

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

JULY 2007

In This Edition...

Just How Good Are
You at Customer
Service?

Page 10

CONVENTION RECAP

**March Mania
Trade Show
2008**

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

Executive Committee

President

Barry McGirt
American Tire Distributors

First Vice President

Rhett Marques
Goodson Tire & Auto

Second Vice President

Steve Breland
Top Line Tires

Secretary / Treasurer

Mike Griffin
McGriff Tire

Board of Directors

Bud Adams
B & B Tire Landfill
Bob Gipson
Gipson Auto Tire, Inc.
Phyllis Owens
C.W. Owens Enterprises
Scott Roberson
Royal Tire Service
Jim Whaley
Jim Whaley's Tires
Craig Wilks
Wilks Tire & Battery Service

Supplier Representative

Jerry Dickey
Carquest Distribution Center

TIA Representative

Jim Short
Radial Tire & Bandag

Chaplain

Dolan Davis, Jr.
Southside Davis Tire

Past Presidents' Council

Ken Phillips
Tire Centers, LLC
Frank Harcrow
Tire Supplies of Alabama
Eddie Hardwick
Road-Mart, Inc.

Co-Executive Directors

Cheryl Lentz
Sabrina Lentz Knop

Dear Members,

I hope everyone enjoyed our recent convention in Chattanooga as much as I did. Cheryl and Sabrina did a great job putting it together and making sure it ran smoothly. If you were unable to attend,

make plans to attend the '08 convention at the Holiday Inn SunSpree Resort at Fort Walton Beach, Florida, June 19-21. I'm sure Rhett Marques will have an informative and entertaining convention planned.

As we start a new year, I would like the Association to focus on two goals. First "Put the past behind us," and second "Strengthen our Association." Under Eddie Hardwick's leadership and a lot of hard work by the Board of Directors, we have recovered from the problems encountered two years ago. The Association is strong financially and in purpose. Let's leave these problems behind us, learn from our mistakes and move forward. We also need to focus on strengthening the Association by attracting new members and developing new programs to benefit our member's needs.

Don't forget we have one more regional golf tournament this year at Dothan National Golf Club on October 18th. I encourage you to be a part of this event. There is a great time to be had by all.

I would like to thank our new board members, Mike Griffin, Dolan Davis, Bob Gipson, Scott Roberson and Jerry Dickey for agreeing to serve, and I look forward to working with them.

If you have any suggestions or ideas to help our association grow, please contact me or any Board Member.

Sincerely,
Barry McGirt
President





Coordinating Committee For Automotive Repair (CCAR®)

A Partnership of Industry, Education & Government



CCAR Introduces Free Online Course on Motor Vehicle Safety for Auto Repair Industry

“Operating Motor Vehicles: A Guide for Employees in the Automotive Repair Industry,” a free online course from the Coordinating Committee For Automotive Repair (CCAR), is now available through the CCAR web site. The course was developed as part of CCAR’s Alliance agreement with the U.S. Occupational Safety & Health Administration (OSHA).

OVERLAND PARK, KAN. – As a part of its ongoing Alliance with the U.S. Occupational Safety & Health Administration (OSHA), the Coordinating Committee For Automotive Repair (CCAR) announces the availability of “Operating Motor Vehicles: A Guide for Employees in the Automotive Repair Industry,” a free online training course.

The CCAR-OSHA Alliance provides information, guidance, and access to training resources to the auto repair industry that will help protect employees’ health and safety. Workplace vehicle safety is one of the areas of concentration of the Alliance agreement between CCAR and OSHA, which originated in 2004 and was renewed last year.

“CCAR is pleased that we can make this free training available to the auto repair industry,” said Robert G. Stewart, CCAR President. “The driving abilities of employees in this industry may be scrutinized at a much closer level because of the nature of their work. Our goal is to increase employee awareness of their responsibilities and share information intended to result in safer driving performance.”

To access the free course, go to:

www.ccar-greenlink.org/AllianceOSHA/Online.html

Established in 1994, the Coordinating Committee for Automotive Repair is a 501(c)(3) not-for-profit organization. CCAR’s 200+ affiliates represent all segments of the automotive industry. Its mission is to work with the industry around the world, with career/technical schools, governments and other organizations to provide best practice information and training, and to measure improvements related to:

- Pollution Prevention (P2).
- Safety for all who repair or maintain vehicles as a profession, as well as those who work in related businesses.
- Reduction of lost workdays due to accidents or job-related health issues.
- Decreases in costs and liability exposure.
- Reduction in costs of training in these areas.

CCAR also operates “CCAR-*GreenLink*®,” the National Environmental Compliance Assistance Center for Automotive Repair, in cooperation with the U.S. Environmental Protection Agency [EPA]. For more information, visit www.ccar-greenlink.org.



3340 fitzpatrick ave. - p.o. box 9036 - montgomery, al 36108

TOYO TIRES
DRIVEN TO PERFORM.


COOPERTIRES
DON'T GIVE UP A THING.

FALKEN
TIRE CORPORATION

UNIROYAL **BFGoodrich**
Tires

 **MICHELIN**

 **SUMITOMO TIRE** **JETZON TIRE** **KELLY**  **TIRES**
A GOOD DEAL ON A GREAT TIRE™

TIRECO  **INC.**

 **TITAN**

 **INTERCO**
TIRE CORPORATION

OHTSU

CARLISLE
Tire & Wheel Company

SOLIDEAL
"THE NATURAL CHOICE"

BRIDGESTONE **Firestone**

ACCESSORIES

NOW TWO LOCATIONS TO SERVE ALABAMA
CALL ROBISON TIRE FOR ALL YOUR TIRE NEEDS

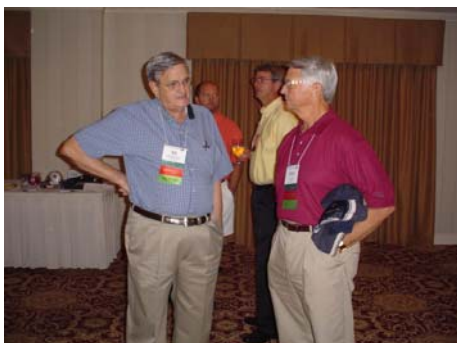
2007 CONVENTION RECAP

Friday Night Reception & Golf Tournament

At the Friday night reception, attendees enjoyed heavy hors d'oeuvres. It was an opportunity to visit with old friends and meet some new ones as well. The golf tournament was held at Moccasin Bend Golf Club. The winners were announced and prizes were presented at the reception Friday night.



The Friday Night Reception was a time to reconnect with old friends and enjoy some great food.



Barry McGirt got the golfers off for a relaxing round of golf.



Mike Griffin and Jim Foust celebrate after a 40-foot putt for Birdie.



Barry Morgan looks on as Fred Johnston lines up his putt.



Michael Johnston won the longest drive and received a golf cart cooler and umbrella.



The First Place Team of Barry Morgan, Fred Johnston, and Michael Johnston won crystal trophies, wind shirts and caps.



The Second Place Team of Rhett Marques, Jim Whaley, and Mickey Johnson won golf umbrellas.



The Dead Last Team of Tommy Dukes, Jim Foust, and Mike Griffin won "ATDA Crying Towels".

Continued on page 6...

2007 CONVENTION RECAP

Past Presidents' Breakfast & Business Meeting

At the Past Presidents' Breakfast, Harold Coker, of Coker Tire Co., spoke to the group about his personal struggles and experiences in the tire industry over the past 40 years. Following the breakfast, at the business meeting, Matt Graves made a presentation on the key elements to implementing a successful MVR program. The proposed changes to our By-Laws were approved and new Board Members and Officers were elected: Barry McGirt – President, Rhett Marques – 1st Vice President, Steve Breland – 2nd Vice President, Mike Griffin – Secretary/Treasurer, Dolan Davis – Chaplain, Bob Gipson – Director, Scott Roberson – Director, Jerry Dickey – Supplier Representative.



Attendees enjoyed a Chattanooga-style breakfast and some camaraderie Saturday morning.



Barry McGirt recognized each of the attending Past Presidents.



Harold Coker shared some of his industry wisdom with our group.



Ed Westmoreland got his start in the industry with Harold Coker.



Matt Graves with Federated Insurance made a presentation at our annual meeting.



Diane Jasperse from Mighty Auto Parts won the door prize provided by Federated Insurance – a golf club.



The Executive Committee provided reports on the status of the Association.

Continued on page 8...

Chaplain's Corner

"Serve wholeheartedly, as if you were serving the LORD, not men." Ephesians 6:7

Fellow tire dealers, my name is Dolan Davis Jr. and I was elected at the recent ATDA convention in Chattanooga as your new Chaplain. I want to thank you for allowing me to follow Pastor Charlie Powell in this position. The Association has been blessed to have such a Godly man as Bro. Charlie on board. I certainly cannot replace him but as a fellow tire dealer I do want to serve you to the best of my ability. I am not an ordained minister like Bro. Charlie but I do know the same LORD as he. I want all ATDA members to know that I admire our Association for having a Chaplain and thereby recognizing GOD'S PRESENCE. This is unusual in our present society and I hope the ATDA will continue this practice. Please let me know if I can ever serve you by praying, listening, or just being a friend. If any of you ever know of a dealer who might need a word of encouragement please let me know. Thanks again for the opportunity to serve you. GOD Bless.



*Dolan Davis Jr.
Co-owner Southside Davis Tire
2137 Greensboro Ave.
Tuscaloosa, AL 35401
205-758-6624
dolanjr@bellsouth.net*



Letter from Charlie Powell, retiring ATDA Chaplain:

Good morning.

It was an honor to be asked to serve as Chaplain for the Alabama Tire Dealers Association. The four years moved quickly and I have made many new friends during this time.

Thanks for accepting me as part of your family.

The convention this year (June 2007) was great. My wife and I enjoyed it very much.

The recognition I received on Saturday evening was a real surprise. Thanks for the outward expression of appreciation shown to me during the session.

I have the plaque you gave to me hanging in my office so I can see it every time I go in there to work.

I will always be grateful for your friendship. Thanks again.

Sincerely,

Charles W. Powell

903 Shades Cliff Road

Jasper, Alabama 35504

205-384-9892

Cell 205-388-1332

The good that men do lives after them. - Ruth Gordon (1896-1985)

2007 CONVENTION RECAP

Scholarship Banquet & Silent Auction

Following a wonderful Surf & Turf Dinner, scholarships were presented to this year's winners: Kristen Adams – Gilland Chevrolet, Pontiac, GMC; Hillary Dickey – Carquest Distribution Center; and Erika Strother – Steed Tire Service (winner of the Susan McGirt Memorial Scholarship). A special presentation was made by Jim Short to our retiring Chaplain, Charlie Powell. Eddie Hardwick presented plaques to the retiring Board Members: Jim Foust, Scott Tarver, Mickey Taylor, Cecil Bowden, and Bobby Wickham. After the passing of the gavel, our new President Barry McGirt introduced the new Board Members to the group. A Chattanooga Story-Teller, Joseph Dunkin, provided the entertainment for the night. The night ended with the announcement of our Silent Auction winners and the Scholarship Raffle winner – Lamar Steed of Steed Tire Service, Brundidge.



Wayne Owens and Bud Adams catch up on industry happenings.



Several attendees check the bidding for the Silent Auction items.



Jim Short and Eddie Hardwick present Charlie Powell with his plaque.



Eddie Hardwick presents Erika Strother with her scholarship.



Eddie Hardwick presents Hillary Dickey with her scholarship.



Jim Foust receives his plaque as a retiring Board member.



Scott Tarver receives his plaque as a retiring Board member.



The Silent Auction winners show off their winnings.



Lamar Steed shows his surprise at winning the Scholarship Raffle.

ASA Tire Systems

1.866.210.6717 info@asatire.com www.asatire.com

Software for the Tire Industry



"ASA's software products manage our growing business. It simplifies our life and saves us time!"

Shane & Craig Wilks,
Wilks Tire and
Battery Service, Inc.
2005 Alabama Retailer of the Year
Silver Award

TreadX



TireMaster

1.866.210.6717 info@asatire.com www.asatire.com

Just How Good Are You at Customer Service?

By Nancy Friedman – Telephone Doctor

Most of us think we're pretty good at customer service. We get up in the morning; get ready for our jobs; drive to the office; get a parking space (sometimes close in, sometimes far out); walk into the office; grab a cup of coffee; sit down at our desk; and then: RING RING RING. Our phones start. It's usually a customer. If you're in the customer service business (and who isn't these days?), whether it's for external or internal customer service, your day is spent trying to please someone. Somehow, we're ALL customers in one way or another. I've been training corporations on customer service for over 20 years and during that time have found out what the customer likes best. Here are our Telephone Doctor's TEN BEST CUSTOMER SERVICE TECHNIQUES. By using just one of them, you're bound to see an increase in satisfied customers.

Ten Best Customer Service Techniques:

1. **Be a DOUBLE CHECKER.** Learn to use those words. Everyone loves it when you double check something for them. Even if you're pretty sure the item is out of stock or the appointment is filled or there's no room available, it sounds so good to hear, "Let me double check that for you."
2. **PRETEND IT'S YOU.** If you're working with a customer, either on the phone or in person, and they need something, pretend it's you. What would you want to have happen? What would make you happy? What would make you satisfied? Here's a great place to remember the golden rule: "Do unto others as you would have them do unto you."
3. **GET INVOLVED.** Let your customer know you're on their team. If you're ringing up a purchase for someone, mention how nice their choice is. If you're helping someone with a trip of some sort get excited with them. When customers feel as though you're part of the package they love it.
4. **STAY FOCUSED.** Eye contact is critical in delivering excellent customer service. Heads that turn on a spindle and look everywhere but at the customer get very few good marks in customer service. Eye contact shows you are listening. If you're on the phone, eye contact is definitely difficult. We can, however, learn to stay focused on the phone. Don't type unless it pertains to what you are doing. Don't read something while you're on the phone with a customer; STAY FOCUSED on the caller. We need to stay focused without eye contact.
5. **DO SOMETHING EXTRA.** There's usually always 'something' you can do for the customer that's extra. In most of the cases it won't even cost very much. Example: Keep a stock of penny lollipops for kids when they come into your store with the moms. Or a balloon. Or coloring books. Spend a few dollars if you have the budget for those 'giveaways.' Nail clippers...key chains...customers LOVE that something extra, oddly enough, even if they can't use it. The thought of getting something FREE is very special to the customer.
6. **SHOW YOUR TEETH.** (In Telephone Doctor language that means to smile.) There are many people who think they're smiling, but aren't. So Telephone Doctor's motto is: SHOW YOUR TEETH. Smiling is one the best customer service techniques there is. It's so frustrating to walk into a store, or call some place and not see or hear a smile. (And, yes, you can hear a smile!)
7. **ASK QUESTIONS.** A super way to offer superior customer service is to ASK QUESTIONS. Build on what the customer is talking about. Listen for one or two words that you can ask something about. Even a simple, "Tell me more," will work. Once the customer is talking, you will be able to help them much better.
8. **USE COMPLETE SENTENCES.** One word answers are semi-useless in customer service. And one word answers are definitely perceived as RUDE. "Yes," "no," and the like, tell the customer "I'm not really interested in you or what you need."
9. **CARE.** Most people have what Telephone Doctor calls the CARE GENE. Some of us use it more than others. We just forget we have it. Learn to CARE what your customer's needs are. CARE what they are referring to. CARE about your customers and they will take CARE of you.
10. **LAUGHTER.** Laughter will lighten the load. Everyone likes to laugh. Some even in the darkest moments. Take the time to laugh and enjoy your customers.

Put any one of these Telephone Doctor customer service tips into action and watch what happens. They intertwine with each other and make customer service special. Use all ten and expect more business.

© Telephone Doctor, Inc. Telephone Doctor® is a twenty-year old training company which has helped over 20,000 organizations improve the way they communicate with customers. <http://www.telephonedoctor.com/>

March Mania *Trade Show 2008*

MARCH 8, 2008

BESSEMER CIVIC CENTER
BESSEMER, ALABAMA

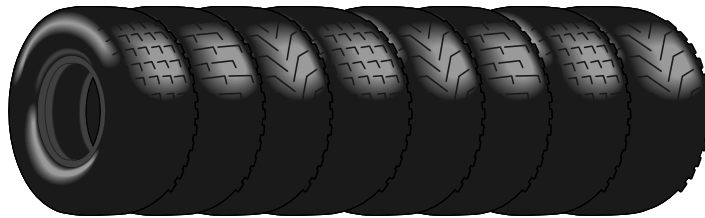
One Day Only

10:00 am – 4:00 pm

**** FREE ADMISSION ** DOOR PRIZES ****

Products Expected to be on Display:

**TIRES, WHEELS, EQUIPMENT, TOOLS,
REPAIR MATERIALS, COMPUTER SYSTEMS**



- Vendors -

Reserve your booth(s) now!!!

8 x 10 Booth - \$300 - 1st Booth

\$250 - each additional Booth

**Rules and Regulations & Booth Space Application available
on-line at www.alatiredealers.com**

**For More Information Contact:
FRANK HARCROW – 205-368-4130
ATDA Office – 256-616-3587**

Please Support your Supplier Members:

American Tire Distributors
Barry McGirt
800-950-3928

AmPac Tire Distributors
John Abernethy
Richard Abernethy
205-322-4651 ext. 204

ASA Tire Systems
Dean Rascoe
603-889-8700

Ashberry Tire Landfill
Ty Ashberry
334-493-1250

Automotive Equipment Service
Hardy & Jane Thompson
888-664-5490

B & B Tire Landfill
Bud & Barbara Adams
205-647-6736

Bridgestone/Firestone – North American Tire, LLC
Scott Tarver
800-681-6245
Ext. 470955#

Bridgestone/Firestone – North American Tire, LLC
John Yordy
800-681-6245
Ext. 470387#

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

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

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

David Tire
John David
205-251-9781

Dugco Supply, Inc.
Merlin Oleson
800-24-5605

Federated Insurance
Matthew D. Graves
404-497-8840

Goodyear, Dunlop, Kelly Tires
Mark Crigler
251-591-0585

Harris Tire & Rubber Company
Mickey Taylor
334-566-2691

Harris Tire & Rubber Company
Darryl Gentle
256-382-0797

Hesselbein Tire
Doug Robinson
800-685-6462 ext. 115

Hornsby Tire Distributors
Roger Hornsby
334-762-2333

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

Minor Tire & Wheel
Roger & Deanie Minor
256-353-4957

Mohawk Rubber
Walter Parker
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

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 Supplies of Alabama
Frank Harcrow
205-368-4130

Valvoline Oil Company
Chris England
205-253-0339

Vision Wheel
Roger & Deanie Minor
256-353-4957

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
Doug Robinson
513-218-8543

