



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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September / October 2016



PHELPS / PURCELL TIRE

Purcell Tire and Service Centers have acquired Phelps Tire of Seattle, expanding its products and services to the commercial tire sector in the Pacific Northwest, making the dealership the third-largest independent commercial tire dealership in North America.

Phelps Tire was founded in 1947 by Norval E. Phelps, grandfather of current company president, Jim Phelps. Tink Phelps, Jim's father was president until his death 4 years ago. The company operated five Washington locations in Seattle, Renton, Mt. Vernon, Everett, and Tacoma along with three Alaska locations in Anchorage, Fairbanks, and Wasilla.

With the acquisition, Purcell Tire will add Alaska to its footprint and expand its Washington presence.

The acquisition merges two family businesses with a combined 149 years of experience in commercial, OTR, retail and retreading. Purcell Tire has been open 80 years and Phelps Tire operated for 69 years.

Purcell Tire has expanded to nearly 80 locations, four retread plants and a fleet of trucks that provide pick-up and delivery service to 41 states. Purcell currently operates in Missouri, Arkansas, Kentucky, Pennsylvania, Arizona, Utah, New Mexico, Illinois, Texas and Nevada. Charlie Allfrey, Tink Phelps' son-in-law, had been the dealership's president for several years and has returned to the company to be the operations manager under Purcell.

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NWTDA ANNUAL GOLF CLASSIC

This year's event will be held back at McMenamín's Edgefield located at 2126 S.W. Halsey Street in beautiful Troutdale Oregon. Bill Dodak and Rick Mustion are co-chairs of the event.

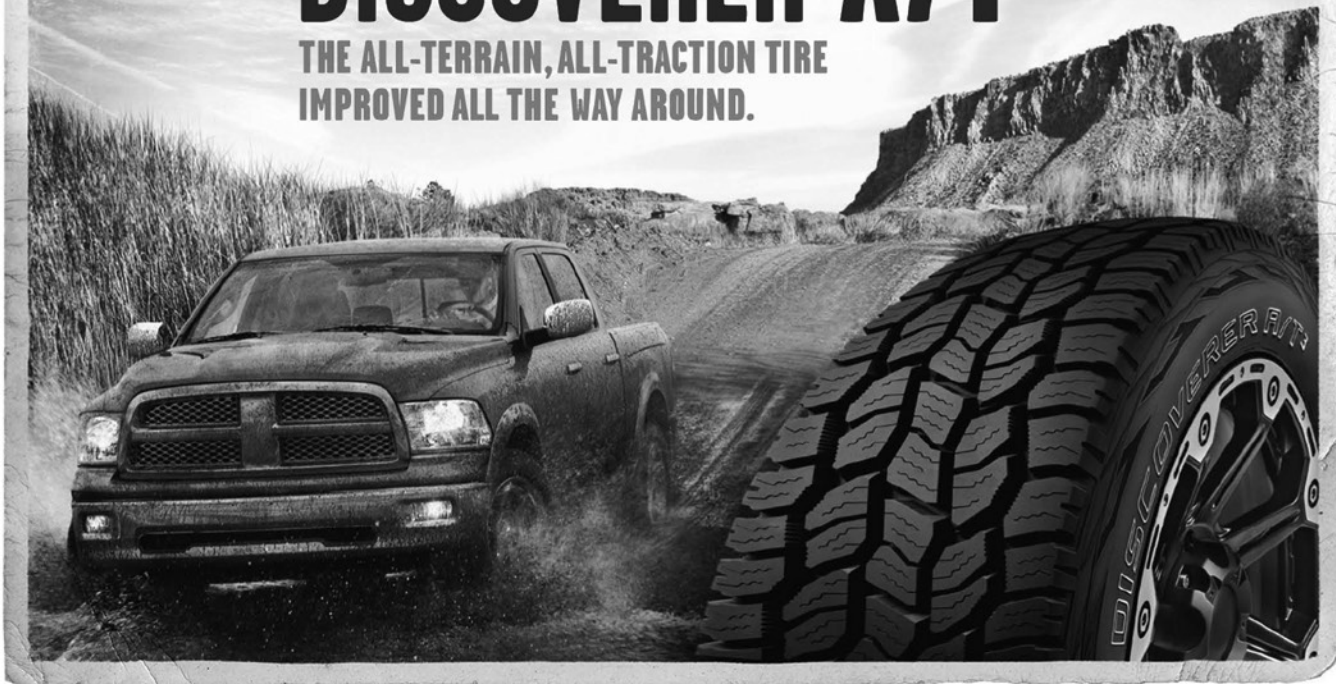
The event will start at 1 pm on Thursday, September 15th and will include team competitions with trophies and cash prizes for the winners. Sponsors of the event are: Northwest Wholesale / Nexen Tire, Federated Insurance, Pacific Tire, Distributors, Wheel Mart of Seattle & Portland and Walt Kaufman of Greenball.

The cost of this year's tournament is \$35 per person, plus the cost of the rental of clubs. To register call Bill Dodak at 503-889-0321, or call the NWTDA office at 509-948-2433.

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PACIFIC TIRE DISTRIBUTORS EXPANDING

Pacific Tire Distributors has expanded its Portland distribution center and plans to open a fourth warehouse in Spokane Washington in September.



Family owned Pacific Tire Distributors recently added 25,000 square feet to its Portland facility, taking over an adjacent space that became available, expanding its available space to 88,000 square feet. The leased facility's ceilings are 33 feet, providing storage up to five racks high.



Chris and Chris Jr. in the newly added section of the warehouse with Cooper, the company mascot.

In Spokane, owners Chris and Kathy Roberg purchased a former Nestle USA distribution center near downtown which they are renovating for tire storage. The renovations include installing a sprinkler system that satisfies the state building codes for tire storage.

The 28,000 sq. ft. facility on two acres of land will allow Pacific Tire to improve distribution to existing

customers and recruit new dealers in eastern Washington and western Idaho and Montana. Pacific Tire services customers in those regions now from its Pasco, Washington warehouse, south of Spokane.

Pacific offers daily deliveries covering all of Oregon and Washington as well as Idaho and Montana.



Ryan Gutenberger and Randy Davis operate the order desks and distribution system in the Portland warehouse.

Pacific Tire's primary brands are Continental, Cooper, General, Mastercraft, Roadmaster and Yokohama, along with a number of proprietary lines.

WASHINGTON CTS TRAINING SET FOR SEPTEMBER 28

The Northwest Tire Dealers Association has announced their next Commercial Tire Service training is scheduled for Wednesday, September 28 at Tire Inc. in Chehalis, Washington.

Companies that wish to take technician training to the highest level can participate in the Certified CTS Technician Program (300 Level). This program is designed for experienced employees with at least one year of hands-on experience. In addition to successful completion of the final exam, student must show proficiency in the shop by demonstrating the ability to perform various skills.

For more information on this CTS training please contact the NWTDA office at 509-948-2433.

LES SCHWAB EXPANDS INTO SOUTHERN CALIFORNIA

Les Schwab Tire Centers Inc. expanded into the Southern California market with the opening of two stores in June. Three more stores opened the end of July.

The company opened an outlet in Temecula on June 15, and a store in Norco on June 20. Stores in Fontana, Perris and Moreno Valley were scheduled to open in July. The Fontana location is in San Bernadino County; the other stores are in Riverside County. All stores are new construction built on property purchased by Les Schwab.

The company has locations in Oregon, Washington, California, Idaho, Montana, Nevada, Colorado, Utah, and one member dealer Schab Ellison in Alaska.

Les Schwab Tire Centers is ranked number 4 on the Modern Tire Dealer 100. The opening of the new stores brings Les Schwab's store count to 402 company-owned retail stores. The company also has 63 affiliated member-dealer locations.

OMNI APPOINTS PRESIDENT OF DISTRIBUTION

Brett Martin has joined Omni United USA Inc. as president of distribution.

In his new role, Martin will be responsible for the company's rapidly growing U.S. distribution, Omni said.

Martin, a 36-year veteran of the tire industry, is known here in the Northwest with his time spent with TCI in the Spokane market. He most recently served as senior vice president of distribution for Michelin's TCI.

Omni United is growing its distribution business in the U.S., recently with the acquisition of Interstate Tire Distributor of Commerce, California in late 2015. Most recently the company acquired A to Z Tire & Battery Inc. of Amarillo, Texas, providing the Singapore-based

tire distributor a wholesale presence throughout the Southwest. Currently, Omni operates seven warehouse with a network of more than 3,500 retailers.

"The hiring of Brett will assist Omni United to grow and manage our multi brand distribution business in the U.S., as Brett has a tremendous amount of experience in managing such businesses," said GS Sareen, founder and CEO of Omni United.

NEW TIA BOARD SECRETARY

The Tire Industry Association (TIA) has elected John Evankovich, director of Sam's Club Tire and Battery Centers, as its new board secretary.

John will begin his one-year term as secretary on Oct. 31, 2016. After that year, he will proceed as vice president, then president, then past president; all of these posts are one-year terms.

Mr. Evankovich, a 26-year retail veteran, started his career in the tire business with Sam's Club, which is owned by Wal-Mart Stores Inc., and has held various operations and human resources roles. He has been focused on the tire industry for the majority of his career.

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WASHINGTON STUDDED TIRE FEE

Starting July 1, 2016, tire dealers in Washington must collect a \$5 studded tire fee on the retail sale of each new studded tire for vehicles. It appears that some dealers have not been notified of the new fee nor who or how to pay the fee.

All tire sellers must collect the full \$5 fee on every studded tire sold. The seller retains ten percent of the fee collected (\$.50 for each tire sold) Sellers must report this fee on their excise tax return with the Department of Revenue. The amount paid to the Department is \$4.50 per studded tire.

Tire sellers who fail to collect this fee or pay the fee to the Department of Revenue, even if the failure is the result of circumstances beyond their control, are personally liable for the amount of the fee. Those who fail or refuse to collect this fee with the intent to gain an advantage or benefit are guilty of a misdemeanor. Any buyer who refused to pay the fee is guilty of a misdemeanor.

For more detailed information on this new fee please contact the Washington Department of Revenue at 800-647-7706.

GLOBAL TIRE EXPO

The Global Tire Expo-Powered by TIA is part of the SEMA Show and will be taking place at the Las Vegas Convention Center from Tuesday to Friday, November 1-4, 2016. TIA will be hosting its Pre-Show Special Events including a Cocktail Hour, the Tire Industry Honors Awards Ceremony, and the TIA Welcome Reception on Monday, October 31, 2016 at the Tropicana Las Vegas.

PRE-SHOW SPECIAL EVENTS

- Cocktail Hour
5:00 p.m. – 6:00 p.m.
- Tire Industry Honors Awards Ceremony
6:00 p.m. to 8:00 p.m.
- TIA Welcome Reception
8:00 p.m. to 10:00 p.m.

To register online for TIA's pre-show events go to their web page www.tireindustry.org

TIA's Education Sessions will take place on Tuesday, November 1 and Wednesday, November 2 at the SEMA Show.

Join TIA and guest speakers for the next step in TPMS diagnostics. At this year's TPMS at 10:00 a.m. TIA will be showcasing OBDII Scan Tools and their roll in TPMS diagnostics.

Check out the other training sessions on TIA's web page at tireindustry.org.

TIA ADOPTS NEW MISSION STATEMENT

During their mid-year Board Meeting, the Tire Industry Association (TIA) Board of Directors voted to adopt a new mission statement that more accurately represents the focus of the Association's efforts. Over the past few years, TIA has placed a lot of emphasis on training and education programs as well as the longstanding government affairs component that serves as the voice of the membership. By adopting the new mission statement, the Board believes that TIA will have an even more clear direction moving forward:

“The mission of TIA is to promote tire safety through training and education, to act as the principal advocate in government affairs, and to enhance the image and professionalism of the industry so that our member businesses may be more successful.”

“We have achieved phenomenal growth over the past few years due to the success of our members, so the updated mission statement definitely reflects our identity as an organization,” remarked Roy Littlefield, TIA Executive Vice President. “Training and government affairs have always been our strengths and our most valued member services, but we recognize that the challenges facing our members require additional support to help the public understand the roles that the industry plays in society and the workforce.”

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SELLING EXTENDED WARRANTIES

The Office of the Insurance Commissioner (OIC) for the State of Washington is conducting an investigation regarding the offering of service contracts and warranties by businesses that sell tires. The OIC has told tire dealers in the state of Washington that selling extended warranties on tires are in violation of 48.110.030 if dealers are not licensed to sell the warranties by the OIC.

Many tire stores have received letters from the OIC asking:

1. How long has your store sold extended warranties?
2. What is the fee for the warranty?
3. How many warranties have been sold in the last two years?

Washington House Bill 2355 was passed this past legislative session and because of the new law there are new requirements for tire dealers who sell extended warranties on tires.

Tire dealers who want to continue to sell tire warranties must submit the following:

1. Basic organization documents
2. Identities of executive officers and major shareholders
3. Audited financial statements for the previous two years as proof of the applicant's solvency
4. Any other pertinent information the Commissioner requires.

Some dealers have elected to not sell extended warranties due to the cost of the annual license and the red tape involved with proving financial responsibility and holding money in reserve for the warranties.

Dealers with questions about the extended warranties may contact Allison Hanson Senior Investigator with the Legal Affairs Division of the OIC at 360-725-7049.

ATD FORMER EXECUTIVE NAMED TO TIA HALL OF FAME

Dan Brown of American Tire Distributors (ATD) has been named to the 2016 TIA Hall of Fame.

Mr. Brown recently retired from his position as executive vice president of American Tire Distributors and president of the company's Tire Pros dealer marketing group, after 41 years with ATD. Throughout his career he held a number of managerial and key leadership roles, guiding the company as it grew from a small, regional company to one of the largest independent wholesale distribution groups in the U.S.

Mr. Brown started his career with J.F. Heafner Tire Co. in 1975. There he worked his way up from route salesman through various marketing roles and, in 1990, took over as director of marketing and remained in that position until 2001. He was named as director of marketing and sales. He also played significant roles in helping Heafner through several acquisitions.

Others named to the TIA Hall of Fame are Dick Gust of Liberty Tire recycling, Charles Sherkin of United Tire, and Fredrick Kovac of Goodyear.

JIM COLE SETS RETIREMENT

After 47 years in the tire business Jim Cole of TDX Portland, (Tire Co.) has announced his retirement effective August 31.

Jim a veteran in the industry, started his career with American Tire Sales in Portland in 1970. He also has worked for Astro Tire & Wheel, Lee/Star Tire Co., Dayton Tire Co., C&L Tire Dist., Big O Tire, and TDW (Hercules Tire).

Jim knows and understands the tire better than most, and especially in the Washington and Oregon markets. Some of his tire travels have also taken him to Idaho, Montana and Colorado.

Happy Retirement Jim from all your tire friends.

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97357	315 MHZ Select TPMS <i>Optional factory installed aluminum valve stem</i>	\$26.96
97358	433 MHZ Select TPMS <i>Supplied with a rubber snap-in valve</i>	\$26.96
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