



TIRES & TREADING



TIRE DEALERS ASSOCIATION

California Tire Dealers Association

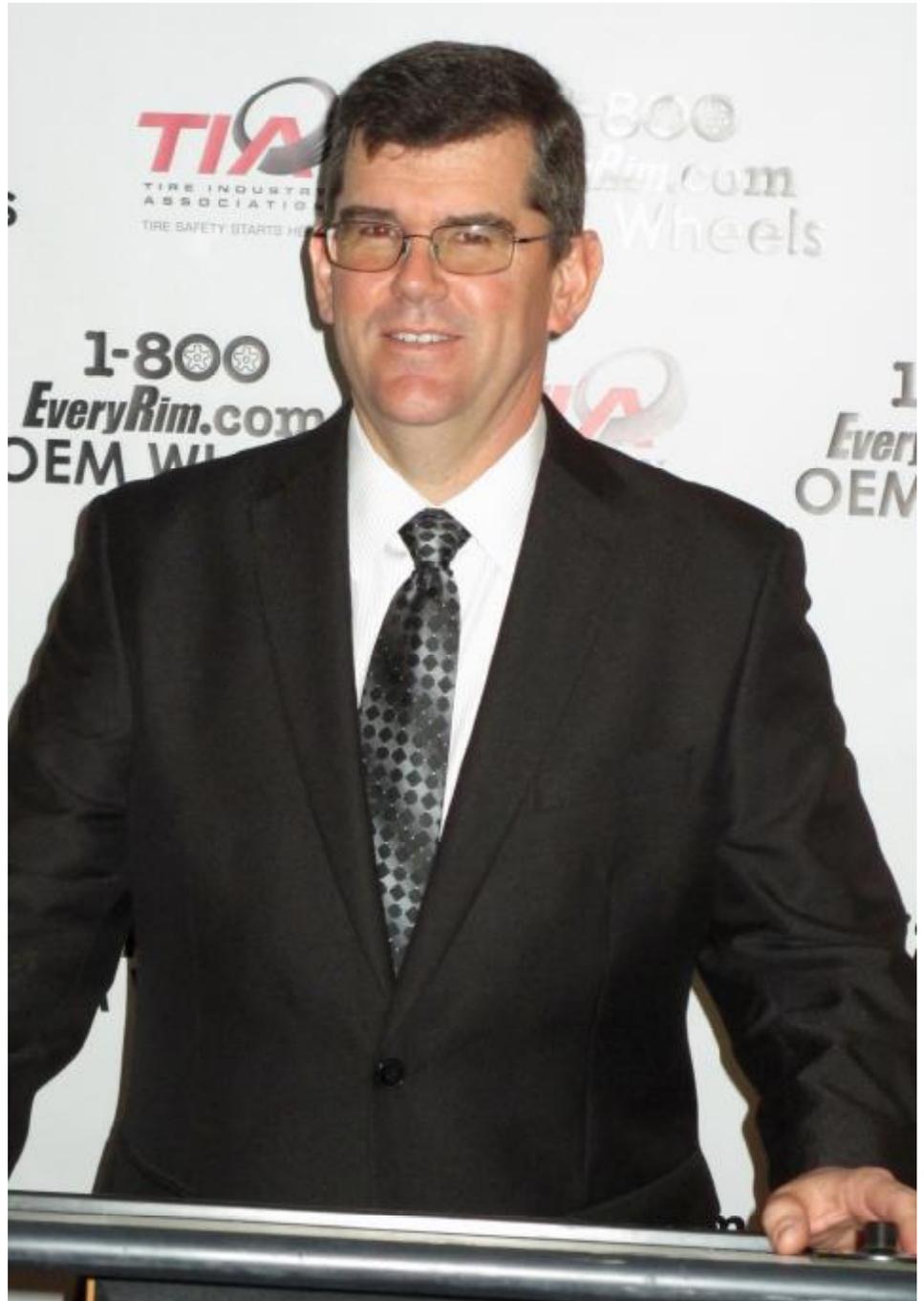
**TIA
President
Ken Brown**

at the

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Luncheon

January 16, 2014



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59545

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 (A non profit trade association)
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Jay Goldberg (310) 614 1976
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John A Solon (510) 632 3404
 Myers Tire Supply

EXECUTIVE DIRECTOR'S CORNER
 EJNAR FINK-JENSEN

Your Board is investigating the possibility of setting up a Scholarship Fund for children of member firm's employees. It is just in the planning stage, but if created it will definitely provide another financial benefit to being a CTDA member. Your Board is always investigating ways to make your membership more valuable.

And - a big welcome to:
Michael Sullivan
 Sullivan's Tire Pros.
 40126 Highway 49
 Oakhurst, CA 93644
 Phone: (559) 683 5900



Here is a picture of Michael Sullivan (to the right) and Chris Barry (ITDG - Independent Tire Dealer Group) right after Mike had signed up

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Thursday
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George Pehanick

The President's Message

The first quarter of the year is always the most challenging for the tire business. The mid-week Christmas and New Year's Holidays kill the tire business. A good Jewish friend of mine once told me 'George you Catholics don't know what you're doing. If we were in charge of Christmas it would always be on Monday and everyone would be back to work on Tuesday'. I never laughed so hard. And it's true! In December this year, Christmas falls on Thursday. People don't want to work Christmas Eve and I don't blame them, it's a magical time especially for small children. We all want to spend time with our friends and family. And who is going to want to go back to work for one dead day on Friday? That means it may as well be a two five day weekends back to back.

While we don't have the cold and snow like much of the country does, we do have our winter here in California. Its typically rainy, which slows construction down. Construction is also strangled during the winter months by local and state rules, regulations and compliance. All these issues contribute to slower retail and commercial business results. At East Bay Tire Co we have our Annual Managers Meeting and our Annual 'All in' Sales Meeting in Q1. It's a good time to get our teams jacked up and informed about new products and changes in directions we may be taking. People like to know what's going on, it's human nature. We also use this time to get cleaned up and organized for the busy season to come. We attend the manufactures Dealer Meetings or conferences. These are typically held in warmer areas of the country so those folks from the northern and mid-western states are especially motivated to attend. Florida, Mexico, the Caribbean, Scottsdale, Palm Springs, Hawaii are all popular meeting destinations. I enjoy seeing dealers from around the country and chatting with them about business over a round of golf or a beer. Let's all limp through the first quarter and get after it, the sooner the better.

Kind Regards,

George Pehanick
CEO

East Bay Tire Co.

www.eastbaytire.com

www.dawgpoundtires.com

707-437-4700 (phone)

707-402-7705 (direct)

707-437-7196 (fax)

gpehanick@eastbaytire.com



Billy Eordekian

1-800EveryRim – OEM Wheels

1-800 383 7974 / Billy@1-800EveryRim.com

On January 16th it was a “Happy New Year Luncheon” indeed and for those of you that could not attend, we missed you. **TIA President Ken Brown** honored us with his presence as he spoke on the topic of “TIA Today, TIA Tomorrow.” Each CTDA member should have received an invitation in the mail and please let me know if the contact info at your company has changed so we can get you there next year. We are planning our 3rd annual luncheon for the 3rd Thursday of January 2015 and hope to see you! A surprise that day, and something I want to thank all of you for including our board members was the beautiful plaque I was presented with. It acknowledged me for my service as CTDA President from 2010 to 2013 but the pleasure was mine. We welcomed new CTDA member **Milke Sullivan of Sullivan's Tire Pros** and he, **Director Ejnar**, and **Board Member Ed King** would have been the longest distance travelers to attend, but they got beat out by **Cron Carmichael of Continental** who came in from North Carolina! Before Ken spoke, I talked about the importance of joining associations such as CTDA, The SEMA Wheel & Tire Council, and of course TIA. Beyond that I don't know what I talked about and even the people that were listening don't know what I talked about! Enjoy the pictures.

Your Humble Used Rim Peddler, Billy Eordekian



TIA President Ken Brown with Pirolli's Gianluca Grioni



Appetizers please...But please say please!



Directly above: Director Ejnar Fink-Jensen, Myself, Past President of NTDRA and CTDA-S Paul Bobzin, TIA President Ken Brown, and CTDA Board Members Joe Findeis, Jay Goldberg, Bill Fuqua, Chris Barry, Ed King (Missing Bill Short)

Companies on left are: Giti Tire, Kings Wholesale Tire, Sullivan's Tire, Wheel Deal, LKQ - Keystone, 1-800EveryRim

Reflections on the luncheon January 16, 2014^{By}

Ejnar Fink-Jensen



At the luncheon we had the opportunity to meet many of the tire dealers and business people in the area.

We were treated very well, indeed. There was a social hour before lunch where we had the opportunity to meet with the various guests. Appetizers were served and of course there was a wonderful selection of “wet appetizers” from the bar.

For each there was a choice between fish—meat or chicken. I chose fish and got a wonderful piece of sword fish, broiled to perfection.

Having finished we were all ready for the speeches. Ken Brown, President TIA, gave an overview of the activities of TIA and also of their future plans.

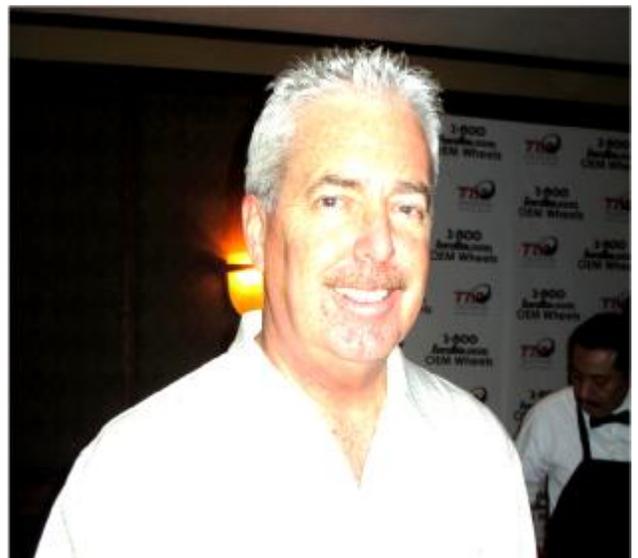
Billy Eordekian gave a heart warming speech - thanking people for their participation.

When the luncheon was almost over Ed King (Honorary Member of CTDA) gave a very funny speech and handed over a plaque to Billy Eordekian thanking him for his Presidency and leadership for the past three years.

I had the pleasure of spending quite some time with Bill Fuqua, Director of CTDA and Sales Manager for Turbo Tires (See picture to the right) and Bob Mirman and his grandson Tom, who is now General Manager of Westcoast Tire. (See picture on the next page)

While chatting with Bill he told me the following story about his father:

“My dad (Bill Fuqua Sr., “the real Bill Fuqua) used to have a Washington Tire pen (gold embossed), which stated the name of the company, telephone number and the statement “we go a long way to make friends.”



CONTINUES ON PAGE 12

Page 7

Perfect Equipment changes operating name



MURFREESBORO, Tenn. (Jan. 6, 2014) — Wheel weight maker Perfect Equipment Inc. has changed its operating name to Wegmann automotive USA Inc., effective Jan. 1.

Though Perfect Equipment's operating name has been updated, the Perfect Equipment brand name, which celebrates its 75th anniversary in 2014, will remain unchanged. Wegmann said the Perfect Equipment brand offers a comprehensive range of wheel weight solutions, including traditional, non-lead, knock-on and adhesive options.

The company noted the adoption of its new North American operating name is a reflection of its parent company, Germany's Wegmann automotive GmbH & Co.KG, which purchased Perfect Equipment in 2005. The naming evolution "helps galvanize the Wegmann automotive global platform and provides consistency to markets worldwide," the company said.

"Our top priority is to bring superior value to our customers," said Jeff Waechter, president and CEO of Wegmann automotive. "By continuing to deliver market leading products under our Perfect Equipment and Hofmann Power Weight brand names, and by providing best-in-class service using our Wegmann automotive global network of teams, we feel we have set the stage to offer our customers the best value in the industry."

NEED HELP TRAINING YOUR EMPLOYEES?



The automotive technician field is experiencing a lot of growth in California. With the average age of a vehicle at its highest point in history, more cars need more service than ever before. This means that more techs are also required. As new technicians come into the workforce, it is important for them to be properly trained on anything and everything related to the vehicle - especially the basics.

Wheel balancing is an overlooked service that is vitally important to customers and shops. It affects the safety and comfort of every vehicle that comes into the facility, and if the balance process is not performed correctly, then customers are sure to return with questions and complaints. Perfect Equipment, a leading wheel weight brand in North America, wants to help you train your team on the basics of wheel balance. After registering and completing our easy-to-follow, video-based training courses, your technicians will receive a customized completion certificate as well as a better understanding on how to achieve perfect wheel balance. Proper training ensures success - let us help you be successful.

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He would give a customer a “Washington Tire” pen and talk about it for about five minutes, telling them this is black onyx from the deep dark recesses of Africa with genuine 24 Karat gold embossed letters, the ink is imported from the depths of India while the erasure is created from the natural rubber which comes from the rubber trees of Brazil whose latex qualities enable you to erase much more than an ordinary pen. The pen is also uni and tri-transitional and will work in all positions, which enables you to write and communicate no matter where you are or what you’re doing. This is due to the innate gravitational technology that went into the construction and manufacture of this amazing piece of technology! The time, technology, expertise and craftsmanship that went into this pen are unparalleled and it is truly something you will enjoy for the rest of your lifetime and can be passed on from one generation to the next. Then with a twinkle in his eye, he would say “and I import them in from China for about 3 cents apiece.

(Ejnar comment: knowing Bill Fuqua JR. I can only say that the apple does not fall far from the tree).

And here is the story told by Bob Mirman, Westcoast Tire. It should be noticed that many times we edit a text. In this case, however, it is a “verbatim” copy of his thoughts:

I WENT FROM 90 LOCATIONS TO ONE AND HAVE NEVER BEEN HAPPIER



I am celebrating my 60th year in the tire industry and life is good. I left the Marine Corps in 1952 and opened my 1st location and over the next 18 years open up 89 more outlets. We were in 5 states with over 1000 employees. In 1970 I had the opportunity to sell out and retire and that is what I did. Later I opened one location (Westcoast Tire) with the goal of taking everything I had learned and making Westcoast successful & profitable and still allowing me all the time I needed to explore other interest.

Since Westcoast is located on a side street (95% of all tire, service companies are located on main arteries) in a commercial area we do not enjoy drive by drop in traffic so we had to develop a different business model. We advertised that the customer could buy at our warehouse at warehouse prices and guarantee that “NO ONE BEATS BOB” Even more important I demanded that every customer be turned into a friend/salesman for us

Imagine if you saw 10 customers a day, 50 a week, 2500 a year and if they told only 1 person a year how great your company was, that's a potential of 2500 new customers a year and what did it cost you? NOTHING

I am honored to be on the board of directors of the Veteran Holiday Celebration an organization that every year in December feeds and entertains over 3000 veterans and their families. Our General Manager, his wife and other employees feed the homeless every other Sunday at a shelter, & we are in the process of hiring a return Veteran to join our Company. We upgraded our computers and gave 10 old computers to a local school.

Westcoast enjoyed over \$6 million in sales last year (10% wholesale, 50% tires 40% service) with a record of 48% gross profit. Last year we opened our Detail, Collision & Restoration Dept.

The best part is that I get to see my daughter Stacy VP (4th generation) and my grandson Tom (5th generation) As of January 1st 2014 Tom has been appointed General Manager and plans to open a 2nd location sometime this year.

Westcoast enjoys 80/85% repeat and referral. Last year with our pro active marketing plans (Facebook, Yelp, Repair Pal, Google, Internet web and coupons). We are constantly testing new & various markets (Pix, reminder post cards) we also are a member of the West L.A. Chamber of Commerce and a networking group called Le Tip. That is how we added over 2000 new customers to our base last year. Branding is so important to set your Company aside from others. Our motto for 42 years has been: "NO ONE BEATS BOB" That slogan appears on all of our print, ads, direct mail everywhere. You can't enjoy that growth without an excellent reputation.

I have often been asked what I owe my success to and after considerable thought I credit the 4 years I spent in the Marine corp. In the corps there is no I could of, I should of, I would of, there is only accomplishing the task. In the corps you learn to accept responsibility and delegate responsibility. In the corps your life depends on the people you surround yourself with. All of the above holds true in your business life if you wish to succeed.

It is important to realize that you are in the people business, if your hire and train the tight people, they will take care of your #1 asset your customers. It's the customers that pay your employee's salaries, no customer, no sales, and no salaries.



Legislative Report

By Terry Leveille
President of T.L. & Associates



Last year, there were a couple of bills that directly affected tire retailers:

1) AB 501 (Nazarian): Among other things, AB 501 defines 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 . . ."*

In its original form, this would include tire retailers who hire haulers to move the waste and used tires from their shops. Because I monitor CalRecycle—the state department charged with permitting waste tire facilities and administers programs to divert tires from landfills—I knew that they supported the bill. However, their focus was on the unpermitted "fly-by-night" tire balers that were shipping tire to China with the help of "tire brokers." CalRecycle was planning to develop regulations to require "tire brokers" to register and file reports monthly or quarterly detailing whenever they contact tire haulers and tire generators.

I contacted the lobbyist for Les Schwab Tire Centers and together we approached the author, Assembly Member Adrin Nazarian, and requested him to exclude tire dealers from his bill. He then amended AB 501 with the following language: *"'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 . . ."*

With that amendment, AB 501 passed both houses of the State Legislature and was signed into law. CalRecycle staff has since indicated that in the coming spring, they would start developing new regulations dealing with "tire brokers." Tire retailers would be exempt.

2) 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 isn't able to enforce the laws and regulations prohibiting false advertising—charges that have been leveled against some of them in recent years. The "lowball" new tire prices advertised by unscrupulous "tire sales only" shops—which fail to disclose to the customer that "add-ons," such as mounting, tire inflation, and the like would be extra—are classic examples of unfair competition. Currently, BAR cannot enforce penalties against these operations.

Although SB 202 received unanimous support in the Senate and Assembly policy committees, the Chair of the Assembly Appropriations Committee opposed it because of the perceived cost of certifying “tire sales only” shops under BAR. With the Chair’s opposition, it failed in the Committee.

This year, we are working with Assembly Member Susan Bonilla (Chair of the Assembly Business, Professions, and Consumer Protection Committee) to introduce a bill that would once and for all have BAR regulate “tire sales only” shops. It includes a requirement that tire dealers servicing a vehicle manufactured with a TPMS—in other words, all tire retailers, including “tire sales only” shops—must have the appropriate equipment and a qualified technician capable of activating and calibrating the TPMS. If the bill is acceptable to the author and eventually becomes law, all tire shops in California—not just those such as CTDA members—will be regulated under BAR and will be subject to penalties for false tire cost claims.

It should be noted that 2014 is the second year of the State Legislature’s two-year session. That means that deadlines will be compressed and that the Legislature will adjourn on August 31, two weeks earlier than in non-election years.

Aside from our efforts to deal with “tire sales only” shops, there are a host of unknowns on the legislative and regulatory front:

--Will an effort be made, once again, to threaten tire dealers with penalties (or lawsuits) if they change tires after a certain age?

--Will there be another bill to extend sales tax to services, such as those performed in tire shops?

--Will there be regulations from the California Energy Commission enacting “fuel efficient tire” ratings?

These and other issues could come to the fore in 2014, either from the State Legislature or from the many state agencies that inhabit the office buildings around the State Capitol. As always, I plan to keep in close touch with your Executive Director and your new Board President—and CTDA members through this bi-monthly report—as we go forward.

Terry Leveille, President of TL & Associates, is your representative in Sacramento.



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S.F. East Bay

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

With the Holidays behind us and as we move into January tire dealers are reporting that business is slow. While we usually see a slowdown in the first part of January customers typically are not so candid when discussing the matter. They tend to use words like "steady" and phrases like "preparing for the rush". I recently took a trip to the Reno / Lake Tahoe area. Tire dealers there also report that business is slow. The lack of snow, and with it a lack of skiers and tourists has had a negative effect on that area, and I believe on the east bay and central valley. Although we've had some cold days, with little rain it just does not "feel" like winter. With some luck the pacific "storm doors" will open up this winter bringing rain to the bay area and snow in the Sierras. People will buy tires, windshield wipers, brakes, alignments, and all the other products and services that speak to driving in the winter. However, if we continue without rain we will be in what are essentially summer time driving conditions.

So how do we get people into tire stores? Perhaps by offering summer time products and services. Performance tires and wheels, fluid flushes, and start early with air conditioning service. You can essentially move your winter maintenance offering into a spring and summer offering. Passing out flyers and putting them under windshield wipers (where permitted) with special offers on oil changes, point by point inspections, radiator flushes, shock replacement (the list goes on).

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Take a look at something that will get your company's name and contact information in front of potential customers. Consider contacting your existing customer base with special offers for specific population segment offers (student driver and senior driver safety checks). Prospecting local businesses for fleet business (large or small) and employee business.

It would appear that we are moving into drought conditions. We must look at, and constantly review ways to bring customers into our tire stores.



San Gabriel Valley

Paul Arellano, Lakin Tire
(800) 96 LAKIN paularellano@lakintire.com

“No matter what you have done, if you have not given to your own family, what have you really accomplished?”

Lee Iacocca

1-800   EveryRim.com

Businesses that have figured out how to get broader distribution capture the most sales. You simply give yourself a better chance of selling by putting your products/services in front of more prospects. A baseball player that plays in every game will certainly get more hits than the utility player on the bench. Broader sales distribution yields more “at bats” and increases the odds of success. The challenge is in determining the right channels and geographic areas and in putting systems in place to make those areas successful. Caterpillar® for example, sells its products in-house and through third parties, via a unique, “handshake dealer agreement”. This 1-page agreement gives private enterprises the ability to sell CAT® products with the full support of the in-house, technical teams. This enables small businesses to repre-

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Shocking Revelation #6: Direct/field sales will NEVER go out of fashion! I remember the days when I had to stand in long lines to get my boarding pass at the airport, or to check in/out my rental car. Kiosks have replaced many of these positions, and this has certainly led to improved efficiencies. Though we may automate parts of our processes, there will never be a machine that can empathize with a customer's concerns, develop a rapport or get past the "smoke and mirrors" to determine a prospect's true concerns and needs.

As we enter a New Year, take a good look at your calendar. There should be very few "white areas", as your calendar should be filled with a host of activities and ideas aimed at getting your business name, products and services in front of more prospects.



S.F. South Bay

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

THE NEW TV

I recently purchased a new television in anticipation of the Football playoffs. I was going to buy one just before Christmas, but then I thought that prices might be higher during the Holidays because of the "buying fever" many people go through during the Christmas season. Shows you what I know!! I recently purchased a new television, which was identical to a TV, which in December last last year was advertised at a \$ 50 lower price.

I hate being a retail customer. Having spent so much time observing retail customers in my career, I know why so many of them are "Surly." You go into a retail store to make a sizeable monetary purchase and you just know you're walking into an arena where you have a distinct disadvantage. Not only are you ignorant (at least I am) about the product you're trying to buy, but the multitude of models available and all the bells and whistles you can pick from, make it hard to determine if you're getting not only a good deal but getting the product that hopefully fills all your desires in a TV. Smart TV or not. Blue Ray, 3D, Plasma, HD?????

I looked on line to try to sort out and narrow my objective so I wouldn't look like a complete idiot when I got into the store. RIIIIIGHT! The salesman looked at me the whole time as if he was holding up a fishing rod with me dangling on the end of the line with a big hook through my lip and my eyes glazed over and gasping for air through my gills. I hate that look. (His and mine!) He seemed just slightly amused. I knew I'd never buy anything from this guy - again.

The installation of the TV and all the new accessories is another "horror story, which I shall refrain from telling you this time.



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