



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 2012

In This Edition...

**2012 Annual
Convention
Rewind**



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

Executive Committee

President

Scott Roberson
Royal Tire Service

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Gipson Auto Tire, Inc.

Second Vice President

Steve Westmoreland
Westmoreland Tire Co.

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S & S Tire
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Parrish Sellers (1st Year)
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Steve Breland
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Mike Griffin
McGriff Tire
Dolan Davis, Jr. (*Chaplain*)
Southside Davis Tire

Co-Executive Directors

Cheryl Lentz
Sabrina Lentz Knop

Letter from the President

Hello, my name is Scott Roberson of Royal Tire Service in Sylacauga. I will be serving you as your President of the Alabama Tire Dealers Association for 2012-2013. I want to thank those of you that attended the



convention for your attendance and support of the Association. I hope you enjoyed yourselves and learned something while you were there. One of the benefits that we all get from the Association is what we learn from each other when we get a chance to get together. Bob Gipson is already working on preparations for next year's convention and we welcome any input you may have. We also would like to thank Norm Gaither for his presentation to help us improve our bottom line. I also would like to thank our Executive Directors and the Board for their time and efforts to make this convention a success.

This year we will be looking for many ways to make this Association even better than it already is and any way that we can serve our members in a better way. Please contact myself or the Association to provide any input or ask for anything we can do for you. We look forward to an exciting year.

Scott Roberson
Royal Tire Pros



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Golf Tournament

Craft Farms Golf Club
Cypress Bend Course

Teams played the Cypress Bend Course at Craft Farms Golf Club in Foley to kick off the fun-filled convention weekend. The winners of the tournament were announced Friday night at the Opening Reception. Ten teams entered this year's golf tournament. The winners chose from a table filled with different prizes.

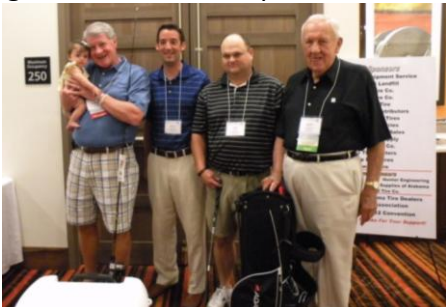
First Place Team: Jim Knop, Ryan Mulvey, Barry McGriff, Bert McGriff

Second Place Team: Steve Breland, Barry Morgan, Richard Dulaney

Third Place Team: Dewane Hayes, Craig Wilks, Ridge Wilks, Trace Wilks

Longest Drive: Jim Knop

Closest-to-the-Pin: Barry Morgan



Barry McGriff (w/ Ryan Elizabeth Mulvey), Ryan Mulvey,
Jim Knop, Bert McGriff



Barry Morgan, Steve Breland,
Richard Dulaney



Craig Wilks, Ridge Wilks, Trace Wilks



Cameron Morgan accepted his Papaw's (Barry Morgan's) prize
and Peyton Knop accepted his dad's (Jim Knop's) prize.

Chaplain's Corner

"Therefore, since we are surrounded by such a great cloud of witnesses,... let us run with perseverance the race marked out for us." Hebrews 12:1

Wow!! What a Convention we had at Orange Beach!! The highlight for me was to meet and shake hands with some of the biggest names of the Alabama tire industry. Names like Estes, Ferguson, Hornsby, Whaley, Jones, Roberson, Steed, Hardwick, Roberson, and Johnston and more! These are men I admire and respect for their accomplishment not only as businessmen but also as men of reputation and service. Being in their presence made me want to come home and do a better job at my store, in my home, and in my community.



However, according to the verse above I have an even greater reason to do a "good job". Throughout history many faithful men and women have followed JESUS faithfully and they are "witnesses" to see how well I "run the race marked out for" me. I hope you will run with me.

GOD Bless.
Dolan Davis Jr.
Chaplain





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Manager - Mike Helms

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Macon, GA 31217
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Manager - Andrew Thompson

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Friday Night Welcoming Dinner

At the Friday Night Welcoming Dinner, attendees enjoyed an Island Luau Buffet. Shane Adams announced the golf tournament winners and awarded the prizes. The Silent Auction was started and all of the attendees took time to make new friends and have a great time visiting with old friends.



Silent Auction

Thanks to our generous Board members for their donations and our attendees for their bids, this year's silent auction raised \$1660 for the Alabama Tire Dealers Scholarship Foundation. Bidding began during the Friday Night Opening Dinner and was concluded during our Past Presidents Banquet. Each year the ATDA Scholarship Foundation awards scholarships to deserving youth from our membership and is supported through fundraisers like our Annual Silent Auction, Pledge Drive and Regional Golf Tournaments.



Silent Auction Winners:

Clothes Organizer	Beverly Helton
First Aid Kit & Alabama Golf Balls	David Warren
Digital Video Camera	Craig Wilks
Booster Pac	Maria Strother
Rick Rush Alabama Print	Hardy Thompson
Daniel Moore Alabama Print	Hardy Thompson
Alabama Championship Vault	Jay Seale
Barbecue Set / Cooler	Bruce Bedsole
Bridgestone Basketball	Laura Strickland
Auburn Wreath	Janice LeCroy
Silver Jewelry	Matthew Pace
Tool Kit	Matthew Pace
Silver Tray	Vicki Davis
Bridgestone Football	Lori Adams
MP4 Player	Frances Ferguson
Pewter Dish	Jim Foust
Alabama Wreath	Jim Foust
Bridgestone Jacket	Jim Foust
Wooden S&S Tire Truck	Warry Sexton
Keurig Coffee Maker	Steve Westmoreland
Silver Cross Necklace	Rachel Ellis
Digital Movie Camera	Barry McGriff
Dale Earnhardt Jr. Racing Tire	Barry McGriff
Bridgestone Basketball	Sabrina Knop



Scholarship Fund Pledge Drive

Following our Scholarship Presentation at the Banquet, attendees were asked to provide their support to the ATDA Scholarship Foundation during our Annual Pledge Drive. This year, the Pledge Drive raised \$6300 for the Scholarship Foundation. The Association Office is still accepting scholarship pledges. If you are interested in making a tax-deductible donation to the ATDA Scholarship Foundation, please contact the Association office at 256-616-3587. Our Pledge Drive and fundraisers like the Silent Auction and our Regional Golf Tournaments allow the Scholarship Foundation to award scholarships to deserving youth from our membership.



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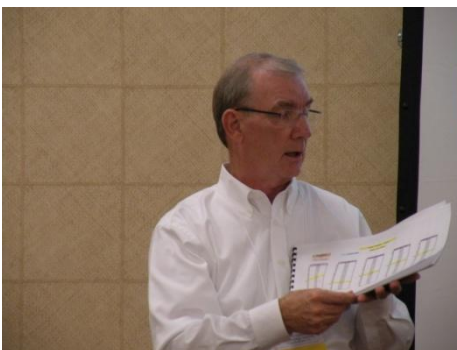
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Educational Seminar

Following a full Breakfast Buffet, Convention Chairman Scott Roberson introduced our Educational Seminar Speaker, Norm Gaither from Dealer Strategic Planning. Mr. Gaither presented his "Improving Bottom Line Profits" workshop. Mr. Gaither is a well-known financial consultant in the automotive aftermarket and co-founder of the tire dealer "Twenty Groups." His proven guidance has helped hundreds of companies improve their bottom line profits using his simple, practical guidelines for financial success. Attendees learned the keys to making profitable sales, how to increase gross profit, how to decrease expenses, how to better manage payroll, and how to increase their bottom line profits.



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AmPac Tire Distributors

Louie David (Founder)

David Tire

Red Gaskins (Founder)

Southern Tire

Tom Smith (Founder)

Tom Smith Tires

H.J. "Hank" McCafferty

JAMAC

Ben David (Founder)

David Tire

T.M. "Red" Fowler (Founder)

Fowler Tire

Bert McGriff (Founder)

McGriff Industries

Ben Wilbanks (Founder)

Interstate Tire

Ed Westmoreland

Westmoreland Tire

2002 Inductees

Bill Hardwick

Road Mart

Harry Dack

Dack Auto Service

2003 Inductees

Jim Short

Radial Tire

Bobby Mathews

Wholesale Tire Distributors

2004 Inductees

Bob Vick

Vick Tire

John Ferguson

Greensboro Tire

2005 Inductees

George Dockery, II

OK Tire

William "Bill" Jones

Jones Tire & Supply

Buck Bowden

Carroll Tire

2006 Inductees

Fred Johnston

Tire Engineers

Harold Phillips

Phillips Tire Service

2008 Inductees

Eddie Hardwick

Road Mart

Jim Foust

McGriff Tire

2009 Inductees

Tony Lentz

Lentz Tire & Service Center

Cheryl Lentz

Lentz Tire & Service Center

2010 Inductees

Jim Whaley

Jim Whaley's Tires

Frank Harcrow

Tire Supplies of Alabama

2012 Inductees

David Roberson

Royal Tire Service

Lamar Steed

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2012 Scholarship Winners



Hannah Dillard

McKinley Tire Sales & Service – Greenville, AL

Hannah is the daughter of Ryan Dillard and Brian and Sheree Cater. Hannah is a graduate of Fort Dale Academy and plans on attending Troy University. While at Troy, Hannah plans to be active in Greek life and attend nursing school. After graduating from Troy, Hannah plans to begin a nursing career in Alabama. "I would like to thank my family and this Association for the enormous help you all have been."

Malory Alexis Bacate

American Tire Distributors – Cullman, AL

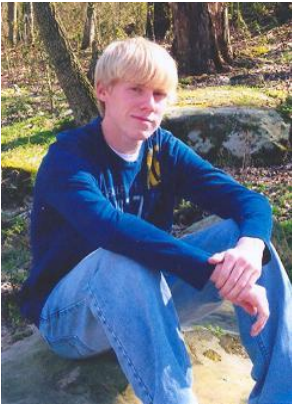
Malory is the daughter of Norman and Ginger Bacate of Cullman, Alabama. She is a graduate of Good Hope High in Cullman, Alabama where she received an Advance Academic Endorsement Diploma and participated in the dual enrollment program at Wallace State. Malory was also a member of the varsity Lady Raiders softball team and editor of the Heritage 2012 yearbook. She plans to pursue a major in pharmacy at Troy University and to continue her education in graduate school at the Harrison School of Pharmacy at Auburn University.



Sarah Ann Johnston

Tire Engineers – Birmingham, AL

Sarah Ann is the daughter of Howie and Sharon Johnston and is a graduate of Briarwood Christian School. She will be attending The University of Alabama in the fall and plans to major in Nursing, and obtain a Masters degree in Nursing, becoming a Nurse Anesthetist. "Alabama offers a five year program through their honors college that allows students to simultaneously get a MBA business degree while getting a nursing degree. Since I am also interested in business, this is a great opportunity for me. I cannot wait to start my career in nursing, preferably working in some type of surgical setting!"



Cody Page

American Tire Distributors – Cullman, AL

Cody is the son of Mark Page. He is a 2008 graduate of Cold Springs High School and is currently attending Wallace State Community College. Cody is pursuing an RN Associate Degree to become a Registered Nurse.

Jenna Cash

B & C Tire Co. – Gadsden, AL

Jenna is the daughter of James and Vicki Cash of Gadsden. Jenna graduated 7th in her class with a 3.764 GPA at Hokes Bluff High School. She plans to attend Samford University and pursue a degree in pharmacy.



Trace Wilks

Wilks Tire & Battery – Albertville, AL

Trace Wilks is the son of Craig and Marilyn Wilks. He is a 2012 graduate of Albertville High School. He attends Crossville United Methodist Church where he runs the Sound Room during services. Trace will be attending Snead State Community College in the Fall. He plans to receive a Business Degree and then work in his family business, Wilks Tire and Battery Service. Trace currently works part time in different capacities at the business and has for the past two years.

Brady Hudson


TCI Tire Centers – Tuscaloosa, AL

Brady is the son of Ross and Sherrie Hudson. He is a graduate of Northside High School and is currently attending Shelton State Community College. Brady plans to complete his studies at Shelton State and transfer to the University of Alabama to pursue a degree in Telecommunication and Film. "I would like to thank the Alabama Tire Dealers Association with the honor of receiving an academic scholarship through this association to help further my education to prepare for my future."



ATDA Past Presidents

1962-63 -- Lynn Strickland	1987-88 -- Hank McCafferty
1963-64 -- T.M. "Red" Fowler	1988-89 -- Bobby Matthews
1964-65 -- Henry Morgan	1989-90 -- Darrell Jones
1965-66 -- Bill Brabham	1990-91 -- Richard Abernethy
1966-67 -- Winfred Kelley	1991-92 -- Mac Gipson
1967-68 -- George Loftin	1992-93 -- Bill Jones
1968-69 -- Grady Rearden	1993-94 -- Tony Lentz
1969-70 -- Tom Sharpe	1994-95 -- Jim Humphries
1970-71 -- Tom Sharpe	1995-96 -- George Dockery, III
1971-72 -- Lynn Strickland	1996-97 -- Shane Wilks
1972-73 -- Harold Phillips	1997-98 -- Peter Cutler
1973-74 -- Bill Fowler	1998-99 -- Jim Whaley
1974-75 -- Smith Haywood	1999-2000 -- Tom Westmoreland
1975-76 -- Fred Johnston	2000-01 -- Jimmy Jones
1976-77 -- Ray Buchmann	2001-02 -- Cheryl Lentz
1977-78 -- John Ferguson	2002-03 -- Jim Foust
1978-79 -- John Wood	2003-04 -- Ken Phillips
1979-80 -- Barry McGriff	2004-05 -- Frank Harcrow
1980-81 -- George Dockery	2005-06 -- Eddie Hardwick
1981-82 -- Jarrell Estes	2006-07 -- Eddie Hardwick
1982-83 -- Tip Grider	2007-08 -- Barry McGirt
1983-84 -- Jim Short	2008-09 -- Rhett Marques
1984-85 -- Bill Hardwick	2009-10 -- Steve Breland
1985-86 -- Ed Westmoreland	2010-11 -- Mike Griffin
1986-87 -- John Burks	2011-12 -- Dolan Davis, Jr.



Louie Gomez
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Past Presidents Banquet

During the Past Presidents Banquet, our Association celebrated and honored all of the men and women who have volunteered their time and efforts to support and run our great Association over the last 50 years. The program began with the recognition of our 2012 scholarship recipients: Hannah Dillard (McKinley Tire Sales & Service, Greenville), Malory Alexis Bacate (American Tire Distributors, Cullman), Sarah Ann Johnston (Tire Engineers, Birmingham), Cody Page (American Tire Distributors, Cullman), Jenna Cash (B&C Tire Company, Gadsden), Trace Wilks (Wilks Tire & Battery, Albertville), and Brady Hudson (TCI Tire Centers, Tuscaloosa). Attendees, Hannah Dillard and Trace Wilks were presented their scholarship certificates and Sarah Ann Johnston's cousin Amelia Johnston accepted her certificate on her behalf. Following the scholarship presentation, scholarship pledges were collected and the silent auction was concluded. Combined, these two events raised \$7,960 for the ATDA Scholarship Fund. President Dolan Davis presented plaques to retiring Board members, Robert Bell (Birmingham Auto Clean), Dewane Hayes (Sweat Tire), and Barry McGirt (American Tire Distributors) recognizing and thanking them for their service to the Association. President Davis also presented a plaque to Chaplain Jay Seale for his service for the past year. A plaque and gift were presented to outgoing President Dolan Davis for his dedication and service to the Association. Incoming President Scott Roberson introduced the newly elected Board of Directors for 2012-2013. Scott Roberson had the honor of inducting his father David Roberson from Royal Tire Service in Sylacauga into the ATDA Hall of Fame and Eddie Hardwick had the pleasure of inducting Lamar Steed from Steed Tire Service in Brundidge into the ATDA Hall of Fame. To conclude the evening all the Past Presidents, Hall of Fame members, and Founders in attendance were recognized and presented a plaque commemorating the 50th Anniversary Celebration. Mr. Bert McGriff received special recognition and a standing ovation from the attendees as the only surviving Founder of our Association.





Annual Business Meeting



The ATDA 50th Anniversary Annual Convention began on Friday night with the Association's General Business Meeting. At the Annual Business Meeting with the membership at the 2012 Convention, the following business was conducted:

- President Davis thanked our sponsors for their support of the 2012 convention and asked Chaplain Jay Seale to offer the invocation to begin the meeting.



2011 general business meeting and they were approved by the membership.



- Secretary/Treasurer Steve Westmoreland presented the financial report. The financial report was approved as presented.

- Parrish Sellers, Nominating Committee Chairman, presented the nominating committees' nominations for the 2012-2013 Officers and Board of Directors as a motion from the nominating committee. The nominations are as follows:

- President – Scott Roberson, Royal Tire Service, Sylacauga
- 1st Vice President – Bob Gipson, Gipson Tire Pros, Prattville
- 2nd Vice President – Steve Westmoreland, Westmoreland Tire Co, Ft Payne

- Secretary / Treasurer – Shane Adams, Trax Tires, Mobile
- Director – Warry Sexton, S & S Discount Tire, Alexander City
- Director – Terry Treesh, American Tire Distributors, Theodore

Bob Gipson and Dolan Davis explained that the Board would benefit from having at least one more retail tire dealer as a Director on the Board. With no other nominations being made from the floor, the nominations were closed and those nominated were elected to the 2012 – 2013 Board of Directors' and Officers' positions. New Officers and Directors were installed at the end of the convention.



- President Dolan Davis provided a State of the Association speech. He thanked the current Officers and Directors for their hard work and support over the past year.

- To assist the Board with the task of reaching out to existing members and recruiting new members, the Board of Directors have decided to hire an outside salesman to cover the entire state promoting the ATDA. President Davis introduced Geoff Hall as the Board's recommendation as the outside salesman that should be hired to represent the ATDA to tire dealers around the state. The Board and Association office will be providing Mr. Hall with leads and materials needed to

get started. Anyone who has a lead that they would like Mr. Hall to follow up on should contact one of the Board members.



- President Davis introduced Ben Moore and George Booth from 50 Below to present the new website program 50 Below will be offering our members. Mr. Moore and Mr. Booth

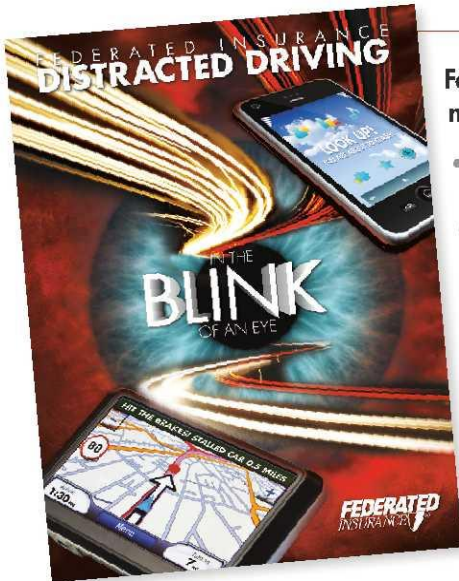


explained the importance of online marketing for tire retailers. Most

consumers shop and do product research online before making purchases. The word "tire" was searched 10 million times last year on the internet. 50 Below's web service offers our members website marketing at a discounted rate, taking the site maintenance out of the dealer's hands. They offer "Year/Make/Model" search options, manufacturer offer built-ins, service appointment scheduling, and websites with iPhone/Android compatibility. 50 Below also operates without contracts, meaning service can be terminated at any time without penalty.

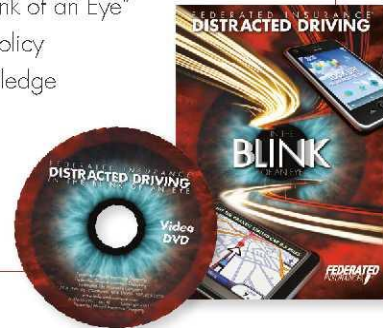
What's more dangerous than being distracted while driving?

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Federated's "Distracted Driving—In the Blink of an Eye" materials available:

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"Distracted Driving—In the Blink of an Eye"
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- Distracted Driving Sample Pledge
- Pledge Stickers
- Best Practices
- Distracted Driving Posters
- Envelope Stuffers



A study by Federated Insurance revealed that distractions were a contributing factor in **50% of commercial driving accidents**.** That was more than weather, failure to yield, and following too closely combined.

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*Congratulates the 2012
Hall of Fame Inductees:*

David Roberson

*Royal Tire Service
Sylacauga, Alabama*

Lamar Steed

*Steed Tire Service
Brundidge, Alabama*

2012 Hall of Fame Inductees

A successful person is a dreamer whom someone believed in. - Anonymous

David Roberson **Royal Tire Service, Sylacauga**

David Roberson is an example of someone with tremendous ambition, amazing work ethic, determination and drive to become someone he could be proud of one day. David was born in 1945 to Howard and Jewelene Roberson. He began working at age 12 in a local grocery market and at age 14 was holding two jobs in a textile mill and as a lifeguard while attending school. Upon graduation from high school, David began working as a stock boy for Morrison's Café, where he quickly moved through the company into a management program. He married Sunny Hixson in 1966 and that same year, David joined the National Guard. While awaiting his orders, David's father-in-law, Slim Hixson, asked him to come to work for him at Royal Tire. David agreed but with the understanding that he would be treated as any of the other employees! His first assignment was in the recapping shop where he remained for the next couple years along with other duties as a tire technician and gas pump attendant. In 1967, David and Sunny had their first child, Laura, and the Roberson family continued to grow with the birth of their son Scott in 1969. In 1970, Mr. Hixson wanted to pass along the business to his daughter and David, but David said the only way he would run the business was to be given the opportunity to purchase it from Mr. and Mrs. Hixson. At the same time, David continued to serve his country in the Army National Guard. David and Sunny both were very civic minded, involving themselves in the Jaycees and Jayceettes of Alabama with David serving as State President. David also served two different terms on the Sylacauga Chamber of Commerce Board. In 1993, he became affiliated with the American Car Care Center program, serving on the Southeast Dealer Council for over 8 years. Royal Tire is the oldest existing tire dealer in the city of Sylacauga and surrounding area today, all due to the hard work and dedication of David Roberson. Today, if you visit Royal Tire, you will find David in the tire shop breaking down a tire, repairing a tire, mounting and balancing a tire, and still getting the job done. This is not because he doesn't have qualified technicians to perform the job but because David would never ask one of his employees to do a job that he isn't willing to do himself. He also uses every minute in the shop to be a "teaching" moment and share his history of knowledge with his employees. Many customers ask David on a daily basis when he is going to retire. He immediately replies that he wants to continue working as long as Laura and Scott will let him!



Lamar Steed **Steed Tire Service, Brundidge**

Lamar Steed began his career in retail tire sales in 1956 with Kelly Sales & Tire Works in Brundidge, Alabama, and was promoted to manager of the Brundidge store in 1964. His promotion allowed the Kelly brothers to focus on managing their Troy store. In 1977, Lamar and Shirley bought Kelly's in Brundidge and renamed the business Steed Tire Service. This family-owned business is still owned and managed by Lamar and Shirley. Steed Tire Service has 10 full-time/part-time employees and provides tire and automotive services for its customers from their 10-bay shop located in downtown Brundidge. During the past 35 years, their three children and two of their grandchildren have worked at the tire store while attending high school and college. Lamar is commonly referred to as the "Tire Doctor" in Pike County. During Steed Tire's 20-year business celebration, WTBF radio featured Lamar and the business through a live, remote broadcast from the tire store. One of the Kelly's owners, Mr. R.W. (Winfred) Kelly served as President of the ATDA in the mid-1960's. Lamar supported Mr. Kelly's leadership role by partnering with him to actively recruit members to the newly formed Association. Lamar made phone calls and personal visits to eligible businesses sharing information with owners and managers about ATDA and the benefits of membership. He recalls focusing on numerous Pike County businesses, which included service stations, and tire and automotive businesses. With the transition of owners from the Kelly family to the Steed family, Steed Tire Service, Inc. became a member of the Alabama Tire Dealers Association. Lamar Steed has served on the ATDA Board of Directors. Some of his other civic, community, and cultural organization contributions include: Brundidge Industrial Development Board Chairman, Brundidge Business Association – Christmas Parade Chairman/Member/Past President, Brundidge Rotary Club President (active member for 39 years), Pike County Chamber of Commerce member and Past President, Richland Baptist Church Deacon/Chairman/Sunday School Teacher, Pike County Cattlemen's Association member, owner of L & S Farms, Salem-Troy Baptist Association Moderator, American Cancer Society Relay for Life Team Member, and Pike County United Way Co-Chairman. Some of his individual awards and recognition include: Rotary Foundation Paul Harris Fellow Award, Brundidge Business Association Man of the Year (2004), Pike County Farm City Beef Award (1998), and Brundidge Rotary Club Perfect Attendance Award.







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