



DICK NORDNESS - EXECUTIVE DIRECTOR - NORTHWEST TIRE DEALERS ASSOCIATION
Northwest Tire Talk • Kennewick, WA 99338 • Ph: (509) 948-2433 • Email: rnordness@nwtiredealers.org

January | February 2022

TIA NAMES DICK GUST ITS NEW CEO



After an extensive eight-month search, the Tire Industry Association (TIA) has selected former board member, 2005 Association president and industry executive Richard "Dick" Gust, as CEO effective January 1, 2022.

Gust, who chairs the Association's Environmental Advisory Council, will replace current CEO Roy Littlefield III, who is retiring after 18 years in the position and 42 years overall with the association and its predecessor organizations.

"We are pleased with the selection of Dick as the next chief executive of TIA," said TIA Past-President Dan Nothdurft, who led the CEO search.

The incoming TIA CEO began his tire industry career as a tire design engineer with Uniroyal Tire Co. and later moved into managerial positions in the tire production, quality control, product development and product testing. He later joined Sears, Roebuck and Co. as a tire engineering liaison between Sears buyers and their various tire suppliers before moving to Lakin Environmental.

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Happy New Year!

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TIRE COMPANIES ANNOUNCE PRICE INCREASES

Michelin North America Inc. will raise prices on select Michelin, BFGoodrich and Uniroyal brand passenger and light truck replacement tires up to 12% on January 1.

Michelin will also hike both on-and-off-road commercial tire and services up to 16% on the same day.

Increases apply to tires sold in the US and Canada – are taking place "due to market dynamics," according to Michelin officials.

Bridgestone America Inc. will increase price on Bridgestone, Firestone and Fuzion brand passenger and light truck replacement tires. Bridgestone's announcement did not list a percentage of increase.

Pirelli Tire North American Inc. also announced increases in their passenger and light truck tires in January. Pirelli's increases will be up to 10%, varying by line and tire size.

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TIA'S NEW CEO DICK GUST

Continued from front page

Gust's association involvement includes working with the Tire Industry Association and its predecessor organizations. He was instrumental in the negotiations leading to the merger between ITRA and TANA in 2002 that created TIA.

Gust has been a frequent industry speaker and has been invited to share his insight and industry experience with various federal and state agencies. Earlier this year, he was appointed to the U.S. Department of Commerce's Environmental Technologies Trade Advisory Committee as a representative of TIA and of the Waste Management & Recycling segment of the U.S. environmental technology industry.

Gust is a recent past chair of TIA's government affairs committee, where he worked extensively on public policy issues affecting the tire industry. In 2016, he was inducted into the Tire Industry Hall of Fame.

"I am both humbled and excited to be selected as the next TIA CEO," Gust said. "As we begin the association's second hundred years, we will build on TIA's solid history of industry leadership, look to develop additional innovative programs to increase tire safety, remain a strong advocate for our members at all level of government and keep pace with innovation. Roy Littlefield and the TIA staff have created a solid foundation on which to build, and fresh ideas from our Board of Directors will ensure valuable benefits for our members for years to come."

Guest will work out of TIA's Bowie Maryland office.

DISCOUNT TIRE TO ACQUIRE TIRE RACK

Discount Tire will acquire Tire Rack Inc., an online direct-consumer tire retailer, the company announced this month. The transaction is expected to close Dec. 31, company officials said. Financial details were not disclosed.

Discount Tire/America's Tire is ranked as the second largest independent retailer in the U.S. with 1,113 stores and annual sales of \$5.17 billion in 2020, according to Tire Business research.

Discount Tire, founded by Bruce T. Halle in 1960, said it intends to continue to use the Tire Rack brand name as TIRERACK.COM online, TR Wholesale Solutions in car dealer and wholesale channels, and Tire Rack Mobile installation in the mobile installation arena.

The company, legally named The Reinalt-Thomas Corp., does business as Discount Tire in most of the U.S., America's Tire in Oregon and parts of California, and Discount Tire Direct online.

The Rack was founded by Peter and Wilma Veldman along with Mike Joines in 1979 in Indianapolis. As of Oct. 31, privately held, family-owned Tire Rack employed more than 950 people.

Mike Joines, who has led Tire Rack for 42 years, will join the combined organization as CEO of Tire Rack along with Matt Edmonds and Mark Veldman of Tire Rack's executive team.

Tire Rack employees will be integrated into Discount Tire with the Tire Rack headquarters being maintained in South Bend, Ind., the company said.

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NEW TIRE CHAIN LAW FOR OREGON

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

The Oregon Department of Transportation has this information on their webpage. This same information can also be found on our page; www.nwtiredealers.org. A copy of the new law was sent out in our November issue and is available by calling the association office at 509-948-2433.

OTR CONFERENCE SCHEDULED FOR FEBRUARY 23-26

TIA's OTR Conference will take place Feb. 23-26, 2022, at the Hilton Sandestin Beach

Golf Resort and Spa in Miramar, Fla., and will feature motivational speaker Jeff Glasbrenner, a Paralympian and the first American amputee to successfully climb Mount Everest.

Attendees including leading manufacturers, tire dealers, retreaders, suppliers and service providers will come together for three days of work and play. The conference will feature three half-days of educational sessions, with the full lineup upcoming. In addition, there will be leisure options ranging from a golf tournament to a private dolphin cruise.

"After the COVID-19 pandemic forced the cancelation of the 2021 OTR conference, we are excited to once again offer the earthmover tire industry a chance to gather, conduct business,


network and learn," said Roy Littlefield. "Miramar Beach, Fla., along the Emerald Coast, offers a beautiful backdrop for three days of educational sessions, leisure and what promises to be an inspirational speech by Jeff Glasbrenner."

To download a registration form and receive more information, please visit <https://tireindustry.org/2022-otr-tire-conference>. For any questions or concerns, contact LaKisha Pindell at lpindell@tireindustry.org.

WASHINGTON LAWSUIT ON THE NEW LONG-TERM CARE TAX

A lawsuit filed in federal court last month challenges Washington's new mandatory payroll tax and seeks to stop the January implementation of the .58% payroll premium.

The suit was filed by 3 businesses and 6 individuals. They list a variety of problems with the plan, including a federal law barring states from requiring workers to join a plan providing sickness or medical befits. They also note the disparate treatment of people living outside Washington but working in Washington, who pay into the program but won't receive benefits. This also applies to people who move out of state after retirement. The filing also cites people working now but who will retire within 10 years who also would not receive benefits.



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PURCELL TIRE TO FOCUS MORE ON COMMERCIAL TIRE SERVICE

PURCELL Tire & Rubber Co. has been in business since 1936, family owned they operate over 60 locations in 13 states. Recently they announced the sale of nine of their retail tire locations in Arizona to Big Brand Tire.

In a statement, Purcell Tire officials said, "Retreading and Commercial Tire Service is what we do best. By divesting this geographic group of retail focused stores, we will be able to focus more of our attention and resources to the future development of retreading and commercial business in both current and new geographic areas."

Here in the Northwest in recent years Purcell has acquired Phelps Tire in Washington and Alaska and Northwest Retreaders in Portland Oregon to continue their growth in Commercial and Retreading .

GOODYEAR LOOSES APPEAL ON A ZIPPER RUPTURE LAWSUIT

The Louisiana Supreme Court has declined to hear an appeal by Goodyear of a \$7.2 million wrongful death verdict for the family of a Plaquemines Parish man who was killed in 2014 when an allegedly defective Goodyear G182 tire he was servicing exploded.

The case dates to February 2014 when an employee of the Plaquemines Parish Government (PPG), suffered fatal injuries when a Goodyear G182 tire he was inflating experienced a "zipper failure" and ruptured. Mr. Breaux was a driver of an automated garbage truck at Solid Waste North in the parish, according to the suit.

His family sued Goodyear and others; the case went to trial in January 2019, according to the law firms representing the Breaux family.

A three-judge panel from Louisiana's Fourth Circuit Court of Appeal previously found that the trial judge had ruled properly that Goodyear had not carried out its duty to warn about its tires' dangers and how to avoid injury, the law firms said.

Goodyear declined to comment on the case, which was tried in a bench trial that took place January 14 to 25, 2019.

The case hinged on a number of factors, including whether Goodyear provided adequate/sufficient warning of the possibility that truck tires can experience zipper failures – a sudden, explosive failure of the cords in the sidewall-under certain conditions.

TIA offers special training to tire stores and their employees on "Zipper Ruptures" through their national certification program, the Commercial Tire Service (CTS) training program. This training is offered by the Northwest Tire Dealers Association here in Washington, Oregon and Idaho. For more details contact the NWTDA at 509-948-2433.

WIN RACE TICKETS TO THE PORTLAND GRAND PRIX

The Northwest Tire Dealers Association is promoting their Facebook Page by asking their members and employees to "Like Us" during the months of January and February to win race tickets to the 2022 Portland Grand Prix.

The 2022 Portland Grand Prix races will be held at Portland International Raceways (PIR) on September 2,3 & 4 with the finals being held on Sunday, September 4. One Winner will be selected at the end of January and one at the end of February.



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2021 MICHELIN/TIA SCHOLARSHIPS

The Michelin North America, Inc. and Tire Industry Association (TIA) scholarship program, now in the 21st year, has selected three students of employees of TIA-member companies as 2021 award recipients. The high school students were selected based on their exceptional academic and extracurricular achievements.

"Each year TIA has partnered with Michelin to recognize diligent high school students who have demonstrated outstanding achievements in both the academic and extracurricular realms," TIA CEO Roy Littlefield said.

The deadline for submission of the 2022 scholarships is Feb. 1, 2022. The application is available online via TIA's website. For more information contact Michelin's Elisabeth Pate at 864-268-3363.

SEMA HONORS TIA'S CEO

The Specialty Market Equipment Association (SEMA) recognized the Tire Industry Association and TIA Roy Littlefield with two awards during the 2021 SEMA Industry Awards Banquet, which took place Nov. 4, at the Westgate Las Vegas Resort and Casino.

SEMA President and CEO Chris Kersting presented TIA CEO Roy Littlefield with the President's Service Award. Littlefield is retiring after 18 years as the association's top executive and 42 years overall with the organization.

Kersting also honored TIA on its 100-year anniversary and presented the association with a special award in appreciation of TIA's 25 years of support of the SEMA Show / Global Tire Expo.

JOE VOCKRODT PASSES

Joe Vockrodt, of Portland Tire fame passed away last month at the age of 68.

After a long career in the tire business in

Portland, Joe retired to the Washington coast near Long Beach.

Joe is best known for his time at Portland Tire working for Nick Hodel. His tire career started while he was still in high school at Van's Tire and he later moved over to Portland Tire in 1968. Joe was very knowledgeable and successful in the retail end of the tire and wheel business. He went through the BFG TA Certification program where he earned the coveted TA gold ring. Portland Tire was known for their "large" clientele with the Portland Trailblazers and other NBA players.

Nick sold Portland Tire to Joe and his business partner in 1996 when he went on to run the Tire Factory with Al Taylor. Joe owned and operated the company until 2001.

Joe also worked for a few other Portland tire companies including Bob Brown Tire and the Tire Factory stores. Joe loved the tire business and the people that he met doing what he loved and he will be missed

CRAIG WHARTON

Eric Gill announced the passing of Craig Wharton, Director of Operations for the Gills Point S stores. Craig started his career as a technician at M&M Tire, what is now the Gills store in Hood River.

"Craig had the most impressive skill set of anyone I have ever worked with. He was truly a jack of all and a master of most. He was able to fix anything, to lead a new store transition, to install the IT infrastructure of the company. Craig truly made an impact on each of our stores and on every one of us", said Eric Gill.

Craig's talent in store management and operations was also praised by Mike Manning, former owner of Nelson Tire Factory.

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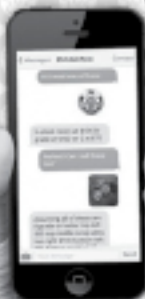
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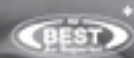
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