



# 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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Nov / Dec 2015



## LARSON TO KEYNOTE PORTLAND TIRE SHOW

Jude Larson, owner and lead consultant for JML Real Solutions will be the keynote speaker for the 2016 NWTDA Conference and Trade show in February. He is a frequent speaker and trainer at auto industry events in the Northwest and the Western region.

Jude's keynote is "How to get Fired Up – So you can finally work on your business and not just in it". This will be a luncheon that you won't want to miss.

Understanding Personalities to Build Relationships is our morning class for Friday, Feb. 5. In this "social media" world it is crucial to be able to understand yourself and others to build rapport and communicate better with customers and employees. In this fun, hands on class, you will learn which personality is your primary, how to identify and relate with all other personalities, as well as how to best meet their needs.

Jude's afternoon class is all about Building a 'Real' business – How to apply traits of the most successful businesses and business leaders in the world to my business in a way that gets REAL results.

More information on Jude's classes and other training programs during the February conference will be mailed out to all NWTDA members the end of November.

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## PORTLAND TIRE DEALER FOUND DEAD

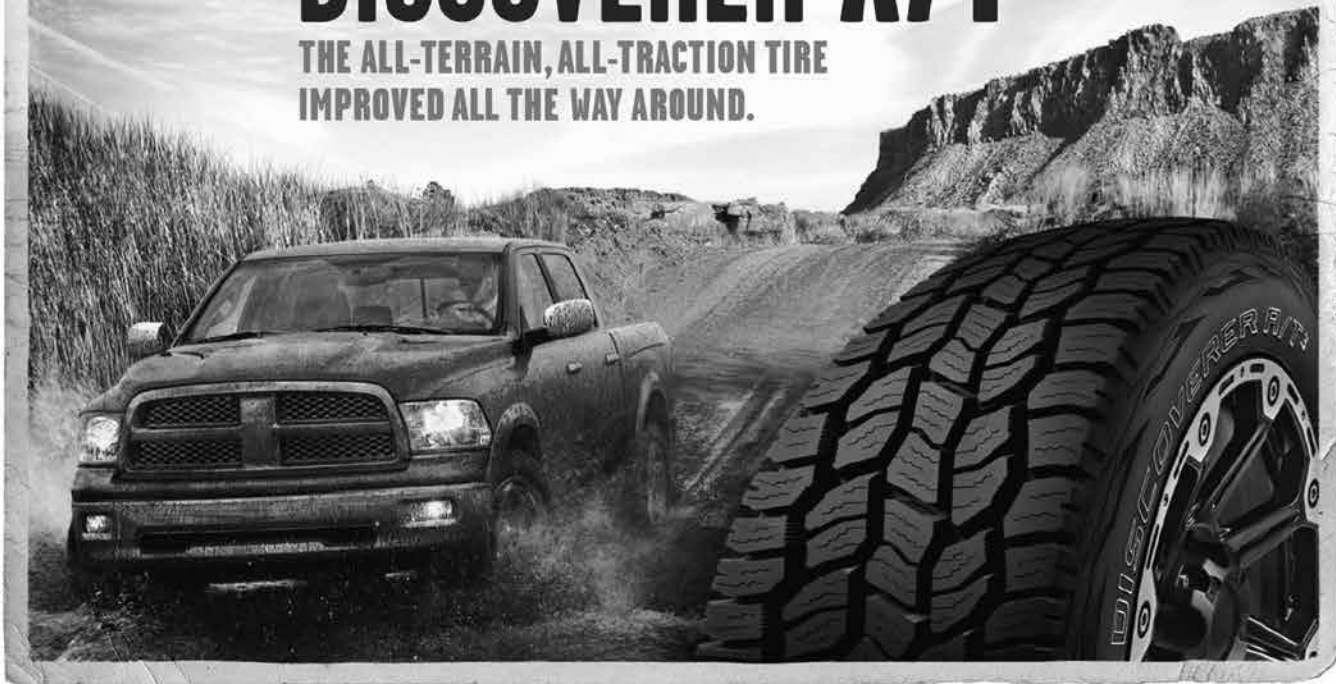
Frank Wilson, owner of Clackamas Tire & Brake, was found dead of a gunshot wound to the chest on September 24 after being missing for two days.

Police have released few details and first labeled the death "suspicious" and are asking the public to help solve a puzzling homicide at a roadside park on Mt. Hood.

Frank had worked in the Portland tire industry for over 30 years and was President of Chasco Inc., who operated Clackamas Tire & Brake, which he ran for 15 years.

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# TIA ANNOUNCES 2015 HALL OF FAME & AWARDS RECIPIENTS

The Tire Industry (TIA) has announced the names of the 2015 Hall of Fame recipients. This year's honorees are Paul Hyatt, Chairman of Superior Tire & Auto and former President of TIA; Ross Fischer, the late owner of McCord Auto Supply; Herman "Hy" Freeman, Technical Services & Training Manager, Rema Tip Top North America (retired); Bucky Stein, Founder of Target Tire; and Dr. Raghupati Singhania, Chairman and Managing Director of JK Tyre & Industries Limited.

Paul Hyatt, known for his service on the TIA Board, began his career with Superior Tire & Auto when he was 17, working part-time sweeping floors and changing tires. By the age of 21, he was working as a teacher while continuing to work part-time at Superior. He became owner and president of the company in 1981.

TIA is also honoring Kevin Rohlwing, Senior Vice President of Training for the Tire Industry Association and Tom Klinge, Managing Director & Co-founder of the Klinge Group, with the distinguished Ed Wagner Leadership Award, named in honor of the late Ed Wagner who was a strong voice in the tire industry for the entirety of his career.

The Hall of Fame inductions and presentation of the Ed Wagner Leadership Awards will take place at the Tire Industry Honors Awards Ceremony on Monday, November 2, 2015, 6:00 p.m. – 7:30 p.m. at the Tropicana Las Vegas. The event, sponsored by Michelin North America, is open to all and complimentary tickets may be reserved on their web page [tireindustry.org](http://tireindustry.org).

Pete Selleck, Chairman and President of Michelin North America, Inc., will be a special guest and give the keynote address at the Tire Industry Award Ceremony. Selleck is also the Chairman of the Board of the Rubber Manufacturers Association (RMA) and was recently recognized among 100 CEO leaders in STEM.

# NO MINIMUM WAGE INCREASE IN 2016

Washington State's minimum wage will remain \$9.47 an hour for next year. The reason is that consumer prices have been decreasing. Washington will no longer have the highest statewide minimum wage as of January 1.

This is only the second time that there has not been an increase since the state's voters approved the Minimum Wage a measure in 1998 that adjusted the minimum wage with inflation. The last time it did not increase was 2010.

A growing number of cities including Seattle, are looking at the costs and benefits of implementing citywide minimum wage laws. On April 1 of this year Seattle's new Minimum Wage Ordinance gave Seattle workers \$15 an hour, phased in over time.

Employers of more than 500 employees in the U.S. will pay each employee an hour minimum wage of at least:

- ***\$11 by April 15, 2015***
- ***\$13. By January 1, 2016***
- ***\$15 by January 1, 2017***

The Seattle ordinance does have different schedules for employers who have fewer than 500 employees and who offer minimum benefits and/or medical benefits.

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## TIA OTR TRAINING



Matt White of the Tire Industry Association will be the instructor of the NWTDA OTR/ETS training in Portland during the Tire Expo on February 4 & 5, 2016.

The TIA Basic Earthmover Tire Service (ETS) Training Program for OTR tire technicians is a 3 day training program that offers hands on training as well as classroom time. This training offers step-by-step procedures and safety guidelines for servicing one-piece, three-piece and five-piece wheels.

Matt will also be the instructor for a five day Advance ETS training. Details for the Advance class will be available by the end of November. Those interested can call the NWTDA office at 509-948-2433.

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## CTS TRAINING AT NWTDA TIRE EXPO

The Northwest Tire Dealers Association will offer the Tire Industry Association's (TIA) Commercial Truck Service training seminar in Portland, Oregon during the association's Regional Meeting at the Holiday Inn at the airport on February 4, 2016.

The training will start at 7 a.m. and will cover 16 different modules. The training will run until 3 p.m. at which time the national certification test will be given. Details of the CTS training and other training programs during the Tire Expo will be mailed by December 1.

## STUDED SNOW TIRE SEASON

Studded snow tire season officially starts in Washington and Oregon on Sunday, November 1 and dealers in both states are stocking up on inventory and studding some of their inventory before the snow starts to fly.

Washington tire dealers should be aware that next year (July 1 of 2016) there will be a \$5 fee imposed on the retail sale of each new studded snow tire. Tire dealers will be responsible for collecting the fee, keeping 10% for handling and forwarding \$4.50 on to the Department of Revenue.

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## RAYBESTOS BRAKE & CHASSIS TRAINING

Raybestos will offer a brake training seminar in Portland during the NWTDA Tire Expo on Thursday, February 4 at the Holiday Inn at the airport.

Technicians completing the brake module will be able to inspect the vehicle, analyze the brake components and perform the recommended repairs. They will be able to explain the relationship between the foundation brakes hydraulic system and the addition ABS stability control components. They will be able to explain the precautions necessary to perform hybrid vehicle brakes repair safely. They will also be able to identify the tire pressure monitoring system (TPMS) and explain how best to proceed with the repair and maintenance of the system. Technicians will be able to service ABS systems from the prospective of extended longevity and function.

Raybestos will also offer a chassis training seminar later that same day. For more information on both of these training classes contact the NWTDA office at 509-948-2433.

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# NWTDA ANNUAL GOLF CLASSIC

The Northwest Tire Dealers Association's Annual Golf Classic was once again a huge success. This year's event was held at Colwood Golf Course in Portland, Oregon.

NWTDA would like to thank the sponsors who helped with door prizes as well as money for the individual winners and of course the team trophies. Thank you Walt Kaufman of Greenball Tire, Northwest Tire & Retreading, Pacific Tire Distributors, Federated Insurance, Six Robblees and Wheel Mart/Seattle & Portland.

NWTDA would also like to thank our two co-chairs, Bill Dodak of Wheel Mart and Rick Mustion of Northwest Wholesale & Retreading.



The Superior Tire team of Gary Gump, Doug Ray joined with Klyde Thompson and Kelly Brown to give the other teams some stiff competition.



The Wheel Mart Team of Aaron Jones, Tom Jones, Bill Dodak and David Gilbert was a strong competitor this year.



The Richey Tire Factory team of Doug Whitlock, Warren Webb, Dave Montei and Jim Greear took home the winning team trophy along with some cash prizes.



Larry Coleman of Industrial Tire Service was one of the big money makers, taking home cash for second place in the individual competition and 2nd place team score



The Industrial Tire team of Greg Hogan, Larry Coleman, Matt Stotts & Rob Tetz was certainly the most colorful team and took home the second place trophy.



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## LARRY WILSON REMEMBERED

Lawrence “Larry” Wilson owner of Tillamook Tire Service, passed away September 20, 2015 after a long battle with prostate cancer. Larry was 83 years old.

Larry was born February 7, 1932 in Deadwood South Dakota and his family moved to Tillamook, Oregon in 1944. After graduation from Tillamook High School Larry served in the Army. When he returned from his military service in Germany he returned to Tillamook and went to work for Diamond Lumber.

Larry bought Tillamook Tire Service in 1964 and in 1976 built a retread plant. Larry had a real passion for the tire industry and served as a board member of the Northwest Tire Dealers Association for more than 20 years. He was a regular attendee at NWTDA trade shows and was known to travel to Louisville to the ARA (American Retread Association) meetings and shows.

Larry was a member of the Elks and the Eagles in Tillamook. He enjoyed many years of deer hunting with his friends.

Tillamook Tire Service continues with Larry’s two sons, Gary and Larry and his three grandchildren, Lonny, Crystal and Lucas Wilson.

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## SNOWY WINTER PERDICTED

The 2016 Old Farmer’s Almanac forecasts an unusually harsh winter for most of the nation. The Almanac, which is published annually is traditionally 80% accurate.

The Almanac warns the U.S. should prepare for extremely cold temperatures and lot of snow this winter. They are saying that the Pacific Northwest will see our biggest snowfall in mid-December, early to mid-January and mid to late February.

## JORDAN NIELSEN RETIRES



Most dealers in the Northwest who have been BFGoodrich and Michelin dealers along with ATD customers know Jordan Nielsen. Jordan retired at the end of September after 43 years in the industry.

Jordan started in the industry with BFG in Los Angeles and then moved on to Cincinnati, Washington DC, Akron, and Portland. His first job was on the BFG order desk and moved up from there to several management positions with BFG and then Michelin. He has spent the last years of his career with ATD.

Wayne Jefferies, another BFG/Michelin “lifer”, also retired in September.

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## BFG’S PIT CREW EXPERIENCE AT SEMA

Michelin’s BFGoodrich brand will host a Pit Crew Challenge during the 2015 SEMA Show, giving participants a chance to win prizes and have a pit crew experience.

The event will be hosted at the SEMA Silver Lot Tuesday, Wednesday, and Thursday from 10 a.m. – 3 p.m.


The team with the fastest net time each day will win a set of four BFGoodrich All-Terrain T/A or a set of four BFGoodrich g-Force Sport Comp-2 A/S tires for one team member.

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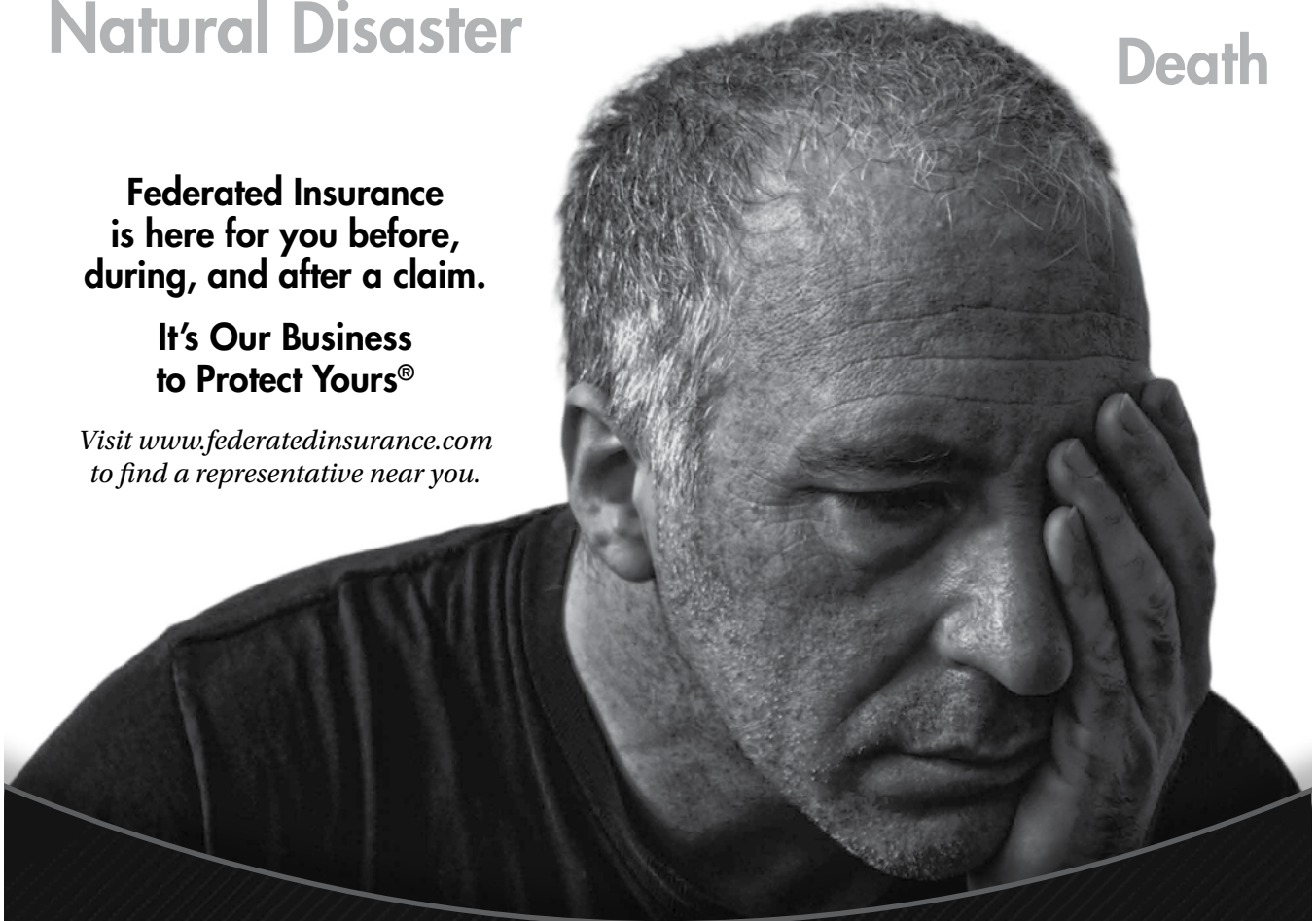
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