



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 / August 2016



TIA UPDATES CTS PROGRAM

The Tire Industry Association (TIA) has issued an update to its Certified Commercial Tire Service (CTS Program. The Association has mailed out 10,000 copies of the updated manual to the dealers and to its 800 certified CTS instructors.

In 2014, TIA held a training summit in Baltimore with a group of CTS instructors to discuss the updates that were needed. According to Kevin Rohlwing, TIA Senior Vice President of Training, "It was important for us to get input from the instructors since they are the ones teaching this information on a regular basis. The program has been streamlined so we could add more information without any significant increases in the time needed to complete the classroom instruction. This enables our members to more efficiently teach safe procedures for all aspects of commercial tire and wheel service."

The update includes additional information on demounting and mounting tubeless tires and tire pressure monitoring system (TPMS) sensors and wide-base service procedures. This latest version of Certified CTS puts more emphasis on jacking and lifting, as well as lock-out, tag-out procedures to provide technicians with guidelines that will help prevent accidents related to these tasks. With the streamlined content and new information, the Certified CTS curriculum is further solidified as the most comprehensive training and certification program in the industry.

IN THIS ISSUE

OSHA's New Workplace Rule	page 3
80% of Vehicles Need Service. . . .	page 3
Tire Factory & Kidz Dig Rigz	page 4
Michelin & Discount Tire Win	page 4
Northwest Wholesale & Retreading... .	page 6
AAA Report	page 8

TIA HOSTING ATS TRAINING IN SEATTLE

The Tire Industry Association (TIA) will hold a Certified Automotive Training Service (ATS) Instructor Class in Seattle, August 30 – September 2 at Green River Community College.

The 4-day, in-depth classroom and hands-on class provides industry professionals the education and certification needed to train technicians to prepare them for certification.

Training will include safety guidelines and step-by-step procedures for passenger and light truck tire service such as wheel installation with the proper torque and tire repair. There will be a full day of instruction on TPMS. To register, visit tireindustry.org.

The Professional Tire Dealers Source for News, Information, Products & Supplies!
VISIT NORTHWEST TIRE DEALERS ASSOCIATION ON THE WEB AT: www.nwtiredealers.org

COOPER DISCOVERER A/T³TM

THE ALL-TERRAIN, ALL-TRACTION TIRE
IMPROVED ALL THE WAY AROUND.



COOPERTIRE.COM

The **Cooper Discoverer A/T³TM** utilizes a balanced combination of technology, compounding and design to produce a tire that truly performs in all terrains. Through this unique blend of compounding and technology, the A/T³ delivers the premium on-road and off-road performance you expect from an all-terrain tire. The A/T³ is the latest addition to the strong Discoverer heritage of premium SUV and Light Truck products.

**Pacific
Tire**

DISTRIBUTORS

PASCO, WA

2525 N COMMERCIAL AVE
(509) 542-TIRE

PORTLAND, OR

2750 N HAYDEN ISLAND DR.
(503) 247-7115

MEDFORD, OR

4787 AIRWAY DRIVE
(541) 779-TIRE

FAMILY OWNED & OPERATED!

 **COOPERTIRES[®]**

WWW.PACIFICTIREDISTRIBUTORS.COM

OSHA FINALIZES WORKPLACE RULE

On May 11, the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) issued a final rule to modernize injury data collection to better inform workers, employers, the public and OSHA about workplace hazards. With this new rule, OSHA is applying the insights of behavioral economics to improve workplace safety and prevent injuries and illnesses.

OSHA requires many employers to keep a record of injuries and illnesses to help these employers and their employees identify hazards, fix problems and prevent additional injuries and illnesses.

The Bureau of Labor Statistics reports more than three million workers suffer a workplace injury or illness every year. Currently, little or no information about worker injuries and illnesses at individual employers is made public or available to OSHA. Under the new rule, employers in high-hazard industries will send OSHA injury and illness data that the employers are already required to collect, for posting on the agency's rule requires website.

The new rule, requires employers in certain industries to electronically submit to OSHA injury and illness data that employers are already required to keep under existing OSHA regulations. The frequency and content of these establishment-specific submissions is set out in the final rule and is dependent on the size and industry of the employer. OSHA intends to post the data from these submission on a publicly accessible website. OSHA does not intend to post any information on the website that could be used to identify individual employees.

Continued on page 8

CAR CARE COUNCIL SAYS 80% OF VEHICLES NEED SERVICE

According to the Car Care Council, 80% of vehicles need service, a new part and/or repair. The council reports that vehicles inspected at community car care events held throughout the country in 2015 failed one or more aspects of the inspection process. Areas posting the highest failure rate include:

- Low washer fluid at 26%
- Low engine oil, 23%
- Low coolant, 19%
- Clogged or dirty air filters, 19%
- Illuminated check engine light 13%
- Worn belts, 13%
- Needed battery service, 13%
- Needed wiper blade replacement, 12%

With so many vehicles in need of service, National Car Care Month in April serves as an important reminder for consumers to take action so they can depend on their vehicles down the road," said Rich White, Executive Director of the Car Care Council.

ASE CERTIFICATION TEST REGISTRATION

ASE testing is available 12 months out of the year. Whether you register on the first day of a registration window or the last, you will always have 90 days from the original date of purchase to schedule an appointment and take your test at any of the nearly 500 test centers across the country.

For more information visit ASE's website:
www.ase.com

KIDZ DIG RIGZ



Kids of all ages and sizes enjoy playing around the big rigs and that is why Pasco & Richland Tire Factory stores signed on to be one of the sponsors of the Kidz Dig Rigz 2016 at Columbia Park in Kennewick, Washington.

Entertainment for the two day event included monster truck rides, bouncy houses, face-painting along with celebrities like Bib the Michelin Man and Ronald McDonald.

Kids were able to see some of the local big rigs, which included fire trucks, military vehicles, tractors and police vehicles.

Proceeds from the event benefited the local hospital pediatric patients, their families, services and programs.



Across town at the Fair Grounds the Tire Factory stores were sponsoring another fun event, the Insane Inflatable 5 K. Bib was a very visible participant in this event too.

Richland and Pasco Tire Factory stores closed their stores on Saturday so their employees and their families could participate in the two events.

TIA SET FOR TROPICANA

For the second year, the Tropicana Las Vegas will serve as the Tire Industry Association's host hotel for the 2016 Global Tire Expo – Powered by TIA. The GTE/SEMA Show scheduled for Nov. 1-4, with TIA's preshow events taking place at the Tropicana on October 31 (If you have never been in Las Vegas on Halloween you have not seen the real Vegas). To reserve by phone, please call 866-611-8831 and mention TIA to get conference room rates.

STUDED TIRE FEE IN WASHINGTON

Washington State Tire Dealers are reminded that the new studded tire fee begins on all sales of studded tires on July 1, 2016. A five dollar fee must be collected on the retail sale of each new studded tire for vehicles in the state. All tire retailers must collect the full \$5 fee on every studded tire sold.

For more details see our May/June issue or call the association office at 509-948-2433.

MICHELIN & DISCOUNT TIRE WIN BIG

The Michelin and Discount Tire Brands were rated the "strongest brands" in their respective categories in the latest EquiTrend Study compiled and published by Harris Poll.

The survey process this year involved more than 97,000 U.S. consumers assessing 3,800-plus brands across nearly 500 categories.

Michelin was first for Tire Brand of the Year followed by Goodyear, Bridgestone, BF Goodrich and Pirelli.

Discount Tire got first place in the Auto Service Center Brand of the year, which is ironic because they offer no Auto Service, just tires. They were followed in order by: Valvoline Instant Oil Change; NAPA AutoCare Center; Goodyear Tire & Service; and Walmart Tire & Lube Express.

No Hassle. Just Tires.



TCi TIPS Mobile App

- Search for products by part number and size
- Quick-quote feature for customers
- Improve profit margin management
- Minimize operational costs with improved employee efficiencies



NEW! Delivery Tracker

- Scheduling and planning with greater accuracy
- Providing your customers more accurate service wait times
- Confidence in knowing your tires made the delivery truck cut off time



Medium Truck Tires NOW AVAILABLE!

- Includes popular brands such as MICHELIN®, BFGoodrich®, Uniroyal® and Hankook® brand tires



OE Fitments NOW AVAILABLE!

- You can now search for and filter OE fitments

5211 N.E. 158th Ave • Portland, OR 97230 • PHONE: (503) 252-1828

20013 87th Ave S • Kent, WA 98031 • PHONE: (253) 236-0713

3808 N Sullivan Road • Spokane, WA 99216 • PHONE: (509) 927-1028

TCi™ TIRE CENTERS

With 86 distribution centers and same day service to 95% of the continental US, our trained tire professionals can help you keep the right tires on your shelf.



NORTHWEST WHOLESALE & RETREADING



Northwest Retreaders is one of the largest giant tire and industrial tire retreaders in North America. They are also one of the oldest members of the Northwest Tire Dealers Association.

The company history goes all the way back to the 1930's with BF Goodrich Co. Northwest passed into private hands in 1961. In 1984 the company acquired a large competitor, Hudson & Odom Tire Company based in Los Angeles. When the bias giant tires changed over to radial tires in the late 1990's, the Hudson Odom plant was closed and all the radial equipment was consolidated in the Northwest Plant in Portland, Oregon. The plant was more centrally located for the large customer base. New tires were added to the mix in 1995, and have been growing ever since.



The company has recently moved from a 20,000 sq. ft. warehouse to a 50,000 sq. ft., just down the street from their retread plant. Their new tire inventory is the largest it's ever been and includes but is not limited to passenger, light truck, commercial truck, industrial, OTR, solids, tubes and even wheels and racing tires.



With order desks in Portland and Salem Northwest offers daily deliveries of new and retreaded tires to the Portland and Salem areas as well as North to the Seattle area and South to Southern Oregon. They also offer weekly delivery to 11 Western states, Western Canada, Alaska and Hawaii.





**COMMERCIAL
TIRE**

Firestone

F A R M T I R E S

THE LEADER IN THE FIELD

Model shown may include optional equipments

Your Wholesale Tire Headquarters

Call us for your Agriculture, Construction or
Industrial tire needs. 855-335-8877

Firestone

BRIDGESTONE

COOPERTIRES

YOKOHAMA

ALLIANCE

TRELLEBORG

OSHA'S FINAL RULE

(Continued from front page)

The final rule also amends OSHA's record-keeping regulation to update requirements on how employers inform employees to report work-related injuries and illnesses to their employer. The final rule requires employers to inform employees of their right to report work-related injuries and illnesses free from retaliation; clarifies the existing implicit requirement that an employer's procedure for reporting work-related injuries and illnesses must be reasonable and not deter or discourage employees from reporting; and incorporates the existing statutory prohibition on retaliating against employees for reporting work-related injuries or illnesses. The final rule also amends OSHA's existing record-keeping regulation to clarify the rights of employees and their representatives to access the injury and illness records.

OSHA's regulation at 29 CFR part 1904 requires employers with more than 10 employees in most industries to keep records of occupational injuries and illnesses at their establishments. Employers covered by these rules must record each recordable employee injury and illness on an OSHA Form 300.

"Since high injury rates are a sign of poor management, no employer wants to be seen publicly as operating a dangerous workplace," said Assistant Secretary of Labor for Occupational Safety and Health, Dr. David Michaels. "Our new reporting requirements will 'nudge' employers to prevent worker injuries and illnesses to demonstrate to investors, job seekers, customers and the public that they operate safe and well managed facilities. Access to injury data will also help OSHA better target our compliance assistance and enforcement resources at establishments where workers are a greatest risk, and enable 'big data' researchers to apply their skills to making workplaces safer."

The availability of this data will enable prospective employees to identify workplaces where their risk of injury is lowest; as a result, employers competing to hire the best workers will make injury prevention a higher priority. Access to this data will also enable employers to benchmark their safety and health performance

against industry leaders, to improve their own safety programs.

Using data collected under the new rule, OSHA will create the largest publicly available data set on work injuries and illnesses, enabling researchers to better study injury causation, identify new workplace safety hazards before they become widespread, and evaluate the effectiveness of injury and illness prevention activities. OSHA will remove all personally identifiable information associated with the data before it is publicly accessible.

The new requirements take effect August 10, 2016, with phased in data submissions beginning in 2017. These requirements do not add to or change an employer's obligation to complete and retain injury and illness records under the Recording and Reporting Occupational Injuries and Illnesses Regulation.

The final rule is available on Federal Register at: <https://s3.amazonaws.com/publicinspection.federalregister.gov/2016-10443.pdf>.

DRIVING COSTS HIT 6 YEAR LOW

Because of falling gas prices, the annual cost to own and operate a vehicle in the United States has fallen to a six-year low of \$8,558, according to AAA's 2016 Your Driving Costs study. This year, a driver can expect to spend \$.57 for each mile driven, roughly \$713 per month, to cover the fixed and variable costs associated with owning and operating a car. "Thanks to lower gas prices, American drivers can expect to save hundreds of dollars in fuel costs in 2016," said John Nielsen of AAA.

Tire Service Trucks, Cranes & More!



Travis Glidden
Regional Sales Manager

tglidden@stellarindustries.com
800-321-3741 ext. 4254
Fax: 641-923-9026

www.stellarindustries.com

THIS TIRE IS ORANGE.

BETTER FUEL ECONOMY

LONGER TREAD LIFE

BETTER GRIP

SMALLER CARBON FOOTPRINT



AVID Ascend

YOKOHAMA

Pacific Tire
DISTRIBUTORS

YOKOHAMA

PASCO, WA
 2525 N COMMERCIAL AVE.
 (509) 542-TIRE

PORTLAND, OR
 2750 N HAYDEN ISLAND DR.
 (503) 247-7115

MEDFORD, OR
 4787 AIRWAY DR.
 (541) 779-TIRE

WWW.PACIFICTIREDISTRIBUTORS.COM

1-800-EveryRim.com - OEM Wheels

Two Day Service to Most of the Northwest!

Stock OEM Steel & Alloy Wheels - Buy or Sell
 Used & New Takeoffs / Recons / Chrome Replacement / PVD Chrome

1-800-383-7974 / Sales@1800EveryRim.com



Text Pic or Part #
 For quick Quotes

951-RimText
 (951-746-8398)




OUR BRAND IS A PROMISE



When you are looking for quality wheel balance solutions, look no further than Perfect Equipment. Our brand has stood for quality and value for the past 75 years and we aim to continue that success.

Make the perfect choice. Choose Perfect Equipment.
Learn more at www.perfectequipment.com

Perfect Equipment is a brand of  **WEGMANN**[®]
automotive
© contents copyright. All rights reserved.

We are a proud supporter of the
**Northwest Tire Dealers
Association**



celebrating success.

Meet the new boss.



Are you prepared if something were to happen to you? Is your successor? You deserve to transition your business to the next generation in the manner you deem best. A sound business succession plan can help protect your life's work. Call your local marketing representative or visit federatedinsurance.com to learn more.

It's Our Business to Protect Yours
FEDERATED
INSURANCE 

Federated provides clients with access to services offered through wholly independent third parties. Neither Federated nor its employees provide legal advice.

Federated Mutual Insurance Company • Federated Service Insurance Company* • Federated Life Insurance Company

Owatonna, Minnesota 55060 | Phone 507.455.5200 | www.federatedinsurance.com

16.21 Ed Date, 11/15 *Not licensed in the states of NH, NJ, and VT. © 2016 Federated Insurance



93705 E. Granada • Kennewick, WA • 99338

PRST STD
US POSTAGE PAID
PASCO, WA 99301
PERMIT NO. 330



www.pacifictiredistributors.com

FAMILY OWNED!



BEST DELIVERY IN THE NW!

VISIT US ONLINE
WWW.PACIFICTIREDISTRIBUTORS.COM

WE PROUDLY DISTRIBUTE

PASCO, WA 2525 N. COMMERCIAL AVE. (509) 542-TIRE	PORTLAND, OR 2750 N HAYDEN ISLAND DR. (503) 247-7115	MEDFORD, OR 4787 AIRWAY DR. (541) 779-TIRE
---	---	---

Northwest Tire Dealers Association 2015 Officers

President.....John Tompkins
Vice PresidentEd Tuck
Secretary/Treasurer Kelly Brown
Past PresidentBob Thomas
Board MemberMike Romtvedt

Board Member Bruce Pook
Board MemberDan Kennedy
Board MemberDoug Ray
Board Member Klyde Thompson

Board MemberRyan Weld
Board MemberAlvin Shivers
Board Member Jim Hawkes
Executive Director ... Dick Nordness