



Alabama Tire Dealers Association

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SPARE TIRE

DECEMBER 2009

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Alabama Tire Dealers Association
6096 County Road 434
Trinity, AL 35673

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Dear Members,

I hope everyone is well and had a nice Thanksgiving. As we enter the Christmas season it seems there should be more than just a few more days in the year. 2009 seems to be ending on a much stronger note than 2008 and the future seems bright.



Remember that March Mania is coming up in, believe it or not, March. Anyone interested in a booth please contact Frank Harcrow. Also, remember the Convention June 11 & 12 at the Evergreen Marriott in Stone Mountain, Georgia.

On a sad note, I would like for all our members to remember Jim Short and his family in their thoughts and prayers. Hang in there Jim.

Hope to see all of you in March,

Steve Breland
President

Our condolences and prayers are with Jim & Peggy Short and their family in the loss of their daughter, Teri Brackett.

March Mania Tire Expo

Trade Show 2010

MARCH 6, 2010

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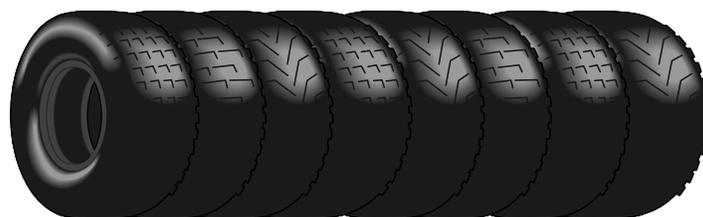
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A Good Exit Strategy Requires Making Smart Moves Early in the Game

You worked hard to create your business. How you plan for potential exit strategies will ultimately help determine your financial success. Many professional advisors suggest putting a succession plan in place at least five years before you intend to retire...10 years may be even better. In fact, some recommend that an exit strategy be built into an initial business plan.

Exit strategies should consider:

- Retirement income
- Leaving a stable, profitable business
- Death and disability of the owner
- Departure of a business partner

Avoid a future stalemate and make the first move now. To help assure financial security for you, your family, and your business, contact your local Federated representative or your association office for information on Federated's Financial Protection Services.

It's our business to protect yours®



September Miles Explosion Ensures 2009 Annual Gain

"September's 2.5% mileage surge marks the biggest monthly driving gain in nearly four years (dating back to January 2006)."

"The magnitude of September's increase along with six consecutive months of 2009 mileage gains ensure annual mileage growth on U.S. roads, a significant turnaround given the 2008 record 3.6% driving plunge."

Jim Lang

2009 Mileage Upswing

With September year-to-date 2009 driving 0.3% ahead of last year, coupled with consecutive mileage gains stretching from April through September, 2009 annual mileage growth on U.S. roads seems ensured.

This is a dramatic turnaround from the historic drop in 2008 mileage, which was the largest annual driving decline since World War II.

2008 Mileage In Perspective

Last year's mileage plunge was unprecedented, both in size as well as the factors causing it.

The 3.6% drop in 2008 mileage more than doubled any previous post-World War II annual decline. Even more significant is the fact that the three earlier post-war mileage reductions (1974, 1979, and 1980) all were accompanied by retail gas shortages.

The drop in 2008 mileage was caused solely by economic conditions: a sinking economy and roller-coaster pump prices.

After soaring more than 30% during the first half of 2008, gas prices dropped approximately 60% in the last six months of 2008, as monthly mileage sank an average of 4.1% from July through December.

2009 Mileage Upswing

First-quarter 2009 mileage reflected a hangover from 2008, as January 2009 driving dropped 3.1%, followed by smaller 0.9% and 1.2% reductions in February and March, respectively.

Six Consecutive Monthly Gains

After March, 2009 mileage began to rebound, with driving up 0.6% and 0.1% in April and May, respectively, followed by stronger gains in June and July, which set the stage for September's 2.5% surge.

Year-To-Date 2009 Increase

Cumulative 2009 mileage stayed negative through June, and then reached equilibrium in July and August, before breaking positive with a 0.3% year-to-date gain through September. continued on page 6 ...

continued from page 5 ...

Fourth Quarter 2009 Mileage

While fourth-quarter driving statistics will not be available for several months, Lang Marketing is projecting fourth-quarter nationwide gains which will ensure annual 2009 mileage growth.

Lang Marketing estimates 2009's total mileage increase will range between 0.5% and 0.8%. This will top the annual gains of 2005 and 2007 and will approximately match the 0.7% average U.S. yearly mileage increase from 2003 through 2007.

2009 Gain Follows Record 2008 Plunge

While Lang Marketing predicts a gain in 2009 annual miles, it will be recorded against a glum 2008 performance.

Given the 3.6% drop in last year's mileage, even a 0.8% increase in 2009 driving will fail to match total annual miles on U.S. roads five years ago, during 2004.

2010 Light Vehicle Aftermarket Rebound

Lang Marketing expects 2009 mileage in the U.S., although dampened by high unemployment and sagging Consumer Confidence, will post its strongest annual gain in three years.

This will provide the basis for a 2010 rebound in overall car and light truck aftermarket product sales at user-price.

Reproduction for publication is encouraged, with the following attribution: 'From Aftermarket Insight™ by Jim Lang, President of Lang Marketing Resources, Inc., www.langmarketing.com.'

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Risk Management Strategies For Business Owners

Back to Financial Basics

As painful as the recent financial turbulence has been, there is a silver lining. We have been forced back to financial basics, such as low debt, conservative savings, and trying to live below our means. Several generations have rediscovered the need to manage risk prudently.

Facts Add Up

Consumers have also begun to recognize the inherent value and versatility of permanent life insurance. Let's examine the facts:



1. **Life insurance can help eliminate financial catastrophe.** While nothing can prevent the loss associated with an individual's death, the insured can protect loved ones from subsequent financial upheaval, such as having to sell their home or drop out of college. For this reason, life insurance is affectionately known as *the ultimate love letter*.
2. **Life insurance can “create” money so that a full risk is covered.** Life insurance enables an insured to reach beyond the family's means to the financial strength of an insurer to ensure the family can maintain its standard of living.
3. **Universal life (UL) policies offer opportunities for the buildup of long-term, forced savings (cash value),** which can be accessed for retirement or medical emergencies.
4. **Permanent life insurance enjoys income tax advantages.** Properly designed, both the cash value buildup and the death benefit of UL policies are income tax free.
5. **UL policies have incredible flexibility.** A policy owner can modify premiums, access cash values, and adjust death benefits. They help keep financial management options open.

When added together, these five exceptional qualities of permanent life insurance create a unique and powerful financial tool.

This article is an excerpt from The SHIELDSM—a periodic newsletter published by Federated Insurance Companies with the mission to inform readers of important risk management issues. It is intended to provide general recommendations regarding risk prevention. It is not intended to include all steps or processes necessary to adequately protect you, your business or your customers. You should always consult your personal attorney and insurance advisors for advice unique to you and your business. © 2009 Federated Mutual Insurance Company. All rights reserved.

From Our
Office to
Yours:



Merry Christmas
&
Happy New Year!



Cheryl Lentz
Sabrina Lentz Knop

2009 Tire Shipments See 13% Decline; Growth Expected for 2010

The Rubber Manufacturers Association reported total 2009 tire shipments are projected to decline roughly 36 million units to 246 million units, a "reflection of the difficult economic environment for automotive manufacturers over the past year, continued low consumer confidence and high unemployment." Tire shipments peaked at 321 million in 2000.

Vehicle miles traveled is on par with 2008 levels as the domestic economic conditions for both the consumer and commercial sectors appears to have stabilized and are poised for a rebound in 2010. As a result, the tire industry is expected to realize a nearly 6% growth in 2010, reaching the 260 million unit level, RMA reported.

RMA's Tire Market Analysis Committee forecast for key categories and their respective segments for 2009 include:

- OE passenger tires: Large decreases in domestic vehicle production due to plant shutdowns will result in a nearly 43% decrease in 2009 OE tire shipments to approximately 22 million units. The federal government's "cash for clunkers" program pulled forward future years' vehicle sales into 2009, which mitigated an even steeper drop in OE tire shipments. An improving economy and a rebound in vehicle production and sales are anticipated in 2010, resulting in a nearly 8 million unit increase projected for OE tire shipments.
- OE light truck tires: This category will experience an approximate 9% decrease, or 300,000 units, in 2009 to nearly 2.7 million units due to slower economic conditions and its impact on the commercial sectors which utilize light truck vehicles. Little or no growth is anticipated for 2010 as domestic vehicle production is projected to remain weak.
- OE medium/wide-base/heavy on-highway commercial truck tires: A nearly 41% decline to approximately 2.3 million units is anticipated for 2009 - a decrease of approximately 1.6 million units. The economic rebound anticipated for 2010 along with pent-up demand for vehicles is projected to result in a net gain of approximately 350,000 units.
- Replacement passenger tire: Shipments will decrease approximately 12 million units to nearly 180 million units, an approximate 6% decline. Growth is anticipated to resume in 2010 with the replacement sector estimated to increase by approximately 4 million units, or about 3%, as economic conditions improve. Non-RMA imports accelerated in July and August prior to imposition of a 3-year Chinese import tariff on September 26th. These imports are anticipated to drop off dramatically in October and remain at depressed levels through the 3-year period.
- Replacement light truck tire: This segment represents a core group of consumers and the small commercial vehicle market - mainly class 3 trucks. The onset of the economic recovery has limited the impact of the decline in LT tire shipments to nearly 3 million units, or 11%, for a total of approximately 26 million units. Little or no increase is anticipated in 2010 in keeping with commercial economic forecasts and the impact of the Chinese tire tariff.
- Replacement medium/wide-base/heavy on-highway commercial truck tires: The market is anticipated to decrease by approximately 2.3 million units in 2009 to nearly 12.6 million units. Given the uneven economic rebound forecast for 2010, this market is expected to increase by less than 1 million units to nearly 13 million units.

That's Just RUDE!

Exploring the Rudeness Matrix

By: Nancy Friedman, The Telephone Doctor

Paper or Plastic? Sound familiar? And do you know what else is familiar? How many of us have been at a checkout counter where the clerks are talking to each other and ignoring us, the customer? Rude, wasn't it? The fact is rudeness in our society is reaching epidemic proportions.

We've all been on the receiving end of rude behavior. Sometimes, we may even be guilty of giving, rather than receiving.

So what exactly constitutes rude behavior? Is it always intentional? Can you be rude by NOT taking action? Can it be an accident?

FACT: The offended party is the sole judge of whether something is RUDE or not.

One person's RUDE might be another person's habit. Example - I might think it's RUDE to constantly crack your knuckles, while you may feel great when doing it.

To get a clear understanding of the term RUDE, let's look at its definition:

1. Lacking the graces and refinement of civilized life; uncouth
2. Lacking education or knowledge
3. Ill-mannered; discourteous.

Not exactly words you'd want to be used when describing you, huh?

To make rudeness easier to identify, understand and (hopefully) avoid, we've classified RUDES into the form of a matrix. On the X axis we've distinguished between whether the rudeness was passive or active, in other words, was it from something you did or from something you didn't do? On the Y axis we've distinguished by whether the action was accidental or on purpose.



First, let's begin with Type 1, Accidental Rudeness by Omission. This is inadvertent rudeness caused by a lack of action. Examples include:

1. Forgetting to RSVP to a function/meeting
2. Being so focused that you ignore others around you

In Type 2 rudeness we have Accidental Rudeness by Commission which is inadvertent rudeness caused by something you did. Examples include:

1. Inappropriate cell phone use
2. Sneezing into your hands and then offering to shake hands

Type 3 rudeness is Intentional Rudeness by Omission, purposeful rudeness caused by a lack of action. Examples might include:

1. Not returning voice mails/email or phone calls
2. Purposefully leaving a mess with the intention of having others clean it up

And perhaps the worse offense of them all, Type 4 Intentional Rudeness by Commission. This is rudeness delivered on purpose and caused by an action you took. This is industrial strength rudeness with the intention of sending a message.

1. Being 'nasty' on purpose or using sarcastic humor
2. One-word answers (this is often thought of as cold and uncaring)

As you can see, for such a little word... RUDE is a big topic. Let's strive for a RUDE OUT - a day without any rude behavior. (If you have a RUDE of your own you'd like to share, we'd love to hear from you. Email us your RUDE to Press@telephonedoctor.com.)



Winter Can Be Hard On Your Tires – TIA Has Four Tips To Get You Safely Through The Season

Bowie, MD – With snow, ice, bitter cold, potholes and other winter delights soon upon us, many drivers do not have the proper knowledge on how to care for their tires in the winter months. In addition, with the current economy, many drivers may not be as attentive to their tires as they should be.

According to the **Tire Industry Association (TIA)**, a leading international tire organization, the results of this lack of knowledge and inattention could prove to be deadly. TIA reminds drivers that there are steps drivers can take to ensure they are driving safely in these winter months:

- **Consider using winter tires.** According to TIA Senior Vice President of Training Kevin Rohlwing, “If you live in an area that receives a considerable amount of snow, buying winter tires may be a wise investment, as they will provide much better traction in the snow than all-season tires.” Rohlwing cautions that in certain areas that receive more snow and cold weather, many winter tire sizes quickly run out of stock, so he recommends that consumers call tire dealers in their area to check availability for their automobile’s make and model.
- **If you hit an exceptionally large or deep pothole, check your tires immediately.** According to Rohlwing, one of the greatest menaces to tires is the pothole. While most modern tires are designed to withstand a certain amount of shock from an impact with a pothole, if your car hits an exceptionally deep or large pothole, the resulting damage could be significant. Therefore, Rohlwing recommends consumers perform a visual inspection of the affected tire(s), and consider having a trained tire service professional examine the tire(s) after hitting such a pothole. “If your car is vibrating after hitting a pothole, take it to a knowledgeable tire dealer immediately. The damage could be something minor, such as your car being thrown out of alignment, or, it could be something more severe, such as an impact break, which could cause a tire failure,” said Rohlwing.
- **Keep rock salt or kitty litter in the trunk.** “In case you slide off the road, having rock salt, kitty litter, or other similar materials can help your tires gain traction to get back on the road,” said Rohlwing. Having a bag or two in your trunk will also provide some weight to a vehicle, which will also aid in traction.
- **As always, make sure you keep your tires properly inflated and rotated.** Improper tire inflation is one of the major causes of tire failures. Check the tire pressure at least once a month before driving the vehicle, when tires are “cold.” Consult the owner’s manual or driver-side door placard for the recommended tire pressure. Additionally, Rohlwing advises that rotating tires every 5,000 – 7,000 miles can help tires last longer, thus saving consumers considerable money on replacement tires.

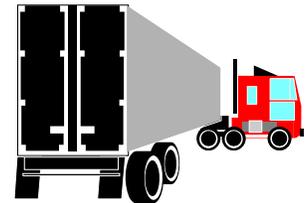
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Truck owners save on fuel, reduce vibrations and extend tire life.

S.A.E and TMC Type II test conducted by Auburn University on 18 wheelers reported a 2.2% improvement in fuel economy, by having all wheel positions balanced with Counteract Balancing Beads. Also a Brazilian University test reported cooler running tires and extended tire life.

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(916) 635-0163

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Louisiana
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Parts & Service
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Mohawk Rubber
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Maryland
The Waters Co.
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Michigan
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Minnesota
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Hanco Corporation
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**ADEM Scrap Tire Program Update
November 5, 2009**

Alabama Scrap Tire Fund

Fee receipts FY09	Approximately \$3.64M
Fee receipts FY10 to date	not reported as of 11/03/09
Total Fund Available	Approximately \$16.01M

ADEM Staffing

Gavin Adams, Materials Management Chief (supervises 10 employees)

The Materials Management Section is responsible for the registration, permitting, and compliance evaluation of all scrap tire facilities, registration and compliance evaluations of all recovered material processing (recycling) facilities, and the management of the Alabama Recycling Fund, which is used to provide grants for local recycling, reuse, and waste minimization projects and programs. The MMS recently assumed authority for the Alabama Scrap Tire Market Development Program.

Brent Watson, Enforcement/Remediation Chief (supervises 8 employees)

The Enforcement and Remediation Section is responsible for solid waste and scrap tire facility compliance determinations, unauthorized solid waste and scrap tire accumulations investigations, enforcement actions, and remediation projects of unauthorized scrap tire accumulation sites conducted through either enforcement actions or funded by the Scrap Tire Fund.

Registrations/Permit Activity

Includes registered receivers, permitted transporters, and permitted processors
To date (2,688)
FY2010 (17)

Permits Issued

Includes fuel users, processors, and transporters
To date (223)
FY2010 (1)

Facility Inspections Activity

To date (4,272)
FY2010 (68)

Enforcement (FY2009)

Administrative Orders for Scrap Tire Facilities (2)
Total Penalties Assessed \$8,000.00
Notices of Violations for Scrap Tire Facilities (82)
Notices of Violations for Scrap Tire Dumps (183)
Warning Letters for Scrap Tire Facilities (127)

Remediation

Large Scrap Tire Sites

The remediation project of the former Four Star Recycling site in Attalla, Etowah County was completed. This remediation project resulted in the removal of over 40,400 tons of scrap tire (equivalent to over 4,000,000 passenger tires) with expenditures of \$3,703,863 and well over 50% of the material removed beneficially reused.

The second remediation project is currently underway at the Prichard Large Scrap Tire Site. The low bidder was Integrated Waste Services (IWS). IWS signed the contract on June 23, 2009, and the remediation project commenced on August 6, 2009. To date, IWS has removed 6,514 tons of scrap tire material from the site.

The next remediation project on the prioritized list is the Geneva County Large Scrap Tire Site, which is in the preliminary research phase.

Small Scrap Tire Sites (through the Scrap Tire Fund)

COUNTY	SITE NAME	CONTRACTOR	TIRES REMOVED	CONTRACT AMOUNT
<i>FY2007</i>				
Autauga	Watchman Circle, Verbena	Fuller Five Enterprises	680	\$18,720
Etowah	Old Hwy 431, Glencoe	C.W. Owens Enterprises	14,338	\$23,000
Lee	AL Hwy 169, Salem	Burnham Enterprises	4,100	\$37,500
TOTALS			19,118	\$79,220
<i>FY2008</i>				
Clarke	Kearly Site	Burnham Enterprises	1,500	\$48,980
Clarke	Strickland Site	Burnham Enterprises	250	\$12,360
Etowah	Flanders Gap, Old Scenic Hwy	C.W. Owens Enterprises	633	\$2,300
Etowah	Sullivan, Shaddix Street	Teague Hauling and Demo	408	\$2,000
Etowah	Jim Barron Beaver Warehouse	Wade Long	13,347	\$27,250
Etowah	Kelly Site	Fuller Five Enterprises	29,725	\$36,327
Mobile	Zeigler Blvd/Cody Road	Burnham Enterprises	2,400	\$4,680
TOTALS			48,263	\$133,897

continued on page 15...

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2010 ATDA Convention



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CHAPLAIN'S CORNER

Luke 2:10-11 (NIV)

“the angel said to them, “Do not be afraid. I bring you good news of great joy that will be for all people. Today in the city of David a SAVIOR has been born to you; he is CHRIST the LORD.”



Good News for Tough Times

I have just returned from a difficult visit. A dear friend of mine was killed late Sunday night in a horrible accident. He was traveling to Texas for work when his pickup crossed the median on an Interstate highway in Louisiana and struck another vehicle head on. Tonight I visited another dear friend who was to become his wife. Tough times are a very real part of life. Sometimes we see them coming and sometimes, as in the case of my dear friend, they shatter our world unexpectedly.

Tough times were the norm for shepherds in Israel. In fact it might have been the toughest of vocations. Long hours, hot days, cold nights, helpless smelly sheep, many days away from home, and a meager profit was the lifestyle for shepherds. Society of the day looked down on them as low class citizens. No wonder GOD send HIS angel to announce the arrival of the SAVIOR to the shepherds. Good news is most welcomed by those who need it the most. By the way, it's still good news for those who need it today, even if you are not a shepherd.



Merry Christmas!

Dolan Davis Jr. 205-758-6624

dolan@davistires.com

continued from page 13...

COUNTY	SITE NAME	CONTRACTOR	TIRES REMOVED	CONTRACT AMOUNT
<i>FY2009</i>				
Autauga	Kennedy Site	Teague Hauling and Demo	127	\$1,200
Blount	Keyser-Ryan Site	C.W. Owens Enterprises	300	\$9,900
DeKalb	Peppers Site	C.W. Owens Enterprises	23,000	\$25,000
Escambia	Holt Site	Teague Hauling and Demo	300	\$4,600
Etowah	Keiser Street Site	C.W. Owens Enterprises	2,500	\$3,100
Etowah	Means Road	Etowah Co. Commission	464	\$5,000
Hale	Poe Site	Burnham Enterprises	6,000	\$11,247
Mobile	Zeigler Blvd/Cody Rd Follow-up	Burnham Enterprises	778	\$8,740
Mobile	Bolton Site	Persons Contracting	1,200	\$12,443
Montgomery	Hodgson Contracting	City of Montgomery	6,700	\$6,200
Montgomery	Smith/Thomas Site	City of Montgomery	19,000	\$10,060
Pike	Pike County DOT	Pike County DOT	1,160	\$2,693.10
Russell	Brooks Site	Reaves Wrecking Co.	550	\$1,800
Russell	Bickerstaff Site	Mountain Brook Env	493	\$1,819
TOTALS			62,572	\$103,802.10
<i>FY2010 (The sites are in various stages of contracting. Tire quantities are estimates based on inspections.)</i>				
Blount	Ledbetter Site	To Be Determined	125	-
Houston	Wilder Site	Houston County DOT	1,500	-
Lawrence	Parker Site	To Be Determined	125	-
Mobile	Monk Site	To Be Determined	200	-
Mobile	Western Park	To Be Determined	400	-
Montgomery	Rauch Site	City of Montgomery	584	\$3,160.00
Pike	Pike County DOT	Pike County DOT	250	\$5,107.00
Russell	Gibson Site	To Be Determined	2,000	-
St. Clair	Robinson Site	Burnham Enterprises	150	\$29,480.00
TOTALS			5,334	\$37,747

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**C.W. Owens Enterprises –
Scrap Tire Management**
Wayne & Phyllis Owens
800-869-1372

**CARQUEST Distribution
Center**
Jerry Dickey
334-280-5843

Carroll Tire
Cecil Bowden
205-655-2182

Carroll Tire
Don Pylant
800-446-0589

Cintas Corp.
Craig Casey
256-355-6431

Continental Tire
Steven P. Shanks
205-441-7285

Cooper Tire & Rubber Co.
Bobby Wickham
251-455-2423

Craft Tire, Inc.
Mark Goodes
724-438-4527

David Tire Co., Inc.
John David / Bill David
205-251-8473

Federated Insurance
Erin Richards
404-497-8840

Harris Tire & Rubber Co.
Mickey Taylor
334-566-2691

Harris Tire & Rubber Co.
Jason Berry
256-382-0797

Hesselbein Tire
Lew Newlin
601-974-5938

Hornsby Tire Distributors
Roger Hornsby
334-762-2333

Hunter Engineering
Sterling Yearber
256-606-7691

J & S Tire Supply
Jeff Smelley
251-554-8001

Jones Tire
Jimmy Jones / Bill Jones
334-874-2265

Mac's Tire Recyclers, Inc.
Harry Griede
800-385-9844

McGriff Industries
Barry McGriff / Bert McGriff
256-739-0780

McGriff Treading Company
Randy Drake
256-739-7080

Metro Recycler
Phillip Tidwell
205-841-1930

Mighty Auto Parts
Jason Huss
334-677-2672

Mohawk Rubber
Jeff Work
800-242-1446

Myers Tire Supply
Barry Morgan
800-328-5110

Parrish Tire
Gary Waters
800-877-2431

Pro-Cut of Alabama
Dennis Kinard
205-613-4867

Robison Tire
Joe Robison
800-824-3225

Robison Tire
Mike Brown
334-834-6138

S & S Tire
Jeff Hodgens
877-777- 7411

SLK Tire Designs
Sabrina Lentz Knop
Cheryl Lentz
256-566-5481

Snag Equipment Brokers, Inc.
Doug Gans
205-664-1869

Tenneco Automotive
Ed McArthur
205-589-2781

**Tire Centers, LLC –
Distribution Center**
Vincent L. Hudson
866-907-9463

Tire Industry Association (TIA)
Wilson Beach
800-876-8372

Tire Supplies of Alabama
Frank Harcrow
205-368-4130

Westmoreland Tire
Ed Westmoreland
Steve Westmoreland
256-845-5656

Westmoreland Tire
Tom Westmoreland
256-878-5728

Wheel & Rim, Inc.
David Strickland
205-324-4404

**Yokohama Tire Corp. –
Passenger & Light Truck**
Jim Vickers
404-401-8606

Zurich American Insurance
Boone Scroggins
800-553-3055



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