



Northwest TIRE TALK

OFFICIAL NEWSLETTER FOR TIRE, WHEEL & AUTOMOTIVE SPECIALTY PROFESSIONALS
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DICK NORDNESS - EXECUTIVE DIRECTOR - NORTHWEST TIRE DEALERS ASSOCIATION

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OREGON CONSIDERS REPAIR SHOP LICENSE

The Oregon state legislature has been looking at legislation that would require business owners operating current or opening new auto repair businesses to purchase licenses from the state government.

The Oregon House Business and Labor Committee held a public hearing on March 15 on House Bill 3322, sponsored by state Rep. Paul Evans (D-Salem). Since then, no further action has been taken on the bill, and the committee has yet to vote on it and will not during this session (but there is always next year).

HB 3322 would require auto repair shop owners to pay a \$1,100.00 fee for a single location plus \$350 for additional locations.

Steve Buckstein, a senior policy analyst with the Cascade Policy Institute, says Oregon lawmakers haven't demonstrated a need for the new fees.

"It's a solution in search of a problem," Buckstein said. "Consumers already have recourse. This will simply be a burden on new businesses starting up. It will reduce competition. It's a \$40,000 letter of credit, \$1,100 for a license, and \$350 for each additional location.

"This basically will keep small auto shops out of business", Buckstein said. "Consumers will have fewer choices."



HAPPY 4TH OF JULY!

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Buckstein says lawmakers are incentivized to create new laws, even if they're not needed.

"I don't know if it's just a matter of, "Oh, here's a business we forgot to regulate," Buckstein said. "If one constituent comes to one legislator and says they got ripped off at an auto repair shop and they should be licensed, the legislator might just say, 'We license all these other things, so let's do that.' They get political points with their constituents, but they don't look at the downside, the harm it causes."



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POINT S HIRES OPERATIONS MGR.

Point S North America has hired industry veteran Gary Sass as network operations manager, responsible for overseeing cooperation between Point S operations in the U.S. and Canada.

Fabien Bouquet, CEO of Point S North America, cited Mr. Sass' wealth of experience and industry knowledge as reasons for this hiring.

Mr. Sass brings more than 17 years of tire industry experience, including 13 years with Goodyear, to his new job. He also spent nearly four years with Continental Tire, the Americas and most recently was director of commercial sales with Kumho Tire USA Inc. for seven months.

"Our brand is very well known in Europe, and we have a huge opportunity to grow in North America," Mr. Bouquet said. "Our ambition is to become the third largest retail independent North American network by 2020. I know Gary will be an integral part of that growth..."

In addition to "driving the continued synergy" between Point S's Canadian and U.S. operations and marketing, Mr. Sass will focus on growing the company's network partnerships and Point S brand.

There are more than 340 Point S retail locations in North America, and the group is targeting to achieve over 400 by year-end.

I'm pleased to accept this opportunity to help the independent dealers of Point S grow and thrive," Mr. Sass said. "I feel fortunate to be joining such a respected company."

Boston-based Point S North America is a partnership between Point USA (Tire Factory Inc.), Point S Canada (Les Pneus Unimax) and Point S Development.

RETREAD SHOW PLANS TO RETHINK PROGRAM

Latin Expo group, organizer of the North American Tire & Retread Expo (NATRE), plans to reevaluate the format for the conference following the most recent event in New Orleans, April 19-21.

"In our quest to create the North American Tire & Retread Expo as a stand-alone tire conference for tire dealers, retreaders and the tire industry, we have not seen the support from attendees, tire manufacturers and suppliers that we had hoped for," said Gus Lima, CEO of Latin Expo Group.

"As a result we have decided not to proceed with the show in its current format. Instead, we will step back and rethink how best to achieve our vision for a tire and retread event for North America and will inform the industry of our plans in the future."

Mr. Lima and the Latin Expo Group launched the NATRE in New Orleans in 2014 as the only national tire trade show and conference dedicated to tire dealers, retreaders and the tire industry.

Tire Business joined the expo team in 2016 to produce the educational program and help grow the event.

After three years in New Orleans, the expo was set to move to Nashville in 2018. Those plans have been put on hold.

"We wish to thank all the companies and industry professionals who have supported the show these past three years and hope to see all of you in the future," Mr. Lima said.

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TIA SETS ETS INSTRUCTOR CLASSES



The Tire Industry Association (TIA) will hold its first 400 level certified Earthmover Tire Service (ETS) instructor classes in Mason City on June 19-23 and September 18-22.

Open to all experienced OTR tire and wheel service professional, the certified ETS instructor classes provide hands-on certification training in the following areas:

- Demounting, mounting and inflation procedures for a tubeless OTR tire on one-piece, three-piece and five-piece rims.
- Safety guidelines including personal protective equipment, safe lifting and heatstroke/frostbite identification and protection.
- Speed restrictions, dual tire guidelines, dual and single tire matching guidelines, tire mixing recommendations, temperature and inflation pressure, rim to tire fitment and tire-rim assembly weight.

The classes will be held at AmeriInn Lodge & Suite Clear Lake in Clear Lake, Iowa, near Mason City, TIA said. TIA's Basic Earthmover Tire Service is a prerequisite for the course.

For more information on the ETS classes, contact Chris Hoogenboom at 800-876-8372 ext. 106.

NWTDA'S ANNUAL GOLF CLASSIC

Once again, NWTDA will hold the annual golf classic at McMenemy's in beautiful Troutdale, Oregon on September 14.

This year's event will include team competition with trophies and cash prizes for the winners. Last year's winner, "Dealin' Dave" Monte of Richey's Point S, has issued a challenge to all independent tire stores to try to wrangle the first place trophy away from them.

For more details or to reserve your spot, call "Wild Bill" Dodak at 503-889-0321.

BRIDGESTONE TO INCREASE PRICES

Bridgestone Americas will be increasing prices up to 8% across a range of commercial truck and bus and off-the-road tires in North America due to market dynamics.

The new pricing will impact customers on or before July 1. The pricing timeframe will be based on business unit and product line. The Bridgestone sales team is working now to contact customers and provide them with detailed information regarding the up to 8% price increase.

Bridgestone previously increased pricing in February on passenger, light truck, TBR, OTR and Ag tires.

It is interesting to see prices increase, while many continue to see Chinese brands continue to fill the market with low cost commercial truck tires.



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OK TIRES

James Sidwell and his son Carl started their first OK Rubber Welders store in Salem, Oregon in 1939 located at the corner of Ferry and High Streets.



In 1949 they held a grand opening for their new location on 12th Street. OK Tire Store owners from all over western Oregon showed up to help celebrate the new location.



Today, almost eighty years later Carl's son, Randy Sidwell and his daughter Angie continue the family tradition at the 12th Street location. OK Tire was usually a family affair, even in Salem where Randy's brother-in-law Bob operates Bob's OK Tire across town.

OK Rubber Welders was founded in the 1930's by Harold V. James, an inventor who created a machine designed to repair tires. Later Harold James had a new idea. Since rubber was being rationed during World War II he reasoned that in addition to repairing punctured tires he would find a way to salvage treadles casings and soon developed the "Rubber Welder", a retreading machine that kept more cars on the roads while saving precious rubber.

The prosperity of the 1950's brought growth to all segments of the American economy including the automobile industry, which in turn effected a positive impact on the tire industry. The 1956 Interstate Highway Act promoted more long-distance travel, while motoring for leisure became more appealing, and the growth of suburbs meant driving father to work. Tire replacement sales rose as a natural consequence of the travel boom, increasing sales from 45 million tires sold in 1952 to 78 million sold within the next decade.



Randy and Angie have done a great job keeping the OK Tire brand alive by displaying some of the old posters and advertising that made the OK Tire brand a brand that drivers knew and respected.



Many of our current Northwest Tire Dealers have some history with the OK Tire group. In Oregon and Washington we saw the OK Tire group split into different groups such as; Associated Tire, Big O and even a small operator in Prineville Oregon by the name of Les Schwab.



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GOODYEAR FINED FOR PLANT DEATH

The Occupational Safety and Health Administration (OSHA) has cited Goodyear Tire and Rubber Company along with Kansas Personnel Services for the death of a worker at Goodyear's Topeka, Kansas plant. Combined the companies face \$40,000 in fines.

The 61-year-old Kansas Personnel Services worker was killed at the Topeka Goodyear plant on March 14, while working at the north end of the plant. Cause of death has not been released.

OSHA fined Goodyear \$27,713.00 and cited three serious violations: 1) failing to ensure the storage of material does not create a hazard by storing diameters and length of metal leaning against the wall unrestrained. 2) Not constructing pendant control boxes to prevent electrical shock. 3) Failing to inspect alloy steel chain slings regularly or in interval of more than once a year.

Both companies have 15 working days to decide to discuss the citation with the agency, make corrections listed in each citation, and pay the amounts due or contest the citation.

CTS CELEBRATES 20 YEARS OF TRAINING

Congratulations to TIA for 20 years of training in the Commercial Tire Service (CTS) Certified Instructor Class. The first class was held in April of 1997 following the ITRA Retread Show in Louisville, KY.

Kevin Rohlwing was a 29 year-young commercial tire jockey who was brave enough to take on the job that would eventually change the commercial tire industry.

In the 1990's the truck tire and wheel service industry was the wild, wild, west compared to today. There were a ton of bad habits that had to be

corrected, and Kevin was selected to tackle the job.

On February 11, 2010 TIA reached their first milestone, when they trained 50,000 technicians. It took almost 13 years to go from 1 technician to 50,000 technicians and they hit 100,000 just 5 years later. How time flies.

Congratulation Kevin and the whole TIA CTS training department for taking on such a huge job and being successful at it.

HEALTH TRUST FOR NWTDA MEMBERS

The Northwest Tire Dealers Association has a working agreement with the Washington Automotive Industry Association (WAIA) Health Trust. Their Health Plan is available exclusively to automotive businesses in Washington State, and that includes Northwest Tire Dealers Association members in Washington.

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 through Delta Dental of Washington, vision through VSP, and group Life benefits through LifeMap Assurance Company. Groups of 2 or more employees are eligible to participate.

With WAIA, NWTDA members get the power of a large purchasing arrangement and a professionally managed program.

For more details contact DiMartino Associates, WAIA's General Agent, at waaiaquotes@dimarinc.com

SEATTLE ATS TRAINING

The Tire Industry Association has scheduled a certified Automotive Tire Service (ATS) training seminar in the Seattle area for September 26-29. The training will be held at Green River Community College in Auburn, Washington.

The 4 day ATS program involves in-depth classroom and hands-on training that industry professionals must complete to be certified as Advanced ATS Instructors, according to the association. Certified technicians then go back to their workplaces to train and certify technicians in the field.

The ATS program includes safety guidelines and step-by-step procedures for all aspects of passenger and light truck tire service, including a full day of instruction on tire pressure monitoring systems, TAIA said.

For more information on this training please contact Chris Hoogenboom at 800-876-8372.

SALES TAX ON INTERNET SALES

Washington Congresswoman Suzan DelBene is working with a bipartisan coalition to help level the playing field when it comes to collecting sales tax.

“Folks shouldn’t have to pay a premium at the register just because they’re supporting a local business,” said Kristi Noem, congresswoman from South Dakota.

“Far too long, local brick and mortar businesses throughout our country have been at an unfair competitive disadvantage to out of state online retailers. Technology has changed the way we do business and our policies need to keep up,” said Congresswoman DelBene.

Today, a legal loophole allows some online retailers to avoid collecting state sales tax. This bipartisan coalition hopes to close this loophole in a way that continues to protect small businesses and foster their innovation and growth.

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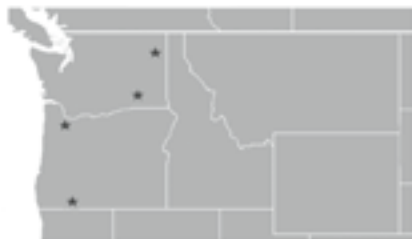


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