



Alabama Tire Dealers Association

6096 County Road 434, Trinity, Alabama 35673

(256) 616-3587 ■ (256) 974-1480 Fax

AlaTireDealers@cs.com

www.alatiredealers.com

Why You Should Belong...

Association Services & Benefits

✓ Annual Convention

The annual convention provides the opportunity for independent tire dealers and suppliers to exchange ideas and hear guest speakers from every facet of the tire industry. The convention is also a time for the business meeting of ATDA where policies are adopted and the officers and directors are elected. Since the convention is a family affair, lifelong friendships are begun and renewed.

✓ ATDA Website

ATDA can now be accessed on the web! Visit ATDA's web site at www.alatiredealers.com for the latest information on convention news, tradeshow, scrap tire legislation, area meetings, golf tournaments, and much more. You can even print your necessary scrap tire forms, scholarship application, membership application, ATDA Hall of Fame nomination, and event registration forms.

✓ Website Design



The internet has quickly become the resource consumers are using to decide where to buy. Whether you need to finally take your business online or energize your current website, TCS's expert web design team will work with you to get the results you are looking for. ATDA has partnered with TCS, an ARI Network Services Company, to provide low cost website design and maintenance services for our members.

✓ Legislative Watch

The most important challenge facing our industry today is changes in our scrap tire management laws. The Alabama Tire Dealers Association has 2 seats on the state Scrap Tire Commission, which allows us to constantly monitor modifications to the current law and other proposed legislation that will directly affect tire dealers.

✓ Newsletter – Spare Tire



The **Spare Tire** contains articles of interest to the membership including activities of the Association, general business tips, news that is important to the industry, and up-to-date information on environmental issues. The **Spare Tire** is always interested in personal articles on how, when, who and what is happening concerning the members of our Association. A catalog of current and back issues of the **Spare Tire** is available on-line at www.alatiredealers.com. The **Spare Tire** is published 6 times per year and advertising is available to members and non-members. Current advertising rates are available on the website.

✓ Strength in Numbers

The Alabama Tire Dealers Association has approximately 190 members. Strength is needed every day as we face new challenges in the ever changing tire industry. Working together makes each of us better as professionals.

✓ E-mail Alerts

E-mail Alerts are issued to ATDA members when breaking news occurs that directly affects your business interests. E-mail Alerts were most recently used to end a credit card fraud scheme across the state of Alabama that directly affected tire dealers.

✓ **ATDA Hall of Fame**

The Hall of Fame honors those individuals who have played a significant role in the growth and development of the Tire Industry in Alabama and the ATDA.

✓ **Scrap Tire Manifests**

The ATDA is the Alabama Department of Environmental Management (ADEM) authorized distributor of Scrap Tire Manifests. All other forms necessary to keep you in compliance with the Scrap Tire Environmental Quality Act, effective October 1, 2004, are available on our website at www.alatiredealers.com or by contacting the ATDA office at 256-616-3587. Discounted prices offered for ATDA members.

✓ **Scholarships**

Each year, scholarships are awarded to members, their employees and/or their family members. To date, ATDA has awarded over \$250,000 in scholarships. Scholarship applications and eligibility requirements are available on the ATDA website at www.alatiredealers.com after January 1st each year. Winners are honored at our Annual Convention Scholarship Banquet.

✓ **Credit Card Processing**



Ignite Payments provides our members a low cost credit card processing program tailored to fit each member's needs. ATDA Member Special Program Pricing: Interchange Plus Pricing (.35% + \$0.15 per transaction), with \$25.00 monthly

fee for TransArmour PCI Protection and e-statements, no early termination fees, no rate increases, no annual fees, net billing, and guaranteed rates. Gift Card / Loyalty Card Programs are available.

✓ **Business Insurances**



The ATDA exclusively recommends Federated Insurance Companies for the following lines of coverages: Property & Liability, Workers Compensation, Group Health and Financial Protection Services. In addition to providing excellent service and risk management services, Federated provides the ability to avoid gaps in coverage by placing all of your business insurance in the hands of a professional insurance

counselor. Federated has an unduplicated marketing distribution system with nine reps covering the state of Alabama for local answers, information and support. Federated Insurance Companies is rated A+ Superior by AM Best.

✓ **Social Media Services**



Optimize Social Media

Optimize Social Media can help create successful social media strategies tailored to fit your business. With over 860 million daily social media users, you have a very large audience and their perception matters. We show you how to make social media a powerful marketing and PR tool while maintaining and monitoring your sites for you. Social media setup or improvement for sites like Facebook, Twitter, Google+, YouTube, Foursquare, Yelp, etc.

Design custom banners and profile photos. Maintenance and daily monitoring of all sites for spam and negative comments. Design creative & engaging content with a minimum of 5 posts a week (Facebook & Twitter). Create or link your Coupons, Specials, Contests, Giveaways and Sweepstakes. Connect and personalize the online experience with your customers. Interact and cultivate relationships to increase customer satisfaction. Extend your reach to your target audience. Convey the genuine message of your business and market your brand. Maintain integrity and your reputation with prompt respectful responses to negative feedback. Increase your SEO by keeping your Google+ page(s) active.