



Northwest TIRE TALK

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

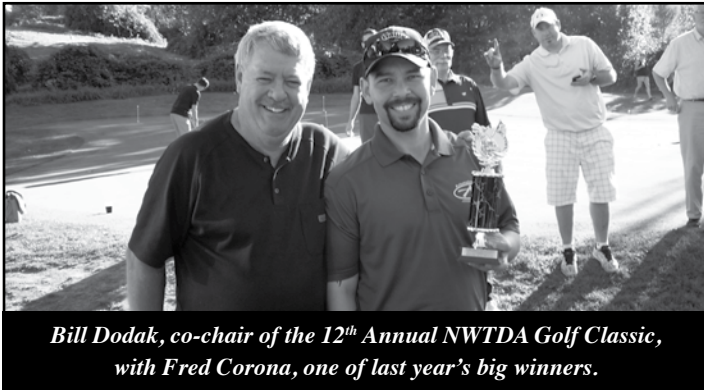
DICK NORDNESS - EXECUTIVE DIRECTOR - NORTHWEST TIRE DEALERS ASSOCIATION

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

Sept / Oct 2015



NWTDA ANNUAL GOLF CLASSIC



Bill Dodak, co-chair of the 12th Annual NWTDA Golf Classic, with Fred Corona, one of last year's big winners.

This year's event will be held at Colwood Golf Course located at 7313 NE Columbia Blvd. in Portland, Oregon.

Another change for this year is our shot-gun start, which is being sponsored by Nexen Tire and Northwest Wholesale. The event will start at 1pm on September 10th. Colwood is a beautiful course and has been serving the local community since 1929. The course has recently been reconfigured into a fantastic par three course.

This year's event will include team competition with trophies and cash prizes for the winners which have been provided from sponsors such as Pacific Tire Distributors, Six Robbles, Federated Insurance, Wheel Mart Seattle and Walt Kaufman of Greenball.

The cost of this great day of fun is only \$30 per person, plus the cost of the rental of clubs. To register call Bill Dodak at 503-889-0321.

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2015 GLOBAL TIRE EXPO TRAINING CLASSES

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 3 through Friday, November 6, 2015 at the Las Vegas Convention Center.

Tuesday, November 3

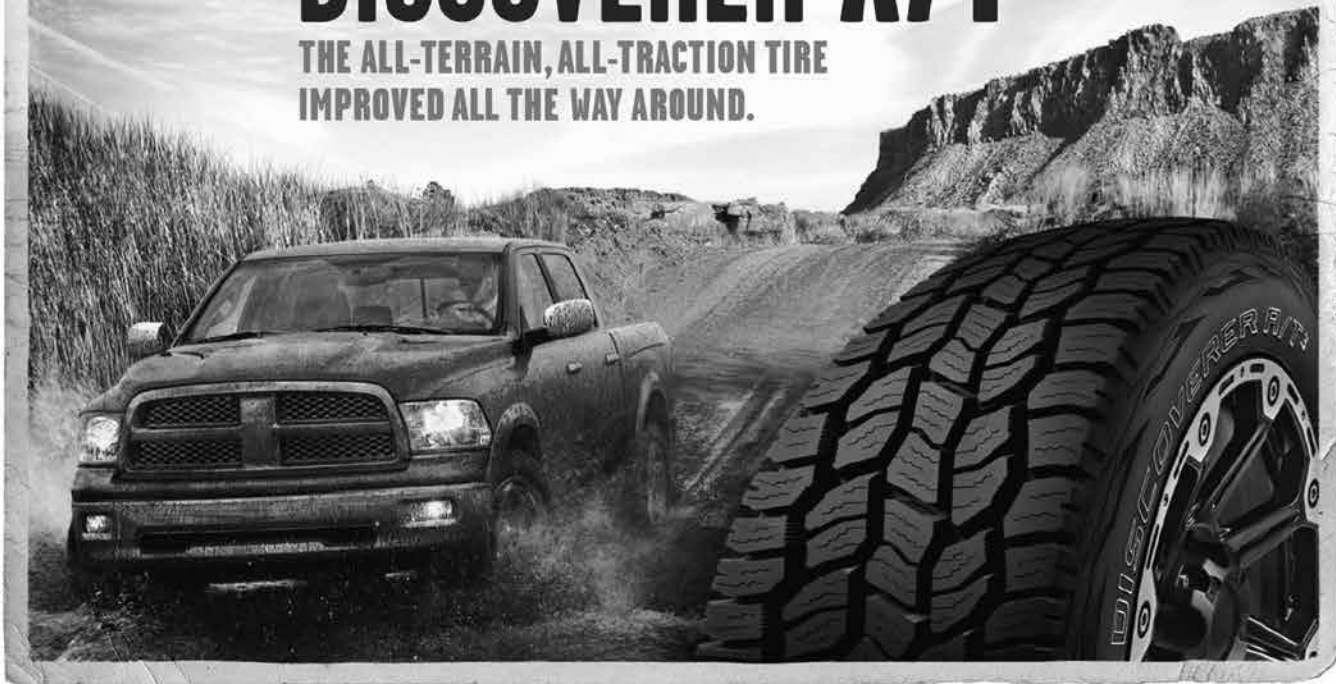
TPMS: New Developments in TPMS and Tool Technology 10:00 a.m. – 11:30 a.m.

This is your chance to hear straight from the original equipment manufacturers what has just come out and what the future holds for TPMS.

...continued on page 4

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SALES TAX FOR ONLINE TIRE SALES



*Troy Alton, Michael Schoonover,
Congressman Newhouse and Mark Johnson*

Troy Alton, owner of Troy's Tire and Automotive in Spokane traveled to the nation's capital last week to meet with key Washington State Congressional delegation members and staff to lobby on behalf of the Remote Transaction Parity Act – RTPA – House Resolution 2775 – currently before Congress. The event was organized by the Stand with Main Street Coalition.

Troy made the trip with Michael Schoonover, President of the Washington Relators Association and Mark Johnson, Vice President of Government Affairs for the Washington Retail Association.

In his meeting with Congressman Newhouse, Troy talked about how very large, out-of-state online tire retailers don't charge sales tax, undercutting his price by nearly 9 percent.

The RTPA will level the playing field between brick-and-mortar and online remote retailers by allowing states to collect already due sales tax. The legislation, sponsored by Rep. Jason Chaffetz (R-Utah), was carefully crafted to protect smaller businesses from audits and penalties. Additionally, the software required to comply with sales tax collection is provided free of charge to small business.

The legislation is optional for states that currently collect sales tax and are members of the Streamlined Sales Tax Agreement. States that do not collect sales tax would not be required to adopt one.

The bill is currently being circulated and reviewed in hopes of attracting as many co-sponsors as possible.

T&T TIRE FACTORY CELEBRATES 60 YEARS



T&T Tire Factory and the Tuck family are celebrating 60 years of business the month of August. The company was formed by father and son Edward and Eddie Tuck in 1955. The patriarch of the family passed away in 2009 and Eddie has since retired, and the company continues to be a strong factor in the community. The family business is now in its fourth generation with owner and operator Ed Tuck III being joined in the office with son Edward IV, the current Assistant Manager.

A frequent contributor to local schools and community organizations, T&T invested in the community and won over customers with attention to detail, reliability and service. The family-owned business joined other Tire Factory stores in Washington and Oregon in 1987, increasing buying power and carrying over the savings to their customers.

Treating customers with respect and providing quality repair and products has been the tradition at T&T for 60 years.

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2015 GLOBAL TIRE EXPO TRAINING

continued from the front page

The second half of Tuesday's seminar will focus on today's TPMS tools that can offer many benefits to your service center. This is a one-stop shop where you will hear directly from the TPMS tool manufacturers about many of the tools available today. Plus, you'll learn how these pieces of equipment can help turn TPMS service into the profit center it should be for your business.

Truck Tires: Road Service Safety 10:00 – 11:00 am

Servicing tires on the side of a road or highway creates a number of additional safety hazards. This seminar will analyze the risks associated with emergency road service and provide valuable tips that dealers can use to protect employees.

Successful Tire Dealers Share 2:00 – 3:00 pm

Join industry leaders for presentations on what makes them successful followed by an information question and answer session.

Wednesday, November 4

Truck Tires: TPMS for Trucks 10:00 – 11:00 am

This session will focus in the different types of tire pressure monitoring system technology that fleets are currently using and will provide attendees with the service requirements for each system.

Aftermarket Wheels and Tires 10:00 – 11:00 am

An informed sales and install team inspires confidence in customers. TIA and SEMA Wheel & Tire Council are offering new and updated resources to support you in making the sale and completing the install. Equip your sales staff with the data-driven knowledge they need to educate your customers on the effects of various plus-sizing decisions on vehicle dynamics and provide your techs with the resources they need to correctly and quickly install aftermarket wheel and tire packages while maintaining TPMS integrity and accuracy.

Women Driven: Women in Business 1:00 – 2:00 pm Female Only – Networking & Education Event

The last decade has witnessed a growing awareness of the value women bring to the workplace, the impact they make

on organizational bottom line, and the contribution to the economy at large. It has driven policy makers and industry leaders to support women's engagement in the workforce, and ascension into positions of greater influence. Hear from a panel of successful women in the automotive industry and participate in an open dialogue on the qualities it takes to excel in business.

Management: Training More Than Tires 2:00 – 3:00 pm

Most tire dealers understand the importance of technician training to service tire and wheel assemblies, but the training obligations extend far beyond tires, so retailers must be aware of all the different types of training that they should provide. This seminar will outline all of the different training requirements that tire retailers should consider when developing a comprehensive employee training program.

Global Retread Symposium 3:00 – 5:00 pm

TIA and the Tire Retread & Repair Information Bureau (TRIB) will host a gathering of retread industry leaders and professionals from around the world to discuss retread issues that cross international boundaries and impact the industry as a whole. The symposium will include panel discussions, led by industry experts, on a number of relevant topics that affect the retread industry. All those in the retread industry are invited to attend.

For more information on training available at the 2015 Global Tire Expo please consult the TIA web page at: www.tireindustry.org.

STUDED TIRE FEE IN WASHINGTON

Washington legislators included HB 1486 into the large transportation package that was passed at the close of the extended 2015 legislative session.

House Bill 1486 called for a \$5 fee to be imposed on the retail sale of each new studded snow tire. The tire retailer will be the one to collect the fee, keeping 10% for handling and forward \$4.50 on to the Department of Revenue.

According to officials in Olympia, the studded tire fee goes into effect on July 1 of 2016.

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YOUR BUSINESS IS RESPONSIBLE FOR FRAUD IF CUSTOMER'S CREDIT CARD IS COUNTERFEIT

Starting October 1, under the new system, if a business accepts a chip card but doesn't have a chip reader, the bank will no longer bear responsibility for fraud if the card is counterfeit, shifting the burden to the business. If fraud is on the user side the business maintains responsibility.

The acronym EMV stands for the Europay MasterCard Visa consortium that developed payment card technology utilizing embedded chips. EMV is a set of standards designed to protect debit and credit cards that are accepted at the point of sale, as well as ATM transactions. The EMV standards were formed by Europay, MasterCard and Visa in 1993.

Today, there are more than 1.5 billion EMV cards deployed in more than 120 countries on four continents. "By the end of 2015, 70% of U.S. credit cards and 41% of U.S. debit cards will be EMV enabled," says Aite Group. The United States will be the last developed country to migrate to EMV.

Businesses that implement an EMV solution may benefit from a reduction in card present fraud, decreased requests for copies, and fewer disputes, as well as the unrelated but valuable opportunity to update terminals for other capabilities like Near Field Communication (NFC) contactless acceptance.

As part of the U.S. migration to EMV, Visa, MasterCard, Discover and American Express have mandated liability shifts for fraudulent transactions effective October 1, 2015. Generally, liability will shift to the party using the least secure technology.

Let's look at counterfeit card fraud liability first. When a Visa branded card is in question, liability for fraud shifts to the business when a counterfeit mag strip from a chip card is used at a mag strip terminal after October 1, 2015. Businesses accepting Discover branded cards that have deployed EMV technology will not be liable for counterfeit card transactions.

Lost and stolen card fraud liability must also be considered. A business is never liable for lost and stolen card fraud with Visa branded card. Liability shifts to the business when a lost or stolen chip and PIN card is used at less secure terminal after October 1, 2015 or to the party using the least secure customer verification method if both the issuer and merchant are EMV when a MasterCard or American Express branded card is in question. Merchants accepting Discover with Chip and PIN terminal capability will not be liable for lost and stolen card transactions.

Businesses that accept credit and debit cards should evaluate their current anticipated chargeback ratios. They should also think about their customers' sensitivity to card security as well as how their competitors are going to respond to the EMV migration. Many consumers are looking to do business with merchants that they perceive to be secure. Also to be noted is the business location and demographics. Is the business located in an area that caters to customers carry international cards? If so, it would be wise for the business to consider upgrading to accept EMV cards.

TIRE FACTORY CEO KREIDEL IS OUT

Tire factory Inc. has "parted ways" with its CEO of five years, John Kreidel, over differences in strategy for transitioning the cooperative's 200 members to the Point S Branded network.

"The only difference between the board and John was a style difference on how to accomplish those goals," Walter Lybeck, Tire Factory's CFO and now interim CEO, told Tire Business.

Tire Factory is pursuing transitioning its member dealerships to the Point S brand. Last week the first store, Smart Choice Tire Factory in Sumner, Washington, held a grand opening as a rebranded Smart Choice Point S dealership.

Meanwhile back at the ranch, there are still many members not happy with the rebranding and the cooperative's new direction.



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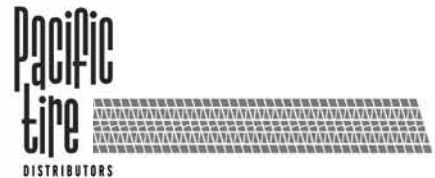
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KELLY BROWN NOMINATED FOR TIA BOARD

The Northwest Tire Dealers Association is reminding its membership who are TIA members to vote for TIA Board members.

Kelly Brown of Brown's Parkrose Tire Factory in Portland has been nominated to the Tire Industry Association Board of Directors, that's the good news, now the bad news, there are four positions open on the board and a total of 14 people are running so Kelly needs your vote. If you are a TIA member you are qualified to vote, so vote for Kelly on the ballot that was mailed to you or call TIA at 800-876-8372. You can also vote online, but your vote must be in by September 1, 2015.

Kelly has been very active in the Northwest Tire Dealers Association and has served on the NWTDA Board for over 10 years. He is currently the Secretary/Treasurer of the association.

TIA BOARD ELECTS DAVID MARTIN AS SECRETARY

At its biannual meeting held June 23-25, 2015 the Tire Industry (TIA) Board of Directors elected David Martin as its new board secretary. He will begin his one-year term as secretary on November 2, 2015. After that year, he will proceed as vice president, then president, then past president; all of these positions are for one-year terms.

Martin is the Director of Sales, Tire Supply and Specialty Rubber at American Tire Distributors (ATD) based in Hunterville, N.C. He has worked in the automotive aftermarket for over 30 years. His experience includes owning Snap-on Tools and Cornwell Tools dealerships as well as owning a field service repair business repairing Coats, Ammco, Robinair, TTI, and Accu-turn automotive equipment. During his tenure at ATD, he has worked with tire repair manufacturers creating tire repair seminars aimed at helping tire dealers become more professional and develop the correct tire repair procedures for their shops based on industry standards. Martin has served on the TIA Board for the past three years and is chairman of the Training and Education Committee. He also serves on the Strategic Planning and Finance Committee and the Events Committee.

COMMERCIAL TIRE SERVICE INSTRUCTOR TRAINING AND CERTIFICATION

The CTS Instructor Program is divided into 4-day and 3-day classes. The 4-day students arrive on Tuesday and participate in one full day of hands-on training. Each student will physically demount, mount, install, remove and repair a typical tubeless truck tire using tools and equipment commonly found in the field. This class is designed for individuals with less than two years of hands-on commercial truck tire experience. On Wednesday, the 4-day students join the 3-day students for two full days of classroom and hands-on demonstrations.

Classes are offered at training facilities in Denver, Colorado and Baltimore, Maryland. The next 4-day class is scheduled of September 29 and the 3-day class is on September 30.

For more information on the training please contact TIA at 800-876-8372.

NWTDA EXHIBITOR MEETING

The Northwest Tire Dealers Association will hold an Exhibitor Planning Meeting at the Holiday Inn at the Airport in Portland on September 9, 2015 at 1 p.m. During the meeting information about the February trade show will be distributed and exhibitors will be able to pick up registration forms and a floor plan of the show. A booth drawing will take place and those exhibitors in attendance will be able to select the booth of their choice.

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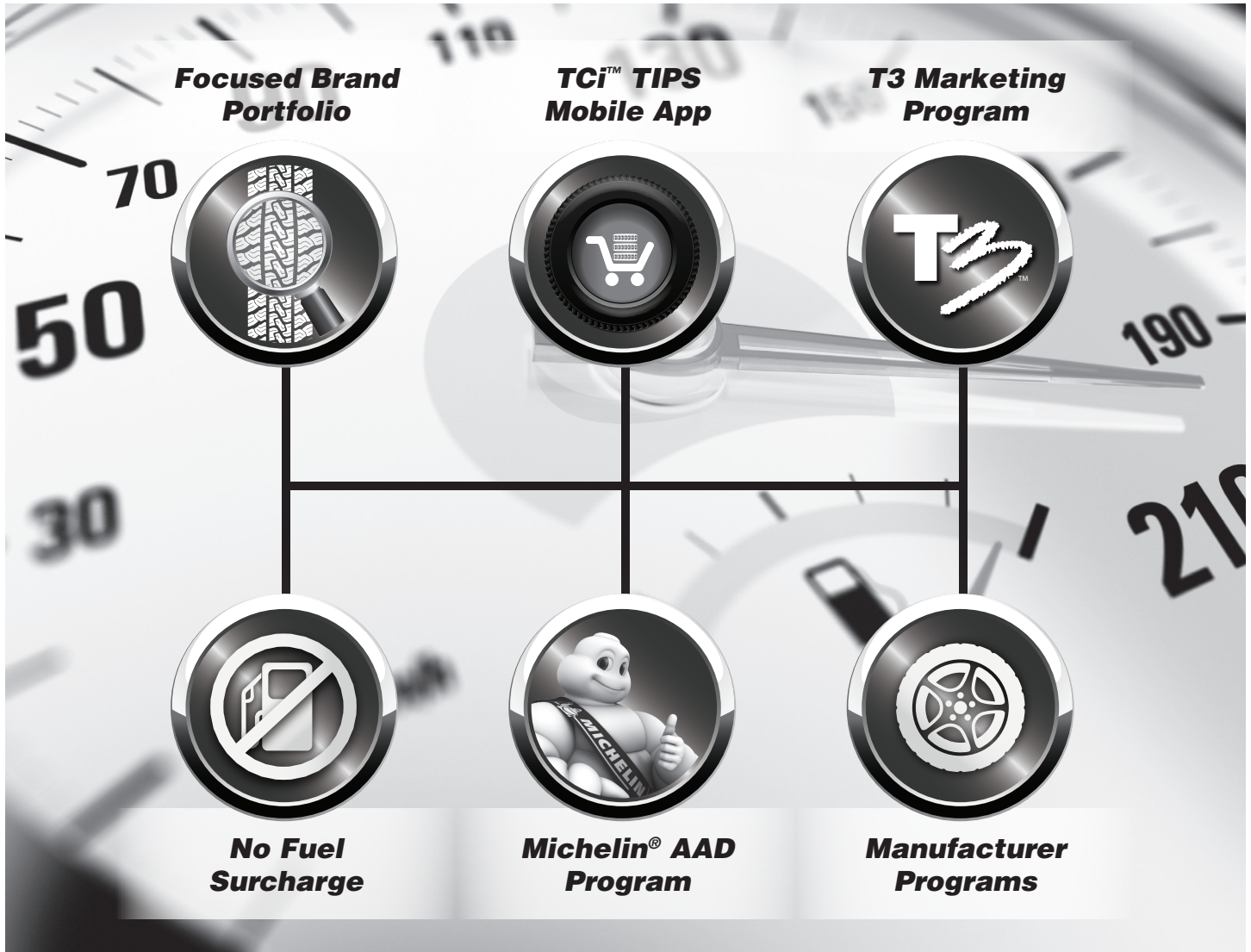
		
		
		
		
		
		

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