

# Alabama Tire Dealers Association

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**SPARE TIRE**

**FEBRUARY 2007**

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Road-Mart, Inc.

*First Vice President*

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American Tire Distributors

*Second Vice President*

Bobby Wickham  
Cooper Tire

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Tire Supplies of Alabama

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- Ken Phillips  
Tire Centers, LLC

**Co-Executive Directors**

Cheryl Lentz  
Sabrina Lentz Knop

Dear Members,

Your Board of Directors is getting geared up for another exciting year. We have scheduled two regional golf tournaments for the upcoming year. Our first one will be March 30<sup>th</sup> at Limestone Springs Golf Club in Oneonta, Ala. Be sure and register for this event. Don't miss this opportunity to visit with your fellow tire dealers and enjoy an afternoon of golf.



Our annual convention is just around the corner. Please make your plans now to attend. Chattanooga is going to be a great place to visit and there will be lots of fun and informative things going on. Also, be sure to get your Scholarship Raffle Ticket for a chance to win your choice of a 350 ATV, Diamond Ring, or Electric Golf Cart. See one of the Board members, listed to the left, to purchase your ticket.

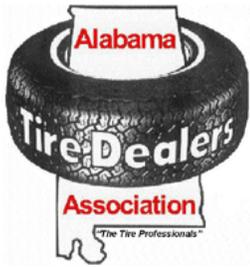
I would like to see all of our members attend this year's convention. We will be discussing an important change to our Association's By-Laws. This will affect all of our members and your voice in this matter is greatly needed. A vote to amend the By-Laws will be held at the Saturday morning business meeting.

The Board and I would also like to extend a special thank you to Mr. Charlie Powell for his service as our association Chaplain for the past four years. Mr. Powell is retiring and we wish him well in the future.

I look forward to seeing you in Chattanooga.

Eddie Hardwick  
President

*Our deepest sympathies are with Barry McGirt and his family in the loss of Barry's wife, Susan. She will be greatly missed.*



# Alabama Tire Dealers Association 2007 Convention Agenda

June 22-24, 2007  
Sheraton Read House Hotel  
Chattanooga, Tennessee

**Badges must be worn for admittance to any function.**

## Friday, June 22, 2007

- 12:00 – 5:00 pm**                      **Registration**    **Main Lobby**  
Your convention packet containing all information, name tags, and convention program will be available in the Sheraton Read House Hotel Lobby.
- 12:00 Noon**                              **Golf Tournament**    **Golf Course**  
This year's golf tournament will be held at Moccasin Bend Golf Course. There will be a four-person scramble format with a staggered start at 12:00 noon. The winners of the tournament will be announced Friday Night at the Reception. Mulligans and power drives will be sold at the tournament.
- 7:00 – 8:30 pm**                      **Reception**    **Terrace Room**  
We will have heavy hors d'oeuvres, a children's soft drink bar, and the adults can enjoy an open bar at Friday night's opening Reception. Dinner will be on your own.  
The Silent Auction will also begin Friday night and continue thru Saturday night. Be sure and check-out all of the items up for bid. Bidding will end at the Scholarship Banquet Saturday night and the winners will be announced following the dinner.

## Saturday, June 23, 2007

- 8:00 – 9:45 am**                      **Past Presidents' Breakfast**    **Terrace Room**  
Join us for a breakfast buffet. The featured speaker will be Harold Coker of Coker Tire. Following Mr. Coker's presentation, the two newest members of the ATDA Hall of Fame will be inducted.
- 10:00 – 11:45 am**                      **Business Meeting**    **Bessie Smith Room**  
The annual business meeting of the Association will follow the breakfast. There will be important issues discussed and your attendance at this meeting is greatly needed. Matt Graves with Federated Insurance will make a presentation entitled: "A Business Owners Guide to an Effective MVR Program."  
Checking a prospective employee's motor vehicle record (MVR) before hiring can save a business from potential disaster. This presentation explains how to set up an MVR program, establish driving standards, and communicate with employees to enforce the company's driving policy. Federated Insurance provides tools for businesses to check motor vehicle reports for each new hire and routinely check records for all employees who may drive a company vehicle or a personal vehicle for company business. A video is included in the presentation.

## FREE TIME

Enjoy all the fun things to see and do in Chattanooga, like the Tennessee Aquarium, Rock City, Ruby Falls, Riverboat Cruises, Antique Shopping, Hiking Trails, Horseback Riding, and much more.

- 6:00 – 7:00 pm**                      **Scholarship Reception**    **Terrace Room**  
Please join us in honoring the winners of the Alabama Tire Dealers Scholarships.
- 7:00 – 9:00 pm**                      **Scholarship Banquet**    **Silver Ballroom**  
Join us for the Surf and Turf Buffet. Scholarships will be presented to the winners. Following the presentations, a local historian will entertain us.

**Convention Registration Deadline: June 1, 2007**

# 2007 Annual Convention

June 22-24, 2007

## Sheraton Read House Hotel Chattanooga, Tennessee

827 Broad Street

Chattanooga, TN 37402

423-266-4121

Fax: 423-643-1224

**Reservations: 866-837-4193**

[www.readhousehotel.com](http://www.readhousehotel.com)



**Deadline for Reservations: June 1, 2007**

### *Room Rates:*

King Traditional Non-Smoking	\$119
Double Queen Non-Smoking	\$119
King Suite Non-Smoking	\$139



### Historic Accommodations in the Heart of Chattanooga:

Following an extraordinary restoration, the Read House Hotel built in 1926, has been returned to its original splendor, but with all of the modern amenities you would expect from a luxury hotel. Featuring newly appointed guest rooms and suites, all with Sheraton Sweet Sleeper<sup>sm</sup> bedding and marble bathrooms. The Read House also boasts 19,500 square feet of elegant meeting space, including the historic silver ballroom, featuring the original sterling silver and Waterford crystal chandeliers. Starbucks Coffee and Porter's Steakhouse, serving breakfast, lunch and dinner, are located on the premises.



The Sheraton Read House Hotel is located in the heart of Downtown Chattanooga, just minutes from the Tennessee Aquarium & IMAX, Lookout Mountain, Ruby Falls, Rock City, Incline Railway, Coolidge Park, Creative Discovery Museum, the Southern Belle Riverboat, the International Towing and Recovery Museum, Prime Outlets on Warehouse Row, and the Bluff View Arts District.

# 21 Ways to GREAT Customer Service

By Nancy Freidman<sup>8</sup>, the Telephone Doctor

OK! OK! Yes, there are certainly more than 21 ways to GREAT customer service, but rather than overwhelm you, we wanted to start out with a palatable number. And 21 sounded like a good number to me. Any one of these tips will produce better relations in your customer service. Here we go.

1. Smile! Right. Don't kid yourself. Just as it can be seen in person, it can be heard on the phone. So as NIKE says... Just Do It!
2. Say something nice at least once a day to someone. I was at the St. Louis airport a while back and the skycap came up to me and said, "Are you going first class...or does it just look that way?" That was over 10 years ago and it still seems like yesterday. People remember nice things...just as they remember the not so nice things.
3. Don't ever argue with a customer. You'll lose every single time. Don't even get into the ring with them.
4. If you're sending something to a customer via any method, consider adding a short personal note. Items received without any note or mention of transaction are perceived as cold and rude. A simple "Thank you" on company note paper will do the trick. It says you stopped to do something special.
5. Use "WE" statements when possible rather than YOU. We is consultative and feels friendlier. And it's far less confrontational.
6. See someone walking into your store/branch/location/office? Say "HELLO" loud and clear. Ignoring people, even fellow employees, isn't good customer service.
7. Keep the fences in your organization low. We all know there needs to be rules, guidelines and policies. However, when there are so many of them, they can make doing business difficult. It's not worth it.
8. Be a double checker. Often, we can miss something or not know all the details. Most people appreciate hearing, "The last time I checked, we were out of stock that; however, let me DOUBLE CHECK for you." That particular statement is so comforting. Everyone loves a double checker.
9. We cannot do 2 things well at once. If you're working with a customer, on the phone or in person, then focus on that person. Trying to type, or file, or do some paperwork while you're communicating with a customer is dangerous...and rude.
10. If your attitude stinks, Change it. No one – absolutely no one – wants to be connected with someone with a bad or negative attitude.
11. Respond rapidly. When you receive information from a client, it's a good thing to let them know you did receive it. That's good communication.
12. Extend a firm handshake when being introduced to a customer. And FIRM is the key word. That loose, fish like handshake is not a sign of confidence. FIRM is key.
13. Thank you notes are still thought of as GREAT. Take the time to jot several off a day to new or better yet...older clients.
14. Use your name when you answer the phone. Everyone likes to know who they're talking with.
15. Use your listening skills more often. We all like to talk, mainly to show off how much we know. But listening to what the customer knows is much better. Let others have the stage.
16. It shouldn't take 2 people to give good customer service. Learn how to handle the situation yourself rather than trying to get rid of it by shipping it off to a co-worker or supervisor.
17. Show some empathy or sympathy when a customer complains. Doing or saying nothing when they feel they have a problem will put you in the doghouse fast.
18. Learn to say, "I am sincerely sorry for what happened" or something that will allow the customer to feel that you are apologizing. That quick, "Sorry 'bout that" statement sounds as though you're throwing the statement away.
19. Be prepared. If you're in customer service, or any front line position, expect things to happen. Be prepared is not just for the Boy Scouts. It's for anyone who works with customers. Prepare for the unexpected.
20. When in doubt, leave it out. Writing a letter to a client? Or calling them. If you're in doubt of using a certain word, leave it out or use something else.
21. This is reserved for you to put in your own customer service tip. And if you have one you'd like to share with us, send it on to [PRESS@telephonedoctor.com](mailto:PRESS@telephonedoctor.com). It could end up in one of our new books. You will, of course, receive full credit.

PS – Thanks for taking time to read and share this article.

*© Telephone Doctor, Inc. Telephone Doctor® is a twenty-year old training company which has helped over 20,000 organizations improve the way they communicate with customers. <http://www.telephonedoctor.com/>*

# ATDA Scholarship Foundation

Application Deadline: March 31, 2007

Applications available on-line at: [www.alatiredealers.com](http://www.alatiredealers.com)



This year the Alabama Tire Dealers Association will be giving away three \$1500 scholarships to deserving youths from our membership. Scholarship applications are available on-line at [www.alatiredealers.com](http://www.alatiredealers.com) or by contacting the ATDA office at 256-616-3587. All applications must be received in the ATDA office no later than March 31, 2007. Winners will be honored at the Scholarship Banquet at the annual convention on June 23, 2007, at the Sheraton Read House in Chattanooga, Tennessee.

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## ATDA Hall of Fame

Nomination Deadline: April 22, 2007

Nomination Forms available on-line at: [www.alatiredealers.com](http://www.alatiredealers.com)

### Inductees

John Abernethy, Sr.  
Ben David  
Louie David  
T.M. "Red" Fowler  
Red Gaskins  
Bert McGriff  
Tom Smith  
Ben Wilbanks  
H.J. "Hank" McCafferty  
Ed Westmoreland  
Bill Hardwick  
Harry Dack  
Jim Short  
Bobby Matthews  
Bob Vick  
John Ferguson  
George Dockery, II  
William (Bill) Jones  
Buck Bowden  
Fred Johnston  
Harold Phillips

The ATDA Hall of Fame recognizes outstanding leadership and contribution to the tire industry and the Alabama Tire Dealers Association. Know a deserving candidate for the ATDA Hall of Fame? Send in a nomination form no later than April 22, 2007 to the ATDA office for consideration. Nomination forms are available on-line at [www.alatiredealers.com](http://www.alatiredealers.com) or by contacting the ATDA office at 256-616-3587.



# Scholarship Foundation Fundraiser

*Take  
Your  
Choice*



350 ATV



Electric Golf Cart



Diamond Ring

Your ATDA Board of Directors is selling tickets to benefit the ATDA Scholarship Foundation. The cost of the tickets are \$100 each and there are only 140 available. Contact a Board member today for your opportunity to win your choice of one of these great prizes, to be given away June 22, 2007, at the Annual Convention in Chattanooga, Tennessee. Ticket purchases are a tax-deductible donation.

Every year, the ATDA Scholarship Foundation helps deserving ATDA college and/or college-bound students obtain a higher education. This year, the Scholarship Foundation will be giving away 3 - \$1500 scholarships. Visit the ATDA website, [www.alatiredealers.com](http://www.alatiredealers.com) for more details. An updated scholarship application will be available January 1, 2007.

*Pictures do not depict actual prizes.*

# ASA Tire Systems

1.866.210.6717 info@asatire.com www.asatire.com

## Software for the Tire Industry



*"ASA's software products manage our growing business. It simplifies our life and saves us time!"*

**Shane & Craig Wilks,**  
**Wilks Tire and Battery Service, Inc.**  
*2005 Alabama Retailer of the Year Silver Award*



**TireMaster**

1.866.210.6717 info@asatire.com www.asatire.com

# Back Talk

**U.S. Department of Labor statistics says that 20 percent of workplace illness and injuries are due to back injuries.**

Chances are you or some of your employees suffer from back pain. U.S. Department of Labor statistics say that 20 percent of workplace illness and injuries are due to back injuries. Employee back injuries are the most frequent cause of days away from work, and insurance claims costs amount to millions of dollars each year.

While back problems may arise from acute injury or illness, many injuries develop over a long period and worsen as the body ages. Often, the cause is related to habits and behavior that can be changed to improve back health and prevent serious injuries. Increasing awareness of these factors can work wonders in decreasing the frequency of back injuries and illness.

- Posture – Good posture while standing, sitting, driving and sleeping can help align the spine and avoid undue stress on the back.
- Lifting – Proper lifting techniques and awareness are especially important for employees whose jobs include heavy lifting.
- Exercise – Strengthening muscles in the back, abdomen, and legs along with a regular exercise routine helps protect the back.
- Healthy Lifestyle – Managing stress, getting enough sleep and rest, maintaining a healthy weight and not smoking helps maintain a healthy back.

Federated's *BackTalk*<sup>sm</sup> program is available at no charge to help you implement a back safety awareness program at your business. The kit includes posters, brochures, information and ideas to help you raise awareness among your employees and prevent back injuries. Call for your copy today.

## Back Up Your Back Health Program

A successful back health awareness program takes more than a one-time safety meeting to instill awareness in employees. It depends on good communication and long-term commitment from the owner and management. Federated's Back Talk program provides material that can be used over several weeks or months to keep employees focused on back injury prevention. Here are a few ideas for using these materials:

- Hold a meeting to launch the program. Show a back safety video or arrange a presentation by a health expert or insurance risk consultant.
- Place a new poster each month in common areas such as entrances, break rooms, meeting rooms and on bulletin boards.
- Send the companion brochure to each employee through office mail, with paychecks, or other means. Also, mail a copy to the home, perhaps with a cover letter restating your concern for their well being.
- Use your company newsletter or send bulletins to support the program and report successes.
- Consider using contests or rewards for reducing or eliminating back injuries over a certain period, or to encourage employees to exercise.

*This article is an excerpt from The SHIELD<sup>sm</sup> a periodic newsletter published by Federated Insurance Companies with the mission to inform readers on important risk management issues. It is intended to provide general recommendations regarding risk prevention. It is not intended to include all steps or processes necessary to adequately protect you, your business or your customers. You should always consult your personal attorney and insurance professional for advice unique to you and your business. © Copyright 2003*

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# Ashberry Tire Landfill



*Ty Ashberry*

24961 Wages Road  
Opp, AL 36467

334-493-1205 ▪ 334-493-1250

334-493-1260 Fax

tashberry@alaweb.com

## **Important Notice:**

The general membership will be voting on a proposed change to the Association's By-Laws at the Business Meeting during the 2007 Convention. To review the proposed changes, visit the ATDA website at [www.alatiredealers.com](http://www.alatiredealers.com) and follow the links to the **"Proposed By-Laws Changes."**

The Association  
address has changed:

**6096 County Road 434  
Trinity, AL 35673**

256-616-3587



# Calendar of Events

- **March 30, 2007 – Regional Golf Tournament**  
*Limestone Springs Golf Club, Oneonta, Alabama*  
Registration Forms available on the ATDA website:  
[www.alatiredealers.com](http://www.alatiredealers.com)
- **June 22-24, 2007 – Annual Convention**  
*Sheraton Read House, Chattanooga, Tennessee*
- **October 18, 2007 – Regional Golf Tournament**  
*Dothan National Golf Club, Dothan, Alabama*
- **March 8, 2008 – March Mania Tradeshow Event**  
*Bessemer Civic Center, Bessemer, Alabama*



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## Website Classifieds

**Members: Post your advertisements, sale items, employment opportunities, etc. on the new classifieds section on the ATDA website.**

All ads run for 30 days and are accessible to anyone on the Internet. Any member interested in posting an ad should contact the ATDA office at 256-616-3587.

There are 4 listing sizes:

- 1/8 page (4 ¼ x 2 ¾) for \$30
- 1/4 page (4 ½ x 5 ½) for \$50
- 1/2 page (8 ½ x 5 ½) for \$85
- Full page (8 ½ x 11) for \$150

**Visit the Association website at [www.alatiredealers.com](http://www.alatiredealers.com).**