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California Tire Dealers Association

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We were so pleased when we obtained a copy of the email, below, because he tells a lot about our Director Paul Arellano.

"Good Morning Paul,
I finished reading the March/April edition of Tires & Treading.

Believe it or not...I always look forward to reading your column. You always bring up some good points. You could give some tips to the "professional journalists" in our area.

Keep up the good work Paul!

One of your loyal readers, Randy

Randy Sanks, Reliable Tire San Diego
(619)232-0780 Randy@ReliableTireSanDiego.com

See complete article about Paul on Page 8



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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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59539	NCS 6	Green Machine



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**EXECUTIVE DIRECTOR'S CORNER
 EJNAR FINK-JENSEN**

You will see the ad on page 17 about the 3rd Annual CTDA Soccer Tournament. CTDA wants to thank Billy Eordekian, Chris Barry and Bill Fuqua for the many hours of effort in making the Soccer Tournament a success. They had others helping them, but they were the main force over the past three years. If you are in the area, make sure to stop by and enjoy this event.

Graduation is here and it is a perfect time to remind you to watch for the information mailing from CTDA 501 (c)(3). This is the separate nonprofit corporation setup exclusively to provide Scholarship Fund Grants to eligible people with CTDA Member Firms.

Page 5 has an interesting introduction to a new entity for one of our long time Member Firms. You could say, quite a change.

June 5, 2014 will be the next Conference Call Board Meeting for your Board. If you have an important item you would like to present to the Board, contact the Board Member in your area. The complete list of Board Members is to the left of this section.

SEMA. Yes, it is that time of year again. This year's SEMA Show will be in Las Vegas on November 4 through November 7, 2014. Major Brands and other vendors fill the hall with special decorated booths and products. Many tire dealers find this the perfect opportunity to obtain information on new products and get good prices on some of that equipment.

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George Pehanick

The President's Message

Hello Ladies and Gentlemen,

Finally resurfacing. Sorry it took me so long.

Just returned to the States after three weeks on the road seeing customers, suppliers and friends in Singapore, Perth, Melbourne, Sydney, Brisbane and Auckland. The tire business down under is much different from what we experience here. There seems to be a much more rational (read profitable) approach to the business there. One very large wholesaler there told me they don't even consider selling for less than 25% gross profit margins! That is of course unheard of (and impossible) here. In fact one of my good friends who works for the largest wholesaler in North America told me confidentially that they work on 5-6% gross profit. No surprise they lose money virtually every year. I often wonder, how do they stay in business. We all could sell a lot more tires and wheels if we were willing lose money doing so.

There seems to be more government regulation and accountability down under as well. We all see the fly by night tire shops that open and close around us here in California. That doesn't happen in Singapore, Australia and New Zealand. Everyone in the business is properly licensed and regulated by the local government. Those of you that read my column regularly know I'm not much for more government regulation but in this case, it seems to make sense.

In Australia and New Zealand I was told and it seemed all the Bridgestone Commercial outlets were company owned. Everything I see and hear indicates they are slowly but surely headed in that direction here. Bridgestone dealers in the USA should take notice. Another key element to the commercial business there is the near absence of 'National Accounts'. If you sell truck tires in any significant volume here in the states, you know it's all about National Account business. If you take the big four Michelin, Bridgestone, Goodyear and Continental, I estimate 80-90% of the replacement units they sell are delivered to their National Accounts and or through their programs. To some extent, we dealers are at best, indentured servants. They may let us in the house by inviting us to a nice Dealer Meeting at some exotic local and reward us with free food and drinks for a week. But at the end of the day, we do their bidding. And if we don't, it's their way or the highway.

Australia's economy is very dependent on the mining business, coal, gold, copper, iron ore, uranium etc. At the moment, mining is slow, therefore their economy is as well. It's been a bit of boom and bust these past 10-12 years. While on my trip I met with a number of heavy hitters in the mining business. Those in the know, seem confident it will turn around in 2015. New Zealand conversely is heavily dependent upon agriculture. Therefore less glamorous and less volatile. New Zealand's economy is really pretty steady. They also have a wonderful wine business in New Zealand. Both countries are wonderful places to visit but a long way away.

Hope your business is good.

Kind Regards George Pehanick, CEO East Bay Tire Co.



EAST BAY TIRE CO. OPENS OLIVER RETREADING PLANT IN HAWAII

Commercial and wholesale tire dealer, East Bay Tire Co, is expanding into retreading following its April 1, acquisition of Oahu , Hawaii based retreader, Rainbow Tire. Coinciding with the buyout, Rainbow Tire celebrated its 30th anniversary in April, according to former co-owner Alan Batty who joined Rainbow Tire founders Mike Aoki and Rodney Furoyama as the firm's third party in 2003.

East Bay Tire Co. has renamed the venture EBT ECO and will employ Michelin North America Inc's Oliver Rubber retreading system at the the 7,500 sq. ft. plant. John Hulsey, wholesale general manager for East Bay Tire Co. puts the plant's annual production at about 10,000 units. He added that the Fairfield based dealership is hoping to double that output over the next few years.

"We will, at some point, look at additional capacity and expanding the retread shop." Mr. Hulsey said. He explained that East Bay Tire Co.'s decision to open a retread plant stems from its 2013 acquisition of Hawaii's R&G Tire Center, Inc., which operated a retread shop that was not included in the buyout deal. With the acquisition, R&G shut down its retreading business.

"Really, when we took over R&G Tire, they previously were a Bandag Retreader and we knew at some point we would have to open up a retread shop to support what they were previously doing with Bandag." Mr. Hulsey told *Tire Business*. "With that, along with the pressure from our existing customers in Oahu to get into retreading, it just made sense. We felt we had enough customers behind us to maximize the production at a retread plant." So far the company has brought in a new buffer and is installing a monorail and new enveloper, according to Mr. Hulsey. And, in another year, East Bay Tire Co. will be looking to add another chamber.

In addition to Rainbow Tire, Mr. Batty has owned and operated Honolulu based commercial and retail tire business American Tire Co. since 1992. He said he plans to continue to focus on that business. "We need to concentrate on what we do best, and we do commercial and fleet repair work the best." He said. "And, we make the best margins at it compared to recapping tires." Mr. Batty said Mr. Aoki has retired and Mr. Furoyama will continue to work under East Bay Tire Co. as the manager for EBT ECO.

In addition to being East Bay Tire Co.'s first foray into retreading, the partnership also marks Oliver Rubber's return to Hawaii after a long absence, at least 20 years, said Mr. Steve Phillips, director of sales for Oliver. "From our standpoint, East Bay Tire Co. is a very important commercial partner for our organization, and we are very pleased to have them representing the Oliver brand in Hawaii," Mr. Phillips told *Tire Business*.

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Paul Arellano Director CTDA and a complete "car nut"



Paul was born and raised in Southern California and currently resides in Whittier, California

His sales career began at the age of 12, when he delivered and sold subscriptions to The Los Angeles Herald Examiner. He reports winning several contests, including the 4th of July Fireworks contest (when it was legal to give fire crackers to kids!). He later spent 15 years selling furniture components for a small manufacturing company in Gardena, CA. Paul believes that it was this period that "prepared" him for the opportunity that he came across at Lakin Tire. Paul has worked for Lakin Tire for almost 11 years, and he even considers 9/3/2003, his first day at Lakin Tire to be his "second birthday"!

Paul has a degree in business administration from Loyola Marymount University in Los Angeles, as well as formal sales training from the Dale Carnegie Institute. He continues to study "the masters of sales", including Ziegler, among others. He reports being fascinated with the sales process, and he oftentimes will ask field sales people (even those selling products at Costco!) to share with him how they follow up with leads, etc. Of course, Paul's articles in our magazine serve as sales clinic's, of sorts, and he said that if his ideas helps just 1 member, they were worth the effort. Paul believes that he found his calling in sales, and he says "there is more to sales than just smooth talking". His latest mission is to take his own performance to another level, by focusing on what he calls "the science of sales". Talk about "shocking revelations"! (see his articles for more of these!).

Paul has 2 sons, 1 a junior at Cal State Dominguez Hills and the other, a sophomore at Rio Hondo College. Paul has a pure bred, Maine Coons hunting cat, "Misty" that though just a kitten, reportedly is very adept at play-attacking toys, and Paul said that she is a joy to watch. Paul is, in his own words, a "car nut"! He follows the road less travelled, in more ways than one (*I - Ejnar - the publisher of the magazine, can attest to that. I first met Paul at the SEMA show a few years ago. He drove to Las Vegas in one of his specially equipped cars. Immediately after arrival he had it cleaned and detailed. After that he drove it to a garage where it stood until his departure, He drove it home and had it cleaned and detailed again. - I was most impressed.*)



Paul is, in his own words, a “car nut”! He follows the road less travelled, in more ways than one. His interest is not in mainstream hot rods; rather, he has built several custom Volvos (really?). He owns a 1982 Volvo 244, a car that has won a few awards in local car shows and rallies, right next to classic Fords and Plymouths, and “holding its own” according to Paul. He has built a few 1990’s Volvos that Paul said, have “turbochargers that are the size of small babies”, and are “definitely NOT your grandpa’s Volvos!”.

Paul’s favorite car is his V8 powered M3, a car that Paul said “feels like a robot suit when driven!” Paul merges his 2 main interests, cars and road trips, disappearing with family and friends often, to his favorite hangout, Julian, California, and other destinations. He vacations strictly in California, as he said that this beautiful state has some back roads so nice that “you feel like you’re in France or Italy, yet you’re only 3-4 hours away from home”.



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GARAGEKEEPERS LIABILITY INSURANCE?



If you operate a tire store or automotive repair shop, Garagekeepers Liability is something you should definitely consider. Many think the Comprehensive Garage Liability provides all the coverage they need. But, the Garagekeepers Liability is an optional form of insurance designed specifically for those who offer tire re-

vehicle while you are keeping it at a covered location to perform vehicle service or, alternately parking or storing a given vehicle. It covers vehicles in case of fire damage, theft, collision or vandalism.

As the insured, you have some choices to make regarding the coverage you want. The first is the maximum amount of coverage available to you before an accident occurs. Whether an entire garage of cars or a single vehicle is damaged under your watch, the complete amount of damage covered by your insurance is based on the limit you choose. So, if someone broke into your shop at night and damaged a customer's vehicle, the Garagekeepers Liability Insurance would be able to pay for the repair of that vehicle up to your selected limit of cost coverage.

You may also select the deductibles you want to apply to your coverage. This is usually \$500 or more. So, in the event of damage to vehicles in your care, custody and control, you would be responsible for the first \$500 per vehicle towards repairs. Your insurance provider would then cover the balance of the repair costs.

Another choice for you with Garagekeepers Liability is whether you choose the Legal or Primary form. The Garagekeepers Legal Liability would cover damage, for which you were legally liable, to a given vehicle. The Garagekeepers Primary Liability provides you with the option of submitting a claim for a damaged vehicle, in your care, custody and control, whether you were legally liable or not. We actually had an incident with one of our insureds in Fresno, Ca which provided benefits because the tire dealer had the Primary Liability form. A customer's car was parked in the front of the store facing Blackstone. A person drove by in a pickup with a load of plywood in the back. It was a windy day and the wind caught a half sheet of plywood and carried it into the windshield of the customer's car. The tire dealer was not legally liable. Yet, because it was an important customer, he could submit the claim and have the car repaired under his Garagekeepers Liability.

It is important to understand there is no one Garagekeepers Liability policy which is right for everyone. Your Broker should be involved in helping you make the correct decisions concerning maximum coverage limit, deductibles and whether you need Legal or Primary Liability coverage.

CSTDA Insurance has been assisting CTDA Members since 1974. We have the experience and knowledge to help you with decisions concerning your Garagekeepers Liability and other important insurance matters.

If you have questions, or need assistance, feel free to contact my office:

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Legislative Report

By Terry Leveille
President of T.L. & Associates



This year, the California Tire Dealers Association, Les Schwab Tire Centers, and the California New Car Dealers Association are supporting AB 1665 (Jones, R-Santee), which would, among other things, require that all those who change or sell tires be regulated by the Bureau of Automotive Repair (BAR).

Currently, a number of businesses that directly compete with CTDA members are exempt from BAR inspections and regulations, giving them a competitive advantage in tire pricing and the consumer protection that BAR oversight provides.

Technically, AB 1665 requires tire dealers and automotive repair shops to be capable of activating and calibrating tire pressure monitoring systems (TPMS). Since 2008, federal law requires TPMS on all passenger vehicles and light trucks, and it goes to reason that the National Highway and Traffic Safety Administration (NHTSA) would require that all service operators either ensure that new tires and rims they mount are compatible with existing TPMS sensors or that customers purchase new TPMS sensors that are correctly installed and calibrated by the tire shop.

Aside from bringing exempt tire shops under the auspices of BAR—and leveling the playing field with CTDA members—our bill's TPMS requirements will also provide customers added safety through properly inflated tires and improved fuel economy.

On April 22, on behalf of CTDA, I provided the lead testimony at the Assembly Business, Professions and Consumer Protection Committee. I told the Committee that many of CTDA's tire retailers were "mom and pop" businesses and, because of increased competition from car dealers who are selling more and more tires, and tire sales only shops, our members must keep their customers happy with extra service. I mentioned that having the equipment and know-how to install and calibrate TPMS equipment is important for safety reasons and fuel conservation (which are the by-products of properly inflated tires). I also said that a small group of tire sales only shops need to be regulated by BAR with the requirement that they have the equipment and certified personnel to service TPMS when they mount tires on customers' vehicles.

With bi-partisan support, I was pleased to see AB 1665 sail through the Committee on a 14-0 vote.

The next step was the Assembly Appropriations Committee. AB 1655 was heard on May 7. However, because the bill had an initial cost of several thousand dollars, it was sent to the so-called Suspense File. When that file is dealt with in late May, we expect that the Committee will approve it because any costs for new BAR oversight will be more than offset by increased revenue from fees to the newly-added tire shops. It won't cost CTDA tire dealers who are currently regulated by BAR a cent.

In other news the big issue in Sacramento now is this coming year's state budget. The Legislature must adopt a budget by June 15 and the Governor must sign it before California's new fiscal year starts July 1.

The good news is that this year's tax revenues are \$2.4 billion higher than anticipated and Governor Jerry Brown has submitted what is generally referred to as a "frugal" spending plan. The independent Legislative Analyst estimates that the revenues are even higher, some \$5 billion more than anticipated.

He and the Legislature have agreed on a "rainy-day" plan, which if approved by the voters in November would set aside 1.5% of every year's General Fund plus a portion of any capital gains windfall. That would provide a monetary cushion when an eventual downturn in the economy occurs and would lessen the likelihood of tax increases or cutbacks to schools and other priority programs. More California money is spent on education than any other program.

Interestingly, while every program has its supporters, most polling indicates that Californians in general want to keep spending tight, much along the lines of the Governor's budget.

A month from now we will know the fate of AB 1665 (I expect it to pass).

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REGIONAL ROUNDUP



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Scott Shubin, Goodguys Tire

(559) 498 7705 scott@good-guystire.com

38 years.....man that's a long time! Goodguys Tires & Auto Repair is celebrating our 38th year in business this June. I've grown up around the business since I was six years old. I did everything I could do when I was younger to make sure I didn't end up in the business.....yet here I am "officially" for the last 22 years.

The business has been good to my dad who founded it in June of 1976. It is has been good to my family as well. Over the last thirty eight years there have been a number of people that have been instrumental in the success of our company and I would like to give them a mention in my article this month. Don Wagner, Technician, 34 years. George Navarro, Store Manager, 34 years. Gus Jauregui, Technician 33 years. Joe Ingalls, General Manager, 33 years. Ruben Flores, Technician, 26 years. Bob Edgbert, Online Sales Manager, 25 years. Paul Seta, Store Manager, 23 years. Patrick Murray, Computer Operations Manager, 21 years. Jose Mercado, Technician, 21 years. John Cuevas, 20 years. Tom Roman, Service Manager, 20 years. Tia Vang, Accounting Manager, 17 years. Harrison Mills, HR/Payroll Specialist, 17 years. Chris Marshall, Store Manager, 14 years. Jamal Salam, Retail Support, 13 years. Dana Dubois, Assistant Store Manager, 10 years. There are many more that have been around 5-9 years that it would be difficult to mention everyone, but they are no less important. I am thankful for our company's team, I am looking forward to the next 38 years and maybe my daughter or son's is writing about the great group that is still here and helping this organization grow. Thank you for all of your hard work, it is appreciated



S.F. East Bay

John A solon Myers Tire Supply

(510) 632 3403 jsolon@myerstiresupply.com

As we move into summer, there is Baseball in the air! Both the A's and Giants have had strong starts this season, and we look for their continued success as we move towards the All-Star Break.

Tire Dealers throughout Northern and Central California tell us that business is spotty; with some very good billing days, coupled with very light days. They attribute this to taxes (tax season), drought, and increased competition (more businesses selling both new and used tires). There is no doubt that the drought in Northern and Central California has had a negative effect on the economy of the Central Valley. In the East and South Bay (and throughout the Bay Area) housing prices, building, traffic, and job creation are increasing. These increases, coupled with the summer driving season, should translate into predictable and increased business.

We continue to see building (roads, residential, and commercial building) along the Hwy 580 corridor in the Dublin / Livermore areas, in the San Jose area, in San Francisco, and we continue to see strong activity at the Port of Oakland.

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 applications.



S.F. South Bay

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After Mark Jackson was fired as the Golden State Warriors coach, it gave me great food for thought. Here's a man that helped turn a Franchise that was dismal into a contender in the toughest division in the NBA, and yet he was fired. I don't know whether he should have been fired or not. That's not the reason for this writing. It does however create a discussion. What could have this man done so egregious that it got him fired after the season they had? was fired because he hadn't gone deeper into the playoffs. I think his relationship with the owners was miserable.

I won't go into whose fault this was because I don't know enough information about the issue. That also goes back to the blame issue which I don't want to address. As I said, it's not the reason for this article. What I want to address is relationships within the workplace.

I don't know if we as an industry work hard enough to build a good foundation in the work place. Our people are the most valuable commodity we have. Everything flows through them. If they're unhappy they can't possibly function at a high level. It's only a matter of time before they chase that greener grass. Many that do this return and we think it's because they found that the grass wasn't greener so they crawled back. The problem is that they're still unhappy. I've been the boss and also had many bosses in my career. I vacillated between being too soft to being a tyrant. I never found the great balance needed to be the boss. I found with my years of experience and observation that I'm a pretty good second banana. I've mourned the loss of some bosses I thought were a good fit and celebrated some who left or were let go that were not. One constant remained. Change, good or bad, slows progress until the new boss is up to speed on how he wants to put his stamp on the place. I would like to suggest (as my second banana status dictates) that we all make an effort to sit down more with all your key people and share ideas. A regular mid-level employee will work harder to make a new plan work if he was actually involved in the formation of that plan. After all, He doesn't want HIS idea to fail. In my later years I've tried to always tell the people around me what a good job they're doing. Most of them are trying, you know. If they don't look like it maybe it's because they're not receiving the nourishment of an occasional compliment. Create some fun contests at work that reward little things that go beyond the job. Maybe the guy who always tries to clean up something or dust your display when you're slow without being asked gets an extra day off or a free lunch for him and his significant other at a nice place.

Bosses: Treat your people well. When you do, even when you have to deny a request, they'll understand it wasn't just because you could.

Employees: Respect your bosses and give them the benefit of the doubt. Don't act like they know less than you. You may think you could run things better than him but someone gave him the job, not you. Cut them some slack you'd like them to cut you. They're under pressure. They are the Mark Jacksons of the Tire Industry.

I wonder what would have happened if the Warriors and Mark Jackson just looked across the table and decided to do something to make the current situation work, if it could have been salvaged. One thing is sure, now that there is a change, the hill they have to climb just got taller and riskier.

CTDA SOCCER

FUN-UNIQUE-THE THIRD-SUCCESSFUL

Yes, four important points about the 3rd Annual CTDA Soccer Tournament. As advertised, it will be held Sunday, July 13, 2014.

Fun. Many spectators enjoy the tournament and the opportunity to root on their team and friends. Besides the enjoyment of the tournament, everyone enjoys a catered lunch. The past two years this lunch has received many compliments.

Unique. Why? The Tournament has succeeded in getting more and more teams to participate. Therefore to provide an opportunity for all teams to be involved, play time, rules and regulations are different.

Third. Yes, the first CTDA Soccer Tournament was in 2012. The number of players increased last year and it expected to increase again this year. Last year competition was strong. This resulted in us having two co-winners.

Successful. Thanks to the hours donated by many CTDA members, the interest generated by this particular tournament and Pirelli, each year has been more successful. Pirelli was the Major Sponsor for 2012, 2013 and will be again this year!

Put this on your calendar and have a fun, unique and successful Soccer day. See complete details on flyer on opposite page.



The flyer features a red and white color scheme. At the top, a black tire tread graphic contains the word "NET" in white. To the right, a grey box says "100% CO-OP ELIGIBLE". Below these are two red horizontal bars. The left bar contains the text "Websites • Search Engine Optimization" and the phone number "1.877.860.2005". The right bar contains "Pay-Per-Click Marketing • E-Mail Marketing • Social Media" and the email "contact@getnetdriven.com". The central logo "Driven" is in a large, red, cursive font with a white outline, positioned over a white wrench icon. Below the logo is the website "www.getnetdriven.com". The main headline reads "Web Solutions to Grow Your Business." in bold black text, followed by "Easy To Use. Cost Effective. Proven Results." in red. A paragraph of text states: "Net Driven® offers fully integrated and managed website and internet marketing solutions to help you connect with new customers online and grow your business." To the right is an image of a man in a light-colored shirt standing next to a computer monitor displaying a website. At the bottom, a red bar contains the slogan "Net Driven. We Drive Customers To You." and the contact information "1.877.860.2005 | contact@getnetdriven.com | www.getnetdriven.com".



CALIFORNIA



TIRE DEALERS ASSOCIATION

**Griffith Park Rec. Center Soccer Field
3401 Riverside Drive
Los Angeles, CA 90027**

Soccer Tournament

**Sunday, July 13th, 2014
8:00am-3:00pm.**

Included with registration:

- Team Jerseys
- Catered lunch from 12:00-1:30pm
- Trophys will be awarded

Rules & Format:

- Half-field format
- 30 Minute Games
- 7 Player Teams
- No Cleats
- Players Must be Employees
- All Teams Must Submit Team Roster
- Teams to Bring Their Own Water
- No Food or Foreign Objects on the Field

Other Information:

- Non-Player Lunch Cost - \$7/Person
- 10 Total Teams - 5 Wholesale & 5 Retail
First Come First Served
- Pirelli Models Will be Available for
Team Photos
- Send Payment With Registration

Sponsored by:



Cost per team: \$125 for Members and \$150 for non-members

-----REGISTRATION-----

Company Name: _____

Contact Person: _____

Phone Number: _____

Number of Participants: _____

**** PLEASE MAIL TO: Ejnar Finkjensen CTDA Soccer Tournament
780 Sea Spray Lane, Suite 309
Foster City, CA 94404-2423**

For more information please contact: Bill Fuqua (323) 997-2601 or Chris Barry (310) 251-9528



Writer at Large

Billy Eordekian, 1-800EveryRim-OEM Wheels

1-800 383 7074 Billy@1-800EveryRim.com

It's All About Me! (and Dad)



Photography by Robert Doisneau)
I had a good eye for the business at an early age! Oh Yeah, not really me in the picture but cool!

Starting in 1963 my dad would take me in his pick-up as we would travel Los Angeles peddling used tires, regroove tires, and even a few new tires. We were the tire industry version of Sanford and Son. At age 12, I began my career at his tire store (Warner's Tire House in Montebello) where I was in charge of the used wheel weight painting division and later I graduated to sorting used tires and recaps into matching height sets. At 17, I discovered what the word "party" meant while really not taking work seriously. My first full time job was with Gene Disano at Motor Rim & Wheel Service but soon after I was needed at the tire shop as Dad had hurt his knee. (Probably Gene didn't miss me much and I'm sure Dick Gray didn't.) After a couple of years and tasting what selling was all about, I curtailed the night life (a bit) in favor of the excitement of handling three lines at a time selling tires and wheels. We sold the shop in 1985 and my conservative yet supportive father loaned me \$3000 to start a used wheel business which he had a lot of doubt about. I will close in saying that down the road, he really enjoyed our trade shows and I really enjoyed my dad.

In Memory of Steve Eordekian and thanks to my mentors Jesse Baca, Dick Gray, Jay Goldberg, and the late Ed Cohn... Your Humble Used Rim Peddler, Billy Eordekian

Interesting News from Conti Regarding Tread Depth E-Sensors

Most of us know the 'penny test' but in the years to come we'll be able to spend our loose change rather than use it to gauge tread depth. Continental AG says it intends to add an automatic tread depth reading feature to its ETIS (Electronic Tire Information System) and aims to make this available for fitment on new vehicle models by 2017.

According to Continental, this new feature is made possible by "intelligent software" that deduces tread depth from gradual changes in tire rolling characteristics. An in-tire pressure sensor calculates running characteristics from the variations in tire deformation.

The system draws upon a tire's gradually changing rolling characteristics over a longer period of time. Continental's tire and electronics developers conducted an intensive series of tests to collect basic data that will be fed into the electronics of future vehicles.

In use, the specifics of altered tire rolling characteristics will be compared with accumulated empirical data, and if tread is run down to below a tire-specific threshold value, the on-board electrical system signals that a tire change is due. If so desired, the vehicle's telematics module will even be capable of informing a local auto service center.

(Based on Tire Review's Electronic News Information, May 8, 2014)



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