



# 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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Jan / Feb 2016

*Happy New Year!*

## TOM FORMANEK TO ADDRESS NWTDA MEMBERS

Tom Formanek, the newly elected Vice President of the Tire Industry Association (TIA) will address NWTDA dealers during the association's Regional Meeting in Portland on Friday, February 5, 2016.



Tom started his career in the truck equipment industry by working as production manager for Unicover Inc. a pickup topper manufacturer. For the past 22 years, Tom has been with Stellar Industries where he has served as the manager of tire service products and currently is Regional Sales Manager.

Tom's dedicated involvement with the Tire Industry Association stems back to 1993 when he was first elected to the board of directors of the National Tire Dealers & Retreaders Association (NTDRA). Tom served on the executive committee and as supplier group chairman in 1997. He continued his involvement as a member of the board of directors through the Tire Association of North America (TANA) years and into the current TIA. Tom also served as TIA's Treasurer for six years before being elected to Secretary and advancing through the chairs of the association.

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## TRANSPORTATION Bill & TIRE PROVISIONS

The transportation infrastructure bill has passed both the Senate and House and has been sent to the president for his signature.

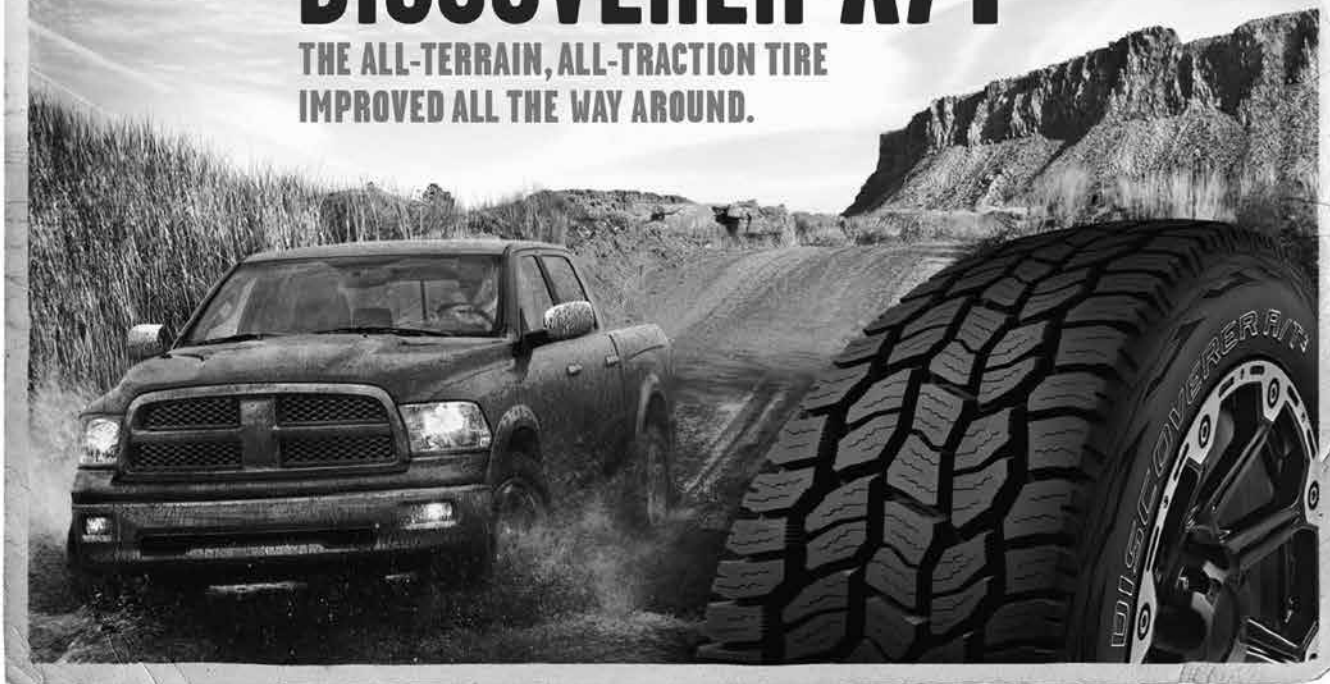
The president is expected to sign the bill, which, in addition to providing federal money highway, transit and rail projects, also includes several provisions related to tire standards and registration

The 1,300-page bill was nearly a decade in the making, with Congress having tried to agree on to cobble together the funding for a long-term highway and transit bill since 2005.

*...continued on page 8*

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## LARSON TO KEYNOTE NWTDA DEALER CONFERENCE

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 of the country.

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 seminar 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.

For more information on Jude's seminars and other training classes please consult the Advance Registration form found in this issue and on our web page: [www.nwtiredealers.org](http://www.nwtiredealers.org)

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## RAYBESTOS BRAKE SEMINAR

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 also be able to explain the precautions necessary to perform hybrid vehicle brake repair safely. They will also be able to identify the tire pressure monitoring systems (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.

For more information on this and other training classes see the registration form in this issue or check it out on our web page: [www.nwtiredealers.org](http://www.nwtiredealers.org)

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## SCHUETTE NEW ATD CEO

Stuart Schuette will join American Tire Distributors as CEO effective Jan. 4, replacing William "Bill" Berry, who announced his retirement earlier this year.

Schuette most recently served as chief operating officer of US Foods, where he oversaw the operational and administrative functions across more than 60 locations servicing more than 250,000 customers nationwide.

During his 20-year career at US Foods, Schuette held a variety of executive sales, finance and operations positions. Prior to joining that company, he was an executive at Martin Brower, a subsidiary of Reyes Holdings. Schuette began his career at Arthur Andersen in Chicago.

"I look forward to leading the American Tire Distributors team and building on the strong record of performance they have achieved under Bill Berry's leadership," said Schuette. "ATD's focus on operational excellence in serving its customers across the U.S. and Canada has established a firm foundation for the business. My goal will be to drive the innovation necessary to continue to grow the business and exceed our customers' expectations."

"Stuart's broad experience and record of achievement in the foodservice industry positions him well to lead ATD," Berry said. "I am proud of all that the ATD team has accomplished and am confident that Stuart will continue to grow the business and guide the company to future success."

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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 in February.

The TIA Basic Earthmover Tire Service (ETS) Training Program for OTR tire technicians is a 3 day training program starting on February 3. This 3 day class 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.

This basic OTR training class is required for those who want to go on to the advance training, a certified program offered by TIA. The class is limited to 15 students so early registration is required. Call the NWTDA office at 509-948-2433 to reserve a spot in this class.

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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 in Portland during the association's Regional Meeting at the Holiday Inn at the Airport on February 4, 2016.

The training will start at 7 am and will cover 16 different modules. The training will run until 3 pm at which time the national certification test will be given. Details of the CTS training and other training programs during the Tire Expo can be found on the registration form in this issue.

## ALIGNMENT AND CHASSIS TRAINING

Raybestos is offering a chassis training seminar in Portland, Oregon during the NWTDA tire expo on Friday, February 5, at the Holiday Inn at the Airport.

The seminar is designed for the advanced technician or quick study apprentice and covers the many changes that have taken place in chassis and suspension system designs over the past few years. Technicians will learn tips and techniques to identify, and solve problems as well as diagnose and repair late model chassis and suspension systems. The clinic will present unique repair procedures enabling the technicians to be successful on these newer vehicles.

Technicians will also learn alignment angles and theories and how to diagnose and repair electronic steering and suspension systems. A test to measure effectiveness will be given and technicians will receive a certificate upon completion.

For more information see the registration form in this issue or check the web page at: [www.nwtiredealers.org](http://www.nwtiredealers.org).

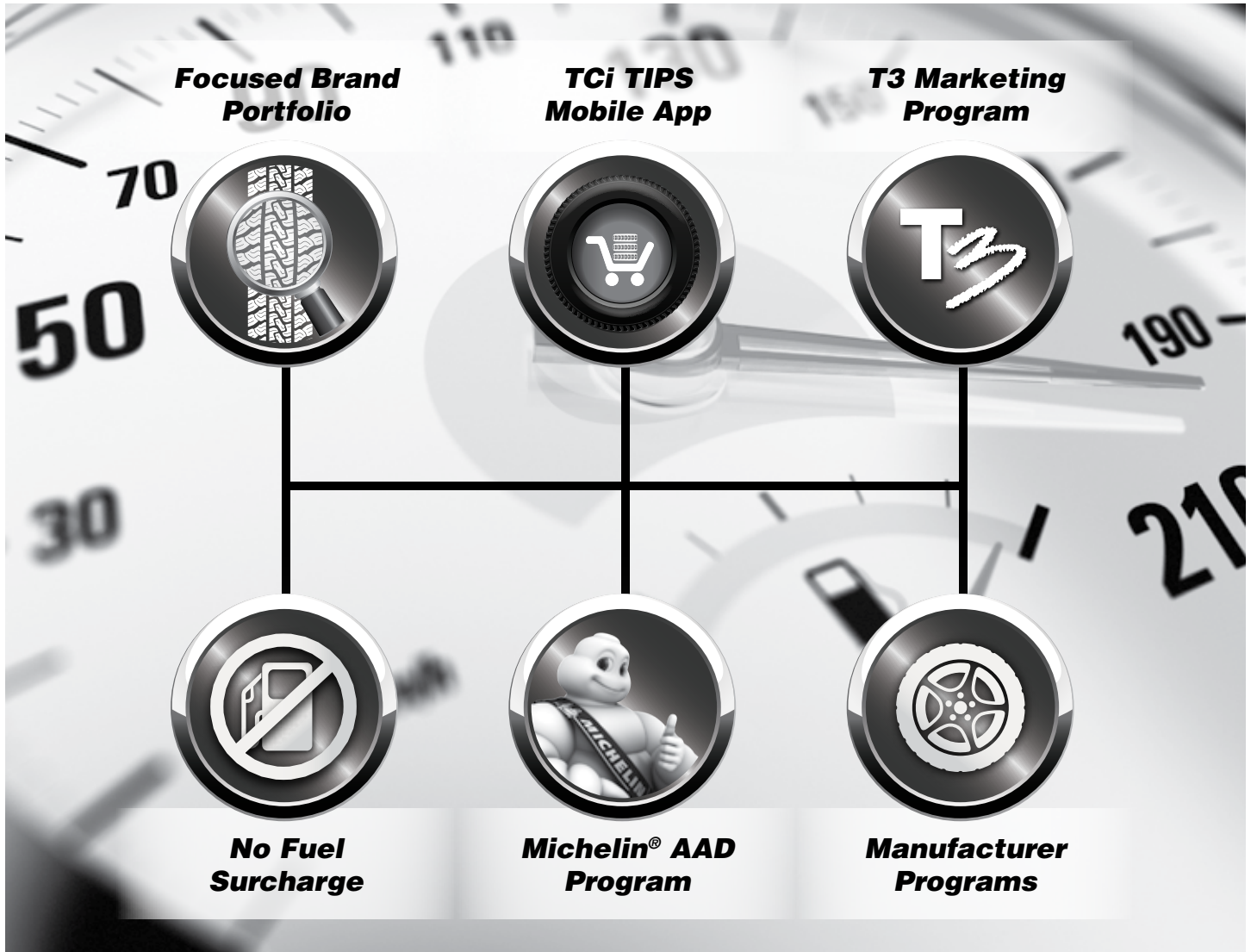
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## TIA ANNOUNCES 2016 ATS TOUR LOCATIONS

The Tire Industry Association (TIA) has announced the locations for the 2016 Automotive Tire Service (ATS) Advanced Instructor Training Tour. These 4-day, in-depth hands-on training classes will be conducted around the United States with the goal of educating tire technicians on the proper safety procedures and guidelines for servicing passenger and light truck tire and wheel assemblies. Most of these classes are held at local community and technical colleges.

TIA will be visiting 6 cities in 2016 throughout the year. Exact dates for each location will be confirmed and announced in the near future. The preliminary schedule is as follows: March – Charlotte, NC; April – Denver; June – Baltimore; August – Seattle; October – Chicago and December – Houston.

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## TIRE ESSENTIALS SEMINAR

The Northwest Tire Dealers Association will offer a “Tire Essentials Seminar” during their Northwest Tire Expo being held in Portland, Oregon on February 4 & 5.

“Tire Essentials” will cover the basics of tire safety, tire markings, tire replacement, and tire service. The seminar will be limited to 24 people, six groups of four will work in interactive discussion, participation and demonstration. The seminar will introduce a hands-on workshop of sources for information that is used on a daily basis. The seminar will cover resources such as sample tires, fitment guides, data books, websites, POP materials and much more.

The instructor for the three hour seminar is from Michelin’s training department in Greenville, SC.

Michelin will also sponsor a “Front Line Management Seminar” in which owner and management participants learn “influence and communication strategies” that will help them achieve their goals and grow their business.

For more information on this seminar and others see the class registration form inside this issue or call the NWTDA office at 509-948-2433.

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## SEATTLE MINIMUM WAGE UP IN JANUARY

Seattle minimum wages are scheduled to increase as part of a phased in increase to \$15 an hour.

For large employers of 501 or more employees, the minimum wage will rise to \$12.50 an hour, or \$13 if the employer does not pay towards medical benefits. For small employers, of 500 or fewer employees, the minimum wage will rise to \$10.50 an hour or \$12.00 if the employer does not pay \$1.50 an hour towards medical benefits and if the employee does not earn \$1.50 an hour in tips.

For more information contact the Office of Labor Standards at 206-684-4500 or at [www.seattle.gov/laborstandards](http://www.seattle.gov/laborstandards).

## CTS TRAINING IN PASCO



The Northwest Tire Dealers Association held a Commercial Tire Service (CTS) training for three Tire Factory stores on November 15 at the Tire Factory store in Richland, Washington.

This CTS training, which is the national certification program of the Tire Industry Association, was one of many trainings that NWTDA has offered this year.

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

Are you OSHA compliant with your training? If not, check out our CTS training being offered at the NW Tire Expo in Portland on February 4.

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## TPMS SEMINAR

NWTDA will offer two TPMS training classes during the NW Tire Expo on February 4 & 5 in Portland, Oregon.

An industry expert in TPMS will conduct a three hour seminar teaching the “Six Steps to TPMS Success.”

This class will show technicians that there is no “easy button,” but instead by implementing a process driven by best practices, they can increase the efficiency and ultimately their bottom line.

For more information on this seminar or to register for the seminar see the registration form insert in this issue or call the NWTDA office at 509-948-2433.





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## **DICK WOLFE REMEMBERED**

Richard J. “Dick” Wolfe, founder of Dick’s Tire Factory in Wenatchee, WA., passed away on November 11, 2015 at the age of 86.

He was born December 4, 1928, in Hebron, ND. In 1942 his family moved from their homestead in North Dakota to Wenatchee, where he attended school, graduating from Wenatchee High School in 1947. After one year of college and a short stint in the Marine Corps he opened Dick’s Service, an automotive repair shop and gas station. He went on to add Towing and Tires to his list of services to the people of Wenatchee. In 1965 Dick married Thelma Holden and they began raising their five children together.

Dick retired after 50 years of faithfully serving the community, turning the business operations over to his sons, JR and Mike.

Dick’s Tire Factory recently sold after 66 years of service to thousands of loyal customers.

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## **JOSEPH PEHANICK SR. PASSES**

Joseph Pehanick, Sr., former CEO of Easy Bay Tire Co., has died at the age of 86.

Pehanick, born on September 29, 1929 in Scranton, Pa., was the sixth of eight children. After graduating high school in 1947, he moved to Seattle where he took an industrial job.

He later attended Seattle University and graduated in 1956. During his time at Seattle University, Pehanick played basketball, leading the team to a school record 26-game winning streak. He was drafted to the Baltimore Bullets during the 1954 NBA Draft and finished his basketball career with the Scranton Miners.

Pehanick joined his wife’s father, Joseph Fuetsch, at the East Bay Tire Co. in 1959 and helped to build the wholesale business. He went on to purchase the business in 1986 and served as CEO until 2001.

## **TRANSPORTATION BILL WITH TIRE PROVISIONS**

*Continued from front page*

Related to tires, the bill contains 3 provisions advocated by RMA: setting minimum tire performance standards for tire fuel efficiency and wet traction; tire registration at point-of-sale; and the creation of a consumer friendly tire recall search tool.

The bill establishes a minimum tire fuel efficiency performance standard that will eliminate the least fuel efficient tires from the passenger tire market, while a wet traction performance standard will help ensure tire fuel efficiency improvements are not achieved at the expense of wet traction performance and safety.

It also requires tire sellers to register tires to help boost registration rates and improve the ability of tire manufacturers to directly notify consumers of a tire recall so that tires with potential safety issues can be quickly removed from service and replaced.

The bill also requires NHTSA to develop a web-based tire recall lookup tool searchable by TIN to enable consumers to quickly determine whether a tire is subject to a recall.

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## **2015 TPMS CHART**

The Tire Industry Association is accepting orders for the newest version of its TPMS relearn Chart, which includes domestic and import vehicles model years 2008 through 2015.

The chart serves as a valuable, comprehensive and quick reference guide that technicians can easily navigate to service most vehicles equipped with TPMS.

“The 2015 TPMS Relearn Chart is a durable, easy-to-use source of information that is specifically designed to be handled and used by technicians on the shop floor,” said Sean MacKinnon, TIA director of automotive training development.

NWTDA will have some TPMS charts available at the Tire Expo in Portland on Feb. 4 & 5.



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