



TIRES & TREADING



TIRE DEALERS ASSOCIATION

California Tire Dealers Association

MEET OUR NEW PRESIDENT

**George Pehanick
East Bay Tire Co.**



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59540: NCS 8 Unit *Specs.: power req. 100 - 120 v, oper. temp. -4° F to 158° F; air input range 100 to 200 psi; N2 purity 95 99+% (adjustable); N2 output 12 cfm @ 160 psi / 80°; oper. range 5 - 160 psi; accuracy +/- 0.5 psi.*

59539: NCS 6 Unit *Specs.: power req. 100 - 120 v, oper. temp. -4° F to 158° F; air input range 125 to 150 psi; N2 purity 95 99+% (adjustable); N2 output 4 cfm @ 116 psi / 80°; oper. range 5 - 90 psi; accuracy +/- 0.5 psi.*

Order No.	Mfr. No.	Description
59540	NCS 8	Green Machine
59539	NCS 6	Green Machine



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- Trip Interruption Service



59545

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 PRESIDENT

Chris Barry (310) 251 9527
 ITDG
 VICE PRESIDENT

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

Directors

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 George Oren Tire Specialist

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 Lakin Tire

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

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 1-800EveryRim.com

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 Wheel Consultants, Inc.

Bill Fuqua (626) 856 1400
 Turbo Wholesale Tire

Jay Goldberg (310) 614 1976
 Jewel Tire

Hub Gurnari (408) 971 3900
 South Valley Wholesale

Joe Hanlon (510) 247 0971
 Mission Tire Service

Richard Howard (510) 580 1441
 Bruce's Tire

Robert Huebert (559) 638 3535
 Lee's Service

Ed King (520) 219 3643
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John Sanford (650) 355 1154
 Sanford Firestone

Bill Short (909) 986 2793
 Leininger & Short

Scott Shubin (559) 498 7705
 Goodguys

John A Solon (510) 632 3404
 Myers Tire Supply

EXECUTIVE DIRECTOR'S CORNER
 EJNAR FINK-JENSEN

A couple of years ago I was invited to a conference in San Francisco. The conference was organized by NHTSA (National Highway Traffic Safety Administration) and TIA (Tire Industry Association). The subject was :

Tire Fuel Efficiency Consumer Information.

There were a lot of experts talking about the wonders of fuel efficient tires and also how tires could be categorized according to various criteria's. The labels were a marvel of colors -signs and numerical values. Very impressive - I did not understand one word of it

Fortunately the RMA (Rubber Manufacturer's Association) was strongly against this solution. NHTSA, therefore, thought that posters should be made, and that these posters should (by mandate of course) be available in all tire stores.

I told this impressive gathering of experts that the tire dealer was the person best qualified person to recommend the tires that best suited the consumers' needs. For example I found it doubtful that a person living in mountainous areas would be convinced of the "blessings" of fuel efficient tires.

Of course no major decisions were made, but the NHTSA decided to work on a poster that would explain everything to the consumer.

Recently NHTSA has presented some kind of a poster to TIA. The answer by TIA was very polite, but it basically said that you would have to have an advanced engineering degree to understand the poster. Or—as they wrote: " Some of the language has the potential to cause significant consumer confusion."

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George Pehanick

CEO East Bay Tire Co.

(707) 437 4700 gpehanick@eastbaytire.com

INCOMING PRESIDENT'S MESSAGE

Hello All.

As we find ourselves wrapping up our third quarter I hope you all have found it rewarding and profitable. Remember, despite what some would like us to believe 'Profit' is not a bad word, we aren't socialists. It's what enables all of us to pay our employees so they may take care of their families. Profits also pay our suppliers, rent, gas and electric, insurance, benefits, equipment payments etc.

My grandfather, the founder of East Bay Tire Co told me roughly 35-40 years ago "Nothing is sold until it's paid for". A great early and simple lesson. All too often over the years I've seen dealers come and go. More often than not they were all guilty of giving away their product and or service. All the while kidding themselves about it until it was too late. Please don't make that mistake.

I want to thank my fellow CTDA board for electing me President. I understand I was elected unanimously but that's what happens when you run unopposed! I think a few of our board members voted for me in hopes that I would tone down the political rhetoric in my bi-monthly column. More importantly, I want to thank Billy for his three years of selfless service to our association. Billy helped put us back on the map. Thank you Billy. I also want to acknowledge the two guys with the shovels really doing all the heavy work for CTDA. These two guys are really the producers and directors of CTDA and have been behind the scenes for many, many years. These would be Ejnar Fink -Jensen and Ed King. We all owe you two a debt of gratitude. Thanks E & E.

Kind Regards,

George Pehanick

On the opposite page (page 5) you will see the outgoing President's remarks. Billy Eordekian first became President of the Southern Association during a time of difficulty. He was instrumental in forging a close co-operation between the two associations. The official merger took place in 2011, but for all intents and purposes he was the inspirational leader since 2010. This is why we we say that he was our President for three years: 2010 - 2013. (Note by EF-J)



Your News - My Views

By Billy Eordekian

1-800EveryRim.com

As my term as President of your association comes to a close I wish to thank all of you for the privilege of serving you for two and a half years and at the same time I thank our incoming President, the ever capable George Pehanick of East Bay Tire for his willingness to now lead. At times it was challenging but it was always fun and definitely rewarding. Toward the end though, it become harder for me to give you my all as our business here at 1-800EveryRim has grown rapidly and thanks go out to many of you for your patronage. I will remain on the board and so you have not seen the end of me!

Well, I really felt like a president when I met our lobbyist Terry Leveille (TL & Associates) in Sacramento as we toured the Capitol building and visited with various Assemblymembers. Terry is knowledgeable about everything Sacramento as he worked in the Capitol building before becoming our CTDA lobbyist. I was truly impressed. We ended the day at a great restaurant, had a drink, and rubbed elbows with more representatives.

Your Humble Used Rim Peddler, Billy Eordekian



Assemblymember 35th District Katcho Achadjian (My new Armenian friend) is a supporter of CTDA as he owns multiple auto repair facilities



Assemblymember 58th District Cristina Garcia gave us a warm welcome and was enthusiastic



Assemblymember 57th District Ian Calderon comes from long line of family members that have been our elected officials



Assemblymember 55th District Curt Hagman has worked closely with SEMA (His district) and is himself an auto enthusiast



Assemblymember 46th District Adrin Nazarian was extremely busy but found time to take a visit from a fellow Armenian (me!)



CTDA Lobbyist Terry Leveille of TL Associates is one of the people I will miss most as my presidency ends

VISIT YOUR MEMBERSHIP DEALERS
AT THE SEMA SHOW

They are all located in South Hall—lower level



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42273



48089

Affordable Care Act? October 1? March 31?

Exchange? Penalty? Subsidies? Medicare?

Medigap? Medicare Advantage?

What does it all mean? Yes, many are asking that question. The CTDA has made available, to current dues paying members, an informative guideline to help you and/or your employees better understand the new health act and its provisions.

Contact Ejnar for your copy (ejnar@catiredealers.com).



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Legislative Report

By Terry Leveille
President of T.L. & Associates



The first year of the two-year legislative session is over in California. While there was a lot of legislation affecting businesses in the state, the following are bills that I have focused on that specifically may affect tire retailers:

1) **AB 8 (Perea):** Among other things, AB 8 would help finance a network of hydrogen fueling stations and other air pollution reduction measures. More importantly for tire retailers, the bill extends the sunset date on the \$1.75 tire fee until January 1, 2024. Previously, it was due to be reduced to 75-cents per tire on January 1, 2015, although the California Air Resources Board (ARB), which currently receives 75-cents of each \$1.75 fee, was planning to mount an all-out campaign to save their share of the tire fee.

AB 8 passed the Legislature and was sent to Governor Jerry Brown for his signature. Because the focus of the bill is on expanding hydrogen fueling stations and other air pollution reduction programs, the Governor has indicated that he will sign it.

2) **AB 10 (Alejo):** This bill would change minimum wage in California from its current \$8 per hour to \$9 per hour starting July 1, 2014, and \$10 per hour on January 1, 2016.

AB 10 passed the Senate 26 to 11 and the State Assembly 52 to 25. The Governor has endorsed the bill and is expected sign it when it gets to his desk.

3) **AB 501 (Nazarian):** Among other definitions relating to tire recycling, AB 501 would define a "tire broker" as *"a person that arranges for the shipment of used or waste tires to or from a site located within the state, or through the state, as that term may be further defined by the department by regulation. 'Tire broker' does not include a tire retailer primarily engaged in the retail sale, service, and installation of new tires on customer vehicles, or a vehicle dealer . . ."*

Along with Les Schwab Tire Centers, we amended this bill to exempt tire dealers from the definition and possible requirement to register as tire brokers.

AB 501 passed both houses unanimously and was sent to the Governor for his signature.

4) **SB 202 (Galgiani):** Would bring "tire sales only" shops under the jurisdiction of the Bureau of Automotive Repair (BAR). It was co-sponsored by the California Tire Dealers Association and Les Schwab Tire Centers. Because BAR does not regulate "tire sales only" shops, it can't enforce the laws and regulations prohibiting false advertising and therefore unfair competition with shops

that do more than simply sell and mount tires.

On August 30, SB 202 couldn't get the votes needed from the Assembly Appropriations Committee to send it to the Senate Floor. The problem, like last year, was the fear about costs to BAR to register "tire sales only" shops. We argued that the certification fees levied on these shops should easily pay for the cost of regulation.

When it became clear that we didn't have the votes in the Assembly Appropriations Committee, our author, Senator Cathleen Galgiani, asked that SB 202 become a two-year bill. That means that we can work behind the scenes in January 2014 and see if we can convince the Committee that there will be cost savings, consumer protection, and a level playing field with other tire retailers.

In other news, most small and medium-sized businesses are currently dealing with the Affordable Care Act (Obamacare). Covered California, the state's health insurance exchange, has begun offering a range of alternatives for small businesses, including preferred provider networks and health maintenance organizations. Among the incentives for offering employee health coverage are tax credits for businesses with fewer than 25 full-time equivalent employees who are paid less than \$50,000 annually. The businesses must contribute at least 50% toward the employees' premium cost.

In California, almost 3.5 million small businesses are working to understand the ramifications of the new law. Surveys show that small business owners expect the health care law to increase the cost of employee benefits.

For the most recent information about Obamacare, check this website which offers Frequently Asked Questions (FAQs) about the program: <http://www.dol.gov/ebsa/pdf/faq-aca16.pdf>

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 tleveille@aol.com



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EAST BAY TIRE COMPANY

THE FRESNO SERVICE CENTER JUST TURNED **10!**



October 1, was a day that will be remembered - Several hundred people showed up for a day of fun, BBQ ,prizes, technical information and good company.

On the parking lot there were two big tents One for vendors and their booths. For all the time I was there, the tent was full of people and a lot of talking was going on.

I actually talked to some of the people and they told me that they had learned a lot from the experts.



Right after arrival I met George Pehanick (It is easy to find him, because he is almost 7 feet tall). To the left you will see him together with Don Zattero (Tech Supply) and John Ciappone (Tech Supply/ Fresno). George immediately asked me to go to get something to eat - and George showed again that he is on the cutting edge of modern society : a section of the buffet was purely vegetarian and the other section included very delicate bbq meat. I was most impressed. The food was plenty and excellent.



The "dining tent" - was absolutely full at any given time between 11:30 AM and 1:30 PM. There was a band that entertained the guests but every half hour there was a

pause and Angelica Telliez (Marketing Manager of East Bay Tire) would announce the winners of a variety of prizes. At the end of the event there was a grand prize winner. To the left you will see Ms. Telliez announce the winners. And right below is a nice story to be told. The gentleman to the



right in the picture is Hub Gurnari, South Valley Wholesale in San Jose.

SVW recently had a successful regional meeting where 6 East Bay Tire employees attended - so Hub wanted to reciprocate by attending the Fresno event . (That is what gentlemen do). Also, Don Zavattero (to the left) and Hub had not met each other for 30 years. They had been on the phone with each other, but they really enjoyed meeting again.



Finally—to the left - Jim Beffort - Service Manager and the first man hired by George Pehanick. Jim set up the service organization in Fresno. He gave me some facts:

The size of the present location is 83,000 square feet

There are 8 loading docks for the wholesale division. The wholesale division is managed by George's son Joe - who, unfortunately, was not available during my time there.

There are 6 service bays, all with service equipment

Around 40 people are working at East Bay Tire in Fresno

The Fresno location services more than 2,000 customers



S.F. South Bay

Hub Gurnari, South Valley Wholesale
(408) 971 3900 hubgurnari@sbcglobal.net

My private business venture: For about a year my daughter has tried to get the proper permits to market my **Spaghetti Sauce** that some of you have received as a gift from me.

In order to sell the product to the public you need a “co-packer”. This person decides how to package the product. We only need this person to do the packaging, because we have a “commercial kitchen” ourselves.

I called the Food& Drug Administration to get a list of co-packers from them. Unfortunately, my sauce has a lot of meat in it (approximately 40%) so we need a USDA approved co-packer. None of the so called USDA co-packers wanted to have anything to do with us because of the high meat contents. Various Farmers Markets are interested in selling the product – but first we need the permit. If you have any connections please call me at 408 398 7399

THE STORY OF THE SAUCE

After my Mom died 30 years ago I realized I missed having homemade spaghetti. Being a fair cook I started making it at about age 20. Over the years I made several changes but was never satisfied with it until about 20 years ago. After giving some to friends and family to try I finally realized that I had the right recipe.

In June of 1996, my oldest daughter, who lived in San Rafael, called me. She wanted some spaghetti sauce. I told her I would spend the day making it and she could come and pick it up. While I was making it that day I had a heart attack and went to the hospital. Luckily, no surgery was necessary and I got out in a week.

About a month later, my daughter called and said to me “Dad!! I never got my **“Heart Attack Sauce”** and so it became the name of my product.

We hope to market my special spaghetti sauce with that name.

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Here are some options you can choose from:

- **Option 1:** *Define your monthly contribution:*

Your employees take your contribution and apply it toward supplemental plans. If the plans they choose costs more than your contribution, they simply pay the difference.

- **Option 2:** *Offer benefits on a voluntary basis:*

Your employees get access to all of the supplemental benefits you select, without any cost to you. Employees who choose to add voluntary coverage are responsible for 100% of the cost.

- **Option 3:** *Do a mix-and-match of both Option 1 & Option 2:*

Example - Contribute money to your employees' supplemental dental benefits and add vision as a voluntary benefit.

Some of the advantages for you and the employee are:

[Employer advantages](#)

You get:

- Website enrollment or paper enrollment
- Dental, vision, chiropractic and life insurance
- Guaranteed rates for 12 months
- Employer Sponsored & Voluntary benefit plan options
- One consolidated monthly bill
- One contact for all of your questions

[Employee advantages](#)

The Employee has the power to choose the benefits that make sense for them and their family.

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- The freedom to choose the carrier(s) and benefits you like best
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- One contact for all of your questions

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REGIONAL ROUNDUP



San Gabriel Valley

Paul Arellano, Lakin Tire

(800) LAKIN paularellano@lakintire.com

You don't close a sale, you open a relationship."

Patricia Fripp, professional speaker

CRM software has been around for some time now, and these programs are supposed to help you manage interactions with current and future customers. Up until very recently, I have had no use for such software. Talk about "shocking revelations"! Over the years, I have used 7 or 8 different programs from the major players in this industry, and I found them to be not very user friendly, cumbersome and in some cases, double the work for little reward.

When I received word that we were going to try another one, the team player in me was on board, but I was expecting more of the same. I must admit that I was taken by surprise, as the software that we tried was very user friendly, and everything that relates to a particular contact was in one place, very easy to access. A full 6 months into this software, and I am hooked! Admittedly, I am not using all of the high tech functions, and I only occasionally use the app on my smart phone (I have large fingers!), but gone are the days of my stack of spreadsheets, Post-it notes and file folders. No matter how "good" we think we are, we all have a lot on our mind, and without one system to capture all of our contacts and interactions (calls, quotes, pending deals, etc.) things inevitably will fall through the cracks. As I update my information and run weekly reports, I always find something pending that needs follow up, and a good number of these have ended in a sale!



The advertisement banner features a dark background with white and light gray text and graphics. At the top center is a logo for 'NET Driven' where 'NET' is in a tire tread and 'Driven' is in a script font. To the right is a '100% CO-OP ELIGIBLE' badge. Below the logo, services listed include 'Websites • Search Engine Optimization', 'Pay-Per-Click Marketing • E-Mail Marketing • Social Media', and 'contact@getnetdriven.com'. A phone number '1.877.860.2005' and website 'www.getnetdriven.com' are also present. The main headline reads 'Web Solutions to Grow Your Business. Easy To Use. Cost Effective. Proven Results.' Below this is a paragraph describing the service: 'Net Driven® offers fully integrated and managed website and internet marketing solutions to help you connect with new customers online and grow your business.' To the right of this text is an image of a man standing behind a computer monitor displaying a website. At the bottom, a dark bar contains the slogan 'Net Driven. We Drive Customers To You.' and contact information: '1.877.860.2005 | contact@getnetdriven.com | www.getnetdriven.com'.

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Shocking revelation #3: Sales may be “king”, but the customer is #1! All of our efforts should focus on satisfying customer wants and needs. If there was a system out there that would help you to manage your interactions with your customers and potential customers, would you give it a try? CRM systems will not make a bad salesperson good, or a good salesperson exponentially better. The right system, however, will help you to be better organized, and it will actually prompt you to follow up with your customers and contacts.

Summer has come and gone, so it will be the holidays before we head out on another road trip! In the meantime, we have our annual SEMA show on the horizon! Please stop by our booth – we will be in the main aisle in the TIA section of the South Hall. Can't see us? Look up & you will see our large banner hanging from the rafters!



S.F. East Bay

John A. Solon, Myers Tire Supply
(510) 632 3404 jsolon@myerstiresupply.com

It's hard to believe we are moving into the fall of 2013. With the Dodgers in first place and the Giants not contending, there will be no north – south pennant race this year. However, the Oakland A's appear to be headed to the playoffs. In addition, the PAC 12 has two premier college football programs this season that could contend for a National Championship; Stanford University and the University of Oregon. These schools play each other at Stanford in early November.

As we progress into late summer and early fall tire dealers are reporting a drop in business over previous months. The decrease is across the board and includes tire replacement, accessories, maintenance, and general auto repair. They attribute this to kids going back school. In addition, they are uncertain of the effect the affordable care act (also known as Obama care) will have on their businesses as a number of its provisions will be implemented at the beginning of 2014.

As has been consistent throughout 2013; we continue to see commercial and residential building along the Hwy 580 and 680 corridors. And 'in fill' projects along Hwy 880, San Jose, and the Peninsula. These projects should increase sales in truck and OTR tire products.

I will continue to “beat the drum” regarding Tire Pressure Monitoring Systems (TPMS):

From 2004 through year 2011 64.5 million new vehicles have been equipped with TPMS. All new passenger cars and light trucks sold in the United States in years 2012 and 2013 have TPMS systems. The number of “in tire” sensors in these vehicles is estimated at 258 million. The estimated battery life of TPMS sensors is 10 years or 150,000 miles, and the battery cannot be replaced. Vendors recommend that TPMS valves be serviced (replace parts on clamp in valves, or replace rubber valve) whenever a tire is broken down, and removed from the rim. Vendors estimate that the number of vehicles coming into service bays and needing replacement sensors will increase dramatically over the next several years. One third of drivers don't know what it means when the TPMS light on their dashboard goes on.

TPMS tool suppliers (specifically Ateq and Bartec) now have the ability to program blank sensors from different sensor suppliers. These tools will have the ability to copy an existing sensor with a low battery and load that programming into a blank sensor. These tools have the vehicle TPMS re-learn procedures available on their screens (reducing the need to refer to manuals), and have the capability to take a vehicle through the re-learn procedure by the OBD II connection. In addition, there are economical preprogrammed sensors that cover a series of vehicles that can be installed without having to be programmed. Replacement packs and valves inventories are moving away from “kits” and towards bin systems for ease of access and increased inventory.

I encourage all to check out these innovative products.



San Fernando Valley

Bill Fuqua, Turbo Wholesale Tire

(626) 856 1400 bill@turbotire.com

“Thank You” to Billy Eordekian for his service and leadership as President of CTDA. He is a great marketer, businessman, creative, humorous and funny looking. Several Board Members were getting nervous about the arrival of the taco truck at the Soccer Tournament, Billy seemed calm as he twitched his nose and started declaring the whereabouts of the truck. Soon, Billy declared, “I can smell diced jalapenos in the carne asada”, and the truck arrived.

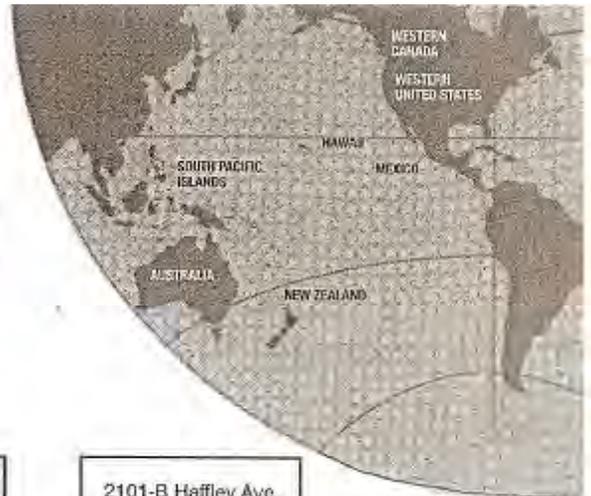
Billy is generous to a fault and has taken many business associates to “The Dal Rey”, his favorite restaurant. His family has been going there since Billy was born. He proved his conscientiousness and caring when he attended my sister’s memorial service on a scorching day in San Fernando Valley. In his younger days he was a lady’s man. I think it was his charm, personality and schnoz.

If you really needed a friend, someone you could count on, Billy is that guy. His employees love him (even his sister Gail!), and would do anything for him. Until I joined the CTDA Board, I had only known him as a customer calling for O.E. wheels. He would drone on about the wheel because he wanted to make sure it was absolutely correct.

You are a wonderful man Billy and I’m really glad I got to know you!

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