



Alabama Tire Dealers Association

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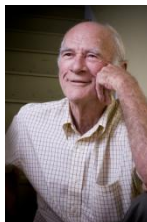
Spare Tire

November 2011

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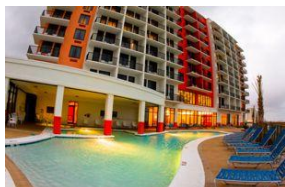


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Alabama Tire Dealers Association
6096 County Road 434
Trinity, AL 35673

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Letter from the President:

Dear Fellow Alabama Tire Dealers,



I hope the Thanksgiving season finds you and your family doing well. Like me I am sure you would like to see more business at your stores, but even with a slow economy we are very blessed. When we become anxious about the bottom line we need to stop and be thankful that unlike many in the world most of us do not have to worry when our next meal will arrive!

Well, let me stop "preaching" and invite you to make preparations **NOW** to attend our annual convention in June of 2012. The ATDA will be celebrating **50 years** of service to the independent tire dealers of Alabama. The convention will be held at the beautiful Hampton Inn at Orange Beach and it will be a blast!!! Convention chairman Scott Roberson and your board of directors are working hard to make this the memory of a lifetime. Soon you will be receiving information in the mail and hopefully via the Internet to give you the details. **You do not want to miss this convention!!!**

Be careful if you are traveling over the holidays and I pray you have a Happy Thanksgiving, a Merry Christmas, and a blessed New Year. It's great to be serving with you.

GOD bless.

Dolan Davis Jr.
President

Alabama Tire Dealers Association Scholarship Foundation Golf Tournament

Proceeds benefit the ATDA Scholarship Foundation

October 13, 2011

Dothan National Golf Club

Winners:

1st Place – Jim Whaley's Tires Team

John Eiland, Mitch Lowery, David Folmar, Ashley Cole

2nd Place – Federated Insurance Team

Tommy Johnson, Tommy McCloud, Skip Wisdom, Stan Scott

3rd Place – Road-Mart, Ozark Team

Ron Lewis, Terry Davis, Dale Outlaw, Doug Ward



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Thanks to our Sponsors and Players, the Fall Golf Tournament raised over \$3500 for the ATDA Scholarship Foundation.



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Best of All:

AOP will give 20% of Net Revenue to the Alabama Tire Dealer's Association Scholarship Foundation.

ATDA Board of Directors Meeting – November 9, 2011:

- Following presentations from credit card processing companies, the Board voted to partner with Alpha & Omega Processing to offer ATDA members discounted credit card processing and merchant services. AOP agreed to donate 20% of net revenue to the ATDA Scholarship Foundation.
- The minutes from the August 24th Board meeting were approved and a financial report provided by Steve Westmoreland was approved.
- For the 2012 – 50th Anniversary Convention, the Board contracted with Norm Gaither to present an educational seminar during the Saturday morning breakfast. The Board also voted to offer special convention registration deals to renewing members and sponsors.
- The Fall Scholarship Fundraiser Golf Tournament raised over \$3500 for the Scholarship Foundation. There were 12 teams and 4 hole sponsors.
- After reviewing different website proposals, the Board voted to have 50 Below redesign and maintain the ATDA website and to partner with the ATDA as a recommended service provider for website design. 50 Below agreed to offer ATDA members discounted design rates and free setup (\$500 value) with a “test-drive” option.
- The Board voted to renew the contract with SLK Tire Designs as the managing company of the Association.
- The Executive Committee will work to set the next Board meeting in conjunction with the next Scrap Tire Commission meeting in order to meet with the Commission.

Welcome New Members!

Please add these companies to your membership directory.

We thank the following businesses for their commitment to the Alabama Tire Industry by their investment in the Alabama Tire Dealers Association. We look forward to serving you!

50 BELOW

P.O. Box 16827
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Phone: 218-740-1810
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Key Contacts:

Ben Moore – Bmoore@50below.com

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Fax: 877-258-0063

Key Contacts:

Victoria Gulsby – gulsby@aopsales.com – 334-315-3235
Dan Deyton – dan.deyton@aopsales.com – 251-366-8472

Senior Citizen Customer Service Etiquette

By Nancy Friedman, the Telephone Doctor



My main thought is why would there even need to be a difference in treatment between age groups? Why do we need to write about the difference in treating seniors? Is there really a difference? Well, yes and no. Most of us believe customer service is customer service. However, I've witnessed some strange behavior in how seniors are treated lately, so I wanted to bring it to your attention. And whether it's senior customer service or not, these helpful tips apply to all. Following are some guidelines to help ease the pain for both the senior and you.

While the following tips are in no order of importance, they all, however, are important. And even if you are thinking to yourself, "This isn't our office, thank goodness," you might think again if you survey your customers. I hear complaints about it all the time. So, my friends, if you serve the senior group, try some of these tips.

1. **Patience** - This is the number one frustration of the senior set. They tend to feel as though others younger than them have little patience and sometimes no patience at all with them. Oh, it may not be that obvious to you, but a short answer to them shows lack of patience. A snippy answer without using their name shows lack of patience, and disrespect. Or an answer they didn't hear that you may need to repeat. And that repeated question has a tone of impatience and often a tone or sigh that says, "Gee whiz, why do I need to repeat everything for you all the time?" Have a little more patience with the seniors. Remember, they have family and that family may need your help one day. You don't want them not recommending you! And most of all, in whatever number of years, that will be you in all probability!
2. **Be Sure They Understand** - While you don't need to be a senior to be hard of hearing, undoubtedly many seniors are hard of hearing. And in many cases, especially if they don't have a hearing aid, they are embarrassed to let you know they didn't hear or understand you. Take the time to be sure they thoroughly understand what you're explaining to them. Be sure you are 150 percent the customer (senior or not) has absorbed everything you have said. And remember, just because they said yes they understand your question, that doesn't mean they did. You might ask them, nicely, to repeat what the instructions are or when the next appointment is or whatever the item is. Having a customer repeat back what they thought they heard is a great way to be sure they understand. And please be sure you ask in a very soft, pleasant tone of voice so it's not as though you're in a courtroom grilling them.
3. **Memory Problems** - We KNOW this is not confined to the senior set. (Frankly, none of these tips are confined to just the senior set.) All of us have, at one time or another, forgotten instructions, names, or other items. So while writing it down will help, making double, even triple sure they really understand what needs to be done is so important.
4. **Company Jargon** - Every industry, company, or organization has jargon they use internally. And that's fine. Using company jargon to each other will speed things along. However, using company jargon on a senior, or really anyone, can and will slow things down and confuse the issue. So if you're telling a senior to do something and use confusing jargon, best you break it down and take the time to use normal language we'll all understand.
5. **Speed is Not Success** - OK, let's face it, we're all busy, busy, busy. But being busy does not give us carte blanche to be rude. Slow down. Maybe not as slow as the senior you're working with at the time, but slow down. Remember, rushing threatens people. Acknowledge what they're saying. Look them in the eye. The faster you go, the more confusing it will get for them. Far better you do it right the first time than to have to repeat yourself. (Which, by the way, you may need to do anyway). Either way, remember, speed is not success. It's not a race to get rid of them. It's a chance to be nicer to someone.
6. **Smile** - This is something the senior set relishes. They may not have had a smile given to them for days or months. They may not have laughed in quite a while. They may be alone. They may be lonely. You may be the only contact they have to the outside. You may make such a difference to them. So when you talk with them, keep a big, big smile on your face and in your voice. They'll feel it. And appreciate it.

So, what is old? What makes a senior? A 30 year old thinks a 55 year old is old. A 55 year old thinks 70 is old. And 70 year olds think, well, you get the idea. At what age is old? At what age do we start losing patience with people? At what age do we start helping people understand? At what age do we start forgetting things and have a bad memory? At what age should we stop using company slang or jargon? And at what age should we realize that when we rush someone it threatens them? Good Lord willing, you too will be a senior one day; whatever age that may be. And you too will want to be treated with patience, understanding and respect.

2012 Annual Convention



June 15th & 16th
Hampton Suites
Orange Beach, Alabama



Mark Your Calendar For Our:
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For Reservations Call Hampton Suites by May 15, 2012, at 800-426-7866.

Use Group Code: ATA



Alabama Tire Dealers Association

Welcomes Featured Speaker

Norm Gaither

Presenting...

Improving Bottom Line Profits

at the ATDA Convention

Saturday, June 16, 2012

Norman Gaither is a well-known financial consultant in the automotive aftermarket and has been helping business owners improve their financial strength since 1984. Norm's proven guidance has helped hundreds of companies improve their bottom line profits using his simple, practical guidelines for financial success. He has worked all over the U.S., Canada & Europe.

For many years, Gaither has provided Bridgestone Firestone dealers with his financial expertise at their Retail Management Workshops. Gaither was a featured speaker for SEMA for 13 years educating folks in the automotive industry with his financial workshops. Gaither has published articles in Modern Tire Dealer: "Is your payroll too high?" "The Theft Triangle" and "Go with the cash flow statement." He is a partner and co-founder of Dealer Strategic Planning, Inc., a tire industry group that forms tire dealer "20 groups."

Length of Class: 4 Hours

Recommended: Management / Shop Owners

In this class Norm Gaither takes a complicated topic and puts it into terms you can understand and use right away to help your business. This class is broken into four parts.

- Part One - Introduction to Making Profitable Sales
includes discussion of "courtesy check form" and how it can increase sales by 10%.
- Part Two - Gross Profit
includes raising profits on parts by 50% by using a special "matrix" system.
- Part Three - Decreasing Expenses
includes discussion on payroll, how to pay your employees, and how to not overpay.
- Part Four - Ties all Four Parts Together
small changes can increase bottom line by as much as 5%.

WVTM-TV, NBC-13, Birmingham

Fact Check: How is tire disposal fee really spent?

By: Jon Paepcke

Published: October 26, 2011

TRUSSVILLE, Ala. (WVTM) --- For the last seven years, tire dealers like Don Adair have charged customers an extra dollar.

“Most people don't even know they're charged that, you know unless they look at their ticket. And that's at any store, any new tire sold in the state of Alabama,” Adair pointed out.

Starting in 2004, the state required all tire businesses to charge an extra buck for Alabama's scrap tire program.

“The bottom line is; what is the dollar being spent for? Is it cleaning up dump sites? It's been charged since 2003 and are we getting our money's worth for that dollar per tire?” Adair asked. Adair says he neatly piles up his scrap tires behind his shop. However, he claims his licensed tire transporter simply drops them off at the county dump.

When asked if he felt Alabama taxpayers were being fleeced, Adair responded, “Well, I don't know, because, that's why I called you. I don't know if they are, but if they are, they need to know about it.”

So how is your scrap tire program dollar really being spent?

We went straight to Montgomery, and questioned **Alabama Department of Environmental Management** spokesperson Scott Hughes.

“I would say we've cleaned up over 70 scrap tire dumps. We've removed over 7 million scrap tires from these illegal dumps,” Hughes said. More than half of those came from a dump in Attalla. The site was the home to mountains and mountains of scrap tires. From August 2006-November 2008, the state removed the equivalent of 4.2 million tires. The total project cost about \$3.7 million. Now that location is tire-free. That cleanup was paid for out of the nearly \$20 million collected by the tire fee so far.

Hughes says they've also spent money on enforcing proper tire disposal, plus promoting the reuse of old tires.

In fact, you can see the proof at Montgomery's Riverfront.

“This whole walkway is comprised of about 35,000 scrap tires that were recycled and reutilized in this walkway,” Hughes stated while walking over the recycled tire tiles. So it sounds like your one dollar tire fee is being spent how it was intended and tire dealer don Adair's questions were answered.

“That makes me happy, because these things won't just disintegrate real easy,” Adair concluded.

Hughes said the scrap tire fund still has about \$15 million in it and is rising every day. When we asked him since it appears the state has more than enough money to clean up tire dumps right now, would they consider discontinuing the tire fee, he said that was not an option right now.

Dear Members,

Should the **Scrap Tire Fee** be lowered to 50¢ a tire as originally prescribed in the governing legislation? At the current time, the Scrap Tire Fee is \$1 per tire. We would like to hear your thoughts as to whether the ATDA should ask that the fee be lowered.

An article on **page 10** explains where the **Scrap Tire Fee** is being spent.

Please contact the ATDA office at 256-616-3587, or e-mail your comments to: alatiredealers@cs.com. **We need to hear from you!**

The ATDA Board of Directors



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Manager - Mike Helms

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Manager - Andrew Thompson

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TIA Gets NHTSA Response on TPMS Questions

Bowie, MD - **The Tire Industry Association (TIA)**, announced today that the National Highway Traffic Safety Administration (NHTSA) has responded to a letter written earlier this year regarding questions related to the servicing of tire pressure monitoring systems (TPMS). The letter outlines four different TPMS scenarios that tire retailers regularly face and how the "make inoperative" provision of the Motor Vehicle Safety Act (49 USC 30122(b)) applies to each situation. The provision "prohibits manufacturers, distributors, dealers, or motor vehicle repair businesses from knowingly making inoperative, in whole or in part, any part of a device or element of design installed on or in a motor vehicle in compliance with an applicable motor vehicle safety standard."

In the first scenario, TIA asked if a retailer can replace an inoperative TPMS valve stem sensor with a standard rubber snap-in valve stem and still comply with the "make inoperative" provision. NHTSA's response was that as long as the TPMS part was inoperative before the customer brings the vehicle to the repair business, "a motor vehicle repair business would not be violating 49 USC 30122(b) by removing an inoperative or damaged TPMS sensor and replacing it with a standard snap-in rubber valve stem...However, a motor vehicle repair business that goes on to make any other element of the TPMS system inoperative, for example, by disabling the malfunction indicator lamp, would violate the "make inoperative" provision."

"This is exactly why our training programs have always stressed the importance of checking the status of the TPMS prior to service," said Kevin Rohlwing, TIA Senior Vice President of Training. "If a valve stem sensor is not functioning prior to servicing the tires and wheels, then the retailer cannot violate the "make inoperative" provision because the system was already inoperative. This increases the importance of documenting an inoperable TPMS prior to any work being performed on the vehicle, especially now that the batteries in the sensors are starting to die."

The second scenario focused on the purchase of aftermarket winter tires and wheels and the customer's refusal to purchase new TPMS sensors or pay for the labor to transfer the original sensors to the aftermarket wheels. NHTSA responded that if the TPMS is functioning at the time of the aftermarket tire and wheel purchase, "a service provider would violate the "make inoperative" prohibition of 49 USC 30122(b) by installing new tires and wheels that do not have a functioning TPMS system. To avoid a "make inoperative" violation, the service provider would need to decline to install the new tires and rims, use the TPMS sensors from the original wheels (if they are compatible), or convince the motorist to purchase new TPMS sensors and ensure that the sensors are properly integrated with the vehicle's TPMS system."

"We are admittedly surprised by NHTSA's response that aftermarket tire and wheels must include TPMS sensors," remarked Roy Littlefield, TIA Executive Vice President. "Based on the language in the April 2005 Final Rule, we believed that the presence of the malfunction indicator lamp (MIL) would notify the driver that the TPMS was not operable as a result of their decision to decline new sensors or pay for the additional labor to install the original sensors in the aftermarket tire and wheel assemblies. While we have some genuine concerns regarding consumer backlash, it is clear that the Federal government is requiring retailers to make sure the TPMS continues to function following the purchase of aftermarket tires and wheels."

In the third scenario, TIA asked if a service provider violates the "make inoperative" provision if they inadvertently break a non-defective sensor and are unable to locate an immediate replacement but allow the vehicle to return to service because arrangements were made to obtain and install the replacement part at a future date. NHTSA's response was, "as a general matter, a violation of the "make inoperative" prohibition does not occur until a repair business allows or intends a vehicle to be returned to use...this would be true regardless of whether arrangements have been made for future repair."

"While there will be some debate over the circumstances related to inadvertent damage, there are no questions regarding the release of the vehicle," said Rohlwing. "If the actions of the service provider made a functioning TPMS inoperable, then it cannot be returned to service until the problem is solved."

The fourth and final scenario describes a situation where a vehicle is released to the consumer without an illuminated MIL, then it illuminates after the vehicle has been driven. According to NHTSA, "The mere illumination of the malfunction indicator lamp after the vehicle has been released by a motor vehicle repair business to the driver would not itself be a violation of the "make inoperative" provision."

"Based on NHTSA's response, we are advising tire retailers to document the status of the TPMS before and after any tire or wheel service," said Rohlwing. "If the electronic TPMS relearn or diagnostic tool includes the functionality to produce a print-out on the status of the system, we recommend that retailers give a copy to the consumer and retain a copy for their own records following service."

A copy of the letter is available on the Association's website, www.tireindustry.org. Retailers with questions, concerns or comments regarding the NHTSA TPMS letter can send an email to info@tireindustry.org.

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Calendar of Events

Annual Convention

June 15-16, 2012

Hampton Inn & Suites, Orange Beach, Alabama

Golf Tournament, Educational Sessions, General Business Meeting,

Awards & Honors, Opportunity to Visit with Suppliers & Dealers!

Join us to celebrate the 50th Anniversary of the ATDA!



Chaplain's Corner

"And she shall bring forth a son, and thou shalt call his name JESUS: for he shall save his people from their sins." Matthew 1:21



For most people, Christmas means nothing more than decorations, shopping, parties and a little time off. But for the Christian, it is a time of renewed HOPE because of Jesus Christ. In the Greek language Jesus means "the Lord saves." God has given us the greatest gift of all, His Son. He really is "The Reason for the Season." Have a Merry Christmas and a Happy New Year.

Jay Seale 334-624-3204 westmorelandjay@bellsouth.net
ATDA Interim Chaplain

Jay Seale is the Manager of Westmoreland Tire's Retreading Plant in Greensboro, Alabama. He has been in the tire business for 21 years. He received his call to preach in July of 2004 and has served as an Interim and Part-time Pastor of different churches in the Greensboro and Hale County areas. He is currently a Deacon at his home church, Macedonia Baptist in Hale County, and is serving as a Part-time Pastor for Sardis United Methodist in Greene County. Jay will serve as ATDA Interim Chaplain for 2011-2012, during Dolan Davis' presidency.

This Month's Business Quote:

"People often say that motivation doesn't last. Well, neither does bathing — that's why we recommend it daily." — Zig Ziglar

This Month's Business Tip: **Want to Improve Sales Today? Treat Customers As Best Friends**

Think about this; if your best life-long friend you haven't seen in a while entered your shop tomorrow, how would you greet him? You would probably stop what you were doing, run over to him, shake his hand, have a smile on your face from ear to ear and start talking about the old days, family, sports, and a bunch of other things, right? Would the encounter be business-like? Of course not.

Now, here's the killer tip to increase sales. Let's say this best friend needs brakes, would you have a hard time selling him? Absolutely not, Why? He's your best friend; he knows you, trusts you and believes in you. Actually, there is no sale; the sale was made long before you discovered the brakes. The sale was made when you formed that bond with him as a friend.

I think at this point you know where I am going with this. We obviously can't make all our customers our best friends, but we can surely treat them as they are.

*The sales process starts with the initial contact, whether over the phone or in person. Welcome your customers as if they were a long-life friend and I guarantee you your sales will increase. **Build relationships, not customers.***

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McGriff Treading Company
Randy Drake
256-739-7080

Mohawk Rubber
Larry McCraney
800-242-1446

Myers Tire Supply
Barry Morgan
800-328-5110

NAPA Auto Parts
Parrish Sellers
205-510-2902

Parrish Tire
Gary Waters
800-877-2431

Professional Tire Collectors
Chad W Jackson
205-323-8436

Robison Tire
Clay Robison / Mike Windham
800-824-3225

Robison Tire
Richard Henderson / Chris Johnston
334-834-6138

S & S Tire
Jeff Hodgins / Mark Barrett
877-777-7411

S & S Tire
Doug Burns
251-433-7100

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

TCI Tire Centers, LLC – Distribution Center
Danny Rosetta
866-907-9463

TCI Tire Centers, LLC – Distribution Center
Todd Sterzoy
850-580-4400

Tech International
Leon Hataway
828-320-3021

Telecheck – FirstData
Virginia Lovoy
205-527-3407

Tenneco Automotive
Ed McArthur
205-589-2781

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

Tire Supplies of Alabama
Frank Harcrow
205-368-4130

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

Yokohama Tire Consumer
Jim Vickers
404-401-8606

Zurich American Insurance
Boone Scroggins
800-553-3055



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