



Northwest TIRE TALK

OFFICIAL NEWSLETTER FOR TIRE, WHEEL & AUTOMOTIVE SPECIALTY PROFESSIONALS
PUBLISHED BI-MONTHLY BY NORTHWEST TIRE DEALERS ASSOCIATION FOR IT'S MEMBERS

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September / October 2014

NWTDA ANNUAL GOLF CLASSIC

Bill Dodak, co-chair of the 11th Annual NWTDA Golf Classic is preparing for this years event with a few hours of practice time in Troutdale. Bill's co-chair this year is Rick Mustion, former board member and NW Regional Sales Manager for Nexen Tire.

NWTDA's Annual Golf Classic is Thursday, September 11 and will be held at McMenamin's Edgefield par 3 course in Troutdale, Oregon. Our tee off time is set for 1 pm and teams are asked to be there by 12:30 to register.



Bill Dodak
NWTDA Golf Classic Co-Chair

Once again this year we have many of our Supplier Members sponsoring some of the holes. Pacific Tire Distributors, Wheel Mart Seattle, Six Robbles Inc. and Federated Insurance. Walt Kaufman of Greenball will be on hand to deliver his cash prize to the "duffer" who gets closest to the hole on the 17th hole.

The cost of this great day of fun on the course is only \$30 per person plus the cost of the rental clubs. (Make sure you bring some beer money too.) Those interested in putting together a team and or registering for the event can call Bill Dodak at 503-889-0321, or the NWTDA office at 509-948-2433. Registration can also be done on line at the associations web page at www.nwtiredealers.org

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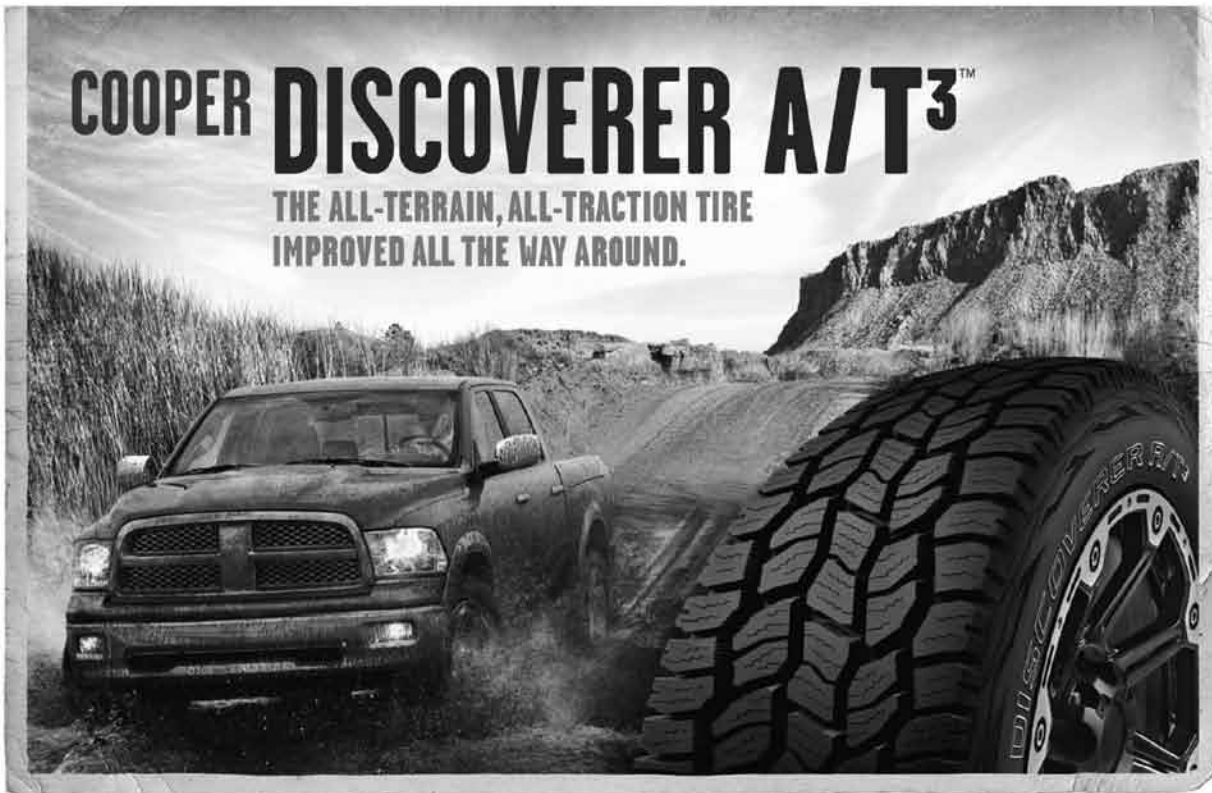
WASHINGTON STATE ASKS CONGRESS TO APPROVE SALES TAX FAIRNESS

Source: Washington Retail Assoc.

Gov. Inslee joined other state officials this month in urging Congress to pass the Marketplace and Internet Tax Fairness Act (MITFA).

In requiring on-line retailers to collect sales taxes, the bill would create a fairer marketplace for traditional brick-and-mortar retailers while generating new revenues for state and local governments without raising new taxes.

...continued on page 9



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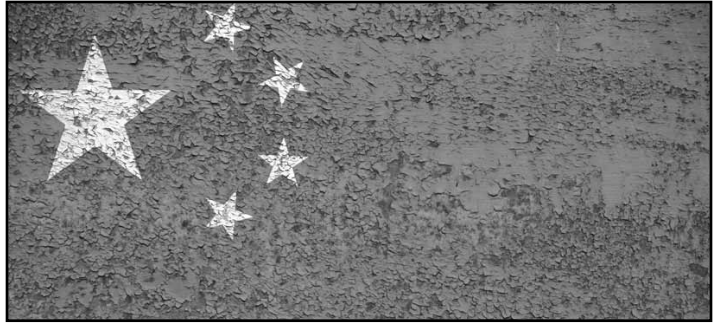
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GLOBAL TIRE EXPO



The Global Tire Expo - Powered by TIA is part of the SEMA Show and will be taking place at the Las Vegas Convention Center from Tuesday - Friday, November 4-7, 2014. TIA will be hosting its Pre-Show Special Events including a Cocktail Hour, the Tire Industry Honors Awards Ceremony, and the TIA Welcome Reception on Monday, November 3, 2014 at Caesars Palace.

CHINESE TIRE DUMPING

With over 270 exhibitors and 160,000 square feet of exhibit space, the 2013 Global Tire Expo was the largest in history. We anticipate 2014 will continue to grow and be more successful than ever.

Source: Tire Review

TIA SPECIAL EVENTS:

- Monday, November 3 at Caesars Palace in Las Vegas
- Cocktail Hour 5:00 p.m. - 6:00 p.m.
- Tire Industry Honors Awards Ceremony 6:00 p.m. - 7:30 p.m.
- TIA Welcome Reception 7:30 p.m. - 9:30 p.m.

The United Steelworkers Union has petitioned for and received an extension from the U.S. Department of Commerce, pushing back to November the deadline for completion of the preliminary determination on its antidumping and countervailing duty complaint targeting China-made consumer tires imported into the U.S.

HOTEL INFORMATION:

- Caesars Palace is the TIA host hotel for the 2014 Global Tire Expo
- Roman Tower room rate: \$215
- Cut-off date: September 12, 2014

The extension moves the due date for a preliminary determination by the Commerce Department from Sept. 17 back to Nov. 21.

PHONE RESERVATIONS:

800-221-3531 Reservation specialists are available Monday - Friday 9:00 a.m. - 7:00 p.m. (ET). Please mention TIA to get conference room rate.

While little detail was offered in the official government statement, the USW filed for an extension on July 25. According to the Commerce Department announcement this morning, the USW sought "to postpone the preliminary determination, stating that the number and nature of the subsidy programs under investigation would prevent the Department from adequately examining them by the current deadline."

It was unclear exactly what that statement meant given that the union undertook its action on June 3 and that the U.S. International Trade Commission, with a 6-0 vote, decided well in advance of its Aug. 1 deadline to advance the USW complaint.

The Commerce Department announcement did not state if other established deadlines would be impacted. As of today, the Commerce Department is slated to determine any dumping margins by Dec. 1 and issue a final decision on countervailing duties that same day. Any antidumping duties are slated to be set by Feb. 17, 2015, and final decisions by the ITC are not scheduled to come until Jan. 15, 2015, on countervailing duties and March 31, 2015, on antidumping duties.



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Rick Mustion
Northwest Regional Sales Manager

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2014 GLOBAL TIRE EXPO EDUCATIONAL SESSIONS

Wednesday, November 5, 2014

TPMS AT 10:

TPMS Troubleshooting Speakers: Sean MacKinnon, *TIA Director of Automotive Training Development*; Matt White, *TIA Director of Tire Service*

We have spent the last year talking to tire dealers across the country, finding out what the top ten TPMS issues they are facing in the shop. Come to find solutions to these issues and bring issues of your own for discussion.

TRUCK TIRES AT 10:

Identifying Hazards in Commercial Tire Service

Speaker: Kevin Rohlwing, *TIA Senior Vice President of Training*

TIA has been tracking fatality data from the Occupational Safety and Health Administration (OSHA) since 2009 and has participated in several OSHA investigations related to commercial tire service over the past 17 years. This seminar will identify the most significant hazards to technicians that service truck tires and wheels and provide specific examples of both fatal and non-fatal accidents. It will also include tips and guidelines that service providers can use to prevent the types of accidents that often result in serious or fatal injuries that typically happen prior to an OSHA investigation.

MANAGEMENT AT 2:

The Future of Social Media

Speaker: Pat Sandone, *Founder and President of Net Driven*

An over-saturation of content and a shift toward app-only software means Internet users are starting to value quality relationships over the quantity of relationships in their network. Learn how to communicate with and keep your on-line audience engaged in today's changing social media landscape.

Thursday, November 6, 2014

MANAGEMENT AT 2:

Risk Management and Standard of Care

Speakers: Kevin Rohlwing, *TIA Senior Vice President of Training*; Laramie Sandquist, *Risk Manager-National Accounts, Federated Insurance Companies*

TIA has been working closely with Federated Insurance over the past few years to help tire service providers develop effective risk management programs.

The Tire Industry Association (TIA) has announced the educational sessions for the Global Tire Expo – Powered by TIA at the SEMA Show which runs Tuesday, November 4 through Friday, November 7, 2014 at the Las Vegas Convention Center. The tentative schedule is as follows:

Tuesday, November 4, 2014

TPMS AT 10:

Tire Dealers Share TPMS Success

Speakers: Sean MacKinnon, *TIA Director of Automotive Training Development*; Matt White, *TIA Director of Tire Service*; other industry representatives TBA

Now that we are years into TPMS service, we have invited several independent dealers to come and talk about how TPMS has impacted their businesses. Come hear how these dealers were able to turn TPMS headaches into TPMS profits.

TRUCK TIRES AT 10:

CSA and the Changing Face of Truck Tire Service

Speaker: Kevin Rohlwing, *TIA Senior V. P.*

This presentation outlines the Compliance Safety Accountability (CSA) program from Federal Motor Carrier Safety Administration (FMCSA) and demonstrates how it is affecting the way that fleets maintain their vehicles. It will provide a brief history of the program and address the updates/changes that have been made since its inception in 2010. It also shows how expectations are changing in the fleet maintenance business and how dealers can capitalize on these changes.

TIRES AT 2:

Successful Tire Dealers Share Their Secrets

The industry's leading trade publications recognize three tire dealers for their accomplishments every year. Modern Tire Dealer presents the Tire Dealer of the Year to the independent dealer that demonstrates excellence in areas like business, marketing and management. Tire Business sponsors the Humanitarian Award, which is focused on a dealer who makes significant charitable contributions to their community.



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CALIFORNIA TPMS LEGISLATION

Source: Tire Business

The California Legislature has passed legislation that its proponents claim will improve automotive safety, protect consumers from “unscrupulous” tire dealers and increase fuel economy.

Enforced by the Bureau of Automotive Repair (BAR), AB 1665 requires all tire dealers to be capable of diagnosing and servicing tire pressure monitoring systems (TPMS), strengthens state oversight of tire dealer and repair shops and provides new recourse for consumers who’ve been wronged, according to a statement issued by the bill’s sponsors, Assemblyman Brian Jones, R-Santee, and Senator Ted Lieu, D-Redondo Beach.

“This is the most important automotive safety legislation since California’s hands-free while driving law took effect,” Mr. Jones said. “TPMS devices are one of the most significant improvements to ensure proper air pressure, which allows our tires to last longer and improves mileage.

“With passage of this legislation, consumers will also have better assurance that tire dealers are properly trained and certified to service these important warning devices.”

The exact wording of the change to Section 9880.1 of the Business and Professions Code states: “An automotive repair dealer that repairs tires or changes tires shall be capable of diagnosing and servicing a tire pressure monitoring system in accordance with industry standards if the vehicle is manufactured with the device.”

The amended law does not specify how the law’s provisions will be enforced or what type of punishment is on tap in the case of non-compliance. The California Tire Dealers Association were co-sponsors of A.B. 1665, according to the association’s newsletter, “California Tire Bulletin.”

The bill would generate \$560,000 in revenue for the state from licensing fees, an estimated 2,800 tire shops would be licensed as automotive repair dealers with an annual license fee of \$200.

TIA ELECTS FORMANEK AS SECRETARY

At its biannual Board of Directors Meeting held earlier this summer the Tire Industry Association (TIA) elected Tom Formanek as its new board secretary. He will begin his one-year term as secretary on November 3, 2014. After that he will proceed as vice president, then president and finally past president, all of these positions are for one year terms.



Tom Formanek
TIA Board Secretary

Mr. Formanek has over 27 years in the tire service industry. He is currently Regional Sales Manager for Stellar Industries Corp. based in Garner Iowa. He has served on the TIA board since 1993. He has been the TIA treasurer for the past 5 years.

The TIA Board of Directors has elected Mike Wolfe as its new board treasurer.

SENSATA BUYS SCHRADER

Sensata Technologies B.V. has reached an agreement to acquire TPMS manufacturer and supplier Schrader International from Madison Dearborn Partners LLC for a total enterprise value of \$1 billion. The transaction is expected to close during the fourth quarter of 2014.

“The acquisition of Schrader extends Sensata’s leadership position in pressure sensing and provides further access to a rapidly growing \$2 billion low pressure sensor market where the largest current opportunity is in TPMS,” said Martha Sullivan, Sensata Technologies president and chief executive officer.

In 2012, private equity firm Madison Dearborn Partners purchased Schrader for \$505 million.



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TRACTION TIRE CHANGES IN BC

The Tire and Rubber Association of Canada has expressed concerns over recently announced changes to British Columbia's Motor Vehicle Act.

Changes in the act would "water down," the requirement for tires use in the province between Oct. 1 and April 30, TRAC said in its newsletter. The changes would permit the use of tires with the M&S marking and not require the use of winter tires marked by the three peaked mountain snowflake symbol or use chains.

The association said it has informed the Minister of Transportation and Infrastructure Todd Stone, that is concerned "over relaxing this important safety standard and recommending that the use of winter tires continue to be mandatory."

The three peaked mountain snowflake standard for winter tires was originally created in 1999.

WASHINGTON'S TAX REQUEST

...Continued from front page

In his letter, Gov. Inslee notes that online retailers who do not collect sales taxes do so based on an outdated 1992 U.S. Supreme Court standard put in place when the online retail industry was in its infancy. MITFA would require online retailers to collect sales taxes that are legally due but uncollected based on the 22-year-old court ruling. Click here to read the letter.

Joining Inslee as signers of the letter are elected officials who are members of the Association of Washington Cities and the Washington State Association of Counties. WRA and NWTDA likewise supports passage of the act.

A Department of Revenue analysis has concluded that across-the-board sales tax collection by online retailers could capture nearly \$1 billion in taxes due to the state by 2019.

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PERFECT EQUIPMENT CELEBRATES 75 YEARS

Perfect Equipment, a Wegmann Automotive brand, is celebrating 75 years of business this August.

“We are proud of our company’s heritage and the hard work of its people over the last 75 years,” said Jeff Waechter, president and CEO of Wegmann Automotive. “Our goal is to continue to service the needs of the market and our customers and create a fun and safe work environment for our employees to flourish in.”

The company celebrated 75 years in business with a celebration at Lane, Train & Automobiles near its headquarters in Murfreesboro, Tenn. The event also featured a donation to the local non-profit Special Kids of Murfreesboro.

Perfect Equipment was founded August 31, 1939, by William P. Smissen in Kokomo, Ind. In the 1960s, the company relocated its headquarters to its current location in Tennessee. In 2005, Wegmann Automotive acquired the Perfect Equipment brand. Today, the brand is available in more than 35 countries around the world, the company said.

WHEEL & TIRE SALES

SEMA presents the following information about tire and wheel sales:

- Sales of Custom Wheels increased almost 12% over last year.
- Sales of Specialty/Performance tires increased more than 10% over last year.
- Specialty Product/Installation outlets are the largest sales channel for Wheels, Tire, and Suspension products.
- The specialty-equipment market continues its fourth year of growth with retail sales growing 7%.

The specialty-equipment sales total is over \$33B.

SEMA is suggesting you should ensure you’re up-to-date on absolutely every industry trend, cutting-edge new product and timely educational opportunity: Registration information on the SEMA / Global Tire Expo is on page 3.

RICHARD FRANCIS ROBERG

Richard Roberg, known by family and friends as Dick, passed away August 11, 2014. He was born and raised in Chippewa Falls, Wisconsin and later moved to Portland, Oregon with his parents. Dick graduated from Lincoln High School in Portland and attended the University of Portland. After his service in the navy Dick worked at Blitz Weinhard brewery before moving on to a career in the tire industry.



Dick Roberg

Dick had a very long-standing and successful career in the tire industry, working for various industry companies. He worked for BF Goodrich at their Portland Zone Office as well as Associated Tire and Yokohoma Tire, where he was the Warehouse Manager for many years. His love for the tire industry was a factor in having his son Chris follow a career path in the industry.

Those of us who had the pleasure of knowing and working with Dick knew that he had a genuine zest for life and was loved by all who knew him for his gentle spirit, his positive nature and overall compassion for mankind. Dick was the absolute life of every party, his singing and limericks are legendary. He will surely be missed by all.

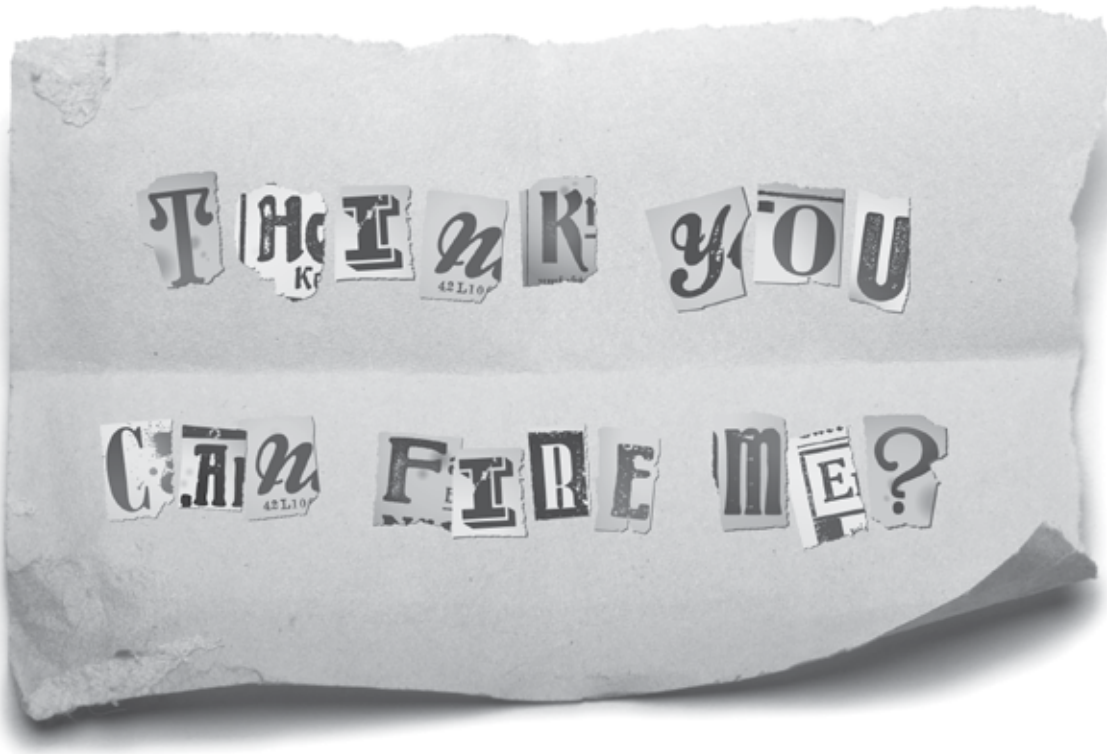
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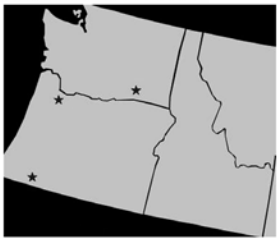
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