



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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2022 GLOBAL TIRE EXPO / SEMA

Plan now to attend the Global Tire Expo/SEMA Show, Nov. 1-4, 2022, in Las Vegas and join the Tire Industry Association at its pre-show event at Bally's Las Vegas Hotel & Casino.

TIA has selected Bally's Las Vegas as its host hotel for GTE/SEMA.

TIA's Annual Membership Meeting, Advisory Council Meeting, Cocktail Reception and Tire Industry Honors Awards Ceremony all will take place Oct. 31, 2022, at the hotel, one day prior to the start of the Global Tire Expo/SEMA Show. There is no charge for any of these pre-show events, but you must reserve a ticket to attend.

In addition, for the second year in a row, TIA will host a TopGolf Challenge TIA Government Affairs Benefit at TopGolf of Las Vegas on Sunday, Oct. 30.

Hotel rates in the TIA room block at Bally's Las Vegas are:

- Saturday, Oct. 29: \$177
- Sunday, Oct. 30: \$150
- Monday – Thurs, Oct. 31 – Nov. 3: \$166
- Friday, Nov. 4: \$170

The room rates do not include a daily resort fee of \$37 per day plus tax. To reserve a room at Bally's Las Vegas with TIA's room block rate, visit: <https://bit.ly/GTERooms02>.

For more information contact LaKisha Pindell at lpindell@tireindustry.org. You can also reach LaKisha at 800-876-8372.

September | October 2022

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TIA BOARD ELECTS DEBRA HAMILIN

The Tire Industry Association board elected Bridgestone Americas Inc. executive Debra Hamlin to secretary, June 24, during its summer board meeting in Orlando, Fla.

A TIA board member for the past four years, Hamlin serves the Nashville, Tenn.-based tire manufacturer as director of environment, health, safety and sustainability – Commercial Tire Division.

Her election places her in line to become the association's president in 2024-25.

She currently chairs TIA's Environmental Advisory Council and serves on the Training & Education and Strategic Planning committees and the newly formed Electric Vehicle Advisory Council.

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POINT S CELEBRATES 40 YEARS

Points S Tire & Auto Service is celebrating its 40th anniversary by doing what it was founded to do: Provide tires and service at a lower price.

The Portland-based marketing group, founded as “TIRE FACTORY” in 1983 by five local independent tire dealers led by Al Taylor and Nick Hodel, is growing day by day. Since being founded with the mantra of attracting new customers by providing the “right tire at the right price”, and earning their trust, the marketing group has grown exponentially.

Point S, under the leadership of CEO Walter Lybeck, has expanded not only across the Pacific Northwest, but also in the South. It operates regional distributions centers in Portland; Denver; Salt Lake City, and Memphis, Tenn. Today, there are more than 265 Point S locations in operation in 26 states.

Point S recently announced its opening a regional headquarters and warehouse in Memphis that will increase its storage capacity fivefold and service a growing network of Point S dealers in the region.

Their 40th anniversary will culminate at the Point S annual owners’ meeting in Puerto Rico in January 2023.

TIA BOARD ELECTS HAMLIN

CONTINUED From Front Page

Debra Hamlin, a 25 year employee of Bridgestone, began her career with the company in 1997 as an environmental project manager in the retail division. She was named environmental compliance manager for the division in 2005 and became the division’s environmental manager in 2015. She was appointed to her current position as director of environment, health, safety and sustainability for the commercial tire business in 2018.

“TIA is thrilled with the election of Debra Hamlin as secretary of the association,” TIA CEO, Dick Gust said. “She is a talented executive who has a keen understanding of TIA’S training programs, benefit offerings and opportunities from her experience as a board member. She brings a wealth of knowledge to the leadership team, especially in the environmental, sustainability and safety areas. I look forward to working with her as we strive to meet the needs of our current and prospective members.”

Hamlin will begin her year as secretary in November and will move through the various officer positions until she becomes TIA president.

NWTDA 2022 GOLF CLASSIC



SAH-Hah-Lee Golf Course in Clackamas Oregon has been selected for the location of the 2022 NWTDA Golf Classic. The event will be on Thursday, September 22 and starts at noon with a fantastic lunch.

This year’s event will once again include team competition with trophies and cash prizes for the team winners.

The cost of this great day of fun and competition is only \$55 person and includes 18 holes of golf and a fantastic lunch before the event.

To register by September 6th contact the NWTDA office at 509-948-2433 or contact Bill Dodak at 971-506-1993 for more information.

RETIREMENT PLANS FOR NWTDA'S EXECUTIVE DIRECTOR

Dick Nordness, executive director for the Northwest Tire Dealers Association, has announced his plans to retire the end of 2022.

Nordness started his tire industry career with BFGoodrich in 1968 and spent 15 years working in distribution, and warehouse management before moving on to outside dealer sales with the company. He also spent time in retail and wholesale dealer sales with independent tire dealerships before becoming executive director of NWTDA in 1992.

“One of the NWTDA programs that I am most proud of is the training programs that we have been a part of with the help of the Tire Industry Association. Our ATS and CTS training programs have helped to train a few hundred tire technicians here in the Northwest and helped them to work in a safe environment. It's also been my pleasure to work with some of the greatest independent dealers in the industry and it has been a wonderful experience to recognize that these many business partnerships have turned into personal friendships”, said Nordness.

TIA BOARD OF DIRECTORS ELECTIONS

Thirteen candidates, including three incumbents, are vying for four open spots on the 2022 – 2023 Tire Industry Association Board of Directors. Those elected will serve three-year terms.

Voting is open only to eligible TIA members in good standing. Members can vote via paper ballot or online on the association's website, www.tireindustry.org.

Voting opened July 1 and will close on September 1. Election materials have been mailed to the primary contacts at all eligible TIA member companies.

Election results will be announced in mid-September with the new board members taking office on Monday, Oct. 31, 2022, at TIA's annual Membership Meeting during the Global Tire Expo/SEMA Show in Las Vegas.

For questions, contact Sandra Martinez at smartinez@tireindustry.org.

BIG O CELEBRATES 60TH

It's been 60 years since a group of independent tire dealers gathered in Las Vegas to establish the roots of what became Big O Tires.

After two record breaking years Big O Tires is focusing squarely on the future with plans to take the brand nation-wide and delve more seriously into the last-mile fleet delivery business to grow sales.

TBC President and CEO Laurent Bourrut said TBC expects Big O to keep growing at or beyond the pace of the past few years by focusing on its core value of being the “value leader” in the territories and segments where it competes.

The Big O store network exceeded \$1 billion in collective revenue last year, becoming the fourth TBC business segment – matching TBC Retail, Midas International and TBC Brands – to achieve this level.

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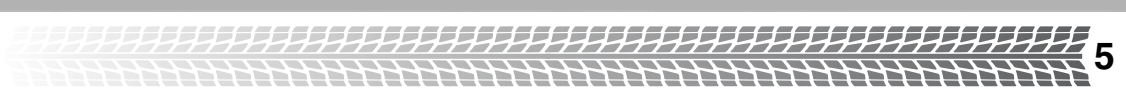
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GILL POINT S CONTINUED TO GROW

Gills Point S currently operates 36 locations in the Northwest and in the New England area. The company continues to grow its retail locations by adding four new locations in the Northwest. The new acquisitions are:

- Canaga Point S Tire & Auto, Lebanon
- Canaga Commercial Tire & Auto, Halsey
- Gills Point S Tire & Auto, Raleigh Hills
- Gills Point S Tire & Auto, Prineville, Or.

Eric Gill, CEO and president of Gills Point S said that his stores in the West have performed better than those in the East. He also said that repair and maintenance have been stronger than tire sales and that they are seeing some hesitancy from customers in investing in larger tire purchases.

Gill also said that Point S has done a good job during the supply shortages by pivoting to non-traditional brands in order to help maintain supply to the locations and decrease the impact of the shortages on its members.

TIRE PROS LOOKING FOR 700 LOCATIONS BY YEAR END

American Tire Distributors Inc.'s (ATD) Tire Pros marketing group aims to reach 700 franchise tire retail locations by year end.

Tire Pros President Greg Bell told Tire Business that while supply-chain problems persist in the industry, the company has been able to leverage its relationship with wholesaler ATD for continued growth.

Bell said consumers are investing more money in car maintenance and services, especially as the car age climbs over 12 years. So, that's good

for business. Even though inflation and higher gas prices affect everyone, we're seeing that people are still traveling this summer.

CTS INSTRUCTOR TRAINING AND CERTIFICATION

TIA has two (400 Level) Commercial Tire Service (CTS) Instructor class dates remaining in 2022 including:

- **Oct. 11-14, Louisville, KY**
- **Dec. 6-9, Brooksville, FL.**

The tuition fee is \$950 per student and does not include hotel accommodations.

Companies that wish to take technician training to the highest level can participate in the 400 Level Certified Commercial Tire Service (CTS) Instructor Classes that TIA offers through out the year. This 4-day class covers all aspects of medium/heavy truck tire service, and also teaches the attendees how to instruct a 300 Level Certified Technician Course in the fields. For details on the training contact the TIA Training Department at 800-876-8372.

For those wanting the level 300 training and certification here in the Northwest you can contact the NWTDA office at 509-948-2433. The next training classes are schedule for:

- **Oct. 19 in Richland, Wa**
- **Nov. 16 in Portland, Or.**

Cost of the 300 level training is \$425, which includes a new training manual. For those using their existing manuals the cost in \$225.

For details on the local training contact the NWTDA Office.

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OREGON MINIMUM WAGE

Oregon's minimum wage is based on areas of the state. For July 1, 2022 through June 30, 2023., those rates are:

- **\$14.75 per hour** – Portland metro (Within the urban growth boundary, including parts of Clackamas, Multnomah, and Washington Counties)
- **\$13.50 per hour** – Standard (Which includes counties in Western and some Central Oregon.)
- **\$12.50 per hour** – Non- urban (which includes most counties in Eastern Oregon)

For details on the boundary areas consult the following: <https://www.oregonmetro.gov/library/urban-growth-boundary/lookup>.

ADVANCED TPMS TRAINING PROGRAM

The Tire Industry's Advanced TPMS Training Program focuses on the manufacturer-specific requirements for the most popular domestic and import vehicle/sensor manufacturers. This program is designed to give the experienced technicians more in-depth information regarding the identification, maintenance, reprogramming, and diagnostic procedures for all tire pressure monitoring systems.

Advanced TPMS is comprised of four modules:

- **Module 1 TPMS Identification**-focuses on identifying different types of TPMS and how to differentiate between a low tire indicator and a malfunction indicator.
- **Module 2 TPMS Service Requirements** – demonstrates how to identify the proper service pack for the sensor as well as the installation procedures for all types of sensors.

- **Module 3 TPMS Relearn Procedures** – uses the TPMS Relearn Chart and common electronic relearn tools to explain the relearn requirements for the most popular domestic and import vehicles.

- **Module 4 TPMS Diagnostics** – covers the necessary steps to identify and correct a malfunction with common electronic tools.

To order the TPMS training program contact the TIA Training Department at 800-876-8372.

USTMA RAISES TIRE SHIPMENT OUTLOOK

The U.S. Tire Manufacturers Association has raised its outlook for aftermarket light and medium/heavy-duty truck tire shipments considerably over its previous forecast according to Tire Business.

The expected target for replacement market shipments of passenger tires, on the other hand, is unchanged from the earlier report, up 0.9% over 2021 at 226.8 million units.

The latest USTMA forecast, issued Aug. 1, is a stark contrast to the one issued in February, when the trade group said it expected the aftermarket demand in the U.S, for tires to plateau this year versus 2021, when it posted double-digit increases over 2020.

According to the new figures, replacement market shipments of light truck tires will rise 2.3% this year to a record 39.5 million units, while shipment of medium/heavy-duty truck tires are expected to rise 6.5% to a record 24.3 million units.

Source: <https://www.tirebusiness.com>



The image shows a business card for Northwest Wholesale. It features a logo with a stylized 'N' and the text 'NORTHWEST WHOLESALE'. Below the logo is the website 'www.nwr4tires.com'. The name 'Rick Mustion' is listed as 'Sales Manager' with the email 'rick@nwr4tires.com'. Contact information includes '18700 N.E. San Rafael St. Portland, Oregon 97230', 'Office: 503-665-6144', 'Cell: 503-545-5523', and 'Fax: 800-630-3843'. The tagline 'Your NEW Tire Specialists' is at the bottom. There are images of tires on either side of the logo.

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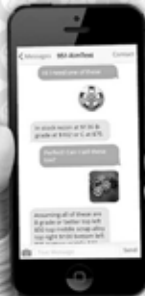
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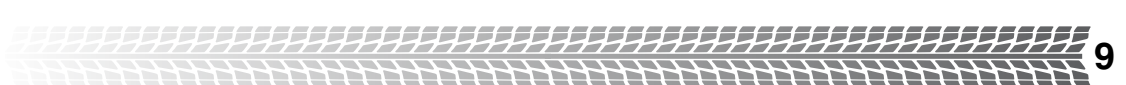
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