

Tires & Treading



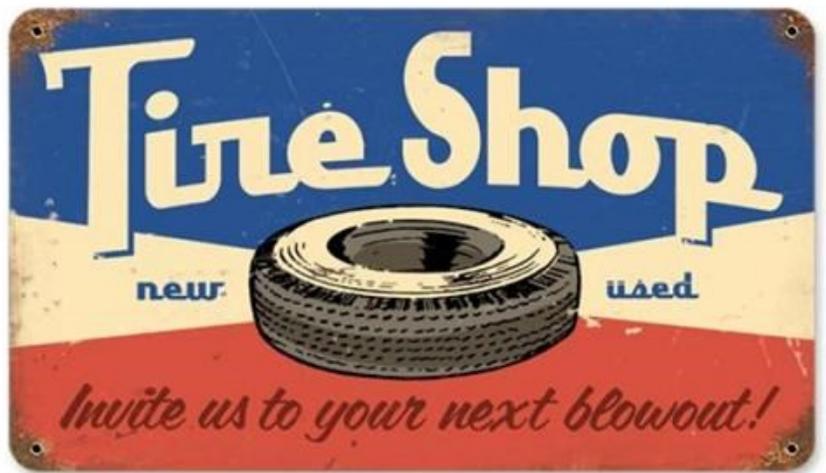
VOLUME 56, ISSUE 3

SEPTEMBER/OCTOBER 2016

Modern Tire Dealer's Top 100

California has the distinction of having 11 of the Top 100 in the current issue of Modern Tire Dealer!

- ◆ 9. Rent A Wheel/Rent A Tire, Los Angeles
- ◆ 10. ATV Inc. dba American Tire Depot, La Mirada
- ◆ 24. Certified Tire & Service Centers Inc., Riverside
- ◆ 38. Mountain View Tire & Service Co., Rancho Cucamonga
- ◆ 42. Golden West Tire centers, (dba Big O Tires), Los Alamitos
- ◆ 54. Express Tire & Auto Service Centers, Escondido
- ◆ 56. Big Brand Tire & Service, Camarillo
- ◆ 65. Evans Tire & Service Centers (dba Evans Tire & Service Centers/ TAG Motorsports), Vista
- ◆ 66. Ramona Tire Inc. (dba Ramona Tire & Automotive Service Centers), Hemet



- ◆ 80. Daniels Tire Service Inc. Santa Fe Springs
- ◆ 90. Parkhouse Tire Inc., Bell Gardens

Congratulations to all!

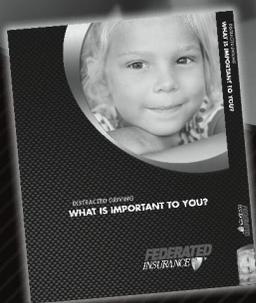
Also from Modern Tire Dealer, July issue. "On the rise" Tom Eisenberg GM of West Coast Tire & Service, Los Angeles. Kudo's to you, and thanks for being a member of CTDA

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(A non profit mutual benefit corporation)

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Terry Leveille, Legislative Advocate
TL & Associates



Dave Redfern

Executive Director's Corner

It's back to school time for the children and grandchildren. Speaking of school, our industry needs more trained auto technicians.

Tire Dealers, auto repair shops and dealerships are always looking for mechanics. We need to get the word out that auto service is now a HiTech job, they are not just grease monkeys.

Obviously many entry level jobs are as oil changers and tire mounters, but with hands on experience and training supplied by many suppliers and manufacturers the novice can soon be making his or her way up the ranks. Strong math skills, communication, familiarity with computers and logical thinking are required for todays Auto technician. A trained, skilled tradesperson will soon be more valuable to our society than the average college graduate with a Bachelor's degree.

Contact your local High Schools and Community Colleges and let them know the value of these kinds of vocational programs and opportunities available to their students. [thanks to Crain Publishing, Richard Truett for the information.]

Several credit card processors have contacted me requesting the endorsement of our Association. We have not formerly endorsed any in particular, but one company has joined our Association and paid their dues.

Please welcome Kurt Woltering & Basys Processing to our Association. You can reach Kurt at (800) 386-0711 ext 330.



Since being founded in 2002, BASYS Processing has grown in reputation immensely. The company places much importance in upholding their promises to their merchants, partners, and employees. The dedicated staff at BASYS works one-on-one with every client to customize the best solution for the client's specific organizational needs. As a new member of CTDA, BASYS will only enhance the already beneficial qualities members have come to know so well.

Carol Dellabalma

President's Message



This past eight years have been challenging ones, not only for us up here in NorthWestern California, but for our great Nation.....Here, in the Heart of the Redwood Country, we can still enjoy fishing, water sports, hunting, walking the beaches (and maybe digging a few clams for dinner), rock climbing, birdwatching and hiking or driving the hundreds of miles of trails and roads, ideal for ATVs, 4Wheel driving and horseback riding and biking.

Little by little, we and our visitors have seen many changes. Some of our most popular beaches have been closed, fishing is restricted to fewer days a year, with the Government's decision to expand the Wilderness Areas, we are finding it harder to fight the numerous wildfires which have decimated our interior mountains and threatening towns, homes and businesses. The use of Redwood National Park is limited.....closed for lack of funds to operate.

We now have so much land in Federal and State owner-

ship and off the Property Tax Rolls, Counties such as Del Norte, find it almost impossible to operate. Regulations regarding logging have shut that industry down, taking their employment and high payrolls with them. Our Eureka Bay fishing fleet no longer holds the honor of being the largest on the West Coast between San Francisco and Coos Bay, Oregon.

More and more Government regulations to "make our lives better". I am happy to see that our Associations fight against AB 1239, which was proposing a new fee on the sale of new tires is making progress here in California and laud Terry LeVeille's continuing hard work.

With elections coming up I'm certain we have the potential of more of the same and, with the promise of "more gun control and challenging the Second Amendment of the Constitution", One wonders if our Great, Free Country can survive another four or eight years.... God bless us all.

Area Meeting



An Area meeting is set for October 18, 2016

Location: Tire's Warehouse, 13225 Alondra Blvd,
Santa Fe Springs 90670

Social hour: 5:30 PM to 6:30 PM

Presentations: 6:30 PM to 7:20 PM

Dinner /Comments from Executive Director, CTDA:
7:20 PM

Presentation by Federated Insurance:
7:45 PM

RSVP: marketing@tireswarehouse.net and/or
exdirctda@gmail.com

Risk Management Corner



Partners in Training

Employers appreciate the benefit of offering practical, relevant employee training that helps their workers better identify and manage on-the-job the risks.

Federated Insurance has partnered with J.J. Keller®, a leading provider of safety and compliance solutions, to provide clients complimentary access to easy-to-use, timely, and engaging employee training tools that fit their business's needs.

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- workplace safety—HazCom, forklift safety, and fire prevention
- construction—fall protection, confined spaces, and excavations
- transportation/DOT—hours of service, alcohol and drug testing, and vehicle inspections
- human resources—FMLA, ADA, and substance abuse
- HazMat—compliance, security awareness, and placarding

Risk management is a continuous process, which is why Federated strives to provide useful products and services that can help businesses keep pace with their changing needs.

For more information or to access more risk management resources, log on to Federated's Shield Network® or contact your local Federated representative.

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Paul Arellano

San Gabriel Valley Report



“Some days you’re the hammer. Some days you’re the nail. Some days you’re the board!”

Author Unknown

SALES CLINIC – VOLUME 17

The first two sentences above come from a famous quote. The last was added recently, by my esteemed colleague, Michael Bertrand. This simply acknowledges the fact that we all have good times, tough times and VERY tough times!

Shocking Revelation #18: Life in the wonderful world of sales is not always “a walk in the park”! There will be hours or days in which you are on a roll, getting positive feedback and orders from almost everyone you encounter. There will be other days, where you have a mix of positive and negative, and yet other days, when almost everything seems to go wrong. Not to worry! Baseball players have periods referred to as “slumps”, wherein they couldn’t hit a baseball sitting on a table right in front of them! True professionals, be they baseball players or seasoned sales pros, know to expect such periods. These should be times for reflection, times for improvement, and not times to think that the end is near, for you and your career.

How does this relate to sales? Oftentimes, whether it be beginners luck for a new sales representative or after finishing up a banner sales year for an experienced sales professional, it is not hard to slowly drift away from the basics. Every system, baseball, construction or sales, is built on a foundation of basic principles and steps, which, strung together consistently, yield predictable results. For ball players, those basics may include proper stance, how and where to hold the bat, when to swing and how to swing at different pitches. For sales representatives, following the sales process, from “cold calling” leads, to qualifying those leads, to making presentations and the endless follow up can and will lead to closed deals.

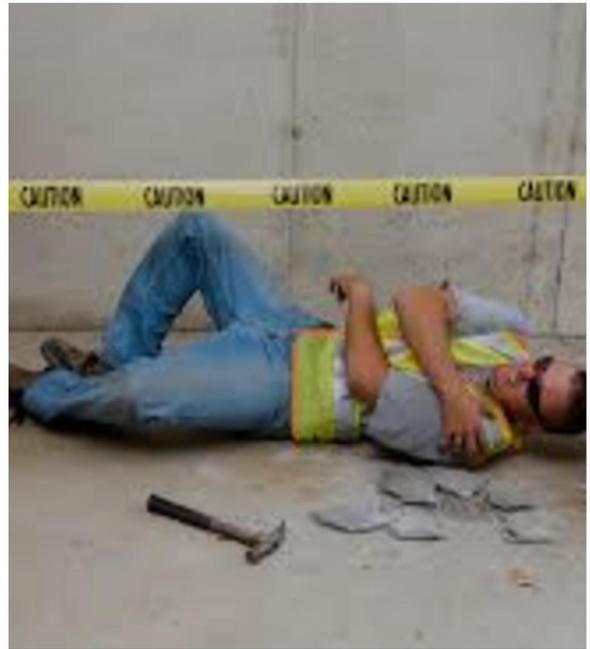
Success can have a downside, of changing the successful person’s perception as to the reasons for their success. In mixed martial arts, champions have been known for label-

ling themselves “unbeatable”. Baseball players go on record of calling themselves the greatest, and salespeople have been known to call themselves “closers” and “rain makers”. Life has a way of correcting these incorrect perceptions, as straying from the basics soon leads to improper form for hitters, lack of weariness for professional fighters and sales people who stop making calls and following up. The marketplace, too, can have an impact, both positive and negative, on your successes in it. There may be times of economic boom and times when your particular product is in high demand. Sales might even feel “easy” in those good times! In down times, however, it might feel as though nothing you can do will improve your situation, and you might start to feel like the end is near!

Whether caused by overconfidence, a change in your particular market or the economy in general, slumps or slow periods will affect all of us, at some point or another. How you respond to these downturns will determine your long term success and staying power, despite all odds. Major League baseball often sends players back to the minor leagues to freshen up their skills and get a renewed focus on the very basics that got them to the big leagues. In sales, downturns are times to dust off those sales books that you used to read daily (Zig Ziglar on anyone’s bookshelf?), have some heartfelt conversations with your sales manager or mentor and perform a self-evaluation. Determine just where you have been focusing your time and efforts and how you could do a better job at that. If you have strayed from the basics, start practicing them again, and you just might be surprised at how quickly you exit your slump and get back to your winning ways! Even in tough times, consumers still consume, buyers still buy, and it is YOUR job to see that they consume and buy from YOU!

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

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Terry Leveille

Legislative Report

AB 1239 (Gordon and Atkins), which could require all California tire retailers to pay a new tire “regulatory fee” of up to \$1 per new tire sold, passed the Senate Appropriations Committee on August 16 over the opposition of the California Tire Dealers Association and the Rubber Manufacturers Association. The fee would be in addition to the current \$1.75 charged to new tire buyers. It also would be charged to tire dealers, not customers, and therefore would not allow for a 1½% rebate for “collection costs.” However, it could be passed onto customers by increasing tire costs or adding to disposal fees.

Both tire fees would “sunset” in 2024 (the \$1.75 fee would be reduced to 75-cents per new tire sold), although there would undoubtedly be special interests who would sponsor bills to extend the “sunset” dates.

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 at between 35% and 40%.

AB 1239 is set to be heard on the Senate Floor this coming week. It should be noted that the bill’s author, Assembly Member Richard Gordon, added two amendments to the bill in the Senate Appropriations Committee: 1) removing the “minimum” \$20 million annually for the Tire Incentive program; and 2) requiring that CalRecycle spend down its current bloated budget before justifying the new tire regulatory fee.

After analyzing the current Tire Fund, which brings in \$35 million annually and its \$70 million-plus Fund Balance, it will be near impossible for CalRecycle to justify a new regulatory fee in the next several years, if at all. So, even if the bill becomes law, tire --2-- dealers may be spared the new fee. However, that doesn’t mean we shouldn’t continue to

oppose AB 1239.

The bill still gives CalRecycle the power to establish a new tire regulatory fee whenever it simply “makes a finding” that it needs the money for a new Tire Incentive Payment program.

For fifteen or more years, and despite two critical reports, CalRecycle—in addition to the \$35 million it annually collects from the current fee—has run a Fund Balance, an unspent pool of tire fee money, of \$40 million to \$60 million. On July 1, 2016, that Fund Balance reached a record high of \$78 million.

Why should the department alone be given the final say in creating a new fee? CTDA, therefore, supports requiring a state entity, such as the Legislative Analyst’s Office, review and approve a fee that CalRecycle can justify. Better yet, in his letter to the State Senate, CTDA Executive Director Dave Redfern asks why not let CalRecycle develop its proposed Tire Incentive Payment program to reach a 75% recycling rate and, once underway, allow the department to return to the Legislature, show its progress, and, if needed, propose a new fee to complete the job?

Finally, once the state achieves a 75% tire recycling rate for three straight years, AB 1239 allows CalRecycle to “review existing programs and make recommendations as to which policies are necessary to maintain and increase the level of waste tire recycling” SEC.3. Section 42872.2 (b).

Why not reduce or eliminate the tire fees once the state reaches that goal? A permanent subsidy for recycled tire products such as rubberized asphalt, which outperforms conventional asphalt and has lower lifecycle costs, is simply not needed.

It is expected that there will always be a small tire fee in



California, but once a strong integrated tire recycling infrastructure has been achieved, that tire fee should only be used for tire pile cleanups, enforcement, and regulatory oversight of tire haulers, processors, and storage depots. Such a fee is estimated to be around 75-cents per new tire sold, which would bring in approximately \$25 million annually.

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, is due to be heard on the Senate Floor next week. With little opposition, it is expected to pass. http://www.leginfo.ca.gov/pub/15-16/bill/asm/ab_0851-0900/ab_873_bill_20160819_amended_sen_v95.html

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. --3—

Here is the Senate Floor Analysis for AB 873: http://www.leginfo.ca.gov/pub/15-16/bill/asm/ab_0851-0900/ab_873_bill_20160525_amended_sen_v96.html

AB 2153 (Garcia), also called the “Lead-Acid Battery Recycling Act of 2016,” is in the same place that AB 1239 is—awaiting a hearing on the Senate Floor. It will need a 2/3rds vote to get it out since it is an Urgency Bill, meaning it goes into effect when the Governor signs it rather than on January 1, 2017. http://www.leginfo.ca.gov/pub/15-16/bill/asm/ab_2151-2200/ab_2153_bill_20160809_amended_sen_v94.html

Among other things, the bill would establish a \$1 fee for battery buyers (to be collected by sellers) and another \$1 fee

for battery manufacturers to help clean-up residential and business areas contaminated by lead-acid batteries. It also requires that retailers accept the trade-in of a spent lead-acid battery by a consumer upon purchase of a new one. Further, it requires retailers to accept up to six used batteries and prohibits charging a fee for the batteries it receives.

The \$1 fee that dealers must charge customers begins on April 1, 2017. Dealers are allowed to retain 1½% (1.5-cents) of the fee for collection costs. It requires dealers, manufacturers, importers, and battery wholesalers to register with the Board of Equalization (BOE), and authorizes BOE to establish appropriate procedures for notifications and fee payments.

The Floor Analysis contends that cleanup of the soil in and around the Exide facility near Vernon will top \$500 million. It could be the most expensive cleanup in California history and one of the largest in the nation.

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

Here is the Senate Floor Analysis that outlines some of the issues in AB 2153: http://www.leginfo.ca.gov/pub/15-16/bill/asm/ab_2151-2200/ab_2153_cfa_20160815_202314_sen_floor.html

UPDATE: AB 1239 passed out of the Senate August 22, 2016 (despite CTDA opposition). Bill returns to the Assembly for concurrence. It will be tight because the Legislative session is over on August 31.

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

Tweedy Tire

A Mother Lode Institution Closes It's Doors

Jamestown, CA — As Mother Lode mainstay for nearly a half-century prepares to bid its goodbye, its owner shares a nostalgic look back.

Motorists traveling through Jamestown almost cannot help but notice Tweedy Tire's landmark sign above Highway 108. Owner Don Smyth, now 86, looks back on nearly a lifetime of memories during which he raised three sons and a daughter with his wife Patricia, who passed away back in 1981. Most of his family, which includes numerous grandchildren and great-grandkids, reside in the Chico area. It was where the Smyths settled before Don was drawn to Sonora by a business opportunity that panned out well.

Explaining, Smyth confides, "The history of Tweedy Tire is actually tied into JS West. In 1940 they built its first satellite branch in Sonora, right where they are today. In addition to their propane and feed...they brought with them from Modesto a General Tire franchise in 1940. In 1957, they sold it to an employee of theirs named Joe Tweedy. In 1967, he wanted to retire — and I was aware of that since I worked for General Tire at the time — I lived and worked in Chico. I contacted Joe, we made a deal, and I bought the shop."

Industry Fleets Helped Business Grow

Retaining the name "Tweedy Tire," Smyth says his operation was virtually the only tire dealer back in those days,



describing business as "very good" for many years. "There were a lot of logging trucks that you don't see today. We had all the fleets and did a very big business... had lot of consignments," he notes. Adding that the former asbestos plant in Copperopolis, quite active from the 1960s into the 1980s was a huge account, he says, "We outgrew ourselves, so I knew I needed a larger place."

So Smyth singled out and purchased the property off

(Continued on page 12)

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Tweedy Tire

(Continued from page 10)

Highway 108 in Jamestown. “I designed the building to accommodate a truck shop as well as a passenger car auto repair business, and opened for business in October 1989,” he states. He adds with quiet pride, “We worked on everything, passenger cars, motor homes, logging and other big trucks – and are still capable to this day.

“Anyway, here it is...I’ve owned and operated Tweedy Tire for 49 years and just to the point where I want to retire.”

Smyth’s oldest son Steve runs the family operation up in Chico, sharing, “They do quite well — we are retaining that...anything we don’t get rid of here will go up there.” Notices, now being sent out to all Tweedy Tire customers, are aimed at squaring up the shop’s accounts receivable, Smyth says, as well as selling off some tires at bargain basement prices to help reduce inventory.

A Naturalized Sonoran

Originally hailing from the Bronx area of New York City, Smyth’s gentle voice holds barely a trace of that borough’s infamous accent. “Sonora was a very good town to do business in, at least when I came here — and a quaint town, of course — I like it and I am going to remain here,” he says. “I have seen a lot of changes, big changes...and saw a lot of logging trucks...increase through my early years, although now they are practically extinct.”

Asked about what makes him feel good, looking back on so many years of serving the Mother Lode, Smyth replies, “I am very proud of the fact that I can look out of the window of my office to the waiting room and see that we always had at least 50 percent women [customers]. It

is because they trust us and like the crew, and I assured them that is the way it was intended to be.” Thoughtfully, he continues, parsing no words, “Women by nature, and for good reason, are kind of wary about mechanics — around here they are treated honestly and fairly.”

As his shop prepares to wind down in the coming month, Smyth states that he and his family are hoping to find a good tenant in the automotive business who will make good use of the facility. He also plans to spend some well-deserved downtime at his cabin in the hills above Quincy on Bucks Lake. In closing, he says, “I just want to thank our many customers. We have had a lot of them...we have done business with their grandchildren down here [in Jamestown]. Sonora is a great little town — I like it immensely.”

Written by Tori James

Published by permission of MyMotherLode.com



Billy Eordekian

In Memory of Ed King

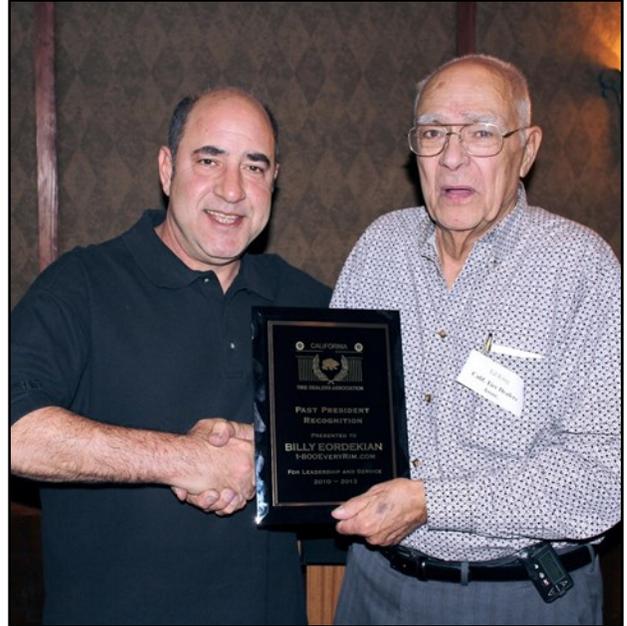
A tire man, tireless man, good man, and always the man of the hour, Ed was a man's man. Your association was lucky to have Ed as its director, and your CTDA board members were lucky as well having Ed as the strong leader that he was. Finding solutions and then implementing those solutions were his strengths. Those of you that know me are aware that I can be a pain regarding details. Ed was one of the only people I know that was actually a pain to me as he pushed me for the details during my term as President. That is rare indeed! We will miss Ed as CTDA Director, but more so as the good man that he was.

Your humble used rim peddler,

Billy Eordekian

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Stay Connected!



Make sure you don't miss any of the news from your Association!
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Ours has!

You can now reach the Association and
our new Executive Director, Dave Redfern at:

exdirctda@gmail.com, or 650-357-0600

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Hub Gunari

SF South Bay Report



Hello CTDA People,

This article is my usual hyperbole. I'm not really sure you'd classify it as such but I just love that word!

I've posted in the past whenever I lost a few pounds (Always with great intentions of losing more) but after I while I gained them back and then some. Sheez! I got so fat I could put my feet in my pocket and roll to work! So here I go again only this time I think I got it!

Yep, two secrets to my success is ONE, I started walking every morning. I used to try to commit walking every day but I always did it in the afternoon and many times I was too fatigued after a long day or the weather was too hot. Walking in the morning solves all that. TWO; there's nothing that will motivate you to stay on a diet than having to pay for a weight loss program. You just don't want to lose all that money and not lose the weight. So my wife and I signed up for a thing called "Zerona" you can Google it I imagine. It consists of a diet coupled with UNinvasive laser treatments. It's sort of like putting your hand over a grocery store scanner. It's that harmless and it supposedly makes fat leak out (Probably not the correct term) of your fat cells without damaging them. The idea is to get you to a new "set weight" where if you gain a few and then go back to a good eating regime, you go back to your set weight instead of losing just a few of the gained pounds and end up slowly getting heavier.

Anyway, Zerona coupled with the diet they set for us has

helped me to lose 42 pounds in 4 and half months. Admittedly, I lost about 15 before I started Zerona but I couldn't get past that, even dieting. I'm now down from 238 to 198.

I'm not promoting any programs, don't get me wrong. I just wanted to tell you what's up with me. The reason is, we just lost one of our own at CTDA and I assume like me, with all of our advancing ages, we're likely to lose some more. Well, I would like all of you people to be around, so my advice is, if you find yourself overweight or Diabetic, or have high blood pressure, etc. There's usually something you can do yourself to combat these conditions. One thing I think we could all do is get some sort of exercise pattern going at least 3-4 days a week.

That's it. That's my free advice, to do something that can be free, no out of pocket expense. If you're over 40 or so and you see yourself slowing down, get moving! I did one smart thing though; I didn't throw away all my clothes I outgrew. I've got clothes for days now!

Later,
Hub

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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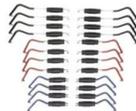
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Wide-Angle Targets



Quick-Change Arms



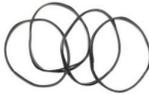
Deep-Wheel Extensions



Target Storage Brackets



Protective Rings for Deep Wheel Extensions



Protective Rings for Quick-Grip Adaptors



TD Targets



QuickGrip Adaptors



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)

Hunter Engineering Company has combined its technological leadership and innovative style to produce a fully automatic tire changer completely designed and built in the USA.

Hayward Location
28300 Industrial BLVD
Suite E, Hayward, CA 94545
Phone - 1-510-783-7085
800-245-8324
510-783-8741 (Fax)

2 Central Locations to Serve You!

Fresno Location
1563 E Street
Fresno, CA 93706
Phone - 1-559-445-2673
800-872-2846
559-445-2676 (Fax)