



Ed King

1938-2016

Edgar Lorin King Jr was born August 8, 1938 at Children's Hospital in San Francisco. He is survived by his children Jill Catherine and Matthew Lorin and his wife Jane-Etta. His parents were Edgar Lorin King & Lucille (Lockett) King. He had 2 sisters, Carol Ann (1934), & Eddy Lou (born 1936); a younger brother, James Michael (born 1947) -- they all passed before Ed.

For a short time, the family lived in Las Vegas where his father worked at a defense

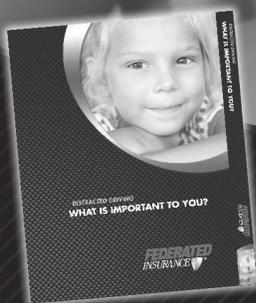


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California Tire Dealers Association
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Executive Director: David Redfern
803 Arlington Road
Redwood City, CA 94062
Phone: 650-357-0600
E-Mail: exdirctda@gmail.com
Web Site: www.CaTireDealers.com

Association Officers:

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

Chris Barry (310) 251 9527
ITDG
VICE PRESIDENT

Don Zavattero
Tech Supply (510) 783 7085
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
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Hub Gurnari (408) 971 3900
South Valley Wholesale

Joe Hanlon (510) 247 0971
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Richard Howard (510) 580 1441
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Dave Redfern (650) 357-0600
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John Sanford (650) 355 1154
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Bill Short (909) 986 2793
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Scott Shubin (559) 498 7705
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Dave Redfern

Executive Director's Corner

The last few months have been a time of farewells.

We lost our Executive Director, Ed King-a long time advocate for our organization, and for the last year our Executive Director. His service to the CTDA will be long remembered.

Also, in Arizona for those of you in the Independent Tire Dealers Group, we lost a long time member and board member, Bob Slagle of S&S Tire. He served long and hard on the ITDG board and he is also going to be missed.

Coming soon, we have recently agreed to have Golden 1 Credit Union as our endorsed credit union, a great service for our members. More to follow.

Moving forward I hope to emulate the work ethic represented by those two fine gentlemen. Any ideas, suggestions or criticism, please email me, Dave Redfern, exdirctda@gmail.com

Finance Your Future

If you're an owner, employee or dependent of a CTDA member, you now have the opportunity to apply for a scholarship that will help finance your future. Earn assistance in your higher education endeavors and open new possibilities. Take the first steps now by filling out the application.

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Carol Dellabalma

President's Message



GONE BUT NOT FORGOTTEN

Ed King, business associate and friend for over 37 years. He was Indeed a special man in many ways. No matter what he was doing, he tackled it with all he had. He always said..."If it needs to be done, what are we waiting for?". His years with CTDA were always busy and when he was on the road, he was one of our strongest advocates. When we needed a new Executive Director, he said he would be willing to volunteer until various projects were completed and then he would feel he could retire. Until his death on March 13, 2016, he dedicated his life to CTDA.

During his last days, his computer even went to the hospital with him so he could "keep up with things". His widow, Jane Etta, supported his commitment to the Association and after his death, she continued doing what she could by making bank deposits, picking up the mail and getting the office ready to be transferred from Tucson back to California. She worked with Chris Barry and I to sort and box everything for shipment, despite her obvious grief. She is indeed a gracious lady and I personally want to thank her for her help and support of Ed in his work with the California Tire Dealers Association.

Ed King

(Continued from page 1)

base. They returned to San Francisco in 1945, then to Pleasanton in 1946 where his father worked at another defense base. They also lived in Stockton, Albany, Oakland and San Leandro. Ed and his siblings learned to be flexible at a very early age!

Ed graduated from Bishop O'Dowd High School in 1956 and went on to St. Mary's College in Moraga, California, graduating in 1960.

His early career included jobs at what is now Cobble Dick-Kibbe Glass Company and HJ Heinz Company. He even-

tually landed in the Insurance industry. in 1965 .

It was in 1974 that he connected with the California Tire Dealers Association. He provided service to CTDA members until he retired in in 2006 & moved to Oro Valley, Arizona. He never forgot the many friends he made at CTDA, and loved being involved with it's members.

Ed took over as our Executive Director in January 2015, taking over from Eijner Fink-Jensen. According to his widow, Jane-ETTA, Ed enjoyed every minute of the job, and worked on Association business up until the end.

Federated Insurance



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What would happen if you couldn't work for a month? Three months? Three *years*? How would it affect you, your business, employees, and family if a disability put you on the sidelines for an extended period of time?

For starters, it's probably a safe assumption that you wouldn't have the steady income you're used to. Your business could lose clientele. Your employees might be out of a job. And your family...well, the financial burden could be overwhelming. The total picture could be pretty bleak.

Are you thinking "it'll never happen to me"? Consider these startling statistics¹:

One in eight American workers will be disabled for five years or more during their working careers.

68 percent would find it very or somewhat difficult to meet their current financial obligations if their next

paycheck was delayed for **one week**.

65 percent say they **could not cover normal living expenses even for a year** if their employment income was lost; 38 percent could not pay their bills for more than three months.

One more: **Only half of all workers have actually planned for the prospect of a disability.**¹ Don't you want to be part of that proactive 50 percent? Federated Insurance can show you how a Business Owner Benefit rider can protect your personal and business assets as you recover from a disability.

(To discover your potential risk for a long-term disability and ways to reduce the odds something like this will happen to you, visit the Council for Disability Awareness at www.disabilitycanhappen.org.)

¹Council for Disability Awareness, www.disabilitycanhappen.org; "Disability Statistics," July 2013; accessed 2/4/2014.

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Paul Arellano

San Gabriel Valley Report



“How you do anything, is how you do everything.”

Author Unknown

SALES CLINIC – VOLUME 16

The quote above takes center stage in this issue. It sounds simple, perhaps contradictory, at first glance, but read it again, please.

Shocking Revelation #17: The difference between a champion and second place oftentimes is very little. Take the Olympics, for example. Mere milliseconds can be the difference between the gold medal, the silver, the bronze, all the way down to tenth place! The World Series can be decided by just a 1 run difference, and a bunt-single might make the difference between winning and losing. Sure, we have all heard of “star athletes” who certainly do perform at seemingly super human levels, but most are “about equal”. Surprisingly, the champion is the one that spent just a little more time in training, working on the very basics. A college basketball coach was once asked for advice on how a particular player might improve his game. The coach walked close to the basket, made a simple layup and said, “most games are won with this particular shot. Perfect it.”

How does this relate to sales? If you really want to increase your sales revenue, be conscious of the main objective, but focus, daily, on the small steps that it will take to get you there. Most importantly, be honest, treat your customers with respect and be consistent. This goes back to the “how you do anything” quote above. You don’t necessarily have to do one great thing, but do the little things greatly! It is easy to get ahead of ourselves, in pursuit of the lofty goals that we may all have, and we sometimes overlook the very basics. We want to make that “3-

point jumper”, while someone else is winning the game by perfecting a more basic shot, right under the hoop! In sales speak, we may spend hours or even weeks, trying to come up with some new and dramatic campaign, to really take the market by storm. On the retail end, we may be thinking up a new jingle for our commercials, a new wow factor. We may be overlooking the fact that a customer will appreciate a follow up call and a thank you, and will be happy to give you a referral, leading to more business for you. The jingle or fancy flags out in front might catch their attention, but to earn their loyalty, it takes the most basic elements of common courtesy, wrapped into superb customer service.

Put all of your heart, sincerity and appreciation into every call that you make, every hand that you shake. Look after YOUR CUSTOMERS’ BEST INTEREST. Magically, you will see your “numbers” grow and grow. Leave all the fast talk and “next big thing” projects to your competition, while you build your reputation for being the trustworthy, personable authority in your line of work.

In memory of our beloved director, Mr. Ed King, who recently passed: In the relatively short period of time that I had the pleasure of knowing and working with him, Ed shared with me tidbits of his sales background, in the insurance industry, some years ago. In every case, his successes and personal enjoyment with his line of work seemed to be based, not on any fancy gimmicks, but in being true to his customers, treating them with respect, and following the very basics, albeit “greatly” so. May you rest in peace, Ed.

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

The Perks of Membership



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- **FREE SUBSCRIPTION TO TIRES & TREADING.** The Association's bi-monthly newsletter provides current industry information and commentaries to help you in your business

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**Is there a Dealer in your area that could benefit from
membership in the Association?**

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Terry Leveille

Legislative Report



AB 1239 (Gordon and Atkins), which will require all California tire retailers to pay a new “regulatory fee” of up to \$1 per new tire sold, passed the Senate Environmental Quality Committee on June 29 over the strenuous opposition of the California Tire Dealers Association and the Rubber Manufacturers Association.

In order to increase the percentage of California waste tires that are recycled to a 75% goal, the bill sets up a Tire Incentive program to replace its tire grant programs. The current tire recycling rate is estimated between 35% and 40%.

To be considered “recycled,” a tire must be shredded or crumbed and sold for rubberized asphalt, playground cover and other crumb rubber-made products; sold as a “used” tire; or sold for tire-derived aggregate that is used as an alternative to rock aggregate in civil engineering projects.

Waste tires are not considered “recycled” if they are exported, made into tire-derived fuel for California cement kilns, or used as alternative daily cover in landfills, and tire-derived aggregate in landfills when used for something other than in leachate collection or around methane gas lines.

The Tire Incentive program that is the centerpiece of the bill is supposed to cost a minimum of \$20 million annually. The sponsors of the bill, Californians Against Waste (CAW), spurred by CalRecycle which runs the state’s tire

programs on the current \$1.75 tire fee, feel that in order to have a successful Tire Incentive Program, it will need a new fee of up to \$1 per tire paid by tire dealers, not customers. That would bring in over \$30 million a year.

Meanwhile, we argued that while CTDA is neutral on CalRecycle instituting the Tire Incentive program, we don’t think that the department needs a new fee now. We argued that CalRecycle has a bloated budget with a Fund Balance (unspent money) of over \$78 million this year. Rather than let CalRecycle bring in another \$30 million annually with a new fee, we urged the Senators to have them develop their Tire Incentive program within budget, see how it works for a few years, and then, if there is progress to reaching the 75% recycling rate, let CalRecycle return to the Legislature and justify a new fee.

Furthermore, we suggested language in the bill that would require CalRecycle to end its Tire Incentive program once it reaches the 75% recycling goal. That, I testified, would indicate that California has a vibrant tire recycling infrastructure and customers to purchase those products. There would be no more need for incentive payments to product manufacturers or contractors.

I suggested that when 2024 rolls around and the current \$1.75 tire fee is to be automatically reduced to 75-cents per new tire sold, that the tire program should be devoted to simply enforcement, oversight of tire recycling facilities and tire haulers, and collection of illegally dumped waste tires.

By 2024, the markets for tire-derived products such as rubberized asphalt, tire-derived aggregate, running tracks, and synthetic turf infill, should be mature enough and accepted enough to compete against non-rubber products. In fact, most of the tire-derived products, like rubberized asphalt, have cheaper life cycle costs and better performance than their competitors.

Simply put, I countered the argument put forth by Tire Incentive program advocates that there will always need to be a subsidy if these tire products are to be accepted by consumers.

While AB 1239 passed the Senate EQ Committee, it did so with the author, Assembly Member Richard Gordon, promising to work with us to require that CalRecycle must “spend down” its budget prior to levying the new Regulatory fee on tire retailers. Furthermore, I hope to get the author to agree to language that would stop funding the Tire Incentive program once California reaches the goal of a 75% recycling rate for waste tires.

Final activity on the bill will take place during the month of August.

Other bills that we are watching:

AB 873 (Jones), a bill that allows the Department of Consumer Affairs to hold hearings on what automotive services that the Bureau of Automotive Repair (BAR) should regulate, passed the Senate Business, Professions and Economic Development Committee and is headed for the Senate Appropriations Committee.

Previously, the Department indicated that “tire sales only” shops will most likely be included in the regulatory hearings because of the requirement that they have proper equipment and personnel to fix or replace TPMS monitors, which the federal government has labeled “safety” instruments.

More recently, “oil change only” shops argued that they should be excluded from the hearings and that possibility still exists. However, their issues will not affect the inclusion of the “tire sales only” shops in the regulatory hearings.

AB 2153 (Garcia), also called the “Lead-Acid Battery Recycling Act of 2016,” was withdrawn from consideration in the Senate Environmental Quality Committee on June 15. However, it is not dead yet.

The purpose of the bill is to create a \$1 fee for battery buyers and another \$1 fee for battery manufacturers to help clean-up residential and business areas contaminated by lead-acid batteries. These are primarily in the city of Vernon, former site of Exide Technologies.

The bill’s Senate EQ analysis contends that cleanup of the soil in and around the Exide facility will top \$500 million. It could be the most expensive cleanup in California history and one of the largest in the nation. Here is the link to the analysis:

http://www.leginfo.ca.gov/pub/15-16/bill/asm/ab_21512200/ab_2153_cfa_20160613_155036_sen_comm.html

Governor Brown committed \$176.6 million as a “loan” from the state, to be repaid by the battery fees.

There is no opposition to the bill, but the Senate EQ analysis raised enough questions about AB 2153 “protecting” Exide from liability that the author withdrew the bill for reconsideration later.

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 tlevaille@aol.com

Hub Gunari

SF South Bay Report



ATTENTION ALL DOG OWNERS!

I love dogs; at least I think I do. I know that people who own dogs love them a lot more than I do. The reason I know this is because I don't own a dog, haven't for years. The reason I don't own a dog is I don't want to PUTP. (Pick up the Poop). I know it would be my responsibility to walk the dog daily and whenever you walk your dog, inevitably, the dog will need to poop during the walk. This means you have to have the little plastic glove and a "Poop Bag" to put the mess in after you pick it up AND, AND! You have to carry it around on your walk like a bagged lunch till you come to a container or garbage can to deposit the treasure into.

So maybe when I say I love dogs I'm stretching it a bit. I just don't want my family, co-workers, FB family and the world in general to think I'm un-American and a communist a-hole if I don't love dogs so much that I'd have trouble deciding which to save, my wife or the dog if they were both slipping off a deep hill and I could only save one.

I do enjoy my friend's dogs though. It's sort of like visiting your grandchildren. You take them a treat, play with them a few hours and then go home (just about the time they need a diaper change). My buddy has a beautiful Shepherd named Mandy. Whenever he wants to go somewhere, the dog jumps into his pickup or van and you can't get her out. He'll put a leash on her and pull and the dog will shake the leash. He has to put a spiked choker leash on her to get her to do what he wants in these times. He hates using it and many times keeps trying the regular leash which Mandy is a pro at shaking with a toss of her head. She then jumps into the vehicle and settles down waiting for you to give up and get in and go.

I've been there when we all go inside the house and literally sit down as if we were going to stay awhile and then go to the door and ease out, leaving no room for Mandy to wiggle out with you. By the time we got to the car, Mandy was inside waiting. Seems we forgot to close the back patio door and only the screen was closed, a device Mandy has no trouble opening. NOW we have a real problem, cause now its game on! Mandy is too smart to fall for the "We're all sitting here not going anywhere routine" She'll stay outside keeping an eye on the 2 vehicles waiting to spring into action and get in the appropriate vehicle before we can stop her.

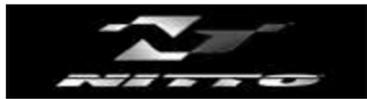
Recently his wife was meeting us at a restaurant for brunch and Mandy refused to get out of the van so my friend was obliged to just bring her and leave her in the van during lunch. Fortunately it was a cool day so leaving the dog in the van with the windows cracked was no problem. (Unless the dog figures out how to drive)

So you see why I don't want to own a dog? Please accept that I do like them just like a care about my grandchildren, but I don't want to live with them. One last thought. I wish every dog owner would abide by the courtesy laws and clean up after their dogs when walking them or taking them to the park, etc. I know most of you do and I really appreciate it, BUT SOME OF YOU..... We need a POOP policeman that catches these offenders and rubs the owner's nose in the mess and says "BAD OWNER! BAD! I bet that would correct the problem most ricky tick eh?

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.



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