



Alabama Tire Dealers Association

6096 County Road 434

Trinity, AL 35673

(256) 616-3587

(256) 974-1480 Fax

AlaTireDealers@cs.com

www.alatiredealers.com

SPARE TIRE

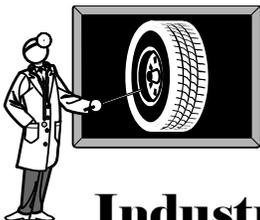
AUGUST 2008

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

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Eddie Hardwick
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Barry McGirt
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Sabrina Lentz Knop

Dear Members,

Hello everyone. I hope your summer is going well. I would first like to thank all of those who came to this year's Convention in Ft. Walton Beach.



We had a wonderful time seeing old friends and building new relationships. Steve Breland is already working very hard on next year's convention that will be held at the Embassy Suites in Huntsville, AL. There will be a lot to do in Huntsville and a good time to be had by all.

Our next scholarship golf tournament is scheduled for October 9 in Dothan, AL at the Dothan National Golf Club. We hope that you will be able to come out and join us to raise money for the scholarship program. And, maybe this year it will not wash us away like it did last year.

I want to congratulate Mr. Eddie Hardwick & Mr. Jim Foust for being elected into the Alabama Tire Dealers Hall of Fame. I cannot think of two more deserving individuals. Both men have done a great deal for not only the association, but also for the tire industry. Next time you talk to these two men, tell them how happy and proud you are for them.

Finally, I wanted to tell you how happy and honored I am to be your President for the Association. This is a team effort, and requires all of us to support the Association by drawing new members and helping each other whenever we can. I look forward to working with you and having a great year. If there is anything that I can do for you, please do not hesitate to call me at (334) 347-0946 or e-mail at goodsontire@ala.net.

Thank you,

Rhett Marques
President

Tire fee funds clean up of illegal dump site in county



William White, Staff Writer
Opelika-Auburn News
Thursday, June 26, 2008



While a 600 scrap tire clean up in Lee County might not compare to a 6 million scrap tire clean up ongoing in downtown Attalla, the end result is what is important for those involved.

“You couldn’t even walk out to your car,” said the Lee County landowner describing how bad the mosquitoes problem was before the Alabama Department of Environmental Management’s Scrap Tire Fund cleaned up a dump site next to their newly purchased home. “You would be attacked on the way to your car. It was so bad. You couldn’t have people over because they were so bad.

“Now there are none,” she said. “Now this is like a whole different place.”

Scrap tire sites like this provide breeding habitat for mosquitoes capable of carrying diseases such as West Nile Virus and Eastern Equine Encephalitis as well as having runoff from scrap tire fires possibly contaminating groundwater and surface water resources.

“I cried a lot worrying,” said the landowner who was not responsible for the dumping at the site. The couple had not seen the piles of scrap tires and solid waste until the leaves fell off the surrounding trees last fall.

“We were helpless and couldn’t do anything.”

On advice of an attorney, the couple went to the ADEM Web site and qualified for “innocent landowner” status

provided for in the 2008 Alabama Scrap Tire Environmental Quality Act to help clean up some of the more than 30 million tires illegally disposed of in the state. The Alabama Scrap Tire Fund is supported by the \$1-per-tire Scrap Tire Environmental Fee.

ADEM uses bidding/contracting procedures to hire a contractor to remove the scrap tires and this site was completely remedied during a two-day process at a cost of \$37,500 in the fall of 2007.

She said the contractor made one road in for access and left all the big trees they could.

“Within two days all the tires were gone. They came and cut most of the trees, leaving a lot of the big ones. Then the trucks came and they got all the tires. They planted the grass and seed afterwards and put a big mound up at the drive where they had gone in, so that people couldn’t dump trash.

“They didn’t just take the tires,” she said. “They took refrigerators and everything that was back there.

“We were so grateful.”

Joining the landowner looking over the cleaned up site was ADEM Director Trey Glenn.

“At ADEM, we do a lot of stuff on any given day,” Glenn said. “Gavin Adams manages this program and it is a shining star for us.”

2008 CONVENTION RECAP

Golf Tournament

This year's tournament was held at Shalimar Pointe Golf Club, part of the Emerald Coast Golf Trail. We had 7 teams in the tournament and everyone had a great time. The 1st place team of Cecil Bowden, Walter Parker, Jeff Work, and Barry Morgan won a travel duffle bag and cap. The 2nd place team of Jim Knop, Tony Lentz, Craig Wilks, and Trace Wilks won a shoe bag and a dozen golf balls. The last place team (also known that weekend as the "Green Team") consisting of Barry McGirt, Carl McGirt, Steve Breland, and Sterling Yearber received "ATDA Crying Towels" for their efforts. Our Closest-to-the-Pin winner was Rhett Marques and the Longest Drive went to Craig Wilks. Both won \$25 Robert Trent Jones Golf Trail Gift Certificates.



The players gather for the start of the tournament.



The "Green Team" prepares for battle.



Walter Parker admires his shot.



Mike Griffin, Steven Ashcraft, Jim Foust and Ronald Goodwin on the green.



Rhett Marques won Closest-to-the-Pin.



Craig Wilks won Longest Drive.



1st Place: Barry Morgan, Walter Parker, Cecil Bowden, and Jeff Work.



2nd Place: Jim Knop, Tony Lentz, Trace Wilks, and Craig Wilks.



Last Place: Barry McGirt, Sterling Yearber, Steve Breland, and Carl McGirt.

Convention Recap continued on Page 5...

Join Us for Our Next

Regional Scholarship Fundraiser Golf Tournament



Where: Dothan National Golf Club

When: Thursday, October 9, 2008

Time: 12:00 Noon Shotgun Start

Benefits the ATDA Scholarship Foundation

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2008 CONVENTION RECAP

Friday Night Reception Pool Party

At the Friday night reception, attendees enjoyed heavy hors d'oeuvres and a beautiful, hand-carved fruit display featuring a watermelon with the ATDA logo carved into it. Rick Henson provided “beach music” for the pool-side party. It was an opportunity to visit with old friends and meet some new ones as well. The golf tournament winners were announced and prizes were presented.



The chef prepared a special carving for our group.



Rhett Marques, Barry McGirt, and Eddie Hardwick discuss the event.



Rick Henson provided live music.



The kids loved the pool-side party.



All of the attendees enjoyed the beach air and opportunity to visit with friends.



Jeff Work and Cecil Bowden take a moment to relax and enjoy the party.



Steve Breland proudly wears his “ATDA Crying Towel”.



Sterling Yearber and Craig Wilks show off some of the carved fruit & veggies.

Convention Recap continued on Page 7...

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2008 CONVENTION RECAP

Past Presidents' Breakfast & Business Meeting

At the Past Presidents' Breakfast, Senator "Hank" Erwin (R – 14th District) spoke about current issues facing the Alabama Legislature and the national political environment. Following the breakfast, at the business meeting, Bobby Harper with RTI discussed the benefits of nitrogen in the tire industry. John Pecoraro from Cooper Tire provided an overview of the issues and trends that are currently affecting the tire industry. New Board Members and Officers were elected: Rhett Marques – President, Steve Breland – 1st Vice President, Mike Griffin – 2nd Vice President, Dolan Davis – Secretary/Treasurer, Bruce Bedsole – Director, and David Bracato – Director.



The food (even Breakfast) was some of the best we've had at a Convention.



The group eagerly anticipated listening to Senator Irwin.

Senator "Hank" Erwin brought us up-to-date on the political scene.

Bidding on the Silent Auction began early.



The Executive Committee reported the Association in good standing.

Bobby Harper from RTI gave a presentation on nitrogen.

John Pecoraro reported on issues affecting tire dealers.

Convention Recap continued on Page 9...

Industry Issues

John Pecoraro

*Manager of Product Marketing
Cooper Tire & Rubber Company*



John Pecoraro provided the attendees of this year's annual meeting with valuable industry insight. Following the overwhelmingly positive response about his presentation, we asked John to provide our membership with a synopsis of his speech, which follows below.

Things are happening in the automotive industry that will eventually impact tire dealers. There has been a fundamental shift in consumer automobile buying preferences due to the relatively sudden and dramatic increase in fuel costs. Some experts feel that the full-size SUVs such as the Tahoe and Expedition will disappear in favor of crossovers (CUV) and full size pickup trucks will once again become “work trucks”. The Ford F-Series, long the number one selling vehicles in the country, has fallen to 5th place in May and June behind the likes of Honda and Toyota. The Chevy Silverado has lost its position to Toyota and the Dodge Ram pickup has fallen out of the top ten seller list. As fuel prices soar, every part of the industry will be transformed. The shift is considered to be “structural” rather than “cyclical” and vehicle manufacturers are taking steps to address it. Manufacturing plants that produce trucks are being scaled back or scheduled for closure. Other plants are boosting the production of fuel efficient vehicles. (Alabama is fortunate to have Honda, Hyundai, Mercedes and possibly VW plants within its borders.)

So how will all this affect the tire business? Obviously we won't be selling quite as many SUV/LT tires in the future, but these changes won't be felt overnight in the replacement tire market. There are still significant volumes of pickups and SUVs currently on the road in North America – 30% in SUV and light trucks. Many drivers have no choice but to continue to drive them – albeit less than before. The delay in the shift in the replacement tire market will allow tire manufacturers to shift manufacturing focus to fitments required on smaller passenger vehicles. Change is coming!

Tire prices continue to increase because of high commodity costs and market volatility. This also affects energy and logistics costs for everyone. About 65% of the materials used in the construction of a tire are derived from crude oil. And the remainder – steel cord and natural rubber – are also at historically high prices due to increased global demand. No one likes price increases, but we have no choice.

On the regulatory front, expect the government to develop a fuel efficiency rating for tires within the next 24 months. It will rate tires' fuel efficiency and you will need to be knowledgeable about the ratings and guide consumer's choices. Tire service life has become the focus of consumer safety groups recently. Recent publicity on ABC's 20/20 program has increased interest in the subject as well. The life of a tire depends on the service conditions, inflation and maintenance – not necessarily chronological age. Our recommendation is to replace within 10 years of manufacturing date. Consider offering to check the age of your customer's tires ... could result in increased business for you! Other issues include the Tire Wear Out Standard. Some are recommending changing the 2/32nd minimum standard to 4/32nds. Obviously vehicle performance in wet weather is better with more tread on the tires. Our position is neutral on this but it just makes good common sense to replace tires earlier to maintain wet traction. You can make this recommendation. Finally, protect yourselves by keeping abreast of Manufacturers' Tire Safety Bulletins. Bulletins regarding tire mixing, puncture repair, service life, replacing less than four tires and other important topics are available. Read them, remember them and use them in your business! Good Luck and Good Selling!

2008 CONVENTION RECAP

Scholarship Banquet & Hall of Fame Inductions

After a delectable Surf & Turf Dinner, the three scholarship recipients were announced. Jim Whaley then conducted a Scholarship Pledge Drive which resulted in \$4,200 being pledged for future scholarships. The Hall of Fame Inductions followed with Jim Foust and Eddie Hardwick being named as the 2008 inductees. A special plaque was given to Frank Harcrow for his tireless efforts toward March Mania. It was announced that Frank has been named Permanent Trade Show Committee Chairman which includes March Mania. Retiring Board Members, Bud Adams, Phyllis Owens, and Jim Whaley were presented plaques by out-going President Barry McGirt. After the passing of the gavel, our new President Rhett Marques introduced the new Executive Committee and Board Members to the group. The night ended with the announcement of our Annual Silent Auction winners which brought in another \$944 for the Scholarship Fund.



The Scholarship Reception gave everyone a chance to mingle before dinner.



Bidding was "fast and furious" in the Silent Auction.



Boy, what a fantastic meal!



President Rhett Marques



Retiring Board Members Jim Whaley and Bud Adams.



Frank Harcrow, Permanent Trade Show Committee Chairman.



Have you ever known Jim Foust to be speechless?



Eddie Hardwick couldn't believe we kept such a secret!



Congratulations Eddie & Jim 2008 ATDA Hall of Fame Inductees



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 Bob Gipson - Owner
 Gipson Tire Pros
 14 years

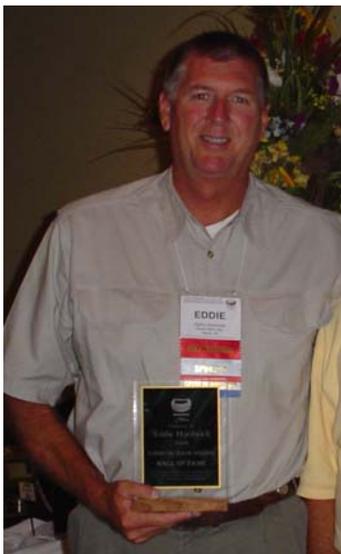


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TOM DUTTON
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 TDUTTON@AMPACTIRE.COM

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2008 HALL OF FAME INDUCTEE

WILLIAM EDWARD “EDDIE” HARDWICK ROAD-MART, INC.

Born December 19, 1961, Eddie couldn't arrive at a decent hour of the day, but rather came into this world at 2:00 am.

Eddie started life in Panama City, Florida and moved to Ozark, Alabama in 1963.

He went to Kindergarten and on to grade school at Mixon Elementary, D.A. Smith Middle School and graduated Carroll High School in 1980 after having been named “Most Mischievous.”

Eddie started working with the Road-Mart family around 1978, starting as a clean up person and began working his way up.

He was involved and served as an officer in the Young Tire Dealers and was in charge of some of the Tire Changing Rodeos they sponsored. At that time his sister Susan was involved also. His motto was “Let Sister do it.”

Eddie was Regional winner in a Tire Salesmanship contest sponsored by Bridgestone and the next year was a runner up in the National Contest.

He has served as a Board member of the Alabama Tire Dealers Association, and was President of the Association for two consecutive years. While in office, he arranged several golf tournaments that proved beneficial to the Association.

He and his wife Valerie were married in 1992 and have one son Gus, now working with Road-Mart, Inc.

Eddie enjoys his place on the Chattahoochee River almost every weekend, where he enjoys boating.

Bio provided by Merle Hardwic

2008 HALL OF FAME INDUCTEE

JIM FOUST MCGRIFF TIRE

Jim Foust was born May 25, 1952 in Cullman, Alabama. He graduated from Good Hope High School in 1970.

Jim and the former Patsy Wix married on April 30, 1971, and have one daughter Kandice Foust Barnett (Tim), and two granddaughters, Savannah and Mary Grace Barnett. Patsy and Jim have resided on beautiful Smith Lake for the last 20 years.



In 1975, Jim began work in the tire industry. McGriff Tire hired him on May 20, 1977 where he worked in the Wholesale Division until December 1991. At that time he began working with the Retail and Commercial Divisions. He is currently manager of McGriff Truck Tire Center in Cullman.

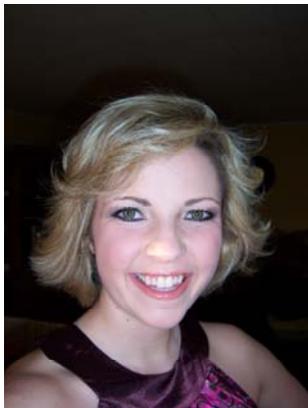
He has been a member of the Alabama Tire Dealers Association since 1979 and served on the Board of Directors from 1984 – 2007. Jim was also active in the Young Tire Dealers Association during the 1980's. After serving through the chairs of the Executive Committee, Jim served as President of the ATDA for the 2002-2003 term.

Hall of Fame Nomination Forms for 2009 will be available January 1, 2009 on our website www.alatiredealers.com. Be sure to nominate your choice for this prestigious honor.

2008 Scholarship Winners

Meghin Smith

- Salutatorian – Boaz High School, Class of 2008.
- Played Varsity Softball, and involved in SADD, Jr. Civitans, FCA, & ABX.
- Selected DAR Good Citizen and Miss BHS.
- Plans to attend University of Alabama for a degree in Chemistry and minor in political science and UAB's medical school for a career in anesthesiology.



Katie Wages

- Currently pursuing degrees in Spanish, Coaching, and Registered Nursing at Wallace State in Hanceville, AL.
- CSR for American Tire Distributors in Cullman, AL.
- Enjoys sports, painting, and outdoors.

Nikki Pendergrass

- Graduate of Brooks High School, Class of 2008.
- Member of Track Team, Color Guard, and Youth Basketball
- Participated in Future Business Leaders of America, Science Club, Fellowship of Christian Athletes, and Key Club.
- Plans to attend University of North Alabama and major in Marine Biology and Minor in Photography and Journalism.





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15 Customer Service No-Nos

by Nancy Friedman, the Telephone Doctor

When it comes to getting customer service, what's your definition of rude? What unprofessional behavior irritates you the most when, as a consumer, you are interacting with another company?

Sometimes, customer service that is perceived as rude is not intentional and often is the result of absent-mindedness or carelessness on behalf of an employee. Either way, bad customer service can translate into lower sales and lost business.

Based on our surveys, Telephone Doctor has compiled the 15 biggest sins of customer service employees today. They are listed below, along with Telephone Doctor's guidelines (in parentheses) on a more effective way to handle the situation.

If your company's customer service managers and front-line employees are guilty of any of these, it's time for some action. Otherwise, you may have an image problem that could sabotage your effort to produce and market great products.

1. Your employees are having a bad day, and their foul mood carries over in conversations with customers. (Everyone has bad days, but customer service employees need to keep theirs to themselves.)
2. Your employees hang up on angry customers. (Ironclad rule: Never hang up on a customer.)
3. Your company doesn't return phone calls or voice-mail messages, despite listing your phone number on your website and/or in ads and directories. (Call customers back as soon as you can, or have calls returned on your behalf.)
4. Your employees put callers on hold without asking them first, as a courtesy. (Ask customers politely if you can put them on hold; very few will complain or say "No way!")
5. Your employees put callers on speakerphone without asking them first if it is OK. (Again: Ask first, as a courtesy.)
6. Your employees eat, drink or chew gum while talking with customers on the phone. (A telephone mouthpiece is like a microphone; noises can easily be picked up. Employees need to eat their meals away from the phone. And save that stick of gum for break time.)
7. You have call waiting on your business lines, and your employees frequently interrupt existing calls to take new calls. (One interruption in a call might be excusable; beyond that, you are crossing the "rude" threshold. Do your best to be prepared with enough staff for peak calling times.)
8. Your employees refuse or forget to use the words "please", "thank you" or "you're welcome". (Please use these words generously. Thank you.)
9. Your employees hold side conversations with friends or each other while talking to customers on the phone, or they make personal calls on cell phones in your call center. (Don't do either of these.)
10. Your employees seem incapable of offering more than one-word answers. (One-word answers come across as rude and uncaring.)
11. Your employees do provide more than one-word answers, but a lot of the words are grounded in company or industry jargon that many customers don't understand. (If you sell tech products, for example, don't casually drop in abbreviations such as APIs, ISVs, SMTP or TCP/IP.)
12. Your employees request that customers call them back when the employees aren't so busy. (Customers should never be told to call back. Request the customer's number instead.)
13. Your employees rush through calls, forcing customers off the phone at the earliest opportunity. (Be a little more discreet. Politely suggest that you've got the information you need and you must move on to other calls.)
14. Your employees obnoxiously bellow, "What's this in reference to?" effectively humbling customers and belittling their requests. (Screening techniques can be used with a little more warmth and finesse. If a caller has mistakenly come your way, do your best to point him or her in the right direction.)
15. Your employees freely admit to customers that they hate their jobs. (This simply makes the entire company look bad. And don't think such a moment of candor or lapse in judgment won't get back to the boss.)

Enjoy the day!

Nancy Friedman is President of Telephone Doctor, a customer service training company in St. Louis, MO. She is a featured speaker at association, chamber and corporate meetings. To receive our free monthly email article on customer service and a free subscription to the Telephone Doctor Newsletter, *The Friendly Voice*, go here www.telephonedoctor.com or Call 314-291-1012.

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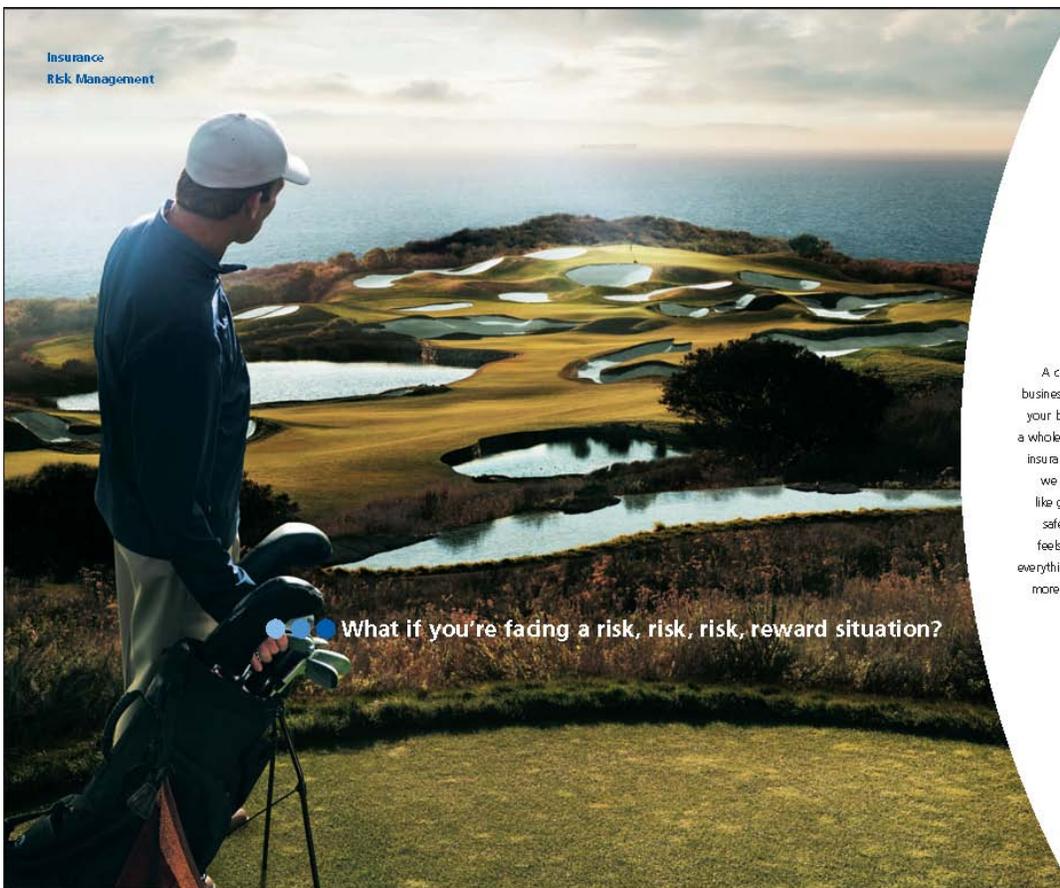
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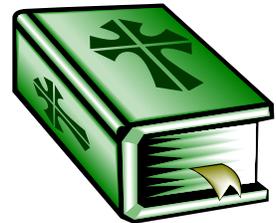

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CHAPLAIN'S CORNER

“Lord, we don’t know where you are going, so how can we know the way?” *John 14:5-6*



I think many of us as tire dealers today may be wondering about the “way” business is going. How are we going to keep raising tire prices when our customers are already running out of cash because they have been to the gas pumps? How are we going to manage our inventory when there seems to be no limit to new sizes appearing on the vehicles coming out each year? Is the available workforce going to have the skills to service the new wheel assemblies on the new changers and balancers

we have to consider, if we can afford one? The list is long enough to make even the brightest of dealers ask, “Which way do I go?”

Thomas faced the same question. This was JESUS’ reply. *“I am the way”...* Something worth considering, don’t you think?



GOD Bless!
Dolan Davis Jr.
 205-758-6624 dolanjr@bellsouth.net

Upcoming Events Calendar



- **Regional Scholarship Fundraiser Golf Tournament**
 - October 9, 2008 – Dothan National Golf Club, Dothan, Alabama

Hole sponsorships available. Registration forms will be available on the ATDA website at www.alatiredealers.com. Contact Eddie Hardwick at 800-239-1267 for more information.
- **SEMA Show**
 - November 4 – 7, 2008, Las Vegas Convention Center, Las Vegas, Nevada

The SEMA Show is the premier automotive specialty products trade event in the world. It draws the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center.
- **Annual ATDA Convention**
 - June 12-13, 2009 – Embassy Suites, Huntsville, Alabama

Mark your calendars! Come join us for our annual meeting, golf tournament, fellowship, and lots of great food! A complete agenda and registration forms will be available on the website: www.alatiredealers.com.

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CARQUEST Distribution Center
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Hesselbein Tire
Doug Robinson
800-685-6462 ext. 115

Hornsby Tire Distributors
Roger Hornsby
334-762-2333

Hunter Engineering
Kenny Smith
985-789-5211

Jones Tire
Bill Jones
334-874-2265

L.A. Equipment Service
Jack Dale
800-385-6644

Mac's Tire Recyclers, Inc.
Kitty Black
Harry McBride
662-869-1860

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
Mickey Johnson
334-677-2672

Mohawk Rubber
Jeff Work
800-242-1446

MTR Acquisition, Inc.
Harry Griede
615-384-8874

Myers Tire Supply
Barry Morgan
800-328-5110

Parrish Tire
Gary Waters
800-877-2431

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

Snap-On Equipment
George W. Gurley
205-625-7488

Snap-On Equipment
Larry Wallace
205-928-0034

Tenneco Automotive
Ed McArthur
205-589-2781

Tire Centers, LLC
Don Anderson
256-308-0360

Tire Centers, LLC
Jeff Davis
256-722-0250

Tire Centers, LLC
Ken Phillips
Don Hunkeapillar
205-252-3150

Tire Centers, LLC
Jim Riddlehoover
334-262-1661

Tire Centers, LLC
Mark Shirley
205-758-8363

Tire Centers, LLC
Vincent L. Hudson
866-907-9463

Tire Supplies of Alabama
Frank Harcrow
205-368-4130

Valvoline Oil Company
Chris England
205-253-0339

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. – Medium Truck Division
Leslie Wright, Jr.
205-338-1623

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

Zurich American Insurance Co
Susanne Pattillo
800-840-8842 ext. 1616