



Northwest TIRE TALK

OFFICIAL NEWSLETTER FOR TIRE, WHEEL & AUTOMOTIVE SPECIALTY PROFESSIONALS
PUBLISHED BI-MONTHLY BY NORTHWEST TIRE DEALERS ASSOCIATION FOR IT'S MEMBERS

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WASHINGTON STATE'S NEW PAID FAMILY & MEDICAL LEAVE TAX

Starting in January 2019, the state of Washington will have a new tax called Paid Family and Medical Leave. According to the state's Employment Security Department (ESD), Washington will be the fifth state in the United States to offer paid family and medical leave benefits to workers. This program will be funded by premiums paid by both employees and many employers, and it will be administered by the ESD.

The program will allow workers to take up to 12 weeks when they have a new child in the family, are struck by a serious illness or injury, need to take care of an ill relative, and for certain military-connected events.

What does this mean to an employer?

- **Payroll deductions will be required with the first paychecks dated in the year 2019**
- **Reporting and filing this data will be required in April 2019.**

Washington's program is the only one to date what will require virtually all employers – private and public – to participate. Two exceptions are federal and tribal employers.

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NEW TIA PRESIDENT JOHN EVANKOVICH

The Tire Industry Association (TIA) inducted John Evankovich, of Sam's Club as the new 2019 Board President. John took office Monday, October 29, 2018 at the Annual Membership Meeting and will serve a one-year term.

John Evankovich is currently Director of Sam's Club Tire and Battery Centers. He is a 28-year retail veteran who has been focused on the tire industry for the majority of his career.

John started his career in the tire business with Sam's Club and has progressed through various Operations and Human Resources roles in many areas of the country. He is also a very active member of the Tire Industry Association and recently served on the Executive Board as Vice President.

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COURTESY AUTO SERVICE & TIRE



Courtesy Auto Service & Tire of Tacoma, the newest member of NWTDA, was named a finalist for the 2018 Tire Review Top Shop Award. The business, owned by Scott and Susan Welsh, was also recognized with national honors as a Top Shop Finalist in 2015.

The Tire Review Top Shop Award, presented by Coats, seeks to honor the “best of the best” independent tire dealers in the U.S., Canada and Mexico. The prestigious honor was announced at the Tire Industry Association’s Tire Industry Honors Awards Ceremony in Las Vegas in October.

Tire Review’s Top Shop contest evaluates dealers of all sizes and types, honoring independent tire dealers that best epitomize the key attributes and values of a highly successful business, who are an ideal representative of the industry in the areas of: customer service and retention, training and education, merchandising and promotion, professional standards and conduct, appearance, solid business management, community involvement, business growth, achievement and innovation.

“Being selected as a Top Shop finalist is a fantastic honor for Courtesy and an important recognition for all of our employees. This award recognizes what we strive for everyday, to be a valuable community resource for tires, auto repair and problem solving for the motoring public,” said Scott Welsh, owner of the company.

Scott has some unique promotions that keep

customers coming back. One of those promotions is a Seattle Seahawks gear contest that provides a weekly winner during football season.

Talk about unique, Courtesy has a Lamborghini for a Day contest, which eligible contestants can enter to win a Lamborghini for a 24 hours. The winner gets a 2013 Lamborghini Gallardo LP 560-4 for 24 hours.

“The award shines the spotlight on the most successful businesses in our industry, especially the owners and team members who support that success,” said Tire Review Editor Patti Hoying. “We see our Top Shop Winners and Finalists as an inspiration for others in our industry. It’s the only award of its kind that is independently judged, and this year I think our judges did a great job in again selecting Courtesy and the other shops as exceptional in our industry.”

In addition to Courtesy, two other Finalist were honored this year, including:

- **Tire Source, with locations across northeast Ohio**
- **Eagle Tire Pros in Jacksboro, Tennessee.**

The winner this year was Tate Boys Tire & Service, based in Oklahoma with six locations

Coats has been the presenting sponsor since the very start of this competition. The three finalists will each receive a Coats wheel balancer or tire changer of their choice, a \$1000. Cash prize, a feature story on the dealership in the October issue, and a specially designed finalist trophy.

See more info on Courtesy Auto in the October 2018 issue of Tire Review.

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REID'S TIRE & AUTO WINS "FREE RIDE" SWEEPSTAKES



Reid's Tire, owned by Terry Frederickson and Jaime Guzman, was the winner of Fast Undercar's "Free Ride" summer sweepstakes. The shop, located in Brooks, Oregon, was awarded a brand-new fully equipped 2018 Chevy Silverado 1500 4x4 with upgrades and modifications. "When we got the call that Reid's won, my first comment was, they are perfect! Reid's is the epitome of an independent tire and automotive shop and they appreciate the service the Fast Undercar provides," and Tyson Crumley, franchise owner of Fast Undercar Salem. The three-month promotion was a partnership with Fast Undercar's exclusive brake vendor Centric Parts.

Jaime and Terry were excited to be the winners and they are enjoying the "Free Ride".

PEP BOYS EXPANDING TIRE INSTALLATION FOR AMAZON

Pep Boys retail network will expand its ship-to-store tire installation relationship with Amazon.com nationally to its nearly 1,000 locations, including here in the Northwest.

Earlier this year, Pep Boys tested the offering in Tampa, Fla., and has since expanded to other major markets. The program will be available at all Pep Boys locations nationwide by year-end.

MICHELIN/TIA SCHOLARSHIP

The Tire Industry Association (TIA) is accepting applications through January 31 for the 2019-20 Michelin /TIA Scholarship program, open to part-time employees or the dependent children of full-time employees of TIA member tire dealerships.

This will be the 19th consecutive year that TIA and Michelin North America Inc. will present scholarships to TIA-affiliated employees or their dependent children. Michelin and TIA will present \$6,250 in scholarships – one \$3,000 award (a total of four years not to exceed \$12,000 and two \$1625 awards (a total of four years no to exceed \$6,500 each) – to be used for tuition, fees and/or books.

The Michelin/TIA scholarship program has awarded more than \$256,000 since 2000 to 55 recipients who have gone on to attend accredited two-year, four-year, technical or vocational schools, TIA said.

This year's recipients, announced during the 2018 SEMA / TIA Annual Meeting are: Averie Hebdon of Spring Creek, Nev.; Chenhao Ma of Powell, Ohio; and Sarah Pogash of Macungie, Pa., all daughters of employees of TIA member companies.

The deadline for submission of the application is 5 pm EST on January 31, 2019. The online application is at : scholarshipprograms.org/mtia For more details contact the TIA office at 800-876-8372.

1968 **50** 2018

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ATE 2019 SET FOR MARCH 22-24

SOURCE: PARTS & PEOPLE NORTHWEST

The Automotive Training Expo (ATE) returns to the Double Tree Hotel adjacent to SeaTac International Airport for its 2019 event, March 22-24.

Early bird registration expires January 4 for the West Coast's largest automotive training event.

"The ATE Education Committee, headed up by Butch Jobst, AMAM, and Kandie Jennings-Molloy, AAM, did an exceptional job in putting together the 60-plus management and technical classes for ATE 2019," said Jeff Lovell, AMAM, president and executive director of ASA Northwest, the event producer.

"The committee spent more than two months reviewing more than 200 classes that were submitted. And Brenda Wolslegel of the ASA-NW staff did a spectacular job coordinating with the committee, sponsors, and trainers to facilitate and organize the impressive array of sessions we are offering in March"

At the ATE 2018, Lovell said just under 700 automotive professionals attended training, but more than 80 were turned away who could not register for the classes they wanted as they were sold out. "The past two years have been completely sold out by the first week in March, and we feel that will continue for 2019. In total, more than 90 percent of our attendees registered for the three-day package."

Jobst, founder of B&B Automotive in Aberdeen and current ASA-NW chairman of the board, said, "We have added several new technical classes for 2019. They include both intermediate and advanced alignment courses, hybrid/EV classes, advanced driver assist system (ADAS) as well as OEM training for VW, BMW, Mercedes-Benz Sprinter, plus plenty of basic classes so our more entry-level techs can grow in our member shops."

In addition to the three days of training classes, ATE offers a two-night trade show with more than 50 vendors showcasing automotive parts and products, tools and equipment, plus training and business services. Thousands of dollars in prizes and giveaways are provided each year to attendees. Entry to the show is complementary to training attendees and available to any industry professional who want to attend for \$15.

Lovell and Jobst recently announced that ATE will expand in 2019 with an ATE East training event in Spokane, Oct. 4-5, ATE East will offer 28 management and technical classes over a two-day period. Registration for the event will open in July.

ATE is sponsored and produced by ASA-NW with Parts & People/Northwest Edition serving as the official media sponsor. For more details see www.atetrainingexpo.com.

NWTDA TO OFFER CTS TRAINING IN SALT LAKE CITY

The Northwest Tire Dealers Association will offer the Tire Industry Association's Commercial Truck Service (CTS) training and certification class in Salt Lake City on January 23, 2019.

The class will review video training in eighteen different modules including: Tire construction; Rims, Wheels & Hubs; OSHA Regulation; Road Service Safety; Hub-Pilot Service, Stud-Pilot Service; Demountable Rim Service; Tire Repair; Charts & Tables and much more.

Cost of the training is \$300 for NWTDA and/or TIA members and it includes a new TIA CTSW training manual and lunch.

For more information or to register for the training call NWTDA at 509-948-2433.



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TIRE PROS GROWS IN WASHINGTON

Two longtime single-outlet Washington state tire dealerships have joined Tire Pros.

The Shop Tire Pros in Arlington and Factory Direct Tire Pros in Edmonds are the 19th and 20th Tire Pros locations in Washington. Tire Pros has around 725 locations in the U.S.

The shops are located north of Seattle, around 60 miles from each other.

Nash and Nina Alibhai, co-owners of Factory Direct Tire Pros have been in the business since 1971. They said they plan to grow their business by leveraging the benefits of the Tire Pros program. “Tire Pros will enable us to offer the warranties, utilize innovative technology to reach consumers and leverage Tire Pros marketing capabilities to drive customer traffic – giving us a clear advantage over the competition,” Mr. Alibhai said.

Ryan Berg, owner of The Shop Tire Pros, said he has been in the tire and automotive service business for nearly three decades. “I’ve made taking care of my customers and our community the core of my business,” Mr. Berg said. “That’s why I’ve been working with ATD for years and why I decided to join the Tire Pros team. This partnership will give me the tools to connect with more consumers and retain them, which is how I’ll continue to grow my business.”

Tire Pros said it is the nation’s largest network of independent and locally owned tire dealers.

As part of the Tire Pros program, the two new franchisees will be able to use the new suite of specialized tools and resources the franchise rolled out recently, under its “Hassle-Free, Guaranteed” brand marketing campaign. The multi-channel program is fully customizable for use in dealers’ local markets, as well as in regional and national advertising spots.

POINT S CONTINUES TO GROW IN THE U.S.

Point S Tire & Auto Service USA continues to grow, both within the Northwest and to new markets across the U.S.

According to Clint Young, director of sales and business development, the marketing cooperative has grown by around 35 stores in the last 18 months, including 17 over the past year.

Point S not only increased within its existing footprint adding locations in Idaho, Oregon and Washington, two of those store were Good Neighbor Point S Tire locations in Beaverton, Oregon and Renton, Washington. Point S has also expanded to as many as 10 new markets as it marches East.

Those new markets include four locations in Nebraska, three in Louisiana, two in Tennessee and one in Mississippi. By year-end, Point S expects to have locations operating under its umbrella in Arkansas and Kansas, among others.

“Our co-op was created in 1983, with a singular mission in mind – ‘we exist to make our member successful’ – and I challenge my leadership team to live that mission every day,” Point S CEO Walter Lybeck said.

“As the industry faces disruption, bankruptcies, and further consolidation – the success and satisfaction of our Members have never been more important, Mr. Lybeck said. “Success in our industry is simple; provide the products, tools, and resources for independent tire dealers to make money and help them satisfy their customers. Those tools are fostered in our member’s showroom, not in a boardroom or driven by tire vendors.”

“We’ve got a great team, we’re focused on growing the Point S brand and helping our members be successful,” Mr. Lybeck said.

NEW FAMILY & MEDICAL TAX

CONTINUED FROM FRONT PAGE

Washington State will start collecting premiums a year ahead of paying benefits.

An employee becomes eligible for Paid Family and Medical Leave benefits once they have completed 820 hours of work for any employer in Washington State in the qualifying period.

A total premium of 0.4 percent – up to the Social Security cap – will be assessed for each employee. The employer is responsible for approximately 37 percent of that premium. Employers will be responsible for remitting all premiums collected for the paid leave to the state. Employers are also required to report hours and wages.

For more details contact the Employment Security Department.

ART CONNER PASSES

Arthur “Art” Conner passed peacefully Nov. 3, 2018 of natural causes at the age of 93. He was attended by family and friends in his final days.

Art was born in Portland and attended Cleveland High School. When his older brothers joined the Navy, Art, who was part of the “Greatest Generation”, enlisted in the Marine Corps at age 17 and served his country well in the South Pacific during World War II. After the war Art returned home and married his wife of fifty years, Wahlela “Wally”.

Art’s business career included ownership of Hal Ritchie Tire Company in Portland. Art was the general manager prior to buying Mr. Ritchie out. Art ran the business as a family business treating his employees as loving family members. Art and “Wally” were very generous to those who had the privilege of working for them. Many of those employees moved on in the tire industry and in life, knowing that they had worked for one of the best.

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