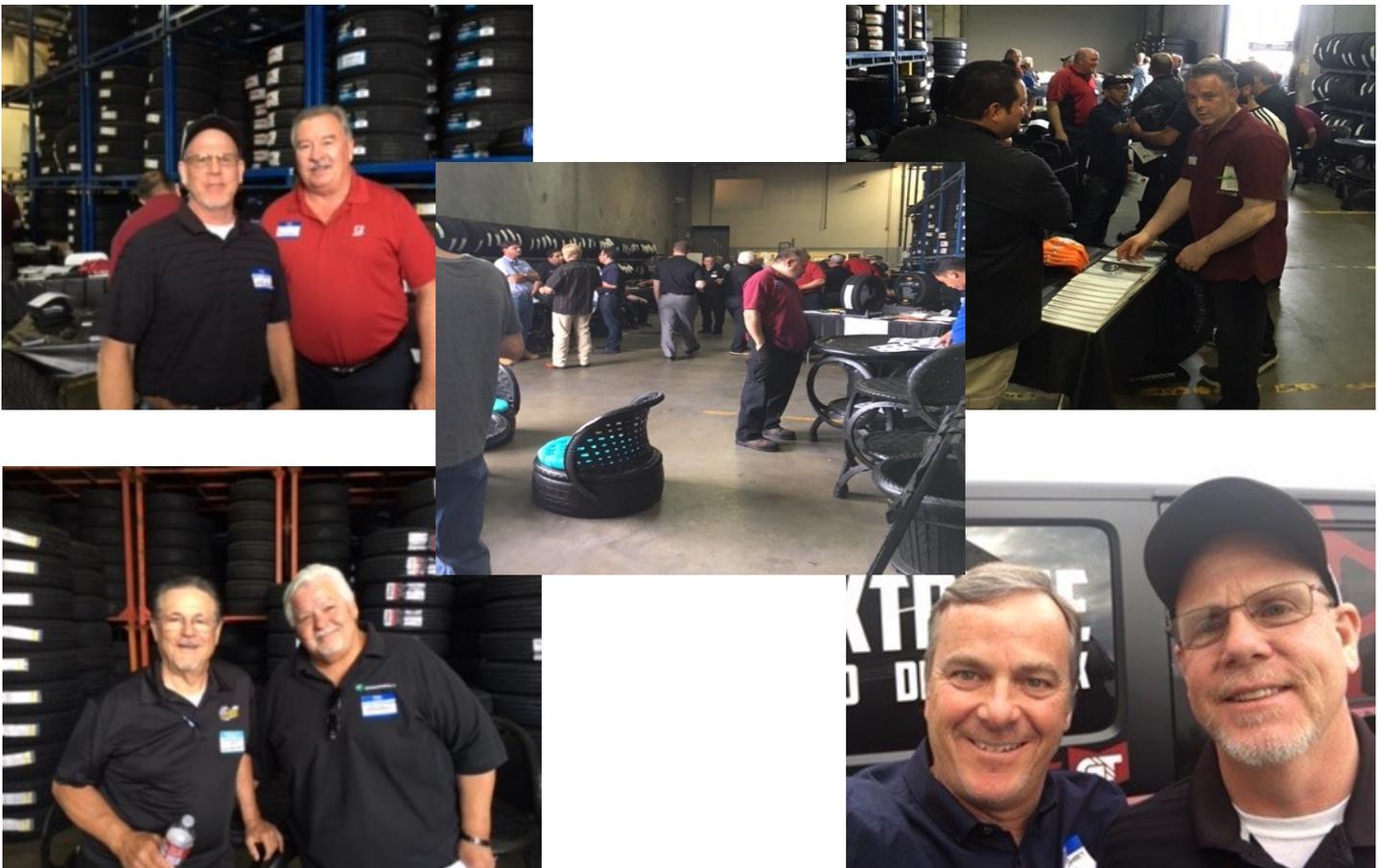


CTDA Members Enjoy Excellent Networking Opportunities!



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Chris Barry

President's Message



California Tire Dealers Association Members,

As some of you have heard, Dave Redfern, the Executive Director for the CTDA, has retired and will be spending more time with his family. I would like to thank Dave Redfern for a terrific job over the last year and a half. Dave has really helped in keeping the glue together for the CTDA, as well as bringing on new programs for the members. So, thank you very much, Dave!!

The CTDA board has unanimously voted to hire Marc Connerly and Connerly & Associates effective June 2017. Marc and his team run different associations in different industries, so we are very excited for this new chapter in the CTDA. I met Marc and was very impressed, with Doug Anderson (George Oren tire), Richard Howard (Bruce's Tire), Hug Gurnari (South Valley Wholesale) all in attendance at our last CTDA event at South Valley Wholesale, where we had over 60 people in attendance. Our event was a terrific success, with great speakers as well as raffle prizes for retailers in attendance.

The summer season is heating up and the car counts are up at most dealer locations across the state. The automotive portion of the business has been strong and the tire sales are starting to pick up as this has been inconsistent for half of the year!! We will hope the second half of the year picks up!!

Please be on the lookout as the CTDA will be holding meetings near you in the very near future. We have the 3RD Annual Soccer Tournament in Glendale on August 27, and then Turbo Tire will be hosting a CTDA function on September 13th in Irwindale. We have also scheduled a meeting in San Diego on September 19.

So, have a terrific selling season and we can't wait to see you at the next CTDA meeting.

Chris Barry

California Tire Dealers Association
(A non profit mutual benefit corporation)

Executive Director: Marc Connerly
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VICE PRESIDENT

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Doug Andersen (510) 534 0575

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

Carol Dellabalma (707) 882-5191
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Jay Goldberg (310) 614 1976
Jewel Tire

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Joe Hanlon (510) 247 0971
Mission Tire Service

Richard Howard (510) 580 1441
Bruce's Tire

Robert Huebert (559) 638 3535
Lee's Service

Al Martinez (559)498-7700
NTW

Vahe' Michaelian (562)692-0109
1-800EveryRim-OEM Wheels

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East Bay Tire

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Honorary Member

Eric Rivera (562)281-6029
TWI

John Sanford (650) 355 1154
Sanford Firestone

Bill Short (909) 986 2793
Leininger & Short

Terry Leveille, Legislative Advocate
TL & Associates

Marc Connerly

Executive Director's Corner



Dear CTDA Members and Tire Industry Allies,

As the new Executive Director of CTDA, it is a pleasure to communicate with you for the first time in this capacity. I have had the distinct pleasure of meeting a handful of CTDA Board members, and have spoken with others on the phone, and I hope to meet many of you at a CTDA event or industry function very soon.

In my first Executive Director's Corner, it seems fitting to share with you my background, as well as my vision and ideas for leading the organization.

I am Vice President of Connerly & Associates, and Sacramento-based association management company that my parents started in 1973.

Many people are unfamiliar with "association management companies," which are businesses that specialize in the oversight of non-profit organizations, and the implementation of the directives and mission of the association's Board of Directors.

We have a staff of eight, each with their own specialization and expertise, including an events specialist, a communications person, membership recruitment and member servicing specialists, a sponsor relations specialist, bookkeepers, and administrative coordinators.

CTDA is the ninth association client that Connerly & Associates manages, including several in the golf business, three in the roofing industry, and one construction organization.

"Those associations have nothing to do with tires, or even automotive," you might think to yourself, and you would be absolutely right. But, they are all membership-based business associations, with members who need training, education, advocacy, marketing help, discount programs, and more, and those association functions are in our wheelhouse., an where our expertise lies.

My company had no knowledge of the golf industry until four years ago, when we started managing our first golf association, and now we manage four golf associa-

(Continued on page 5)

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.

<http://www.ctdascholarships.net/>



(Continued from page 4)

tions, and have a national leadership role on many initiatives of great importance to that industry.

So, while we're not yet fluent in Tire Recycling Fees, and I don't know my elbow from a retread mold, what we do bring to the table is a strong understanding of what it takes to make an association run smoothly, how to deliver value to members, and how to move the association in a positive direction full of vision and relevance.

Trade associations bring together people and businesses with common interests, and facing common challenges, to find common solutions. Those solutions might be through advocacy, increasing member revenues, reducing member expenses, creating networking opportunities, or other means.

How, exactly, do we intend to satisfy our mission to serve our members and bring them greater value and success? Well, first, it seems that there are a great many programs and resources currently provided by CTDA that are being under-utilized by members. So, our first task will be to educate members about the benefits, programs and services currently available.

The Flyers Energy program offers members a 5 cent per gallon discount on fuel, as well as monitoring and expense tracking benefits; the CTDA scholarship program offers scholarships to member employees and family members of member employees; the CTDA website offers a consumer search feature that allows potential customers to search for tire dealers by city or

zip code; Heartland Payment Systems provides wholesale merchant card processing to CTDA members; and Federate Insurance provides a wealth or risk management tools and information, in addition to aggressive pricing for members.

Looking ahead, I expect that CTDA will soon provide members with additional educational opportunities through webinars and other online resources; it will be a priority to increase the usefulness of the CTDA website as a tool to drive consumer business to our member dealers; and I am already contemplating ways that I can market the products and services to members of the other organizations that my company manages.

In short order, I'll have a handle on the lingo of the tire industry and the burning issues that keep you up at night, and in the mean time, rest assured that your association, its Board of Directors and your new management team will be hard at work on your behalf, and constantly striving to represent your interests and bring value to your membership in the California Tire Dealers Association.

Last, but certainly not least, I would like to thank Dave Redfern for his assistance and guidance in this transition. Dave has been invaluable in helping us step into this role, and assisting us with getting up to speed on CTDA's people, programs and activities. I wish him all the best in retirement, and hope he will stay in touch with all of us at CTDA!

Marc Connerly

MONEY-SAVING RESOURCES FOR MEMBERS

Federated Insurance: 507-455-5200, www.federatedinsurance.com

Flyers Energy (fuel savings): 530-885-0401, ext. 2258

Heartland Payment Systems (merchant card processing): Don Smith, 209-743-0451, don.smith@e-hps.com

Net Driven (website design and maintenance): Hollie Flottum, 218-481-7919, hflottum@netdriven.com

Optimized Social Media (social media management): Dana Knudsen, dana@optimizesocialmedia.net

Paul Arellano

San Gabriel Valley Report



“Either you run the day or the day runs you.”

Author Unknown

SALES CLINIC – VOLUME 22

So much to do, and what feels like not enough time to do it in. This is the dilemma that plagues many/most of us. You see it and maybe are part of it: folks switching lanes on the freeway every other minute, passing everyone in their path to get to work because, they have, repeat after me, “so much to do, and so little time!”

Shocking Revelation #23:

The most successful folks on the planet have the exact same 24 hours in each day that you do. Super human? Guess again. They are just regular folks like you and me, skin and bones and a brain to guide it all, but perhaps they use those brains just a little differently than most! It has been reported that some past Presidents of the USA, A-List stars and successful business people maintained very organized schedules, even scheduling down time for recreational activities.

Remember the “Day Planners” from some years back? Wall and desk calendars too, are mostly from a bygone era, but there are tools out there to help us make more of the time that we have. Whether or not you use Outlook, some fancy CRM program, an Evernote App on your Iphone or simply the Iphone Reminders App (or a combination of them!), you CAN take control of your day and make real progress.

What on earth does this have to do with sales you might ask? EVERYTHING! Whether you are an outside sales representative calling on new leads day in and day out, running the counter at a tire/service center or managing a team of inside sales people, you need to figure out how to “run your day”, to handle the multitude of tasks that make up your position and lead you to reach higher levels of productivity and sales. Let’s be honest, many of us handle things “on the fly”. We label ourselves multitaskers because we can be on the phone, checking email and writing up an order at the same time, yet none

of these tasks are getting our full attention.

In the sales world, there is a balance between time spent prospecting for new business, taking care of our current clients, who are “paying the bills”, attending meetings, generating reports, studying trends and more. Just as Rome wasn’t built in a day, I don’t recommend tossing out your current system (or lack thereof) and jumping on the bandwagon, using reminder apps and electronic calendars to schedule your day. I do suggest that you keep track of your daily activities for at least 3 separate days, and find out just how you are spending your time. Ask yourself, if what you are doing is the best use of your time, or if you might benefit from scheduling certain activities at certain times of the day, even if just in 15 minute time slots. Start small, scheduling 1 or 2 critical activities, and see how it goes. In time, you might just find yourself scheduling your whole days, and you very well might find more time to do things outside of work, be that family time, the pursuit of hobbies or just good old R & R.

Who’s running YOUR day?

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

2017 Events

CTDA Calendar

August 27, 2017

CTDA Soccer Tournament
Griffith Park Rec Center Soccer Field
3401 Riverside Dr., Los Angeles, CA
8:00 AM - 3:00 PM

September 19, 2017

San Diego Area Meeting
Marie Callender's
6950 Alvarado Road, San Diego, CA. 92120
5:30 PM

September 13, 2017

Los Angeles Area Meeting
Turbo Wholesale Tires
5793 Martin Rd, Irwindale, CA
5:30 PM



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Terry Leveille

Legislative Report



In the last issue of *Tires & Treading* I mentioned CTDA's success in getting amendments into a new bill, AB 509 (Frazier, D-Oakley). The amendments could delay adding a "regulatory tire fee" of up to \$1 on the sale of every new tire in California. It should be remembered though that the potential fee still remains in the legislation. That issue was non-negotiable.

The general purpose of the bill is to set up a new tire recycling incentive program to increase the percentage of waste tires that are diverted from landfills and recycled into value-added products, such as rubberized asphalt, playground covers, rubber mulch, etc. The goal of the state of California is to increase the recycling rate of waste tires in California to 75%. Currently, while almost 90% of the 44 million waste tires generated each year are diverted from landfills, only about 36% to 40% are recycled into products.

The new regulatory tire fee is included as a "potential" in case CalRecycle, which runs the state tire programs, cannot collect enough money to pay for the new program from its current \$1.75 tire fee. The revenue from that fee is about \$34 million annually.

CTDA and RMA (now USTMA) worked together in the final days of last year's legislative session to successfully defeat a similar bill. Ironically, the legislator most responsible for killing last year's bill, Assembly Member Jim Frazier, is the author of AB 509. He said that he didn't object to the concept of increasing the percentage of waste tires recycled into products, just the manner in which last year's bill would have done so.

Six months ago, when AB 509 was introduced, CTDA offered a couple of amendments that, while not eliminating the possibility of a regulatory tire fee, should keep it at bay for a number of years, if not permanently.

1) One amendment would require CalRecycle to reduce its Tire Fund balance—the unspent money in the Tire Fund that has ranged from \$40 million to \$80 million over the years—to \$10 million or less before the department could hold a public hearing to establish a regulatory tire fee.

The large Tire Fund balance—which reached \$78 million on July 1, 2016—is money that remains in the Tire Fund outside of the annual Tire Fund budget that CalRecycle sends to the Governor's office at the end of every October. It also may include money that gets budgeted, but for whatever reason, doesn't get used.

CalRecycle opposed that amendment and asked Assembly Member Frazier to increase it to a \$30 million Tire Fund balance, arguing that the new program may have difficulty getting off the ground and that it needed more budgetary flexibility.

After several meetings—and, when it looked as if CalRecycle would win the battle—CTDA and USTMA agreed to allow a bump in the Tire Fund balance to \$25 million.

After monitoring CalRecycle's Tire Fund budget over the past twenty years, I expect that it will still be very difficult for CalRecycle to bring down its Tire Fund balance in the next few years. Furthermore, there is language in the bill that if a regulatory tire fee is ever approved and CalRecycle's Tire Fund balance increases to \$25 million or higher, the fee would be proportionately reduced.

Most important is that the entire program is due to "sunset" on December 31, 2023. This is the same date that the current \$1.75 tire fee is scheduled to be reduced to 75-cents.

(Continued on page 10)

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Legislative Report

(Continued from page 8)

2) The second amendment CTDA suggested, and the bill's author accepted, was a requirement to have one or more public workshops before initiating the proposed new Tire Recycling Incentive Payment program under AB 509. We felt that since the proposed program was the most significant change in California's tire recycling efforts in 25 years that everyone should know exactly what counts as a recycled tire product. That amendment is still in the bill and there is no opposition to it.

Another bill CTDA opposed was AB 1180 (Holden, D-Pasadena), which would have raised the tire fee by \$1.50 per new tire sold in order to pay for "competitive grants for projects and programs for municipal storm sewer system permit compliance requirements." Assembly Member Holden's argument was that tire dust is composed of zinc, zinc is toxic, and zinc comprises a toxic chemical in stormwater. That bill was quickly amended—with CTDA and USTMA backing—to take out the tire fee. CTDA then dropped its opposition.

However, USTMA continued to oppose the bill because a new amendment would focus on zinc oxide that is used in the manufacture of tires. It would allow the Department of

Toxic Substances Control to evaluate tires as "potential priority products under the Green Chemistry program." In essence, this could possibly require tire manufacturers to reduce the zinc oxide in their tires or face a fee for continuing to use it (a necessary component in the vulcanization of rubber!). While CTDA dropped its opposition, I told the lobbyist for USTMA that the Association could revisit that position if the author didn't remove the new language from AB 1180.

Just last week, USTMA informed me that Assembly Member Holden had removed the offending language in AB 1180.

Finally, during the last issue of *Tires & Treading*, I mentioned a gripe I had about the \$7 million-plus in CalRecycle's Tire Fund budget every year for waste tire cleanups in California—almost one-fifth of the amount CalRecycle receives annually from the \$1.75 tire fee. This is occurring at a time when fewer and fewer tires are being cleaned up from riverbeds, alleys, and vacant lots. Over the past several years, CalRecycle has spent about \$1 million to \$2 million per year on tire cleanups, maybe a little more at amnesty events whereby local residents drop off old tires free of charge. In any case, the amount spent is not even close to the \$7 million budgeted. Where does the money go?

I got my answer, sort of. CalRecycle budget people told me that much of the money is not spent on tire cleanups but is reallocated to "oversubscribed" programs that had too many qualified applicants but not enough budgeted funds for them.

As for the Local Conservation Corps (LCC), which since 2014 has found CalRecycle granting them \$5 million annually to "assist local governments with waste tire cleanup and collection activities," CalRecycle staff said that by law the department must provide \$5 million a year in a grant, but any unspent money will roll over into subsequent LCC budgets, thereby reducing the amount of funding from the \$1.75 tire fee revenue.

I was told that I could meet with CalRecycle staff and get the information on how much was spent on cleaning up waste tires and how much was spent on training the LCC individuals to operate equipment, learn to "lace" tires in trucks at tire amnesty events, and the like. I will take them up on their offer.

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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South Valley Wholesale/CTDA Host SF South Bay Area Meeting



June 7, 2017, South Valley Wholesale hosted a CTDA Area Meeting at their San Jose warehouse.

Hub Gurnari was our gracious host and emcee. Presentations included Federated Insurance, Heartland Payment Systems, and Optimized Social Media. The event was attended by more than 60 individuals, who enjoyed outstanding food, raffle prizes, and networking!

Thank you to Hub and the team at South Valley Wholesale for an excellent event.



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Coming in 2017!

 Lead Management- We're wrapping up our work on our new lead management dashboard! Dealers will be able to log in to view all leads, measure website ROI, lead conversion rate, and more! They will also have the ability to create custom statuses and assign specific dollar values for lead types. Stay tuned for more information!

 Reputation Management- As part of our full-service social media management tool, Social Media Master Tech, we are now adding a reputation management component! Our solution will be able to monitor reviews left on Google, Yelp, and Facebook. We'll craft well-written responses to reviews left, and even flag illegal or fake reviews to protect our clients' reputations online. Stay tuned for more information!

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Marc Connerly

Executive Director

2215 21st Street, Sacramento, CA 95818



Dear Members,

RE: Fuel Discount Program for Association Members

The California Tire Dealers Association (CTDA) is committed to promoting laws and regulations that benefit the tire/automotive repair trade, as well as fostering and maintaining high standards of quality and ethics for the industry. We are dedicated to increasing the public awareness of the value provided by the tire/automotive repair industry, and seek to maintain communications with our members for the purpose of continually providing up-to-date information and programs that will serve to enhance their performance.

We consistently negotiate special deals for CTDA members on an array of business services, and our partners contribute a portion of their CTDA driven revenue back to our association to support our industry, a win-win situation.

In an effort to encourage more association membership while creating value to our existing members, CTDA has partnered with California fuel distributor Flyers Energy (www.4flyers.com) to offer a full service commercial fuel discount program to association members!

CTDA Members receive a \$.05 discount on gallons purchased with a CFN (Commercial Fueling Network), a \$.05 discount on gallons at Pacific Pride and a \$.01 rebate back to the association. At no additional cost, this program also comes with security and accounting features that will save your business thousands of dollars per year. Flyers Energy will provide also provide a FREE analysis of your most recent fuel invoice or receipts to determine if the association acronym discount can benefit your business.

Here's how to get started:

Call 530-885-0401 ext. 2258 for more information. We encourage you to start saving money and support fellow dealers by taking advantage of this special program.

Sincerely,

Marc Connerly

Executive Director

California Tire Dealers Association

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PHONE: 916-641-2329

2

FAIRFIELD SERVICE CENTER
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 **COOLING SYSTEMS**

 **SMOKE TESTING (PSIP)**

Not all services available at all locations. Please contact your nearest East Bay Tire service center for more information about services, pricing and tire product inventories.

Hub Gunari

SF South Bay Report



This past weekend my wife and I decided to resurface our driveway. Having never done this before I solicited advice from everyone I knew who HAD done it before. I got some great advice too! Funny though, I never got the same advice from any two people and NO ONE gave me what I was later to learn was the best advice. DON'T DO IT!

The first thing I learned is everyone recommends different materials and application methods. I've heard "Don't get the real expensive sealer because it is hard to get out of the bucket and apply."

"Don't get the cheap stuff, it won't last" "Use the real thick crack filler before you apply the sealer" I also learned you have to do it when it's hot. All these things are true but none of it matters because when you get to the hardware store they never have the stuff you need. It's always on backorder so you have to settle for a lesser quality product which doesn't last which means you're doing it again in less than a year.

Okay, the bottom line is no one has the stuff that works well and the stuff you end up using doesn't work well. So let's get to the part where you actually do the work.

First of all, whatever you wear when you do this job you'll end up throwing away because you always get this crap all over you. At one point my right hand that was carrying the bucket of sealer got stuck to my leg and dried so I had to pry my hand away. I got a blob of sealer on my upper lip on my mustache right in the middle when I was trying to stir the cheap stuff that's so thin it splashes on you. My wife came outside goosed stepped over to me and gave me the Gestapo Salute and said "Heil Hitler" I went through about 80 disposable gloves. After we finished putting crack filler in all the cracks (this is where we had to use the real cheap stuff that's about as thick as Hershey's Syrup that just shallows and doesn't fill up the crack very well, we had to let it dry overnight. The next morning is where the fun

began opening and spilling sealer all over and ending up looking like a Zombie movie extra. All in all, we spent the better part of two days doing this job. When I was almost done and had run out of sealer, I went to the hardware store where I discovered in the roofing supplies area, a 5lb can of the good crack filler the consistency of cake frosting. This is the stuff they swore they didn't carry. I bought 2 more 5 gallon cans of the sealer to finish up. I now know after looking at the finished product that I've got to go back with the good crack filler and fill the bigger cracks I patched with the Hershey's and reseal it after waiting a day for it to dry. De ja vu. That is, I'll do this when I can stand up straight again. I'm bent over looking like I've been in a constant state of tying my shoes.

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

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TCR1S Revolution Fully Automatic Tire Changer



Ask your local sales representative for information on any Hunter Equipment Products!

KEY SPECIFICATIONS

TCR1S	
Mount / Demount Tool	Polymer Self Inserting Leverless
Clamping Type	Center w/ Quick Clamp
Bead Loosening Type	Upper / Lower Roller
Match Mounting Capable	Yes
Rim Diameter Range	12 in. - 30 in. (305 mm - 762 mm)
Maximum Tire Diameter	50 in. (1,270 mm)
Maximum Wheel Width	15 in. (381 mm)
Drive	Variable up to 15 rpm CW / CCW Torque: 875 ft-lbs (1186 Nm)

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2 Central Locations to Serve You!

Fresno Location
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