



# 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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**September | October 2021**

## ANDY MASTERS TO KEYNOTE TIRE EXPO LUNCHEON



Andy Masters, a member of the National Speakers Association (NSA), will be the keynote speaker for the Northwest Tire Dealers Association's 2021 Tire Expo Luncheon held in Portland on Friday, September 10.

Andy's most critical and timely program ever is targeted to truly help provide "**Post-Pandemic**" solutions for organizations to help emerge quickly into a thriving business. Learn how to earn back customers and create a new legion of loyal customers by capitalizing on the GREAT opportunities from the projected post-pandemic boom for many industries. Andy illustrates that "Crises leads to forced innovation", therefore we must now re-evaluate every touchpoint in the customer.

Registration for the luncheon and Andy's follow-up program is a must and a registration form is included in this newsletter. You can also call your registration in to the NWTDA office at 509-948-2433.

**Seating is limited so register today!**

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## NWTDA TIRE EXPO

The Northwest Tire Dealers Association is "ready to go" for our 2021 Tire Expo scheduled for September 9 & 10 at the Holiday Inn Convention Center at 8439 NE Columbia Blvd. in Portland, Oregon.

The event is the largest trade show for independent tire dealers on the West Coast and will offer training for tire techs on both days. The show will start at 4 pm on Thursday, September 9th and will have a repeat performance on Friday from 4 pm to 8 pm.

The trade show has exhibitors from the tire and wheel industries as well as the auto parts industry.

**Early registrants will be illegible for drawings for FREE passes to the Portland Grand Prix races held on Sunday, September 12.**

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# BRIAN RIGNEY TO SPEAK AT “BREAKFAST WITH THE PRESIDENT”

BRIAN RIGNEY, will be our morning speaker at the “Breakfast with the President” Thursday, September 9 during the kick-off for the NWTDA Tire Expo in Portland. Brian is the Past President of the Tire Industry Association and was scheduled to be our speaker last year as President of TIA until COVID-19 cancelled all open meetings.

Brian is also the president of Dill Air Controls and has over 19 years’ experience with the tire industry. Brian began his career as a mechanical engineer, maintaining design control over OEM products, including participating in SAE meetings to develop a test plan for TPMS sensors and valve stems. At Dill Brian oversees 125 employees and they have performed countless training seminars since 2005 to educate tire dealer employees on how to properly service vehicles with TPMS, as well as explaining the system to the motoring public.

For the past four years, Brian has been involved in the training and government affairs committees of TIA and hopes to continue his efforts in help update the TIA training modules with best practices.

Brian will be addressing Northwest tire dealers in a Thursday morning presentation of the Tire Industry Association’s future plans for training and plans for the Global Tire Expo at the SEMA show in Las Vegas in November.

The breakfast is free to all NWTDA members and registration is mandatory, so fill out the registration form attached in this issue and mail or email it back to the NWTDA office. Seating is limited so don’t miss out and register today. A registration form can be found in this issue.

## TPMS TRAINING AT THE NWTDA TIRE EXPO

Tom Smith of the CarQuest Technical Institute

Training will be the instructor for a “TPMS for Tire Technicians” class on Thursday afternoon September 9th during the NWTDA Tire Expo at the Holiday Inn on NE Columbia Blvd. in Portland, Oregon.

Tire pressure monitoring systems have been in use for over a decade and tire technicians often encounter TPMS issues when replacing/ repairing, rotating, and/or balancing tires. This course covers these common issues, while also reviewing changes to tire pressure monitoring systems.

Including:

- New sensor technology
- Programmable sensors
- Aftermarket replacement sensors
- Tools necessary to service these systems

Tom will also be the instructor for the Friday afternoon class that takes a look at “TPMS Updates & Diagnostics”

As we mentioned, tire pressure monitoring systems have been around for a while and issues with these systems are now commonplace in the aftermarket repair shop. This course covers changes to tire pressure monitoring systems including: new sensor technology, programmable sensors, aftermarket replacement sensors and the tools necessary to service these systems.

Space is limited for both of these classes so we recommend registering for these class early so you don’t miss out on this great training. See the registration form in this issue.

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## ALIGNMENT CLASS OFFERED BY NWTDA

CarQuest Technical Institute Training will offer an alignment training class at the NWTDA Tire Expo in Portland on Thursday, September 9 . Blake Cassidy will be the trainer for this 3 and a half hour class.

The primary goal of each wheel alignment service is to give our customers a safe and reliable vehicle that performs as designed every time. In this class a review of the alignment angles will be covered. This review is focused on what's important about angles and why we need to check them during every alignment. We will introduce a concept that will help balance the angles in the right relationship, ensuring performance that meets OE standards. The best practice alignment centers around the customer's expectations. The customer expects their vehicle to receive a complete alignment, and to be made aware of any underlying concerns that may need to be addressed to return their vehicle to proper alignment. The process that is covered in this class is very thorough and insures that the customer receives the technician's best efforts.

As a technician, this practice will be appreciated as it is designed to avoid as many comeback as possible. It begins with the pre-alignment preliminary inspection of the components, the vehicles driving tendencies and alignment angles. When these angles are not within the preferred specification, an adjustment or solution will be necessary. "Getting it in the green" or "**setting the toe and letting it go**" are not good enough, as we will discuss in this class.

See the registration form insert in this issue, fill it out and mail or email it back to NWTDA. Register early as there is limited seating available.


## THE PERFECT BRAKE JOB

CarQuest Technical Institute Training will offer a brake training class during NWTDA Tire Expo on Friday, September 10th at the Holiday Inn on NE Columbia Blvd. Blake Cassidy will be the instructor for this three and a half hour class starting at 8 am.

This class is designed to **set standards of performance for every brake service professional**. By following the guidelines in this class and workbook, you will know what is expected of you when performing a basic brake job. The primary goal of each brake job is to give your customers a safe and reliable vehicle that stops without noise every time. Keep these goals in mind as we review the Best Practices in Brake Service performance standards. Topics include best practices for brake inspection, friction selection, rotor machining using both on and off the car lathes, proper use of lateral runout measurements and rotor indexing and proper repair validation.

**CarQuest** will offer a second brake class Friday afternoon on **Brake System Diagnostics**. Blake Cassidy is the instructor for this three and a half hour class starting at 1 pm.

This class curriculum focuses on the brake system symptoms that are most commonly a concern of our customers and the proper diagnostic procedures performed by the professional technician during service.



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## **GOODYEAR & COPPER HIKES CONSUMER TIRE PRICES**

Goodyear Tire & Rubber Co. will increase consumer tire prices for the fourth time in less than a year. The next increase will go into effect on September 1.

Goodyear Chairman, CEO and President Rich Kramer told investors during the latest earnings call that consumer tire prices will increase up to 8% with this latest pricing action. The price increases will be on passenger and light truck tires from both Goodyear and the recently-acquired Cooper Tire & Rubber Co.

## **LES SCHWAB TIRE CENTERS BUYS PLAINS TIRE CO. OF CASPER, WYO**

Les Schwab Tire Centers has announced a deal to buy Plains Tire Co., a tire dealership owned by the Nicholls family with nine stores in Wyoming.

The deal is expected to close in August, a Les Schwab Tire spokesman said, noting that it is pursuing other expansion and buy-out opportunities alongside new store construction to build its network.

Les Schwab opened its first store in Wyoming in Rock Springs – a community of about 23,000 near the Colorado-Utah state lines – in 2019 with plans to grow its footprint over time.

“With this purchase, we are able to serve much of the state in one step,” Les Schwab CEO Jack Cuniff said. “Plains Tire is a strong and healthy company, and it’s exciting to be able to speed up our growth by welcoming these stores, employees and customers into Les Schwab.”

Plains Tire’s stores are located in Casper (2 stores), Evanston, Gillette, Green River, Laramie, Riverton, Rock Springs and Sheridan.

## **TIA TO CELEBRATE ITS 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 association, 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 TIA 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-year 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 TIA 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](http://www.tireindustry.org).



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# EXECUTIVE ORDER ISSUED ON RIGHT TO REPAIR

President Biden recently issued an executive order addressing right to repair concerns and repair barriers. Biden signed the order as part of a plan to boost competition across numerous sectors, from healthcare to the auto industry, online platforms, and consumer devices. The order also aims for better regulatory support for independent automotive repair shops.

Right to repair remains a top priority for the Tire Industry Association (TIA) as well as many other automotive associations. TIA has been working with other industry groups and the FTC on this initiative.

TIA thanks the administration for recognizing the importance of right to repair to ensure consumers have access to the repair shop of their choice.

The executive order is aimed at promoting competition in the United States and is sure to give a boost to the right to repair movement.

## NEW ADVANCED ETS TRAINING

The Tire Industry Association (TIA) is expanding its Advanced Hands-On Earthmover Tire Service (ETS) training offerings for 2021, with in-person classes scheduled for September and December.

“The hands-on courses allow students to leave with comprehensive knowledge that can only come from a combination of classroom and hands-on instruction,” said Kevin Rohlwing, TIA’s VP of training.

The Classes will be held Sept. 28 – Oct. 1 at Stellar Industries in Garner, Iowa, and Dec. 14 -16 at AME International in Brooksville, Fla.

## TED C. BATEMAN

Ted C. Bateman passed peacefully in his sleep on June 3, 2021 in Gresham, Or. at age 87. He was born in Medford, Or. Nov. 1, 1933, to Pearl and Birdie Bateman, Ted was the oldest of five.

Ted, known by most of us in the Tire Industry, as the “Boss Man” at Northwest Retreaders, was a true leader in our industry. Ted received the NWTDA “Outstanding Achievement Award” in 2001.

Ted was also into street racing and started the 49ers Club in Portland while attending Benson High School in Portland. He was also a fixture at swap meets collecting parts for the dozen of antique cars he restored later in life. His passion for cars was only surpassed by his passion for his wife, BJ, who passed 10 years ago, and his family.

Ted touched many lives in his 87 years and his large family is a testament to his dedication to all those around him.

A private celebration of life was held the first week of August. Hats off to Ted for a life well lived.

## LARRY LANTZER

Larry Lantzer passed away on June 24. He was born on August 17, 1940. Larry was a supplier to tire shops throughout Eastern Washington, Idaho and Montana and was the owner of WIM Distributing Company, in Kennewick, Washington. He sold his business in 1998.

In retirement, Larry became interested in horses and with the help of Paul and Connie Williams he purchased a horse (or 2) and started trail riding with the Rattlesnake Ridge Riders. He was an avid 4x4 Jeep person and was part of the local off-road club. A memorial service is planned for later this summer.



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