



GEORGIA *Spring 2014* TIRE TRACKS

A Publication of the Georgia Tire Dealers and Retreaders Association, Inc.

GTDRA

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GTDRA Golf Shirts For Sale

Support GTDRA!
Purchase a golf shirt today.
\$35 plus tax.
Call the office to order.

2014 ANNUAL CONVENTION

JULY 18 - 20, 2014

Sandestin Golf and Beach Resort
9300 Emerald Coast Parkway West
Destin, FL 32550

Make Your Reservations Today!

Call 1-800-320-8115 by June 12, 2014

Identify yourself with the
Georgia Tire Dealers & Retreaders Association 2014 Convention
to Receive the Group Rates.

Beachside One Bedroom (Minimum 5 nights stay)\$355

LeCiel - Guest Room\$169

Grand Complex Studio\$217

Luuu Studio (Minimum 3 nights stay)\$234

Plus Resort Fee & Taxes

Go to www.Sandestin.com. Click **Explore Sandestin/Accommodations**.
Click **View Resort Map** in the upper right corner to see each location.

ENJOY ONE LAST VACATION THIS SUMMER! FAMILIES WELCOME!

Tentative Agenda

Friday, July 18

9:00 - 2:00 pm

4:00 - 6:00 pm

6:30 - 8:00 pm

Golf Tournament - The Links (Register at 8:30 am)

Arrival/Registration

Reception (Hors D'oeuvres Will be Served)

Saturday, July 19

9:00 - 11:30 am

7:30 - 8:00 pm

8:00 - 10:30 pm

Educational Sessions

Reception

Scholarship Banquet/Hall of Fame Induction

Entertainment: Variety Duo/Caricature Artist

Sunday, July 20

9:00 am

Board of Directors/Annual Meeting

*A Silent Auction will be held. Bids begin Saturday night and will continue throughout the evening. Winners will be announced after dinner.

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WELCOME NEW MEMBERS

Jim Whitehead Tire
Adam Waisath
115 Enterprise Drive Ste D
Pendergrass, GA 30567
(706) 693-4202

Washington Road Tire & Auto
Ray Cloud
2836 Washington Road
Augusta, GA 30909
(706) 738-8976

CONTACT INFORMATION CHANGES

Please make the following changes in the GTDRA Directory of Members and any of your other records.

Advance Auto Parts
Barron Annunziata
10175 Fortune Parkway
Suite 205
Jacksonville, FL 32256
(904) 519-1021

WEGMANN automotive USA Inc.
(was Perfect Equipment Inc.)
1715 Joe B. Jackson Parkway
Murfreesboro, TN 37127
(615) 916-3791
Gregory.parker@wegmann-automotive.com

TWW - Jacksonville
Mike Beaver
4101-5 Bulls Bay Hwy
Jacksonville, FL 32219
(904) 693-8576

TCS Technologies
Barry Reese
3313 Williams Enterprise Drive
Cookeville, TN 38506

AREA MEETING RECAP

Thanks to everyone who participated in the Area Meeting held in February. Mike Prater of Prater & York led the group in an informative discussion on Environmental & Safety issues. He focused on the EPA's Small Business Compliance Policy, and he answered specific questions from GTDRA Members and guests. Anyone unable to attend the meeting but would like to contact Mike, please call him at (706) 512-6365.

During the meeting, the attendees enjoyed a fabulous bbq dinner from Shane's Rib Shack. Congratulations to Ray Cloud and Nolton O'Neal of Washington Road Tire & Auto for winning the door prize donated by Advance Auto Parts. Thanks goes out to Larry Bush and Bo Whitehead for organizing this event. Also, thanks to Bo Whitehead and everyone at Jim Whitehead Tire & Auto for allowing this meeting to take place at their store.



CAN I ASK *THAT* IN A JOB INTERVIEW?

Your company is growing and you need to hire another employee. You set up your first interview and then it hits you: you haven't interviewed anyone for years. Oh, well...things haven't changed that much, have they?

Today, employers can be exposed to legal risks if they ask interview questions that might reveal information about any of the protected employment categories,* or if the decision to hire or reject applicants results in an unequal or unfair impact upon anyone included within a protected category. Take this short quiz to test your knowledge of what you should or shouldn't ask.

Yes or No—Should you ask the following job interview questions?

1. What does your husband/wife do for a living?
2. Have you ever been convicted of a crime?
3. Do you have children? Are you planning to have more?
4. Do you read, write, or speak any other languages fluently?
5. Do you currently use illegal drugs?
6. How long have you been working?

QUIZ ANSWERS

1. No. This is a leading question that seeks to reveal marital status or sexual orientation.
2. Maybe, but be careful. Interviewers should not ask questions regarding arrest records, but can, depending on state and local laws, consider asking about criminal convictions if it is reasonably related to the job.
3. No. Questions about family to determine job commitment are ill advised. Asking, "What hours can you work?" is job-related and, therefore, less risky.
4. Maybe, but again, be careful. This is appropriate only if speaking another language or language proficiency is a job requirement. Asking questions to seek information about a person's race or national origin could put your company at risk of a discrimination action.
5. Yes. While questions on past use are not advisable in most circumstances, asking about current illegal drug use can be a legitimate practice.
6. No. This could be seen as fishing for a person's age, which is protected information.

These are just a sampling of what may or may not be "illegal" questions. The intent of all interview questions should be to determine qualifications for the job, not probe for personal information.

Did you get any wrong? It's a little scary knowing that asking the wrong questions during an interview could lead you to court.

*These include, as applicable under federal, state, and local laws: race, religion, marital/family status, pregnancy, citizenship, veteran status, disability, age, national origin, sex, or sexual orientation.

(Source: Federated Insurance, *The Shield*; Winter 2014)

NATIONAL TIRE SAFETY WEEK

This year's U.S. National Tire Safety Week will take place June 1 - 7, according to the Rubber Manufacturers Association. This program is funded by tire manufacturer members, and are opportunities "for the tire industry to focus its collective efforts to educate motorists about the importance of proper tire care," said Dan Zielinski, RMA senior vice president. "Regular tire maintenance is critical to optimizing fuel efficiency, maximizing tire tread life and promoting a safe driving experience."

During the National Tire Safety Week, tiremakers and retailers across the U.S. will work to educate the public about proper tire care and maintenance. The RMA will provide participating shops with free "Be Tire Smart" brochures and other materials to share with consumers.

Dealers interested in obtaining free materials for National Tire Safety Week can order them online at betiresmart.org.

(Source: *Tire Review*, April 2014)

PAST PRESIDENTS

THANK YOU TO ALL WHO
HAVE SERVED
WITH DIGNITY AND HONOR

GTDRA PAST PRESIDENTS

Life Members of Past President's Council

Scott Beasley, Dublin
Terry Beavers, Forest Park
Jeff Bobbitt, Macon
Joe Bross, Columbus
J. Mercer Brown, Atlanta
James Cannon, Canton
Bill Duckworth, Jr., Brunswick
**Ken Exum, Atlanta
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Bob Green, Ellenwood
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**N. H. Hobgood, Jr., Toccoa
Mike Houston, Warner Robins
Bruce Howell, Stone Mountain
Bob Hughes, Savannah
**H. Z. Kelley
Capers Lifsey, Columbia, SC
Rob Miller, Dublin
Charles Neel, Griffin
Richard Newlon, Conyers
**Mobley Noble, Stone Mountain
Neal Page, Albany
Richard Palmer, Jr., Macon
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**Warren Raffield
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Richard Traylor, Sr., Moultrie
Rodney Traylor, Moultrie
Don Wettlaufer, Canton
Jim Whitehead, Jr., Augusta
Mike Wilkinson, Tucker
Kim Willis, Griffin

**Deceased

2014 ANNUAL CONVENTION EDUCATIONAL SESSIONS

“TIRE FAILURE: WHERE THE RUBBER MEETS THE ROAD”

**Garrett Pepper
Federated Insurance**

In addition to changing lives and damaging property, vehicle accidents caused by tire failures are increasingly leading to costly liability claims. Are your tire sales and repair practices consistent with industry standards?

Since tire failure has a variety of causes, dealerships and repair shops must take precautions to minimize their exposure to claims for damages allegedly arising out of tire-related accidents. Failing to consult tire and vehicle manufacturers' specifications or employing technicians who lack training can have serious, real world consequences.

To help business owners become aware of this growing problem, Federated Insurance, your association's exclusive partner for insurance and risk management services, developed an awareness bulletin which explains tire-related issues. The bulletin outlines risks associated with tire failure, and also shares three real-life claims examples to illustrate just how devastating tire-related claims can be.

Federated Insurance firmly believes that tire businesses can help manage their risk through sound business practices and proper documentation. By having specific tire safety procedures in place, tire and auto dealers and auto repair centers can not only help prevent potential claims, they can also help save lives each year!

“PAYROLL: THE KILLER OF COMPANIES”

**Norman J. Gaither
Dealer Strategic Planning, Inc.
20 Group
www.dsp-20group.com**

- FIND OUT WHY THESE EXPENSES PUT MORE BUSINESSES OUT OF BUSINESS.
- LEARN WHY YOU DON'T MEASURE PAYROLL AGAINST SALES!
- FIND OUT HOW MUCH YOU SHOULD PAY YOUR PEOPLE!
- LEARN HOW TO CONTROL PAYROLL AND IMPROVE YOUR BOTTOM LINE TO 10%.
- FIND OUT HOW TO PREPARE A WEEKLY PAYROLL SUMMARY AND WHY IT IS THE MOST IMPORTANT REPORT IN BUSINESS.
- LEARN HOW TO CONTROL PAYROLL IF YOU HAVE MORE THAN ONE LOCATION.
- FIND OUT HOW TO SET UP A “BONUS” PROGRAM FOR YOUR STORE MANAGER AND SEE HOW QUICKLY HE WILL HELP YOU REDUCE PAYROLL.
- FIND OUT IF YOU HAVE ANY “WOODPECKERS” IN YOUR COMPANY.

2014 ANNUAL CONVENTION INFORMATION

THINGS TO DO

Sandestin offers many activities for everyone! Check out these websites to plan your vacation!

- www.destinsnorkel.com
- www.sailawaydestin.com
- www.destinpowerboats.com
- www.sweetjodyfishing.com
- <http://seablasterdestin.com>
- www.newfloridagirl.com
- www.olinmarlercharterboats.com

EARLY REGISTRATION

Win \$200 CASH! Complete and return your registration form to the GTDRA office by JUNE 12TH, and you will be included in a raffle drawing for a chance to win \$200 Cash.

HALL OF FAME

The GTDRA Hall of Fame is to honor those individuals who have played a significant role in the growth and development of the Georgia Tire Dealers Association and the Tire Industry.

Please consider nominating the individual you would like to see inducted this year.

Go to www.gtdra.com for Hall of Fame Nomination forms.

Winners will be announced at the 2014 Convention.

Past Hall of Fame Inductees

2010

- *Bobby Carroll
- *Tom Snow

2012

Scott Beasley

2011

- *Buck Kelly
- *Bob Rogers

2013

*Mike Harrison

*Deceased

SPONSORSHIP OPPORTUNITIES

To all of the GTDRA Supplier Members: Please consider being a 2014 Annual Convention Sponsor. Four levels of sponsorship are available: Platinum - \$2,500; Gold - \$1,500; Silver - \$750; and Bronze - \$250. Each level offers different benefits. Go to www.gtdra.com for Sponsorship forms or call the GTDRA office. This event would not be possible without your support!

ENTERTAINMENT

Enjoy the Saturday night Scholarship Banquet & Hall of Fame Induction listening to a performance by a Variety Duo. These energetic players and singers will keep you entertained throughout the evening. Enjoy music from the keyboard, fiddle, sax, and guitar. Socialize with other guests, bid on the Silent Auction items, and have your picture drawn from a caricature artist. Then take home this keepsake as a reminder of a great weekend with the

Georgia Tire Dealers!



Annual Convention Registration Form
July 18 - 20, 2014
Sandestin Golf and Beach Resort
Destin, FL

Be Included in a Raffle Drawing by Registering Early!
Return Your Registration Form to the GTDRA Office
By *June 12, 2014* for Your Chance to Win *\$200 CASH!*

Final Registration Date: *July 3, 2014*



Mail or Fax your Registration Form and Hall of Fame Nomination to
 GTDRA * PO Box 801378 * Acworth * GA * 30101
 FAX: (770) 421-0511
 Additional forms available @ www.gtdra.com

Company Name

Address

_____/_____/_____
City/state/zip

Telephone/ Email

List names for badges

Registration Fees

Members

\$150 Per Couple - \$150 x _____ = \$ _____

Additional family members:

(ages 13 - 18) \$40 x _____ = \$ _____

(ages 5 - 12) \$20 x _____ = \$ _____

Children under 4 _____ FREE

\$100 Per Individual - \$100 x _____ = \$ _____

Golf

\$100 Per Person - \$100 x _____ = \$ _____

Name of Golfer(s): _____

 TOTAL AMOUNT DUE \$ _____

Enclosed is Check # _____ in the amount of

\$ _____ OR

Please charge:

____ Visa _____ MasterCard _____ Amex Exp.

 Card Number

 Expiration Date

 Signature

If possible, please put me in a golf group with: _____

SUPPLIER MEMBERS

Advance Auto Parts JAX, FL - Barron Annunziata 904-519-1021	Diprima Tire Company Cartersville—Mario Gresham 866-671-1779 Morrow—Sean Richards 770-302-0291 Rossville—Zack Peters 800-768-0020	Ridge Recyclers Johnston, SC—Charlie Yonce 800-675-3890
Aflac Brandon Peters 404-925-7632	Federated Insurance Garrett Pepper 901-412-3633	Robison Tire Montgomery, AL—Richard Henderson 800-423-7626
American International Tires Bindiya Bodian 706-650-0303	Kauffman Tire Ellenwood—Kirk Cook 800-334-3321 Macon—Andrew Thompson 800-299-0687 Birmingham, AL—Matt Wall 855-247-8209 Jacksonville, FL—David Brown 800-414-3810 Tallahassee, FL—Mike Helms 800-758-8473 Augusta, SC—Greg Smith 803-613-1800	Rush Truck Center Eddie Hellmann 678-718-3004
American Tire Distributors Augusta—Chris Jennings 800-476-3634 Byron—Tom Holland 800-342-9641 Ellenwood—Keith Jones 800-282-1563 Kennesaw—Kent Kellar 800-444-5853 Savannah—Bill Seale 800-206-2722 Tucker—Kent Kellar 800-241-1184 Huntersville, NC—Fran Goins 800-277-8473	Lenexx Lenexa, KS—Danny Haggerty 888-342-1737	Safeguard Business Systems Randy Benton 866-401-4272
ASA Tire Systems Merrimack, NH—Sky Souza 603-889-8700	Liberty Tire Recycling, Inc. Dewey Grantham, Jr. 404-355-0547	SawHorse Brands Ed Walraven 478-864-3005
Automotive Management Solutions Apex, NC—Scott Thorley 919-363-6234	Maxxis International - USA Doug Addis 800-462-9947	TCi Tire Centers Michael Smith 855-297-8473
Carroll Tire Albany—Mike Singletary 800-342-6162 Augusta—Terry Wilbur 800-637-2474 Gainesville—Richey Aiken 800-225-7950 Hapeville—Karl Smith 800-241-6022 Macon—Troy McDaniel 800-637-6109 Marietta—Jon Shields 866-791-4323 Savannah—Clinton Woodlief 800-447-9780	Mohawk Rubber Sales Steve Fulton 770-664-6644	TCS Technologies Cookeville, TN—Barry Reese 888-449-8473
Concorde Warehouse Chris White 800-741-8473	Myers Tire Supply Hoover, AL—Jerry Morgan 800-328-5110	Tech International Granite Falls, NC—Leon Hataway 828-320-3021
Cooper Tire & Rubber Steven Dillingham 800-847-3777	Parrish Tire Company Gary Waters 800-877-2431	Tire Distributors of GA John Plumstead/Sean Plumstead 866-610-8473
Delta Community Credit Union Jeff Waters 404-677-8660	Pinnacle Credit Union Jackie Boards 404-505-1318	Tire Wholesale Warehouse Lawrenceville—David Gault 855-TWW-EDGE Jacksonville, FL—Mike Beaver 904-693-8576
	Reliable Tire Company Brooks Lusk 800-749-4244	Toby Sexton Tire Co. Tony Sexton 800-899-5535
		Tri-State Tire Service, Inc. Vicki White 800-334-8728
		WEGMANN automotive USA Gregory Parker 615-916-3791
		White Brothers Parts Warehouse John & Rick White 478-745-1162



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