



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

November | December 2021

MASON HESS TO TAKE OVER THE GAVEL OF TIA

Mason Hess, area manager for Purcell Tire & Service Center, is scheduled to take on the job of President of the Tire Industry Association on Monday, November 1.

Mr. Hess is a third-generation tire professional and has had a 23 year career in the industry, beginning as a warehouse laborer with GCR Tire. During his career, he has been technical adviser, vice president, area manager, manager and trainer, working for both large and small tire dealerships as well as Bridgestone America Inc.

He joined Purcell Tire in 2009 when Purcell acquired D&D Tire Inc.

Mr. Hess has managed more than 100 service technicians both directly and indirectly, and also helped developed TIA's Earthmover Tire Service training and certification program.

He has been on the TIA board of directors on many committees, including the Membership and Training Committee.

Mr. Hess and the newly elected directors will take office on Monday, Nov. 1, 2021, during TIA's Annual Membership Meeting proceeding the opening of the Global Tire Expo/SEMA show in Las Vegas. They will join an additional 14 directors to make up the Association's 18-member board.

IN THIS ISSUE

| | |
|------------------------------------|--------|
| TIA Hall of Fame | page 3 |
| TIA celebrates 100 years | page 4 |
| Commercial Tire Training | page 4 |
| Oregon Chain Law Fines. | page 6 |
| ASA Members Changes. | page 6 |
| NWTDA Member Survey | page 8 |
| ETS Training in December | page 8 |

JIM & TOMMY DUFF, MTD'S 2021 TIRE DEALER OF THE YEAR

Jim and Tommy Duff, the owners of Southern Tire Mart, have been named as Modern Tire Dealers "Tire Dealer of the Year".

They have built a coast-to-coast empire spanning more than 150 stores across 15 states that is on track to hit \$2 billion in sales this year.

Their company also is the largest retreader in the country – with its daily production eclipsing that of three different tire manufacturers.

Continued on Page 4

Pacific
Tire

DISTRIBUTORS



PORTLAND, OR (503) 247-7115
MEDFORD, OR (541) 779-TIRE (8473)
PASCO, WA (509) 542-TIRE (8473)
SPOKANE, WA (509) 535-TIRE (8473)

©2021 Cooper Tire & Rubber Company. All Rights Reserved.

Pacific
Tire

DISTRIBUTORS

| | | | |
|---|--|-------------------------------------|---------------------------------------|
| PASCO WA | PORTLAND OR | MEDFORD OR | SPOKANE WA |
| 2525 N COMMERCIAL AVE (509) 542-TIRE | 2750 N HAYDEN ISLAND DR. (503) 247-7115 | 4787 AIRWAY DRIVE (541) 779-TIRE | 320 N LEE ST (509) 535-TIRE (8473) |

FAMILY OWNED & OPERATED!



WWW.PACIFICTIREDISTRIBUTORS.COM

LITTLEFIELD BARRY SELECTED FOR TIRE HALL OF FAME

The Tire Industry Hall of Fame Committee has selected two new inductees for the Tire Industry Association (TIA) CEO Roy Littlefield III and the late Martin J. Barry, a former president of the National Tire Dealers Association. Barry will enter the Hall in the historic category.

The Hall of Fame Award is the tire industry's highest honor. It recognizes individual who have contributed greatly to the growth and development of the tire industry or have demonstrated high standards, ideals and leadership in the management of their businesses and in the tire community and have achieved goals and success that distinguish them from other.

TIA will recognize the honorees at the Tire Industry Honors Luncheon on Monday, Nov. 1, 2021 from 11:30 a.m. – 1:00 p.m. at The Cosmopolitan of Las Vegas hotel & casino. The luncheon is open to all and complimentary tickets may be reserved.

4 DIRECTORS ELECTED TO TIA BOARD

The Tire Industry Association (TIA) membership has elected three new members and reelected a fourth to its Board of Directors.

The new Board members are Chris Rhoades of BKT Tires, Copley, Ohio; Gary Schroeder of Cooper Tire/Goodyear, Findlay Ohio; and Leigh-Ann Stewart of Kal Tire, Vernon, British Columbia, Canada. In addition, Don Vanderheyden of Hennessy Industries, LaVergne, Tenn., was reelected to a second term on the Board.

Chris Rhoades is senior product manager, technical solutions for BKT. He has 22 years of OTR tire industry experience working at the company and for Bridgestone Americas Inc. At

Bridgestone, Rhoades was the historical product manager of Bridgestone's TreadStat off-the-road tire and rim performance tracking solution.

Gary Schroeder is executive director of Cooper Tire's Global Truck and Bus Tire Business. Schroeder has 35 years of experience in sales and marketing, operations and finance, including 15 years in the tire industry. For the last 10 years, he has led Cooper's global commercial tire business.

Leigh-Ann Stewart is director of health and safety for Kal Tire, where she has been the dealership's senior safety professional for the past 18 years. In this role, she has led a variety of activities including: the implementation of safety leadership program across 17 countries, carried out safety strategies that have resulted in a more than 60% reduction in workplace accidents; and introduced numerous safety and operational initiatives.

Don Vanderheyden is vice president of Commercial for Hennessy, the maker of the Coats brand of wheel service equipment. He joined the company in 2001 and has held positions in purchasing, marketing and sales.

During his first term on the TIA Board of Directors, Vanderheyden said he welcomed the opportunity to advocate educate and provide support for the Association's membership and the broader tire industry.

Tire Service Trucks, Cranes & More!



Travis Glidden
Regional Sales Manager

tgidden@stellarindustries.com
800-321-3741 ext. 4254
Fax: 641-923-9026

www.stellarindustries.com

TIA TO CELEBRATE 100 YEARS OF SERVICE TO THE INDUSTRY

A century of service to the tire industry must be celebrated, and Las Vegas is the perfect location during the 2021 Global Tire Expo (GTE) and SEMA Show.

100 years is quite an accomplishment for the Tire Industry Association (TIA) and this celebration calls for a special venue and the Cosmopolitan of Las Vegas is the perfect host hotel. “The Cosmo is one of the most stylish stays in Vegas, and we are all in close proximity to absolutely everything you could possibly need”, according to Fodor’s Travel.

Monday, November 1 is TIA’s Annual Membership Meeting and Tire Industry Honors Luncheon. The back-to-back membership meeting and honors luncheon will feature the installation of the 2021-22 Board President, Tire Industry Hall of Fame inductions, announcement of the Michelin/TIA scholarship winners, awards presentations by tire industry trade publications and recognition of the state Leadership Achievement Award winner.

“It is exciting to finally be able to celebrate TIA’s memorable 100-years history and to gather the extended TIA family at the Global Tire Expo and SEMA Show.” TIA CEO Roy Littlefield, said. “We look forward to celebrating with Tire Industry Association members and friends as we toast the past and celebrate the future. In addition, we especially are grateful for the support of Bridgestone, Goodyear and all of the other generous sponsors who are helping make all of this possible.”

The 100th Anniversary Celebration Reception & Program starts at 6:00 p.m. and goes to 10:00 p.m. The Global Tire Expo starts Tuesday morning and runs through Friday. For more details contact TIA at: www.tireindustry.org.

TIRE DEALER OF THE YEAR

Continued from front page

Today’s Southern Tire Mart is a far cry from the dealership’s humble beginnings.

The company was founded in 1973 by the Duffs’ father, Ernest Duff, a prominent lawyer in the family’s hometown of Columbia, Miss.

In the early 1970’s Ernest bought stock in Bandag, then a publicly traded company, “and it did well. He thought if the stock was such a wonderful investment that a Bandag franchise would be even better.”

Check out the rest of the Duff’s story in the September issue of Modern Tire Dealer.

COMMERCIAL TIRE SERVICE TRAINING IN PORTLAND, OR

Are you OSHA Compliant? According to OSHA, “...all employees who handle truck tires and wheels must receive safety training.”

The Northwest Tire Dealers Association is offering the Tire Industry Association’s Commercial Truck Service (CTS) 300 level training and certification class in Portland, Oregon on November 17, 2021.

The training will be held at the Holiday Inn at the Airport, 8439 N.E. Columbia Blvd., Portland, Oregon. The training class is an 8 hour program followed by a two hour certification test. Training begins at 7 am and students will be done by 6 pm. The cost of the training is \$300 for TIA and/or NWTDA members and it includes a new TIA CTS training manual and lunch. Those members who want to use their existing manuals will be charged \$200. Non-member cost is \$395 and includes a new TIA training manual and lunch. For more information contact NWTDA at 509-948-2433.



COSMO TIRES®

★ KOOL KAT APPROVED ★



Excellent Quality at an Affordable Price



RC-17 EL JEFE H/T MuchoMacho

- Premium comfort ride
- Stability at high speeds
- Smooth rolling resistance
- Quiet ride technology
- Superior control in wet conditions
- Road Hazard Warranty*

MILEAGE Mileage Warranty*

* On Select Items

DELIVERY TWICE DAILY
Monday through Saturday

Express delivery options available within delivery area.



Tel: 971.303.9221 | Fax: 503.914.1454
Email: info@avaun.com | www.avaun.com



cosmotires.com | 1-844-COSMO-GO



OREGON INCREASES FINES FOR FAILURE TO CARRY & USE CHAINS

The 2021 Oregon Legislature has clarified the fine for failure to carry chains or traction tires to be a Class C traffic violation which has a minimum fine of \$165, and increased the fine for failure to use chains or traction tires to a specific fine traffic violation with a \$880 fine. The new law went into effect on September 25.

The Oregon Department of Transportation has this information on their webpage. NWTDA will also have this new information posted on our webpage; www.nwtiredealers.org.

Oregon defines “Chains” as including link chains, cable chains, or any other device that attaches to the wheel, vehicle or outside of the tire that is specifically designed to increase traction on ice and snow.

By law “Traction Tires” are studded tires, retractable studded tires, or other tires that meet the tire industry definition as suitable for use in severe snow conditions. This includes tires designated by the tire industry display of an emblem on the tire sidewall described as “the mountain and snow flake”.

A copy of the new regulations is included as an insert in this issue. For more information contact the NWTDA office at 509-948-2433.

AUTOMOTIVE SERVICE ASSOCIATION ANNOUNCES RE-ENVISIONED MEMBERSHIP MODEL

The Automotive Service Association (ASA), the oldest and largest association representing the independent automotive repair industry, announced today that it is transitioning to a new and innovative association model leveraging

its expansive history to create a single, unified industry voice.

Under the new model, existing state affiliate agreements will be dissolved, and a 50-state regional structure will take their place.

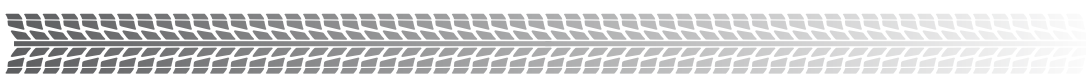
Meanwhile, the local state and regional groups are not happy with the national association’s “Re-envisioned Model” and they are making some changes of their own.

The Automotive Service Association of the Northwest will be changing over to become the Northwest Auto Care Alliance. In response to all affiliates having their affiliation agreements revoked by the Automotive Service Association, ASA Northwest has joined forces with Midwest Auto Care Alliance to continue to serve their members in the Washington, Oregon and Idaho territories. NWACA will continue to serve the independent mechanical/transmission and collision industry as it has over the last 50 years.

The ASA-Midwest affiliate, ASA’s second largest affiliate at the time, left the Automotive Service Association to form an independent organization, the Midwest Auto Care Alliance, in September 2018. Since departing, MWACA has grown in membership numbers and services provided to its members and the industry. The newly formed NWACA organization plans to follow suit with the same proven-success path.

“As we all know the last 18 months have been a challenge to say the least for ALL of us. ASA Northwest has been on the cutting-edge journey, exploring new avenues to offer our members proven paths for success in our member-focused association. We are excited about this new journey we are on with NWACA,” quoted Jeff Lovell, President/Executive Director.

NWACA says that the changeover will be complete by January 1, 2022.





**3PLY SIDEWALL PROTECTION
FOR MORE DURABILITY**



**DECIBEL DECREASING
TECH FOR A BETTER RIDE**



**DUAL SIDEWALL DESIGN
FOR A CUSTOM LOOK**

OFF-ROAD. TOWING CAPACITY. DURABILITY. WE GOT YOU.

36 MONTHS
ROADSIDE
ASSISTANCE

35 SIZES
AVAILABLE

INTRODUCING A NEW CATEGORY KILLER OFF-ROAD TIRE
ROADIAN MTX

Portland: 18700 NE San Rafael St.
Portland, OR 97230
503-665-6144

Millersburg: 3533 Steelhead Run Dr.
Millersburg, OR 97321
503-588-3156



NEXEN TIRE
www.nwr4tires.com



NWTDA MEMBERSHIP SURVEY

The Northwest Tire Dealers Association is planning for our 2022 trade show and training event and we want to hear from our members and all tire dealers in Oregon and Washington.

We have sent out emails via Constant Contact with our survey. We also want to hear from our members who have not received the email so we have included a copy of the survey in this issue of the newsletter.

Please take a few minutes to fill it out and email or mail it back to us. Those returning the survey will receive free entrance into our show and a 10% discount on the training classes being offered.

ADVANCED ETS HANDS-ON TRAINING CLASS

The Tire Industry Association is offering an Advanced Hands-On Earthmover Tire Service (ETS) training class on December 14 -16. The class will take place at AME International in Brooksville, Fla.

Class sessions will run from 8:30 a.m. to 4:30 p.m. on Tuesday through Thursday and 8:30 to noon on Friday. Students will receive comprehensive hands-on training using a service truck, hydraulic tools and a variety of equipment that can aid them in servicing tires.

Course content includes the following topics: Service Truck Operation; Preventative Maintenance Training (service truck, crane, compressor, etc.); Site Preparation and Equipment; Hydraulic Tool Operation & Maintenance; Servicing One-, Three- and Five Piece Rims (on Machine and Loose); Wheel & Rim Fastening Systems; and Wheel Inspection. Students successfully completing a final exam will receive a Certificate of Completion.

Call TIA at 800-876-8372 for more details.

NWTDA HONORS OFFICES



The Northwest Tire Dealers Association is honoring Doug Ray of Superior Tire Service for his leadership as President of the association for the past two year. This honor is usually done during our annual luncheon at our trade show, but with restrictions and cancellations due to COVID we are celebrating in this issue of the newsletter.

Doug will remain on the NWTDA board as Past President.

The NWTDA also is honoring Bob Thomas who is retiring from the board after many years of service. Bob has also served as the President of the association. Bob is also retiring from Six Robblees after many years of service to the tire dealers in the Northwest.

Happy retirement Bob.

2022 OTR CONFERENCE

The Tire Industry has opened registration for the 67th Annual Off-the-Road Tire Conference, which takes place Feb. 23-26, 2022, at the Hilton Sandestin Beach and Golf Resort & Spa in Miramar Beach, Fla.

The event, which was postponed in 2021 due to the impact of COVID-19, annually attracts the movers and shakers of the off-the-road tire industry.

For more details check out the TIA webpage at www.tireindustry.org .

GEOLANDAR X-AT
EXTREME ALL-TERRAIN

YOKOHAMA

**Pacific
Tire**
DISTRIBUTORS

BUILT FOR THE NW!



YOKOHAMA

PORTLAND, OR
2750 N HAYDEN ISLAND DR.
(503) 247-7115

PASCO, WA
2525 N COMMERCIAL AVE.
(509) 542-TIRE (8473)

MEDFORD, OR
4787 AIRWAY DR.
(541) 779-TIRE (8473)

SPOKANE, WA
320 N LEE ST.
(509) 535-TIRE (8473)

FAMILY OWNED & OPERATED!

ORDER ONLINE 24-7

WWW.PACIFICTIREDISTRIBUTORS.COM

1-800- EveryRim
OEM Wheels

**USED • RECONDITIONED
NEW TAKE-OFFS**

**BUY OR SELL BY
TEXTING WHEEL PICS**

951-RimText
951-746-8398



**ORDER ONLINE
EASILY AT**

EveryRim.com




Sales@1800EveryRim.com • 1-800-383-7974

OUR BRAND IS A PROMISE



When you are looking for quality wheel balance solutions, look no further than Perfect Equipment. Our brand has stood for quality and value for the past 75 years and we aim to continue that success.

Make the perfect choice. Choose Perfect Equipment.
Learn more at www.perfectequipment.com

Perfect Equipment is a brand of  **WEGMANN**
automotive
© contents copyright. All rights reserved.

We are a proud supporter of the
**Northwest Tire Dealers
Association**



celebrating success.

You Hold the Keys

Confidently place people behind the wheel of your company vehicles with the help of driver screening tools and risk management resources.



Scan to learn how to help your company drivers make it home safe today.

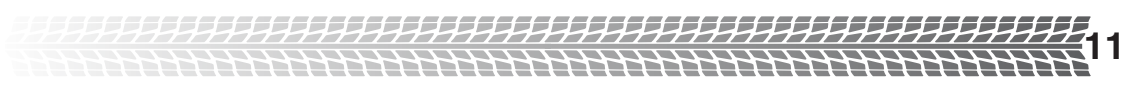


Please make it home safe today.



Commercial Insurance Property & Casualty | Life & Disability Income | Workers Compensation | Business Succession and Estate Planning | Bonding
Federated Mutual Insurance Company and its subsidiaries* | federatedinsurance.com | Ward's 50[®] Top Performer | A.M. Best[®] A+ (Superior) Rating

21.01 Ed. 12/20 *Not licensed in all states. © 2020 Federated Mutual Insurance Company





93705 E. Granada • Kennewick, WA • 99338

PRST STD
US POSTAGE PAID
PASCO, WA 99301
PERMIT NO. 330



FAMILY OWNED & OPERATED

PDX - (503) 247-7115

MEDFORD - (541) 779-TIRE

PASCO - (509) 542-TIRE

SPOKANE - (509) 535-TIRE

FAMILY OWNED & OPERATED!

ORDER ONLINE 24-7

WWW.PACIFICTIREDISTRIBUTORS.COM

Northwest Tire Dealers Association 2021 Officers

President.....Kelly Brown

Board Member Bruce Pook

Board Member Ed Tuck II

Vice President.....Jim Hawkes

Board Member Dan Kennedy

Executive Director .. Dick Nordness

Secretary/Treasurer.... Bryan Frank

Board Member Klyde Thompson

Past President..... Doug Ray

Board MemberRyan Weld

Board MemberMike Romtvedt

Board Member Kevin Kartman