



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 2021

PURCELL TIRE JOINS MICHELIN COMMERCIAL NETWORK

Purcell Tire & Rubber Co., has been allied with Goodyear in both new tires and retreads, has joined the Michelin Commercial Service Network (MCSN). The new Michelin affiliation came with the result of Purcell's actuation of Quality tire Co. of Salt Lake City.

Purcell closed the deal to buy Quality Tire in late December, adding that dealership's nine commercial outlets and three retread plants – a Michelin Retread Technologies plant in Hudson, Colo., and Oliver Rubber system plants in Billings, Mont., and Salt Lake City – to its existing commercial holdings.

With 70-plus service locations and five truck tire retread plants in 15 states, Purcell Tire is among the 10 largest independent commercial tire dealerships and retreaders as well as the largest retreader of off-the-road (OTR) tires in North America.

Purcell has three commercial locations in Western Washington, which were part of the Phelps Tire purchase along with their OTR retread plant in Portland, Oregon.

“After a 30-year relationship with Michelin, Purcell Tire is honored to be a part of a very exclusive network of dealers focused on offering the best products and services for commercial and OTR fleets,” Purcell Tire owner Bob Purcell said.

Celebrating 35 years!



IN THIS ISSUE

| | |
|--|--------|
| TIA Leadership Classes | page 3 |
| Latin Tyre Expo | page 3 |
| Bill to Open States Businesses | page 4 |
| Oregon to Impose Per Mile Tax | page 6 |
| Walt Kaufman Retires | page 6 |
| Risk Management Corner | page 8 |
| NWTDA Celebrates Partnership | page 8 |

NWTDA MOVES TRADE SHOW TO SEPTEMBER IN PORTLAND

Due to continuing concerns of the COVID-19 pandemic the Northwest Tire Dealers Association Board of Directors has decided to postpone the March 2021 Dealer Meeting and Trade Show until September 9 & 10.

NWTDA has selected the September dates to coincide with the Portland Grand Prix. The NTT INDYCAR Series is confirmed for September 10 – 12 2021 and NWTDA plans to supply race tickets to tire dealers and their employees who will be attending the TIRE EXPO Trade Show.

The NWTDA Trade Show Committee is still working on the location arrangements and they expect to have that information available within the next 30 days.

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TIA ADDS MORE RETAIL LEADERSHIP CLASSES

The Tire Industry Association (TIA) has added five more classes to its virtual Retail Tire Store Leadership (vRTSL) training course.

“Based on two successful initial vRTSL classes, TIA has decided to continue its partnership with MOHR Retail and offer five more classes in 2021,” said Dan Nothdurft, TIA president. “The vRTSL training is in line with TIA’s mission to enable members’ success through education and practical learning.”

The vRTSL program is designed to help tire store managers develop the interpersonal and leadership skills needed to retain, engage and enhance their teams’ productivity and deliver exceptional performance and customer service.

Classes will be held in March, May, July, September and November 2021, and each class features two-hour virtual sessions every Tuesday and Thursday for a total of eight sessions per class.

The vRTSL sessions will cover the following modules:

- Role of the Leader;
- Discovering Your Leadership Style
- Communication Skills;
- Setting Performance Expectations;
- Improving Below-Standard Performance;
- Effective Floor Supervision; and
- Coaching in Real-Time

Glen Nicholson, a former automotive service technician, tire store manager, district manager and past senior director of retail training for TBC Corp., will teach the course.

Cost is \$750 per student, including virtual facilitation, an online personalized DISC survey and 90-day post-training microlearning.

For registration questions, contact Christine Hoogenboom, TIA director of training, at training@tireindustry.org Registration is available via this link <https://www.tirindustry.org/retail-tired-store-leadership-training>. For questions about the course, contact Glen Nicholson at gnicholson@mohrretail.com.

LATIN TYRE EXPO POSTPONED

To prioritize the health and safety of exhibitors and attendees due to the Covid-19 pandemic, the Latin Expo Group has postponed the Latin American & Caribbean Tyre Expo and Latin Auto Parts Expo. The co-located expos are postponed until October 6-8, 2021, at the brand-new Panama Convention Center in Panama City, Republic of Panama.

Numerous safety protocols will be implemented at the event to provide a safe environment for all. The new date allows our exhibitors, attendees, and expo staff to better prepare and handle these challenging circumstances. Above all our goal is to protect the health of our community and those around us.

The exhibition is the largest for tire and auto parts in Latin America and has been held annually for over ten years. This year’s event will be at the Panama Convention Center in Panama, which features over 58,000 m² and a capacity for 25,000+ people. Over 300 international exhibitors and thousands of tire and auto parts distributors attend each year.

For more information contact Linda Bassitt at linda@latinexpogroup.cm

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NWTDA SUPPORTS BILL TO OPEN WASHINGTON BUSINESSES

Senate Bill 5114. Safely Reopening Washington, has been heard in the Senate State Government Committee. An incredible 1,500 citizens, business owners and associations registered their support for the legislation. The bipartisan bill is sponsored by Senators John Braun (R-Centraillia) and Mark Mullet (D-Issaquah).

If enacted the bill would require the state to ease restrictions on businesses that can show they can open and operate safely. Currently, retailers are only allowed to have a maximum of 25% capacity in their stores and indoor dining is banned in most restaurants except those with adequate ventilation.

Hundreds of businesses have been forced to close forever. Thousands of Washingtonians are jobless, and our unemployment rate continues to surpass the national rate. The unfortunate part is that reports and statistics don't support the shutdown. New cases are largely being reported from family gatherings where safety protocols are lax or non-existent.

As of February 14 the entire state has moved to Phase 2 which will reopen dinning, indoor fitness centers use, and movie theaters. All restricted to 25% capacity.

COLORADO TO CONNECT TIRE DEALERS TO CONSUMERS

SOURCE: MODERN TIRE DEALER

In an effort to encourage motorists to check their tires during the winter driving season, in 2021 the Colorado Department of Transportation is recruiting tire retailers to join its database – a

resource consumers can use to find a nearby tire store.

The state says providing the list of tire stores is one way to help motorists be prepared for snowy and icy conditions.

So far, there are 150 retailers on the state's list. There are independent tire dealers and franchise location already on the list, as well as some car dealerships. It's open to any tire shop.

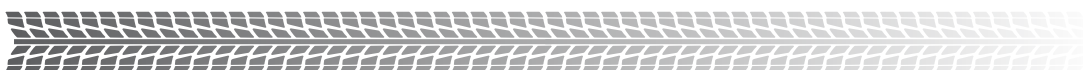
"When it comes to winter driving, tires are one of the primary factors in how well you're able to navigate Colorado's often treacherous road conditions," said Andrew Hogle, the public information officer for the department of transportation.

Colorado did update its "Traction Law" in 2019, and it requires tires on all vehicles to have a minimum tread depth of 3/16 of an inch (that's 6/32 of an inch) anytime CDOT implements the Traction Law during the winter. The 3/16 of an inch rule is automatically in place from September 1 to May 31 along Interstate 70 through the Rocky Mountains, from Dotsero to Morrison.

The minimum tread wear applies to tires no matter whether they're all-season tires with or without the mud and snow designation (M&S), winter tires with the 3-Peak Mountain Snowflake icon, or an al-weather tire.

The state's previous minimum tread depth was 4/32 of an inch.

In 2015 its promoters said the primary goal was to improve traffic flow and safety along I-70 through the snowy season from Denver to the state's popular mountain and ski communities.





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OREGON TO IMPOSE PER MILE TAX

Oregon House Bill 2342 would impose a mandatory per-mile road usage charge for registered owners and lessees of passenger vehicles of model year 2027 or later that have rating of 30 miles per gallon or greater, beginning July 1, 2026. It repeals voluntary per-mile road usage charge on July 1, 2029. It would allow annual fee in lieu of mandatory per-mile usage charge, for period beginning on July 1, 2026, and ending on June 30, 2031.

It is confusing, but the fact is cars that get better gas mileage (over 30 mpg) do not pay as much in gas tax as do vehicles that are gas hogs. So in this case, those who are more concerned about the environment will have to pay an additional tax.

The bill would require the Department of Transportation to submit periodic reports to Road User Fee Task Force about development and implementation of programs. It also requires the department to seek federal funding to better understand interaction of per-mile road usage charges and impact on environment of motor vehicle usage.

WASHINGTON PASSES BILL TO SUPPORT BUSINESS AND WORKERS

Gov. Jay Inslee signed legislation providing relief for businesses and workers impacted by the Covid-19 pandemic. SB 5061 will increase minimum unemployment benefits for workers and provide significant tax relief for businesses over the next five years, to support recovery from the economic impacts of Covid-19 shutdowns.

COVID-19 has caused deep economic hardship for many workers and businesses. This bill, along with other relief we've provided, is another step in helping to mitigate these very difficult impacts.

WALT KAUFMAN RETIRES

Walt Kaufman announced his retirement last December after 43 years in the tire and wheel industry in the Northwest. Walt was truly a Northwest man spending his career in Washington and Oregon.

Walt started out in the industry working for Jim Alan who ran a company with the strange handle of 4-2-Go, in Portland. In The Spokane area he worked for a string of distributors including; Armstrong Tire Distributors, Astro, Emco, Tire Master and a few others. He ended up with Greenball Tires and became their Northwest Representative. He was with Greenball for 24 years.



Walt could be found at any number of Tire & Wheel trade shows in the Northwest and every year in Las Vegas at SEMA Show.

Walt was a sponsor of the Northwest Tire Dealers annual golf event and was known to hand out some big bucks to some of our winners.



Congratulations on your retirement Walt and always know that if you ever get the urge to hang out with a bunch of tire guys you are always welcome to join us.



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In an increasingly connected world, businesses are able to work more effectively than ever before – but they are also more susceptible to fraud than ever before. It might seem impossible that your business would be the target of digital scam, but that's what cyber criminals are counting on. They prey upon the unsuspecting, employing ever-evolving methods to gain access data they can exploit for profit.

According to the FBI's Internet Crime Complaint Center, nearly 70,000 U.S. businesses lost more than \$10.1 billion to business email compromise/email account compromise attacks, commonly known as phishing, between October 2013 and July 2019.

Phishing attacks happen to businesses of all sizes and types. Scammers will send emails to employees, asking for information or providing a link that, when clicked, gives them access to the business's network. From there, the criminals can install malicious software to extract information, hold data for ransom, or otherwise sabotage a network.

One thing all phishing attacks have in common is that an employee was deceived-either into following a link, paying money, or providing information to someone posing as a trusted source. So, what can you do to help prevent your business from being reeled in by such a scam? Learn about the problem, then educate your employees. Here are a few tips to help get your workers thing about helping protect your data – and your business - from email scams:

- Generic greetings, misspellings, and sloppy presentation could signify that an email is fraudulent
- If an email requests payment, but you weren't expecting an invoice, confirm it with you known contact over the phone

- If an email contains an unfamiliar or suspicious link, don't click it
- Report all suspected email attacks to management, but don't forward emails unless requested

Any organization is vulnerable to phishing attacks. So take steps to mitigate your risk of being a victim. Consider investing in cyber liability insurance respond to cyber exposures. Keep your susceptibility and training employees to recognize and avoid malicious emails.

This threat is not going anywhere; fraudsters continue to find new ways to catch their victims off guard. But understanding the risk and training your employees to help safeguard your data and your network is the best first step you can take to help keep your business from falling victim to cyber criminals.

NWTDA CELEBRATES PARTNERSHIP WITH FEDERATED INSURANCE

The Northwest Tire Dealers Association is celebrating 35-years of partnership with Federated Insurance.

Our goal, as an association of independent tire dealers, is to help our members succeed. So many challenges and obstacles can come up yearly, monthly, and even daily for our business owners and it is nice to know that Federated has our members covered.

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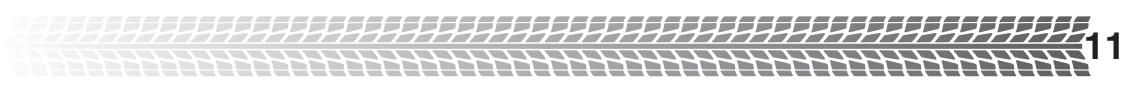


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