



Alabama Tire Dealers Association

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Spare Tire

September 2012

In This Edition...



Top 10 Payroll Mistakes
Pages 6-7



Common TPMS Service Q & A
Pages 23-24



TIA Pushes for Federal R2R Law
Page 7

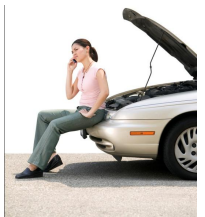
Tax Court Ruling Benefits Small Business Owners
Page 8



States Work Their Own "Amazon Tax" Deals
Pages 20-21



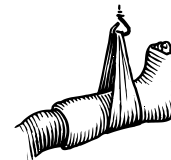
How NOT to Answer a Phone Call
Page 9



Tire Tariffs
Pages 18-19



Visa & MasterCard Lawsuit Settlement
Page 11



Workplace Injuries Happen...
Page 16

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

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Scott Roberson
Royal Tire Service

First Vice President

Bob Gipson
Gipson Auto Tire, Inc.

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Westmoreland Tire Co.

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Trax Tires, Inc.

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S & S Tire

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Parrish Sellers (1st Year)
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Steve Breland
Top Line Tires

Mike Griffin
S & S Tire

Dolan Davis, Jr. (*Chaplain*)
Southside Davis Tire

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Cheryl Lentz
Sabrina Lentz Knop

Letter from the President

I hope this letter finds you and your business well. With the passing of Labor Day the summer is officially over but the warm weather continues here in the south and may the customers keep coming through your doors. As our Association continues to grow, I want to welcome our new members and thank you for your support of our Association. Please call on our Board Members, Executive Directors or our Outside Sales Person if you have any questions or need any assistance. Please look for upcoming dates of the TIA training for your employees. The more we train our employees the stronger our business is and the benefits increase for your customers to do business with you.

In closing, I would like to let you know that we would like you to share any news of your business with us so that we may share it in our newsletter. Once again, thanks for your support.

Scott Roberson
Royal Tire Service



Golf Tournament

Alabama Tire Dealers Association

Thursday, October 11, 2012

Lunch Included!



Where: **TERRI PINES COUNTRY CLUB**

When: **Thursday, October 11th**

Lunch Included

1:00 PM Shotgun Start

Fee: **\$125.00 per entry (\$450.00 per team)**

Includes 2 mulligans and 1 power drive

Mail entries to:

A.T.D.A.

6096 County Road 434

Trinity, AL 35673

HOLE SPONSORSHIP: \$100.00

Registration

TEAM NAME: _____

PLAYERS NAME _____ Handicap/Avg. Score _____

PLAYERS NAME _____ Handicap/Avg. Score _____

PLAYERS NAME _____ Handicap/Avg. Score _____

PLAYERS NAME _____ Handicap/Avg. Score _____

Mailing Address: _____

City _____ State _____ Zip _____ E-Mail _____

Phone _____ Fax _____

Yes, I would like to sponsor a hole!

Company Name _____ Contact _____

Address _____ City _____ State _____ Zip _____

Entries must be received by October 4, 2012

Limited to first 20 paid Teams

For Information Contact:

Mike Griffin 877-777-7411 or ATDA Office 256-616-3587

Meet Geoff Hall

ATDA Outside Sales Representative



In August 2012, the Alabama Tire Dealers Association formally hired Geoff Hall of Birmingham, Alabama, as its new Outside Sales Representative. Mr. Hall has been charged with recruiting new members to the ATDA family and with making personal visits to current ATDA members. Having Mr. Hall on the road visiting tire dealers across the state will allow our Association Board of Directors to stay informed on the issues directly and currently impacting our fellow tire

dealers. Tire dealers will also have another access outlet to participate in our Association. This important new line of communication and connection for our members will allow our Association to grow even stronger over the coming years.

Welcome to the ATDA family Geoff!!!

About Geoff Hall:

Geoff and his wife, Debbie, have been married 37 years and they have one daughter, Lindsey, who is a math teacher in Ft. Smith, AR. While Geoff attended high school and college in Rhode Island, he spent most of his younger years in Houston, Texas. Geoff says, “We love Alabama and frequently take car rides to explore areas of the state we have not seen before.” Geoff has traveled by car in 48 states, been to both Canada and Mexico and has traveled as far as China. Active in his church, Geoff enjoys the company of friends, watching Alabama football and golf.

Geoff’s professional areas of expertise include team building, sales and market plan development and execution. He has been responsible for relationship building with customers and suppliers throughout the U.S. His personal attributes include unquestioned integrity and ethical business standards.

Geoff will be traveling the state visiting our ATDA members and potential new members. Feel free to share any concerns or achievements from your business.



THE INTERNATIONAL TIRE EXHIBITION & CONFERENCE

SEPTEMBER 18 - 20, 2012
THE I-X CENTER, CLEVELAND, OH



ITEC2012

Just one person can't see it all!

Tune up your business by bringing your key people to ITEC's high-powered educational program and trade show.

Register Now!

**Don't wait -
save up to \$50 with
pre-registration
discounts!**

The numbers say it all:

- 3 jam packed days
- 49 seminars to boost business for tire dealers
- 5 panel presentations, including our exciting Presidents Panel



- 4 TPMS presentations
- Hundreds of New Products and Demonstrations

There's so much to learn and see at ITEC 2012, you can't afford to miss anything.

KEYNOTE ADDRESSES



Giti
Dr. Enki Tan



Ford
David Rohweder

SPECIAL PRESENTATIONS

TIRE EFFICIENCY RATINGS



National Institute for
**AUTOMOTIVE
SERVICE
EXCELLENCE**

CERTIFICATION OVERVIEW



DRIVE & LEARN



PRESENTED BY **PIRELLI**

REGISTRATION

EXHIBITS ONLY - No CHARGE
EDUCATIONAL PROGRAM - \$50
UNTIL SEPT. 14, 2012

PRE-REGISTER FOR EXHIBITS OR EDUCATIONAL PROGRAM BY AUGUST 17

GET A
PAIR FOR
FREE



CHANCE
TO WIN
AN IPAD



GRAND PRIZE



MESNAC



Top 10 Payroll Mistakes Companies Make

Common Mistakes That Lead to Employment Tax Liability and Penalty Exposure



The Internal Revenue Service is focused on closing the tax gap. One way it hopes to do so is by collecting under-withheld employment taxes. As part of the Employment Tax Research Project (ETRP) launched in 2010, the IRS is reviewing the payroll practices of 6,000 employers in four main areas: worker misclassification, fringe benefits, executive compensation and payroll taxes. Once the research project is complete, the IRS will identify areas in which compliance errors routinely occur and focus audits on those issues. Companies not selected as

part of the research project should look at their payroll practices and make any necessary corrections before the IRS comes knocking. We have already observed the IRS paying a lot more attention to employment tax issues and pursuing penalties with a diligence we have not previously witnessed in this area. Because we are seeing an expanded audit scope and depth of diligence by the IRS, we've put together a list of common payroll mistakes we've seen companies make. We recommend that companies, at a minimum, look at these issues:

1. Classification of Employees as Independent Contractors

Workers are generally classified as either employees or independent contractors. Getting this classification right is a big deal. Depending on the classification, how compensation gets reported to the IRS is different (Form W-2 vs. Form 1099). Whether the worker is entitled to benefits (like medical insurance coverage, retirement plan benefits and grants of equity compensation) can hinge on the worker's status as an employee. Whether a worker is subject to federal income tax and employment tax withholding is also contingent on status. If there has been an improper classification, the Voluntary Classification Settlement Program (VCSP) allows eligible employers to voluntarily reclassify workers as employees on a prospective basis and get into compliance by paying 10 percent of the employment tax liability that may have been due on compensation paid to the workers for the most recent tax year.

2. Failure to Subject Vendor Payments to Backup Withholding

If a company issues a payment to a vendor without first obtaining a Form W-9, the payment could be subject to mandatory backup withholding at a 28 percent rate. Even when it is later determined that the vendor is not subject to backup withholding (for example, the vendor is later determined to be a corporation), if the company did not obtain a Form W-9 prior to issuing payment, there may still be an issue: on audit, the IRS has pursued the collection of a failure-to-deposit penalty on the amount that should have been withheld—because at the time of payment, the company did not know that the vendor payment was exempt from backup withholding.



3. Failure to Issue Form 1099s

A Form 1099 must generally be issued to vendors, including independent contractors, who provide more than \$600 in services. Some entities, such as corporations, are not required to be issued a Form 1099. If a company fails to timely furnish a Form 1099, it can be subject to penalties.

4. Not Including the Fair Market Value of Gift Cards, Prizes and Awards in Employees' Income

For federal income tax purposes, most prizes and awards are considered taxable fringe benefits subject to federal income and employment tax withholding. Gift cards are the equivalent of cash and should always be included in taxable wages regardless of amount. Certain items can be excluded from wages if they are de minimis in nature. However, cash equivalents are never de minimis.



5. Failing to Timely Deposit Withheld Taxes

Generally, a company is required to deposit taxes on a monthly or semi-weekly basis. When taxes reach certain amounts, they must be deposited the next business day. If a company doesn't timely deposit these taxes, the company may be subject to late deposit penalties and interest. Penalty rates range from 2 to 15 percent, depending on how late the deposit is.

6. Failure to Timely Deposit Withholding Taxes on Vested Restricted Stock/Exercise of Stock Options

When an individual exercises stock options, employment taxes should be deposited within one day of the settlement date. The settlement date should not be more than three days after the date of exercise. However, when an employee is granted restricted stock, he or she generally recognizes income upon vesting. Income and employment taxes are required to be withheld on the fair market value of the shares less any amount the employee paid for such shares on that date. The income and employment taxes may be required to be deposited the next business day.

7. Incorrectly Excluding Expense Reimbursements from Reportable Wages

Whether expense reimbursements can be excluded from an employee's wages depends on whether he or she is reimbursed pursuant to an accountable plan. An accountable plan is generally one under which expenses are reimbursed only if there is a business connection to the expenditure, there is an adequate accounting of the expenditure and any excess reimbursements are returned to the employer. If expenses are reimbursed under a policy or plan that does not meet these requirements, they must be included in taxable wages.

8. Failure to Include Nonqualified Deferred Compensation in Executives' Incomes

If nonqualified deferred compensation plans have not been amended to comply with Internal Revenue Code Section 409A or have provisions that do not comply with 409A, the executives could have an income recognition event prior to the payment of the deferred amounts and could be subject to an excise tax. The Service has also established a correction program where taxpayers can obtain some relief with respect to certain operational failures. Only certain types of failures are eligible for correction, but taking advantage of this program can reduce the total amount of income inclusion and excise taxes.

9. Not Including the Appropriate Value of Taxable Fringe Benefits in Employees' Income

Taxable fringe benefits can also include spousal travel, company-provided automobiles, country club dues and housing benefits. How a company values these fringe benefits for purposes of income and employment tax reporting and withholding can be a complicated issue. For example, there are three valuation methods for calculating the value of personal use of company-provided vehicles. Is your company calculating this correctly?



10. Excluding Travel and Commuting Expense Reimbursements from Employees' Income.

Most of the time, travel and commuting expenses are not taxable income to an employee. However, if what started out as a short-term assignment is extended beyond a year, or if an employee is traveling to a permanent work site that is not in the same place as his or her permanent residence, those company-provided travel and commuting benefits may need to be included in the employee's income.

While this list is not exhaustive, it provides a jumping off point for determining how well your company is doing. Companies should conduct a compliance review while they still have a chance to fix what's wrong without having to negotiate penalties and interest with an IRS auditor at the same time.



TIA Pushes for Federal R2R Law



WORKING FOR THE INDUSTRY...WORKING FOR YOU.

August 22, 2012

The Tire Industry Association said it applauds the passage of the Right to Repair law in Massachusetts and is urging Congress to pass a comparable federal law "to ensure that all American car owners and their trusted repair shops have the same access to safety alerts and repair information as the franchised new car dealer network."

"Most new vehicles are equipped with tire pressure monitoring systems (TPMS) to protect motorists from the dangers of operating a vehicle with underinflated tires. Because these systems are controlled by computers, we believe there is a critical need to swiftly pass the Right to Repair Act on a national level," said Roy Littlefield, TIA executive vice president.

The Motor Vehicle Owners' Right to Repair Act (HR 1449) requires car companies to provide full, fair access at a reasonable cost to all non-proprietary service information, tools, fault codes and safety-related bulletins needed to repair motor vehicles.

"Passage in Massachusetts is a good start, but without every repair facility having ready access to complete, accurate information from the car companies, it will be very difficult to keep all TPMS systems activated and in safe working condition," Littlefield added. "We support each car owner's right to patronize the auto service facility of their choice. We ask all motorists to visit www.righttorepair.org to send a letter to each of their congressional representatives, urging them to co-sponsor the Right to Repair Act."

Tax Court Ruling Benefits Small Business Owners



By Richard Lipton, CPA

Richard L. Lipton CPA & Associates LLC, www.liptoncpa.com

June 12, 2012

Owners of closely held businesses, including family owned and other small businesses, can now pass assets to heirs with minimal taxation thanks to a recent tax court ruling (Wandry v. Commissioner, U.S. Tax Court, March 26, 2012).

Under current regulations, ownership of the business can be transferred to heirs using yearly and lifetime exemptions (\$5,120,000 in 2012), as well as gifting \$13,000 per year per heir. The catch is that there must be a professional appraisal of the business. At the same time, the IRS can contest the appraised value after the gift is given, and if the IRS finds the value is significantly higher there may be tax consequences.

Here's what happened: In 2001 Albert and Joanne Wandry (the donors), and their children formed Norseman Capital LLC. In 2004, the Wandrys gifted \$261,000 of business interests to each of their four children. Each of their five grandchildren received \$11,000. The terms specified that the gifts should be equal to the dollar amount of their exemptions, which at the time were \$1 million lifetime and an \$11,000 annual exclusion.

The Wandrys' assignment statement stipulated that an independent appraiser would provide valuation for the company, but that if the IRS challenged the valuation and it was determined to be different in a court of law, then the gifted interests would be adjusted to reflect this. This is known as a defined value clause.

In 2006, the IRS audited the couple's gift tax returns. It appraised the valuation higher than that of the independent appraiser the Wandrys used and said that the gifts now exceeded the exclusion limits. The IRS also argued, among other things, that the defined value clause used in the case was contrary to public policy in part because it discouraged any attempt to collect the tax due.

The tax court disagreed, however, and dismissed the argument stating that there was no distinction between a defined value clause in Wandry from that where there was a charitable donee. It also stated that the intent was to make gifts that were equal to their exemptions. As such, there was no additional dollar amount per se, and therefore no tax liability.

Wandry was groundbreaking for a couple of reasons. First, in that the defined value clause had hitherto only been used to reallocate fixed dollar amounts of business interests to charities and not the donors and their children and grandchildren; and second in that when the IRS appraises the business value at a higher amount the difference would not be subject to gift tax, provided the Wandry formulaic model is used.

The lifetime exemption is scheduled to revert to \$1 million in 2013, so you might want to consider transferring business assets in 2012 while the exemption is still high. Keep in mind however, that while it's likely the Wandry case will stand, the IRS has a three-month window in which to appeal.

[Richard L. Lipton CPA & Associates LLC](http://www.liptoncpa.com), located in Florham Park, N.J., draws on its founder's 10 years as a stockholder and manager of family-owned Sam's Tire Co. in Paterson, N.J.

Richard L. Lipton CPA & Associates LLC "is structured to personally serve large and small clients who have a need for business consulting services as well as accounting and tax services. We have even developed a niche in the area of forensic accounting. Our clients have realized that this combination of skills is extremely valuable in providing the highest quality professional services in today's and the future's economy." – Richard L. Lipton CPA
Contact Richard L. Lipton CPA & Associates LLC: Call: 973-520-8123, E-mail: rich@liptoncpa.com, Web: www.liptoncpa.com

How NOT to Answer a Phone Call

by Nancy Friedman, *The Telephone Doctor*

The recent email we received below gave us some good ammunition for an article. While the industry, as you can see, is in the legal profession, believe me, it can happen in every industry.

Read on: It's from an attorney:

Around 1:00 p.m. today I returned opposing counsel's telephone call from this morning. The first person that answered the phone took my name and asked me to hold while he checked to see if she was back from lunch. After a short hold he came back on the line and transferred my call. At that point opposing counsel's assistant answered the phone. She took my name for the second time and put me back on hold. After holding a couple of minutes, opposing counsel's assistant came back on the line and asked if I could call back in twenty minutes! I am sure that her assistant is telling opposing counsel that I am a jerk because I answered, "No, I am calling her back now."

It's a well-known fact that the first voice you hear and what they say when you call a company sets the tone, makes the first impression and welcomes the caller. It starts the rapport-building process. Few will argue that point.

While there are several "faux pas" in the above email we received, which do you think is the MAJOR one? Our answer is at the end of this article.

Here's an easy four step process for handling a simple incoming call.

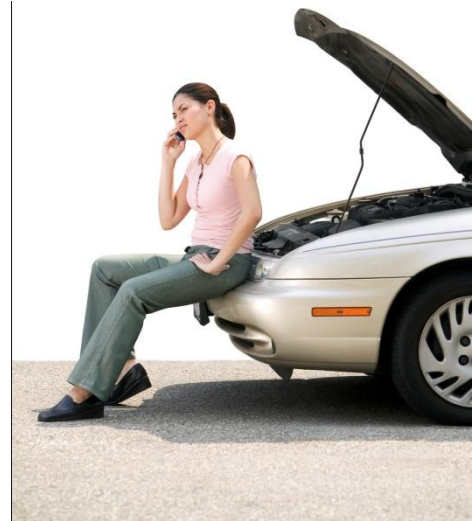
1. Use the Telephone Doctor 3-part greeting:
 - o A buffer (Thanks for calling, etc.)
 - o The company name (Steinberg Law)
 - o And then your name (This is Nancy.)
 - o STOP! "How can I help you" is NOT necessary in initial greetings. You are there to help. That is why you answered the phone.
2. Putting a caller on hold. "Hold on," CLICK is not effective. Neither is "Hang on a second." Learn to ask callers if they are "able to hold" and then WAIT for a response.
3. Monogram the call. If the caller gives you his name, use it immediately. It speeds the rapport building process. And if possible, use it once again, in closing the call.
4. Leave a good lasting impression. Seems as the opposing counsel's office didn't do that. Remember, more people will tell you about a bad experience than a good one.

And the biggest faux pas?

Asking a caller to call back! Never ask anyone to call back. That's like kicking a customer out of the door at the store.



When someone calls us, it's our job to return the call or have it returned on our behalf. Asking someone to call back is just RUDE.





THE SCRAP TIRE RESEARCH AND
EDUCATION FOUNDATION, INC.



RUBBER
manufacturers
association



The Rubber Manufacturers Association
The Scrap Tire Research and Education Foundation, Inc., and the
Alabama Department of Environmental Management
Present the:

5th From Scrap-to-Profit Conference



October 9 – 11, 2012
Renaissance Montgomery Hotel
Montgomery Alabama

Visit www.stref.org for more information, conference agenda, and registration.
Email: phahn@rma.org Phone: 202-682-4883

The conference will provide two full days of presentations and discussions on ground rubber, expanding markets and the global issues impacting the ground rubber market. An additional half day will focus on the newest developments on rubber modified asphalt.

Conference Topics:

- Regional Scrap Tire Programs
- Exports
- Projections on Raw Material Costs for the Tire Industry
- Compounding with Ground Rubber
- Raw Material Substitution with Ground Rubber
- Bringing New Products to the Market
- Innovation and Your Product
- Green Build as a New Marketplace
- How to Become a “Green” Company
- Developing New Rubber Products & Marketing Efforts
- Recycling of Non-Tire Rubber Products
- Update on Human & Environmental Health Issues
- Use of Ground Rubber as a Soil Amendment
- Update on New Materials in Tire Manufacturing
- Rubber Modified Asphalt

Extra Features

There will be a meeting of the EPA Scrap Tire Workgroup on Monday, October 8th from 1:30 PM – 5:30 PM. There is no fee to attend this meeting. The conference will provide a complimentary shuttle service to and from the airport. Reservations are required.

Free Service Helps ATDA Members Collect on Recently Settled \$7.25 Billion Lawsuit Accusing Visa, MasterCard, and Major Card-Issuing Banks of Fixing Fees

Members have until September 30th, 2012 to file agreement and receive money from settled lawsuit



Amelia Island, FL – August 28, 2012 – The Coalition of Merchants Against Unfair Interchange (MAUI), www.stophiddenfees.us, today announced a free service designed to help ATDA members collect on a recently settled \$7.25 billion lawsuit against Visa, MasterCard, and major card-issuing banks.

The class action lawsuit accused Visa, MasterCard, and American Express of fixing fees for processing credit and debit cards payments. In addition, the lawsuit accused the defendants of prohibiting merchants from steering customers toward the use of lower-cost payment options, such as credit cards with lower reward structures, which results in merchants paying higher fees.

The money in this settlement is set aside to pay merchants -- \$6.05 billion to reimburse fees and another \$1.2 billion to reduce future interchange rates or “swipe fees.”

“Members can receive a refund on a portion of every transaction they ran since 2004, plus a lowering of their rates going forward,” says Brian Bibb, representative of MAUI and ATDA member. “Unlike many class action suits, the refunds in this settlement can be very significant. We anticipate that members can expect a payout of approximately 30-45 basis points of every transaction they ran going back to 2004. That is real money. All merchants have to do is know how to ask for it. But only those who raise their hands and put their names in the hat will get their refund.”

Businesses do not need a lawyer to file; however, there is specific documentation required to support and enhance each member’s claim. Bibb says the new free service provided by MAUI will:

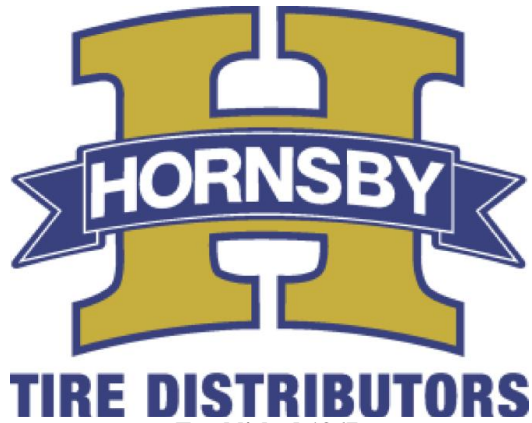
- Review data from the member’s card processing statements to confirm eligibility;
- Preserve supporting documentation in order to file their claim;
- Prepare and file claim forms;
- Ensure refund from settling defendants is the maximum eligible amount;
- Verify accurate distribution amounts; and
- Monitor the progress of the settlement and identify new recovery opportunities if available.

“Last year alone, merchants in the U.S. overpaid more than \$37 billion in hidden credit card fees,” says Bibb. “MAUI seeks to put a stop to these predatory and deceptive tactics. We are not attorneys. We’re simply a specialized recovery agency and watchdog group helping ATDA members and others get back the money owed to them and reduce their swipe fee costs regardless of who they process with.”

Members who want to use this free service to get their money back should contact Brian Bibb at (800)-395-0091 or simply fax a recent processing statement to (904)-212-0048. Participation Agreements must be filed by September 30th, 2012.

About the Coalition of Merchants Against Unfair Interchange

MAUI acts as the watchdog organization of the credit card processing industry and began providing data to Federal lawmakers in 2009 regarding hidden fees and unfair business practices. Their core objective is to put an end to unfair interchange practices and ensure fair pricing through independent expert validation and assistance for merchants. MAUI regularly reports, on the behalf of merchants, unfair credit card practices; helps merchants take corrective action; and regularly reports the results of corrective action taken to the Consumer Financial Protection Bureau. To date, MAUI has uncovered, reported, and helped return over 10.4 million dollars in hidden fees to merchants.



Established 1967

322 South Alice Street • Dothan, AL 36301 • 334.678.1522
1227 4th Avenue North • Birmingham, AL 35203 • 205.251.9781
108 Skylab Drive • Huntsville, AL 35806 • 256.852.8530

HORNSBY TIRE DISTRIBUTORS EXPANDING AGAIN

Hornsby Tire Distributors Expanding Into Birmingham, Alabama Market

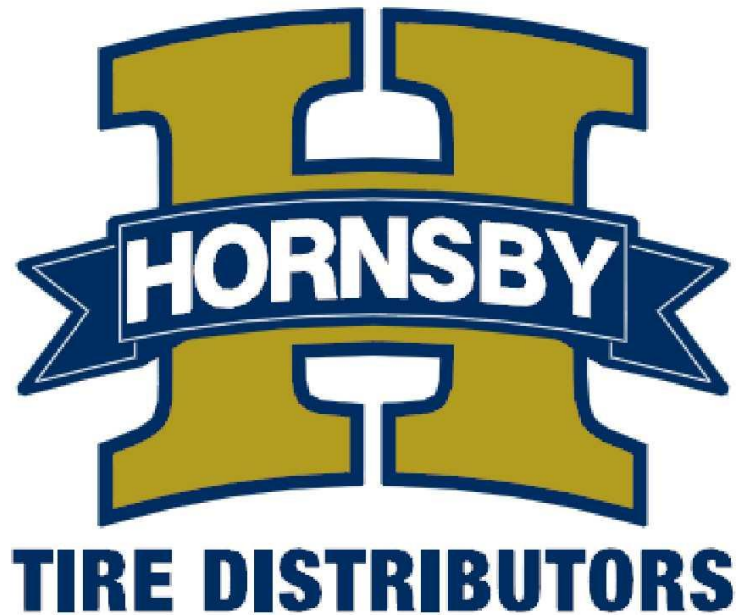
Dothan, AL – Hornsby Tire Distributors, an independent regional wholesale tire distributor with headquarters in Dothan, Alabama, is expanding into the Birmingham, Alabama market. In less than three years the company has tripled its geographic footprint. They began operations in Birmingham on August 13th.

Hornsby Tire Distributors has acquired David Tire Company, which began operations in Birmingham in 1947. The expansion gives Hornsby Tire Distributors a 3rd distribution center within the state of Alabama, and will allow the company to leverage additional efficiencies across the entire state and into its other markets in Florida, Georgia, Mississippi, and Tennessee. “This was a significant strategic opportunity for us that will enable further growth for our company in the both the Birmingham metro area and surrounding central Alabama markets,” said Hornsby Tire Distributors President Steve Mattis.

“Birmingham is both the largest and most competitive market in the state of Alabama. This is an important step for our company as we continue to expand, and we are very pleased to be in Birmingham. Our immediate priority is to ensure a seamless transition for the existing David Tire Co. dealer base. We will build upon the extensive and successful history of David Tire Co. as we work to establish our own identity in the market.”

“We look forward to becoming a part of the dynamic Birmingham community,” said Mattis. Hornsby Tire Distributors will continue to operate from the former David Tire Co. facility in downtown Birmingham. The facility has served as a wholesale tire distribution center since 1955.

Hornsby Tire Distributors was founded in 1967 as an independent wholesale tire distributor in Ariton, Alabama. The company carries a wide variety of product offerings across passenger, light truck, medium truck, OTR, agriculture, and commercial applications.



Established 1967

Hornsby Tire Distributors is a 100% wholesale company with no retail presence. We have been exclusively serving your needs since 1967!

Passenger • Light Truck • Commercial • Farm • OTR • ATV

DOTHAN

322 S. Alice St.
Dothan, AL 36301
334.678.1522
800.447.7116

HUNTSVILLE

108 Skylab Dr.
Huntsville, AL 35806
256.852.8530
800.447.7116

BIRMINGHAM

COMING SOON!

Tire Safety Starts with Certified Technicians



- TIA's Certified ATS Program includes comprehensive instruction on all proper procedures for servicing passenger and light truck tires, including TPMS.
- TIA Certification reduces liability exposure because technicians must demonstrate proficiency in both the classroom AND in the shop.
- TIA Certified ATS Instructors are qualified to train and certify technicians, letting retailers standardize training by establishing consistency and quality control in every location and with every technician.

ATS Certification Curriculum:

- Basic principles of tire construction, sizing and sidewall information.
- Vehicle lifting procedures using above-ground and portable equipment.
- Tire and wheel assembly removal and installation including rotation patterns.
- Wheel fastener torque procedures and guidelines.
- Step-by-step demount and mount procedures using a center-post and rim-clamp tire changing machine.
- Tire and wheel assembly balancing procedures.
- Diagnosing tire and wheel problems.
- Step-by-step procedures for installing one-piece and two-piece nail hole repair units.
- Tire Pressure Monitoring Systems
- Rubber Manufacturers Association passenger and light truck tire service guidelines and information bulletins.
- Automotive Lift Institute Lift Point Guide and lift inspection guidelines.
- Tire and Rim Association load and inflation tables and tire dimension charts.

Technician Certification - The ATS Technician Certification class is a two-day class and those that attend are Certified as Technicians. Each student who successfully passes the 100-question exam receives a Certified Technician Certificate and 13 Certified Technician uniform patches. Certification is good for two years, at which time Technicians are required to take a 60-question exam available via the Internet.



ATS Certified Technician Training Tour

The Tire Industry Association (TIA) is the industry leader in passenger and light truck tire service training and certification. TIA's Certified Automotive Tire Service (ATS) Program is designed to educate technicians on the proper procedures for servicing tires and tire pressure monitoring systems (TPMS) on domestic and foreign cars, SUV's, vans and light trucks. The 2-Day Certified Technician class is a combination of classroom instruction and hands-on training. This allows companies to certify their technicians in a local facility.

Technician Training is coming to Alabama!

November 19 – 20, 2012

**Drake State Community College
Huntsville, Alabama**



*****Special Member Pricing*****

Members	\$125	Non-Members	\$225
Owner Audit – Free		Owner Audit w/ Resource Material Pack – \$75	

(Prices per student)

Schedule:

Day 1	8:00 am – 10:00 am	Classroom Instruction
	10:00 am – 12:00 pm	Hands-on Instruction in Shop (Lifts)
	12:00 pm – 1:00 pm	Lunch provided by Hunter Engineering
	1:00 pm – 5:00 pm	Classroom Instruction
Day 2	8:00 am – 10:00 am	Classroom Instruction
	10:00 am – 12:00 pm	Hands-on Instruction in Shop (Tire Changer & Balancer)
	12:00 pm – 1:00 pm	Lunch provided by Hunter Engineering
	1:00 pm – 3:00 pm	Classroom Instruction
	3:00 pm – 5:00 pm	Hands-on Instruction in Shop (TPMS)
	6:30 pm – 8:30 pm	Test for Certification**

***Owners wishing to audit the class without certification are invited to attend.
The cost of the resource pack for the class without certification is \$75.*

Sponsored by:



For more information contact the ATDA office at 256-616-3587 or by email at alatiredealers@cs.com.

Sign Up Today! Complete the enclosed registration form and return to the ATDA office at 6096 County Road 434, Trinity, Alabama 35673.

Classes are limited to the first 15 paid registrations.

Registration deadline is November 9, 2012.

Additional classes will be scheduled for Central and South Alabama.



Workplace Injuries Happen - A Plan of Action Can Help (and Save You \$\$)

by Caron Beesley, Community Moderator

Do you have a plan for an accident or injury that occurs in your workplace?

While the U.S. workplace has become a much safer place over the past century, accidents do happen. The latest data from the Department of Labor shows that nearly 3.1 million nonfatal workplace injuries and illnesses were reported in the private sector in 2010. This is the equivalent of 3.5 cases per 100 workers. Even more disturbing, the Occupational Safety and Health Administration (OSHA) reports that 4,690 workers were killed on the job in 2010.

"Every day in America, 13 people go to work and never come home. Every year in America, nearly 4 million people suffer a workplace injury from which some may never recover..."— Secretary of Labor Hilda Solis, Workers Memorial Day speech April 26, 2012.

The Case for a Safe Workplace

Thanks to the Occupational Safety and Health Act, all workers have a legal right to a safe workplace. As an employer, it is your responsibility to maintain a safe work environment in accordance with the requirements of this Act.

Aside from regulations, though, there's a strong case for small business owners to invest in injury prevention. According to the OSHA, for each dollar invested in injury prevention, employers can expect a return of \$4 to \$6. An injury claim against a business can have devastating impact on a company's bottom line – especially if the injury was due to poor or unsafe working conditions. In fact, OSHA states that companies that didn't adequately manage workplace safety and health programs performed worse financially than those who did between 2004 and 2007.

Employer Responsibilities

The following workplace safety and health resources from OSHA will help you understand what the law requires (summarized here) and how you can comply.

- [Find the Workplace Health and Safety Requirements that Apply to You](#) – Follow this step-by-step guide to pinpoint which OSHA requirements apply to your workplace and how you can comply.
- [Request an On-Site Consultation Service](#) – Get free advice from trained state government staff at your workplace.
- [State-Specific Requirements](#) – Some states operate their own job safety and health programs. Check here to see which states have OSHA-approved plans and what standards they mandate.
- [Training and Educational Programs](#) – Take advantage of a wide selection of training courses and educational programs offered by OSHA for employers.

You can also refer to this **Small Business Guide** from OSHA, which explains more about specific benefits and programs the agency offers to help you develop a safe workplace.

OSHA is a valuable resource that shouldn't be overlooked. In 2010, OSHA provided free assistance to over 30,000 small businesses covering 1.5 million workers by helping them create safe and healthy work environments.

What to Do if an Employee Is Injured on the Job

Here's what you should do if an employee is injured at your business.

1. **Seek medical attention** – Get the appropriate medical care.
2. **Write up an accident report** – It's important that you take care of this important step as soon as possible. Talk with employees who witnessed the injury and take photos of the accident scene. You'll want this information for your own records, but also to help you comply with OSHA reporting and recordkeeping policies. *OSHA has limited requirements* for low-hazard industries and very small businesses with 10 or fewer employees.
3. **Provide workers' compensation reports, if applicable** – Workers' compensation systems are managed differently by different states. *For state-by-state details, see the Department of Labor's Office of Worker Compensation Programs.*
4. **Assess liability** – Depending on the situation and the severity of injuries, you may need to offset medical expenses and provide short- or long-term disability leave for an injured employee. If an injury occurs as a result of an OSHA violation, you may be required to provide additional benefits and compensation. *OSHA takes employer size and other factors into consideration* when assessing violations and penalties.

Contact an attorney if you're concerned about liability.

For more information about workplace injury laws or programs and training resources that can help your business comply visit www.osha.gov or contact your nearest OSHA office.

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Tire Tariffs and Other Ways to Kill Retail Tire Sales



By Jim Smith
Editor, Tire Review magazine
July 18, 2012

September is coming, as does the question: "What's going to happen with the China tariff?"

Specifically, people want to know what will become of the punitive added tariff that has impacted all U.S. consumer tire pricing for the last three years.

The Obama Administration, in an obvious move to placate the USW - though it was positioned as a way to protect American manufacturing - placed an added tariff on all China-made consumer tires imported into the U.S.: starting with a 35% added tariff from September 26, 2009, dropping to 30% on the following anniversary, and to 25% as of last September.

On this coming Sept. 26, the entire added tariff scheme is supposed to end. Maybe.

Despite all of the 'American manufacturing' feel-good wrapped around the tariff, in the three years since it turned the U.S. tire business upside down, not a single plant was built to produce lower priced tires (of which China was the primary supplier) and not a single low-priced tire job was added.

Even if you believe the hoo-hah from the White House that the tariff program "saved" 1,200 American jobs, even free-trade supporter Peterson Institute for International Economics found the whole thing ridiculous. The institute estimated that the tariff cost American drivers an additional \$1.12 billion (with a B) to buy tires – an astounding \$936,000 per job supposedly saved.

See if you could float that production cost past any tiremaker.

Of course, the USW – mixers of the protectionist Kool-Aid the Obama Administration gulped down by the gallon – likes to point out the more than \$1 billion (with a B) in new U.S. tire capacity has been announced since the tariff took hold. While I favor orange Kool-Aid myself, the sour mash fact here is that not a single dime of added capacity will be fixed on entry-level tires, the kind of products China-made tires filled on so many dealer product screens.

To be fair, the added tariffs did give us a few benefits. Such as an overall increase in consumer tire imports as manufacturers moved production to non-tariff states. As imports from China fell off, imports from South Korea, Indonesia, Taiwan, Malaysia and other Asian nations increased. As a result, American manufacturing was further damaged.

We also got marked increases in wholesale and retail tire prices as companies importing from China had to make up some cost ground and domestically located producers sought to maintain that careful price balance between "low price" tires and their cherished "premium" products.

All of that price shuffling resulted in American drivers getting socked by dozens and dozens of price increases in the 2009-11 period – all at a time when many Americans couldn't afford to buy new tires – let alone gasoline – regardless the price.

What we also got were American private branders forced to make huge cuts in product range and service as they struggled to find other reliable sources for production or having to deal with higher acquisition costs.

Some familiar tiremakers also got caught up in the tariff, which didn't specify only Chinese tiremakers. Companies like Cooper decided to absorb most of the tariff cost incurred by Cooper- and Mastercraft-branded tires it chooses to produce in China. Off-shorers Kumho and Hankook and others were forced to spend millions moving production from China to non-tariff countries.

And we also got three straight years of reduced consumer tire shipments and retail tire sales – dollars that won't be coming back despite tire exec 'belief' that such losses are only deferments, and that once the tariffs end everything will be rosy. "Pent up demand" sounds a lot like that "flight to quality" we heard so much about a decade ago.

Plus, there is one unintended consequence (there is always an unintended consequence) in the growing strength of Chinese tiremakers. You see, 'level playing fields' aren't always about cost and price. They can be about technology and quality. China and its top tiremakers learned that lesson well over the last three years and are now focused on quickly improving their products from 'world-class' to 'world-beaters.'

So what is going to happen on Sept. 26, 2012?

After adding everything up, I predict that added tariffs will somehow be renewed, but likely in the 10%-12% range on a continuing basis. A return to 35% is unfathomable; 25% is plain crazy talk. (Now watch, I'll be plum wrong.)

It is an election year, after all, and the Dems need union support. And since tariffs-equal-jobs, regardless of the reality the Administration isn't going to give ground here. Besides, the American government likes to disregard both facts and the obvious; how negative the actual outcome, Washington won't want to cede ground on trade. So I see a tariff continuing, but hopefully at a more reasonable (and real-world) rate.

I will say that it would be shocking to see widespread wholesale price reductions come Sept. 27. Once they go up, they never seem to come down, now do they? If reductions do come, they will be limited, insignificant and unannounced. So if you hear of any, please pass that info along to me!

Association Members Can Now Access Federated's Risk Management Resource Center



Beginning June 1, 2012, our association members will have access to Federated's newly developed Risk Management Resource Center, a one-stop source for business owners' loss control needs. Members can simply call Federated's Client Contact Center at 1-888-FED-4949 and request risk management support. From there, they will be "warm transferred" to the Risk Management Resource Center (RMRC).

Available Monday – Friday, 7:00 a.m. to 5:00 p.m. (Central Time), the RMRC offers immediate access to risk management expertise without having to schedule or wait for an in-person visit.

The RMRC will be staffed by experienced risk consultants specialized in providing support via remote consultation. These highly-trained individuals are available to help members:

- Proactively address loss control issues identified during conversations with Federated marketers, specifically following their annual Risk Control ReviewsSM
- Access and best utilize Federated's Shield NetworkSM, an online risk management resource library
- Obtain risk management brochures, presentation support materials, safety DVDs, and other loss control tools

Members may also receive a call from the Risk Management Resource Center following their Risk Control Reviews to discuss the loss control goals they've set and get the ball rolling.

"We're excited to launch the RMRC as a value-added benefit for your members. Leveraging technology and 'live voice' expertise, the RMRC is poised to help your members better control their insurance costs and keep their businesses safe," explains Brad Humphries, Account Executive.

With Congress stalled, states work their own “Amazon tax” deals.

Like millions of Americans these days, Dena Davidson buys a lot of products online. From birthday gifts to home furnishings, she eschews crowded malls at every opportunity, preferring the comfort of shopping directly from her own living room. About half the time, she says, the final bill includes sales tax.

This is where Davidson, who lives in California, diverges from most online shoppers. If the company she buys a product from doesn't charge her sales tax, Davidson keeps a copy of her receipt to submit with her state tax return, along with the taxes due on those purchases.

Consumers in all but the five states without a sales tax – Alaska, Oregon, Montana, Delaware and New Hampshire – are required to make the same payments, officially dubbed a “use tax.” (Sales taxes are collected and remitted to the government by the retailer; a use tax is remitted directly by the consumer.) But the reality is that most consumers simply do not do so. And because states rarely make an effort to track down individuals who don't report and pay the tax, those funds largely go uncollected each year. That, however, is beginning to change.

States have for years aggressively lobbied Congress to force remote retailers to collect sales taxes. Bills have appeared in each of the last several Congresses, including at least three this year, but none have made it very far. This year's groups has actually received rare bipartisan support – and most notably US SB 1832, the Marketplace Fairness Act, sponsored primarily by Sen. Mike Enzi (R-Wyoming) – but is still languishing. With this being an election year, few observers expect that to change.

“You might see hearings, but I don't think you will see anything substantive happen before the election,” says Bill McClellan, Vice President of Government Affairs for the electronic Retailers Association, which opposes the measures.

The issue is hardly new. States have been trying to get businesses to collect taxes on their out-of-state sales since the 1960s. Two of those efforts have made it to the U.S. Supreme Court, in 1967 (*National Bellas Hess v. Illinois*) and again in 1992 (*Quill v. North Dakota*), but neither was successful. In both cases, the high court ruled that states cannot compel a retailer without a “nexus,” or a bricks-and-mortar presence, in their state to collect sales taxes, saying to do so would violate the U.S. Constitution's Commerce Clause.

Of course, in 1992 the current state of the Internet – and the e-commerce it has spawned – was only a dream. Most out-of-state sales were from catalogs, and massive online retailers like Amazon.com, the top e-commerce company in the nation, didn't even exist. Now, according to *Internet Retailer* magazine, e-commerce accounts for almost 8 percent of all U.S. retail sales (excluding items like cars and groceries not usually bought online). Online sales in 2010 hit \$165.4 billion, up almost 15 percent from 2009. Amazon has done particularly well, spiking almost 40 percent in 2010. Sales figures released last week showed the company with \$13.8 billion in sales for the first quarter of 2012, up 34 percent from the same quarter last year.

Such stellar sales figures would normally make state tax collectors giddy, but with so few states actually seeing sales tax from those sales, that joy is muted. Research conducted at the University of Tennessee using data from 2009 indicates that states will in fact lose out on over \$23 billion in tax revenue in 2012, with over \$11 billion of that coming directly from uncollected sales taxes on e-commerce (the balance coming from lost taxes on catalog and business-to-business transactions).

States have not taken all of this lying down. Their first major salvo came in 2000 with the Streamlined Sales and Use Tax Agreement, a joint product of the National Governors Association and the National Conference of State Legislatures. The agreement seeks to get states to simplify their tax codes, thus making out-of-state and online sales tax collection easier for all parties. The Supreme Court specifically noted the almost impossible complexity of maneuvering the thousands of state and local tax codes in its 1992 decision in *Quill v. North Dakota*. To date, 24 states have signed on to the compact. Over 1,700 companies in those states have also signed on to voluntarily collect sales taxes from their out-of-state customers. In recent years, states have also been working feverishly on their own legislation to force online retailers in general and Amazon in particular to do the same.

Amazon and other online retailers have fought back, insisting that the figures in the University of Tennessee research are vastly overstated. Recent Congressional testimony by Steve DelBianco, the executive director of 3-commerce advocacy group Net Choice, cites a study by economists Robert Litan and Jeffrey Eisenach that places uncollected 3-commerce sales tax in 2012 at around \$3 billion.

The Electronic Retailing Association also complains that states are themselves partly to blame for what the ERA says is a halfhearted effort at making sure their residents are aware of their sales tax obligations when buying products online. In a paper posted on the ERA web site, the organization claims this “suggests there may not be enough revenue involved” for the states to make a greater effort at getting consumers to pay up.

The battle has produced mixed results, though of late the tide seems to be turning toward a brokered peace – at least with Amazon – that will ultimately give states what they want. Faced with approved legislation like California's 2010 AB x1 28, which expanded the definition of what constitutes a retailer's physical presence in the Golden State, Amazon has taken to cutting its own deals with individual states while continuing to also push for federal legislation that will apply nationwide.



Although today Amazon still collects sales taxes in only five states, it will begin collecting those levies in at least seven more by 2016 including California. In at least three of those states, Virginia, South Carolina and Tennessee, deals were reached only after Amazon threatened to leave the state or forgo plans to build new warehouses of distribution centers in those locales. Several more states, including population-heavy Florida and New Jersey, have pending legislation that will likely spark similar deals in the near future.

State efforts have also not been without setbacks. Courts have overturned so-called “Amazon tax” laws in Colorado and Illinois. Lawmakers have rejected similar proposals in Georgia and Arizona, among others. The issue has also created a bit of a quandary for Republican governors like Bill Haslam of Tennessee, who fended off complaints that the agreement he worked out with Amazon constitutes a new tax on Volunteer State consumers.

“This isn’t a new tax, this tax was already due,” he told reporters in announcing the deal last October. “This was just a question of Amazon collecting it themselves.”

The two most recent states to reach a tax collection deal with Amazon, Texas and Nevada, are also governed by Republicans, Texas Gov. Rick Perry and Nevada Gov. Brian Sandoval. Overall, six of the seven states to reach sales tax deals with Amazon have GOP governors.

Although Republican-dominated states have in recent years generally resisted most Congressional actions, there is also growing support among some GOP governors, including conservative stalwarts like Alabama Gov. Robert Bentley and Maine Gov. Paul LePage, for a national e-commerce sales tax policy.

That concerns industry advocates like ERA’s McClellan, who accuses states and Congress of “trying to steamroll the online community” Even so, like many e-commerce advocates he also contends that in spite of states’ claims they are only after taxes already on the books, those levies actually do constitute a new tax. That, he says, will be a hard sell for any Congressional lawmaker in an election year.

“It really doesn’t matter who is right or wrong in this debate,” he says. “The public, the voters, think of this as a new tax, and I think there is recognition of that in Congress.”

That stance is part and parcel to the long-running debate between e-commerce companies like Amazon and eBay and more “traditional” retailers like Wal-Mart, Target and Best Buy. The line, however, is blurrier than ever. While Amazon is still the undisputed king, Wal-Mart, Target, Office Max, Staples and Sears are also among the top 10 e-commerce retailers in the country.

That, says University of Tennessee professor William Fox, who co-authored the research that quantified the states’ lost sales tax revenue, is one reason why Congress might actually get legislation through this time around.

“These state deals are a collection of Band-Aids that address only a small part of the problem,”

ATDA Board of Directors Meeting – August 1, 2012:

The ATDA Board of Directors held their quarterly business meeting on August 1, 2012, in Prattville, Alabama. Notes from the meeting are below.

- A financial report and minutes from the April 18th and Convention General Business meetings were presented and approved.
- The 2012 Convention was reviewed for strengths and weaknesses going into the 2013 convention planning.
- The 2013 Convention location and date was set for June 21-22, 2013 at Sandestin Beach and Golf Resort in Destin, Florida. Standard hotel rooms along with condos will be available at special rates to attendees. A tentative agenda was discussed and tabled for the next meeting.
- The Spring Golf Tournament Scholarship Fund Raiser was rescheduled for Thursday, October 11th, at Terri Pines Country Club in Cullman with a shotgun start at 1:00 pm. Lunch will be served. The fall golf tournament that is usually held in South Alabama will be postponed until the Spring.
- New Outside Sales Representative Geoff Hall provided a review of his work for the Association. The Board discussed and finalized a contract with Mr. Hall.
- New committee members and chairman were assigned for the upcoming year.
- The Board voted to proceed with plans to setup a TIA Certified Tech Training tour to begin in North Alabama.
- The Board held its annual review of the contract with SLK Tire Designs.
- The next Board meeting was tentatively scheduled for Wednesday, November 28th.

GLOBAL TIRE EXPO

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Monday, October 29 to Friday, November 2, 2012

Las Vegas, Nevada

Where the tire industry comes together.

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All About the Tire Industry

It's a tire industry-focused part of the SEMA Show that is open to all sectors of the tire industry - from automotive, to commercial, to retreading, to recycling, and more. It is set apart from the rest of the happenings with its own branding, entrance units, and color scheme. Tire manufacturers' booths have a greater level of prominence, and we're working with them on a one-on-one basis to assist them with every aspect of exhibiting at the show.

Registration Information

To register to attend or exhibit at the Global Tire Expo at the SEMA Show, go to <http://www.semashow.com/>.

TIA's Host Hotel - The Cosmopolitan Hotel

TIA is excited that one of Las Vegas' newest and trendiest hotels - the Cosmopolitan Hotel - is our host hotel for this year's Expo. The Cosmopolitan delivers stylish design with an adventurous and welcoming spirit – delivering a decidedly different kind of Las Vegas experience. The new 2,995-room resort features oversized residential-style living space with expansive, one-of-a-kind private terraces and spectacular designs by acclaimed interior architects David Rockwell, Jeffrey Beers, Adam D.Tihany and the Friedmutter Group. Guests will enjoy diverse dining experiences from the country's top chefs, unprecedented services and amenities, innovative new membership offerings, three distinct pool environments, a 100,000-square-foot casino, Sahra Spa & Hammam, Marquee Nightclub & Dayclub, nine unique retail boutiques and breathtaking views of the Las Vegas Strip at every turn.

SPECIAL TIA RATE:

TIA has secured a special hotel room rate for TIA members wishing to attend the Global Tire Expo/SEMA. The room rate is \$175/night. Hotel rooms are limited. Call 800-967-8852.

TIA Special Events

TIA ANNUAL MEETING

Featuring the Michelin - TIA Scholarship Winner

Monday, October 29, 2012 12:00 p.m. – 1:00 p.m.
Cosmopolitan Hotel

Open to TIA members

WINE & CHEESE SOCIAL

Monday, October 29, 2012 5:00 p.m. – 6:00 p.m.
Cosmopolitan Hotel

Open to all attendees at no charge.

TIRE INDUSTRY HONORS

Monday, October 29, 2012 6:00 p.m. – 7:30 p.m.
Cosmopolitan Hotel

Open to all attendees at no charge - RSVP required.

TIA WELCOME RECEPTION

Monday, October 29, 2012 7:30 p.m. - 9:30 p.m.
Bamboo Pool

Cosmopolitan Hotel

Tickets: \$65 each

Educational Sessions for the 2012 Global Tire Expo - Powered by TIA

Tuesday, October 30, 2012

TPMS at 10: TPMS Best Practices: A Town Hall Meeting

Speakers: 31 Inc., ATEQ, Bartec, Continental, Dill, Pacific, Schrader, Tiremetrix, and, TRW

Truck Tires at 10: CSA Report Card

Speaker: Kevin Rohlwing, Vice President of Training, TIA

Tires at 2: Successful Tire Dealers Share Their Secrets

Speakers: TBA

Wednesday, October 31, 2012

TPMS at 10: TPMS Troubleshooting

Speaker: Sean MacKinnon, Director of Automotive Training Development, TIA Speaker: Matt White, Director of Tire Service, TIA

Truck Tires at 10: The Facts on Wide Singles

Speaker: TBA

Tires at 2: Profits Seminar - How to keep you tire business from going flat in the next 10 years

Speaker: John Bishop, Automotive Training Institute

Thursday, November 1, 2012

Tires at 2: Making Customer Service Part of Your Brand

Speaker: Kevin Rohlwing, Vice President of Training, TIA

Common TPMS Service Questions and Answers

By Andrew Markel

July 16, 2012



What is one of the leading causes of TPMS sensor failure?

Corrosion. Sensors or sensor stems can be damaged by corrosion from road salts, moisture, missing valve caps or galvanic corrosion. The use of dissimilar metals or non-TPMS components can result in galvanic corrosion, which may affect the sensor's ability to read or transmit data.

How many TPMS sensors are on the road?

Today, there are more than 200 million TPMS sensors on the road. More than 35% of the sensors are now at least three years old. It's been estimated that more than 9 million sensors will need to be replaced in the next two years.

What percentage of the sensors and systems can "relearn" on their own?

Less than 40% of vehicles can reset the TPMS light without special tools. However, many of these relearn procedures cannot learn new sensor IDs or can learn only one new sensor ID per relearn cycle. The other 60% of vehicles require an activation or combination activation/scan tool.

What are the common standards for TPMS systems?

There is no common standard for the TPMS sensors, with variations including frequencies, modulations, data structure, communications protocols, mechanical fitment and many other factors. While NHTSA mandates that the TPMS must warn the driver when a tire is underinflated by 25%, it did not specify any standards for sensors or the equipment.

What type of information is transmitted by the TPMS sensors?

Direct TPMS sensors can transmit data such as their unique sensor ID, temperature and pressure, battery life and other diagnostic information. Indirect TPMS sensors can only assess tire inflation levels.

How long do the batteries in the sensors last?

It depends on a variety of factors including the sample rate, drive cycle of the customer and even the environment. If a sensor transmits the pressure every 10 seconds, it will not last as long as a sensor that transmits the pressure every 15 seconds. Some sensors may last as long as 10 years, while some may last only three to five years.

How do I know if a vehicle is equipped with direct TPMS?

All vehicles manufactured after 2007 will have TPMS and can be identified with a lighted universal symbol on the dash that will illuminate when the ignition is turned to the "on" position. If this doesn't work, try using the "learn and test" procedure with a TPMS tool.

Remember, a snap-in valve-style TPMS sensor looks very similar to a standard tubeless tire valve. Always check the owner's manual or turn on the ignition and look for the universal TPMS symbol to determine if the vehicle has TPMS.

What does it mean if the TPMS warning lamp becomes illuminated?

When the TPMS warning lamp on the instrument panel illuminates while the vehicle is being driven, it means that the system has detected at least one tire with a pressure at least 25% below the accepted minimum inflation pressure for the vehicle. If the lamp comes on, the driver should inspect their tires and check the pressure as soon as possible. The lamp should extinguish after the tires are properly inflated.

What does it mean if the warning lamp goes on and off?

On cold mornings, the warning lamp may illuminate for a short period of time and then extinguish. This type of warning lamp response is likely caused by marginally low tire pressure that dips below the warning threshold overnight, but rises to an acceptable level as the tires heat up through vehicle operation or an increase in ambient temperature.

What does it mean if the lamp flashes on and off and then remains illuminated?

All TPMS installed on 2008 model year vehicles and newer are required to detect and warn the driver when the system is not functioning properly (malfunction indicator). For some TPMS, a system malfunction is indicated by a flashing of the low tire pressure warning lamp for a period 60 to 90 seconds, with the warning lamp remaining illuminated after the flash sequence. The flashing sequence, followed by continuous illumination of the warning lamp, will repeat at each subsequent vehicle start-up until the malfunction is corrected.

What should be replaced when a sensor is removed from the wheel?

The grommets around the base and nut of the sensor must be replaced every time the sensor is removed from the wheel. The material in the seals has a "memory" of where it was placed and the amount of clamping force. When the old seal is taken off the rim, it's deformed and will not properly reseal if it's retightened.

Service packs provide the sealing components for each applicable sensor (clamp-in or snap-in) and can be replaced just as valve stems are today. Each time a clamp-in sensor is removed from the valve hole, the grommet, nut, nickel-plated core, cap and any other components supplied in the service pack should be replaced. Snap-in sensors should also have their rubber insert replaced each time the sensor is removed from the valve hole. The inserts should be replaced just as a standard valve stem is today.

There is a new valve core in the service pack. Do I really need to replace it?

Every time a sensor is serviced, the valve core should be replaced with the valve in the service kit. The valve core is



nickel-plated to prevent galvanic corrosion and to ensure integrity of the primary seal. To prevent galvanic corrosion, never use a brass valve core with an aluminum TPMS sensor. Instead, always use a nickel-plated valve core with an aluminum-bodied TPMS sensor.

What is the torque value required for the nut?

Typical torque values for the base nuts on a TPMS valve stem range from as low as 35 in.-lbs. of torque to as much as 80 in.-lbs. of torque. That's quite a range. This doesn't mean that any torque value within this range is acceptable. It means that the torque specifications for the base nut on one vehicle might require 44 in.-lbs., another might require exactly 62 in.-lbs., yet another might specify exactly 71 in.-lbs., and so on. Don't guess. Look up the torque specifications for the vehicle you're servicing to make sure you use the correct torque.

Why should the nut be replaced every time a sensor is serviced?

The nut is made of a softer metal than the stem, so it will be damaged – not the sensor – if it's overtightened. The material of choice is typically aluminum. If the nut is over-tightened, it will develop hairline cracks.

Will tire sealants damage a TPMS sensor?

Some tire manufacturers and TPMS sensor manufacturers do not support the use of tire sealants, while some tire sealant makers claim that there is no cause for concern. Still, most will say that the use of any liquid or tire sealant injected into tires equipped with TPMS sensors is not recommended and may cause the tire pressure sensors to malfunction. One manufacturer of sealants states: "...sealant may come in contact with the sensor in a way that renders the sensor temporarily inoperable until it's properly cleaned, inspected and re-installed by a tire care professional."

But, the producer also states that if the sealant is water-based, it will clean up with no adverse effects.

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!

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Woodland, AL 36280

Key Contacts:

Greg or Jerolene East – affordabletire@hotmail.com

Phone: 256-449-9200

BRIDGESTONE AMERICAS TIRE OPERATIONS

600 Gateway Parkway #200

Roanoke, TX 76262

www.bridgestonetire.com

Key Contacts:

Robert Pritchett – 615-513-1282 – PritchettRobert@bfusa.com

Christopher Rogers – 682-831-2565 – RogersChristopher@bfusa.com

Todd Lavender – 682-831-2564 – LavenderTodd@bfusa.com

CASTROL

205 Lake Street

Trussville, AL 35173

www.castrol.com

Key Contacts:

Gene Logan – gene.logan@bp.com

Phone: 205-266-4863

Fax: 973-686-4390

COLUMBUS WHOLESALE TIRE

24 Baker Dr E
Columbus, MS 39702

Phone: 800-239-6640

Key Contacts:

Coby Hutchinson – c_hutch35@yahoo.com

DODGE CITY TIRE & LUBE, LLC

676 AL Hwy 69 S
Hanceville, AL 35077

Phone: 256-587-2300

Key Contacts:

Douglas Fox – bevifox@bellsouth.net

INTERSTATE TIRE

3873 N Palafox St
Pensacola, FL 32505

Phone: 800-239-2825

Key Contacts:

Martha Tillison – marthillison@yahoo.com

KAUFFMAN TIRE

695 Commerce Blvd
Midway, FL 32343

Phone: 866-758-8473
850-224-8473

www.kauffmantire.com

Key Contacts:

Mike Helms – mhelms@kauffmantire.com

McPHERSON OIL COMPANY

3150 Maudelayne Dr E
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Phone: 251-666-6744
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www.mcphersonoil.com

Key Contacts:

Michael Glass – mglass@mcphersonoil.com

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Phone: 800-395-0091
Fax: 904-212-0048

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STEPHENSON TIRE & ALIGNMENT, Inc.

1954 Florence Blvd
Florence, AL 35630

Phone: 256-767-4414

Key Contacts:

Joel R. Stephenson – joel@stephensontire.com



"Hear my prayer, O LORD, and let my cry come to you."

Psalm 102:1

Have you ever heard someone make this statement? "All I can do is pray for them," said as if that was a small or insignificant help. I believe the most beneficial activity we can do for someone experiencing a difficult circumstance is to pray. Prayer was so important to JESUS that often HE would withdraw from his followers and found a solitary place to pray. Let me take this opportunity to invite you to contact me anytime you would like someone to pray for you. I do not have to know any details unless you want me to know. I do not even have to know your name. I would consider it a privilege and I am assured my Heavenly Father will hear "my cry" because I will pray in the powerful name of "JESUS".



**Dolan Davis Jr.
Chaplain ATDA
205 758 6624
dolan@davistires.com**

This Month's Business Tip:

Is it easy to do business with you?

Have you ever decided to try a product or service, started the process, and then just gave up because it was too much of a nuisance to buy it? How sure are you that doing business with you is easy? How many hoops do you make customers jump through? I promise you that there are customers who wanted to buy from you, but found it too confusing, time consuming or inconvenient.

It's not just about car service.

In most cases folks are not looking only for auto service, but a relationship with someone who they can depend on to make this area of their life something that they do not have to worry about. How well do all of your employees understand this? How well do you communicate to your customers that they can find a good relationship with you?

Don't hide.

Not you, not your techs, not your office staff, not your shop where their car is being serviced. Make all of this as easy to view as possible. Very few customers will just sit and stare at these things anyway. Most will take a very brief look or often none at all. But, they know that they can take a look anytime which makes all that you do much more believable.

Calendar of Events

Regional Scholarship Fundraiser Golf Tournament

Thursday, October 11, 2012

Terri Pines Country Club, Cullman, Alabama

4-man Scramble with a Shot-gun Start at 1:00

Includes 2 mulligans and 1 power drive

Lunch served at Noon

Funds support the ATDA Scholarship Foundation



TIA's Certified Automotive Tire Service Training Sessions

October 16-17 & 18-19, 2012

Drake State Technical College, Huntsville, Alabama

TIA is the industry leader in passenger and light truck tire service training and certification. TIA's Certified Automotive Tire Service Program is designed to educate technicians on the proper procedures for servicing tire

and tire pressure monitoring systems (TPMS) on domestic and foreign cars, SUVs, vans and light trucks. The 2-day Certified Technician class is a combination of classroom instruction and hands-on training, allowing companies to certify their technicians in a local facility.

2 sets of 2-day classes allow companies to send half of their workforce at a time.



Annual Convention

June 21-22, 2013

Sandestin Golf and Beach Resort, Destin, Florida

Golf Tournament – Friday, June 21st

Educational Sessions, General Business Meeting, Awards & Honors,
Great Opportunity to Visit with Suppliers & Dealers!



Please Support Your Supplier Members:

AAA Tire Recyclers

Wanda Sherrell
Bud Adams
205-590-7352

Alpha & Omega Processing

Victoria Gulsby
Dan Deyton
866-242-4325

American Tire Distributors

Barry McGirt
800-950-3928
Terry Hadder
800-783-6936
Terry Treesh
800-476-3868
Phil Baker
800-654-5273

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 Americas

Robert Pritchett
615-513-1282
Christopher Rogers
682-831-2565
Todd Lavender
682-831-2564

C.W. Owens Enterprises – Scrap Tire Management

Wayne & Phyllis Owens
800-869-1372

CARQUEST – Distribution Center

Raymond McGough
334-280-5843

Carroll Tire

Cecil Bowden
205-655-2182
Don Pylant
800-446-0589

Castrol

Gene Logan
205-266-4863

Cintas Corp.

Craig Casey
256-355-6431

Columbus Wholesale Tire

Coby Hutchinson
800-239-6649

Continental Tire

Steven P. Shanks
205-441-7285

David Tire Co., Inc.

John David / Bill David
205-251-8473

Federated Insurance

Brad Humphries
404-497-8840

50 Below

Ben Moore
Jon Napoli
888-781-6934

Friend Tire Company

Joe Davis
901-794-2777

Harris Tire & Rubber Co.

Mickey Taylor
334-566-2691
Jason Berry
256-382-0797

Hesselbein Tire

Tony Case
601-974-5917

Hornsby Tire Distributors

Steve Mattis
334-762-2333
Joey McGhee
256-852-8530

Hunter Engineering

Sterling Yearber
256-606-7691

Interstate Tire

Martha Tillison
800-239-2825

J Scott Enterprises, Inc. DBA

Metro Recycler
Phillip Tidwell
205-841-1930

Jones Tire & Supply

Jimmy Jones / Bill Jones
334-874-2265

Kauffman Tire

Matt Wall
205-605-0110
Richard Dulaney
404-762-8433
Mike Helms
866-758-8473

McGriff Industries

Barry McGriff / Bert McGriff
256-739-0780

McGriff Treading Company

Randy Drake
256-739-7080

McPherson Oil Company

Michael Glass
251-666-6744

Merchants Against Unfair Interchange (MAUI)

Brian Bibb
800-395-0091

Mohawk Rubber

Steve Fulton
678-467-0508

Myers Tire Supply

Barry Morgan
800-328-5110

NAPA Auto Parts

Parrish Sellers
205-510-2902

Parrish Tire

Gary Waters
800-877-2431

Perfect Equipment

Gregory Parker
615-916-3791

Robison Tire

Clay Robison
Mike Windham
800-824-3225
Richard Henderson
Chris Johnston
334-834-6138

S & S Tire

Jeff Hodgens
Mark Barrett
877-777-7411
Gary Cantrell
800-777-6794
Doug Burns
251-433-7100

SLK Tire Designs

Sabrina Lentz Knop
Cheryl Lentz
256-566-5481

TCI Tire Centers, LLC – Distribution Center

Mike Brown
866-907-9463
Tony Miller
800-475-1876

Tech International

Leon Hataway
828-320-3021

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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