



TIRES & TREADING



TIRE DEALERS ASSOCIATION

California Tire Dealers Association



Your Association has just saved you a lot of trouble and money

And here is why:

Legislators have over and over again tried to insert "tire age" into legislation. Last year the Governor **vetoed** a bill that would - among other things - require the California Air Resources Board to amend the "check and inflate" regulations

relating to "tire age." (In this regulation they had conveniently inserted tire age).

Whenever the regulators - legislators - interest groups talk about "tire age" our association **"has a fit"** and for a very simple reason: It is not up to trial lawyers - legislators and regulators to determine "tire age." It is up to the **NHTSA** (National Highway Traffic Safety Administration) to conduct conclusive tests regarding this subject. We shall, of course, abide by their ruling - which - by the way - is not imminent.

Working with Les Schwab Tire Centers and Senator Bill Emmerson (R-Riverside), SB 1076 was introduced this year and, two days before the end of the Legislative Session, it was passed and sent to the Governor, who signed the bill 09.15.2012. This means that the current regulation regarding "tire age" in the check and inflate program will be superseded by SB 1076. As Vice President Joe Biden - in his usual understated way - would have said: **"This is a big f***** deal!"** - And the trial lawyers will weep.

Read the report by our lobbyist, Terry Leveille on page 14. It is most important that you are up to date.

Some highlights of what is inside:

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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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59545

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EXECUTIVE DIRECTOR'S CORNER EJNAR FINK-JENSEN

What a pleasure to welcome the newest member to our association

Mike Miller, Norcal Commercial Tire, Fremont
(408) 690 7299 - norcaltiremike@yahoo.com

Mike is well known within the tire world in Northern California and has many friends both in the retail as well as in the wholesale communities. We are glad to have him on board.

YOUR BOARD IN ACTION

A report of the August 2, 2012, Board Meeting

A quorum was established and the meeting was called to order by Ejnar Fink-Jensen. It was moved, seconded and passed(MSP) to accept the minutes of the June 7, 2012, Board Meeting. The Nominating Committee gave a report. The Event Committee for the July 8, 2012, Soccer Event gave a report. There will be a presentation for the July, 2013, Soccer Event at the October, 2012, Board Meeting. The participation of members and non-members at CTDA events was discussed. It was agreed that membership must have a value and each event committee shall determine the participation fee for non-members.

It was MSP to accept the Appreciation Plaque Committee report. Each event committee shall set the criteria for distributing Appreciation Plaques. It was MSP to accept the Treasurer's Report.

DATE OF NEXT BOARD MEETING

The Board will meet in October, 2012. If you have any questions, problems or comments for the Bard, please contact Ejnar



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IN MEMORIAM

**Dennis Dean Quinlan
(1939 - 2012)**

Dennis Dean Quinlan, age 72, died peacefully at home this summer.

Dennis' father worked construction, building roads in Northern California, and the family eventually settled in Napa County in 1945. He started his education in a rural two-room, eighth-grade, schoolhouse in American Canyon, and graduated from Napa Union High School in 1958 and from Napa Junior College in 1961.

Dennis began his working career feeding chickens in the family egg business after school. When the family business changed from eggs to tires, Dennis joined his father in establishing Quinlan's Tire Service in 1959, taking over the reins in 1982, and passing them on to his son, Aaron, in 2005.

He was a loving and supportive husband to Rosemarie, his wife of 40 years, and together they raised three children. He loved being Pa-Pa to his adorable granddaughter, Alexandra, and seeing the world through her eyes.

Dennis served in the U.S. Army reserve - was a lifetime member of the National Rifle Association and was a proud and active member of the California Tire Dealers Association.

Our thoughts and prayers go to his wife, Rosemarie, his son Aaron and his two daughters Stephanie and Kelly.

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 Tire & Auto Repair
(559) 498 7705 - scott@goodguys-tire.com**

People, people & more people. Or the lack of people as it sometimes goes. What is your business facing in dealing with employees? Can you find capable and motivated people who are interested in working under your game plan? As you can tell in the tone of my article, we are having these issues. Don't get me wrong 98% of our employees are exactly what we need. We have a lot of long term managers, sales assistants, technicians & tire installers, but we also need more.

Like probably many other companies we have tried the quick fix, the potential employee who says all the right things, but has a spotty employment history and personal problems that we can't fix. We were just looking to fill that void that we need for today. Our company has chosen to look for fresh talent and develop that talent into what we want and need. We have taken a fresh approach with our in-house training of salesmen and women, working on product knowledge, friendly attitude and exceptional customer service. Our technician training has focused on the basics and making sure we are taking the proper steps in repairing vehicles right the first time. This can be some of the best customer service we

can provide. Customers will always remember if they weren't treated properly or if the repair wasn't handled right the first time. We have taken a **"Yes, We Can"** attitude with how we approach our business. Can we find the right people? Yes, we can. Can we do a better job in training? Yes, we can. Can we out service and out perform competitors? Yes, we can. We are fixing our people problems and coming up with solutions instead.



San Gabriel Valley

Paul Arellano, Lakin Tire
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By nature, men are alike; by practice, they get to be wide apart."

Confucius

Leaves will soon begin to turn a different hue and fall to the ground, pumpkins will adorn front porches, and the smell of roasting turkey will soon follow. 'Tis' the season for Trade Shows! First up: ITEC 2012, Sept 18-20th at the I-X Center in Cleveland. The International Tire Exposition and Conference is billed as "the one show and conference for everyone in the tire industry". Independent tire dealers, commercial dealers, wholesalers, retailers and recyclers will be in attendance. There will be a variety of workshops to attend, covering topics to include: manufacturing, business and technical concerns, and there will be several exhibitors displaying the latest products and services. If you are in attendance, please stop by the Lakin Tire Booth #216 to say hello!

Just when we will be getting over our jet lag, it will be time for the one and only SEMA Show 2012, Oct 30th - Nov 2nd. All the "regulars" will be there, including the tireless gentleman from 1-800-Every Rim, pulling around his cart filled with goodies (I need another flashlight, by the way!). I mentioned earlier that I am a bit of a car nut, and this show is truly a joy for me to attend... OK, to work! Some years back, there were rumors that I was afraid of flying, since I insisted on driving to SEMA. Everyone told me that the drive was "boring", "all highway", etc, trying to encourage me to fly. For the record, I am not afraid of flying (I don't plan on driving to Cleveland!), but if you would ever ride "shotgun" with me on the open highway, the last thing that you will say is that it is "boring"! If you do attend SEMA, please stop by and say hello. We will be proudly displaying our new,



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San Fernando Valley
Bill Fuqua
Turbo Wholesale Tire
(626) 856 1400
bill@turbotire.com

Please see some pictures of the Veterans Holiday Celebration that is held annually by the Veterans Administration. I was visiting West Coast Tire meeting with Bob Mirman along with his lovely daughter Stacy and her son Tommy and the subject of this annual event with Veterans came up in the conversation. I asked Bob's grandson Tommy if he could send me some pictures and information about the event.

Our Veterans have sacrificed so much for all of us and so often are just an after thought, so I thought it would be a good idea to share what Bob Mirman is involved with every year by contributing his time, efforts and resources with many others to "give back" and thank these soldiers who have given so much for their country.

The Veterans Holiday Celebration is the nations largest, all volunteer event of its kind. There are no paid staff and all donations serve the veterans directly. Last year was my families first time involved with this program and my grandfather Bob was asked to sit on the Board of Directors. The organization feeds over 4,000 veterans and their families on the first Sunday in December. This is the 19th year the VHC has been serving the veteran community of Los Angeles.





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Lower South Hall, in the back. We're in the back because we want you to see us last!



S.F. South Bay

Hub Gurnari, South Valley Wholesale

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Vacation woes and fun

Just returned from a 9 day vacation and thought I'd share a few thoughts and experiences.

These are in no order of date or importance or category. Just thought I'd spit out some things that occurred.

We started off like we usually do, my friend Smitty and I with breakfast early on the first day of the trip.

I'm a real fan of country style potatoes with peppers and onions and we have a few places in our travels we always go to because of this. Well, the first place we stopped was because it was close and we wanted to get on the road so we settled for hash browns. Eck. Not a real fan but I can get them down.

We traveled to Eureka and though it was a little early we decided to stay because our favorite restaurant on the northern route is in Eureka called Mama's Kitchen. The next morning we declined the free hotel breakfast just to go to Mama's.....and it was closed up, out of business. My country potato withdrawal

Symptoms are extended yet another day.

Day 2 we settled for a lesser breakfast and headed north.

We arrived in Brookings, Oregon about 1:30 and we like this town and the Best Western on the Beach so much we decided to kick it there and take off north the next day. We did this primarily because Brookings has a great Chinese food restaurant that has authentic Chow Mein. Not that crap that looks like a plate of mini intestines with some kind of brown gravy on it, but the real Chow Mein with bean sprouts and bamboo shoots and the little fried Chinese crispy noodles. Not to mention the jumbo fried prawns with cocktail sauce and hot mustard. (Are you getting the sense we'd just ride around locally if all our favorite restaurants were local) Anyway we stayed the night in Brookings and lit out for our favorite breakfast place in Gold Beach, Ore about 40 minutes from Brookings. I nice refreshing ride to (as my buddy Smitty puts it) "earn the breakfast". We pull up go in and I order the Best country potatoes, eggs and Sausage in all of Oregon, except. **THEY'RE OUT OF THE @#^%@\$ COUNTRY POTATOES!!!!**. I was so pissed that even though the hash browns were exceptional I still pouted like a big dog and insisted my day was ruined.

We rode north and east then south for a few hundred miles and ended up in Grants Pass, Oregon and asked a stranger on the street where the best breakfast was and he directed us to an Elmer's chain restaurant that is known for good breakfast but not.....(I can't even say it). I'm getting the shakes now!!!

We travelled all the rest of the day and found a place to stay and the next morning we exited Brookings for the second time heading south to Fortuna in search of breakfast. By this time I give up. We literally stopped at the first place on the main drag we found and went in.

I had maybe the best country potatoes this side of Rocky's in Felton. Or maybe I was just having so much withdrawal that they seemed great.

I know in the scheme of things, the lack of country potatoes ranks somewhere between having a hole in your sock to finding out the shoes you brought are from two different pairs. But it SEEMED awfully important to me at the time.

All in all though, I had a great trip and came home with a \$200 story.



S.F. North East Bay

George Pehanick, East Bay Tire Co.
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After surveying a lot of folks I have found business in Northern

California has been marginal all year for most dealers. The manufactures have all got their prices into the stratosphere. They all made record profits in 2011 and good returns

2012. Except in the most affluent areas dealers are struggling to push through the manufactures price increases. We have the pending unknown of SB421 the Chinese tariffs waiting to see what Washington does next. Will prices go down? Probably not. Will the economy of California improve in the near future? Given what party runs our state, I wouldn't bet on it. Will the manufactures help you out in any significant way? The only manufacture I see helping us dealers out or treating us dealers with some modicum of respect is Continental Tire. Bridgestone run by a two faced, ruthless group is at the bottom of the heap. We're in a tough business folks. I don't need to tell you that, you deal with it every day. Keep your chins up folks. The downside is, California is probably a lost cause until the situation is catastrophic. The upside big picture is, I believe there's a chance we wash the clowns out of Washington in November. We can make a difference even if we do business in a state that makes Greek debt look like small change. Do something for your children and grandchildren, get and vote the Right Way.



L.A. South Bay

Chris Barry, Independent Tire Dealers Group

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Bud Luppino,

Bud Luppino got out of the Air Force in 1977 and went to work at Mark C Bloom in Riverside Ca. Bud started out as a Manager in Training for Mark C Bloom and stayed with MCB Till 1982 when Bud was hired by BF Goodrich. Bud started with BFG in 1982 as a district Sales Manager for Los Angeles & the Central California Coast. In 1990 Michelin bought out BFG and they offered Bud the position of Regional Marketing Development Manager, Bud had a huge territory, West of El Paso Texas was Bud's territory. In 1993 Bud became a senior account manager for Michelin and Bud stayed with Michelin till 1996!

In 1996 Buds Tire and Wheel was founded with 2 locations, One location in Riverside and the second location opened up shortly after in Moreno Valley Ca. Bud also donates time on two boards in Riverside, One being the "Ark of Riverside," which is for helping people with intellectual disabilities, and the second one is the "Unforgettable Foundation " which raises funds for families to help bury their young children when the parents cannot afford a plot.

Bud has been happily married for 43 years to Claudia and they have a Daughter and 3 Grandsons. Bud and Claudia spend as much time as possible with their Grandsons!! If you look on Buds walls in his office you will see what I am talking about. Bud and Claudia love to spend time in Florida as well.



S.F. East Bay

John A. Solon, Myers Tire Supply

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It is hard to believe that we are (already) moving into the fall of 2012. With football season starting and what is shaping to be a classic north – south pennant race between the San Francisco Giants and Los Angeles Dodgers; and with the Oakland A's battling for a wild card. It's good to be a sports fan these days.....

As we progressed into late summer this year tire dealers reported an increase (and in some cases a significant increase) in business compared to year 2011. These increases were across the board and included tire replacement, accessories, maintenance, and general auto repair. Dealers attributed this to the significant drop in gas prices in mid summer. With the recent increase in gas prices business has slowed somewhat.

As has been consistent throughout year 2012 we continue to see commercial and residential building along the Hwy 580 and 680 corridors. And 'in fill' projects along Hwy 880, San Jose, and the Peninsula. Along with helping the local economy in general, these projects should increase sales in truck and OTR tire products.

Tire pressure monitoring systems continue to be an important topic of conversation in the tire business. Dealers continue to see increased numbers of vehicles equipped with these systems (along with it sensors attached to the end of valve stems). TPMS sensor and valve manufacturers tell us that these assemblies require maintenance, and that the sensors on a significant number of vehicles on the road today are approaching the end of there battery life. Manufacturers tell us that the number of vehicles requiring new sensors will increase significantly over the next two years. Below is an overview included in an article I wrote earlier this year – food for thought...

TPMS:

- Valve stem kits and valves – It is recommended when replacing tires that valve caps, valve cores (different from a standard valve core), nut, and grommet are replaced on clamp in style TPMS valves. And that the valve stem is replaced on snap in style valves. Assortment kits with inventory of these items are available from a number of suppliers. A well inventoried kit is recommended.
- TPMS scan tools – These tools range from relatively simple tools that will activate the sensor (to make sure it's working) to more sophisticated tools that will read tire temperature, pressure, sensor battery life (Go / No Go), and have the capability to "relearn" the TPMS system (on Asian nameplate vehicles) through the OBD II connection.
- On site programmable sensors – Within the past year systems have been introduced that allow a tire store to quickly program a blank TPMS sensor on site; giving them the ability to replace a broken sensor (or a sensor with a dead or low battery) without having to wait for delivery of a replacement sensor.

DISASTER

di-zas-ter (n) a calamitous event, especially one occurring suddenly and causing great loss of life, damage, or hardship, such as a tornado, fire, or hail storm

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Your News - My Views

By Billy Eordekian

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Upcoming Regional Meetings Well we took the summer off, BUT Still looking for hosts!

Talk to your vendors and then contact me

With CTDA assistance, this is great way for a vendor to hold a successful open house!



K. George Guldalian

I am sad to say that a great tire dealer and old friend, **George Guldalian**, passed away on June 29, 2012. He and his brother **Tony Guldalian** did business with my father in the 70's.

George moved from Aleppo, Syria to the United States in 1952. In 1971 George decided to start his own business and established **Grand Prix Tire in Glendale**. Over the years, George and Tony helped many newly arriving Armenian immigrants get established in

their adopted country by providing them with their first jobs in the U.S.A. Upon learning the trade, many continued on in the automotive repair and tire industry and successfully established their own businesses. At one point Grand Prix Tire had multiple locations, and **Tony and his son Chris** still operate the very successful Monterey Park store. George was a member of the United Armenian Congregational Church for more than forty years. He served the C. & E. Merdinian Armenian Evangelical School faithfully for many years as a member of various committees, including the Finance Committee. George was a kind man and he will be greatly missed by family, friends and our industry.

On a lighter note, what a great visit I had at **Lily's Tire Service in South Lake Tahoe**. **Pete Lily** is not only in the tire business, he is in the friend business. Starting in 1969, Pete is the epitome of the independent tire dealer. As I watched Pete interact with his staff and his customer Meg, I could feel the warmth. I asked Pete what the favorite part of his business is, and of course his answer was "the people." Pete refers to his **Manager Theresa** as his adopted daughter whom he first employed at the age of 19. Theresa who calls herself Mini-Pete says Pete taught her everything and would do anything for him because "Pete is an awesome caring man and would give the shirt off his back for you." When asked what he likes best about his job, **James**, the ever energetic salesman, quickly replied, "Pete!" Pete started in the business at Bruce's Tire in the 40's where he worked under the original partners Bruce Alexander and Gary MacArthur cleaning casings. Later he bought a Signal Oil service station with \$2000 down and also worked for various Firestone locations in Hayward, Emeryville, and

Chico. “My brain is gum dipped” Pete said as he has been a “Firestone man” for 53 years now. A big supporter of the community, Lily’s Tire supports The Boys and Girls Club, the Kiwanis Club, South Tahoe High School sports, and Lake Tahoe Community College. One way to judge a man’s character is to listen to what he has to say about people. When I asked how his business is doing, he replied, “We do OK, but it got a little tougher when Les Schwab Tire came into town.” He added, “That Les Schwab must have been a good man.” This kind of stuff brings tears to my eyes. Respect others, and you get it back in return. Well we lost Les Schwab in 2007, but we still have Pete Lily, a good man.



James, Theresa, Pete, and myself



Customer Meg gets a warm greeting from Pete. They have known each other and have bowled together for 30 years



In one of Lily's eight bays, James next to a cool old Jeep



Pete has a lot more tires than this, and I loved the old sign that looked new



Pete, Theresa, and James tend to business. It was nice to see a thriving independent with busy phones and many happy customers in and out

Legislative Report

By Terry Leveille
President of T.L. & Associates



.As is the norm, a sense of frantic angst ruled in Sacramento during the last week that ended the two-year legislative session. By midnight, August 31, all bills that had been passed by the State Senate and Assembly were sent to the Governor for his signature. All bills that did not have enough votes when the session was gavelled to a close will either be forgotten or reintroduced after the November elections when as many as 40 or 50 of the current 120 legislators will have been replaced.

Three issues drew our attention this past year: 1) A bill that would place "tire sales only" shops under the jurisdiction of the Bureau of Automotive Repair (BAR); 2) a bill that would remove the potentially litigious "tire age" as a reason an automotive service provider can declare a tire "unsafe"; and 3) a major workers' compensation reform bill.

Here are their stories:

1) For several good reasons the California Tire Dealers Association supported **AB 2065 (Galgiani, D-Tracy)**, which would have the BAR oversee "tire sales only" shops.

I testified in the Assembly Committee on Business, Professions and Economic Development that, *"This consumer protection bill would remedy deceptive practices some of these shops engage in, whereby they advertise a 'discounted' price for a set of tires and then add on various hidden fees and services to the customer. If a customer refuses payment, the shop then threatens to keep possession of the vehicle until the bill is paid in full. Few customers are aware that such practices are illegal. This is not only unfair to the unwary consumer, but also provides unfair cost competition to tire retailers in California that are licensed under BAR because they provide other repair services."*

Unfortunately, the bill stalled in the Assembly Appropriations Committee over the start-up costs, even though those would have been offset from license revenues within 18 months. We may want to work with the Les Schwab Tire Centers and reintroduce a similar bill next year.

2) **SB 1076 (Emmerson, R-Riverside)** was our major success story this year. It was a "replay" of a bill that was vetoed by the Governor in 2011 that would, among other things, require the California Air Resources Board to amend the "check and inflate" regulations relating to "tire age."

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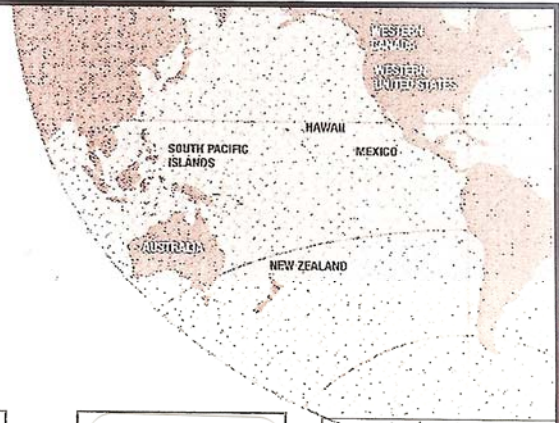
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ducks for major lawsuits.

The current regulations that require automotive service providers to consider tire age in the "check and inflate" regulations puts tire dealers in a bind. If a tire shop won't inflate an older tire with legal tread depth, customers can accuse it of simply trying to make money selling new tires. However, what if a tire dealer adds air to an otherwise safe tire, with legal tread depth—but one that was manufactured six years earlier? Ten years earlier? Twelve years earlier? With no standards, if a tire fails for any reason, a trial attorney could argue that the tire failed because it was too old to be safe. The tire dealer who rotated the tire or inflated the tire could be sued because he or she should have known that an "older" tire was unsafe. This is not right.

While our arguments on the issues were not refuted, and while every Committee and Floor hearing that debated SB 1076 received unanimous or near-unanimous support, the California Air Resources Board (ARB) complained that if it was signed into law—and the feds later determined when a tire is too old to be deemed safe—that it would be too costly to go through the regulatory process again to include tire age again.

That argument was countered by an opinion from Legislative Counsel saying that ARB would not have to go through the costly regulatory process again if SB 1076 is signed into law.

The Governor's Office and ARB agreed to the opinion and provided amendment language supporting our position. The bill quickly passed the full Assembly and was concurred by the State Senate. SB 1076 is now on the Governor's desk awaiting his signature.

3) On the final day of the legislative session, **SB 863 (De Leon, D-Los Angeles)**—a bill that will revamp the California workers' compensation system—passed both houses of the Legislature and was sent to the Governor for his signature.

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Democrats and Republicans agree on anything, SB 863 passed with only four dissenting votes (out of 80) in the Assembly, and four dissenting votes (out of 40) in the State Senate .

The bill was introduced as a compromise between labor and large companies, although it also had the support of small businesses as well. Opponents included the trial lawyers, the California Chiropractic Association and the California Society of Industrial Medicine, which represents private occupational doctors. Under the bill some physicians and chiropractors will lose a measure of control over patient care.

The key question the final analysis of the bill asked was: *“Should the Legislature reform the workers' compensation system in order to cut costs for employers and increase benefits to injured workers by more than \$700 million?”*

It seemed like a no-brainer, but everything gets muddled when workers' compensation is discussed and particularly so in the final hours of the legislative session. The real reason that it took so long to deliver this bill is that workers' compensation is extremely complex.

Since the bill is 159 pages long, I won't summarize it here, but proponents argue that SB 863 is a negotiated package that increases permanent disability benefits, minimizes delays in medical treatment, improves access to care and provides hard savings in excess of the cost of benefit increases. Proponents further note that this reform package should not come as a surprise to anyone, and that it is the culmination of three years of research conducted by the Commission on Health and Safety and Workers' Compensation (CHSWC), a statewide listening tour hosted by the Brown Administration, and the aggregation of several bills that have moved through the legislative process and have been heard in policy committee. Proponents argue the status quo is unacceptable and simply unsustainable.

The California Applicants' Attorneys Association (CAAA) opposes SB 863, arguing that while the bill contains "worthy proposals" and a "partial restoration" of permanent disability benefits for some injured workers, it believes that SB 863 takes away the rights of many of the most seriously injured workers to get fair compensation for their injuries. CAAA argues that, due to numerous giveaways to the business community, this bill reduces compensation for hundreds if not thousands of the most severely injured workers. CAAA argues that injured workers have suffered enough under the results of the passage of SB 899 under the Schwarzenegger Administration, and believes that SB 863 is a step in the wrong direction.

SB 863 can be viewed at http://www.leginfo.ca.gov/pub/11-12/bill/sen/sb_0851-0900/sb_863_bill_20120907_enrolled.pdf

The analysis of SB 863 (the summary of the bill) can be viewed at http://www.leginfo.ca.gov/pub/11-12/bill/sen/sb_0851-0900/sb_863_cfa_20120901_013451_sen_comm.html



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