

# Alabama Tire Dealers Association

6096 County Road 434  
Trinity, AL 35673  
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[www.alatiredealers.com](http://www.alatiredealers.com)

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**SPARE TIRE**

**OCTOBER 2007**

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

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Sabrina Lentz Knop

Dear Members,

As we enter the 4<sup>th</sup> quarter of 2007, I hope everyone has had a successful and rewarding year.

Our Association continues to grow stronger as we distance ourselves from past problems. The misappropriation of funds by our former Executive Director, Jeri McCafferty, temporarily hurt the Association financially but I feel we are a stronger, closer knit group because of this. Now that this has been settled, let's move forward and leave the past behind us. I would also like to say a special thank you to Eddie Hardwick, Frank Harcrow, Jim Short, and Cheryl Lentz for their efforts and time spent on this matter.

I would like to take this opportunity to challenge every member of the Association to find someone in their local area who is not a member of the ATDA and invite them to join. It's always easier to compete if you know your competitor.

Our last Scholarship fundraiser golf outing for 2007 will be in Dothan, Alabama, on October 18<sup>th</sup>. Please mark your calendars and make plans to attend. Contact Eddie Hardwick or Jim Whaley for details.

Don't forget about our March Mania Trade Show coming up in the spring. Vendors need to reserve your booth space today. Space is limited. Thanks to Frank Harcrow for his hard work on this project.

Remember that our Association is here to serve you. If you have any suggestions on ways we can improve our Association, contact the Association office.

Sincerely,  
Barry McGirt



# *March Mania* *Trade Show 2008*

**MARCH 8, 2008**

**BESSEMER CIVIC CENTER**  
BESSEMER, ALABAMA

**One Day Only**

**10:00 am – 4:00 pm**

**\*\* FREE ADMISSION \*\* DOOR PRIZES \*\***

**Products Expected to be on Display:**

**TIRES, WHEELS, EQUIPMENT, TOOLS,  
REPAIR MATERIALS, COMPUTER SYSTEMS**



***Vendors:***

**Reserve your booth(s) now!!!**

**8 x 10 Booth - \$300 - 1<sup>st</sup> Booth**

**\$250 - each additional Booth**

**Rules and Regulations & Booth Space Application available  
on-line at [www.alatiredealers.com](http://www.alatiredealers.com)**

**For More Information Contact:  
FRANK HARCROW – 205-368-4130  
ATDA Office – 256-616-3587**

# Quality Parts Coalition fights to protect the independent aftermarket

By: Skip Potter

Executive Director – Chesapeake Automotive Business Association

The car companies have been wielding their power around the Federal and State governments for decades and they remain persistent in their efforts to gain a legislative advantage over the independent aftermarket. When Ford won a design patent on a handful of F-150 collision parts last year, they laid down yet another challenge to the aftermarket that, if allowed to survive, could make the parts and service aftermarket regulated servants of the OEM (Original Equipment Manufacturers).

Keystone Automotive, a collision parts importer, was the chosen Ford target for the 2006 court battle resulting in the design patent protection. The non-OE collision parts marketplace is the current battlefield but the opportunity for Ford and other OEMs to propagate their control of replacement parts beyond bumper covers and fenders into mechanical and electronic parts is not a far fetch.

In response to this latest challenge to the viability of an independent aftermarket, the Quality Parts Coalition (QPC) was formed to mobilize opposition. On Monday, September 17, 2007, the Quality Parts Coalition hosted a parts display near the north wing of the U.S. Capitol. On display were examples of both aftermarket and OEM parts intended to demonstrate their comparable quality and the lower price competition of the aftermarket products.

“When the aftermarket is allowed to compete with the OEM car companies, the consumer wins,” says Eileen Sottiel, spokesperson for the QPC. “With competition, the consumer saves money on repairs using quality alternative parts from the aftermarket. In fact, that competition works to keep prices down on OEM parts too.”

In the last 20 years, OEMs have pushed hard against the aftermarket with proprietary language in the 1990 Clean Air Act and subsequent aftermarket restrictions written into policies enforced by the EPA and the California Air Resources Board. At the state level, OEMs attempted to unsuccessfully in the 90s to pass design copyright protection for many parts and for most of the last 10 years have vehemently opposed the aftermarket’s attempt to establish the Consumer’s Right to Repair Act.

“For now, this is a consumer issue,” contends Skip Potter, Executive Director of the Chesapeake Automotive Business Association (a Maryland-based small business aftermarket trade association). “If OEMs are allowed design patents on their parts its like being forced to buy thread from the dress designer or a replacement refrigerator from your original home builder when things need repair. The consumer pays more when supply is monopolized.”

“Today the fight is about fenders and hoods as OEMs claim them to be their protected work of art,” Potter continues. “With the underhood space getting smaller all the time, what’s to prevent a creative OEM from redesigning the shape of a battery or radiator, making those designs protectable, as well. In addition, what if their tire tread designs are allowed to be patented works-of-art? If the do-it-yourselfer and the professional aftermarket service centers are limited to using car dealers only for supply, this becomes a critical small business issue for the American economy.”

Aaron Lowe, Government Affairs Vice President for the Automotive Aftermarket Industry Association points out that this issue does not call into question the rights of ownership of a functional patent granted to an inventor of a unique new product.

For more information on this issue, visit [www.qualitypartscoalition.com](http://www.qualitypartscoalition.com).

# Motor Vehicle Owner's Right to Repair Act

ATDA members recently received "Right to Repair" action kits to help fight for the enactment of the Motor Vehicle Owner's Right to Repair Act. Please use these kits to help protect the interest of tire dealers and repair shops throughout the country.



## The Issue:

Today's modern vehicles are very complex machines. Computers and electronics control nearly every vehicle function from safety and emissions to entertainment. Although these computers provide many benefits to motorists through improved fuel efficiency, comfort and safety, they also provide increasing opportunities for car companies to lock out access by car owners and the independent repair shops where they choose to obtain service for their vehicles.

The need for Right to Repair legislation has become apparent in order to protect the rights of car owners to decide where and how they have their vehicles serviced, whether at a new car dealer or an independent service facility.

On June 13, 2007, the Motor Vehicle Owner's Right to Repair Act (HR 2694) was introduced into the 110th Congress by Rep. Edolphus Towns (D-NY). The Right to Repair Act would require car companies to make the same service information and tools capabilities available to independent repair shops that they provide to their franchised dealer networks. The legislation further provides car companies with strong protections for their trade secrets unless that information is provided to the franchised new car dealers. The bill clarifies the responsibilities of the Federal Trade Commission in enforcing the bill's requirements.

For more information about the Right to Repair Act, visit [www.RightToRepair.org](http://www.RightToRepair.org).

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## A Little Thanks Goes a Long Way

Brought to you by Staples, Inc.

According to training and motivational experts, saying "thank you" is one of the best ways to connect with people. Words and notes of appreciation make everyone feel good, and boost the recipient's self-esteem. It's also just plain smart to demonstrate proper business etiquette by saying, "thank you." Thank you notes, whether written or sent via e-mail, are one more opportunity to put your name in front of your customers, help cement relationships, and let you stand out among the competition.

Experts at the Nierenberg Group, specialists in sales training and motivational workshops, say thank-you notes are "the nicest way to connect with people. Notes of appreciation make people feel good." Nierenberg pinpoints the following key opportunities for saying "thank you":

- When you've done business with someone
- When you receive a compliment or suggestion from a client, customer or employee
- When clients or customers successfully implement an idea, process or procedure – in particular, one that you have recommended
- When a client or customer recommends you for additional business
- When employees have performed "above and beyond," or have done something extremely well
- When customers say, "No"

This last suggestion may surprise some people, but Nierenberg says thanking customers for rejection can actually work to your favor. Many times the person receiving the thanks will be so surprised and impressed, he or she will choose to work with you again. Short thank-you notes work best. Two or three sentences are usually sufficient, and be sure your note sounds sincere and enthusiastic. A genuine expression of gratitude will distinguish a good note from an average one.

And what if you are the customer? Should you send a thank-you note then, too? Absolutely! You can only benefit from maintaining good relationships with the people whose products and services you use regularly, like your accountant, delivery man, advertising representative, and the like. These are the people who help your business run smoothly.

**Bottom line, whether a thank-you note is necessary is not the issue. Smart business is!**

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# Jeri McCafferty pleads guilty to felony theft

By: Sabrina Knop

Wetumpka, AL – Jeri McCafferty, former Executive Director of the Alabama Tire Dealers Association, pled guilty on September 20, 2007 to Felony Theft charges. An Elmore County judge sentenced Ms. McCafferty to a four year sentence with a restitution resolution between Ms. McCafferty and the ATDA which has now been settled. She has applied for probation and the motion will be heard October 25, 2007.

The ATDA has accepted a \$20,000 restitution offer to settle the case. As a part of the resolution no civil suits will follow by either side.

This ends a 2 ½ year investigation into missing Association funds. Ms. McCafferty's employment with the Alabama Tire Dealers was terminated in September of 2005 and Association financial records were turned over to the Millbrook Police Department.

The Alabama Tire Dealers have fully recovered from financial hardship. The \$20,000 restitution will be deposited into the ATDA Scholarship Foundation. The Scholarship Foundation helps deserving youths from the Alabama tire industry each year by providing scholarships to members, their families, and their employees.

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## Corporate-Owned Life Insurance

*This article provided courtesy of Federated Mutual Insurance Company.*

If your business “owns” a life insurance policy on an employee, officer or director of your company, you may want to discuss some recent federal legislation with your attorney, tax advisor, and insurance representative. The new law affects the taxation of Corporate (Employer)-Owned Life Insurance (COLI or EOLI) policies issued after August 16, 2006. It can also apply to policies owned by a majority shareholder on the life of an employee.

Life insurance proceeds are generally exempt from income tax. However, under this new law, the death benefit from policies issued after August 16, 2006 may be subject to income tax unless all of the following requirements are met:

- Notice and Consent – Before the policy is issued, the employee must receive written notice that the employer intends to purchase life insurance on the employee and that the employer will be the beneficiary. The notice must also specify the maximum amount of insurance.
- Recordkeeping – The employer must keep records of all corporate- or employer-owned policies issued after August 16, 2006.
- Reporting – The employer must file information annually with the IRS regarding these policies, including:
  - a. the employer's name, address, type of business, and taxpayer identification number (TIN); and
  - b. these numbers as of year-end:
    - total employees
    - employees insured under EOLI contracts
    - total amount of EOLI insurance in force; and
  - c. certification that the employer obtained valid written consent for each insured employee (also stating the number of insured employees who did not consent).

Please contact your tax and legal advisors to determine if you have any policies that might be subject to this new law.

*Note: IRC Section 101(j)(3)(A) applies to any life insurance contract that: (1) is owned by an employer; and (2) insures the life of an individual who is an employee, officer or director.*

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# Essential Elements of Internal Customer Service

By Nancy Friedman - Telephone Doctor

During a busy fall season, it can be easy to forget some of our most important customers. Our co-workers. We dedicate this column to the inside customers, the folks we live and lunch with each day; the people who often feel like 'family,' whether giving or getting our unconditional support.

Here, from our Telephone Doctor's popular video program on the *Essential Elements of Internal Customer Service*, are 6 steps to help you be sure you're paying attention to the 'lost customer,' the internal one – the person you work with every day. Keep these by your desk and learn them step-by-step. You'll be glad you did.



1. **Know the Mission of Your Organization and YOUR Role.** Those of us who are in a small department of a large company often times miss the big picture. If you don't know the Mission of your organization – ask for it. Keep it at your desk. You'll start to understand the "why" of many things you're asked to do. It'll help you with that big picture. Your role is important; no matter what you do. Someone is depending on you and what you're working on for the company. You just may not be aware of how much you're needed.
2. **Internal Service is Everyone's Responsibility.** This includes management. Internal customer service isn't just for the worker bees. It's for everyone. If management isn't doing their part, often times the entire customer service program can go out the window. No double standards. Internal customer service is for EVERYONE. As we say at Telephone Doctor, "It starts at the top."
3. **Respect Employee Differences.** Cub Fan? Sox Fan? Republican? Democrat? Rock Music? Classical? Whatever. Just because you don't agree with someone doesn't make you right. Differences are crucial for an organization. Differences are the key to understanding people. If everyone thought the same way, most of us wouldn't be needed. Don't argue just because a co-worker isn't doing it the way you do; or thinking the way you do. Learn to respect them for what they do. That's why we have chocolate and vanilla ice cream. Learn to disagree without being disagreeable.
4. **Recognize the Personal Space of Others.** Simply put; this boils down to the 'Golden Rule.' Those who can work with a radio playing music may disturb others around them who aren't able to concentrate. Loud voices around someone who's on the phone with an external customer can be annoying also. If you're in a cubicle or a sharing area, recognize there are others around you. Be sensitive to their wishes too.
5. **Work to Resolve Conflicts.** Who hasn't had 'words' with another employee? Perhaps they weren't kind words. Or maybe you and a co-worker strongly disagree on a project or idea. Not trying to make it work can only lead to more stress and frustration. Work it out. Even if you need to call in a mediator, another co-worker or someone not involved and who can keep an open mind. I doubt that you'll need a professional negotiator, but someone from HR or another trusted employee can usually be of help on conflict resolution.
6. **Show Appreciation.** I saved this for last so you'll remember it. Everyone wants to be appreciated and you can show you care with a genuine "Thank You." It can be a note, phone call or just stopping by an office and telling someone they did a great job or that you enjoy working with them. This makes a huge difference in internal relationships. There are surveys upon surveys that show how much a genuine pat on the back of appreciation is thought of as a welcome non-monetary reward.

Internal customer service is critically important to everyone – including your external customers. Yet many companies pay big time attention to customer service for their external customers and the internal folks sometimes get lost in the shuffle.

Stop today – right now – and turn to someone in your office and tell them, "I enjoy working with you." You'll be glad you did.

Nancy Friedman is President of Telephone Doctor, a customer service training company in St. Louis, MO. She is a featured speaker at association, chamber and corporate meetings. © 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/>

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## Software for the Tire Industry



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

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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

# C.W. Owens Enterprises contracts clean-up of second scrap tire site

GLENCOE, Alabama – On October 1, 2007, C W Owens Enterprises LLC entered into a contract with the Alabama Department of Environmental Management for the removal of scrap tires on one of the State of Alabama's smaller remediation sites.

The project is located in Glencoe, Etowah County, Alabama.

The remediation activities should begin in the second week of October. This project is funded by the Scrap Tire Fund that was established by the Alabama Scrap Tire Environmental Quality Act. The removal is expected to be completed by the first of December.

## **Scrap Tire Clean-up Update:**

Permit fees received: \$9,905

ADEM funds received from Scrap Tire Fund: \$839,498.34

To the Scrap Tire Fund:

Fees received: \$3,655,307 received through end of August  
(Expect to receive about \$330,000 for September)

Interest income to Scrap Tire Fund: \$523,215.48

Expenses:

423 expenses: \$812,534.52 through August

Scrap Tire Fund expended: \$3,026,153 through August

Attalla Site:

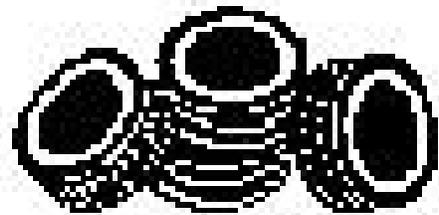
27731.5 tons removed through August 2007

(34% of tire material removed)

\$2,461,171.08 spent through August 2007

Other illegal sites:

676,891 pte's removed



# CHAPLAIN'S CORNER



*“If you ignore criticism, you will end in poverty and disgrace; if you accept criticism, you will be honored.” Proverbs 13:18 (NLT)*

Let's face it. As busy tire dealers, trying to make a profit in a very competitive market, most of us do not enjoy criticism. However, according to the verse above, criticism can be a gift worth accepting. Granted, our employees, customers, and partners will sometimes be critical of us



because of wrong motives that have nothing to do with our actual performance. I think the wisdom found in the proverb above is that we develop the right attitude toward criticism. When criticized, rather than take it as a personal attack, give the criticism some thought and see if there is something we can do different the next time that may make us not only a better person, but also more profitable. Something to think about? If I can help in any way please call.

Dolan Davis Jr.  
205-758-6624

[dolanjr@bellsouth.net](mailto:dolanjr@bellsouth.net)

*Our deepest sympathies are with Bobby Wickham, Cooper Tire, and his family in the loss of Bobby's mother, Lenita Wickham. She passed away September 21, 2007, at home with family.*

## **Welcome New Members:**

Tire Centers, LLC (Distribution Center)  
Vincent L. Hudson  
103 Shades Creek Circle, Suite 103 D,  
Birmingham, AL 35211  
866-907-9463 205-941-2566 Fax: 205-941-2574  
[tc1478mgr@tirecenters.com](mailto:tc1478mgr@tirecenters.com)  
[www.t3tires.com](http://www.t3tires.com)

Zurich American Insurance Company  
(formerly Universal Underwriters)  
Susanne Pattillo  
7045 College Blvd., Overland Park, KS 66211  
800-840-8842 ext. 1616 770-858-1351  
Fax: 913-906-1753  
[susanne.pattillo@uug.com](mailto:susanne.pattillo@uug.com)

## **Correction for the Membership Directory**

*Local contact info for:*  
**Action Tire**  
Rick Stewart  
2675 Commerce Circle  
Birmingham, AL 35217  
205-849-3037  
Fax: 205-849-0797  
[www.actiontire.com](http://www.actiontire.com)

# Upcoming Events Calendar



- **Regional Scholarship Fundraiser Golf Tournament**
  - October 18, 2007 – Dothan National Golf Club, Dothan, Alabama

12 PM Shotgun Start. Hole sponsorships available. Registration forms available on the ATDA website: [www.alatiredealers.com](http://www.alatiredealers.com). Contact Eddie Hardwick 800-239-1267 or Jim Whaley 334-794-5252 for more information.

- **TIA Commercial Tire, Retread & Recycling Conference**
  - February 5-7, 2008 – Rosen Centre Hotel, Orlando, Florida

Tire Industry Association (TIA) will hold its second Commercial Tire, Retread & Recycling Conference (CTRRC), February 5-7, 2008, at the Rosen Centre Hotel in Orlando, Florida. The meeting will once again be held in conjunction with the Technology and Maintenance Council (TMC) Annual Meeting & Transportation Technology Exhibition.

Conference attendees will have the opportunity to attend TMC's exhibition at the Orange County Convention Center. The CTRRC education sessions will be held at the Rosen Centre Hotel, the host hotel for TIA and TMC. The Rosen Centre Hotel is conveniently located adjacent to the Orange County Convention Center.

Details on the program schedule, registration, and hotel reservations will be available in the coming months on TIA's website: [www.tireindustry.org](http://www.tireindustry.org).

- **March Mania Trade Show**
  - March 8, 2008, Bessemer Civic Center, Bessemer, Alabama

The latest in tires, wheels, equipment, tools, computer systems and much more will be on display. Admission is free. Door prizes will be given away. Vendor contracts and booth layouts are available on the ATDA website: [www.alatiredealers.com](http://www.alatiredealers.com). The deadline for registration is February 15, 2008. For more information contact Frank Harcrow at 205-368-4130 or the ATDA office at 256-616-3587.

- **Regional Scholarship Fundraising Golf Tournament**
  - Spring 2008, Limestone Springs Golf Club, Oneonta, Alabama

Date to be determined. Hole sponsorships available. Registration forms available soon on the ATDA website: [www.alatiredealers.com](http://www.alatiredealers.com). Contact Barry McGirt at 800-950-3928 for more information.

- **Annual Convention**
  - June 19-21, 2008, Holiday Inn Sun Spree Resort, Ft. Walton Beach, Florida

Mark your calendars! Come join us at the Beach for our annual meeting, golf tournament, fellowship, and lots of great food! A complete agenda and registration forms will be available soon.

# Please Support Your Supplier Members:

**American Tire Distributors**  
*Barry McGirt*  
800-950-3928

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

**ASA Tire Systems**  
*Dean Rascoe*  
603-889-8700

**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/Firestone –  
North American Tire, LLC**  
*Scott Tarver*  
800-681-6245  
Ext. 470955#

**Bridgestone/Firestone –  
North American Tire, LLC**  
*John Yordy*  
800-681-6245  
Ext. 470387#

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

**CARQUEST Distribution  
Center**  
*Jerry Dickey*  
334-280-5843

**Carroll Tire**  
*Cecil Bowden*  
205-655-2182

**Carroll Tire**  
*Don Pylant*  
800-446-0589

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

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

**David Tire**  
*John David*  
205-251-9781

**Dugco Supply, Inc.**  
*Merlin Oleson*  
800-24-5605

**Federated Insurance**  
*Matthew D. Graves*  
404-497-8840

**Goodyear, Dunlop, Kelly  
Tires**  
*Mark Crigler*  
251-591-0585

**Harris Tire & Rubber  
Company**  
*Mickey Taylor*  
334-566-2691

**Harris Tire & Rubber  
Company**  
*Darryl Gentle*  
256-382-0797

**Hesselbein Tire**  
*Doug Robinson*  
800-685-6462 ext. 115

**Hornsby Tire Distributors**  
*Roger Hornsby*  
334-762-2333

**Jones Tire**  
*Bill Jones*  
334-874-2265

**L.A. Equipment Service**  
*Jack Dale*  
800-385-6644

**Mac's Tire Recyclers, Inc.**  
*Kitty Black*  
*Harry McBride*  
662-869-1860

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

**McGriff Treading Company**  
*Randy Drake*  
256-739-7080

**Metro Recycler**  
*Phillip Tidwell*  
205-841-1930

**Mighty Auto Parts**  
*Mickey Johnson*  
334-677-2672

**Minor Tire & Wheel**  
*Roger & Deanie Minor*  
256-353-4957

**Mohawk Rubber**  
*Walter Parker*  
800-242-1446

**MTR Acquisition, Inc.**  
*Harry Griede*  
615-384-8874

**Myers Tire Supply**  
*Barry Morgan*  
800-328-5110

**Parrish Tire**  
*Gary Waters*  
800-877-2431

**Robison Tire**  
*Joe Robison*  
800-824-3225

**Robison Tire**  
*Mike Brown*  
334-834-6138

**S & S Tire**  
*Jeff Hodgens*  
877-777- 7411

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

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

**Tenneco Automotive**  
*Ed McArthur*  
205-589-2781

**Tire Centers, LLC**  
*Don Anderson*  
256-308-0360

**Tire Centers, LLC**  
*Jeff Davis*  
256-722-0250

**Tire Centers, LLC**  
*Ken Phillips*  
*Don Hunkeapillar*  
205-252-3150

**Tire Centers, LLC**  
*Jim Riddlehoover*  
334-262-1661

**Tire Centers, LLC**  
*Mark Shirley*  
205-758-8363

**Tire Centers, LLC**  
*Vincent L. Hudson*  
866-907-9463

**Tire Supplies of Alabama**  
*Frank Harcrow*  
205-368-4130

**Valvoline Oil Company**  
*Chris England*  
205-253-0339

**Vision Wheel**  
*Roger & Deanie Minor*  
256-353-4957

**Westmoreland Tire**  
*Ed Westmoreland*  
*Steve Westmoreland*  
256-845-5656

**Westmoreland Tire**  
*Tom Westmoreland*  
256-878-5728

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

**Yokohama Tire Corp. –  
Medium Truck Division**  
*Leslie Wright, Jr.*  
205-338-1623

**Yokohama Tire Corp. –  
Passenger & Light Truck  
Division**  
*Doug Robinson*  
513-218-8543

**Zurich American Insurance  
Co.**  
*Susanne Pattillo*  
800-840-8842 ext. 1616