



# 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: [rnordness@nwtiredealers.org](mailto:rnordness@nwtiredealers.org)

**September | October 2020**

## 2020 SEMA SHOW CANCELLED

The Specialty Equipment Market Association has decided to cancel the 2020 SEMA SHOW due to the uncertainty that the COVID-19 pandemic presents in trying to stage a major convention and trade show.

“We sincerely appreciate your commitment and support of this annual event. Without reasonable assurance that the experience could be reliably delivered, the announcement is being made to help exhibitors, attendees and partners plan appropriately,” Tom Gattuso, SEMA vice president of events, and Waren Kosikov, SEMA vice president of sales, said in a letter to exhibitors.

The 2020 SEMA Show was scheduled for Nov. 3-6 at the Las Vegas Convention Center.

More than 1,700 manufacturing companies were signed up to exhibit at the event, with thousands of buyers registered for the event scheduled to take place in just 3 months.

“The SEMA Show is committed to furthering businesses in the automotive specialty-equipment marketer, and to providing manufactures and buyers with the best opportunity to connect, promote new products and discover new trends,” said Chris Keersting, SEMA president and CEO.

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“We appreciate the spirit, hard work and innovation our industry puts into the SEMA Show each year. While we are disappointed circumstances prevent us from hosting the Show in November, we look forward to getting everyone together in 2021 for another outstanding event.”

This announcement also shuts down the TIA plans that coincides with the SEMA Show. In a letter to the TIA Board of Directors, TIA President Brian Rigney announced “We at TIA were planning to postpone our key events to 2021, including the Sunday night board dinner and the Monday night anniversary gala.” In addition he told board members that “We tentatively plan to return to the Cosmopolitan in 2021 so that we can enjoy the setup we had planned for this year.

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# COMMERCIAL TIRE SERVICE TRAINING IN PORTLAND

Is your company OSHA Compliant? According to OSHA, "...all employees who handle truck tires and wheels must receive safety training."

The Northwest Tire Dealers Association will offer the Tire Industry Association's Commercial Truck Service (CTS) training and certification class in Portland, Oregon on Wednesday, September 23rd. The training class starts at 7 am and will be held at the Holliday Inn on Columbia Blvd. The training class is an 8 hour training course, followed by a two hour certification test.

A certified instructor will lead the class with video training in eighteen different modules including: Tire construction; Rims, Wheels & Hubs; OSHA Regulations; 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 CTS training manual and lunch. Those members wanting to use their own CTS manuals will be charged \$195 for the training. Non-member price is \$395 and includes a new TIA manual and lunch.

For more information or to register for the training contact the association office at 509-948-2433. All registrations must be completed by September 11, 2020.

## NWTDA GOLF CLASSIC

The Northwest Tire Dealers Association is celebrating 81 years of service to the independent tire dealer with our "Annual Golf Classic" to be held at McMenamin's Edgefield, located at 2126 SW Halsey Street in beautiful Troutdale, Oregon. This year Bill Dodak of Avaun Tire Supply and

Rick Mustion of Northwest Wholesale are once again our co-chairs for the event.

This year's event. Scheduled for Thursday, September 24, 2020 will be a "Shot Gun" start at 1 pm at McMenamin's par three 9 hole course. We will have team competition with trophies and cash prizes for the winners. Enter your own team or be part of one of the current teams.

This year the event is sponsored by Paul Krupa powered by Paysafe/TSYS. The cost of this year's event is \$35 per person, plus the cost of the rental of clubs (2). To register for the golf event call the NWTDA office at 509-948-2433.

## TIA'S NEW HEALTH BENEFITS PROGRAM

Affordable! Effective! Secure! The Tire Industry has a new health care program geared for Small-to Mid-sized businesses.

Enjoy the cost savings of self-funding without taking on added risk with the National Benefits Solutions Self-Funded Program. The program will help you gain control of your health care expenses while providing quality benefits to your employees. All of the employer-established health benefit plans meet the standards set by the Affordable Care Act.

For more information please contact: Timothy A. Chandler III - TIA Benefits Manager at [tchandler@tireindustry.org](mailto:tchandler@tireindustry.org) or 800-876-8372 x 130.

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# **TIA SHIFTS 100TH ANNIVERSARY CELEBRATION TO 2021**

The Tire Industry Association is having what can only be described as a major shift in plans. With most events scheduled for 2020 cancelled due to the coronavirus, the association now will celebrate its 100th anniversary next year, in 2021.

While this was not the original intention, we are fortunate and excited to have the opportunity to schedule and conduct all of the planned 2020 events in 2021 without the uncertainty we all have faced this year,” said CEO Roy Littlefield. “We aim to bring the tire industry together throughout the year and to celebrate the association’s amazing history.”

Highlighting TIA’s 2021 activities will be a spectacular 100th Anniversary Gala

Celebration at The Cosmopolitan of Las Vegas hotel and casino on Nov. 1, the day before the Global Tire Expo (GTE)/SEMA Show opens. The evening will begin with a glamorous cocktail reception followed by a program in the hotel’s iconic venue The Chelsea featuring a look back at TIA’s fascinating and influential history, remarks by a well-known inspirational speaker and a concert by a nationally known musician.

During the 2021 GTE/SEMA week TIA will recognize Tire Industry Hall of Fame Inductees and other award winners during the Tire Industry Honors luncheon and hold a Top Golf Government Affairs Benefit Fundraiser.

The association’s first International issue Summit is another 100th anniversary-inspired program that was cancelled. Targeted at GTE/SEMA’s huge International audience, the summit now will take place in November 2021. It will focus on four issues affecting the tire industry internationally: Tire Registration and Recalls, Motor Vehicle Inspections, Useful Tire Service Life, and Scrap Tire and Crumb Rubber.

Attendees will hear from speakers and panelists from around the globe who are well-versed in the topics.

“The year has changed but the mission remains the same,” Littlefield said. “We look to honor and celebrate TIA’s rich and influential heritage with events that our members will find valuable, interesting and enjoyable and that will springboard the association forward as it begins its second 100 years. We encourage everyone in the industry to join us in 2021 for the celebration.”

## **NWTDA RESCHEDULES TO 2021 CONFERENCE & TRADE SHOW**

Everyone’s 2020 conference plans have shifted to 2021 because of COVID-19 and that includes the Northwest Tire Dealers Association plans.

NWTDA has shifted our focus to March 18 & 19 2021 for our Dealer Conference and Trade Show to be held at the Holiday Inn located on Columbia Blvd. in Portland, Oregon.

The 2021 Conference Committee is currently working out the details of the two day event, which will keep most of the training events that were scheduled for the 2020 Conference including the TIA ATS and CTS certification training.

NWTDA will start the program off with the “Breakfast the President” on Thursday, March 18 and the association membership luncheon is scheduled for Friday, March 19, 2021.

We are very fortunate and thankful for our Supplier Group who have been fantastic partners in this venture and who have remained on board holding their original booth spaces.

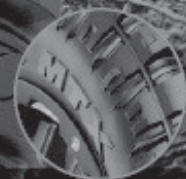
Our association began in 1939 with the formation of the Washington Tire Dealers Association and we are proudly looking forward to our future with our events in 2021



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# DON'T DITCH YOUR DIGITAL MARKETING STRATEGY DURING COVID-19

By TCS Technologies

The outbreak of COVID-19 has significantly altered the way people shop for products-and, by default, the way businesses must approach marketing. When the government called for a nationwide shutdown, we witnessed a nearly 50% surge in internet usage and a massive migration to e-commerce.

The new environment created a challenge and an opportunity for dealers, as it shifted the primary focus for marketing and sales from the physical dealership to the web's many channels and platforms. As e-commerce dominates the market, dealers need to adopt effective digital marketing strategies to engage consumers and sell inventory online.

We encourage you to maintain your digital marketing efforts as much as possible, as it will benefit your business in the long run to continue advertising to potential customers. Ongoing digital marketing increases your on-line visibility and makes your brand memorable. Businesses that stall online marketing efforts will have difficulty gaining traction as consumers return to stores.

Here are some effective ways dealers are leveraging digital marketing to maintain sales:

## Keeping Customers Informed

Whether you are currently accepting customers into your dealership or conducting all sales online, you can maintain engagement by informing customers how they can continue to do business with you. Revise ad copy to announce helpful new services such as delivery or in-store pick up. Update your business hours on Google Ads if your in-store availability has changed.

## Expanding Channels

We already live in an Omni channel world, and the nationwide shut down has only encourage consumers to adopt multiple devices. Curating your messaging for websites, mobile apps, email and SMS texts allows you to reach consumers in all the ways that they are engaging with brands

## Enhancing Digital Content

Digital content such as emails and newsletters are an excellent method to keep users engaged and interacting with your dealership-as long as the content is relevant and useful to your audience. Keep your audience interested in your messaging by including links to blog post new inventory and DIY articles.

Call TCS today at 888-449--8473 to connect with a team of digital marketing experts.

## FREE AUTOZONE TRAINING AVAILABLE FOR ALL NWTDA MEMBERS

NWTDA's partnership agreement with AUTOZONE allows all NWTDA members to participate in AUTOZONE's virtual training classes that are being offered at NO COST for a limited time.

AutoZone offers training designed to keep your team on top of their game. Courses cover a wide variety of topic and experience levels. From technical training to shop management training, these course offerings are relevant to today's technician covering new developments in the automotive industry. Choose from live training courses led by ASE Master Certified factory-trained instructors, or choose on-demand online training developed by industry leaders.

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## **TIA TRAINING WEBINARS**

While the COVID-19 pandemic forced TIA to cancel some of the training courses that had been scheduled for 2020, the association quickly adapted by unveiling two new series of webinars that gave technicians a chance to preview its Automotive Tire Service (ATS) and Commercial Tire Service (CTS)/fleet coursework at no cost.

In May, TIA held a six-week series of webinars geared toward passenger and light truck tire service technicians. The webinars, taught by full-time TIA instructors, were based off the association's highly regarded ATS and Advanced Tire Pressure Monitoring System (TPMS) training programs and covered subjects such as Vehicle Lifting; Demounting, Mounting and Lifting; Balance; Wheel Torque; Tire Repair, and TPMS Service.

The ATS-based webinars attracted more than 800 people from all segments of the industry and different parts of the world for the 30-minute classes. Roughly a quarter of the attendees registered were technicians, with the remainder a mix of suppliers, manufacturers, distributors and vocational instructors.

Buoyed by the success of the ATS webinars, in July TIA ran a three-week series of free webinars directed at fleets that use mounted tire programs and commercial tire dealers who provide those services. These webinars, which drew more than 200 registrants, used a combination of videos, images and discussion to cover three key areas of commercial/fleet tire safety: Inspection, Inflation and Wheel Torque.

"TIA is committed to bringing its training programs to participants in whatever ways work best for them," said Kevin Rohlwing, senior vice president of training. "We look forward to offering more such classes, online and in person, to improve tire safety in the shop and on the highway."

The Northwest Tire Dealers Association has been a partner of the TIA in the training programs for almost 20 years. NWTDA is planning two of the CTS all day training programs in September, one in Pasco, Washington on September 16 and the other in Portland, Oregon on September 23. For more details on the local training classes contact the NWTDA office at 509-948-2433.

## **2020 TPMS RELEARN CHART**

The Tire Industry Association (TIA) has updated its Tire Pressure Monitoring System (TPMS) Relearn Chart with 2020 information. The chart is divided into two sections: domestic and imported vehicles, with vehicles in each listed by make, model and year.

TIA members receive a significant price savings. Take advantage of this membership benefit and order the update chart today.

The Northwest Tire Dealers Association has also made this chart available to our members and will continue to do so this year. To reserve your copy of the chart call the association office at 509-948-2433.

## **PANGLE ELECTED TIA SECRETARY**

The Tire Industry Association board of directors has elected Jim Pangle, a business development specialist with Fountain Tire, as board secretary, putting him in line to become the group's president in 2022, according to TIA's rules of succession.

Mr. Pangle has held TIA board positions since the mid-1990's and has participated on the training/education, strategic planning, nominating, membership and government affairs committees.



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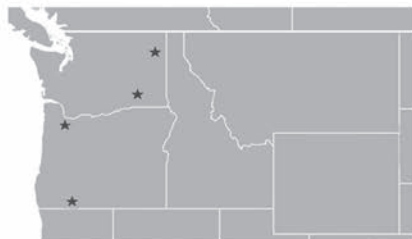
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