



Northwest TIRE TALK

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

DICK NORDNESS - EXECUTIVE DIRECTOR - NORTHWEST TIRE DEALERS ASSOCIATION

Northwest Tire Talk • Kennewick, WA 99338 • Ph: (509) 948-2433 • Email: nwtiredealers@hotmail.com

July / Aug 2014

TIA'S ONLINE UNIVERSITY

As the industry leader in tire technician training and certification, the Tire Industry Association (TIA) now offers all of its Basic Level Training Series in a convenient and accessible format on the TIA Online University.

Technicians can access the most comprehensive, up-to-date tire service training anywhere there is an internet connection! The Basic Level training is designed for new hires as part of their orientation and can also be used for experienced technicians in need of documented training.

The self-study modules include video learning, knowledge checks, final exam and a skills demonstration form. The TIA Online University offers flexibility to busy technicians by allowing them to study at their own pace. They can view one module at a time and come back later to continue. Or they can complete the entire program in one sitting.

Shop Managers and Company Administrators also have the convenience of adding and maintaining their employees to the system and running real-time reports on technician progress and test results.

An educated workforce results in higher productivity, lower liability risks and happier customers! Let us show you how the TIA Online University can help you better your business today!

For more information on this or other TIA training programs contact Christine Hoogenboom by email at choogenboom@tireindustry.org or by calling 800-876-8372.

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NWTDA ANNUAL GOLF CLASSIC

The 2014 NWTDA Golf Classic will be held on Tuesday, September 17 at McMenamins Edgefield in beautiful Troutdale, Oregon.

This years co-chairs are Bill Dodak of Wheel Mart and Rick Mustion of Nexen Tire.

Cost of the event is \$25 per person, which includes 20 holes of golf. The event will start at 1 pm and will conclude about 5 pm after the trophies and door prizes have been awarded.

For more information on the event please see our webpage at www.nwtiredealers.org To register please call the association office at 509-948-2433 or Bill Dodak at 971-506-1993.

We are limited to 32 players, so register as soon as possible.

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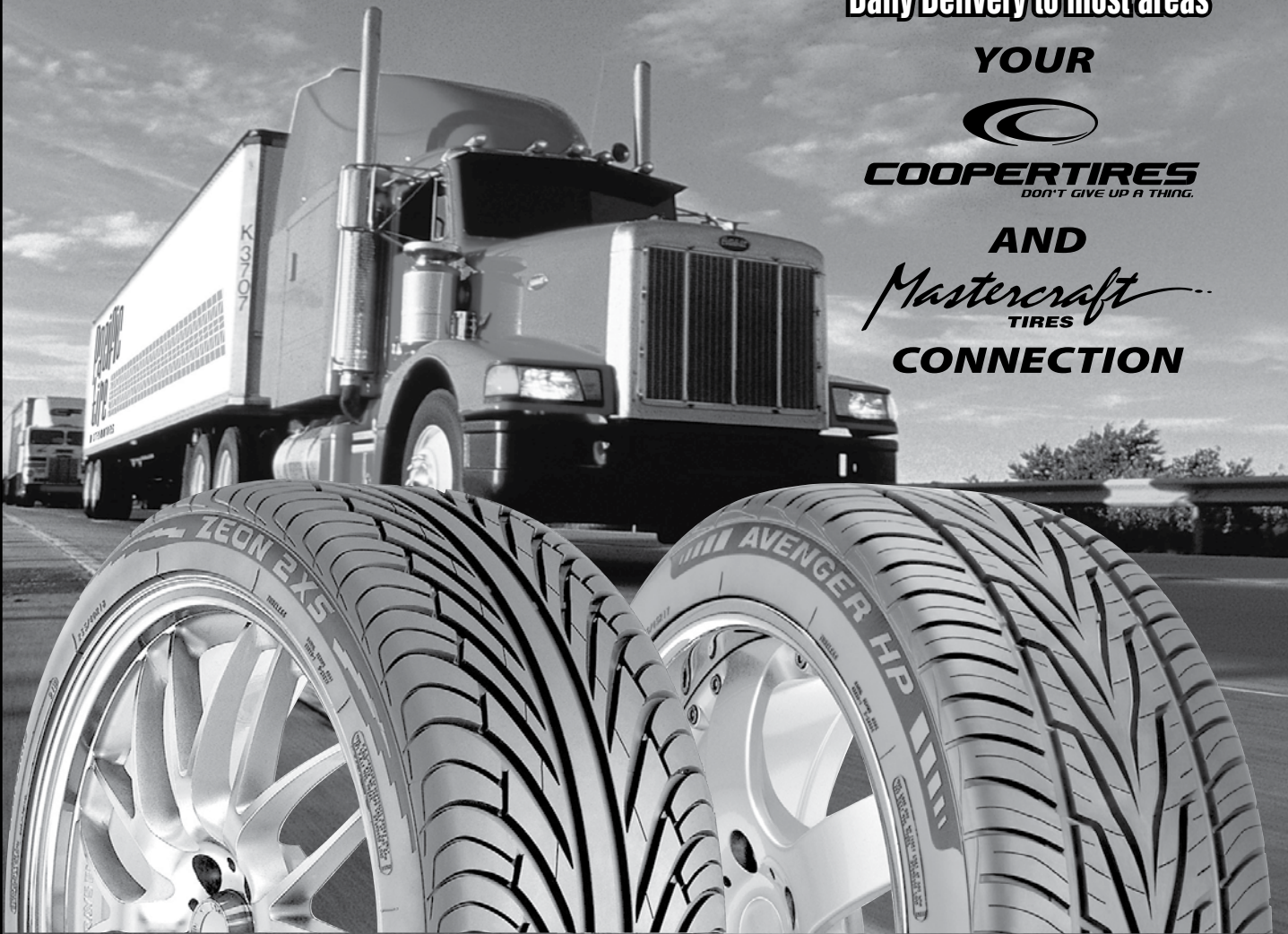


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FARM TIRE TRAINING

The Board of Directors of the Northwest Tire Dealers Association has made training programs a big part of what the association offers to its members over the last few years. In February we offered a 3 day OTR training by TIA trainer Matt White as well as a one day Commercial Tire Service training by Thad Sturdevant, a certified instructor from Commercial Tire in Pasco, Washington.

In June we invited Matt White back and offered two training classes on basic farm tire training, one in Pasco, Washington and one in Salem, Oregon.

The two day training, a 300-level skills training and certification program, outlined and explained the guidelines for servicing farm, agricultural and construction tire and wheel assemblies. It included the step-by-step procedures for demounting, mounting and inflating single, dual and 3 piece assemblies in addition to service truck operation and liquid ballast installation and removal.



Proper demounting of the farm tire is always a must for safety of everyone in the service area.



Removal and installation of liquid is also an important part of the farm tire service.



NWTDA would like to thank Superior Tire Service in Salem, Oregon for hosting our Western Oregon Farm Tire Training.



Proper removal of the tire and wheel assembly is an important part of the process.



Service truck operation with a hydraulic boom makes the service work go smoother.

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ATD FILES FOR IPO

ATD Corp., parent of American Tire Distributors Inc., is proposing an initial public offering (IPO) of its common stock, details such as number of shares, pricing, etc., have not yet been disclosed.

ATD said in a June 16 filing with the U.S. Securities and Exchange Commission (SEC) it expects to use the net proceeds from the offering primarily to repay a portion of its existing long-term debt.

ATD is acknowledged to be the largest distributor of replacement tires in North American, with \$3.84 billion in sales last year. However, the Charlotte-based firm had a net loss of \$6.33 million.

In the quarter ended April 5, ATD reported operating and net losses of \$24.4 million and \$34 million, respectively, on 28% higher sales of \$1.08 billion.

ATD operates more than 140 distribution centers in the U.S. and Canada, with four locations in the Northwest in Seattle, Portland, Spokane and Boise. The company maintains an inventory of more than 40,000 stock-keeping units. It claims to serve 80,000 customers in the two countries.

TIRECO HIRES REGIONAL SALES MANAGER

Tireco has appointed Chad Keller as the company's newest Midwest regional sales manager. Keller joins the Tireco from TBC where he recently served as regional sales manager. Previously, he served as regional and business development manager of Cooper Tire & Rubber Co.

Apparently Tireco is growing and moving into the Northwest as well with the talk of a new Northwest Regional Sales Manager as well as new distribution centers. We hope to have names and places listed for our next issue in September.

NEXEN'S LIFE TIME WARRANTY

Nexen Tire America Inc. announced it has revamped its replacement market warranty program to provide consumers with coverage throughout the life of their tires.

The company says the changes make its warranty program the most comprehensive and aggressive warranty in the tire industry.

Launched under the name Nexen Total Coverage Warranty, the program offers the consumer three levels of protection:

- The first is a limited tread wear warranty that protects against under delivered guaranteed miles;
- The second is a 2-year limited road hazard warranty that protects against damage caused by potholes, nails, glass and other debris; and
- The third is a 36-month roadside assistance program that provides free tire change in case of a flat tire, and free tow service if no usable spare tire is available.

"When building this new warranty, it was important to keep the consumer's perspective of what would be valuable to them," says Nexen Director of Marketing Kyle Roberts.

"We wanted a program that would offer benefit throughout the life of the product, protect consumers from premature replacement costs, and most importantly keep people safe on the side of the road. We are confident that we accomplished that."

*Driving Tomorrow*

Rick Mustion

Northwest Regional Sales Manager

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TIA FARM TIRE TRAINING

Matt's Pasco Farm Tire Training involved 12 technicians from Eastern Washington and Northeastern Oregon.



Matt White, training instructor for the Tire Industry Association (TIA) was the instructor for the NWTDA Farm Tire Training held in Pasco on June 2nd. He began the second day of instruction with safety information before starting their full day of hands-on training.

Service Truck operations of the hydraulic boom is an important part of the service of farm tires in the field.



Service truck operations is next on the agenda as Matt reviews industry standards in operations and maintenance of the service truck.

Safe demounting and mounting procedures are always important.



Lifting the machine with hydraulic jacks is an important part of the step by step procedure.

NWTDA would like to thank Pasco Tire Factory for hosting the two day training.



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WATSON JOINS TIRE FACTORY



Todd Watson has joined the Tire Factory Management Team as Director of Merchandising effective May 26, 2014.

Todd spent his first few days in the tire business in a Tire Factory Member store earning his TIA P/ LT certification. Todd has extensive experience in both management and merchandising within many different industries.



Todd Watson,
Director of Merchandising

John Kreidel, CEO of the Tire Factory, said, "We are very excited to have Todd join our Executive Team. I'm very confident in his ability to help Tire Factory Independent Dealers grow profitably."

NWTDA JOB BANK

Outside Sales: Pacific Tire Distributors, a leading wholesale tire distributor based in Portland, OR, is seeking an experienced sales professional for the Pacific Northwest. PTD has three distribution centers located in Portland, Pasco and Medford.

The applicant must be able to work independently, have strong communication and leadership skills, and extensive tire industry knowledge of the Pacific NW market. Travel within the region will be up to 80%. The company is offering a competitive benefits package.

Driver/Warehouse Personnel: Pacific Tire Distributors has a full time position available as a driver/warehouse person. This job entails warehouse work and daily delivery and it is a non-CDL required position. This is a ground floor opportunity to grow with a successful Northwest company that enjoys very little turnover.

Pacific Tire Distributors is a family-owned and operated employer that places heavy emphasis on family values.

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MICHELIN STAR

Some of you tire novices might be thinking that the “Michelin Star” is a new line of premium passenger tires made by the French tire maker, but your wrong.

The term “Michelin Star” is a hallmark of fine dining quality and restaurants around the world tout their Michelin Star status. Celebrity chef Gordon Ramsay cried when the Michelin Guide stripped the stars from his New York restaurant, calling the food “erratic.” Ramsay explained that losing the stars was like “losing a girlfriend.”

The hilarious part of all this is that this prestigious restaurant rating is from the tire company. Yes, the same Michelin that sells tires also doles out restaurant ratings.

Michelin has had a long history of reviewing restaurants. In 1900, the Michelin tire company launched its first guidebook to encourage road tripping in France. In 1926, it started sending out anonymous restaurant reviewers to try restaurants.

To this day, Michelin relies entirely on its fulltime staff of anonymous restaurant reviewers. The anonymous reviewers generally are very passionate about food, have a good eye for detail, and have a great taste memory to recall and compare types of foods. a reviewer has said that they must be a chameleon” who can blend in with all of their surroundings, to appear as if they are an ordinary consumer.

Each time a reviewer goes to a restaurant, they write a thorough memorandum about their experience and than all of the revieweers come together to discuss and decide on which restaurants will be awarded the stars.

Michelin awards 0 to 3 stars on the basis of the anonymous reviews. The reviewers concerntrate on the quality, mastery of technique, personality and consistency of the food in making the reviews.

Now I know at least one or two former Michelin sales people that look more like food credics than they do tire experts, and I expect to hear from them once this issue hits the streets.

NORMAN D. NELSON

Norm Nelson, Oregon tire pioneer, passed away on January 29, 2014 at the age of 89.

Norm was the owner and founder of Nelson Tire in The Dalles and Hood River, Oregon.

Norm got his start in the tire business with Les Schwab, working in the Bend store under manager Dick Turner. Norm had made assistant manager and Les immediately made him manager of his new location in The Dalles. The location was a leased building that needed to be remodeled and converted into a tire store.

Les tells the story in his book, *Pride in Performance, Keep it Going*, that “Norm had a knack to remodel a store at a very low cost.” He also stated that because of Norm’s great job “We were an instant success in The Dalles.” The new store was the company’s 8th retail tire store.

A few years later Norm was the top store manager and Les needed some help managing the then 10 stores so he brought Norm into the corporate office to help out. Les gives a great deal of credit to Norm for signing up many new member dealers, of Norm he said, “He helped to sell some of the largest dealers in the Northwest. They dropped their supplier and joined up with us.”

Les also gave Norm credit for getting the stores their neat and clean appearances as well as promoting the neat and clean appearances of all store personnel. Les paid Norm one of the highest compliments when he said, “Norm Nelson was one hell of a tire salesman.”

Norm ended up selling his two stores in Hood River and The Dalles to Mike Manning, making them part of the Tire Factory Group. Mike later went on to sell the stores to Eric Gill.



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