Alabama Tire Dealers Association

6096 County Road 434
Trinity, AL 35673
(256) 616-3587
(256) 974-1480 Fax
AlaTireDealers@cs.com
www.alatiredealers.com

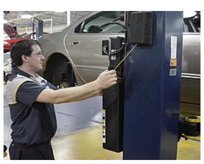
Spare Tire — May 2013

In This Edition...

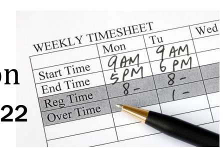
2013 Annual Convention Information

Sandestin Golf and Beach Resort

TIA TIRE INDUSTRY ASSOCIATION
TIRE SAFETY STARTS HERE.



IRS



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

Executive Committee
President
Scott Roberson
Royal Tire Service
First Vice President
Bob Gipson
Gipson Auto Tire, Inc.
Second Vice President
Steve Westmoreland
Westmoreland Tire Co.
Secretary / Treasurer
Shane Adams
Trax Tires, Inc.

Board of Directors
Beverly Fox (3rd Year)
Dodge City Tire & Lube
Michael Johnston (3rd Year)
Tire Engineers
Warry Sexton (1st Year)
S & S Discount Tire
Terry Treesh (1st Year)
American Tire Distributors

Supplier Representatives
Frank Harcrow (2nd Year)
Mohawk Rubber Sales
Bill Jenkins (2nd Year)
NAPA Genuine Auto Parts

TIA Representative
Jim Short
Radial Tire & Bandag

Past Presidents' Council
Rhett Marques
Goodson Tire & Auto
Steve Breland
Top Line Tires
Mike Griffin
S & S Tire
Dolan Davis, Jr. ***(Chaplain)***
Southside Davis Tire

Co-Executive Directors
Cheryl Lentz
Sabrina Lentz Knop

Letter from the President

I'm in a hurry and I know why. Our world has turned into a society that is in a hurry. I'm sure each of you hears the same three questions we do daily, "How much is it? How long will it take? When can you start?" Just the other day I told Buffy (my wife) that I was always in a rush. I rush to get to work in the mornings, we rush all day to make sure our customers are taken care of, and probably 4 out of 5 days during the week I rush to get somewhere I'm supposed to be after work. Usually the weekends are rushed getting done what needs to be done. With the technology we have today, we have created this hurry up world we live in. Our lives are filled with deadlines and schedules that have to be met everyday. I don't think I can recall of any individual I know or that I see in my business that doesn't have a cell phone. We used to ask if you had a cell phone, now we just ask what the number is assuming that everyone has one. We live our lives with a smart phone. You're probably wondering where I'm heading with this writing and I really don't know. But like Uncle Si says, "HEY….. Sometimes you got to stop and smell the roses,,, JACK!"

I hope all of you are doing well. See you at the convention.

Scott Roberson
ATDA President
Royal Tire Service

2013 ATDA Scholarship Winners:

The Alabama Tire Dealers Association Board of Directors would like to congratulate the 2013 ATDA Scholarship Winners, their families, and their sponsoring companies. We wish you success in all your future endeavors!

Taylor Pulliam
Son of Tim & Susan Pulliam
Radial Tire & Bandag – Jasper, AL
Walker High School

R. Walton DiPiazza
Son of Pamela Short DiPiazza
Radial Tire & Bandag – Jasper, AL
Homewood High School

Hannah Gipson
Daughter of Hootie & Alta Gipson
Gipson's Tire – Prattville, AL
Prattville Christian Academy

Jenna Cash
Daughter of James & Vicki Cash
B & C Tire – Gadsden, AL
Samford University

Hannah Dillard
Daughter of Brian & Sheree Cater, Ryan Dillard
McKinley Tire – Greenville, AL
Troy University

Patrick J. Elliott
Son of Albert & Lucrecia Elliott
OK Tire Store – Tuscaloosa, AL
University of Alabama

Sarah Jenks
Daughter of Randy & Barbara Jenks
Jim Whaley Tires – Dothan, AL
Headland High School

Matthew Yearber
Daughter of Sterling & Angie Yearber
Hunter Engineering Company – Decatur, AL
Austin High School

Ja'mitta Perkins
Daughter of Frank & Tarwonda Perkins
Westmoreland Tire – Greensboro Retreading – Greensboro, AL
Greensboro High School

Oil Change Service Visits Offer Greatest Opportunity to Cross-Sell, NPD says

By: Aftermarket Business World Wire Reports

April 3rd, 2013

Oil change service is the leading driver of traffic through service bays and represents the greatest opportunity for cross-selling other services, according to car care research by The NPD Group, a leading global information company.

NPD's car care consumer tracking research finds that tire rotations, air filter replacements, and car washes are among the top services purchased at the same time as an oil change.

"With consumers driving less and softer demand for automotive maintenance and repair, automotive service outlets need to maximize each service occasion," says David Portalatin, NPD executive director and aftermarket industry analyst. "Service providers who are providing just the oil and filter service are missing out on significant revenue opportunities."

NPD's Car Care Track, which monitors purchase behavior details of the "do-it-yourself" and "do-it-for-me" auto aftermarket and repair consumer, finds that 24 percent of customers are purchasing tire rotations with their oil change, 17 percent buy an air filter or cabin air filter replacement, 12 percent of oil change customers purchase a car wash or car detailing, and 11 percent purchase wiper blades or brake service.

Car dealers and tire shops are much more effective at cross-selling tire rotating or balancing, according to NPD's Car Care Track. Repair shops are getting a higher percentage of brake service and a variety of repair and replacement-oriented occasions, such as steering and suspension, fuel system, electrical, and engine work. Quick lubes are more likely to cross-sell air filter replacements in conjunction with the oil change, but lag behind other service channels in all other categories.

"Each car that enters a service bay represents a finite opportunity for revenue growth. Once that car exits the bay, unperformed maintenance and repair represent lost sales that may prove difficult to capture on some future occasion," says Portalatin. "Suppliers and service providers, working together, can evaluate the service mix and find opportunities for growth, while also offering consumers complete car care service."

The NPD Group provides global information and advisory services to drive better business decisions. Sectors covered include automotive, beauty, entertainment, fashion, food/foodservice, home, office supplies, sports, technology, toys, video games, and wireless. For more information, visit www.npd.com.

- See more at: http://www.searchautoparts.com/aftermarket-business/news-distribution/oil-change-service-visits-offer-greatest-opportunity-cross-se?cid=95879#sthash.mbStOqkh.dpuf

This Month's Business Tips:

Be there or be square

What is the most prominent and popular event in your community?
What is the one that virtually everyone knows about?
Which one draws the largest crowds?
Where is there a potential for a lot of visibility?
Become significantly involved, participate in a big way.

Go ahead - make my day

What could you do when a customer walks in your front door that would make their day?

Forget that you have an auto service shop or even a business of any kind. Someone is about to enter the room. How can you improve their day? How can you make the experience that they are about to have the high point of their day?

Everything in their day so far, and after they leave, will likely be just OK or maybe not so great. It would not be all that hard to beat out all those other experiences if you put a little effort in it.

So, what could you do? Do it consistently and you will lock in many customers.

Tell me how you feel about your brake job

You will feel better in the lobby of a high end hotel than you will in the lobby of an economy chain motel. You will have a better sense of wellbeing in a 5 star restaurant than you will in the local burger joint.

I am about to spend an hour in your customer lounge, or maybe several hours, or maybe even (gasp!) all day! How will I feel?

If I feel better, I will like your brake job better. Price becomes less of an issue. Complaints decrease. Referrals increase.

The Customer Experience - What is it?

by Nancy Friedman, The Telephone Doctor

The other day, someone asked me, "What's Customer Experience, Nancy?"

They had not heard the expression yet. And as I went on to explain, I realized it's not just one item, it's many things. How can you put the entire 'experience' into one word? Not sure we can.

And since 'customer experience' seems to be the new hot buzz word of the day, we wanted to share a few of the tips that will help make a better customer experience for you and your customer. Common sense that they are, they're not often done.

1. "No problem" is not a substitute for the gold standard of "you're welcome." "My pleasure" or "glad to help" will save the day and make a better customer experience.

2. "Sorry 'bout that" is not a replacement for "I apologize." When an error occurs, "sorry 'bout that" won't work. "I apologize" always helps make a better customer experience.

3. "Hey, how ya doing?" is not a good greeting, on the phone or in person. "How nice to talk/or see you/or meet you" brings the customer experience to the forefront.

4. Want to spoil a good customer experience quickly? Chew gum, crack your knuckles, cough or sneeze without covering your mouth and not saying excuse me. All these will ruin a good customer experience.

5. Just being 'nice' isn't going to create a great customer experience. You're suppose to be nice! Say or do something extra special to make it great.

6. Being on your cell phone or texting while helping a customer will completely ruin a good customer experience.

7. "Please," "thank you" and "you're welcome" will never go out of style. Use them often for that great customer experience.

8. Listening skills is one of the, if not THE, most important customer experience skill you can have.

9. Ownership (not passing the buck) is one of the best personal skills you can have when it comes to making a great customer experience.

10. No excuses help make a great customer experience. Excuses only say, "I'm not going to help you now."

11. We don't let the customer leave the store or off the phone until they're happy. We stick with it.

12. We stand up if we're sitting down when the customer comes into the store or we're at a tradeshow booth. We don't just stay seated. That's not a good customer experience.

13. While 13 is usually thought of as unlucky, this tip is the luckiest and I'm betting you already know what it is. YUP - smile! On the phone or in person, it can be heard. Your customers want to work with happy, upbeat people. That's what makes a great customer experience.

So you ask, what is customer experience? As you see, it's a whole lot of things. What it is NOT is brain surgery or rocket science.

There are hundreds of things that help make a great customer experience. We'll bring you more in another article.

TELEPHONE DOCTOR®
CUSTOMER SERVICE TRAINING

Nancy Friedman, president of Telephone Doctor, is a featured speaker at association and corporate meetings. For an information packet on Nancy, please email Donna.Bryan@telephonedoctor.com or call 314.291.1012.

Sons, daughters and customer service lessons

by Robert Cannon

March 20, 2013

When I was young my father bought a Ford Galaxie Sunliner. Bright red and a convertible to boot. I loved how it looked and I also loved how fast it was. My father was a dentist and so the only tools around our house were for probing and poking inside the mouth and not the engine of a car.

I did not learn about the inside of the car until I got married. One day I drove into my driveway and my neighbor, ex NFL defensive end, and his father walked over to me. They were looking at me very strangely and then Stan said, “Your wife was outside today changing the oil in her car”. Caught a bit off guard by their statement, I responded, “Good, because I wouldn’t know how to do that”. Fortunately, I played some running back so I avoided being sacked.

The lesson I learned was valuable and something “we” passed along to our children. Taking care of our cars is critical to their longevity and safety. But, of more importance is understanding what the various services are on a car and why they need to be done. There is more than just oil that needs a car owner’s attention.

Recently my daughter, from Dallas, a long way from home, called me about her car. She had received a notice to have her car serviced. She and her husband, more financially inclined than I, took their car to the service center for the work. In a few minutes they left without doing any service. She called me all frustrated. “They told me that I needed all of these services and I didn’t know what they were talking about.” I understood their frustration: if you’re asked to spend money you want to know why.

Any wise customer wants to understand why they need to perform services. As my daughter said, “Call them and tell them to use your videos to show me what they are talking about”. You know she is right. A picture is worth a thousand words. If a customer can see how a specific service works and the impact it has on the longevity and safety of their car, they will see the benefit of the service. Most people don’t understand how many parts and systems on a car need routine maintenance.

Help your customers by attaching video links on emails and postcards; show them at the point of sale or in your waiting area. No one wants a frustrated daughter.

Robert Cannon is Chairman and CEO of AutoNetTV. AutoNetTV’s ***digital signage products*** *deliver entertaining and educational TV programming to the lobbies of automotive service and repair businesses as well as* ***digital menu boards*** *and* ***automotive website video*** *content.*

PAID TIME OFF VERSUS SICK DAY, VACATION DAY

By: Camille Eber
November 1st, 2012

Depending on what type of benefits you offer your employees, the issue of "paid time off" can get a little complicated. How much vacation time do you offer? Which holidays are paid – and what happens if they fall on a weekend? Do you offer sick days? And do you have a good, simple system in place to track what paid time off each employee has accrued and used?

I've been considering some changes to what we offer to simplify things for those of us managing the system and for employees needing time off.

Our employee policy manual currently spells out the seven holidays that all employees have off. All part-time and full-time employees, other than those in their first 90 days of employment at our shop, are paid for these holidays. Full-time employees also are given one paid floating holiday for their birthday each year.

Similarly, the manual spells out our vacation time benefits for full-time employees, including how we handle any vacation time an employee may have accrued at the end of their employment with us.

We currently don't offer sick days, and that's part of what's prompted me to think about shifting from trying to differentiate sick time and vacation.

The bottom line is the employee isn't at work; does it really matter from a business perspective whether that employee is sick, on vacation, taking their dog to the vet or just enjoying a mental health day?

So while we will continue to offer paid holidays, we might eliminate the floating holiday and vacation, and instead just offer "paid time off." That eliminates the need for employees to use vacation time when they are sick, or to designate the types of day off they are taking.

Say, for example, you offer full-time employees one week (40 hours) of vacation time after one year. Instead, you could offer them four hours per month of paid time off. At the end of the first year, they could have accrued 48 hours of paid time off, the equivalent (in our case) of the one week of vacation and one floating holiday we offer.

Starting in their second year, the amount of paid time off they accrue on a monthly basis could be increased, say to six, seven or eight hours per month, depending on what works for your shop. You could reward long-term employees with another bump up in paid time off after their fifth year.

A few things to keep in mind: You still have to designate whether paid time off is accrued by all employees or only by full-time employees. You need to designate how much time can be accrued, or rolled-over, before it's forfeited. You should still indicate what happens to accrued paid time off when an employee quits or is fired. Some states have laws regarding paid time off, so be sure to run your proposed policies by an attorney to make sure they are in compliance.

You also need to establish some ground rules for how employees request use of their paid time off. There has to be some flexibility given that employees might use it for sick time (with little warning) or vacation (which you would want scheduled in advance). You could ask that paid time off be requested 'x' weeks in advance, or that if an advance request is not possible, they must notify their manager as soon as possible. Requests not submitted two hours ahead of a scheduled work time, for example, could be considered an unpaid absence rather than paid time off.

I see advantages and disadvantages to a switch to offering "paid time off," but I think it will be popular with employees, will help keep sick employees from working when they should be at home but don't want to burn a vacation day, and will reduce employees feeling like they might need to be a little less than truthful about why they are not at work.

Please email me and let me know what system works well for your shop and employees.

Camille Eber is the second-generation owner of Fix Auto Portland East in Portland, Oregon.

Board Nominations are Open

TIA is accepting nominations for service on its 2013-2014 Board of Directors. Any TIA members in good standing or an official representative of an industry association may recommend candidates to the nominating committee. Self-nominations are also welcome. All nominations should be submitted to the TIA office no later than 5 p.m. on May 1, 2013. To download a nominating form, visit www.tireindustry.org or contact Donna Sage at dsage@tireindustry.org.

Global Tire Expo - Powered by TIA

TIA is already gearing up for the *Global Tire Expo - Powered by TIA* at the SEMA Show which will take place November 5-8, 2013 in Las Vegas, with TIA's pre-show special events happening on Monday, November 4. TIA's special events, which are open to all attendees, include the Annual Meeting, Cocktail Hour, Tire Industry Honors Award Ceremony, and the Welcome Reception. For more information or to download a special events registration form, visitwww.tireindustry.org.

The Cosmopolitan of Las Vegas will serve as TIA's host hotel. The Cosmopolitan features elegant rooms, three distinct pools, fine dining and shopping, and a location that is in the heart of the world-renowned Las Vegas Strip. The standard room rate is $189. To reserve a room by phone, please call 800-221-3531 (mention TIA to get conference rate) or reserve online.

As in years past, TIA will hold educational sessions from Tuesday, November 5 - Thursday, November 7 where you will have the opportunity to attend sessions led by the industry's top experts.

Sponsorship opportunities are available. To learn more, please contact Wilson Beach at wbeach@tireindustry.org or 301.430.7280 ext. 103.

So mark your calendar and make plans now for the *Global Tire Expo - Powered by TIA*. Hope to see you in Vegas!

Government Affairs Update

TIA's government affairs efforts are more active and visible than ever. Here are just a few of the recent issues that have kept our team busy on Capitol Hill.

SMALL BUSINESS TAX REFORM DRAFT Ways and Means Committee Chairman David Camp (R-MI) has released a discussion draft of his vision for reform of several key tax code provisions of interest to small business. TIA applauds Chairman Camp for his initiative. Most of the changes have to do with tax accounting practices and many small businesses will not consider the changes significant. The changes pertaining to partnerships, on the other hand, would change the partnership landscape dramatically. TIA intends to explore this issue further with the Committee.

AFFORDABLE HEALTHCARE TIA has written to members of the U.S. Senate in support of S. 399, the American Job Protection Act; and to members of the U.S. House of Representatives in support of H.R. 903 (the companion bill to S. 399 with the same title.)

S. 399 and H.R. 903 would repeal the employer mandate in the Patient Protection and Affordable Care Act (PPACA) that has already led to reduced hours and stifled job growth.

AFFORDABLE HEALTHCARE II TIA and other small business associations have submitted jointly an 11 page response to the Department of Treasury and the Internal Revenue Service pursuant to Section 4980H (§4980H) Shared Responsibility for Employers Regarding Health Coverage, Proposed Rule (Proposed Rule); published in the Healthcare (the Coalition).

The importance of Internal Revenue Code §4980H to the small and independent business community cannot be overstated. Section 4980H is the driver of the highest cost compliance obligation and will be the highest cost assessment exposure most businesses have ever faced or are ever likely to face in the future. §4980H likely will result in the closure of an as yet unknown percentage of businesses in the U.S. TIA sincerely hopes that Treasury and the IRS share TIA's goal of reducing that percentage to zero, or at least as close to zero as possible. Alternatively, §4980H may also lead to an acceleration of the erosion of employer-sponsored health insurance coverage. Employer-sponsored health insurance is fundamental to achieving the PPACA's goals of expanding coverage. Any interpretation of §4980H that results in any employer's closing its doors for the last time or dropping employer-sponsored health insurance coverage is a loss for employers, employees, and Federal taxpayers.

COMP TIME Representative Martha Roby (R-AL) has introduced the Working Families Flexibility Act of 2013, H.R. 1406. The legislation would amend the Fair Labor Standards Act of 1938 to allow employers to offer private-sector employees the choice of paid time off in lieu of cash wages for overtime hours worked. Specifically, the bill:

*Allows employers to offer employees a choice between cash wages and comp time for overtime hours worked. Employees who want to receive cash wages would continue to do so. No employee can be forced to take comp time instead of receiving overtime pay.

*Protects employees by requiring the employer and the employee to complete a written agreement to use comp time, entered into knowingly and voluntarily by the employee. Where the employee is represented by a union, the agreement to take comp time must be part of the collective bargaining agreement negotiated between the union and the employer.

*Retains all existing employee protections in current law, including the 40-hour workweek and how overtime compensation is accrued. The bill adds additional safeguards for workers to ensure the choice and use of comp time are truly voluntary.

*Allows employees to accrue up to 160 hours of comp time each year. An employer would be required to pay cash wages for any unused time at the end of the year. Workers are free to ‘cash out’ their accrued comp time whenever they choose to do so.

WANT TO LEARN MORE? If you are want to find out more about getting involved with TIA's government affairs efforts, please contact TIA Executive Vice President Roy Littlefield at rlittlefield@tireindustry.org.

2013 Annual Convention
Golf Tournament

Friday, June 21st
Raven Golf Course
Sandestin Golf & Beach Resort

Raven Golf Club, home in 2006 and 2007 to the Boeing Championship – a stop on the PGA Champions Tour – is masterfully carved through the marshes and pine trees of Sandestin Florida Golf Resort. Robert Trent Jones Jr. crafted this unique and visually stunning 6,900-yard par 71 into what he calls "a true modern traditional."

Voted "Best New Course in Florida in 2000" by Florida Golf News, the Raven Golf Club is a natural wonder that presents drama and strategy on every tee. Guests are presented with a myriad of exciting shot options while experiencing dramatic changes in color and texture throughout the course. Large undulating greens make club selection an essential part of each round. All of this combined with Raven Golf Club's nationally recognized guest service makes it a must play during your stay.

Registration begins at 7:00 am.

(Mulligan packages will be available)

Putting Contest at 8:00 am.

Shotgun Start at 9:00 am.

Prizes awarded Friday Night at the Welcome Dinner.

2013 Annual Convention

Retail Tire Dealers who renew their membership with or join the ATDA by February 28, 2013, will receive Two (2) Free Registrations to the 2013 Annual Convention.

Sandestin
Golf and Beach Resort

June 21st & 22nd
Sandestin Golf & Beach Resort
Destin, Florida

Room Rates:

Accommodations	Single Rate
Bayside 1 Bdrm	$ 195.00
Bayside 2 Bdrm	$ 259.00
Bayside 3 Bdrm	$ 339.00
LeCiel - Guest Room	$ 186.00
Luau Studio	$ 195.00
Luau 1 Bdrm	$ 229.00

Reservations & Registration Deadline:
May 15, 2013

Registration Forms available online at:
www.alatiredealers.com

Room rates will be honored for three (3) days before group arrival and three (3) days after group departure based on availability.
RESORT CHARGE: *In addition to the rates set forthe, there will be a Resort Charge of 12% per room, per night, plus applicable taxes, which are currently 11.5%. The Resort Charge at Sandestin® Golf and Beach Resort includes: self-parking, reservation processing, and Wi-Fi in the Baytowne and Linkside Conference Centers.*

For Reservations Visit www.sandestin.com or Call 800-622-1038 and use group code 22X4NJ.

Sandestin Golf Beach Resort is rated the "Best Resort" in Destin by Destin Magazine, and the "Best Resort of the Emerald Coast" by the readers of Emerald Coast Magazine.

Located on the Northwest Florida Gulf Coast in Destin, Florida, Sandestin is a 2,400-acre premier destination resort located between Pensacola and Panama City. Sandestin invites guests to enter its world of 30 charming village neighborhoods featuring rental condominiums, villas, town homes and a wide variety of luxury beach hotel accommodations.

The Sandestin Beach Resort boasts more than seven miles of sugar-white sand beach and bayfront property, four championship golf courses, 15 world-class tennis courts, 19 swimming pools, a 113-slip marina, marina dockage facilities, water sports, children's programs, a fitness center and spa, 65,000 square feet of meeting space for weddings, family reunions, corporate meetings, retreats and more, and a pedestrian village complete with shopping, restaurants, ice skating, zip lining, and vibrant nightlife.

For your convenience, Sandestin's 1,300 accommodations and luxury vacation rentals are grouped into four resort areas: Beachside, Village, Lakeside and Bayside. Each of the four Florida resorts offer a unique locale, secure environment, and a lodging rate range designed to suit your style and accommodate your budget.

Tentative Agenda:

Friday, June 21st

7:00 AM	**Golf Tournament** – 4-man Scramble Tournament with a Shotgun Start at 9:00 am. Mulligan Packages will be available. Registration begins at 7:00 am. A putting contest will be held at 8:00 am. Please check-in by 8:00 am.
2:00 – 4:00 PM	**Convention Registration** – Pickup your convention registration packets and goodie bags in the Resort's Beachside Check-in Lobby.
5:00 – 5:30 PM	**General Business Meeting** – Open to Full Membership. Election of 2013-2014 Officers and Board of Directors, State of the Association Reports.
5:30 – 7:00 PM	**Tire Dealer Open Forum** – Retail and Commercial Tire Dealers are invited to participate in an open forum discussion of issues currently affecting the tire industry in Alabama. The ATDA Board of Directors will be available for questions and answers.
7:00 – 10:00 PM	**Welcome Dinner** – Join us for a buffet and open bar as we open our Convention weekend. The Scholarship Fundraiser Silent Auction will begin during dinner and the golf tournament prizes will be awarded following dinner.

Saturday, June 22nd

8:00 – 9:00 AM	**Past Presidents Breakfast** – Attendees are invited to join us for a full breakfast buffet to be directly followed by our Educational Sessions.
9:00 – 10:30 AM	**Educational Session** – Federated Insurance presents "*Making the Right Moves for the Future*." Family business owners who wish to leave a legacy will benefit from this presentation. It explores the timeless questions that all family business owners need to consider when planning their estates, and offers insight to help simplify the planning process. Federated's proven planning strategy can help bring a measure of certainty to entrepreneurs as they create, build, and preserve family wealth.
10:30 – 12:00 PM	**Educational Session** – TIA's VP of Training, Kevin Rolhwing, presents an overview of TIA's ATS Certified Technician Program and the necessities of training and certification in today's marketplace. In the event of an accident, the best protection for a tire dealer is documented proof of training for the technician who performed the service, and TIA's Basic Automotive Tire Service (ATS) Program is designed to meet that need.
6:00 – 7:00 PM	**Reception**
7:00 – 10:00 PM	**Scholarship Banquet –** Join us as we honor our 2013 Scholarship Recipients. The Scholarship Fundraiser Silent Auction will conclude at the end of dinner.

TIA Urges Cooperation for NHTSA Consumer Education Program

March 04, 2013

The Tire Industry Association last week sent a letter to Senator Barbara Mikulski (D-MD) requesting she urge NHTSA to partner with TIA for its Consumer Education Program.

The letter, dated March 1, is signed by Roy Littlefield, TIA executive vice president. It reads as follows:

"Pursuant to my meeting and conversation with Brigid Houton of your office, the Tire Industry Association (TIA) would request that you send a letter of inquiry to NHTSA requesting the status of the 'rule' for Public Law 110-140, section 32304A which directs the Secretary of Transportation to promulgate rules establishing a National Fuel Efficiency Consumer Information Program for Replacement Tires designed for use on Motor Vehicles, to Educate Consumers about the effect of Tires on Automobile Fuel Efficiency, Safety and Durability. In addition the letter would inquire regarding the funding and methodology for implementing this program in light of our concern that in order to effectively implement the program and provide consumer information at the point of sale a public-private partnership would be desirable.

"We would ask you to encourage NHTSA to partner with TIA, a Maryland-based national industry association, to ensure the success of the mandated consumer education program.

"TIA has been the leader in training for the tire industry since 1997. Since then, the Association has formally trained and/or certified more than 78,000 people and indirectly reached thousands more. Our members work with consumers on a daily basis, so we understand the questions and concerns that accompany the purchase of new tires. We already have systems in place to reach the retailers so we can ensure the information reaches the point of sale. With a technical and training staff that has more than 100 years of combined experience in the tire industry, TIA has the resources to develop and administer an effective consumer education program. As a neutral third-party without a product to sell or market, TIA is the logical choice to develop a program to educate motorists on the proper care and maintenance of tires. No other industry organization can match our experience or record of promoting safety in the tire industry.

"We thank you for your continued support of the independent automotive aftermarket, the small business community, and the Tire Industry Association."

TIRE INDUSTRY ASSOCIATION

TIRE SAFETY STARTS HERE.

TIA Releases New Consumer Education Video

Bowie, MD - The **Tire Industry Association (TIA)** announced today that the first in a series of consumer education videos has been released. ***Tire Safety Starts with Proper Tire Repair*** briefly explains why proper tire repair is necessary, as well as the basic guidelines, limitations and procedures for repairing tires. TIA plans to release three more ***Tire Safety Starts With...*** consumer education videos in 2013 to promote the Association's new tagline, "Tire Safety Starts Here."

"While TIA has been primarily focused on technician training over the past decade, the Board recognized that we couldn't continue relying on others to send the right messages to motorists," said Randall Groh, TIA President. "Training is our top priority next to Government Affairs, so we decided to embark on our own consumer education campaign and take the lead in viral marketing."

The running time for ***Tire Safety Starts with Proper Tire Repair*** is just under five (5) minutes long and will be posted on TIA's new YouTube channel, **TireSafetyStartsHere.**

"All of the new consumer education videos will also be available for free download and there will be no restrictions regarding duplication or distribution," said Roy Littlefield, TIA Executive Vice President. "TIA is still anxiously awaiting a decision from the National Highway Traffic Safety Administration (NHTSA) regarding the consumer information and education program mandated by the Energy Independence and Security Act of 2007. This video is an example of how TIA plans to educate motorists, and we are hopeful that NHTSA will include us in the effort to create informed tire consumers."

Tire Safety Starts with Proper Tire Repair places a camera inside the tire so drivers can see what happens to the tread each time the tire makes a revolution. After multiple revolutions, the tire runs over a nail and viewers get a slow-motion replay of what it looks like inside a tire when a nail pokes through the innerliner.
"TIA has always taken a lot of pride in the quality of our training videos," remarked Kevin Rohlwing, TIA Senior Vice President of Training. "Our programs are known for using creative images to make a point, and we are very pleased with the footage inside the tire. We hope it's the type of video that will resonate with YouTube viewers and send the message that proper tire repair plays a vital role for tire safety."

To view the video visit www.tireindustry.org and click on the homepage link or go directly to http://tinyurl.com/Proper-Tire-Repair.

For information regarding the free download, contact TIA at training@tireindustry.org.

New Farm Tire Service Training Program Released by TIA

April 04, 2013

TIA has released its Basic Farm Tire Service education program, which consists of 11 modules covering skills and safety guidelines for servicing farm, agricultural and construction tires.

TIA has formally released its long-awaited Basic Farm Tire Service (FTS) education program.

The FTS program consists of 11 modules covering skills and safety guidelines for servicing farm, agricultural and construction tires. Each module addresses the step-by-step procedures for demounting, mounting and inflating single-piece tubeless and tube-type assemblies, as well as handling three-piece wheels. Basic FTS also includes the steps for removing and installing dual assemblies and using liquid ballast.

"Our members have been asking for this program for years and we're confident it upholds the high standards for technician training and education that TIA has established in the tire industry," said TIA president Randy Groh, who noted that TIA has invested more than $500,000 in training program over the past four years.

The member price for the Basic FTS program is $295 ($600 for non-members) and includes the Instructor's Guide, DVD and one student workbook. Student workbooks start at $55 each ($85 for non-members), and additional tests are available for $30 each ($60 for non-members).

TIA said the Basic FTS also will be available at TIA's Online University within the next few months.

"We are getting closer to our goal of making sure that all of our members have access to the best training programs in the industry," said Kevin Rohlwing, TIA senior vice president of training. "Now that Basic FTS is complete, we've already set our sights on the new Industrial Tire Service program that will go into production in 2014."

For ordering information on TIA training and certification programs, contact Chris Marnett, director of training, at 800-876-8372, ext. 106 or cmarnett@tireindustry.org.

ATDA Board of Directors Meeting – April 17, 2013:

The ATDA Board of Directors held their quarterly business meeting on April 17, 2013, in Prattville, Alabama. Notes from the meeting are below.

- A financial report and minutes from the February 13th meeting were presented and approved.
- The Board voted to schedule ATS Training events in December, January and February.
- The 2013 Convention agenda was finalized, including plans for Friday's golf tournament and discussions were held concerning convention sponsorships.
- Locations for the 2014 Convention were discussed but no decision was made.
- The Nominating Committee reported its list of nominations for the 2013-2014 Board of Director's positions.
- The Scholarship Committee outlined its recommendations concerning the 2013 scholarship applicants and the Board voted to award 9 scholarships this year.
- The Board discussed the Legislature's attempts to raid the Scrap Tire Fund and other state funds.
- The next Board meeting was tentatively scheduled for Wednesday, August 14th.

Six Tips on Making Estimated Tax Payments

Some taxpayers may need to make estimated tax payments during the year. The type of income you receive determines whether you must pay estimated taxes. Here are six tips from the IRS about making estimated tax payments.

1. If you do not have taxes withheld from your income, you may need to make estimated tax payments. This may apply if you have income such as self-employment, interest, dividends or capital gains. It could also apply if you do not have enough taxes withheld from your wages. If you are required to pay estimated taxes during the year, you should make these payments to avoid a penalty.

2. Generally, you may need to pay estimated taxes in 2013 if you expect to owe $1,000 or more in taxes when you file your federal tax return. Other rules apply, and special rules apply to farmers and fishermen.

3. When figuring the amount of your estimated taxes, you should estimate the amount of income you expect to receive for the year. You should also include any tax deductions and credits that you will be eligible to claim. Be aware that life changes, such as a change in marital status or a child born during the year can affect your taxes. Try to make your estimates as accurate as possible.

4. You normally make estimated tax payments four times a year. The dates that apply to most people are April 15, June 17 and Sept. 16 in 2013, and Jan. 15, 2014.

5. You should use Form 1040-ES, Estimated Tax for Individuals, to figure your estimated tax.

6. You may pay online or by phone. You may also pay by check or money order, or by credit or debit card. You'll find more information about your payment options in the Form 1040-ES instructions. Also, check out the Electronic Payment Options Home Page at IRS.gov. If you mail your payments to the IRS, you should use the payment vouchers that come with Form 1040-ES.

For more information about estimated taxes, see Publication 505, Tax Withholding and Estimated Tax. Forms and publications are available on IRS.gov or by calling 800-TAX-FORM (800-829-3676).

Nine Tips on Deducting Charitable Contributions

Giving to charity may make you feel good and help you lower your tax bill. The IRS offers these nine tips to help ensure your contributions pay off on your tax return.

1. If you want a tax deduction, you must donate to a qualified charitable organization. You cannot deduct contributions you make to either an individual, a political organization or a political candidate

2. You must file Form 1040 and itemize your deductions on Schedule A. If your total deduction for all noncash contributions for the year is more than $500, you must also file Form 8283, Noncash Charitable Contributions, with your tax return.

3. If you receive a benefit of some kind in return for your contribution, you can only deduct the amount that exceeds the fair market value of the benefit you received. Examples of benefits you may receive in return for your contribution include merchandise, tickets to an event or other goods and services.

4. Donations of stock or other non-cash property are usually valued at fair market value. Used clothing and household items generally must be in good condition to be deductible. Special rules apply to vehicle donations.

5. Fair market value is generally the price at which someone can sell the property.

6. You must have a written record about your donation in order to deduct any cash gift, regardless of the amount. Cash contributions include those made by check or other monetary methods. That written record can be a written statement from the organization, a bank record or a payroll deduction record that substantiates your donation. That documentation should include the name of the organization, the date and amount of the contribution. A telephone bill meets this requirement for text donations if it shows this same information.

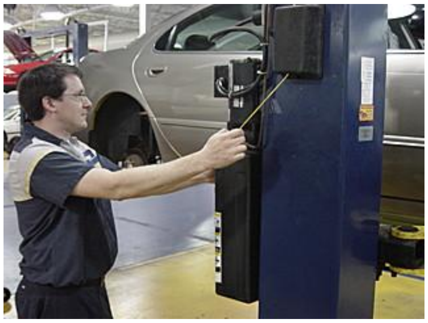
7. To claim a deduction for gifts of cash or property worth $250 or more, you must have a written statement from the qualified organization. The statement must show the amount of the cash or a description of any property given. It must also state whether the organization provided any goods or services in exchange for the gift.

8. You may use the same document to meet the requirement for a written statement for cash gifts and the requirement for a written acknowledgement for contributions of $250 or more.

9. If you donate one item or a group of similar items that are valued at more than $5,000, you must also complete Section B of Form 8283. This section generally requires an appraisal by a qualified appraiser.

For more information on charitable contributions, see Publication 526, Charitable Contributions. For information about noncash contributions, see Publication 561, Determining the Value of Donated Property. Forms and publications are available at IRS.gov or by calling 800-TAX-FORM (800-829-3676).

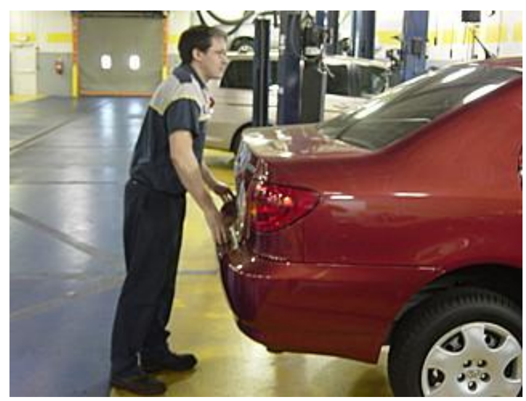
Tech Tip: Lift Safety



Recently, there was a story of a tech that lost his life when the vehicle he was working on fell from the lift. Unfortunately, this is not a unique tale. And while lift defects may have contributed to this story, many more are a result of improper lift use. After all, using a lift is a routine procedure and that makes it an easy one to get too comfortable with.

Besides routine maintenance and inspection of the lift itself, here are a few suggestions to make sure you lift safely.

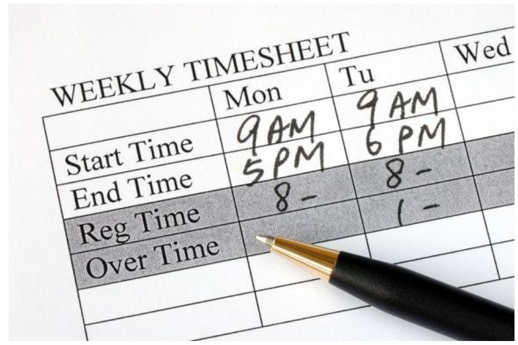
1. Make sure to follow the OEM's guidelines on lift points. If you don't know, look it up in your service information system.
2. Be sure to center the vehicle's center of gravity in the lift supports. Be aware of any possible changes in COG caused by your repair work. Removing an engine is one example of a repair that will definitely affect COG, but even removing wheels on one axle can cause a stable lift to turn into an unstable one.
3. Use proper lift extensions, if needed, to raise vehicle level. Wood blocks, bricks and the like ARE NOT acceptable substitutes.
4. After positioning the lift, raise the vehicle until the wheels just clear the floor. Then check for stability by rocking the vehicle before lifting to working height.
5. Once raised to where you want it, lower the vehicle until the lift rests on its safety catches. DO NOT bypass this safety feature.
6. When ready to lower, make sure all tools, jacks and parts are removed from under the vehicle.
7. Make sure the lift is rated for the vehicle weight.
8. Follow all safety guidelines recommended by the lift manufacturer.
9. Tag out ANY lift that has a known defect and do not use until repaired.



These are just a few suggestions to help make sure your customer's car AND YOU go home in one piece.

Wage and Hour Exemption Misunderstandings

SESCO was founded on the basis of Wage and Hour accounting/compliance back in 1945. As such, we've had a long and prosperous history in assisting employers across the country in understanding and complying with the regulations to include who is exempt vs. nonexempt. "Exempt from" the regulations basically means that employees do not have to maintain time records nor receive overtime for hours worked in excess of 40 hours per week or as required by individual states.



In our auditing practice, we have come across a number of common misunderstandings/misconceptions regarding whether or not an employee is exempt vs. nonexempt. These include:

1. Employees who are paid a salary are exempt. Exempt determinations are based on job duties and responsibilities, not on the fact of being paid by the hour or by salary. The exemptions as issued include the Executive, Administrative, Professional, Outside Sales, Computer and Highly-Compensated exemptions.

2. If an employee's job title is that of manager, supervisor or administrator, he or she is exempt. Title alone is not the deciding factor. In fact, when being investigated by the Department of Labor, Wage-Hour Division, investigators do not request job descriptions or job titles. They interview employees to determine what they are doing most of their time to determine whether or not they are exempt.

3. Highly-Compensated employees are exempt. Highly-Compensated employees are likely to be exempt, but salary alone is not the sole determining factor. Even though employees are paid $100,000 or more guaranteed on an annual basis, the investigator will determine whether or not these employees have authority to include independent discretion and judgment.

4. Employees who are college educated and perform white-collar office work are exempt. Just because someone has obtained a four-year degree does not equate to the Professional exemption. To meet the Professional exemption, the four-year degree must be required/pertinent to the job being performed.

5. Employees who have advanced degrees are exempt. Again, just because an employee may have an advanced degree such as a Master's in Business does not mean that they are automatically exempt. Job duties alone are the determining factor.

6. If employees prefer to be paid on a salary and do not want to record their time, is it okay to treat them as exempt? Employees cannot waive their rights under the Fair Labor Standards Act. If employees refuse the overtime owed to them as determined by an investigation, the money will be sent to the federal treasury. Further, if there is no record of time worked, the investigator will interview employees and determine time based upon their own judgment and interviews.

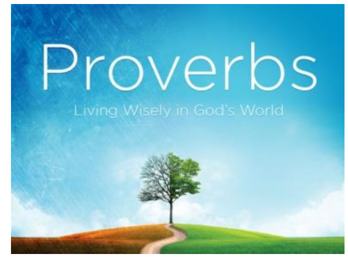
7. If employees have been classified as exempt don't work overtime, it doesn't matter if they are misclassified. This is true; however, the employer still could be violating provisions of the Act to include recordkeeping requirements. However, most commonly the investigator will not levy fines (not guaranteed) but require future compliance. However, if you do not have time records, there are many challenging situations that could arise such as meal periods, breaks, time off and personal leave that could cause trouble and fines during an investigation.

Understanding who is exempt and who is not is extremely difficult. In fact, the regulations are such that they are difficult to understand and more difficult to apply. All employers, no matter how large or small, should conduct an annual audit of their compensation practices to determine compliance. Compliance is attainable and affordable for all employers. However, non-compliance is extremely expensive to include:

- Two (2) or three (3) years back wage liability to include fines and overtime payments.
- Civil action which includes four (4) years back pay plus attorney fees.

SESCO specializes in Wage and Hour accounting and we would certainly welcome the opportunity to discuss our Wage and Hour and Human Resource Management Compliance Assessments.

Chaplain's Corner



"A good name is more desirable than great riches; to be esteemed is better than silver or gold." Proverbs 22:1

This past Friday I received an e-mail and a phone call from one of our Board members, Mike Griffin. He wanted to inform me about the death of Kathy Anderson who was the wife of Scott Anderson who is the manager of the Tire Engineers store in Bessemer. My wife and I went to the visitation on Sunday evening but had to leave without seeing Scott because of the extremely long line. However we did stand in line for about 45 minutes and heard many praiseworthy remarks about Scott and Kathy. Even though Kathy died at a young age of 41 she and Scott have already established a legacy that will extend for many years to come. I share this as your chaplain for two reasons. The first reason is so you will keep Scott in your prayers. He has a very strong faith in the LORD but he still needs your prayers during this difficult time. The second reason I share is because I want to remind you that making a financial profit is important for you as a tire dealer but earning a good reputation brings even greater rewards.

GOD bless.

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

Calendar of Events

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!

ATDA Board of Directors Meeting

August 14, 2013 – 10:00 am – Prattville, AL
Executive Committee Meeting – 8:00 am

Please Support Your Supplier Members:

AAA Tire Recyclers
Wanda Sherrell
Bud Adams
205-590-7352

Alpha & Omega Processing
Dan Deyton
Derek Barnes
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

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

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

Federated Insurance
Keith Ellard
205-795-1227

50 Below
Mike Anderson
866-496-5151

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
Jeff Hodgens
205-251-9781

Hunter Engineering
Sterling Yearber
256-606-7691

J Scott Enterprises, Inc.
DBA Metro Recycler
Phillip Tidwell
205-841-1930

Jones Interstate Tire Co
Jimmy Jones / Bill Jones
334-874-2265
Coby Hutchinson
800-239-6649
Martha Tillison
800-239-2825

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
Frank Harcrow
205-368-4130
Dan Johnson
205-863-9053

Myers Tire Supply
Barry Morgan
800-328-5110

NAPA Auto Parts
Bill Jenkins
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
Mike Griffin
877-777- 7411
Gary Cantrell
800-777-6794
Jason Larkin
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

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

Yokohama Tire Consumer
Jim Vickers
404-401-8606

Alabama Tire Dealers Association
"The Tire Professionals"