



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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March | April 2020

2020 TIRE EXPO KEYNOTE SPEAKER MICHAEL J. MCGREGOR

Michael J. McGregor, a FOCUS Managing Director and Partner, has over 15 years of experience advising on business transfers, capital raises, and management buyouts for middle market businesses.

Michael is also a tire geek, much like the rest of us in the tire industry. He had a 20 year tour-of-duty in the automotive aftermarket, working with Firestone Tire & Rubber where he worked in a variety of positions including financial analysis, automotive product marketing, retail store management, regional marketing management for 350 western region stores, market research, database marketing management, and strategic project management. Mr. McGregor ran tire store groups in Los Angeles and in Northern California for Bridgestone. Both were turn-around situations and Mr. McGregor broke them even within short order.

Mr. McGregor has been a founder or co-founder of 3 automotive-related businesses in California.

Michael will be our keynote speaker on Friday, March 20 and he will also lead an afternoon session on "TIRE TRENDS BASICS FOR TIRE DEALERS."

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TIA OFFERING ATS INSTRUCTOR TRAINING CLASS IN SEATTLE

The Tire Industry Association has scheduled seven Advanced Instructor Training classes nationwide for its 2020 Automotive Tire Service (ATS) Certification Course.

The certified ATS course, designed for passenger and light truck tire technicians, provides 300 and 400 level certification on the recommended procedures for servicing passenger and light truck tires. The course consists of 15 modules on subjects ranging from the relationship between torque and clamping force to tire pressure monitoring system (TPMS) relearn procedures on domestic and import vehicles.

The Seattle area training is scheduled for September 1-4.

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TIA PLANS FOR THEIR 100TH ANNIVERSARY

The Tire Industry Association (TIA) is planning a series of special events throughout 2020 to celebrate the 100th anniversary of the association's founding.

"We want to recognize and celebrate the long and storied history of the Tire Industry Association and have planned a number of exciting activities and events throughout 2020 to bring to life how the association came to be and how it has continued as a strong advocate and supporter of tire dealers and the tire industry," said Roy Littlefield, TIA CEO.

Heading the planned activities is the 100th Gala Celebration on Monday, Nov. 2, prior to the start of the Global Tire Expo (GTE)/SEMA Show in Las Vegas. The celebration will take place at the Cosmopolitan of Las Vegas Hotel and Casino where guests will gather at the hotel's highly regarded venue, "The Chelsea." Attendees will enjoy a cocktail reception and a program that will feature a keynote speaker, music, and memorable anniversary presentations about TIA's iconic and historical past.

TIA's commemorative-year activities begin this spring with a Federal Lobby Day and an Environmental Summit to be held back to back in Washington D.C. The Lobby Day will give attendees the opportunity to speak to their legislators on issues of importance to them. Plans call for a federal agency briefing as well, with members from the Department of Transportation (DOT), the National Highway Traffic and Safety Administration (NHTSA), and the Occupational Safety and Health Administration (OSHA).

The Environmental Summit will focus on the industry's success in developing scrap-tire programs and markets to safeguard the environment. It will feature presentations by the Environmental Protection Agency (EPA) and DOT officials, the Department of Commerce (DOC), and industry professionals as well as

leaders from the U.S. and European Union. The summit also will highlight the many successful tire-derived products.

TIA also plans to hold an International Industry Issues Summit to take place Wednesday, Nov. 4, during the 2020 Global Tire Expo (GTE)/SEMA Show in Las Vegas. The Summit will feature panel discussions delving into several common issues impacting the tire and auto service industries, with a goal of developing resolutions addressing them. The topics under consideration include: Scrap tires/Crumb Rubber, Motor Vehicle Inspections, Useful Tire Service Life, and Tire Registration and Tire Recalls. All international attendees of the GTE/SEMA Show, domestic and international tire trade journalists, and global and domestic tire manufacturers and tire dealers will be invited to attend.

TIA also will hold a benefit at TopGolf Las Vegas Sunday, Nov. 1, to support its government affairs efforts in Washington.

The association will release more information on all of these events and activities as details become available.

NWTDA TIRE EXPO

The North West Tire Dealers Association is hosting a trade show for the tire industry with 28 Exhibitors coming together with their products and services. Goodyear, Bridgestone/Firestone, Michelin, and many other tire companies will be on hand along with Wheel Distributors and Equipment Distributors.

The trade show starts on Thursday, March 19 and runs through Friday, March 20 and is being held at the Holiday Inn Event Center at 8439 NE Columbia Blvd. in Portland. The event is open to all automotive and tire-related businesses.



NORTHWEST WHOLESALE TIRE SPONSORS BASIC AUTOMOTIVE TIRE TRAINING

Northwest Wholesale Tire is sponsoring the TIA 200-level minimum skills training program during the NWTDA Tire Expo in Portland. They are sponsoring the training on both Thursday, March 19 and Friday, March 20.

The training class is a four hour training led by Michael Montgomery, a certified ATS instructor. Both classes start at 8 am each day at the Holiday Inn located at 8439 NE Columbia Blvd. in Portland, Oregon.

The TIA Basic Automotive Tire Service (ATS) is designed by the Tire Industry Association and outlines and explains the guidelines for servicing passenger and light truck tires and wheel assemblies. Basic ATS places special emphasis on the relationship between torque and clamping force so technicians have a thorough understanding of the necessary steps to ensure wheel retention on steel and aluminum wheels.

Northwest Wholesale Tire is providing these classes free to all Northwest tire dealers and their employees and classes are expected to fill up fast. Each class has a limited amount of room and pre-registration is required, so call or email your registration in today.

AUTOZONE PROVIDES AUTOMOTIVE TRAINING

AUTOZONE is providing several training classes during the NWTDA Tire Expo being held in Portland, Oregon on March 19 & 20, 2020.

The first class, **FUNDAMENTAL KEYS TO INCREASING SERVICE SALES** is a course designed by AutoZone shop owners and technicians. This course is designed for those relatively new to selling service, and is packed

with new tips for veteran service advisors. During the course, participants will:

- Get practical information on speaking to the technical aspect of making the sale to customers
- Learn the do's and don'ts of writing RO's
- Identify and promote unique selling points
- Improve the shops first impression with every customer
- This class is scheduled for 9 am on Thursday, March 19 and preregistration is required.

AutoZone will also conduct a **BRAKE TECHNOLOGY** training class scheduled on Friday, March 20 at 9 a.m. This is a course designed by AutoZone that improves the participant's knowledge of the complete braking system and provides tips to properly diagnose and service braking components to reduce comebacks.

During the course, participants will:

- Learn recommended practices and tips for a successful brake service
- Understand how hydraulic brake systems function and how to properly diagnose brake related issues
- Learn how to diagnosis and service Anti-Lock Brake Systems (ABS)
- Understand how wheel speed, lateral acceleration, yaw rate, and steering angle sensors affect a vehicle's performance and Electronic Stability Control (ESP)

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PORTLAND CERTIFIED COMMERCIAL TIRE SERVICE TRAINING

The Northwest Tire Dealers Association will offer the internationally acclaimed TIA Certified Commercial Tire Service training in Portland on March 19th at the Tire Expo held at the Holiday Inn located at 8439 NE Columbia Blvd.

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, students must show proficiency in the shop by demonstrating the ability to perform various skills that must be witnessed and signed off on by a service manager or supervisor. Each student who successfully passes the course receives a certificate, 13 uniform patches, and a 2-year subscription to the bi-monthly publication, Commercial Tire Service Today.

The training consists of 18 Modules that make up the Certified CTS Program and takes up to 8 hours plus the time for the certification test. Registration for the training is now open and will close Monday, March 9th. For more information on this training program see the registration form in this issue.

Hotel accommodations and reservations can be made directly with the Holiday Inn at 503-256-5000. Just ask for the NWTDA special rate.

PORTLAND TPMS TRAINING

The NWTDA will offer a Tire Pressure Monitoring Systems training class designed by AutoZone that gives participant's in-depth understanding at TPMS through case studies and hands-on training on Friday, March 20th.

During the course, participants will:

- Learn about TPMS service requirements,

processes, and procedures

- Use scan tools and hand tools to properly diagnose and repair damaged TPMS systems
- Learn correct tire mounting and dismounting procedures and proper installation processes
- Understand the TREAD Act and the legal requirements of TPMS

For more information on the class see the registration form in this issue or contact the NWTDA office at 509-948-2433.

WAIA HEALTH TRUST & NWTDA

Northwest Tire Dealers Association members in Washington qualify to join the Washington Automotive Industry Association (WAIA) Health Trust.

WAIA Health Trust is the only automotive aftermarket Association available through Regence Blue Shield / Asuris Northwest Health. Groups of 2 or more employees are eligible to participate. 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 (formerly Regence Life & Health).

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

DiMartino Associates is WAIA's General Agent and will work directly with your broker in order to provide you with a WAIA Health Trust Quote.

Contact your broker today in order to request a quote. Quote requests may be submitted electronically to waiquotes@dimarinc.com.





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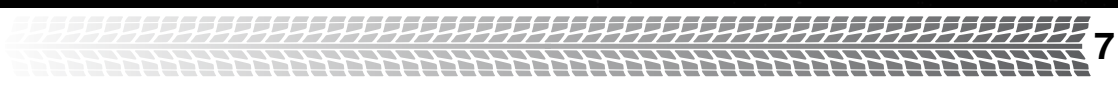
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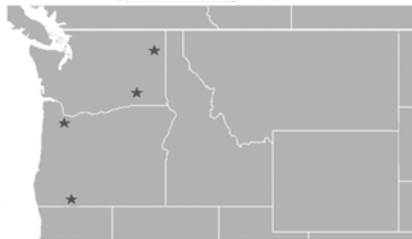


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