



# 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

January / February 2017

*Happy New Year!*

## FORMANEK NEW TIA PREZ

The Tire Industry Association elected Tom Formanek as its new president during its Annual Membership Meeting on Oct. 31, 2016 at the Tropicana in Las Vegas.



Formanek, regional sales manager at Stellar Industries, got his start in the industry at Unicover Inc. Over the years he also worked as sales and division manager for Collins, a division of DMC, prior to its purchase by Stellar.

Tom first became involved with the association when it was known as the National Tire Dealers & Retreaders Association (NTDRA). In 1993, he was elected to the board of directors where he served on the executive committee and as supplier group chairman in 1997. Formanek continued his involvement as member of the board of directors through the Tire Association of North America (TANA) years.

His involvement includes being chairman of the events, training, finance, strategic planning and nominating committees. He also served as TIA's treasurer for six years before being elected to secretary and advancing to vice president.

Tom was a guest speaker at the 2016 NWTDA annual dealer meeting in Portland this past February.

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## TIA RELEASES 2016 TPMS CHART

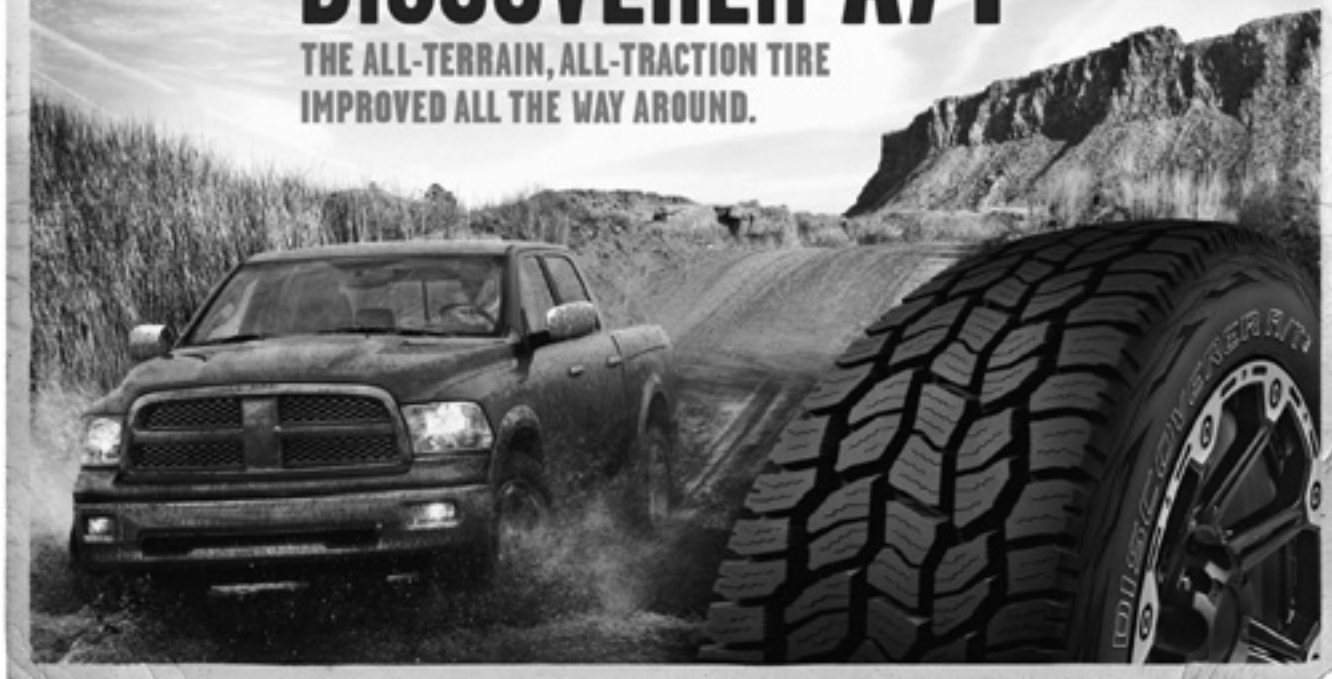
The Tire Industry Association is now accepting orders for the newest version of the TPMS Relearn Chart which includes domestic and import vehicles model year 2008 through model year 2016.

“The 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. With the annual updates, tire dealerships are always prepared to service whatever vehicle drives into their shop,” said Sean MacKinnon, TIA director of automotive training development.

To place an order, contact Melissa DiFore at midifore@tireindustry.org or 800-876-8372 x 107.

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# TIA ADVANCED HANDS-ON ETS & FTS TRAINING CLASSES



The Tire Industry Association (TIA) has announced that they will be offering Advanced Hands-On Training for technicians in the earthmover and farm tire service industries. These classes are designed to provide additional education for those that have completed the TIA Basic ETS and Basic FTS courses.

With support from AME International, Stellar Industries and Tire Life, students will receive comprehensive hands-on training using a service truck and hydraulic tools. They will learn and demonstrate the proper procedures for using common tools and equipment in the tire and wheel service industry. Registrants will be required to complete the TIA Basic Level ETS or FTS courses as a prerequisite before attending these hands-on classes.

“Nothing replaces hands-on instruction in the farm and earthmover tire service industries, so these classes are a direct response to the demand from our members to provide these unique training classes,” said Kevin Rohlwing, TIA Senior Vice President of Training. “While classroom instruction and a written examination is necessary in most instances, these classes are not part of a certification or certificate program so all of the focus is on using the tools and equipment safely and correctly. We are fortunate to have members like AME, Stellar and Tire Life who are willing to host and sponsor these classes.”

The class schedule for 2017 is as follows:

## Earthmover Tire Service Classes

April 18-20 at AME International, Brooksville, FL

August 8-10 at Stellar Industries, Garner, Iowa

Sept. 12-14 at Stellar Industries, Garner, Iowa

## Farm Tire Service Classes

January 17-19 at AME International, Brooksville

June 12-15 at Stellar Industries, Garner, Iowa

July 11-113 at Stellar Industries, Garner, Iowa

Tuition is \$495 for one or two attendees. Companies sending 3 or more participants will receive a discounted rate of \$445 per student. Attendees who successfully complete the 3-day class will receive a Certificate of Completion.

For more information or to register, contact Christine Hoogenboom at 1-800-876-8372 ext. 106 or [choogenboom@tireindustry.org](mailto:choogenboom@tireindustry.org).

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## NORTHWEST HANDS-ON EARTHMOVER TRAINING/ ADVANCED PHASE 2

Matt White will be back in the Northwest for phase 2 of the Advanced Earthmover Training, which is a Certified program. Phase 2 will be a 5 day hands-on training to be held in Portland, Oregon the middle of May 2017 and again in Portland the middle of July 2017.

The classroom portion of the training will be held at the Holiday Inn and Columbia Blvd. in Portland and the Hands-On portion will be held at Superior Tire, also on Columbia Blvd. in Portland. Class size is limited so early registration is recommended.

Registrants will be required to complete the TIA 3-day Hands-on training course as a prerequisite before attending this advanced 5 day class.

For more information or to register, for either of the two classes, contact Dick Nordness at the NWTDA office at 509-948-2433.

## NWTDA WORKER'S COMP

For over 25 years the Northwest Tire Dealers Association has relied upon SAIF for their support with the Retrospective Rating Program (RETRO) for our Oregon members. With this program our members qualify for dividends for their safety performance.

At the fall meeting of SAIF Corporation's Board of Directors, the board reviewed SAIF's financial results and declared dividends to be paid during October to more than 46,000 eligible policyholders with policy expiration dates in 2015.

A \$120 million primary dividend will be paid to all eligible policyholders based on their premium, and a new, \$20 million safety performance dividend will be paid to those with paid-to-standard loss ratios below 80 percent. About 95 percent of SAIF's policyholders are eligible for the safety performance dividend.

The dividends are possible because of SAIF's overall financial results, including investment returns and favorable trends in claim cost. (due, in part, to workplace safety and health efforts). SAIF recently sent a letter of appreciation out to all of the association partners in helping achieve these results.

Information about the declaration can be found in the news release recently posted on saif.com. Detailed dividend distribution process information is available in the FAQ document.

Are you on the NWTDA Retro program? Did you get your annual dividend check? For more information contact the NWTDA office at 509-948-2433 or Christy Witzke at SAIF at 503-373-8377.

## PORTLAND CTS TRAINING



The Northwest Tire Dealers Association will offer the Tire Industry Association's (TIA) Commercial Truck Service (CTS) training and certification class on March 15, 2017 at the Holiday Inn at the Airport on Columbia Blvd. in Portland, Oregon.

Cost of the all-day training is \$275 for TIA and/or NWTDA members and \$325 for non-members and includes a new manual and lunch. Those wanting to use their own manuals will be charged \$175 for members and \$225 for non-members.

Registrations can be phoned or emailed in to the NWTDA office at 509-948-2433 or [rnordness@nwtiredealers.org](mailto:rnordness@nwtiredealers.org). Registrations must be made by March 7.

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## TIA TO LAUNCH AUTOMOTIVE SOCIAL PORTAL

The Tire Industry Association (TIA) is launching a Automotive Social Portal (ASP) in conjunction with the Automotive Marketing Foundation (AMF).

The ASP, which will go online in the first quarter of 2017, will provide a cloud-based infrastructure that allows TIA and other content providers to create and distribute consumer educational content and information about national, state and regional governmental issue through the dealer network to consumers, TIA said.

The ASP will have multiple levels of participation in the portals that populate dealer social network sites, and Linked-in, with pertinent content all from a single dashboard, according to the association.

The ASP will be free to all independent tire dealers in North America, TIA said.

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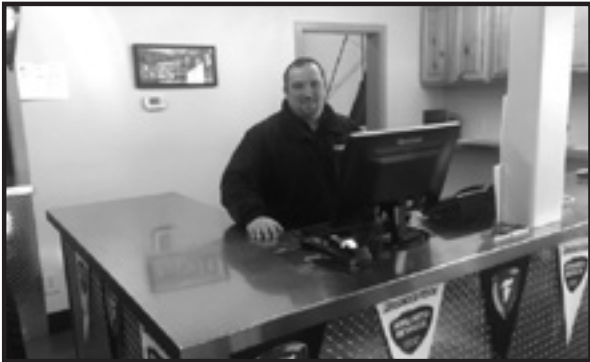
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## COMMERCIAL TIRE ELLENSBURG



Commercial Tire opened their new Ellensburg store in October. The store is located on the west side of town off exit 106 of I-90 at 1331 W. University Way. The store has 3 double size bays, two of which are drive through.



Nick Pack is the store manager with five employees who are equipped to handle tire service in the shop as well as road calls for their commercial accounts.



The store handles passenger, light truck, commercial truck along with farm and industrial tires. They inventory Bridgestone, Firestone, Yokohama and Cooper tire brands.

## SEATTLE MINIMUM WAGES RISE

Retailers with operations within Seattle city limits must raise the minimum wage effective January 1, 2017.

There are four wage categories, depending on company size and whether the employer pays toward an employee's medical benefits.

For employers with 501 or more employees worldwide, the wage goes to \$13.50 an hour if the employer pays toward medical benefits, and \$15 an hour if it does not pay toward medical benefits.

For smaller employers with 500 or fewer employees worldwide, the new minimum wage will be \$11 if the employer pays at least \$2 an hour toward medical benefits and \$13 an hour if it does not.

The statewide minimum wage rises to \$11 an hour on January 1, 2017 due to voter approval of an initiative.

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## WAIA HEALTH TRUST

The Washington Automotive Industry (WAIA) Health Trust is an Association Health Plan option available exclusively to automotive businesses in Washington State. As a member of the Northwest Tire Dealers Association Washington tire dealers are automatically qualified as participants.

Since its inception in October 2013, the Health Trust has seen excellent growth. The first group was effective January 2014 and as of January 2016, the Trust is serving more than 150 businesses and nearly 2,500 employees and dependents.

Premera Blue Cross is the exclusive medical carrier for the Trust. By participating in the medical plan, groups may also elect dental and vision. For more information please contact the NWTDA office at 509-948-2433.



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## **AUTOMOTIVE TRAINING EXPO SET FOR MARCH IN SEATTLE**

The 2017 Automotive Training Expo (ATE) will again be held at the Double Tree Hotel, March 24-26.

“As we do each year, ATE will provide attendees with the most updated and pertinent mechanical and management training classes available in North America,” said Jeff Lovell, president and executive director of ASA Northwest, the event producer.

“More than 60 technical and management training seminars will be offered at ATE, including marketing, service advisor, and other management courses from top trainers,” said Brenda Wolslegel, ATE coordinator. “Returning as instructors are popular trainers such as Steve Beck, Cecil Bullard, Maylan Newton, Gary Smith, Dan Dilley, and others.” Ben and Smith will also provide keynote addresses during ATE.

Lovell said ATE has become the West Coast’s premier automotive training event and draws repair shop owners from throughout the Northwest, California and other states, as well as many from British Columbia. More than two dozen shops in the Northwest region close down on Friday so entire staffs can attend the full three days of training, ATE staffers said.

“Because our staff and the ASA Northwest education committee work tirelessly to assemble the top trainers in the nation, we are able to offer ATE attendees the classes and special seminars that help technicians better understand service and technology issues, as well as helping owners and managers grow their businesses and be more productive and profitable,” Lovell said.

“Each year ATE registration sells out well in advance of the event, so it’s vital that those shops that want to attend should register no later than Feb. 1, if not before” said Lovell. The vast majority of the registrations are for the full three-day training package, he said, which includes attending as many training classes as desired, two breakfasts, two lunches, all training materials, as well as admission

to the ATE trade show that takes place Friday and Saturday evenings at the conclusion of classes.

There are limited number of one-and-two-day ATE registrations available, Lovell said, but noted that with increasing full-package registrations, those attendees may not be able to attend some classes due to capacity enrollment. “We are limited to a certain number of registrants and classrooms, so some classes sell out quickly”.

Classes for the management side cover an extensive array of subject from financial and employee issues to marketing and customer service programs.

For more information on classes offered and cost of classes call Brenda at the ASA Northwest office at 253-473-6970.

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## **TITAN’S MORRY TAYLOR STEPS DOWN AS CEO**

Titan International Inc. President Paul Reitz will replace Maurice “Morry” Taylor as CEO, effective Jan. 1, 2017.

Mr. Reitz, 44, has been with Titan for about six years, first as the company’s chief financial officer in 2010. He was named Titan’s President in 2014.

Paul has demonstrated that he is not only intelligent, but he knows how to build and lead a strong team,” Mr. Taylor said. “I look forward to advising him on various engineering products and helping out with new wheel operations in Russia and Brazil.

Mr. Taylor will continue with Titan as chairman of the company’s board of directors.

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## TIA ANNOUNCES 2017 TOUR LOCATIONS

The Tire Industry Association (TIA) has announced the locations for the 2017 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.

“The ATS Tour makes training more accessible to retailers across the country. The response continues to be tremendous and TIA has certified more than 5,000 ATS instructors to date,” said Kevin Rohlwing, TIA Senior Vice President of Training.

TIA will be visiting 6 cities in 2017. Exact dates for each location will be confirmed and announced in the near future.

The preliminary schedule is as follows:

January –Dallas  
February – Charlotte, NC  
June - Baltimore  
**September – Seattle**  
October – Louisville, KY  
December – Sarasota, Fla.

“We are also very fortunate to have a generous group of sponsors that support our training efforts and enable us to bring the ATS program to different markets each year,” added Rohlwing.

To date, 2017 Training Tour Sponsors include: 31 Inc, Bartec, Counteract Balancing, Modern Tire Dealer, REDI-Sensor

For more information on the 2017 ATS Training Tour, please contact Christine Hoogenboom at choogenboom@tireindustry.org or 800-876-8273 ext. 106.

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