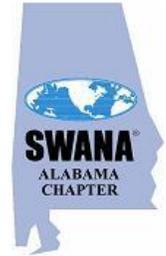
As your president of the ATDA, I am here to serve our members and I want to do that to the best of my ability, so please feel free to call on me for any input or suggestions for our association.

Scott Roberson  
ATDA President  
Royal Tire Service

# Calendar of Events

## SWANA Alabama Chapter Fall Forum Scrap Tire Commission Meeting

Fall Forum – November 5-7, 2012  
**STC Meeting – November 6, 2012 – 11:30 am**  
Lake Guntersville State Park



## TIA's Certified Automotive Tire Service Training Sessions

**November 19 -20, 2012**

Drake State Technical College, Huntsville, Alabama

TIA is the industry leader in passenger and light truck tire service training and certification. TIA's Certified Automotive Tire Service Program is designed to educate technicians on the proper procedures for servicing tire and tire pressure monitoring systems (TPMS) on domestic and foreign cars, SUVs, vans and light trucks.

The 2-day Certified Technician class is a combination of classroom instruction and hands-on training, allowing companies to certify their technicians in a local facility.

Limited to first 15 paid registrations. Registration deadline: November 9, 2012.

Additional classes will be held in Central & South Alabama.



## ATDA Board of Directors Meeting

**November 28, 2012**

## Annual Convention

**June 21-22, 2013**

Sandestin Golf and Beach Resort, Destin, Florida

Golf Tournament – Friday, June 21<sup>st</sup>

Educational Sessions, General Business Meeting, Awards & Honors,

Great Opportunity to Visit with Suppliers & Dealers!





WORKING FOR THE INDUSTRY...WORKING FOR YOU.

# Jobs Not Saved or Created by Tariff, TIA Says

September 28, 2012

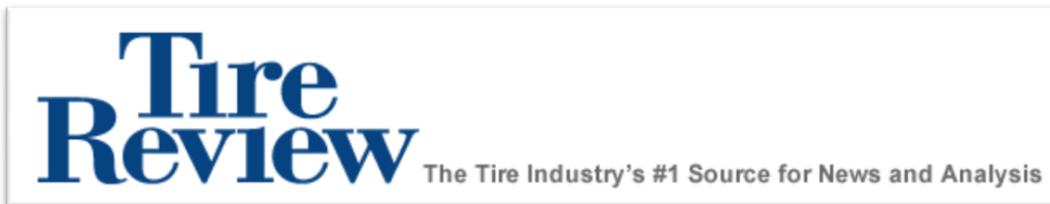
The just-expired Section 421 tariff on imported China-produced consumer tires failed to save or add new tire worker jobs, TIA said in a statement issued Sept. 27.

At the same time, TIA said that it favors "free and open markets with level playing fields."

In its statement, TIA pointed to a report by the Peterson Institute for International Economics that claimed, "approximately 1,200 American jobs were saved as a result of the Chinese tire tariffs," but, in fact, the tariff action by the Obama Administration "mostly benefited other tire exporting countries first and American manufacturers second."

TIA reminded that at the time the Section 421 tariff schedule took effect in September 2009, executive vice president Roy Littlefield said, "The tire manufacturers made the decision years ago to shift production of these lower-cost tires out of the U.S. All this action will do is

force the tire manufacturers to shift production of these lower-cost tires to other countries."



That is exactly what happened, TIA said.

The association noted the recent call by the Administration for the World Trade Organization to investigate claims that the Chinese government was illegally supporting automakers and auto part companies exporting products to the U.S., and that "these companies received \$1 billion in subsidies between 2009 and 2011."

"Although this is a different animal from the Chinese tire tariff...it is a continuation of the on-going efforts of integrating the Asian giant into the world market," TIA said. "This is happening by the fact that China is using the WTO to resolve disputes between itself and the U.S. In fact, the Chinese have submitted a countersuit to the WTO because of the Administration's actions."

"It is good that the Chinese government is using the WTO," said Littlefield. "It is the proper mechanism for resolving such disagreements and they are establishing a good track record of complying with the WTO's findings."





# 7 Tips for Dealing With Criticism of Your Business on Social Media

by Caron Beesley, Community Moderator

Created: October 11, 2012

Not sure how to handle negative comments or criticism of your business on social media? Is the open nature of social media actually stopping you from jumping on board?

Receiving criticism is never easy; it can also damage your business reputation. However, feedback and criticism in an open and social forum also gives your business an opportunity to deflect negativity and even earn you respect – if you handle it right.

Here are some steps you can take to manage criticism of your business, products, or even staff on social media and online review sites.

## 1. Get Listening

The first thing is making sure you hear what is being said about you by monitoring the social media sites where you have a presence. Check your Facebook page regularly, monitor your Twitter mentions and set up Google Alerts so you can track when your business is being mentioned online. You may also want to check your Yelp, Google+ Local, Trip Advisor and other listings for customer comments. Don't forget industry, product or even local community forums. For example, does your neighborhood or home owner's association have an online forum? Folks may be reviewing local businesses there.

## 2. Should You Respond?

You may feel tempted to respond quickly to a negative comment or even delete it. But negative reviews aren't always worth a response. Some posters may be negative just to get attention, or their comments are just so over the top and rude that responding to them will only draw attention to an issue that clearly is a one-off or that no one else is aware of. Sometimes it's just best to ignore these posts.

## 3. Don't Let Negative Comments Linger

Social media doesn't wait for anyone. Fans have come to expect a timely response from brands they follow. By chiming in early you can quickly stop others from jumping in on the topic while demonstrating that you value opinion and feedback.

Even if you don't have an immediate answer, tell the commentator that you hear them, acknowledge their complaint, and promise to investigate further. *"I'm sorry to hear this..."* is a great softener and shows you care.

## 4. Always Acknowledge, Never Deny

Accept that the customer is always right and acknowledge it and investigate to get to the root cause of their feedback or criticism. Where did your business go wrong? Was it a simple misunderstanding or do you need to make changes internally? Avoiding feedback or criticism may come back to bite you.

## 5. How to Apologize

If you find that your business has been in the wrong or you've let your customers down, apologize sincerely. Acknowledge that you've investigated the complaint. State clearly that you regret the poor service that the customer has received (i.e. you know what a pain it is when things don't go as expected), cite it as a lesson learned and let everyone know you will take steps to ensure it doesn't happen again.

Above all, avoid formal language. Take off your sales and marketing hat and be human. End your posts with your name, so the complainant knows who they're dealing with. Be conversational: *"I'm so sorry you had this experience. Let me look into it right away and get back to you – Todd,"* instead of: *"Your comment has been acknowledged. We will look into this matter further."* You might even own up to the fact that you've been experiencing some hiccups in one particular area – whether it's a new product line, or shipping times – and that you want to hear more if consumers have further issues.

Consider offering to make things right. Ask the customer to email you so that you can either reimburse them or perhaps offer a discount on future purchases. Be sure to follow through on this, look out for the email and respond promptly.

## 6. Take the Conversation Offline

If you need more information or genuinely feel that this conversation would be better served offline, ask the complainant to contact you directly via email or phone. Make this the exception rather than the rule – and only do it after you've publicly acknowledged or apologized for any issues and restated your commitment to customer service. The goal here isn't putting out the fire out by taking it offline but offering an open invite to continue the dialogue further and address the complainants' specific concerns. It's a strategy that works.

## 7. The Bottom Line

When your business reputation is on the line, demonstrating your commitment to customer satisfaction – and backing it up with action – is a must. Ironically, one unhappy customer converted back into a loyal fan of your business can be far more influential in the word-of-mouth driven world of social media than one happy customer ever can be! So go ahead, embrace comments negative or otherwise – you might just win some more fans!

**About the Author** Caron Beesley is a small business owner, a writer, and marketing communications consultant. Caron works with the SBA.gov team to promote essential government resources that help entrepreneurs and small business owners start-up, grow and succeed. Follow Caron on Twitter: @caronbeesley



# TIA Legislative Update

## INFLATION ADJUSTMENT

The Social Security Administration (SSA) has announced the annual cost of living adjustment for social security and unfortunately for most of us, the concurrent increase in our "payroll tax." The amount of the adjustment is 1.7 percent.

Under existing law, the Federal Insurance Contributions Act (FICA), employers pay a tax based on the amount of wages paid to an employee during the year. The tax imposed is composed of two parts: the old age, survivors, and disability insurance ((OASDI) and sometimes referred to as the "Social Security tax") tax equal to 6.2 percent of covered wages up to the taxable wage base (\$110,100 for 2012); and the Medicare hospital insurance (HI) tax amount equal to 1.45 percent of covered wages.

In addition to the tax on employers, each employee is subject to FICA taxes equal to the amount of tax imposed on the employer (the "employee portion"). The employee portion of FICA taxes is withheld and remitted to the Federal government by the employer. The same wage base rules apply.

The increase means the taxable base for the 6.2 percent will increase from \$110,100 to \$113,700 for 2013.

The Self-Employment Contributions Act (SECA) tax applies to the self-employment income of self-employed individuals. The rate of the OASDI portion of SECA taxes is 12.4 percent, which is equal to the combined employee and employer OASDI FICA tax rates, and applies to self-employment income up to the FICA taxable wage base (thus \$110,000 in 2012 and \$113,700 in 2013). Similarly, the rate of the HI portion of SECA tax is 2.9 percent, the same as the combined employer and employee HI rates under the FICA tax, and there is no cap on the amount of self-employment income to which the rate applies.

## PAYROLL TAX RELIEF

You may be thinking to yourself, "Hey aren't we withholding only 4.2 percent on OASDI wages?"

The answer is "yep"- at least for a couple of more months.

The Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010 gave us the first temporary reduction (for 2011) in the OASDI rate for the employee portion of the FICA tax. It was reduced by two percentage points to 4.2 percent. Similarly, for taxable years beginning in 2011, the OASDI rate for a self-employed individual was reduced by two percentage points to 10.4 percent.

The Temporary Payroll Tax Cut Continuation Act of 2011 extended that two-percentage point reduction through the end of February 2012.

Earlier this year, Congress passed H.R. 3630, the Middle Class Tax Relief and Job Creation Act of 2012 (MCTRJCA). It extended the temporary two-percentage point payroll tax "holiday" for employees (and to the same extent, to the self-employed) through the end of 2012.

Now here's the weird thing. One would think that another extension of the two percent break would be something both candidates would be embracing. Talk about in the "wheelhouse" of middle class tax relief. Yet the common Washington hallway talk is that the payroll tax cut is among the lowest on the priority list and the common assumption on both sides of the aisle is that it will expire without a whimper. (This monologue is rhetorical-there is no way in the middle of a presidential campaign that Governor Romney was ever going to endorse what was originally President Obama's idea. It is more surprising the Administration has seemed to abandon it.) We have other priorities but regardless of whether you think it is a good idea or bad idea, be ready, because when the first paychecks are issued in January, some employees are not going to remember it was temporary and that you have nothing to do with that suddenly smaller take home check.

## MORE TAX INCREASES

While I am at it, I guess this is as good a time as any to remind you of two new tax increases coming our way on January 1st. These come to us courtesy of health care reform.

### ***Hospital Insurance Trust Tax***

As a revenue offset, the health care reform law increases the Medicare Hospital Insurance (HI) trust portion of the payroll tax to 2.35 percent from 1.45 percent (i.e. a 0.9 increase) on wages or self-employment income over \$200,000 for an individual return and \$250,000 for a joint return. There is no limit on the amount of wages or self-employment income that is subject to the tax (unlike the social security portion of the FICA tax, which has a wage cap). This is an increase in the employee's share only. The employer will continue to pay to its 1.45 percent rate share on the employee's wages. In the case of the self-employed, they will pay "only" the additional 0.9 percent on the income above the \$200,000/\$250,000 threshold. The increase takes effect in 2013.

*Continued on page 7...*

### ***Unearned Income Medicare Contribution Tax***

Since the HI applies only to earned income, the law establishes a new “Unearned Income Medicare Contribution” (UIMC) tax. This is calculated separately from the HI tax and would apply to “net investment income” which is interest, dividends, royalties, rents, gross income from a trade or business involving passive activities, and net gain from disposition of property (other than property held in a trade or business). The rate is 3.8 percent. The UIMC tax on net investment income would not apply if modified adjusted gross income is less than \$250,000 in the case of a joint return, or \$200,000 in the case of a single return. ***The UIMC tax takes effect in 2013.***

This latter provision is going to create lot of “holy cow, where did that come from” heartburn. If you read the words carefully there are lots of limitations like the words “involving passive activities” that in addition to the income thresholds, are going to limit the ultimate impact but until a tax advisor sorts through them, “more-often-than-not inaccurate” Internet chatter is sure to sow plenty of anxiety attacks when the switch is flipped at the beginning of the year.

Did I say two increases? Well, technically there are a couple of other smaller ones that have their roots in health care reform.

The threshold for claiming the itemized deduction for medical expenses is increasing from 7.5 percent to 10 percent, beginning in 2013.

Contributions to Flexible Spending Accounts (FSAs) are capped at \$2,500 (indexed) annually, beginning in 2013.

### **COLA-RELATED PENSION AND TAX ITEMS**

As it does each year, the Internal Revenue Service (IRS) followed up the SSA release with a list of pension and tax items that are adjusted by that same COLA percentage.

Among the highlights (all effective January 1, 2013):

- The elective deferral (contribution) limit for employees who participate in 401(k), 403(b), most 457 plans, and the federal government’s Thrift Savings Plan is increased from \$17,000 to \$17,500.
- The limitation on the annual benefit under a defined benefit plan under is increased from \$200,000 to \$205,000.
- The limitation for defined contribution plans is increased in 2013 from \$50,000 to \$51,000.
- The annual compensation limit for various sections that determine maximum contributions is increased from \$250,000 to \$255,000.
- The annual exclusion for gifts rises to \$14,000 for 2013, up from \$13,000 for 2012.

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## *Golf Tournament Winners*

***Thanks to all who participated in and sponsored the Scholarship Fundraiser Golf Tournament at Teri Pines Country Club on October 11, 2012. Your support raised over \$2500 for our youth.***



1<sup>st</sup> Place: Cecil Bowden, Pat Shirley, Bill Wilks, Jason Shirley



2<sup>nd</sup> Place: David Waldrop, Scott Tidwell, Phillip Tidwell, Scott Robertson



3<sup>rd</sup> Place: Larry Forsythe, Archie Brown, David Lamb, Andy Brown



## I don't understand why my Workers Compensation Experience Mod went up!

Starting in 2013, thousands of employers all over the country could see their workers compensation experience modification factor increase due to a significant change in the way the experience mod is calculated. On the other hand, the National Council on Compensation Insurance (NCCI) argues that many employers could actually see a *decrease* in their experience modification factor.

**How do we make sense of this?** Many different factors are used to calculate a company's workers compensation experience modification factor, including a number of which are out of a business owner's control. If you have been frustrated with this calculation in the past, then now is the time to start to better manage this very important risk factor that directly affects your insurance premiums.

**How does it affect you?** Let's explore the major change to the experience mod calculation by defining the term "**split point.**" In examining your Experience Rating Worksheet, you may have noticed that individual claims appear to be capped at \$5,000 (far right column of the report). NCCI considers the first **\$5,000** of the loss to be the **primary** amount, and the portion of the loss greater than \$5,000 the **excess** amount. The primary amount (first \$5,000) fully factors into the experience rating formula, with the excess amount being "discounted."

The current split point (\$5,000) will begin increasing in 2013; specific dates vary by state. The scheduled changes are as follows:

2013: The split point will be initially increased to **\$10,000**

2014: The split point will be increased to **\$13,500**

2015: The split point will be increased to **\$15,000** plus two years of inflation adjustment

Basically, the split point changes increase the impact of claims greater than \$5,000 on your experience mod factor. Conversely, employers with few or no claims greater than \$5,000 will generally see a reduction in their experience mod factor, which essentially rewards companies that more effectively prevent and manage their claims.

**Why change now?** NCCI is making this change because it's been 20 years since the last split point update.<sup>1</sup> Data has shown that the average cost of a claim has tripled in that time. This has led to experience modification factors reflecting less of an individual firm's actual experience.

**What can you do to reduce your experience modification factor?** You can't change your past claims and their effect on your experience modification factor; however, there are a couple of ways you can reduce the negative impact of this change going forward:

- In many states, **medical only** claims are discounted by 70%\*, compared to claims that include **lost time** (wages). With the increase in split points, that 70% reduction is that much more important. Fully committing and implementing a **light duty/return-to-work program** can help keep the claim contained to medical only costs.
- **When is your loss data reported?** The data used to calculate your experience modification is sent by the insurer to the rating bureau **six months before the insurance renewal date**. Three years of data are used to calculate the experience modification, beginning four years prior and not including the current year. For example, an employer with a policy that renewed on January 1, 2012, will generally have an experience modification factor that uses the loss experience for policies that were effective 1/1/08–1/1/09, 1/1/09–1/1/10, and 1/1/10–1/1/11.

Call your insurance carrier and request a claims history report seven to eight months before your policy expires. Review the report for open claims and to confirm current information before the data is reported to NCCI. Often, small open claims can be reserved at a higher amount with nothing paid. The reserve amount is reported to NCCI until the claim is closed. Reserves count against your experience modification factor even if nothing has been paid.

**Times are changing.** Don't get caught off guard! Now more than ever, it is time to focus on risk management, claims prevention, and claims management so your business can remain competitive and thrive. Whether you are a current client of Federated Insurance or not, contact your local marketing representative to tap into his or her knowledge of the Workers Compensation Experience Modification.

*\*Medical Only discount not available in all states.*

<sup>1</sup>NCCI does not administer the Experience Rating plans in California, Delaware, Michigan, New Jersey, and Pennsylvania. These states provide their own bureau to administer the Experience Rating Plan. The split point changes discussed above may not apply.

In Minnesota, New York, Texas, and Wisconsin, NCCI Experience Rating Plan applies only when the rating also includes an NCCI state.

In monopolistic states (North Dakota, Ohio, Washington, and Wyoming), a state agency administers the plans and rates.

This article is intended to provide general information and recommendations regarding risk prevention only. There is no guarantee that this information will result in reduced losses, lower premiums, or lower experience modification factors. The content provided is accurate as of June 2012 and is subject to change. This information may be subject to regulations and restrictions in your state and should not be considered legal advice. Qualified counsel should be sought regarding questions specific to your circumstances and applicable state laws. © 2012 Federated Mutual Insurance Company.

# DISASTER

**di-zas-ter (n)** a calamitous event, especially one occurring suddenly and causing great loss of life, damage, or hardship, such as a tornado, fire, or hail storm

## When disaster strikes, who's protecting your business?

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# 6 Helpful Retail Customer Service Tips

by Nancy Friedman, The Telephone Doctor

**Please NO Gum** - I walked into a retail store to buy a TV. There were three sales people waiting to help me. Two were chomping open mouth on their gum. One was not. Guess who I asked to help me? Right, the one who didn't look like a cow having dinner. Hey, I'm not alone. Most people don't want a salesperson chewing gum open mouthed while they are helped. (Worried about bad breath? Mints are fine.)



**Eye Contact** - In yet another store a while back, the head of the lady who helped me was on a spindle. She seemed to look everywhere but at me. That's a no-no. If you're not making eye contact with the customer it appears as though you're not interested. You don't need to stare into their eyes 100% of the time (that would be weird); however, maintaining some sort of eye contact with them every so often is a very good idea.



**Don't Point - Go Show** - Whole Foods does it right. No matter who you ask about a product, they will walk with you to find it. And on the way they make some sort of rapport building conversation. It could be about the item you're looking for or it might be about the great weather we have outside. Thank you Whole Foods. You 'get it.'

**"Can I help you?" is Mediocre** - When someone comes into your retail establishment, rather than "can I help you?" to which 80% of the time the answer is "No thanks, I'm just looking," be a bit more proactive. Something like, "We're glad you're here. My name is Nancy. Please ask for me when you're ready, and if that's now, let me know." Something that says 'we're not average,' 'we're special.'

**Compliment Their Purchase** - If you're with them at the close of their purchase, it's nice to say something positive about what they've bought. Doesn't matter if it's a new hammer or a new dress; there's always something we can say that will make them feel as though they made the right purchase. And if you have a 'fact' about the product that helps, that cements it even further.

**Don't Deny Your Customer the Choice** - Whether you're in a large retail chain or a small boutique type store, not offering or suggesting what can help the customer is a big mistake. If someone has chosen an item and you know of something else that would compliment it or be helpful to the purchase, it's your duty to mention it. This is NOT BEING PUSHY. This is being helpful.

You, in all probability, know the stock and product pretty well. If someone purchases a Widget and you know that there's a Widget organizer, it's the right thing to 'mention' it as you're closing out the purchase. Try it. It's a great feeling when the customer says, "Yeah, I'd like that. Thanks!"

The list could go on of course; however, if you can master most of these six, you'll see a remarkable difference in how customers react to you and to your establishment.

## ATDA Member Alert

Please see the following valuable information regarding the recent Visa / MasterCard settlement and how you can significantly benefit from it.

One of our fellow ATDA members, Merchants Against Unfair Interchange, has now made it easier than ever to claim your share of the refund due to you and insure you get the maximum amount.

Refunds can be significant and will allow you to receive back a portion of all transactions ran **going all the way back to January 2004.** Plus you can receive a reduction in your current processing costs.

**THIS WILL NOT AUTOMATICALLY HAPPEN THROUGH YOUR PROCESSOR.  
YOU MUST SIGN UP TO RECEIVE YOUR SHARE!**

Merchants Against Unfair Interchange has provided a link below that will allow you to easily sign up in two minutes or less and then they will do the rest on your behalf.

If you have been accepting credit and debit card payments please take time to sign up and if you have any questions please contact fellow ATDA member Brian Bibb with M.A.U.I at (800)-395-0091 ANYTIME.



Payment Card Interchange Fee and Merchant Discount Antitrust Settlement

**SETTLEMENT FUND: \$7.25 BILLION**

IF YOUR BUSINESS ACCEPTED PAYMENT BY VISA OR MASTERCARD DEBIT AND/OR CREDIT CARDS ON OR AFTER JANUARY 1, 2004, THIS CLASS ACTION SETTLEMENT MAY AFFECT YOU.

## [Claim your Cash!](#)

Believe it or not, funds for this settlement are set to be paid on a PRO RATA basis. Unless your claim is filed correctly, on time, and in compliance with the processes established by the courts, your portion could be paid to someone else!!!

My name is Brian Bibb and I am here to make sure you don't miss out on this historic Anti-Trust Settlement.

In less than 2 minutes you can complete the registration and not have to worry about anything as the suit progresses.

Once registered, Financial Recovery Services (FRS) will handle almost everything for you from the filing and submissions to the error checking and distribution of your funds. There is no easier way to get the most from this settlement.

You can also enroll in our RateLock Protection Program from MAUI to ensure that you don't continue to pay hidden fees in the future!

For more information please visit my website at: <http://www.interchangebrokers.com/58959>

# Tire Safety Starts with Certified Technicians



- TIA's Certified ATS Program includes comprehensive instruction on all proper procedures for servicing passenger and light truck tires, including TPMS.
- TIA Certification reduces liability exposure because technicians must demonstrate proficiency in both the classroom AND in the shop.
- TIA Certified ATS Instructors are qualified to train and certify technicians, letting retailers standardize training by establishing consistency and quality control in every location and with every technician.

## ATS Certification Curriculum:

- Basic principles of tire construction, sizing and sidewall information.
- Vehicle lifting procedures using above-ground and portable equipment.
- Tire and wheel assembly removal and installation including rotation patterns.
- Wheel fastener torque procedures and guidelines.
- Step-by-step demount and mount procedures using a center-post and rim-clamp tire changing machine.
- Tire and wheel assembly balancing procedures.
- Diagnosing tire and wheel problems.
- Step-by-step procedures for installing one-piece and two-piece nail hole repair units.
- Tire Pressure Monitoring Systems
- Rubber Manufacturers Association passenger and light truck tire service guidelines and information bulletins.
- Automotive Lift Institute Lift Point Guide and lift inspection guidelines.
- Tire and Rim Association load and inflation tables and tire dimension charts.

**Technician Certification** - The ATS Technician Certification class is a two-day class and those that attend are Certified as Technicians. Each student who successfully passes the 100-question exam receives a Certified Technician Certificate and 13 Certified Technician uniform patches. Certification is good for two years, at which time Technicians are required to take a 60-question exam available via the Internet.



# ATS Certified Technician Training Tour

The Tire Industry Association (TIA) is the industry leader in passenger and light truck tire service training and certification. TIA's Certified Automotive Tire Service (ATS) Program is designed to educate technicians on the proper procedures for servicing tires and tire pressure monitoring systems (TPMS) on domestic and foreign cars, SUV's, vans and light trucks. The 2-Day Certified Technician class is a combination of classroom instruction and hands-on training. This allows companies to certify their technicians in a local facility.

## Technician Training is coming to Alabama!

### November 19 – 20, 2012

### Drake State Community College Huntsville, Alabama



### \*\*\*Special Member Pricing\*\*\*

<b>Members</b>	<b>\$125</b>	<b>Non-Members</b>	<b>\$225</b>
<b>Owner Audit – Free</b>		<b>Owner Audit w/ Resource Material Pack – \$75</b>	

*(Prices per student)*

#### Schedule:

<b>Day 1</b>	8:00 am – 10:00 am	Classroom Instruction
	10:00 am – 12:00 pm	Hands-on Instruction in Shop (Lifts)
	12:00 pm – 1:00 pm	Lunch provided by Hunter Engineering
	1:00 pm – 5:00 pm	Classroom Instruction
<b>Day 2</b>	8:00 am – 10:00 am	Classroom Instruction
	10:00 am – 12:00 pm	Hands-on Instruction in Shop (Tire Changer & Balancer)
	12:00 pm – 1:00 pm	Lunch provided by Hunter Engineering
	1:00 pm – 3:00 pm	Classroom Instruction
	3:00 pm – 5:00 pm	Hands-on Instruction in Shop (TPMS)
	6:30 pm – 8:30 pm	Test for Certification**

*\*\*Owners wishing to audit the class without certification are invited to attend.  
The cost of the resource pack for the class without certification is \$75.*

Sponsored by:



For more information contact the ATDA office at 256-616-3587 or by email at [alatiredealers@cs.com](mailto:alatiredealers@cs.com).

**Sign Up Today!** Complete the enclosed registration form and return to the ATDA office at 6096 County Road 434, Trinity, Alabama 35673.

Classes are limited to the first 15 paid registrations.

**Registration deadline is November 9, 2012.**

**Additional classes will be scheduled for Central and South Alabama.**

# 4 Goals for Creating a Successful Website

By [Ben Borchert](#) on September 27, 2012

In this modern day, one of the most common mistakes a business can make is to treat their website as if it's solely a space for advertising. This can be easily avoided however, once you start to realize that in actuality your website serves as an additional location for your business! It's a **destination point** for both prospective and loyal customers who *visit* in order to gather specific information so that they can make a more intelligent buying decision.



You've put great effort into ensuring that your physical store provides customers with a positive experience – and your website should be no different. As a digital extension of your retail store, your website allows customers to visit your business 24/7. People should find your website interactive, informative and friendly, much like they would a good employee. Remember that to customers your online destination is a direct reflection of your physical store. Does your customer receive the same experience at both?

Working towards the following key goals will better help to meet consumer expectations, create sales, and make for a much more effective website in the process.

## 1. Good Quality Branding

Branding is the perception that people have or gather about the business. Online, your business has 7 to 10 seconds to give a quality impression. If your customer gets a good first impression, they will be much more confident spending time on your website.

What makes a good first impression on a Website?

- Clear explanation of your business.
- Clean organization.
- Easy navigation.
- Professional looking and trustworthy.
- Attention grabbing, colorful.
- Cohesive with your physical branding.

## 2. Complete Data/Information

If you've done a good job branding your business, customers will then begin to look for specific information on your website. Furthermore, your website needs to provide them with complete, accurate, and up to date information that is quick and easy to find.

*Continued on page 15...*

Many of your customers will be browsing your website while at work and don't have the luxury or time to call you -will they be able to get the same information online?

Let's imagine a customer walks into your store looking to purchase tires. What is the first question your staff usually asks? Before they can start recommending products to the customer they need to know specifics like what type of vehicle they drive, or what type of tire they're looking for. Does your website have a fitment guide allowing them to search for products, vehicle, or by size? Once they find what they're looking for does your website list the features and benefits of that product? In the tire industry, those are two of the most important things to have on your website. Every big box retail store provides an application guide and product data. Without these two things your business is losing customers to those retailers every day. Other important information includes education on services, promotions, featured products/services, etc.

### 3. Ease of Communication

Once a customer finds what they are looking for on your website, they will want to get in touch with you. Your website needs to make it easy for them to communicate with you. Unlike other retail industries, the tire and automotive industry requires the customer to come into your shop to finalize the purchase and have the services performed. Because many customers will be visiting your website during non-business hours or weekends, are there communication methods that allow them to contact you after hours? When a customer is ready to buy from you the last thing you want is to make it difficult for them to communicate with you. All contact information must be easily accessible. Examples are:

- Phone in the header
- Map and driving directions
- Contact us form/page
- Request more information form/page

### 4. Start a Transaction

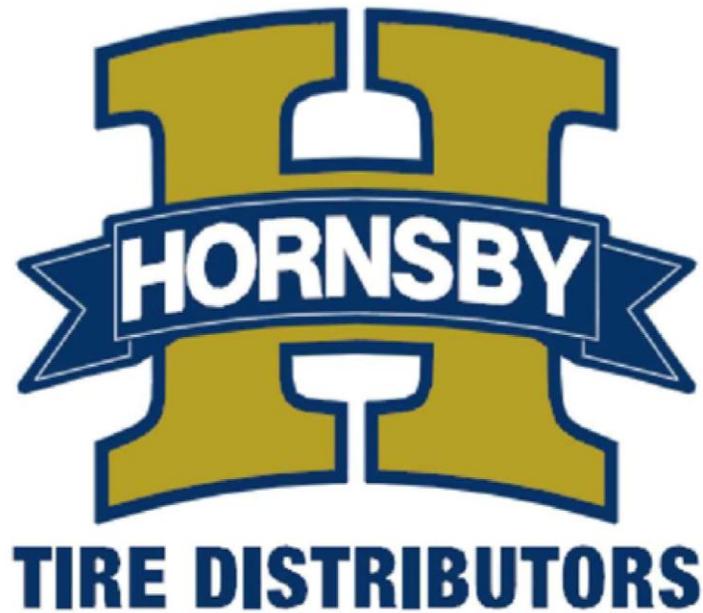
A sales transaction started by visiting your website is the final goal. Your website must make it easy for your customer to buy from you whether the transaction occurs online, in the store, or over the phone. If your website meets the first three goals – your chances of a sale greatly improve. Keep the following in mind:

- According to *Tire Business*, 66% of customers research tires online
- Google reported that 89% of customers prefer to purchase in the store

When customers visit your physical location, they should find your store to be clean and organized. They should also find a strong sense of branding and informational displays with your current promotions. Most importantly there should be helpful salespeople who can communicate with them about the products and services you provide.

Think about a time when you were online and found yourself on a poor quality website – what could they have done better? Think about your favorite store, and why you like going there. What is it they do best? Does your business or website share similar qualities? Your 50 Below territory manager is always available to assist you with any questions you may have and can provide free website assessments. [Let us help you to reach your goals with your business and website!](#)





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800.447.7116

# KEY CONTROL MANAGEMENT



Vehicles stolen from new car lots, thefts from repair shops, cars missing from used car lots, and car-jackings or auto theft is a thriving business for some and an expensive lesson for others. How do you protect inventory and customer vehicles? Good key control is an essential element of any theft prevention program. Let's review three basic principles of key control management.



## Number One: Separate the keys from the vehicle.

Vehicle keys should never be left in the ignition or anywhere else inside or on the vehicle. This is an open invitation for someone to steal the vehicle. Don't make it easy for a thief to walk up, get in, and drive off. Keeping the keys and the vehicle separate is critical. This sounds basic, and it is. But how often do employees leave keys in a vehicle "for just a moment" to run into the building for something? Employees should be instructed to never exit a vehicle without the keys in their hand. This rule should apply to all vehicles whether it's a parts truck, customer car out on a road test, or a part of the inventory.

Keys should never remain inside a vehicle overnight, not even within a "secure" area such as a showroom or a service department. Cars have been stolen many times while stored inside a service area. New cars have also been stolen right off of the showroom floor because the keys were left in the ignition or on the dashboard (also consider the liability if a child were to start a vehicle and take a short test drive around the room). Thieves break into the building, find a car with keys in it, and then drive it out the door. Removing the keys from the vehicles and locking them inside a safe, office, or even in the technician's tool box may be enough to deter a thief.

## Number Two: Secure all vehicle keys.

Whenever vehicle keys are not actually in use, they should be secured in some fashion. Ideally, they would be locked in a safe or locking steel cabinet, but inside a locked office (and out of public view) will generally suffice. "Secured" not only means locked away, but consider instituting other security measures as well. Keys may be locked inside the building, but how secure is the building? Burglar alarm systems will help to ensure the keys are really protected against theft. Keys in service areas are also vulnerable. Many businesses leave customer keys hanging on an open keyboard where anyone (vendors, delivery people, customers, contract service, personnel, etc.) could walk by and take them.

Assigning someone responsibility as a "work dispatcher" is the best way to safeguard keys. Keys should be assigned to the technicians by the dispatcher and then returned when the work is done.

The keys can then be sent to the cashier to wait for the customer to pick them up. Using this system, the keys can be accounted for at every step in the process. Unsecured keys can end up anywhere, and the same can be said of the vehicle.

There can be nothing worse than calling a valued customer and telling them, "I'm sorry, but we've lost your car."

## Number Three: Have a system for accounting for each and every set of keys.

The issue of unsecured keys is a good introduction to the third principle. Someone in the organization must be assigned responsibility for vehicle keys. Without accountability, there can be no key control management – it is the most critical aspect of any program. If keys to any vehicle are missing, and you cannot pinpoint the last individual that had possession of them, there are "holes" in your system.

A number of different systems can be used to maintain control of your keys, and they don't have to be expensive or complicated. Restrict access to vehicle keys and assign responsibility to one person for signing them out. A key log should show who checked the keys out, date, time, reason for taking the keys, and when they were returned.

This log should be reviewed at the end of every day to ensure that all keys are accounted for. Automated systems are also available that require employees to input a code to receive keys and records all pertinent data. These key machines are capable of producing a key report that can be reviewed to reconcile keys.



# 10 Overlooked Tax Breaks

*Sweet tax deductions for individuals that often get forgotten*



## 1. Charitable expenses

Sure, the donation is deductible, but so are expenses incurred while doing charitable work – including possibly cleaning your candy-striper's outfit, or your mileage on your car for taking all those (insert life-saving materials here) to those (insert needy recipient here).

## 2. Moving expenses

Not only can you deduct many moving expenses when you relocate – you can even deduct your very first relocation – say, after college.



## 3. Job hunting costs



Costs associated with looking for a new job while in a current job are deductible, as long as the taxpayer itemizes – and the costs, along with other miscellaneous itemized expenses, exceed 2 percent of the taxpayer's adjusted gross income.

## 4. Military reservists' travel credits

Reservists and members of the National Guard who travel more than 100 miles in a day and stay overnight for training can deduct related expenses.



## 5. Child and other care credits

Child care costs for looking after the rugrats during the summer can be deductible, too – but only for day-camp, not sleep-away camp. Care expenses for adult dependents may also be deductible.

## 6. Mortgage refinancing points

If a taxpayer used the proceeds of a mortgage refinancing to improve their principal residence, they may be able to deduct the points paid on the load for the year of purchase.



## 7. Many medical costs

Various miscellaneous medical costs – like travel expenses to and from treatments – may help taxpayers reach the 7.5 percent of AGI threshold for claiming medical expenses.

## 8. Retirement savings

The Retirement Savings Contribution Credit aims to get moderate- and low-income taxpayers to save, and can be worth as much as \$1,000 on contributions to an eligible retirement account.



## 9. Educational expenses

There's tons here, including deductions for tuition and fees, the Lifetime Learning Credit, and the American Opportunity Tax Credit. If the taxpayer is getting any kind of education, they're worth looking into.



## 10. Energy-efficient home improvements

While not quite as generous as before, there are still credits worth up to \$500 for energy-efficient home improvements available for 2011 returns.

# *The Ostrich Approach*



Sticking your head in the sand won't protect you from getting burnt. Just because you can't see fire hazards, doesn't mean they're not there. Still, many business owners believe a fire will never damage their company—after all, those things always happen to the "other guy."

More than 480,000 "other guys" had their buildings damaged by fire in 2011.\* In fact, Federated Insurance has seen a significant rise in the number of policyholders experiencing fire losses in recent years. If you don't identify and control fire hazards at your business, you run the risk of becoming part of these harrowing statistics.

Physical damage is only one part of a fire's potential impact. Consider the emotional toll the flames can have on displaced workers and confused customers. And, most importantly, the possibility of employees being injured or killed.

"When we built the new facility in 2000, my husband asked, 'Why do we need so much insurance? It's a steel building, what's going to burn?' Well, six months later, we found out what could burn."

*Bonnie Jones  
Business Owner  
Richland Center, Wisconsin*

After analyzing fire claims data from 2011, Federated identified the four most frequent causes of workplace fires:

- spontaneous combustion
- faulty electrical circuitry and equipment
- careless smoking
- improper handling and storage of flammable liquids



The analysis also revealed that many of the fires were preventable. Do you have a plan to protect your business from going up in smoke? If not, National Fire Prevention Week, running October 7 – 13, is the perfect time to get the ball rolling.

Don't take the ostrich approach in 2012. Contact your local Federated representative for a fire prevention checklist and help developing a fire prevention program at your business. Call 1-800-533-0472 or visit [www.federatedinsurance.com](http://www.federatedinsurance.com) to find your nearest representative.

\*NFPA "The U.S. Fire Problem." [www.nfpa.org](http://www.nfpa.org). Accessed 9/11/2012

This article is for general information and recommendations regarding risk prevention only and should not be considered legal advice. The information herein is accurate as of September 2012 and is subject to change. Qualified counsel should be sought regarding questions specific to your circumstances.

# The art of the oil change



By: Greg Sands      October 1st, 2012

You've probably heard of the Tao of Pooh, The Way of the Dragon and even The Secret. Now make way for The Value of the Oil Change. OK, it might not be as life-altering as any of those previous philosophies, but for shop owners, it can mean the difference between operating a shop that flourishes and a shop that fails miserably.

That might sound far-fetched, but trust me, the lowly oil change can have a huge impact on the success of your shop. I know that we aren't in the business to just do oil changes. We don't make much money — if any — on them and it eats up the time our technicians could be working on more profitable repairs. But that doesn't mean they aren't important. Let me explain how.

Oil changes are like chips and salsa at a restaurant. The restaurant gives them away for free. They lose a little money in the short term, but in the long run, they make that money up in word of mouth and repeat business.

Over the years, I've found that many shops actually turn away oil changes or, worse yet, do them, but do them slowly. These shops are missing the point. Personally, I love oil changes and my shops never turn away an oil change. An oil change serves as a customer's introduction to your business. New customers will test your organization, and how you treat that customer for something as simple as an oil change, will give them idea about your shop as a whole.

## The Secret of the Oil Change

There are two aspects of the oil change that every shop owner must keep in mind

1. It's all about customer service.
2. It's an opportunity to upsell.

Let's start with:

Oil changes are relatively simple and quick procedures. The average customer budgets about an hour for an oil change. And yet, so many shops can take hours to do an oil change leaving the customer stranded and frustrated.

For instance, my next-door neighbor Jim recently got his brakes repaired. There is a shop just down the street from him but he took his car miles out of his way for his brake job. When I asked him why he didn't use his neighborhood shop, he replied that when he took his car in for a simple oil change, it was so busy and would have taken so long, he didn't think they'd be able to replace his brakes in a timely manner. That is a shop that lost a big-ticket repair just because they couldn't be bothered to do an oil change.

Simply put, speed sells when it comes to an oil change. Even if we have to push another car out of a bay, my shops always have time for an oil change and we do it within an hour. That type of fast action leaves the customer looking at your organization and saying, "Wow!"

You're providing great customer service, taking care of their needs and doing it within a price point and timeframe they need. That customer will return to your shop for bigger repairs down the road and they'll tell their friends and family about the great service they received at your shop.

The time factor isn't only about great customer service, though. It can also be about upselling. If you can get a car into your bay for an oil change, it's an opportunity for you to find and fix other problems that vehicle may have. If you can keep it within the hour time limit, customers are more likely to let you perform a flush or other minor repairs. Now you've turned that money-losing oil change into a \$100-plus ticket.

Do an inspection for every oil change. This is essential for identifying another issue that a customer may want to address while at your shop. I always advise looking for safety issues first, because those are items that customers know they will have to fix. Once you find a safety item, inform the customer of the problem, but don't present a hard sell. Instead, let the customer decide if the repair is worth pursuing.



*Continued on page 22...*

# TPMS Service Requires Customer Education

By Rudy Consolacion May 07, 2012

*TIA has done a sensational job in helping to educate the tire industry by providing training and educational materials regarding proper TPMS service, but the majority of consumers still lack the knowledge of TPMS and the safety benefits it provides.*

Direct TPMS has created opportunities for car dealers and tire shops to add value to their customer service. Without a doubt, the key to successfully servicing direct TPMS is proper training not only for technicians, but for service managers, as well.

Exceptional knowledge at the service counter not only helps to determine a customer's needs, it also helps to educate those customers unfamiliar with TPMS. After all, how many drivers actually read the owner's manual tucked away in the glove box?

Since the passing of the TREAD Act in 2000, in an effort to reduce tire-related problems and accidents due to underinflation, TPMS became mandatory for all light motor vehicles sold in the U.S. after Sept. 1, 2007.

TIA has done a sensational job in helping to educate the tire industry by providing training and educational materials regarding proper TPMS service. TIA offers training kits that can be purchased online, as well as TPMS-related charts and manuals to make servicing and customer education easier.

But with all of TIA's effort to help the tire service industry, the majority of consumers still lack the knowledge of TPMS and the safety benefits it provides.

According to Mike Pfeiffer, service manager at the Tire Source in Fairlawn, Ohio, "TPMS is good to have on cars, but for a majority of people, it is seen as a nuisance because it can be a large expense at the time of service. One sensor costs \$100, on average, and the consumer is not ready for that additional charge."

There are many options available that are helping to drive down the hardware cost for direct TPMS. As TPMS continues to mature, the pricing is expected to head down due to progression in manufacturing technology and market saturation.

But not all sensors are equal. Pfeiffer explains, "The aftermarket sensors have worked well for domestic vehicles that we service, but we turn to OE sensors for the import vehicles. Roughly 35% of the aftermarket sensors installed on BMW and Mercedes vehicles by our shop were coming back for TPMS malfunctions.

"One case was a customer with a Hyundai Equus who had to come back four times because of aftermarket sensor issues. For this reason, we go right to the dealer for TPMS sensors for import vehicles."

Eliminating comebacks is important in satisfying the customer and proving that your shop is up to speed when dealing with TPMS. It's bad enough that the customer gets hit with additional costs, and comebacks only add insult to injury.

There are cases when a direct TPMS sensor fails prematurely – more specifically, when the valve core is discovered to be seized at the time of service. "We generally see seized valve cores when either a valve cap is missing or a non-sealing valve cap is used."

Pfeiffer goes on to say, "People do not realize the technology that goes into something as simple as a valve cap, and that TPMS sensors require a specific type of valve cap." Using the proper 15-cent valve cap can prevent further problems down the road."

Another more common reason for valve core seizure is the use of brass cores instead of nickel-plated versions. Even with the use of sealing valve caps, brass cores will seize inside the aluminum TPMS clamp-in valve because of galvanic corrosion, a condition when dissimilar metals fail to coexist.

## Teaching Customers

The intent of the TPMS part of the TREAD Act is to prevent underinflated tire conditions. Yet because of the cost to repair direct TPMS sensors, vehicle owners sometimes choose to ignore the warning light in the dashboard.

"We have customers roll up to the door when their tire pressure warning light comes on," says Pfeiffer. "Many times it is just low tire pressure. But when the customer realizes they need a sensor replaced after we diagnose their car, they sometimes just drive away, ignoring the light altogether."

This unintended consequence basically renders the TPMS ineffective. Letting the customer drive off with an inoperative system does not violate the Motor Vehicle Safety Act, since the system was presented to the service shop as inoperative.



Rather than face the costs associated with TPMS sensor replacement, some consumers opt to drive away from the tire dealership, ignoring the dashboard warning light altogether - and rendering the system ineffective.

## ***"The art of the oil change" - Continued from page 20...***

If you can't find a safety issue, then focus on a maintenance item and follow the same procedure. The chance of selling a maintenance job is less, but it's still worth bringing an issue to the attention of a customer.

Whether it's a safety or maintenance item you're trying to sell, remember speed is essential. If a customer asks about pricing for a repair or maintenance job, don't make that individual wait around for an estimate. Offer to give the customer a ride to work or back home, while you get pricing information. If the customer can't leave the car at the shop that day, offer to schedule the repair for another time and follow-up with a call.

If you do your job right and get customers out within an hour and take care of their needs, they will return to your shop at a later date, when they will spend more money.

From my experience, these customers will spend upwards of \$200 on their second trip and even more in subsequent trips to your shop. This is money you'll never see if you turn away the oil change from the get go.

If you take in as many oil changes as you can, speed up the process and work on upselling, you'll make money. Communicate to your staff why oil changes are important, so everyone is on the same page and you'll quickly see your business grow.

Remember, you may think you have enough business now, but your customers are constantly changing, moving away, dying. You have to always be reaching out to and recruiting new customers. An oil change is the best way to introduce your shop to new customers. That's why we offer basic oil change specials on all of the direct-mail pieces we send out monthly.

Once you turn away a customer, they never return. Do this enough and you'll soon find your customer base dwindling. Instead take the hour, perform the oil change, treat that customer with courtesy and your business will always thrive.

And that's the value of the oil change.

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## ***"TPMS Service Requires Customer Education" - Continued from page 21...***

"If a customer comes in with a TPMS warning light and a sensor is diagnosed to have malfunctioned, we then try to replace the sensor," says Pfeiffer. "If we are unable to obtain a sensor quickly and the customer needs their vehicle back, we either re-use the old sensor or a conventional rubber snap-in valve as an emergency."

Again, this practice does not violate the "make inoperative" provision, since the vehicle was documented to have an inoperative sensor prior to TPMS service.

With the proliferation of rubber snap-in valves used with direct TPMS sensors as a lower cost alternative to clamp-in TPMS valves at the OE level, confusion as to whether or not an assembly has a sensor can occur. Although snap-in TPMS valves have the distinguishing long shoulder and extended valve cap, there are chances for error to the untrained eye.

Pfeiffer says, "Proper training can prevent mishaps; we train all of our techs to treat every tire as if it has a direct TPMS sensor." The valve companies are working on introducing other means to make the snap-in TPMS valves more distinguishable, especially in poorly lit shop environments.

### **Indirect Systems**

In light of service issues that surround direct TPMS, indirect TPMS may have the advantage. Car manufacturers such as Volkswagen and Audi have turned to indirect TPMS.

Indirect systems rely on increased tire deflection from an underinflated condition in order to trigger a warning at the dashboard. Indirect systems utilize the ABS wheel speed sensors to electronically compare wheel speed with vehicle speed.

For this reason, vehicles delivered with runflat tires utilize direct TPMS, since runflat tires have less deflection in underinflated conditions compared to conventional tires. Indirect TPMS also allows for easy changeover of dedicated winter and dedicated summer wheels and tires, since the wheels do not require pressure sensors.

Educated consumers are learning the issues of TPMS and are sometimes choosing to purchase vehicles with indirect TPMS in order to avoid future headaches and expense. Regardless, TPMS reduces the incidence of underinflated tires on the road, and proper training in servicing these systems will continue to make our highways safer.



*"Preserve me, O GOD, for in You I put my trust." Psalm 16:1*

I do not mean to be negative but honestly I must admit I am grateful the Presidential debates are finished. Hoping for some sound simple plans on how to make a turnaround in our country, what I mainly heard was two grown men sounding more like two boys bashing each other. Granted, I know our economic and global problems are complex, but surely two men seeking such an important position could focus on solutions rather than verbal attacks on each other. Well, having said all that here is my point.



Ultimately, we should pray for whichever candidate is elected, but our supreme trust and hope should be in GOD. So please pray, go vote, and then keep on praying because only GOD is sufficient to "fix" a broken world.

GOD bless.  
Dolan Davis Jr.  
Chaplain ATDA  
205 758 6624  
dolan@davistires.com

## This Month's Business Tip:

### *Meeting your family*

What impression do customers get when they meet your family of employees? Is this a family they would like to see move in next door in their neighborhood? Do they get along with each other? Are they polite? Are they friendly? Not just the people up front, but everyone who works there regardless of what they do.

### *If you could start your shop over, what would you do differently?*

We all ask this question from time to time. Most of us can come up with a number of things. There are likely excellent reasons why you can come up with this list. Why not do those things now? Usually the answer is because of how difficult it would be to make those changes. But, the sooner you make them, the sooner you change your trajectory and reap the rewards.

### *How would you compete against you?*

If you were opening a shop across the street from yours, what would you do to take business away from you? What would you offer? How would you beat you? Make a list and then address those things. Not because a shop will open across the street soon, but because there are other shops in your area which to customers is not all that different from being right across the street.

## Welcome New Members!

Please add these companies to your membership directory.

We thank the following businesses for their commitment to the Alabama Tire Industry by their investment in the Alabama Tire Dealers Association. We look forward to serving you!

### **CHELSEA TIRE & SERVICE**

347 Chesser Drive  
Chelsea, AL 35043

[www.chelseatireandservice.com](http://www.chelseatireandservice.com)

#### Key Contacts:

Mike or John Craft – 2mikecraft@gmail.com

Phone: 205-678-4944  
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615-513-1282  
Christopher Rogers  
682-831-2565  
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## C.W. Owens Enterprises – Scrap Tire Management

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## Carroll Tire

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Jason Berry  
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## Hornsby Tire Distributors

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Jimmy Jones / Bill Jones  
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Richard Dulaney  
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## McGriff Treading Company

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256-739-7080

## McPherson Oil Company

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Gary Cantrell  
800-777-6794  
Doug Burns  
251-433-7100

## SLK Tire Designs

Sabrina Lentz Knop  
Cheryl Lentz  
256-566-5481

## TCI Tire Centers, LLC – Distribution Center

Mike Brown  
866-907-9463  
Tony Miller  
800-475-1876

## Tech International

Leon Hataway  
828-320-3021

## Tenneco Automotive

Ed McArthur  
205-589-2781

## Tire Industry Association (TIA)

Wilson Beach  
800-876-8372

## Tire Supplies of Alabama

Frank Harcrow  
205-368-4130

## Wheel & Rim, Inc.

David Strickland  
205-324-4404

## Yokohama Tire Consumer

Jim Vickers  
404-401-8606

## Zurich American Insurance

Boone Scroggins  
800-553-3055



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