



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

November 2013

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

2013 – 2014
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Letter from the President

Hello! I pray this letter finds each of you happy and healthy. It is being written from 37,000 feet above the ground as Cathee and I fly home from a budgeting seminar in Las Vegas. We left Hootie there with his walking shoes on, ready for the SEMA show.

The holiday season is upon us! This typically proves to be a slow time of year for us and often leads to many of us "singing the blues" about our businesses. I think it's important we keep in mind just how much we have to be thankful for, even when business is slow. Many of my Facebook friends are posting something they are thankful for each day of the month during November. This seems like a great way to not only express their gratitude to others, but to remind themselves of the many blessings they have. This holiday season, I'm going to make an effort to let customers know how grateful I am for their business. I also plan to thank employees for their continued dedication and hard work. I hope you will join me in thanking those who keep us in business!

On a personal note, many of you know my wife, Cathee, lost her father a few weeks ago. Cathee asked me to forward the following note to you:

*Dear ATDA Family,
I have been absolutely overwhelmed by your kindness over the past few weeks. Thank you so much for the many prayers, calls, visits, cards, and beautiful plants and flowers. Daddy was my first love and my first hero. Nothing could take away the pain of losing him, but wonderful friends like you certainly did make it a lot easier. From the bottom of my heart, thank you!
Much love, Cathee Gipson*

I appreciate your membership in the Alabama Tire Dealers Association. The directors, board members, and I want to help you and we're always glad to hear from you. Please call on us anytime. My best wishes to all of you for a Happy Thanksgiving, a Merry Christmas, and a prosperous 2014!

Bob Gipson
ATDA President
Gipson's Tire Pros



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 3-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.

Technical certification is quickly becoming a necessity in our industry given today's legal environment. The ATDA wants to encourage all tire dealers to have their tech ATS Certified. The BEST way to implement the proper and safe techniques taught in the ATS Training Program is to get Owners/Managers involved. The ATDA invites all owners/managers to participate first to prepare themselves for the important information and techniques that their technicians will be bringing back to their shops!!

January 22-24, 2014

Gipson's Tires Training Facility

605 McQueen Smith Road S, Prattville, AL

Class is limited to first 20 participants!

Signup early for discounted rate.



First 10 Paid Participants: \$250

Next 10 Paid Participants: \$275

If you really desire to run a tire store at its safest and most professional way, TIA training is a must! After 25 years in the automotive industry, I thought I had seen about everything these was to see, TIA training was a real eye opener. Best training I have seen in many years. –Warry Sexton, S&S Discount Tire

We take pride in making sure we do things the right way, but until I attended the training I didn't realize that we were missing some important parts to tire safety. TIA has done an excellent job in the formation of this training and I can't imagine why any tire dealer would not want to take part in this invaluable training. – Scott Roberson, Royal Tire Service

Classroom Instruction (19 Modules):

Automotive Tire Service Intro	Tire Conditions Analysis
Tire Construction	TPMS Identification
Wheels & Fasteners	TPMS Service Requirements
Lifts – Raising a Vehicle	TPMS Relearn Procedures
Tire/Wheel Assembly Removal	TPMS Diagnostics
Torque & Clamping Force	RMA Care & Service Guide
R.I.S.T. Procedure	ALI Vehicle Lifting Guide
Demounting, Mounting & Inflation	Load & Inflation Tables
Balance & Run-out	Tire Dimensions
Puncture Repair	

**Lunch provided
each day!**

**Hands-on
Instruction:
Lifts
Tire Changers
Balancers
TPMS**

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

Registration deadline is December 31, 2013.



Automotive Tire Service Training Certification Registration

January 22-24, 2014

**Gipson's Tires Training Facility
605 McQueen Smith Road S, Prattville, AL**

First 10 Paid Participants: \$250

Next 10 Paid Participants: \$275

*Includes Workbook, Materials, Hands-on Training, Test,
and 14 Uniform Patches (for passing students)*

Classroom Instruction (19 Modules):

Automotive Tire Service Intro	Tire Conditions Analysis
Tire Construction	TPMS Identification
Wheels & Fasteners	TPMS Service Requirements
Lifts – Raising a Vehicle	TPMS Relearn Procedures
Tire/Wheel Assembly Removal	TPMS Diagnostics
Torque & Clamping Force	RMA Care & Service Guide
R.I.S.T. Procedure	ALI Vehicle Lifting Guide
Demounting, Mounting & Inflation	Load & Inflation Tables
Balance & Run-out	Tire Dimensions
Puncture Repair	

**Lunch provided by
ATDA each day!**

**Hands-on
Instruction:
Lifts
Tire Changers
Balancers
TPMS**

Registration:

Class Dates: January 22-24, 2014

Student Name _____ Student Name _____

Student Name _____ Student Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____ E-mail _____

Total Due \$ _____	Please charge: <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa Exp. Date _____
Enclosed is Check # _____	Card # _____ V-Code: _____
Billing Zip Code: _____	Signature: _____

Mail Registration Form and payment made payable to: Alabama Tire Dealers Association, 6096 County Road 434, Trinity, AL 35673, **or fax to (256) 974-1480 if paying with credit card.**

For questions, call (256) 616-3587.

Classes are limited to the first 20 paid student registrations.

Registration Deadline is December 31, 2013.

How to Handle Online Reviews

By Christine Taylor
September 10, 2013
Tire Review



Tire dealers have a love-hate relationship with online consumer reviews – they love the good ones, but boy do they hate the bad reviews, especially if they feel the negative comments are unwarranted!

But online reviews are here to stay, and they can have a tremendous impact on your business. According to McKinsey & Associates, two-thirds of the economy is now based on word-of-mouth. Why so much?

Because social media is word-of-mouth on steroids where a positive or negative comment can be seen by thousands. Research conducted by Yelp found that a one-star increase equated to a 5%-9% revenue increase for restaurants in Seattle.

So what to do? Here are some tips:

First, it goes without saying that you need to be good at what you do. If you are not, you can expect negative online reviews that will force you to either improve or find another livelihood.

Secondly, it sounds simple but ask for reviews . . . and make it easy for your customers to provide them. I attended a recent seminar by Ross Jones who told a story about a hair salon client in Illinois that was #1 in organic Google Search despite not having the best location and some other drawbacks.

When a customer left their establishment, they were handed a card providing explicit instructions on how to leave an online review. A QR code driving your customers to the desired review link can also be extremely effective. And don't be afraid to incentivize reviews with a discount or some other prize.

However, do not ask your customers to review your business on Yelp and most definitely do not try to incentivize this. Yelp takes these types of actions very seriously and will slap your profile with a "consumer alert," which you definitely do not want!

Yelp is important, but Google Reviews give you the most bang for your buck in my opinion. Why? Because most searches are done through Google and the tech behemoth does seem to favor its own services such as Google Reviews and Google Plus. Go figure! Furthermore, Google does not penalize you for encouraging reviews.

What if you get a bad review? Respond to it if it appears valid. And reach out directly to the reviewer to try and make it right. Often times, the malcontented customer will edit his review to relate your actions or even post a positive follow-up review. Most people understand that stuff happens and appreciate a business showing concern and trying to make it right.

There will be occasions, though, when you get a bad review and cannot make it right. The best course of action here is to water it down with lots of good reviews (see above tips). If you have numerous good reviews with a few bad ones sprinkled in, most consumers will give you the benefit of the doubt.

The online review services can be complicated and you never really know how their algorithms actually work. One thing is for certain though – the more positive online reviews you have, the better. Make a concerted effort to get some!



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Proper Tire Storage

By Asa Sharp *Commercial Editor*

October 01, 2013

Tire Review



What do tires and mushrooms have in common? Cool, dark and dry conditions are always preferred for storage.

First, tires wear much longer these days and therefore are exposed to longer lifecycles as original treads are consumed. More importantly, casings have become more durable, and many line haul tires reach total mileages of 750,000 to 1 million miles with multiple retreads.

Proper tire storage should be an integral component of all good tire asset management programs. Normal tire usage, with flexing under load, causes anti-aging chemicals contained within the tire sidewalls and tread areas to migrate to the exterior surfaces, where they do battle with routinely encountered service conditions.

Storage recommendations for tires mounted on vehicles that are parked or otherwise not “exercised” (flexed under load) in frequent service have specific inflation and deflection issues to minimize premature deterioration. These are addressed separately.

Once dismantled, casings are typically stored (or simply sit) unattended awaiting processing or return to service. Exterior sidewalls have many additives (noted above), including anti-oxidant and anti-ozone chemicals to protect the rubber from moisture, sunlight, ozone (from the natural atmosphere and especially concentrations from electric motors) and other environmental effects. Tire interiors, however, become vulnerable to deterioration without the protection of being mounted and inflated. At this point, tires can become quite sensitive to their storage environments.

Cool, dark and dry conditions are always preferred for tire storage. Moisture, sunlight (especially any direct exposure), and hot temperatures should be avoided.

Since electric motors can generate tire-damaging concentrations of ozone when running, tires should not be stored near compressors, fans, furnaces, A/C units, pumps or other electric powered devices. Also, proximity to any chemicals, especially petroleum products (such as oil, grease, gasoline, diesel fuel, solvents, etc.) should be avoided and direct contact should NEVER be allowed.

Tires should never be stored directly on asphalt or other heat-absorbent surfaces. No highly reflective surfaces should be nearby. Uncovered outdoor storage of used tires or casings must be avoided to minimize tire lifecycle costs.

Generally, tires may be stored in an upright position, preferably on racks designed for that purpose. Otherwise, they may be stored flat (horizontally), but never stacked more than 4.5 to 5 feet tall.

Don't forget that any retread suppliers, tire repair and service vendors, truck stop/remote storage facilities, or others who may hold any portion of your tire inventory off-site should be routinely monitored to ensure “tire-friendly” storage conditions.

Truck tires are chemical composites that naturally deteriorate slowly over time—with or without use on vehicles. Therefore, when removing tires from storage for use, first-in/first-out inventory management is highly recommended.

Tire interiors should then be inspected to ensure that the air chamber is free of any debris, dirt and moisture. Any remaining debris, even very small particles, can enter the valve sealing surfaces and cause slow leaks.

Also, any trapped moisture can later permeate the casing, creating oxidation of the steel ply and belt cords, which can compromise tire strength and long-term casing durability.

Dos and Don'ts of Hand Hygiene

Product and Service Knowledge for Auto Pros

SearchAutoParts.com

GOJO Industries, Inc. share tips for effective skin care protocols that you can implement in your shop and in daily life. Common sense though they may be, it is helpful to remember these important dos and don'ts!



DO:

- Condition skin often. Before and after work and after each washing
- Wash hands regularly
- Wash with the right kind of cleaner. Use the mildest yet effective cleaner to remove soils.
- Keep tools clean to help keep hands clean.
- Wear PPE, including gloves, whenever possible to protect skin from chemicals and other substances that are harmful to your skin. If PPE is not available, avoid contact with irritants.
- Change work clothes at least daily, including overalls. Be sure to wash work clothes separately from other laundry so contaminants aren't spread to other clothing.
- Use chemicals as instructed.
- Observe and report changes in skin condition.

DON'TS:

- Never expose unprotected skin to harsh chemicals.
- Never use harsh detergents, solvents or chemicals such as gasoline, turpentine or benzene to clean your hands. Always use an approved skin cleansing product.
- Never eat, drink or smoke with dirty hands. Harmful chemicals can enter the body through the mouth and could damage vital organs.
- Don't use regular bar or lotion soap if your hands are full of grease and grime. A weak soap can cause you to scrub too hard to get your hands clean. Use the appropriate hand cleaner.
- Don't use abrasives or brushes that aren't designed for your skin. They can cause damage.
- Never wipe your hands on a dirty shop towel. Shop towels can contain metal shavings or other debris that can cut and damage hands.
- Never put dirty contaminated hands in gloves. The gloves will trap the contaminants against the skin, causing irritation and even permeation.



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BFGoodrich Might Layoff 10% of Tuscaloosa Workforce

October 02, 2013

Tire Review

Michelin North America might be reducing the size of its tire plant in Tuscaloosa, Ala., according to local media WBRC-TV.

The station said that the tiremaker may lay off between 80 and 110 workers, and the USW confirmed that possibility as well.

Mark Williams, the president of the local USW, told local media that, in general, tire production is declining and he's not sure what the future holds.

"This is indefinite. We don't know when they will come back. We've been fortunate through the years to not have a lot of layoffs....But until the economy turns around and tire sales pick up, we don't know what's going happen," he said.

MNA released this statement about the layoffs: "To help align production and inventory with current market demand for BFGoodrich passenger and light truck tires, Michelin North America will begin implementing today an indefinite layoff of less than 10% of its workforce at its Tuscaloosa, Ala., plant. Details concerning the implementation are being finalized. We continue to monitor the tire market and will react accordingly."

Layoffs could come as soon as Oct. 27.

Killer Words of Customer Service

by Nancy Friedman, The Telephone Doctor

Are You Driving Your Customers Away?

A recent Telephone Doctor survey revealed these common sayings to be Killer Words of Customer Service. These Killer Words will distract your customers and potential customers away from the real point of your conversation.

So best we eliminate them from our routine. It's not easy to do. If it were easy to do, everyone would be doing it...and we know everyone isn't doing it.

Remove these Killer Words from your vocabulary and watch your customer interactions improve.

1. "It's not our policy." - Ouch! Okay, okay, most every company has policies and it's something we need to deal with on a daily basis I'm sure. What we realized was it's not necessarily the policy that's frustrating, it's blurting out first and foremost, "It's not our policy" or in some cases it's "their" policy.

The policy needs to be rephrased so that it starts off in a more positive way. We like to say "rejecting gently." And rephrasing policies are a good way to explain what's not gonna happen.

Next time you find yourself saying, "That's not our (their) policy." Stop. Regroup and reword. Buffer it with, "Let me see what we can do. Normally the policy of that company doesn't allow last minute changes. (The request **MUST** be stated so the customer hears that you're going to go to bat for them.) However, we can sure tackle this."

What happens here is sometimes when we go back on behalf of the client, it works. And then sometimes it doesn't. But at least we double checked. And we didn't just slough it off with, "I'm sorry. It's not our/their policy."

2. "Our computers are so slow." - Big excuse. Everyone's computer runs slow every once in a while. When you complain about your computer it's as though, you're complaining about your company. That's how it's perceived. And perception is reality. Take the time to say, "This might take a bit longer than I'd like it to. Tell me about..." and then ask a benign question that will take time and let the customer talk.

While most people do understand slow computers, they don't like it. It kills the conversation.

3. "Calm Down." - Oh man does that make the hair on the back of their neck stand up. In any movie or TV show I've watched lately when someone is told to "calm down," the next words are, "Don't you tell me to calm down."

Bill O'Reilly said that to a guest the other night. And the guest slammed back at him "don't you tell me to calm down."

There are times when the client may need to vent. Your job is to listen and come in at the appropriate time with sympathetic and empathetic wording. Instructions on how to handle something is one of the last things they need. Get rid of "calm down."

4. "No Problem." - And they're thinking, "When was I a problem?" Believe we can thank the 'islands' for this one. When we take a cruise and ask for anything, what's the first thing the waiter says? Right, "no problem."

Well on the cruise it may be ok; however, back home it should be "you're welcome," "my pleasure," "happy to help," and a host of other ways to let the customer know you're glad to do that.

No problem appears to be a big problem with your customers. Lose it. It kills the conversation.

5. "Yes, but.." - Hmm what's wrong with that? We all say it. Well, what's wrong with that is the minute we say "yes, but," the client knows something negative is coming.

If you have ever said, "I love you so much, but..." There's a condition coming, isn't there? Here's one way to change that: "Yes, we can do that. There is, however, a \$50 additional fee." Doesn't that sound better than, "Yes but..."?

Most people have phrases and pet peeves which aggravate them. Keep a list of your killer words (along with ours) and make an effort to avoid them.





EPA ADDRESSES DISPOSAL OF SHOP TOWELS

Aftermarket to benefit from eased rules on disposable wipes

By: Stephen Barlas

Friday, September 20, 2013 - 13:52

The Environmental Protection Agency (EPA) says auto repair shops are one of the chief beneficiaries of a final rule having to do with disposal of shop towels.



Those towels are used to mop up grease and solvents, and can be either disposable or reused, in the latter case sent to laundries. More than 25 years ago, if you can believe this, Kimberly-Clark, which manufactures disposable wipes, petitioned the EPA to change the classification of disposable wipes from "hazardous" to "non hazardous." That would make them cheaper and easier to use for repair and body shops.

The EPA issued a proposed rule to that effect, with caveats, in 2003. Then...nothing. No final rule was ever issued until this July, when after 28 years, a final rule suddenly appeared, seemingly out of nowhere. The EPA has classified the final rule as "significant." It is effective on January 31, 2014.

The final rule ostensibly reduces the costs of using disposable wipes, which are reclassified as "non-hazardous." This applies to wipes contaminated by what are called F0001-F0004 solvents, a designation that includes most solvents used in the auto aftermarket except trichloroethylene, which will continue to be treated as hazardous waste.

As a result, auto repair and body shops will no longer have to "manifest" most disposable wipes when they are sent off-site, and they can be sent to non-hazardous waste handling facilities. But the used disposable wipes have to be managed, while on site, in closed containers that are labeled "Excluded Solvent-Contaminated Wipes." The wipes can only be stored on site up to 180 days. Solvent-contaminated wipes must not contain free liquids at the point of being sent for cleaning or disposal.

This is a harder to meet standard than the one the EPA proposed in 2003, which would have required auto repair facilities to "ring dry" the wipe before getting rid of it. To achieve the new "no free liquids" standard, facilities will have to use what is called the Paint Filter Liquids Test (Method 9095B).

This test involves using a number 60 +/- 5% paint filter available at any paint store. If any portion of the wipe's contents passes through and drops from the filter within the 5-minute test period, the material is deemed to contain free liquids. Free liquid solvent removed from the wipes must then be managed as hazardous waste, as appropriate, and may be recycled to further reduce a facility's environmental footprint.

The Paint Filter Liquids Test is already used by many state environmental agencies leading the EPA to say specification of that test is no big deal.

And don't think you have to test every rag. The EPA doesn't say this in bold face in any of the materials on its website dedicated to this final rule, but an auto shop is not expected to perform this test on every single disposable wipe. If one reads every word of the final rule, one would find these two sentences: "EPA notes that generators do not have to conduct the Paint Filter Liquids Test for every solvent-contaminated wipe. Rather, generators must ensure that if the Paint Filter Liquids Test was performed, the wipe would pass."

EPA estimates that the final rule will result in a net savings of between \$21.7 million and \$27.8 million per year. That is for all affected industries, not just the automobile repair and aftermarket services sector.

"I've heard directly from stakeholders about the benefits of this rule and the need to finalize it," says Mathy Stanislaus, assistant administrator for EPA's Office of Solid Waste and Emergency Response. "The rule reduces costs for thousands of businesses, many of which are small businesses, while maintaining protection of human health and the environment."

TIA Releases Winter Tire Replacement Video

October 11, 2013

Bowie, MD - The **Tire Industry Association (TIA)** has announced the release of a new training resource that covers the installation guidelines and safety advantages of winter and studded tires on passenger and SUV/LT vehicles. Winter Tire Replacement is a 15-minute video that retailers can use to explain the differences between all-season and winter/studded tires. Winter Tire Replacement was made possible by a grant from Nokian Tyres to the TIA Foundation.

"During our annual meetings with the tire manufacturers, the subject of how TIA can help the industry is always addressed," said Roy Littlefield. "A few years ago, we brought up the idea of an industry video that addresses the recommended practices for installing winter tires. We partnered with Bridgestone to release Passenger Tire Replacement back in 2009 and felt Nokian would be the perfect partner to produce a winter tire version."

"As a company that specializes in tires for consumers in northern climates, our focus for the past 70 years has been to design and build tires that improve the overall safety of the vehicle in winter conditions," said Todd McDonald, Vice President Products & Pricing/Customer Service for Nokian Tyres. "We know that TIA specializes in tire training, so we were excited to work with them to develop a much-needed in-depth training video on the safety guidelines and benefits of winter tires."

Winter Tire Replacement is another consumer and industry educational video that people can view, download and distribute at no charge. It is currently available on TIA's "tiresafetystartshere" YouTube and Google+ pages and covers three specific areas:

- The differences between all-season and winter tires.
- Winter tire selection and installation procedures.
- The performance advantages of winter tires when compared to all-season.

Filmed at Nokian's Ivalo Proving Grounds in northern Finland about 175 miles north of the Arctic Circle, Winter Tire Replacement features a series of tests between all-season and winter tires. Identical passenger cars and SUV's were tested on snow and ice for stopping, acceleration, lateral traction, and incline traction. The video also examines the effects of installing winter tires on the front axle while all-season tires are installed on the rear axle.

"There is no way that TIA can produce a video like this without the support and assistance provided by everyone at Nokian in the US and in Finland," remarked Kevin Rohlwing, TIA Senior Vice President of Training. "We were able to film head-to-head tests between all-season and winter/studded tires to show drivers the safety benefits of tires engineered to perform in winter conditions. By providing the test track and facilities in Ivalo, Nokian made it easy to capture some incredible images that are sure to leave an impression on the viewer."

Retailers are encouraged to provide links to Winter Tire Replacement using the following URL's:

www.youtube.com/tiresafetystartshere

[Google+ tiresafetystartshere](https://plus.google.com/tiresafetystartshere)

Retailers who want to download a copy should contact Donna Sage at dsage@tireindustry.org.



TIA Releases Online Version of Farm Tire Service

October 15, 2013

Bowie, MD - The **Tire Industry Association (TIA)** announced today that the online version of Basic Farm Tire Service (FTS) is now available. Basic FTS consists of 11 modules that cover the minimum skills and safety guidelines for servicing farm, agricultural, and construction tires.

"We released the workbook/DVD version of FTS earlier this year and now that the program is available in our online university, it makes it even easier for companies to access this training," said TIA Senior Vice President of Training Kevin Rohlwing. "Our online university now includes in-depth training programs for automotive, commercial, earthmover and farm tires. Utilizing our online university is the most efficient and cost effective way for companies to take advantage of our Basic Level Training."

For ordering information on FTS and other technician training and certifications program, contact Christine Hoogenboom, TIA Director of Training at 800-876-8372 ext. 106 or choogenboom@tireindustry.org

TIA Announces 2013-2014 Board of Directors Election Results

Bowie, MD - The Tire Industry Association (TIA) has announced the winners of the 2013-2014 Board of Directors election. Six seats were available this year, each with a three-year term.

TIA Executive Vice President Roy Littlefield said, "We were fortunate to have had a tremendous number of qualified candidates vying for the board positions again this year. We are appreciative of all the candidates who have a desire to serve the industry."

Those elected to the TIA Board for 2013-2014 include:

- Anthony Blackman, Atlantic Tire & Service, Inc., Cary, NC
- Ernie Caramanico, Amityville Firestone, Amityville, NY (returning)
- Lyssa Da Costa, Hercules Tire International, Kitchener, Ontario, Canada (returning)
- Joseph Henmueller, Automotive Maintenance and Repair Association (AMRA)/Motorist Assistant Program (MAP), Arlington Heights, IL
- Brian Rigney, Dill Air Controls, Oxford, NC
- Tom Wright, Wright Tire Service, Anoka, MN (returning)

Additionally, Jon Schadl of K&M Tire in Delphos, Ohio was placed into the two-year vacancy that was created by the election of Glen Nicholson, TBC Retail Group, to the position of Secretary. Bob Bignell, Executive Director of the Ontario Tire Dealers Association, will be the new State/Provincial representative on the Board. TIA would like to acknowledge the tremendous work of departing Board members Larry Brandt, Paul Dvorak, Reece Hester, Dan Rose, and Stu Zurcher. The new Board will take office on Monday, November 4 at TIA's Annual Meeting at The Cosmopolitan of Las Vegas in Las Vegas, NV.



TIA Releases *Tire Safety Starts with Winter Tires*

Bowie, MD - The Tire Industry Association (TIA) has announced the release of the third in a series of four consumer education videos planned for 2013. *Tire Safety Starts with Winter Tires* is a 5-minute video that explains the differences between all-season and winter tires in addition to the performance and safety advantages of winter tires when compared to all-season. The video is a shorter and more consumer-friendly version of the recently released *Winter Tire Replacement* video that was made possible by a grant from Nokian Tyres to the TIA Foundation and filmed at Nokian's Ivalo Proving Grounds in northern Finland.

"*Tire Safety Starts with Winter Tires* is directed at consumers and focused on the safety advantages that winter tires provide when compared to standard all-season tires," said TIA Senior Vice President of Training Kevin Rohlwing. "We realize that most drivers are not going to sit through the entire 15 minutes of the full-length version, so we decided to use the Tire Safety Starts Here initiative to release a more consumer-friendly version that can be easily viewed on multiple platforms."

TIA's first consumer education video, *Tire Safety Starts with Proper Tire Repair*, was released in March and has had over 9,400 views on the Association's YouTube channel. The Association's second consumer education video, *Tire Safety Starts with TPMS* was released in July and has had over 950 views on YouTube.

Tire Safety Starts with Winter Tires includes the stopping tests on snow and ice that compared all-season tires to winter and studded tires, as well as the consequences of installing two winter tires on the front axle of a front-wheel-drive vehicle.

Tire Safety Starts with Winter Tires and all of the Association's consumer education videos are available for free download, reproduction, rebroadcast, and distribution. Retailers are encouraged to provide links to all of the *Tire Safety Starts with* _____ videos using the following URL's:

www.youtube.com/tiresafetystartshere [Google+ tiresafetystartshere](#)

For information on how to download a copy of the video, please contact Donna Sage at dsage@tireindustry.org.

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*Don't just work in your business;
work on your business
and enjoy the weekend on the beach!
See you at the beach!!!*

ADEM Scrap Tire Program Update - October 31, 2013

Alabama Scrap Tire Fund

Fee receipts FY08	Approximately \$3.87 M
Fee receipts FY09	Approximately \$3.64 M
Fee receipts FY10	Approximately \$3.71 M
Fee receipts FY11	Approximately \$3.55 M
Fee receipts FY12	Approximately \$3.80 M
Fee receipts FY13	Approximately \$3.73 M
Total Fund	Approximately \$7.43 M

ADEM Staffing

Gavin Adams, Materials Management Chief (supervises 8 employees)

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

Brent Watson, Enforcement/Remediation Chief (supervises 7 employees)

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

Registrations Issued (through October 31)

Registered receivers To Date 3341 FY2013- 199

Facility Inspections Activity (through October 31)

To Date 6873 FY2013 – 815

Permits Issued (through October 31)

Includes fuel users, processors, and transporters To Date 333 FY2013 – 38

Enforcement

	FY2010	FY2011	FY2012	FY2013
Administrative Orders for Scrap Tire Facilities (Total Penalties Assessed)	7 (\$53,755)	1 (\$3,600)	2 (\$251,800)	2 (\$10,000)
Notices of Violations for Scrap Tire Facilities	65	44	18	5
Notices of Deficiency for Scrap Tire Dumps	197	138	113	251
Warning Letters for Scrap Tire Facilities	201	98	39	16

Remediation

Large Scrap Tire Sites

The fifth, sixth, and seventh large scrap tire site remediation project contracts were executed on February 21, 2013, and remediation for all three site projects was conducted concurrently. Remediation for two of the sites, located on Ridge Avenue in Tuscaloosa County and County Road 99, Abbeville, Henry County has been completed. The other site, Butter and Egg Road, Columbiana, Shelby County is near completion.

The Department continues to conduct additional site assessment work for the large scrap tire site remediation project in Jefferson County.

A summary of the large scrap tire site remediation projects is listed below:

SITE	CONTRACTOR	UNIT RATE	PTE REMOVED	BENEFICIAL USE RATE %	TOTAL COST
Attalla, Etowah Co.	C.W. Owens Enterprises	\$88.75/ton	4,173,301	~50%	\$3,703,863.19
Prichard, Mobile Co.	IWS	\$59.00/ton	1,352,610	~60%	\$798,039.90
Samson, Geneva County	HDH General Contractors	\$74.99/ton	1,570,515	~50%	\$1,177,990.16
Robertsdale, Baldwin Co.	C.W. Owens Enterprises	\$117.00/ton	68,127	Not Required	\$85,949.37
Holt, Tuscaloosa Co.	Burton Builders	\$108.62/ton	18,687 + ≈2639 tons mixed waste (ST material&SW)	Not Required	\$306,911.24
Columbiana, Shelby Co.	CW Owens Enterprises	\$170/ton	346,227 + ≈ 4,422 tons mixed waste (ST material&SW)	0%	Ongoing
Abbeville, Henry Co.	Southern Land Development	\$170.00/ton	158,854 ST + ≈ 35 tons SW	90.4%	\$299,292.40

Small Scrap Tire Sites (through the Scrap Tire Fund)

FY2007	TOTALS	(FROM 3 SITES)	19,118	\$79,220.00	
FY2008	TOTALS	(FROM 7 SITES)	48,263	\$133,897.00	
FY2009	TOTALS	(FROM 14 SITES)	65,554	\$103,802.10	
FY2010	TOTALS	(FROM 25 SITES)	57,115	\$382,727.71	
FY2011	TOTALS	(FROM 14 SITES)	~39,855 tires + 800 cyds SW	\$186,075.00	
FY2012	TOTALS	(FROM 20 SITES)	~24,466 tires + 213 cyds SW	\$331,242.64	
COUNTY	SITE NAME	CONTRACTOR	TIRES REMOVED	CONTRACT AMOUNT	
FY2013⁽¹⁾					
Etowah	Tucker Mountain Rd Site	Matthews Clearing	729 tires + 23.95 T SW	\$48,500.00	
Elmore	Dozier Road Site	Teague Hauling & Demo	838 tires + 45.65 T SW	\$39,000.00	
Pike	CR 121 Site	Hopper Moore, Inc.	1800 tires + 19.01 T SW	\$11,262.00	
Walker	Cut and Curl Road Site	A.P. Nicholas	92 tires + 4.25 T SW	\$3,500.00	
Elmore	AL Highway 9 Site	A.P. Nicholas	1766 tires + 22.63 T SW	\$17,000.00	
Montgomery	Fairview Avenue Site	A.P. Nicholas	305 tires + 2.77 T SW	\$7,600.00	
Cullman	Highway 278 East Site	A.P. Nicholas	878 tires	\$3,700.00	
Bullock	Daniel Road/CR 31 Site	Jay's Landscaping	4400 tires + 8056 T SW	\$16,000.00	
Cullman	Wilhite Road Site	Teague Hauling	400 tires + 0.10 T SW	\$2398.00	
Montgomery	Hardwick Street Site	TCB Extreme	3000 Tires + 3.84 T SW	\$6329.29	
Pike	County Road 5511 Site	Pike County Commission	4,095 tires	\$44,966.90	
Elmore	Sevarge Lane Site	Elmore County Commission	3,533 tires	\$13,485.00	
Jefferson	7 th Place SE Site	Matthews Clearing	5,262 tires	\$16,008.00	
Baldwin	Bay Road West Site	Baldwin County Commission	693 tires + 22.44 T SW	\$22,136.52	
Lamar	York Road & Pitts Road Sites	Lamar County Commission	2233 tires	\$14,116.03	
Clarke	Herron Hill Cemetery Road	Apex Construction	7,320 tires	\$34765.00	
Clarke	Old Line Road	Jay's Landscaping	1,064 tires + 155.79 T SW	\$35,600.00	
Wilcox	County Road 11	Wilcox County Commission	300 T mixed waste (tires & SW)	\$74,642.27	
Escambia	Beasley Road	Escambia Co Commission	1727 tires	\$50,239.24	
Chilton	County Roads 113 & 115	Fikes Partners	164 tires + 2.15 T SW	\$3,650.00	
Lamar	Dinky Line & Oak Roads	Lamar County Commission	~250 tires + 300 cy SW	\$40,804.91	
Lamar	Hollis Cemetery/ Pleasant Hollow Roads	Lamar County Commission	150 tires + 600 cy SW	\$18,406.44	
Lamar	Cantrell Drive	Lamar County Commission	~600 tires + 333 cy SW	\$22,334.18	
Bibb	Big Springs Road	Matthews Clearing	~800 tires	\$14,905.00	
Jefferson	Carson Road North	Matthews Clearing	~1,500 tires	\$3,833.50	
Walker	Long Avenue	Matthews Clearing	~800 tires	\$4,823.50	
Colbert	Wagon Mt. Road	Matthews Clearing	~ 400 tires	\$4,243.50	
FY2013 TOTALS			THRU SEPTEMBER 2013	44,799 tires + SW	\$574,249.28

(1) The sites are in various stages of contracting. For projects not completed, tire quantities are estimates based on inspection observations.

\$300,000 Reimbursement Discarded Tire Program for Counties

The Department has continued a reimbursement program to assist county governments in offsetting costs associated with the removal and proper disposal of discarded tires located on county rights-of-way. Since beginning this program, 48 of the 67 Alabama counties have entered into agreements with the Department. In previous years, the agreements ended after one year. In 2013, the Department began offering agreements for three years, in order to reduce administrative burden.

Participating counties utilize county engineering departments, county sheriff's office, and solid waste offices to identify and clean-up discarded tires. Using the Scrap Tire Fund, the Department reimburses county personnel costs, equipment rates, and disposal costs. To date, counties have removed and disposed of approximately 294,672 passenger tire equivalents at a cost of approximately \$1,959,221.

Scrap Tire Marketing

The scrap tire marketing program promotes various uses of scrap tires and scrap tire materials through fact sheets that give information about the use of scrap tire material in septic fields, sportsfield and recreation, civil engineering and other applications. The walking track demonstration project at ADEM is utilized to encourage pour-in-place and production tile applications. The septic field reimbursement program provided up to \$2,500 for homeowners who chose to use TDA over traditional materials in field lines. T.R. Simmons Elementary in Jasper, Alabama was awarded \$44,820 for playground surfacing project using loose fill playground rubber safety mulch. The Montgomery Riverfront Project installed 38,000 sq. ft. of rubber sidewalk for a walking path/pedestrian plaza in a high visibility area fronting the amphitheater and riverboat. This project was heavily publicized and interest for other projects in Alabama created.

The Scrap Tire Marketing Program worked with the City of Prattville to promote scrap tire material in the use of a splash pad which will be installed at Pratt Park. The City of Prattville was awarded \$42,000 from the program for the project. ADEM is co-sponsoring, along with the Alabama Department of Transportation, a section of the National Center for Asphalt Technology (NCAT) Pavement Test Track to examine the performance of rubber modified asphalt. ADEM has provided \$540,000 for the test project which will continue through 2015. ADEM has awarded \$5,842,176.59 toward a project to construct a fixed site/mobile capable scrap tire processing facility in Coffee County. Through the Coffee County Scrap Tire Processing Facility project, ADEM hopes to promote an alternative to landfill disposal of scrap tires and to promote business as well as create jobs in Coffee County and the surrounding region. Several other demonstration project proposals are currently in-house and being reviewed.

Note from STC Chairman David Roberson:

Thanks to all the Scrap Tire Commission (STC) Board Members that made the trip to beautiful Guntersville State Park for our STC meeting last Thursday. The meeting was well attended by Commissioners, ADEM Staff, and several guests. Thanks to Gavin and the ADEM staff for making arrangements for everyone to have lunch in the meeting room.

As you will see from the ADEM program update, the ST program is working well and the trust funds in my opinion are being used wisely and with very good results. Credit goes to Phil Davis and the Land Division members that have worked very hard to make the program a success.

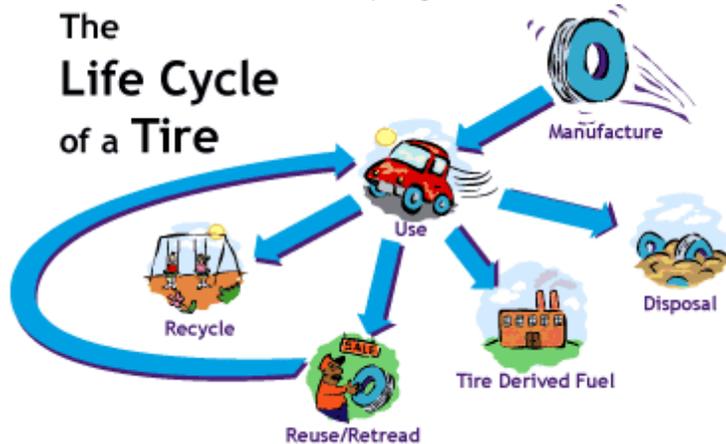
I would like to thank ST Board Member Mike Thornton for his presentation on the Coffee County Scrap Tire Processing Center, which is up and running. Hopefully the success of this project will encourage more reuse of tires and tire derived products.

I also want to thank Cheryl Lentz and the Alabama Tire Dealers Association (ATDA) for all they have done to make the ST program successful. Cheryl and Sabrina have worked hard to keep the

ATDA members statewide informed from start-up of the ST program, and continue to keep the members updated. They have also been very helpful in recognizing and pointing out areas where the ST program can be improved. This has to be a team effort for the program to be successful and I think we have a great team!

Thanks again for your support!

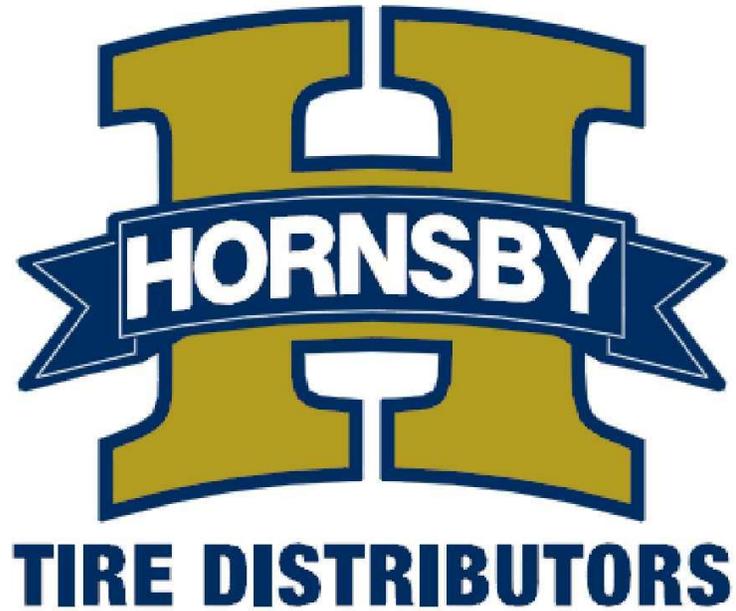
David Roberson



ATDA Board of Directors Meeting – November 13, 2013:

The ATDA Board of Directors held their quarterly business meeting on November 13, 2013, in Mobile, Alabama. Notes from the meeting are below.

- A financial report and minutes from the August 14th meeting were presented and approved.
- The Fall Scholarship Fundraiser Golf Tournament was reviewed.
- The next ATS Training Event was scheduled for January 22-24, 2014 at Gipson's Tires in Prattville.
- The 2014 Annual Convention was set for July 11-12, 2014 at the Island House Hotel in Orange Beach, Alabama.
- The Board voted to list Artistic Concepts as a recommended supplier for bereavement and all floral arrangements.
- The next Board meeting was tentatively scheduled for Wednesday, February 12th.



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Leaving a Business: Which Exit Plan Is Right For You?

By Richard Lipton, CPA

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

August 12, 2013 Tire Review

Selecting your business successor is a fundamental objective of planning an exit strategy and requires a careful assessment of what you want from the sale of your business and who can best give it to you.

There are only four ways to leave your business: transfer ownership to family members, Employee Stock Option Plan (ESOP), sale to a third party, and liquidation.

The more you understand about each one, the better the chance is that you will leave your business on your terms and under the conditions you want. With that in mind, here's what you need to know about each one.

1. Transfer Ownership to Your Children

Transferring a business within the family fulfills many people's personal goals of keeping their business and family together, but while most business owners want to transfer their business to their children, few end up doing so for various reasons. As such, it's necessary to develop a contingency plan to convey your business to another type of buyer.

Transferring your business to your children can provide financial well being for younger family members unable to earn comparable income from outside employment, as well as allow you to stay actively involved in the business with your children until you choose your departure date.

It also affords you the luxury of selling the business for whatever amount of money you need to live on, even if the value of the business does not justify that sum of money.

On the other hand, this option also holds the potential to increase family friction, discord, and feelings of unequal treatment among siblings. Parents often feel the need to treat all of their children equally. In reality, this is difficult to achieve. In most cases, one child will probably run or own the business at the perceived expense of the others.

At the same time, financial security also may be diminished, rather than enhanced, and the very existence of the business is at risk if it's transferred to a family member who can't or won't run it properly. In addition, family dynamics in general, may also significantly diminish your control over the business and its operations.

2. Employee Stock Option Plans (ESOP)

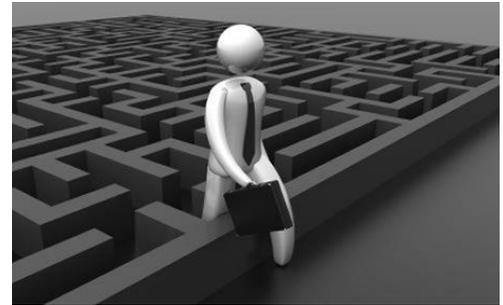
If your children have no interest or are unable to take over your business, there is another option to ensure the continued success of your business: the Employee Stock Ownership Plan (ESOP).

ESOPs are qualified retirement plans subject to the regulatory requirements of the Employee Retirement Income Security Act of 1974 (ERISA). There's one important difference however; the majority (more than half) of their investment must be derived from their own company stock.

Whether it's due to lack of interest from your children, an economic downturn or a high asking price that no one is willing to pay, what an ESOP does is create a third-party buyer (your employees) where none previously existed. After all, who more than your employees has a vested interest in your company?

ESOPs are set up as a trust (complete with trustees) into which either cash to buy company stock or newly issued stock is placed. Contributions the company makes to the trust are generally tax deductible, subject to certain limitations and because transactions are considered stock sales, the owner who is selling (you) can avoid paying capital gains. Shares are then distributed to employees (typically based on compensation levels) and grow tax-free until distribution.

If your company is a stable, well-established one with steady, consistent earnings, then an ESOP might be just the ticket to creating a winning exit plan from your business.



3. Sale to a Third Party

In a retirement situation, a sale to a third party too often becomes a bargain sale--and the only alternative to liquidation. But if the business is well prepared for sale this option just might be your best way to cash out. In fact, you may find that this so-called "last resort" strategy just happens to land you at the resort of your choice.

Although many owners don't realize it, most or all of your money should come from the business at closing. Therefore, the fundamental advantage of a third party sale is immediate cash or at least a substantial up front portion of the selling price. This ensures that you obtain your fundamental objectives of financial security and, perhaps, avoid risk as well.

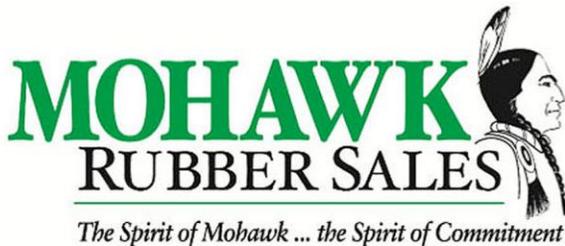
If you do not receive the bulk of the purchase price in cash, at closing, however, your risk will suddenly become immense. You will place a substantial amount of the money you counted on receiving in the unpredictable hands of fate. The best way to avoid this risk is to get all of the money you are going to need at closing. This way any outstanding balance payable to you is "icing on the cake."

4. Liquidation

If there is no one to buy your business, you shut it down. In liquidation the owners sell off their assets, collect outstanding accounts receivable, pay off their bills, and keep what's left, if anything, for themselves.

The primary reason liquidation is considered as an exit plan is that a business lacks sufficient income-producing capacity apart from the owner's direct efforts and apart from the value of the assets themselves. For example, if the business can produce only \$75,000 per year and the assets themselves are worth \$1 million, no one would pay more for the business than the value of the assets.

Service businesses in particular are thought to have little value when the owner leaves the business. Since most service businesses have little "hard value" other than accounts receivable, liquidation produces the smallest return for the owner's lifelong commitment to the business. Smart owners guard against this. They plan ahead to ensure that they do not have to rely on this last ditch method to fund their retirement.



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Tips When Preparing For An Employee Termination

By Deanna Arnold

October 18, 2013

Tire Review

Terminating an employee is not an easy task and isn't something that managers and business owners typically like to do, but let's face it, it is a fact of business life. There are a lot of factors that go into terminating an employee and is a decision that companies should be prepared to make when needed. Here are some steps to look at to help reduce legal exposure during the termination process as well as ease the burden for all parties involved:



Follow the guidelines of your employee handbook and established company policies. A company's handbook establishes a foundation for performance expectations and standards of conduct so it is important to ensure that you and your employees are acting within those guidelines. If the termination is for performance issues or something other than gross misconduct (theft, violence, etc.), make sure you have followed the appropriate disciplinary procedures established in your handbook. If you do not have written procedures for discipline or grievance, actions taken previously set the precedent for future actions and consistency is crucial in dealing with employees.

Document, Document, Document. It is important to document performance and disciplinary issues but the documentation must be objective and strictly related to the job and the performance concerns. When documenting performance and/or disciplinary concerns, be sure to discuss the documented issues with the employee and ensure they understand the concerns and the applicable consequences should their performance not improve.

Have an understanding of the employment laws applicable to your business and the situation. Although North Carolina and South Carolina are employment at-will states, there are federal and state laws and regulations to consider that trump the employment at-will doctrine.

Determine if termination is the appropriate course of action. Ask yourself the following questions: is the reason for termination business related and doesn't interfere with state of federal employment laws applicable to my business? Has the employee been made aware of the problem and have they been given ample time and opportunity to correct the problem? Is there appropriate documentation of the issues and actions that have led up to termination?

Take inventory of company property and access. Determine what company property and/or computer and building access the employee has to ensure it is all collected at time of separation. Any computer access, whether remote or local, should be shut down immediately to avoid tampering or stealing of company information.

Avoid making personal statements during the termination. Apologizing for the termination or saying things such as "you wish it didn't have to happen", etc. causes confusion for the employee and only makes the situation worse for all parties involved.

If the final decision comes down to termination and it is time for the action to be taken, do it sooner than later and don't beat around the bush during the conversation. Be straight forward, to the point and confident about your decision and keep it strictly business related.

Deanna Arnold, PHR, is the president and owner of Cornelius, N.C.-based Employers Advantage LLC, which provides practical and sound solutions to meet the needs of your business in all aspects of human resources, including but not limited to, recruiting, benefits, employee relations, compliance, performance management, HRIS, workers compensation, safety, facilities/office management, and budgeting. She can be reached by emailing darnold@employersadvantaqellc.com or calling 980-422-7953. www.employersadvantaqellc.com

Five Ways to Make Your Website Work Harder For You



By Nate Lehmann September 03, 2013 Tire Review

You've invested time and money into creating and maintaining your website. Here are a few suggestions to make it work harder for you – driving traffic, increasing visibility and helping you sell more tires and wheels in-store and online.

Merchandising

Merchandising your products and services on your website is just as critical as the merchandising you do inside your brick-and-mortar store. Updating featured products, services and promotions on a monthly basis will dramatically increase your website's effectiveness:

- You can move excess inventory and showcase your highest-margin products or an in-store event.
- You will entice consumers to come back regularly to see what new products, services and promotions you are offering.
- You will consistently improve your website's rankings on the search engines, making it easier for buyers to find your website. Remember to include call-to-action messaging and click-throughs to make it easy for consumers to get more information and buy online or in-store.

Branding

Your website should have the same branding as your store. Your dealership sign and advertising most likely include a logo, a particular color scheme and perhaps a tagline that makes up the visual identity of your brand. Be sure that these brand symbols are visible throughout your website to help visitors recognize immediately that they are on the right website.

Customer Awareness

Some consumers still like to shop the "old school" way, strictly in store. They may not even realize that you have a website. If you want to capture their business, it's your job to make sure they know you have a website that is available 24/7. If your customers are looking for tires after hours, and they aren't aware of your website, they're more likely to go elsewhere to make their purchase. You need to make it as simple to buy tires and wheels from you as it is from the big-box stores. Get the word out by promoting your website address everywhere – print ads, signs and business cards, as well as places that may not be obvious to you, such as on your email signature, on-hold music, front door, and customer receipts.

Social Media

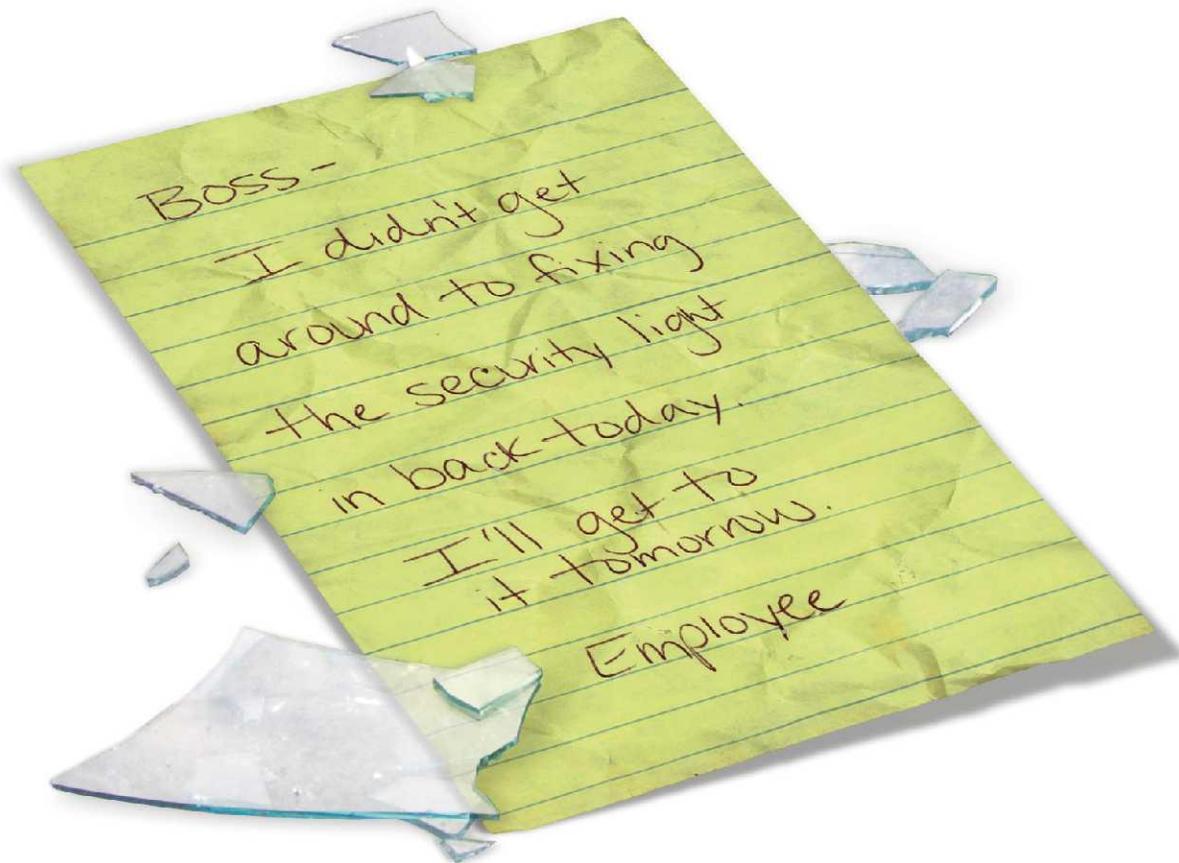
Dealers who link and integrate their website with social media sites, such as Facebook, Twitter and Google+, give customers another way to connect. It's a way to capitalize on inbound marketing, strategically designed to provide content for customers to engage with your dealership when and where they want, and ultimately drive traffic to your website. For example, Facebook fans of your dealership page choose when they want to view your content on Facebook. All promotions and specials featured on your website should also reside on your Facebook page.

Associations and Community Involvement

Prominently displaying logos of associations you belong to, certifications you hold, and charities you support helps establish your brand and instill trust. Some examples include state tire associations, BBB, AAA, ASE certification, local fundraisers or sponsorships. Don't shy away from bragging about your qualifications or your involvement in the community. Never underestimate the value goodwill holds for your customers. And don't forget to include links from your site to theirs to gain more exposure and higher search engine rankings.

Think of the tips above this way: The more streets, roads and pathways leading to your website, the easier it will be to generate more traffic to your website and boost sales.

Nate Lehmann is sales manager for tire and automotive at 50 Below, an ARI company. ARI creates software solutions that help more than 2,100 independent tire and wheel dealers spanning over 3,400 locations "Sell More Stuff!" – online and in-store. Nate can be reached at Nathan.Lehmann@arinet.com or 218-740-1407.



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Fall Scholarship Fundraiser Golf Tournament Thursday, November 7th

Teri Pines Country Club, Cullman, Alabama

The Fall Golf Tournament raised over \$1800 for the ATDA Scholarship Foundation. Thank you to all who participated and helped make this event a great success!

Winners:

1st Place – Top Line Tires

Steve Breland, Barney Heyward, Scott Weaver, and Wes Breland

2nd Place – S & S Tire #1

Steve Shanks, Fred Johnston, Mike Murray

3rd Place – Robison Tire

Mike Eaton, Glen Miller, Pat House, Chris Johnston

Longest Drive:

Pat House

Closest to the Pin:

Scott Weaver



Chaplain's Corner

“give thanks in all circumstances, for this is GOD’S will for you in CHRIST JESUS” 1Thessalonians 5:18



As I type this Thanksgiving Day is three weeks away. I hope that all ATDA members are able to take a day off and spend time with family. I am grateful that our nation still observes this holiday. For many it will be a pleasurable time with family, friends, fun and probably plenty of food. When happy times like these come it is easy to bow our heads in prayer and thank GOD for His blessings.

However, look closely at the words in the verse above. We are to give thanks “in all circumstances”. Unless the meaning of “all” has changed, I think it means we are to “give thanks” in good and bad circumstances. I don’t know about you, but that is still a “work in progress” for me. The verse does not leave us without help for it also says; “this is GOD’S will for you in CHRIST JESUS”. When we experience and remember the love of GOD shown through the cross of CHRIST, we can give thanks even in difficult times knowing that GOD will always be faithful to His children.



Have a joyous Thanksgiving and GOD bless!

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



Calendar of Events

Membership Renewal for 2014

Billing - December 2013

See Page 15 for more information!!!

ATS Training Tour

January 22-24, 2014

Gipson's Tires, Prattville, AL

Owners/Managers encouraged to participate!!!

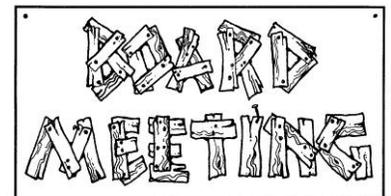
See Pages 3 & 4 for more information!!!



ATDA Board of Directors Meeting

February 12, 2014 – 9:00 am

Location to be announced.



Annual Convention

July 11-12, 2014

Island House Hotel, Orange Beach, Alabama

Golf Tournament, 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

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

Federated Insurance

Garrett Pepper
800-533-0472

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

Roger Hornsby
334-678-1522
Joey McGhee
256-852-8530
Jeff Hodgens
205-251-9781

Hunter Engineering

Sterling Yearber
256-606-7691

Huie, Fernambucq & Stewart, LLP

Charles Jeffery Ash
205-874-3463

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
Merlin Oleson
678-478-1305

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
Lewis Whitfield
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

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