



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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September | October 2019

TIA SEMINARS AT SEMA/ GLOBAL TIRE EXPO

The Tire Industry Association has scheduled eight educational sessions for the 2019 Global Tire Expo—Powered by TIA at the SEMA show November 5–8 in Las Vegas, including one that will look at the hybrid and electric vehicle market and opportunities for independent tire dealers and repair shops.

“The educational sessions at GTE cover an array of subjects from the popular ‘Successful Tire Dealers Share Their Secrets,’ to practical service tips, to a legislative update, to ways of growing sales, and connecting with the millennial generation,” said TIA CEO, Roy Littlefield. “This is another opportunity for tire dealers to learn more while visiting GTE and the SEMA show.”

The seminar lineup includes:
Tuesday, Nov. 5

- **Automotive at 10:** Wheel Retention and RIST, 10:00am – 11:00am, Room S115–116. Panel discussion, The session will focus on step-by-step procedures for securing tire and wheel assemblies to the vehicle while addressing the different tools that are used to deliver the proper torque.
- **Truck Tires at 10:** Truck Tire Changing Machines, 10:00am – 11:00am, Room S106–107, Presenter: Kevin Rohlwing, TIA senior vice president of training.

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WORKERS’ COMP SAVINGS

Washington and Oregon members have an opportunity to save money on workers’ comp premiums with their membership in the Northwest Tire Dealers Association.

If you pay premiums to Washington State Department of Labor and Industries, you could be saving money on your premiums and earn potential refunds every year. The Northwest Tire Dealers Association is sponsoring a Retrospective Rating Program and has contracted with Claim Audit Specialists to manage their group’s claims.

Oregon employers can save money also through NWTDA’s partnership with SAIF. Contact Tammie Hetrick at 360-529-7020 for more details.

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INDUSTRIAL TIRE CELEBRATES 50 YEARS

Industrial Tire Centers, a family owned and operated business, is celebrating 50 years of service. The business was founded in 1969 by Marvin Monsrud Sr. and what started out as a one-man operation, has now grown into a six location business in both Oregon and Washington.

They specialize in forklift and material handling tires and also provide sales and service in passenger and light truck as well as commercial and OTR tires.

Congratulations to Marvin Monsrud Jr. and the rest of the staff for 50 years of service.



Dan Hogan, who is celebrating 40 years with the company, has announced his retirement at the end of August. Dan started out in the tire business with BF Goodrich and later moved over to Industrial Tire. Congratulations, Dan!

UPDATE ON PAID FAMILY MEDICAL BENEFITS

LONG-TERM PLAN MODIFICATIONS

On August 8, 2019 the Washington State office of the Insurance Commissioner submitted a letter to all Washington State Disability Income Insurance Carriers indicating the ESD, the office tasked with paying benefits for the Paid Family

and Medical Leave program, will pay benefits regardless of whether or not an individual is covered under a private disability income insurance policy.

Insurance carriers have been advised that language contained in the disability income insurance policy indicating that the company may reduce or “offset” the policy benefit by the amount received from a government disability income program may apply to the PFML program. Insurers may file revised premium rates reflecting an anticipated reduction in claims cost due to the PFML benefit.

If you have long-term disability coverage for your employees, be sure to reach out to your insurance company for any modifications to your current plans.

If you have questions how your current plans may work with the new PFML benefit, please contact Tammie Hetrick at Tammie@nwtiredealers.org

NWTDA HUMAN RESOURCES MANUAL

Members of the Northwest Tire Dealers Association will soon have access to an HR Policy Manual that covers Washington, Oregon and Idaho. In the next few months, NWTDA will be announcing some new partnerships and opportunities for members to receive these benefits as part of their membership.

We have spent time visiting stores and listening to the needs of owners and managers. As we grow and improve our resources for members, we realize employees are a top priority. We will be researching various benefit programs and offering them to members as we build those partnerships.

If you have ideas for benefits you would like to see NWTDA offer to members, please let us know.

TIA HIRES DAVID ZIELASKO AS VP OF MARKETING AND COMMUNICATIONS

The Tire Industry Association (TIA) has named David Zielasko, former *Tire Business* editorial director and publisher, as vice president of marketing and communications.

In his new role, Zielasko will be responsible for coordinating the association's communications activities to its membership and to the tire industry community as well as promoting TIA's many offerings centering around tire safety and political lobbying. In addition, he will help in membership recruitment and spreading the word about TIA's well-respected certified training programs, its Global Tire Expo at the SEMA show and the annual Off-the-Road Tire Conference.

Zielasko also will play a role in the association's plans for TIA's 100th anniversary celebration in 2020.

Zielasko spent nearly 35 years reporting on the tire industry and tire dealers for *Tire Business* and Crain Communications Inc., where he was most recently a company vice president. In addition to his roles at *Tire Business*, he also served as publisher of *Rubber & Plastics News* and *European Rubber Journal*.

TIA ELECTS MASON HESS AS BOARD SECRETARY

The Tire Industry has elected Mason Hess of Purcell Tire & Rubber, as board secretary, effective Nov. 4, 2019.

After serving as secretary in 2019–20 and vice president in 2020–21, Hess will assume the TIA presidency in Nov. 2021.

A third-generation tire professional, Hess currently serves as area manager for Purcell Tire

and Service Center in Phoenix, Arizona. During his 20-year tire industry career, Hess has worked for both large and small tire dealerships as well as for a major tire manufacturer, Bridgestone Inc. His career path includes serving as a warehouse laborer, technical advisor, vice president, area manager, manager and trainer. In these roles he has started numerous new service locations including commercial dealer facilities and mine site tire programs. In addition, he has managed directly and indirectly more than 100 service technicians and helped develop TIA's Earthmover Tire Service (ETS) training and certification program.

TBC LAUNCHES NEW TIRE BRAND

TBC has launched a new brand, the National Tire.

A dedicated website has been developed for the National brand, NationalTire.com. The National brand is exclusively distributed by National Tire Wholesale (NTW) retailers and all tools needed to become a retailer are included in the site.

"We're excited about the opportunity for future development within this new brand; it's endless and will provide retailers a recognizable name in each product segment," said Jon Vance, Senior Vice President of Product Marketing for TBC Corporation. "In addition, the sleek and user-friendly NationalTire.com site provides the brand's retailers a single site for information and also offers their customers an easily searchable site by size, product name, or category."

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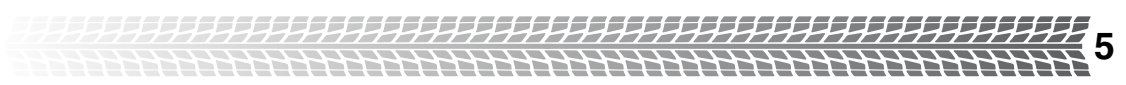
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OK TIRE OF SALEM CELEBRATES 80 YEARS OF BUSINESS

In 1939 James Sidwell and his son Carl moved to Salem, Oregon from Burley, Idaho and started their OK Rubber Welders business. The original store was on Ferry Street and they eventually moved to their current location on 12th street in 1949.

Their Grand Opening in 1949 was a big one, with all the OK Rubber stores from miles around showing up to mark the event and help with customers and promote the OK brand.



Randy Sidwell, a 3rd generation tire guy, owns and operates the store with his daughter, Angie Fox. Randy and Angie have found some of the old OK Rubber Welders logos and memorabilia and used it to decorate the sales area.



Randy's son, Michael, was also on hand for the 80th Anniversary celebration along with a local car club who had their members display their vehicles.

UNCLE DAN'S TIRE WORLD



NWTDA welcomes the new kid on the block, Uncle Dan's Tire World and Auto Center, located in Washington Square in Tigard, Oregon.

Owner Dan Svihla is not really the new kid on the block, he is the former manager of the Sears Auto Center and he has taken the building back to rename it "Uncle Dan's"

Dan comes from a tire family, his father Jim Svihla, who was known as the Tire Barren of 82nd Street.

Dan is known in the industry for taking the Sears Auto Center Tigard location to "Number One" in the nation for Sears despite Sears closing all of their tire and auto centers along with their retail locations.

Dan had the company's ribbon cutting ceremony in July, and he is open for business and ready to meet up with his many customers from his past.

Welcome to the world of Independent Tire Dealers, Dan!



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TIA SEMINARS AT SEMA/ GLOBAL TIRE EXPO

Continued from the Front Page.

The seminar lineup includes:

Tuesday, Nov. 5 cont.

- **Hybrid & Electric Vehicles: Driving Us Back to the Future**, 11:30am–12:30pm, Room S106–107. This session will explore emerging hybrid and electric technology, current trends, and future forecasts from the perspective of the independent tire dealer.
- **Tires at 2: Successful Tire Dealers Share Their Secrets**: 2:00pm–3:30pm, Room S115–116. Invited presenters include: *Modern Tire Dealer's* Tire Dealer of the Year, *Tire Business'* Tire Dealer Humanitarian Award winner, and *Tire Review's* Top Shop winner.

Wednesday, Nov. 6

- **TPMS AT 10: Programmable Sensors**: 10am–11am., Room S115–116. The Moderator: Shawn Pease, TIA director of automotive tire service. The session will discuss programmable sensors and remove the fear associated with the unknowns of sensor programming.
- **Truck Tires at 10: Truck Tire and Wheel Assembly Balance**: 10am–11am, Room S106–107, Presenter: Kevin Rohlwing. The session will outline the steps technicians can take during the mounting and inflation process to improve balance, in addition to the different methods for external balance.
- **TIA 2019 Legislative Review: How New Laws & Regulations Will Impact the Tire Industry**: 12pm–1pm, Room S106–107 Presenter Dr. Roy Littlefield, TIA CEO. The seminar will review upcoming and ongoing legislation and their impact on the tire industry.
- **Management at 2: Re-engage Profitability by Engaging the New Generation Field of Study**: 2pm–3:30pm, Room S115–116, Presenter: Matt Winslow, senior instructor/content developer,

Automotive Training Institute. The Seminar will cover how to connect with millennials, staff a tire and auto service store, make sales grow, increase margins, attract business, and boost profits.

In addition to these sessions, TIA will hold its annual membership meeting on Monday, Nov. 4 from 12pm–12:30pm at Caesar's Palace Las Vegas Hotel and Casino. That evening the association will host its annual Tire Industry Honors Awards Ceremony at the hotel. The program begins with a Cocktail Hour from 5:30pm–6:30pm, followed by the Awards Ceremony from 6:30pm–8:00pm. At the conclusion of the Awards Ceremony, TIA will hold a Welcome Reception at Caesar's Palace from 8pm–10pm.

For information about the GTE Educational Program and for tickets to the event visit www.tireindustry.org.

NWTDA 2020 TRADE SHOW

The Northwest Tire Dealers Association has plans for a Dealer Conference and Trade Show set for March 19 & 20, 2020 in Portland, Oregon.

The two day event will have industry training seminars, including the TIA, ATS, and CTS training programs. A member luncheon with a special guest speaker is also planned.

There is a Supplier/Exhibitor meeting planned for September 19th at the Holiday Inn to go over information on booth sales for local and national suppliers. For more details contact Dick Nordness at 509-948-2433.

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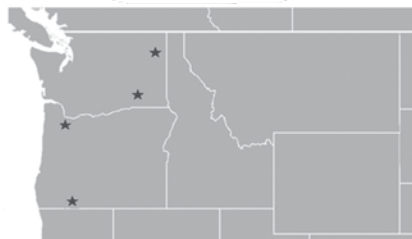
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