



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

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January / February 2015

Happy New Year!

CHINA DUTIES NOW IN EFFECT

Source: Tire Business

Importers of passenger and light truck tires from China are required to pay the newly determined countervailing duties on those tires effective Dec. 1, as spelled out in the Commerce Department's notice in the Dec. 1 Federal Register.

The duty — 15.69 percent for all but three companies singled out by Commerce — is being applied retroactively 90 days from Dec. 1, in accordance with sections 703(d)(1)(B) and (d)(2) of the Tariff Act of 1930, according to the Federal Register notice.

The firms singled out — Cooper Kunshan China Tire Co. Ltd., Giti Tire Fujian Co. Ltd. and Shandong Yongsheng Rubber Group Co. Ltd. — were given separate countervailing duties of 12.5, 17.69 and 81.29 percent, respectively.

In addition, Cooper Kunshan and Giti Tire are exempted from the 90-day retroactive assessment.

From a business practice standpoint, U.S. Customs and Border Protection (CBP) is responsible for collecting the duties owed on tires imported to the U.S. from Dec. 1 forward as well as on tires covered by this action that have been withdrawn from warehouses for the 90 days prior to Dec. 1.

Commerce continues to evaluate the market for possible anti-dumping duties as well, the Federal Register notice states, and plans to issue its final determination on both the countervailing and anti-dumping duties no later than April 6, 2015.

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The duties are imposed in addition to the prevailing 4-percent rate.

After Commerce publishes its final determination, the department's International Trade Commission will review the decisions and make public its separate determination within 45 days, the Federal Register notice states.

In its filing, Commerce said it intends to disclose within five days of this public announcement to interested parties the calculations it performed in connection with this preliminary determination.

Interested parties may submit case and rebuttal briefs, as well as request a hearing. For a schedule of the deadlines for filing case briefs, rebuttal briefs, and hearing requests, see the Preliminary Decision Memorandum.

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TOP TRAINING AT ATE 2015

by Jerold B. Smith, Parts & People

The 2015 Automotive Training Expo (ATE) will again offer a diversity of classes for the automotive repair and service trade. More than 60 training seminars will be presented at the March 20-22 event that is held at the Double Tree Hotel in SeaTac.

ATE combines three days of management and technical training classes plus a trade show on Friday and Saturday evenings with more than 65 exhibitors. The trade show exhibit space was sold out by October, said Jeff Lovell, president and executive director of ASA Northwest, the event producer.

“From the outset, we have attempted to make ATE the most extensive automotive training event on the West Coast,” Lovell said. “We enlist North America’s top trainers and coaches, and ensure that the classes we offer are ones that shop owners, managers, service advisors, and technicians need to be competitive in today’s shop environment.”

In 2014, a large number of repair facilities from throughout the Northwest region closed their operations on Friday so their entire staffs could attend ATE for the three days of training, ATE staffers said.

Returning trainers for 2015 include Dave Scaler, Bill Haas, Jay Kuykendall, Maylan Newton, Gary Smith, Scott Shotton, Cecil Bullard, Denny Sanchez, Adam Robertson, Bernie Thomposon and many more, Lovell said.

“The training classes at ATE 2014 were virtually sold out well in advance of the event with the vast majority being three-day training packages,” Lovell said. “We anticipate selling out again in 2015 long before ATE begins on March 20, so we encourage early registration as training space is limited. Our web site (www.atetrainingexpo) is up and running and open for registration now.”

“ATE provides excellent training at a great price,” said Todd Black, owner of Unlimited Service in Bellingham and chairman of the board of ASA Northwest.

“Ongoing training is extremely important for us, our employees can take up to five half-day classes from well-known trainers all at one event,” said Black. “In addition to quality training, we get to attend the trade show and see new products and equipment. This is a Northwest event where contacts and relationships for our industry are built. You simply can’t put a price on that.”

Management classes being offered at ATE 2015 include courses ranging from financial issues to marketing, customer service to managing employees and building strategies for effective leadership, Lovell said.

On the technical side, classes cover the full spectrum of service and repair for vehicles, including electric cars, hybrids, and other alternate-fueled vehicles said ATE staff. Course will cover diesel systems, advanced driveability strategies, brake technology, powertrain systems, reprogramming, and dozens of other topics.

For one price, ATE participants can attend as many classes as desired over a three-day period, Lovell said. Included are training materials, coffee/beverage breaks, lunch on Friday and Saturday with keynote speakers, breakfast on Saturday and Sunday, plus admission to the trade show where complimentary food is served. There are a limited number of one-day and two-day passes available, Lovell said.

ATE is sponsored by ASA Northwest and the Northwest Tire Dealers Association. Parts & People/Northwest Edition is the official media sponsor of ATE. For more information on the training available visit www.atetrainingexpo.

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TIA'S ETS TRAINING SCHEDULED FOR PORTLAND

The NWTDA in conjunction with the Tire Industry Association (TIA) will hold a 3-day Earthmover Tire Service (ETS) class in Portland, Oregon on March 9, 10 & 11, 2015.

The classroom setting will be at the Holiday Inn on Columbia Blvd. and hands-on training will be at Superior Tire in Portland.



The ETS instructor is Matt White of TIA and the program is designed for OTR tire technicians and outlines the minimum skills and safety guidelines for servicing one-piece, three-piece, five piece, and double gutter OTR assemblies. The course includes equal amounts of class room and hands-on training and those who complete the course and pass the 100 question final exam will receive a Certificate of Completion from the Tire Industry Association.

Cost of the training will be \$495 per technician for TIA and/or NWTDA members and \$595 for non-members. Technicians are reminded to bring their own personal protective equipment (PP&E) including hard hats.

NWTDA is also planning a farm tire service (FTS) training class on March 12 and 13 and Matt White will again be the instructor for that training. Students will have equal amounts of classroom and hands-on training and those completing the course and pass the test will receive a Certificate of Completion from TIA.

Both class sizes will be limited to 15 students so technicians will be signed up on a first-come basis.

For more information or to register for the class please contact the NWTDA office at 509-948-2433 or by email at nwtiredealers@hotmail.com.

ARE YOU OSHA COMPLIANT?

According to OSHA, "...all employees who handle truck tires and wheels must receive safety training."

The Northwest tire Dealers Association will offer the Tire Industry Association's (TIA) Commercial Truck Service (CTS) training seminar in Portland, Oregon on Thursday, January 29, 2015.

The training will be held at the Holiday Inn on Columbia Blvd. The training class starts at 7 am and will cover 16 different training modules. The training will run until 3 pm, at which time the CTS national certification test will be given. Students will have up to 2 1/2 hours to complete the open book test.

For more information on this and other training programs available please contact the NWTDA office at 509-948-2433.

2015 LOBBY DAY

The Tire Industry Association announced it will host a Federal Lobby Day February 5, 2015. TIA members from across the nation are invited to Washington DC to meet and speak directly with members of Congress about important issues that are impacting the tire industry.

"TIA's Federal Lobby Day brings our members together with leaders of government for face-to-face conversations about the issues that are important to our industry," said TIA executive vice president Roy Littlefield. "The highway bill is one of the top issues we're facing, so it will be the primary focus of our efforts at this event. It is more important than ever that our members take action and join us on February 5."

The day will include meetings with members of Congress and staff, a luncheon with congressional leaders and a cocktail reception on Capitol Hill.

TIA is working collaboratively with a number of automotive and highway-user industry groups to put this Lobby Day together. For more information and to register, contact Roy Littlefield IV, TIA government affairs manager at 301-430-7280.



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TIRES INC. CELEBRATES 60 YEARS



Four generations of the Hubbert family have been involved with Tires Inc. in Chehalis. Family members honored by Goodyear Tire & Rubber for their involvement included (right to left) Ralph Hubbert, his daughter Amanda, Buck Hubbert and Jonathan.

Ralph tells his family's story of his grandparents John and Marge Hubbert who were raised in the Chehalis area. John served in the Army during WW II and was considering job opportunities upon his return home when Marge told him, "Times are tough and there are two things people need - groceries and tires." Handing her husband a newspaper she then remarked, "The tire shop is hiring." John applied, was hired and thus began his family's legacy in the tire business.

John initially worked at a shop in Lynnwood. In 1962, he began working at the original Tires, Inc., shop in Chehalis. Two years later, he purchased a one-third share and owned and worked at the shop until selling out in 1967.

Originally the company name was Chehalis Tire, but later was renamed Tires Inc. in a contest involving local customers.

John's son Buck went to work at the tire shop along with his dad in 1962 as a sales representative for commercial truck tires. In 1970, Buck bought Tire Inc. from co-owners Bob Jacobson and Norm Worda.

Buck's son Ralph joined his father at Tires Inc. in 1980 and the pair has continued to develop a strong successful family business for more than three decades. Five years ago Buck decided to "retire" and sold the business to his son.



Tires Inc. is a full service tire shop handling passenger, light truck, commercial truck, farm, industrial and "off the road" (OTR) tires. They are also known for their retread shop and have been a Bandag Dealers for 49 years.



The Bandag retread business is a major component of the family business. Above is a photo of Jonathan Hubbert giving a tour of the retread shop during a recent Chamber of Commerce open house.



Over 200 Chamber of Commerce members turned up to help Tire Inc. celebrate their 60th anniversary.



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KEN BROWN'S YEAR AS TIA PRESIDENT



Ken Brown has completed his year as president of the Tire Industry Association and has turned the presidency over to Freda Pratt-Boyer. Ken's leadership roll has kept him very busy this past year and he has earned many frequent miles points flying to his many meetings, including the TIA meetings with the Rubber Manufactures.

Ken is picture above with Roy Littlefield, Freda Pratt-Boyer and Michael Steele, former head of the Republican National Committee.

Congratulations to Ken, his officers and directors and the staff at TIA for a successful year of representing the tire industry.

NEW NEXEN DEALER PROGRAM

Nexen Tire America Inc. has developed an associate dealer program, called Nexen Next Level, that it will launch January 1, 2015.

Announced at the 2014 SEMA Show in Las Vegas, the program will include cash-back incentives for all passenger, light truck/SUV, high performance and winter tires Nexen sells. Dealers will receive \$5 for each high-performance unit and \$3 on all other qualifying products.

“Ultimately what we wanted to do was make a program that was easy, simple and most importantly lucrative for the dealers while also maintaining loyalty between our distributors and their dealers,” said Kyle Roberts, director of marketing for Nexen.

In order to be eligible for cash back reward, dealers must meet a sales volume average of 100 units per quarter and sell at least 400 units per year.

For more details contact Rick Mustion at (503) 545-5523.

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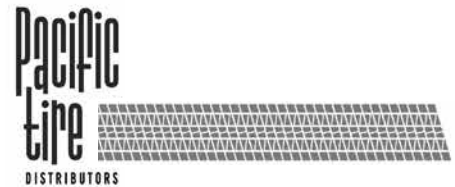
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MICHELIN AND TIA SCHOLARSHIP WINNERS

Michelin North America and the Tire Industry Association (TIA) are pleased to announce the recipients of the Michelin/TIA Scholarship Award for the 2014-2015 academic school year. This year, three students were selected for their academic and extracurricular achievements.

A total of \$6,250 was awarded to the three students – Alexa Swingle of Omaha, Neb., Zachary Taylor of Mt. Olive, Ill. and Kaitlyn Wade of Stevensville, Mich. – and will go toward their college education. Each winner cited the importance of this scholarship in helping to cover the costs of their continued education.

“With the cost of higher education continuing to increase, we know how important these scholarships are to the recipients. TIA is pleased to work alongside Michelin again this year to sponsor this program,” said TIA executive vice president Roy Littlefield.

The Michelin/TIA Scholarship has been awarded every year since 2000 to either part-time employees or dependent children of full-time employees of TIA member tire dealers. Since inception, more than \$250,000 has been awarded to 49 recipients who have gone on to attend accredited two-year, four-year, technical or vocational schools. Once awarded, the recipients may renew the scholarship for up to three more years.

Alexa Swingle graduated from Millard West High School and is the daughter of Halsey Swingle of TCI in Columbia, South Carolina. She attends the University of South Carolina and plans a career as a pharmacist at a children’s hospital.

Zachary Taylor is a recent graduate of Gillespie High School. He is the son of Michael Taylor of Taylor Tire and Auto Inc. in Litchfield, Ill. Zachary attends Upper Iowa University and studies criminal justice. He hopes to become a state trooper and eventually a member of the FBI.

Kaitlyn Wade graduated from Lakeshore High School and attends Grand Valley State University. Wade is the daughter of Mark Wade of M&W Tire in Benton Harbor, Michigan.

The scholarship winners were recognized at the Tire Industry Honors Awards Ceremony which was held on Monday, Nov. 3 at Caesars Palace Las Vegas.

SEMA SCHOLARSHIPS AVAILABLE

The Specialty Equipment Market Association (SEMA) is accepting application for the 2015 SEMA Memorial Scholarship Fund for students preparing for careers in the auto or auto parts industries.

SEMA said the program offers financial assistance of up to \$5,000 to help foster the next generation of automotive aftermarket industry leaders and innovators.

Students can apply for the scholarship at: sema.org/scholarships. Deadline for the program is April 1, 2015.

Scholarship are available in a variety of categories, such as accounting, sales and marketing and engineering. Dozens of awards ranging from \$2,000 to \$3,000 will be given out, SEMA said, with a \$5,000 award going to the top student.

The program also includes a loan forgiveness aspect that offers financial awards to employees of SEMA member-companies, who have completed and are paying off a loan for a program of study at an accredited university, college or vocational/technical program within the U.S.

For more information on the program contact Juliet Marshall, SEMA education manager at julietm@sema.org.

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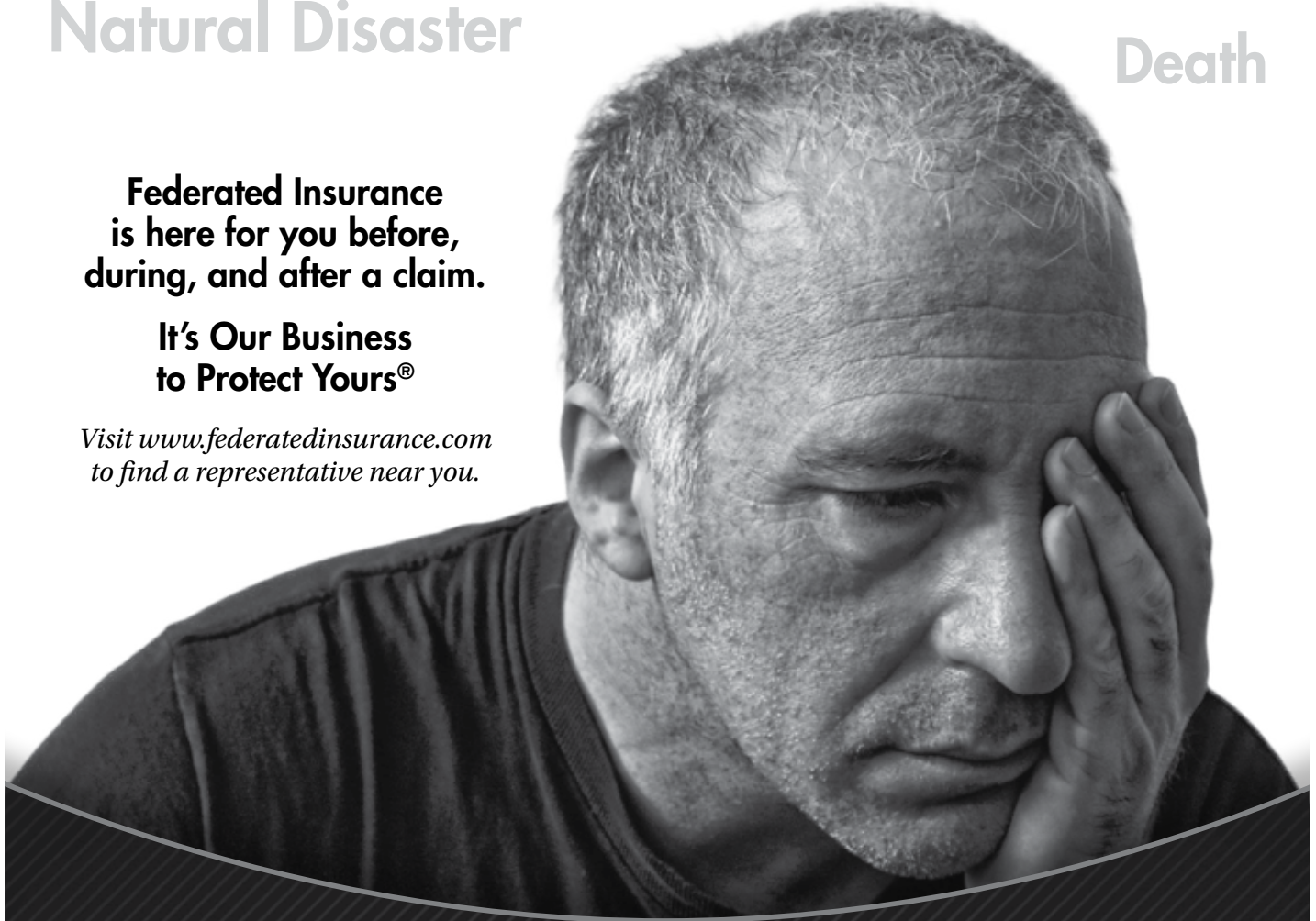
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