



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

SEPTEMBER 2009

In This Edition...



**5 Most Frustrating
Voice Mail Phrases**
Page 4

March Mania Tire Expo Tradeshow 2010



Page 3



**4 Tips for Commercial
Tire Safety**
Page 6



**Tire Industry Association
Opposes Petition to Limit
Imports of Chinese-Made Tires**
Page 14

**Fall 2009
Scholarship Fundraiser
Golf Tournament**



Page 9

**Scrap Tire Law
Amendments**

Page 7



**ADEM Scrap
Tire Report**

Pages 10 & 11

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

Executive Committee

President

Steve Breland
Top Line Tires

First Vice President

Mike Griffin
McGriff Tire

Second Vice President (Chaplain)

Dolan Davis, Jr.
Southside Davis Tire

Secretary / Treasurer

Scott Roberson
Royal Tire Service

Board of Directors

Bruce Bedsole
Herndon Tire & Muffler
Robert Bell
Birmingham Auto Clean
David Brocato
Frederickson's Tire,
Appliance, & Furniture
Bob Gipson
Gipson Auto Tire, Inc.
Richard Greene
Trax Tires, Inc.
Dewane Haynes
Sweat Tire Co.

Supplier Representative

Jerry Dickey
Carquest Distribution Center

TIA Representative

Jim Short
Radial Tire & Bandag

Past Presidents' Council

Frank Harcrow
Tire Supplies of Alabama
Eddie Hardwick
Road-Mart, Inc.
Barry McGirt
American Tire Distributors
Rhett Marques
Goodson Tire & Auto

Co-Executive Directors

Cheryl Lentz
Sabrina Lentz Knop

Dear Members,

It's hard to believe that we are only a few weeks from college football already. Where does the time go? You will be glad to hear our membership push for 2009 has been very successful but please mention us to as many as you can. Our group is only as strong as its members, and your help is greatly needed.

I hope everyone is looking forward to the golf tournament in Dothan. Eddie Hardwick, along with Jim Whaley and others are kind enough to head this up again. It should be a great time. Also don't forget March Mania coming up. If you know of any vendors who might want to participate have them contact Frank Harcrow.

The Association is here to serve its members. If you have any questions or concerns feel free to contact me or any other member of the Board. Good luck the rest of the year, and let's hope business continues to get better.

Sincerely,

Steve Breland
President



March Mania Tire Expo

Trade Show 2010

MARCH 6, 2010

BESSEMER CIVIC CENTER

BESSEMER, ALABAMA

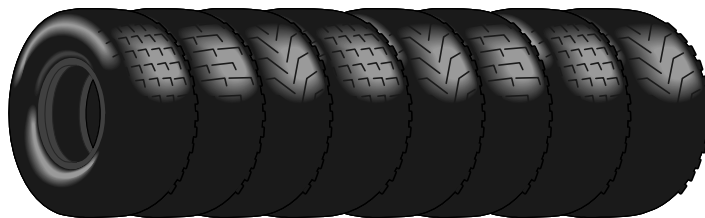
One Day Only

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 Booths are \$250 for members
& \$350 for non-members.**

**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**

Five Most Frustrating Voice Mail Phrases

By Nancy Friedman
Telephone Doctor



Voice mail remains a large frustration in this busy business world. And it's not just voice mail. The automated attendant is also on the list. In an effort to help reduce voice mail frustration, here are the five most frustrating phrases that your callers **don't** want to hear. These tips also apply to your cell phone voice mail.

- **I'm not at my desk right now**

DUH? That's a hot lot of news. What a boring statement. Live a little. Let your callers know where you ARE - not where you're not. Tell them, "I AM in the office all this week" OR "I'm in a sales meeting till 3 pm." Let them know if you do or don't check messages.

- **Your call is very important to me**

A big time waster. The caller is thinking, "Well, if I'm so darn important, where the heck are you?" And then again, think about it. Maybe the call isn't so important to you. You just don't need this phrase.

- **I'm sorry I missed your call**

How dull. Of course you are. (Although, there are probably some that you're not sorry to have missed.) Leave this phrase out! It's a given. Use the time and space for something more valuable. Like where you are and when you will return!! Or, who they can call for the information.

- **I'll call you back as soon as possible**

Not interesting and not fun. And based on Telephone Doctor surveys, probably not true. The truth is most people aren't returning their phone calls in a timely fashion. If you're telling your callers you'll call them back, make sure you do. If you think you may not return the call...then try this: "Go ahead and leave your phone number and I'll DECIDE if I'll call you back or not." (Just kidding!) Unreturned phone calls rank high on the frustration list. "As soon as possible" is not an effective phrase. All you need is to say, "I will call you back." (Then do it! Or have it returned on your behalf.)

- **No escape**

Remember to tell callers to hit ZERO for the operator if they need more information. Or better yet, give them another name and extension. Although for the most part, that voice mail may come on also. (Then you're into what we call **Voice Mail Jail**!!!) Main point here is to offer an alternative if you're not there. Plus, you've bought back some time to say something more interesting or helpful to the caller. (Escape may not apply to cell phones.)

Let's talk about voice mail in general. Voice mail, per se, has three parts - the automated attendant, the greeting your callers hear, and the message you leave for someone on their voice mail.

- **The Automated Attendant** - Or as many refer to it... "The Groaner." It's that voice that is a large part of the frustration. Especially when you're not able to get out of the system. (i.e. - no escape).

Is there anyone reading this right now who would argue against the fact that the first voice you hear when you call a company sets the mood, sets the tone for all future interactions? Then why on earth would you leave a robotic, monotone, dull voice to greet your callers? The voice (or digital chip) that came along with your system has a number of options for you. You can record it yourself or you can have one of your employees with a great upbeat voice record it. Or you can find a professional in your area that will be happy to help. Point being...you want a voice that says, "Hey, we're so glad you called." You want a greeting that is warm and friendly.

- **The Greeting On Your Voice Mail** - A reminder: People want to know where you are - not where you're not! It's pretty simple. Leave an escape for the caller. Some place they can get information if needed.

As for "dating" your recording with the day and date, you might want to think twice on this. I don't say it's wrong or bad. But I do say there are too many ways to slip up and not record each day thereby making your recording outdated. And an OUTDATED greeting was high on the list of voice mail no, no's! You sound foolish and the caller wonders what else you might not be doing if you're not updating the greeting. I'd play it safe and not use a day and date.

Which leads us to the message that YOU leave for someone. It's your electronic business card and it needs to be GREAT.

- **Messages** - There are 3 kinds of messages to leave: a poor, an average and a great. The message you leave for someone needs to be GREAT. Here's a sample of each. Which one are you?

Poor: Hi this is Bob. Gimme a call.

Average: Hi this is Bob at Acme Widgets. Call me at 291-1012. (Said wayyy too fast.-You know what I'm talking about!)

GREAT: Hi Nancy. This is Bob Smith, at Acme Widgets. I'd like to get with you to talk about the plan for the meeting on the 27th. I'll plan on having lunch brought in at our office. I'm excited to get with you on this. I'm at 314 - that's central time in St. Louis, Missouri - 314-291-1012. Again, that's 314-291-1012. Look forward to it, Nancy. If I'm not in, ask for JUDY, at extension 42 and leave a message with her for me there. Thanks.

Let's not make it any more difficult than it really is. Voice mail can and should be a productivity enhancer. The automated attendant was not installed to replace people. It was installed to 1) answer on the first ring, and 2) expedite a phone call. And it does do both. That being said...it's still a big frustration in the business world. Make it less frustrating for your callers!!!

Now that you've read this article, trying calling into your own voice mail system and see how many of these frustrating phrases you use...then eliminate them. REMEMBER - check your cell phone voice mail too!! Good luck!

© 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. For information on America's favorite series of classroom training tools or on-site workshops, please visit www.telephonedoctor.com.



Nobody Goes the Distance like Federated

When it comes to insurance for tire dealers, nobody goes the distance like Federated. In your high-pressure industry, Federated has been a dependable source of insurance for tire dealers for nearly a century—spinning out continuous innovations to meet the ever-expanding needs of the tire industry.

Call your local Federated representative or your association office to find out more about an insurance program that will get your business back in the groove.

It's our business to protect yours®





TIA Offers Four Tips That Commercial Vehicle Operators Can Use To Help Prevent Potentially Deadly Wheel-Off Accidents

Bowie, MD - Bowie, MD - What do a pregnant woman from Maryland, a 48 year-old man from Ontario, and a driver in Seattle have in common? They are all victims of truck wheel-offs; a truck wheel flew off on the highway and struck their vehicles. Both the Ontario man and the Seattle driver were lucky - they survived. But, the woman from Maryland was killed. The **Tire Industry Association (TIA)**, one of the leading global authorities on commercial tires and tire service training, reminds all commercial vehicle operators that improper installation procedures can lead to very tragic results similar to these.

Thus, **TIA** offers the following four tips that every commercial vehicle operator should keep in mind:

1. Proper torque in and of itself is not a guarantee that the wheel is secure on the hub or drum - the key is clamping force. Tire technicians must be trained to ensure that the wheel and hub are properly cleaned and that the wheel and fasteners are inspected before it is installed. Even with the correct torque, foreign material on the mating surfaces and worn threads will still cause a wheel to become loose.
2. Use the proper wheel fastener lubricants (30-weight oil on the stud and flange nut for hub-piloted wheels and dry for stud-pilot).
3. DO NOT use anti-seize compounds on stud-piloted wheels. This use has never been approved by wheel, hub or fastener manufacturers.
4. Wheel fastener torque should always be checked after the first 50 to 100 miles.

"There are plenty of myths and outright falsehoods floating around repair shops - such as using anti-seize compounds as wheel lubricants - which only help to perpetuate the phenomenon of wheel-offs," said **TIA** Senior Vice President of Training Kevin Rohlwing. "It's important that tire technicians receive the proper training to look at all aspects of clamping force - not just proper wheel torque - in order to ensure a wheel does not come off and create the potential for serious injury, or even death out on the roads."

C. W. Owens Enterprises *Scrap Tire Management*

We Spot Trailers for Businesses and 1 Time Clean-ups



DUMP SITE BEFORE

**Scrap Tire
Remediation**
**ADEM Permitted
Class 4 Processor
& Transporter**

Also Approved in Georgia



DUMP SITE AFTER

1-866-869-1372

256-892-7692

June 22, 2009

NOTICE

ALL RETAIL TIRE DEALERS IN THE STATE OF ALABAMA

On May 22, 2009, Governor Bob Riley signed into law Act 2009-779 with the effective date of this Act being August 1, 2009.

This Act amends several code sections dealing with the Alabama Scrap Tire Environmental Quality Act. One of the code sections amended was Section 22-40-A-14, Code of Alabama 1975, which allows tire dealers to retain five percent of the fees collected for the timely reporting and payment of the fee to the Department of Revenue. This amendment increased the fee that the tire dealers retain from five percent to seven percent. The August 2009 return due September 20, 2009 will be the first return affected by this change. The Department will be mailing new returns in August.

Pro-Cut of Alabama On The Car Brake Lathe Parts & Service

Call for Free Demo
Dennis Kinard – 205.613.4867



If you should have any questions regarding this matter, please contact us at the address or telephone number listed below:

Sales, Use & Business Tax Division
Motor Fuels Section
P.O. Box 327540
Montgomery, Alabama 36132-7540
(334) 242-9608
(334) 242-1199 (Fax)

NOTICE

This Act also amends the Alabama Scrap Tire Environmental Quality Act to say:

“Class One receivers registered with the department and collecting and remitting fees in accordance with Section 22-40A-14 shall not be subject to the disposal fees established under the Solid Wastes and Recyclable Materials Management Act for only scrap tires delivered to permitted landfills for disposal.”

Welcome New Members!

Please add these companies to your membership directory.

ALLSTAR TIRES

600 Forestdale Blvd.
Birmingham, AL 35214

Phone: 205-798-0870
Fax: 205-798-2090
205-948-5173

Key Contacts:

Tina Vann – tv@allstartires.com

CONTINENTAL TIRE

504 Sterling Lakes Way
Bessemer, AL 35022

Phone: 205-441-7285
205-565-3415

www.conti-na.com

Key Contacts:

Stephen P. Shanks – stephen.shanks@conti-na.com

MAC'S TIRE & SERVICE CENTER, LLC

553 Alex City Shopping Center
Alexander City, AL 35010

Phone: 256-234-5005
Fax: 256-234-6030
256-596-0700

Key Contacts:

Rachel K. McDaniel – macstirealexcity@charterinternet.com

TENNECO AUTOMOTIVE

6248 Sloan Drive
Altoona, AL 35952

Phone; 205-589-2781

Key Contacts:

Ed McArthur – emcarth@hopper.net

WARREN TIRE & AUTO CENTER, Inc.

409 University Blvd. East
Tuscaloosa, AL 35401

Phone: 205-758-2739
Fax: 205-758-8813

www.warrentireinc.com

Key Contacts:

Brad Johnson – info@warrentireinc.com

Scholarship Fundraiser Golf Tournament

October 8, 2009



Where: **DOTHAN NATIONAL
GOLF CLUB**

When: **THURSDAY, OCTOBER 8TH**
12 PM Shotgun Start

Fee: **\$100.00 per entry**
(\$400.00 per team)
Includes 2 mulligans and 1 power drive

Mail entries to:

A.T.D.A.
6096 COUNTY RD 434
TRINITY, AL 35673

HOLE SPONSORSHIP: \$100.00

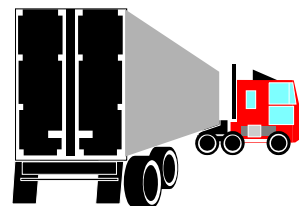
Registration forms available on-line at www.alatiredealers.com.

J. Scott Enterprises, Inc. DBA Metro Tire

Birmingham, AL



Quality Used Tires.
ADEM Licensed Scrap Tire
Transporter & Processor.



We will collect your scrap tires at your store
or we will spot a trailer at your location.

For pricing call Micah Hart at 205-841-1930
Fax: 205-841-1970

ADEM Scrap Tire Program Update – April 1, 2009

Alabama Scrap Tire Fund

Fee receipts FY08	Approximately \$3.87M
Fee receipts FY09 to date	Approximately \$1.70M
Total Available for Remediation	Approximately \$13.41M

ADEM Staffing

Gavin Adams, Materials Management Chief (supervises 6 employees)

The Materials Management Section of the Solid Waste Branch is responsible for the registration, permitting, and compliance evaluation of all scrap tire facilities, registration and compliance evaluations of all recovered material processing (recycling) facilities, and the management of the Alabama Recycling Fund, which is used to provide grants for local recycling, reuse, and waste minimization projects and programs.

Brent Watson, Enforcement/Remediation Chief (supervises 6 employees)

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

Registrations/Permit Activity (Includes registered receivers, permitted transporters and processors)

FY2009	174
Total to date (FY05 – FY09)	2,343

Facility Inspections Activity

FY2008	1,150
FY2009	458
Total to date (FY05 – FY09)	3,625

Permits Issued (Includes fuel users, processors, and transporters)

FY2008	37
FY2009	16
Total permittees (FY05 – FY09)	120

Scrap Tire Complaint Investigations (FY2009 to date)

79 Complaint investigations of scrap tire sites or unauthorized dumps with scrap tires present

Enforcement (FY2009 to date)

Notices of Violation for Scrap Tire Dumps	70
Notices of Violations for Scrap Tire Facilities	30
Warning Letters for Scrap Tire Facilities	8

Remediation

Large Scrap Tire Sites

The remediation project of the former Four Star Recycling site in Attalla, Etowah County was completed in November 2008. This remediation project resulted in the removal of over 40,400 tons of scrap tire (equivalent to over 4,000,000 passenger tires) with expenditures of \$3,703,863 and well over 50% of the material removed beneficially reused.

The second remediation project is currently underway at the Prichard Large Scrap Tire Site in Mobile County. The project remediation contract will be awarded this fiscal year, and includes a requirement for more than 75% beneficial reuse. The third remediation project at the Geneva County Large Scrap Tire Site is in the preliminary research phase, and we anticipate noticing Requests for Proposals later this year.

Small Scrap Tire Sites (through the Scrap Tire Fund)

COUNTY	SITE NAME	CONTRACTOR	TIRES REMOVED	CONTRACT AMOUNT
FY2007				
Autauga	Watchman Circle, Verbena	Fuller Five Enterprises	680	\$18,720
Etowah	Old Hwy 431, Glencoe	C.W. Owens Enterprises	14,338	\$23,000
Lee	AL Hwy 169, Salem	Burnham Enterprises	4,100	\$37,500
TOTALS			19,118	\$79,220

FY2008				
Clarke	Kearly Site	Burnham Enterprises	1,500	\$48,980
Clarke	Strickland Site	Burnham Enterprises	250	\$12,360
Etowah	Flanders Gap, Old Scenic Hwy	C.W. Owens Enterprises	633	\$2,300
Etowah	Sullivan, Shaddix Street	Teague Haling and Demo	408	\$2,000
Etowah	Jim Barron Beaver Warehouse	Wade Long	13,347	\$27,250
Etowah	Kelly Site	Fuller Five Enterprises	29,725	\$36,327
Mobile	Zeigler Blvd/Cody Road	Burnham Enterprises	2,400	\$4,680
TOTALS			48,263	\$133,897
FY2009 (The sites are in various stages of contracting. Tire quantities are estimates based on inspections.)				
Blount	Keyser-Ryan Site	C.W. Owens Enterprises	600	\$9,900
DeKalb	Peppers Site	To Be Determined	2,000	-
Escambia	Holt Site	To Be Determined	300	-
Etowah	Keiser Street Site	C.W. Owens Enterprises	300	\$3,100
Etowah	Means Road	Etowah Co. Commission	500	\$5,000
Hale	Poe Site	To Be Determined	500	-
Mobile	Zeigler Blvd/Cody Rd Follow-up	Burnham Enterprises	750	\$8,740
Russell	Brooks Site	Reaves Wrecking Co.	550	\$1,800
TOTALS			5,500	\$28,540+

Small Scrap Tire Sites (through Enforcement Actions)

FISCAL YEAR	NUMBER OF SITES	TIRES REMOVED
2005	6	610,000
2006	31	53,548
2007	23	19,421
2008	8	4,310
2009	5	4,800

Build a Better Website

- Custom Website Design
- Access to Over 2 Million Photos
- Online Product Display
- Consumer Education Section
- Graphical Statistic Reporting
- Web & Email Hosting
- Friendly Support & More!

Call 1.866.210.6717
Or visit www.tiredealerwebdesign.com

ASA Tire Systems
Technically speaking, we're family

Call for Alabama Member Discounts!

These Aren't Your Father's Business Tools



- Business Systems
- Mobile Computing
- eCommerce
- Network Design

To find out more about the latest business tools designed to help you increase profits, contact the leader of tire industry software.

ASA Tire Systems
Technically speaking, we're family

1.866.210.6717 | info@asatire.com | www.asatire.com



ADEM Completes First Large Scrap Tire Site Cleanup

MONTGOMERY – The Alabama Department of Environmental Management is pleased to announce the completion of the cleanup of Alabama’s largest known unauthorized scrap tire disposal site. The removal of the scrap tires and tire materials from a site in Attalla began in August 2006 with the support of ADEM and the Alabama Scrap Tire Commission.



The work was performed by C.W. Owens Enterprises of Southside and occurred at the former Four Star Tire Wholesale Brokerage site near downtown Attalla. The contractor removed more than 82 million pounds of scrap tire material, the equivalent of more than 4 million passenger tires, from the site. The completion of this project marked the first cleanup of a large-scale unauthorized scrap tire disposal site funded from the Alabama

Scrap Tire Fund.

The Alabama Scrap Tire Fund was established with the Alabama Legislature’s passage of the Scrap Tire Environmental Quality Act, which was co-sponsored by State Senator Larry Means and State Representative Craig Ford. The Alabama Scrap Tire Fund is supported by a \$1-per-tire fee that has been collected on each replacement tire sold in Alabama since passage of the Act in 2003.

Attalla was selected to be the first site for cleanup based on a statewide prioritization process that utilized specific site ranking factors including the estimated volume of scrap tires, the proximity to residential areas/schools/health care facilities, and the potential human health and environmental threats posed by the site. ADEM used a stringent pre-qualifying process to assure contractors had the appropriate experience, proper



equipment, and sufficient financial resources to accomplish a large-scale cleanup. In addition, ADEM conducted oversight activities during the cleanup to monitor the progress of the project.

Beneficial reuse of the scrap tire material was a key factor in the contract process and a 50 percent beneficial reuse requirement was a condition of the project. However, the contractor was able to achieve beneficial reuse of approximately 80 percent and completed the project nine months ahead of schedule.

“Scrap tire material has an array of beneficial reuse,” said ADEM Director Trey Glenn. “The processed material recovered from the Attalla site was utilized mainly as tire-derived fuel and was a valuable product that was reused in an environmentally sound manner. The successful completion of this project will provide numerous environmental and health benefits for the citizens in this area.”



Check out the *new look* of the
ATDA Website!

www.alatiredealers.com

Easy as...



**LONG OVERDUE
= PROFIT**

Win Win Situation!

Tire shops should make at least an extra \$20 per truck tire

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

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

**Available
through**

Arizona
Arizona Rubber Company
(602) 272-7925

Arkansas
Reese Automotive
(870) 367-7214

California
Borg Equipment & Supply
(818) 352-8717
(619) 584-9250
(916) 635-0163

Union Rubber Co.
(510) 569-6323

Bronson Enterprises
(909) 824 5078

Colorado
McGee Company
(303) 777-2615

Delaware
Tire Supplies
(302) 655 8022

Florida
Inter City Tire
770 963 5070
Florida Tire Supply
(863) 967-4111
(904) 693-0212

Georgia
Dugco Supply
(404) 762-0550

Mohawk Rubber Sales
770 664 1868

Goldcoast Tire
770 963 5070

Idaho
Danielson Tech Supply
800 279 6280

Illinois
Keister's Inc.
(309) 734-2151

Rubber, Inc.
(312) 225-6162

Indiana
Auto Wheel & Rim
(812) 423-3157

Bowes Sealfast
(317) 549 1723

Southern Indiana Tire
1 800 344 7487

Kansas
5 D Supply Inc.
(620) 675-2503

Kentucky
Duckett Truck Center Inc.
(270) 395 8200

Best One Tire & Service
(270) 443 8473

Louisiana
Reese Automotive
(870) 367-5987

Parts & Service
(318) 495 3196

Massachusetts
Mohawk Rubber
(781) 741-6000

Maryland
The Waters Co.
(410) 242-2626

Michigan
Tire Wholesalers
Phone: (248) 589-9910

Minnesota
Pioneer Rim & Wheel
(612) 331 1311

Hanco Corporation
(651) 456-5600

Robison Tire Co. Inc.
1-888-824-3225

Missouri
Duckett Truck Center
(573) 471 7100

Prier Tire Supply
(417) 271-3508

Nebraska
Danielson Tech Equipment
402 8963200

New Mexico
McGee Company
(505) 883-9613

New Hampshire
Stratham Tire
(603) 679 2232

New York
ESTI Warehouse, Inc.
(631) 491-0747

Loomis-Root, Inc
(716) 564-7668

Ohio
Group 31
800 438 3302

Rim and Wheel Service
(614) 445 7272

Great Lakes Parts
(440) 546 0304

Oklahoma
Moyers Factory Warehouse
(405) 235 2828

Pennsylvania
Eastman Distributing
(724) 235 2543

Eastman Supplies
(724) 637 2080

South Carolina
BMK Distributing
(843) 538 2424

Truck Supply
(803) 754 9022

Texas
American Automotive
(713) 956 0050

Washington
Six Robbles
(206) 767-7970



1 800 572 8952

WWW.COUNTERACTBALANCING.COM

Tire Industry Association Opposes Petition to Limit Imports of Chinese-Made Tires

Association releases statement; petition before U.S. International Trade Commission would harm consumers; association reiterates belief that all tires - regardless of origin- should be held to appropriate safety standards.

Bowie, MD - The Tire Industry Association (TIA), one of the leading global authorities on tires, today released a statement announcing their opposition to the proposal before the U.S. International Trade Commission (ITC) that would limit the import of Chinese-made passenger and light truck tires. The association feels strongly that this measure, despite being well-intentioned, would not help in the preservation of manufacturing jobs, and would be harmful to consumers, as these tires are often an affordable solution to those drivers with limited budgets. However, the association also reiterates its long-standing position that all tires - regardless of country of origin - must be held to all applicable Federal Motor Vehicle Safety Standards.

The United Steel Workers (USW), on April 20th, 2009, petitioned the United States International Trade Commission (USITC) to determine whether passenger and light truck tires manufactured in China are being imported in such increased quantities or under such conditions as to cause or threaten to cause market disruption to the producers of like or directly competitive products. They are requesting the imposition of an import quota of 21 million tires (2005 levels) with an increase of five percent each year over a three-year period. This would reduce current imports by almost half. TIA is sympathetic to the loss of U.S. manufacturing jobs, but understands that this has occurred over the course of many years and under a multitude of trade policy initiatives, and this attempt - no matter how well-meaning - will not result in either an increase or a preservation of U.S. tire manufacturing jobs.

"TIA believes that the proposal before the ITC would be the worst of both worlds - no U.S. manufacturing jobs would be either saved or created, and consumers would be denied a source of affordable tires at a time in our economy when every penny counts," said TIA Executive Vice President Roy Littlefield. He went on to say, "Any reduction in the quantity of tires imported from China would be in and of itself disruptive, as no manufacturing uptick here in the U.S. would satisfy the shortage this measure would create. Instead, manufacturers would have to essentially ration their products, thus resulting in shortages, outages, and most likely, much higher tire prices."

The following is the complete statement:

Tire Industry Association Position on the United Steel Workers Petition Before the United States International Trade Commission Seeking an Import Quota on Chinese-made Tires

The United Steel Workers (USW), on April 20th, 2009, petitioned the United States International Trade Commission (USITC) to determine whether passenger and LT tires from China are being imported in such increased quantities or under such conditions as to cause or threaten to cause market disruption to the producers of like or directly competitive products. They are requesting the imposition of an import quota of 21 million tires (2005 levels) with an increase of five percent each year over a three year period. This would reduce current imports by almost half. The Tire Industry Association (TIA) is sympathetic to the loss of U.S. manufacturing jobs, but understands that this has occurred over the course of many years and under a multitude of trade policy initiatives.

TIA believes that a reduction of this magnitude in the quantity of Chinese tires imported would itself create a market disruption, and cause very real harm to our member companies and the U.S. consumer. Our members, by directly importing or contracting with suppliers, are meeting the demands of a segment of the tire consumer market for lower-cost tires. No manufacturing uptick would satisfy this product segment, but instead could create a need for product allocation, resulting in shortages and outages. In the best of times such occurrences are troubling, but in today's climate could inflict severe financial harm on many retailers and on the motoring public.

TIA believes that the USITC has the ability to guard against foreign governments supporting the sales of below-cost products, and favors anti-dumping remedies when appropriate. In addition, TIA has long supported requiring that all Chinese tires adhere to applicable Federal Motor Vehicle Safety Standards.

TIA would ask the USITC to continue to support a free-trade policy, and reject the USW's effort to impose a protectionist policy.

CHAPLAIN'S CORNER



"O LORD my GOD, YOU have done many miracles for us. Your plans for us are too numerous to list. If I tried to recite all your wonderful deeds, I would never come to the end of them." Psalm 40:5 (NLT)

I don't know about you but one task of managing a tire store I despise is taking a physical inventory of tires. Taking that legal pad and staying after hours to count each tire seems to always take too long and be such an exhausting task. I know it is necessary but I still don't like to do it. There is another inventory that I need to take more often mentioned by the verse above. It is an inventory of the good deeds GOD has done and is doing even as I type this article. This inventory takes a little time also but it is worth the investment. Being a perfectionist by nature I tend to focus on what is not being done correctly and get caught in the trap of dwelling continuously on what could be improved. This robs me of seeing and appreciating the good that is being done. You and I need to take more "blessings inventory" as the verse suggests. If we take a legal pad and start making a list of all the good deeds GOD has done for us and all the blessings HE has given we too will discover that we "never come to the end of them."



GOD Bless!

Dolan Davis Jr.

205-758-6624

dolanjr@bellsouth.net

● ————— ●
JOIN US NEXT YEAR FOR THE



**2010 ATDA
Convention**



**Evergreen Marriott
Stone Mountain Resort
Atlanta, Georgia**

*Plan your vacation for the
week of June 7-13 and
join us for Friday &
Saturday:
June 11 & 12, 2010*

Please Support Your Supplier Members:

American Tire Distributors
Barry McGirt
800-950-3928

ASA Tire Systems
Tommy Dukes
603-889-8700

Ashberry Tire Landfill
Ty Ashberry
334-493-1250

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

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

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

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

CARQUEST Distribution Center
Jerry Dickey
334-280-5843

Carroll Tire
Cecil Bowden
205-655-2182

Carroll Tire
Don Pylant
800-446-0589

Cintas Corp.
Craig Casey
256-355-6431

Continental Tire
Steven P. Shanks
205-441-7285

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

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

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

Federated Insurance
Erin Richards
404-497-8840

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

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

Hesselbein Tire
Lew Newlin
601-974-5938

Hornsby Tire Distributors
Roger Hornsby
334-762-2333

Hunter Engineering
Sterling Yearber
256-606-7691

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

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

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

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

McGriff Treading Company
Randy Drake
256-739-7080

Metro Recycler
Phillip Tidwell
205-841-1930

Mighty Auto Parts
Jason Huss
334-677-2672

Mohawk Rubber
Jeff Work
800-242-1446

Myers Tire Supply
Barry Morgan
800-328-5110

Parrish Tire
Gary Waters
800-877-2431

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

Robison Tire
Joe Robison
800-824-3225

Robison Tire
Mike Brown
334-834-6138

S & S Tire
Jeff Hodgins
877-777-7411

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

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

Tenneco Automotive
Ed McArthur
205-589-2781

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

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

Tire Supplies of Alabama
Frank Harcrow
205-368-4130

Westmoreland Tire
Ed Westmoreland
Steve Westmoreland
256-845-5656

Westmoreland Tire
Tom Westmoreland
256-878-5728

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

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

Zurich American Insurance
Boone Scroggins
800-553-3055



The Spare Tire is a publication of Alabama Tire Dealers Association. The Spare Tire is published 4 times a year as a source of information for ATDA members and supporters. ATDA directors, staff and members do not necessarily agree with all the contents or opinions appearing in this publication nor should its readers rely on any of the Spare Tire content for support of any legal position. On matters involving legal interpretation, the reader is advised and encouraged to rely solely upon the advice of his or her own hired legal counsel. The Spare Tire invites and encourages comments from its readers.