



TIRES & TREADING



TIRE DEALERS ASSOCIATION

California Tire Dealers Association



George Pehanick, President of East Bay Tire Co. in their “yard” (as George calls it) in Perth, Western Australia.

As a background : Michelin 59/80R63 XDRB

George is a tall guy - nearly 7 feet. The tires are 13’6” tall - 5’ wide and weigh 13,000 pounds each

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59540: NCS 8 Unit *Specs.: power req. 100 - 120 v, oper. temp. -4° F to 158° F; air input range 100 to 200 psi; N2 purity 95 99+% (adjustable); N2 output 12 cfm @ 160 psi / 80°; oper. range 5 - 160 psi; accuracy +/- 0.5 psi.*

59539: NCS 6 Unit *Specs.: power req. 100 - 120 v, oper. temp. -4° F to 158° F; air input range 125 to 150 psi; N2 purity 95 99+% (adjustable); N2 output 4 cfm @ 116 psi / 80°; oper. range 5 - 90 psi; accuracy +/- 0.5 psi.*

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59539	NCS 6	Green Machine



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59545

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 John A Solon (510) 632 3404
 Myers Tire Supply
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Appeals Court Puts Hold on NLRB (National Labor Relations Board) Posting Requirements

The saga continues with the on again, off again requirement for employers to post the new notice mandated by the National Labor Relations Board. In March, the U.S. District Court for the District of Columbia ruled that the NLRB did not exceed its authority in promulgating the notice posting requirement.

This decision was appealed, and on Tuesday, April 17, the U.S. Court of Appeals for the District of Columbia suspended the implementation of an NLRB rule that would require nearly all non-profit and private-sector employers to display a National Labor Relations Act (NLRA) employee rights poster by April 30, **pending further review**. The Court will hear the case on appeal from the district court which ruled in favor of the NLRB. In a related but **separate challenge** to the NLRB posting rule, a **federal district court in South Carolina struck down the notice posting requirement ruling** that the NLRB lacked the statutory authority to require employers to post the notice

The D.C. Appeals Court injunction is the third extension of the NLRA posting rule's effective date. Originally scheduled for November 2011, it has been previously delayed until both January 2012 and April 2012.

This whole affair -according to the U.S Chamber of Commerce - is due to the diminishing importance of labor unions both in the public and in the private sector. In the later years the membership has decreased by 10%. It therefore stands to reason that the NLRB action - supported by the present administration - should help slowing or reversing the trend.

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Legislative Report

By Terry Leveille
President of T.L. & Associates



.On the legislative front:

1) **AB 2065 (Galgiani, D-Tracy)**, which would place "tire sales only" shops under the jurisdiction of the Bureau of Automotive Repair, passed the Assembly Committee on Business, Professions and Economic Development unanimously with the support and my testimony on behalf of the California Tire Dealers Association (CTDA). The bill is now in the Assembly Appropriations Committee, but it should have no trouble getting out because the fees charged on the "tire sales only" shops cover the costs of inspections.

The Committee Analysis commented: "According to the author, a number of incidents have occurred where tire sales only shops advertise tires for a certain price, and then after the tires are mounted present the customer with a final price higher than the advertised price. The author contends that if the customer refuses to pay this final price, the shops then keep possession of the vehicle until the customer pays. While this practice is clearly illegal, the author notes that customers rarely go to the district attorneys to seek recourse. Placing these types of businesses under the jurisdiction of BAR will require that tire repair and changing businesses be licensed and regulated under BAR. This bill would authorize BAR to investigate complaints related to tire services and take disciplinary action through citation, suspension or revocation of an ARD license."

2) **SB 1067 (Emmerson, R-Riverside)** would, among other things, require the California Air Resources Board to amend the "check and inflate" regulations relating to "tire age." CTDA is supporting the bill.

As your lobbyist in Sacramento, I testified in support of the bill at two hearings: 1) the Senate Environmental Quality Committee; and 2) the Senate Transportation and Housing Committee. It passed both committees without any opposition

Now it is in the Senate Appropriations Committee where the policy is not in question, but it is being reviewed for any costs to CARB to change the regulations should the bill be signed into law. Before it gets heard, we will have some amendments that will lower the cost for implementation, so we hope that it gets through the committee without any problems.

In other news:

sees the state's tire programs with \$1 of the \$1.75 that is charged on the sale of every new tire in California (75-cents of the fee goes to the California Air Resources Board—but that is another story!).

Since about forty million tires are generated in California each year, the \$40 million that goes to CalRecycle provides sufficient funds to conduct the state's tire programs—cleaning up illegal tire stockpiles; conducting inspections of facilities that store and process tires; the Used and Waste Tire Hauler Manifest program which regulates and monitors tire haulers; research and market development. The market development program category—the grants, contracts, and tire equipment loans—are where the most funds from the tire fee go, averaging about \$17 million a year.

But the law that brought us \$1.75 tire fee may be pared back on January 1, 2015 to just 75-cents per tire. Such an event would have a major impact on the state's efforts to develop sustainable tire recycling markets. The products, such as rubberized asphalt, playground covers, rubber mulch, synthetic turf infill, and tire-derived aggregate for civil engineering applications, would probably start coming from other states with more aggressive programs or from the Canadian

Adding to this uncertainty is the tremendous increase in California waste tires bypassing tire recyclers and processors and being baled and shipped to China and other Asian countries for use as tire-derived fuel.

The need for such fuel is so great in some of these emerging countries that these fly-by-night operations in California are baling and shipping 10 million or more tires every year overseas. I say "fly-by-night" because none have received permits by CalRecycle, and when they are cited for violating state law, they continue to operate. They know that CalRecycle has no police powers, and any fines or sanctions can be appealed to an administrative law hearing. Those hearings can take anywhere from 6 months to 9 months to schedule. All the while, the

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Regional Roundup

The views and opinions expressed herein do not necessarily state or reflect those of the California Tire Dealers Association. Contents of this publication reflect the opinion of authors only. This publication is for informational purposes only.



Central Valley

Scott Shubin, Goodguys Tires & Auto Repair

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I'm sure many of the articles in this issue will have some mention of our CTDA get together in Fresno. To me it means maybe a little more, since that is my home town. It was great to have so many board members in attendance. In the conference calls we have, we get to know the voices, but we get to put a face to the voice. I personally enjoy and get a lot from talking to other tire dealers and love to hear what is going on in their businesses. We certainly find out that some of the problems we may have in our daily work are exactly the same as they have..

I really enjoyed my conversation with Russ Roberts of Commercial Tire in Fresno and hearing about what is going on with some of his farm tire suppliers.....sounds very similar to some of our vendors on the passenger side. I also spent some time talking with Kevin Pires of Tulare Firestone. Kevin and I are about the same age....which is older than I want to admit I am (although Billy thought I was much younger). Kevin works with his dad and so do I. I'm sure we have many stories to trade between each other and how the "old men" don't know what they are doing anymore (of course I'm kidding Lionel & Pete). Being second generation has some great advantages, not the least in getting to pick the brain of people we admire with a lot more experience.

Although I didn't get to spend as much time with him as I wanted, I always enjoy talking too and seeing Jenny Schoettler from Schoettler Tire in Madera. Kenny even brought his dad Tom, who is a legend in the California Tire business. I know he takes advantage of his dad's experience and wisdom. Another family business with great young leaders, to take it into the future.

Just like the CTDA which is now a growing group of northern & southern dealers, the independent tire dealers of central California are poised for a bright future! Let's get to work!



North East Bay Area

George Pehanick, East Bay Tire Co.

707-437-4700 gpehanick@eastbaytire.com

Hope and Change thankfully is on the way.

Some bold and not so bold predictions on the November election. Our economy is on the down slide again. Obummer and Co will continue to slide in the polls. They will run the most negative, divisive campaign in our history. It will smack of elitist, pretentious, paternalism and will continue to blame Bush for our problems.

As we all know Obummer knows what's best for all of us. There will be more controversy surrounding the administration and particularly Eric Holder, possibly a very damaging scandal exposed in their 'transparent' administration. Romney will name Florida Senator Rubio as his running mate. He will get a big bump in the polls. In a desperate move The Messiah will dump Biden the buffoon and name Hillary as his VP running mate. He will get a bit of a bump. But come debate time Obama will be exposed for the bozo that he is when he has to work without a teleprompter

Obama and his adoring media will even more desperately and blatantly play the race card in hopes of getting out the vote. The Leftist, Elitist Hollywood type will rally all they can. The American voters will see through it all and Romney-Rubio will be elected with at least 293+ electoral votes. The republicans will keep the House and probably tie the Senate. Question: What are the two most financially upside down states in the union. California and Illinois. What do they have



An invitation to the California Tire Dealers Association

Raise thousands for your association scholarship fund

THE PROGRAM: The International Tire Exhibition & Conference (ITEC) is pledging \$10,000 to support the scholarship funds of the industry's tire dealer associations – and these amounts could grow even larger through matching funds with aftermarket company sponsors.

HOW IT WORKS: Distribution of the money from the ITEC Scholarship Program will be based on the top three state or provincial tire dealer associations that send the most members from their association to ITEC 2012.

ATTENDING ITEC COMPLETES THE CIRCLE: We give back to your association's scholarship fund while your members gain valuable ideas from the tire industry's most comprehensive educational program and visit with hundreds of aftermarket exhibitors at a real tire show. Each member who attends will boost your chances of bringing home thousands of dollars for your association's cause.

LEARN MORE: Is \$10,000 enough to get you involved? Go to itec-tireshow.com and click on the ITEC Scholarship & Charity Program link.

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in common? They both have been controlled by the corrupt and irresponsible tax and spend crowd for many -many - years..... On a business note, medium truck tire prices are finally coming down.

2012 Anybody but Obama



South Bay

Hub Gurnari, South Valley Wholesale

408- 971 3900 - southvalley@sbcglobal.com

KEEP YOUR GOLD...I'LL TAKE A LOYAL CUSTOMER ANY DAY

How many really loyal customers do you have? I mean wholesale or retail customers, take your pick.

Some of us brag about having them but how many truly loyal customers do you have. Not many I'll bet. We're loyal to some people we buy from but in this business, Loyalty is only as good as our price. Sure, a buck here and there doesn't usually sway us but you start getting down there in the dollars and now we're loyal to someone new....until we're not.

I bring this up because I've got two completely loyal customers that the price deal just wouldn't matter. True! But that's TWO out of how many??!! I may have a couple more even but the point is there isn't much loyalty around these days.

Service is supposed to be the binding loyalty factor. Hell, everybody spouts that. I don't care about price as long as you're close. Isn't that what we hear ...and say all the time.

Sorry, I don't think by and large it's true anymore. NOW what they say is "I'd rather buy it from you if you can match the other guy's price. And we're talking a dollar sometimes. Which means loyalty isn't even worth a lousy dollar.

When I was a kid Sears was the best thing since popcorn. Everyone went there and didn't even worry about price because we knew they were always in the neighborhood pricewise and if you had a problem with any product, just take it back. No receipt, proof of purchase or you have to take it to the store you bought it from or any BS at all. They just replaced it on the spot. Usually time didn't matter either. The tools were guaranteed for life. Just take them a broken one and they handed you a new one.

Then the big box stores started appearing and Sears decided they had to play with the big boys. Either they forgot they were already the big boy who set the standard OR...this thing we call customer loyalty started eroding away and their way just wasn't good enough anymore.

Tell you what. Even if they are maybe smaller accounts or poorer retail customers who don't spend as much, if you've got a loyal one...treasure him. When He dies, you'll have one less and they're almost impossible to replace.

Dedicated to Mike Little and David Schmidt my two...



San Gabriel Valley

Paul Arellano, Lakin Tire

800-96-LAKIN -paularellano@lakintire.com

"The chain of life can only be grasped one link at a time."

Sir Winston Churchill

A LITTLE BACKGROUND ON OUR BEAUTIFUL VALLEY

Did you know that the San Gabriel Mountains were once ocean front property? More than a billion years ago the forces unleashed by the Pacific and North American plates colliding formed the San Gabriel Mountains. The pressure created fractured sheets of rock that began shifting 25 million years ago, gradually forming the Los Angeles Basin, San Jose Hills and Puente Hills! Just think - for 975 million years, the San Gabriel Mountains were indeed, ocean front property!

Ever heard of Caltech beating both USC and UCLA in football?

The year was 1944. It was war time. One hundred engineering students, many of them Stanford football players, were called to active duty. Their first assignment was the Navel College Training Program at Caltech. They soon traded their cardinal and white for orange and white and hit the football field. Alas, the team formed late in the season so they had to play the junior varsity teams because the USC and UCLA varsity teams' schedules were already set or, so they claimed. Could it be that after Caltech beat the University of Redlands 67-0, there were trepidations about playing the Caltech team?

Our "little valley" is actually well known! Every year, Pasadena hosts the annual Tournament of Roses Parade, followed by the ever popular, Rose Bowl game! Several well-known theaters are located in our valley, including the Pasadena Playhouse. Our valley has been a favorite filming location for both "big screen" and "small screen" productions. Charlie's Angels, Starsky & Hutch, Back to the Future, Halloween, Mr. & Mrs. Smith, The Wonder Years and even Forrest Gump were filmed in part, in this former, beach front property! Must be the clean air!

Allen Tire Company, American Tire Depot, America's Tire, Big O, Daniels Tire, Firestone and Just Tires are just some of the tire retailers soaking up our, "once upon a time" ocean air!



East Bay

As we move into summer, tire dealers in the East Bay tell us that (in

general) business has seen a recent upswing compared to earlier in the year. They attribute this to an increase in miles driven (regionally). We continue to see signs of increased economic activity (road, residential, and commercial building) along the Hwy 580 corridor east of Santa Rita Road, Hwy 680 in southern Pleasanton, and in areas along HWY 880. In addition, we're seeing an increase in activity at the Port of Oakland (intermodal trailer, and tractor business).

Among dealers there is continued interest in tools and consumables for servicing Tire Pressure Monitoring Systems (scan/relearn tools, sensor programmers, service kit bin programs etc.), Nitrogen, and among commercial tire dealers torque application.

I believe we will continue to activity in the items as we move the year.

John A Solon, Myers Tire Supply
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Your News - My Views

By **Billy Eordekian**

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July 8th

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Bill@TurboTires.net 323-997-2601

I need to first pay proper respect to two families of industry people that we have lost. **Cheri Nunes** recently passed away after a bout with cancer. Cheri's father was past CTDA-S president **Bill Fuqua Sr** and of course her brother is current board member **Bill Fuqua**. In addition, Cheri's husband is **Mike Nunes** the longtime owner of **Culver City Hubcap**. I was about 18 when my dad sent me to Washington Tire where I first met Bill. The association duly passes along its respects and condolences.



George Derkrikorian was a talented custom car designer and he also worked with his father **Sam** at their tire store, **Speedwurk**, in Duarte. George along with his brother **Haro** formed **Bojix Designs** and were presented with the Ford Product Excellence Award for their customized Ford Focus at the 2011 SEMA show. At the age of 23, our loss of George is truly sad. May the Derkrikorian family heal, but never will any of us who knew him, ever forget his wonderful smile. George was killed by a drunk driver. DO NOT drink and drive!

<<< **George pictured at left - Smiling proudly with the family award for Bojix Designs**

On a happier note, speaking again of families that we owe a debt to, the Coffman family of Larry's Tire Mart in Modesto is another one of them. Starting with Larry himself, before his passing, and as perhaps part of the only father son CTDA presidential legacy, he was quite the entrepreneur and character to boot. (He did wear boots.) His son David is also a past president of CTDA-N and is currently a CTDA board member. Larry's daughter Stephanie served with distinction and efficiency as director of the CTDA-N. David and his brother Derrill now run the business that houses your association's antique tire treasures. (Ya gotta be a tire man to call this treasure and to crawl through a dusty trailer to see them!) While there, I got to see acres of used tires which is nothing I hadn't seen before, but then again, these were aircraft tires! (PERSONAL NOTE: Larry Coffman's wife was my buddy **Larry Sherman's Aunt Virginia** and our family friend. How an Armenian met a boot wearin', aircraft tire dealin', wheeler dealer, Modesto local like Larry, I'll never know. Watching my mom and dad with Virginia and Larry at the old Reno and Palm Springs trade shows was really neat!)

The Treasures of Larry's Tire Mart – Modesto!



Tubeless Tires? **INCREDIBLE!**



Tire Changers from 20s - 30s / 40s and there was no way I was gonna pull these out for a better picture!



Larry Coffman – Old Newspaper Article
“Tire History Museum”



Space Shuttle Tire posing with me on left and David on right. David says this tire off shuttle Atlantis has over 10 MILLION miles on it and still not an antique!

Fresno – The Yard House / Meet the Board Reception

Hosted by Myers Tire Supply – John Solon, GTI Wholesale – Scott Shubin, Tech Supply Don Zavattero, East Bay Tire – George Pehanick, and 1-800EveryRim – ME!

My apologies to co-host John Solan of Myers Tire Supply for no good pictures of you!



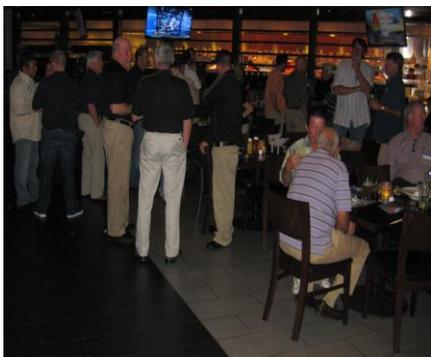
East Bay Staff – Tall guys left and right are George Pehanick and son Joseph who is cooler than dad!



GTI Wholesale – Scott Shubin
Mike Castaneda - Greenball
Kevin Pires – TF Tire



Tech Supply - Center Don & Jeri
Zavattero, Outer - John and Carole
of Tech Supply Fresno, I hope



As we would say when I was younger....This was a roller!



Left - My choice for CTDA board member of the year, Ed King....Right – board member David Coffman



Schoettler Tire patriarch Tom Schoettler on right...His Son Kenny might be here, but things got foggy as you can tell by the only picture I took for this issue!



George of East Bay with Hankook VP Wayne Jung and Chris Light

With 59 in attendance, a few of the others at the Yard House were Brian Haggerty of **Myers Tire Supply**, Enrique Felipe and Ruben Gonzales of **Lee's Service**, Dan Clingenpeel of **Ray's Blackstone Tire**, David Knott of **DKI**, Joe Findeis of **The Ultimate Tire & Wheel Plus Sizing Guide**, Dennis Rush of **Century Wheel**, Todd Grover of **Schoettler Tire**, Curtis Brown of **Continental**, Jim Hamann and Luke Weatherly of **TCI**, Ray Potter of **Wholesale Tires & Wheels**, Mike Cordero of **Commercial Tire**, Russ Roberts of **Commercial Tire Sales**, Robert Nelson (Nephew of **Ozzie Nelson!** NO KIDDING!) of **Tire & Wheel Master**, Don Maghoney of **GTI Wholesale**. Stalwart board member and CTDA VP **Chris Barry** of **ITDG** of course was there. **And a giant thank you to Yard House GM Ed Aguilar who really took care of us!** Sorry to any of you that I missed!

This is all really fun except for right now when it is 8:15 PM and I need to get home to catch the LA Clippers playoff game!

Your Humble Used Rim Peddler, Billy Eordekian



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Will Davi

CSTDA INSURANCE SERVICE

Benefits for the Employee work force

Over the last decade, the Study has found that employers' top benefits objectives –to control costs, attract and retain employees and increase productivity - have remained fairly consistent over time, with slight shifts in priority often indicative of a good or poor economy. However, because the face of the workforce has changed over ten years, the strategies that employers use to achieve those same objectives must also change.



- Ten years ago the millennial generation, Gen Y, was hardly on the front burner for workforce management. Today, this generation is redefining what benefits will mean in the coming decade. The Study illustrates how generational concerns and expectations change over time. In 2003, only 33% of employees age 21-30 were very worried about running out of money in retirement. Today, their outlook shaped by the recession, 52% of this age group are focused on their long-term financial security.
- Ten years ago many Baby Boomers were looking at the prospect of retiring before age 65. The looming concern was about the pending "Boomer exodus" and the resulting knowledge loss in the American workforce. Today, Boomers are wearily eyeing working beyond the age of 65.
- Ten years ago retirement security was about savings growth. Today the conversation has shifted to that of creating and protecting an adequate income stream.
- Ten years have seen health care costs explode, and in tandem, the Study has explored ongoing efforts by companies to control the impact.
- Ten years ago, the term "financial wellness" was relatively unknown. Now, employers increasingly recognize that the financial health of their employees has an impact on productivity.
- One of the Study's most significant findings is the strong relationship between satisfaction with benefits and job satisfaction. First noted in 2004 and every year since, this correlation creates compelling evidence for the power of benefits to drive a universal set of business objectives – employee attraction, retention and productivity.
- Ten years ago employees expected benefits, but were far less engaged in their true value. Today, new economic realities are driving employees to more fully appreciate the coverages that their employers provide – even if they have to pay more of the costs themselves.

The role of workplace benefits in driving employer business objectives for employee attraction, retention and productivity has been a hallmark finding of this MetLife Study over the years and continues through today's difficult economy. Once again, the Study demonstrates that satisfaction with benefits is clearly connected to employee job satisfaction, and also confirms that employees who are dissatisfied with their benefits are more likely to want to work elsewhere

Employees who are satisfied with benefits are nearly three times as likely to say they are very satisfied with their jobs and less likely to plan to leave.

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Will Davi

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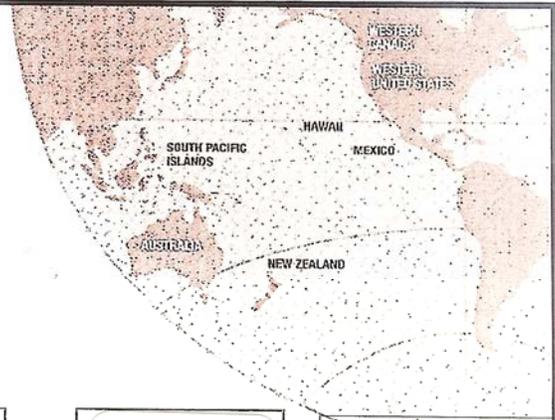


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shipping of good, recyclable tires continues, diverting needed feedstock from established California tire recyclers and processors

So now we have the double-whammy: 1) the loss of tire fee funds in 2015; and 2) the movement of recyclable waste tires to China to be burned in polluting energy generators. Add to that the fact that some nearby states and Canadian Provinces have programs that give financial incentives to companies that manufacture and sell crumb rubber or other types of tire feedstock for manufacturers. These heavily subsidized out-of-state companies can sell their product cheaply and are providing unfair competition with California tire product manufacturers that are not paid incentives to make their products.

Because of this trifecta of hurdles that California tire product manufacturers must overcome, a number of companies are close to bankruptcy. This could decimate the home-grown asphalt rubber market, the signature product success that virtually everyone loves because of its smooth and quiet ride, its dark color, its longevity, and its ability to perform in all weather conditions.

This past month, CalRecycle held a **Waste Tire Market Incentives Workshop** that presented, "for discussion only," two innovative types of funding mechanisms for the state's tire programs: 1) an incentive payment program; and 2) an Extended Producer Responsibility (EPR) mandate.

The Workshop reflected discussion of the two funding options from a 111-page background report contracted by CalRecycle to SAIC Energy, Environment & Infrastructure, LLC. <http://www.calrecycle.ca.gov/Actions/PublicNoticeDetail.aspx?id=636&aiid=604>

While the \$1.75 tire fee may be in its death throes, a key challenge for CalRecycle is to continue some form of assistance until California has a sound infrastructure of tire processors and TDP manufacturers.

The two types of programs discussed in the Workshop are the following:
--**Incentive Payment program.** Such a program includes direct monetary incentive payments, usually on a per-ton basis, made to companies for certain types of tire recycling activities. Currently, five states have such programs. However, all include tire-derived fuel (TDF) as a viable payment option; and TDF was banned from receiving assistance by the California State Legislature.

If such a program was started, it would need to define which type of tire recycler would receive incentive payments and for what purpose or activities. SAIC, the CalRecycle contractor, raised a red flag: *"The impacts of an incentive policy are impossible to predict . . . (For) example, given the very strong demand for waste tires in export markets, balers may still match or beat any price enhancements offered by processors receiving incentive payments. Similarly, given relatively flat demand for crumb and the apparent oversupply of crumb rubber in the North American market (much of which is incentivized), out-of-state suppliers may match or beat price reductions offered by California producers receiving incentives."*

Extended Producer Responsibility (EPR) program. This would assign tire manufacturers

with the responsibility for paying for and operating tire management programs, including targeting products, and achieving specified diversion rates or goals. There is some government oversight, although usually a *"producer responsibility organization"* (PRO) develops and implements tire programs. Sometimes the PRO is a public-private partnership

Although there are no tire EPR programs in the United States, five Canadian Provinces and several European countries have them. In Canada, they call them *"Product Stewardship programs."*

Because Canadian EPR programs have produced so much crumb rubber, their overflow has gone into the United States and undercut producers here—even as far away as California—with unfair low prices.

While an EPR program in California might halt the influx of cheap crumb rubber from other states and Canada, if such a program is not developed with care, it could also incentivize too many start-ups in California to manufacture the product, possibly setting up the same problem faced in Canada—supply outstripping demand.

More important, an EPR builds its program into the cost of tires. Those costs are passed on to retailers and then to customers. American tire manufacturers are universally opposed to the proposal although they would ostensibly control where the money would go. For the past twenty years, they have been supporting the type of tire recycling fees that California currently tacks onto new tire sales.

At the end of the Workshop, CalRecycle staff reiterated that the purpose of the meeting was not to recommend a new funding program for California, but to simply *"float a couple of ideas."*

That was fine for the fifty or so tire recyclers and tire product manufacturers who attended the Workshop. Despite their hardships, none of them was ready to jump into a new program until they fully understood what it would mean to their businesses.

Likewise, tire retailers need to be especially wary of new funding programs. There are still too many unanswered questions:

- 1) What would the reduction of the \$1.75 fee on new tire sales to just 75-cents mean? Would fewer customers complain about *"California recycling fees?"* Would you sell more tires? What would the reduction in inspections for tire retailers, tire recyclers and tire haulers mean? Would there be tire dumping along roadways and in vacant lots?
- 2) What impact would new programs mean for tire retailers? How much extra would a tire cost if California adopted an EPR program? Would a tire incentive payment program be more efficient and cost less?
- 3) What impact would new programs mean for tire haulers and their costs? How would that, in turn, impact tire retailers?
- 4) If California loses its tire recycling/tire processing industry, what happens when China and other countries stop needing tires sent all the way from the United States?



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