

JANUARY - APRIL 2012

# THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS  
FROM WESTERN CANADA TIRE DEALERS

## WCTD SALUTES OLIVE & GORD STOREY

*TDAC Convention hailed as all around success!*



WCTD President Ken Essex congratulates Olive Storey on her and her late husband Gord Storey's induction into the Hall of Fame.



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**JANUARY - APRIL 2012**

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## CALENDAR

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**CONGRATULATIONS ASPMQ - AND TO ALL WHO MADE THE TDAC CONVENTION SUCH A SUCCESS!**

*"We are the link between the manufacturers and the consumer."*

*By: Ken Essex, WCTD President*



**C**ongratulations to the Association des Spécialistes de Pneus et Mécanique du Québec in the hosting of the Tire Dealers Association of Canada four-year convention. It was a great event. Quebec City is a fantastic city...I was made to feel welcome from the time I got off the plane to when I left!

Rémy Rousseau...the team you put together and the schedule you and the Quebec association developed was fantastic. Thank you! And congratulations on a fine, fine event.

I would like to salute as well Eric Gilbert, TDAC President. Here is a well-spoken, gracious gentleman whose confident leadership pulled all parties together with one goal—a successful national, Canada-wide conference of tire dealers. In Eric's address he reminded us of the importance of the tire dealers associations across Canada and of the tire dealers who make up those associations. Eric says 'We are the link between the manufacturers and the consumer'. And to that I might add we—the associations—are the link between the consumer and the law-makers of the land, the link between our employees and TIA international training programs. Envision a bridge branching out in several directions.

The TDAC in my mind has always been an important piece of that bridge. We as tire dealers each belong and support our own regional associations—in our case the WCTD, in the Maritimes ATDA, in Quebec the ASPMQ, and Ontario the OTDA. While each of our associations deal with pertinent subjects that affect our region, I see the national association, TDAC, growing in importance, with a national focus on their activities.

Out west, our WCTD board has been analyzing our own annual convention, held in western Canada each February. While I come away from each WCTD convention saying "Well, that was pretty good", I am very cognizant of the fact that we just don't see a lot of WCTD members in attendance. In the recent survey the Board sent out to the membership, the conferences were low on the list of initiatives the members who answered the survey thought were important. In recent years we've cranked up the calibre and content of the conventions, tried different forms of trade shows, and done just about everything. While the conferences were undeniably great for those attending, we do need to ensure they are where we should be focusing our time and funding.

The Board has kicked around a couple of different ideas: Holding the conference somewhere where it is "very warm" in February. Holding the conference in conjunction with SEMA in November (again members out here on the prairies will find it hard to get to SEMA in November); or, perhaps, holding more regional or provincial events that might deliver some of the benefits of one big convention.

Talk about good timing. The TDAC came to us late last fall and floated the idea of a National TDAC convention every two years instead of every four. The host of such a convention would move through the different associations each time. Your WCTD board meeting in Quebec City last

month supported the TDAC proposal in principle, understanding that we needed to look at a model and formula that would make sense to all parties.

TDAC is aiming at a National in 2014 in Niagara Falls. WCTD has decided there would not be a convention in Western Canada in 2013. It takes at least a year (starting right now) to plan and put a convention together and with so many questions on the table, we decided to hold off; take a year and breathe and mull the thing over!

So there are lots of issues around our conventions: the value as they are held now; what they could become, if the membership sees value; and which model they would or would not support.

**Please, WCTD members, pick up the phone or pen and contact your Association director or myself.** Ask questions, voice your concerns, ideas or comments. I have been receiving an encouraging number of phone calls of late from association members saying "YES!" they value the Association and want to get more involved. That is so encouraging. You still don't have to sit on the Board or committee to call up and ask questions or give us your comments. Your Board is trying to steer this issue where they think it will do the most good for our businesses and for the industry.

Now, in closing, back to the Quebec Convention. I had a most wonderful evening at the Quebec Thursday evening banquet, as I was honoured to be sitting at the same table as the inductee to the WCTD Hall of Fame. This year's nominees were the well deserved and much loved Olive Storey and her late husband Gord Storey. The Hall of Fame ceremony has become the absolute highlight of any of our conferences. Thank you to Bridgestone once again for supporting this event the way they do.

Our Olive Storey was a most deserving recipient, and she had many accolades and congratulations sent in from all over North America. (Fittingly, her achievements and contributions are celebrated in this issue.) I know I can speak for Olive—because she kept telling me all evening and even after the Conference—she was absolutely so amazed and appreciative of the award and the opportunity to see old friends and acquaintances again. What a lady! Well deserving. Congratulations Olive!

Back here in Manitoba, with hardly any snow and certainly warmer weather than just about anywhere in Canada this winter...we are busy getting ready for our spring season, and wondering where we can store some of those winter tires we have left over. No mosquitoes last summer...and so far this year none yet!





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## INSTRUCTOR TRAINING, ALL THE IN'S AND OUT'S

*Always practising Safe Work Practices...*

*By: Andy Nagy, WCTD Executive Director*



Well, here we are starting a new year with lots to get ready for this spring. We are holding **Instructor Training** for ATS, CTS as well as TPMS and Earthmover in Regina this spring. Notices went out in the mail with membership renewal decals.

This will be our only course offered this year, mainly because TIA now has on-line training for their 200 level ATS and CTS Programs. Unfortunately, we aren't able to offer any of our own on-line training yet but may be able to in the near future. It makes sense that on-line training is taking over from class room because of costs. But it is still convenient to have on-site trainers who can work with the technicians and be available for questions.

The **TDAC National Conference in Quebec City** was a success, congratulations to Rémy Rousseau and his crew who turned it into such a great time.

My apologies to the three **Hall of Fame Recipients** who were missed in the Directory. Unfortunately our records were incomplete and the information was missing. My regards to **Moe Tresoor, Garry Dickinson, and Stan Herperger** whose 2010 inductions were overlooked.

There are some issues coming to the fore concerning **TPMS in the tire and wheel aftermarket**. While our U.S. counterparts are awaiting the issue of operating and functioning of TPMS to be ruled on by the courts, in Canada we don't have legislation that forces a dealer to install operating sensors in aftermarket tire and wheels.

WCTDA is working on **Safe Work Practices and Recommendations** that could be of benefit to a dealer. Currently it is left up to the dealer to determine whether he or she sells after market tires and wheels with the TPMS functioning as it was when installed by the manufacturer. On this side of the border, if the dashboard light is on after the new tires and wheels have been installed, the TPMS system is considered to be operating. However, don't think Transport Canada is going to let this

situation continue for much longer. This is why we are coming forward with some information.

The **WCTD Safety Committee** is working on several issues at the moment and will keep you updated on our website.

**"Green" friendly businesses** are starting to show up as good for both the environment and for the consumer. National rubber companies are stepping forward with recommendations to their dealers on curbing waste and encouraging them to re-use and recycle. As we become more conscious of our surroundings, our shift from non-renewable to renewable is being advocated by all governments.

Fortunately, the Tire Industry stepped up almost 20 years ago and started then to recommend to elected officials that **recycled tires** were a good thing; and that there needed to be consideration in developing markets for processed tires. Maybe it's time the Europeans looked a little deeper into how we actually do manage our resources.

WCTD's Board of Directors has a couple of struggles in evaluating the future of our own, **WCTD Convention and Trade Show**. How do we get our members to attend? What value is the convention? Our Board is committed to providing value to our members but how do we accomplish this?

Our plans for 2013 are not yet finalized but I can say the Convention Committee is looking at all different venues; whether we host a Trade Show and Convention or just have a Conference with high profile speakers. Which would you choose? We need to consider the cost, location and whether we can attract sufficient member turn out. Again, your input can help us determine the best opportunity. **PLEASE: Send us your comments and suggestions.**

In closing, I have a good supply of 2012 TPMS Charts, Torque Charts, and Tire Service Price Guides, also Training Kits and Workbooks, all in stock.

– Andy Nagy

## HALL OF FAME - DIRECTORY CORRECTION

*Please be assured this was just an unfortunate oversight*

WCTDA extends our sincere apologies to 2010 Hall of Fame inductees Moe Tresoor, Garry Dickinson, and the family of the late Stan Herperger, whose names were erroneously omitted from the just published 2012 WCTD Members Directory.

Please be assured this was just an unfortunate oversight and that the Association remains forever grateful to these and all inductees who have contributed to the success of the WCTD over the years and to that of the Canadian industry in general.



Bridgestone's Jim Schmidt, right, congratulates 2010 WCTD Hall of Fame inductees: Garry Dickinson, Bernice Herperger accepting for the late Stan Herperger and Moe Tresoor.





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## CONVENTIONAL WISDOM - NO SHORTAGE OF GOOD ADVICE TO BE FOUND IN QUEBEC

*Social Media, not just for the young...*



**By: Tim Pawsey, Editor, The Tracker**

If you didn't make it to Quebec City for the TDAC National Conference and Trade Show, too bad. You missed an excellent three days of engaging and informative sessions, mixed in with a healthy dose of hospitality for which Quebecers are so well known.

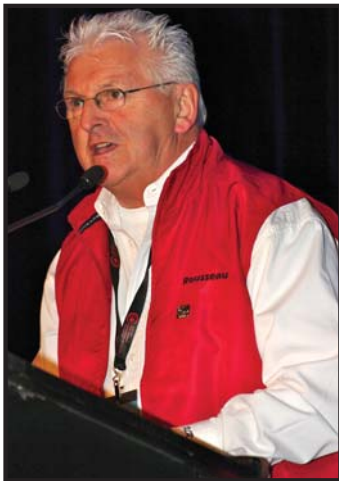
Kudos to Rémy Rousseau and his highly competent team for putting together an engaging program of professional speakers from every facet of the industry—not to mention pulling it all off in both official languages with barely a glitch.

### 'Merci' Rémy!

And 'Merci' also to the scores of Quebec dealers who showed up in droves, along with every one else from across Canada.

#### Like it. Tweet it. But do it!

The topics covered in Quebec—broad and varied—underscored the challenges faced by everyone in business today, especially the ever-increasing speed of communications and the way in which we conduct our business.



**Rémy Rousseau**

"Everything has changed," says Com5's Earl Mann—who suggested in his talk, *The Evolution of Communication*, "To stay in the game, you must change all the time."

"The coming together of the most influential industries of modern time, television, telephone and computers, the industries that helped shape the way people think around the planet.

We have a new landscape where everything is all mixed up, he says, all blending together. That's a challenge for some, but for those who understand it, it presents an enormous opportunity."

There's been a dramatic shift in small business to move into the digital world. The question is, "How do you leverage that convergence?" asks Mann.

Not surprisingly, Social Media was top of mind, although the tire industry may be somewhat slow in catching on. As Novaxis president Marius D'Eschambeault said (in his presentation: *Social Media and Small Business*), "I looked for the (TDAC conference) back-channel and couldn't find it."

D'Eschambeault makes the point that use of social media continues to grow not only among the young but also with older users. However, it was his comparisons between Boomers and Generation Y that really hit home: While Boomers are still playing with email and their computers, Gen Y is all over smart phones (using them four times as much); and texting up to the minute.

Facebook has 16 million users in Canada and there are 6 million of us on Twitter, says D'Eschambeault. If you're not there, you're missing out.



**Earl Mann**

The most important points that D'Eschambeault makes about Twitter is that it "Helps you understand your client base" and that "Twitter fans are more likely to buy from a brand they follow".

(Read our ideas as to why Twitter—and Social Media in general—matters later in this issue.)

#### Penner pegs it ... That's a lot of tires!

Delegates were given in-depth updates from agencies across Canada on the progress made in tire recycling at all levels. CATRA president Don Blythe conceived the idea of a draw for the person who could guess the number of Passenger Tire Equivalents (PTEs) diverted from landfill by the various scrap tire programs in the last twelve



**Don Blythe**

months across Canada.

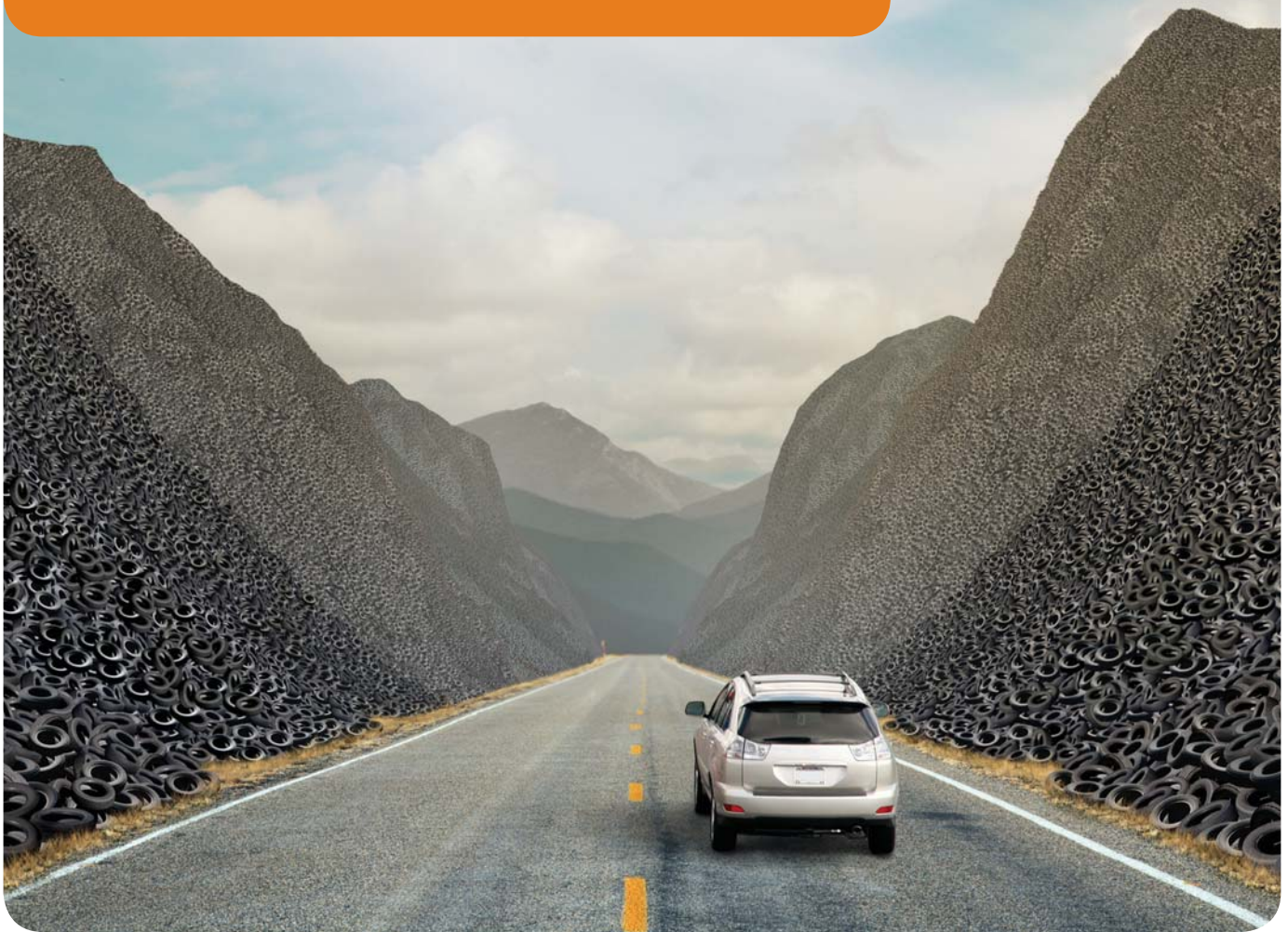
The prize? A 400SD Bartec TPMS scan tool (list price \$2,700) donated by Bartec USA.

Gerald Penner (KK Penner Tire Centres) turned out to have the best hunch. He guessed pretty close to the correct answer: 37,308,000 units.

Notes Don, since the programs started in Canada, the figure is around 350,357,000 PTEs.

—Tim Pawsey, Editor

Imagine what 70 million tires would look like if you didn't recycle them.



## Way to go Alberta!

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**TIA'S MATT WHITE TELLS IT HOW IT IS**

***"I'm a firm believer that if we train our technicians properly, our technicians won't get hurt".***

As always, TIA director of tire service Matthew White provided one of the more topical convention presentations. He talked about the future of TPMS, and also outlined what's happening with TIA in Canada.

However, says White, his main motivation hasn't changed.

"Every day I see we've lost someone whether it's in Canada the US or elsewhere in the world. That's what drew me to this: I want to give back to the industry that has given so much to me. I'm a firm believer that if we train our technicians properly, our technicians won't get hurt. Unfortunately, though, it still happens—and that's why training even now is more important."



"We have a lot of new things to release in 2012. We may be an international organization that holds training programs and does a lot of other things—but our main goal, as I always say, is to save lives."

White announced several new initiatives, including the multi-faceted on-line TIA University, (expected mid-2012) which will make available all of TIA's basic service programs to a much wider audience, as well as TPMS basic and advanced Earthmover and Farm Tire program, currently being developed for release in 2013.

Both TIA University and Farm initiative "are huge for us, and a long time in the making," says White. "We've been working hard on it for the past six months to make sure we get it right. And it will be available in Canada also. We know you've been waiting for it."

White says the Farm program will reach out to a lot of people, with a lot of answers—and it will also cover the industrial side.

**MIKE LIPKIN. SHOOT. SCORES!**

***"Live Above the Line"***

Every convention has its unforgettable moments. At least a couple of those belonged to motivational speaker Mike Lipkin, who wowed the crowd with his untiring, upbeat style, agility, sparkling wit and no nonsense presentation.

"Live Above the Line" is his credo, which he expands into ten must-follow laws for success:

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9. Be Hungry for Kaizen
10. Be Disciplined

**TPMS a continuing priority**

White also pointed to the expanded TPMS program, with TIA now partnering with Tire Metrics, and the new TPMS chart that corresponds to the various platforms and also addresses the influx of programmable sensors.

"Our TPS manager on our website is an online software program which responds to a lot of demands," he says. Free trials are offered on the website.

"But a monthly subscription brings all kinds of details that technicians need, powered by TIA with all the technical tips, relearns and so on. We really feel that this is going to really help all technicians, owners, sales people, managers everybody," says White.

As far as on-site training is concerned, TIA hopes to bring its ATS instructor course to Canada next year—but will be offering its CTS program in Regina, April 10-12.

Still don't believe in training?

White has some advice for you.

***"We always hear the excuse that we can't afford training— Well, you can afford it, or, rather, you can't not afford it".***

White says it's critical for our technicians to be "confident in what they do".

"We need to build a positive attitude with positive training, so we can avoid mistakes happening."

White says it's also vital to quickly "attack the problem of wheel offs", which he had thought was under control but, in fact, continues to be "a growing problem".

"It's getting to be a serious issue - and this is what our mission must involve," insists White.

We could go on; but these pictures will give you a sense that maybe, just maybe, he believes in what he preaches.





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# TDAC CONVENTION RECOGNIZES OLIVE AND GORD STOREY

*Inducted into TDAC and Western Canada Tire Dealers Hall of Fame*

A highlight of the February TDAC Convention and Trade Show was the Gala Dinner at which nominees from each association across Canada were inducted into the Tire Dealers Hall of Fame.

Former Advanx Tire owners Gord and Olive Storey were the WCTD inductees. Olive Storey was also recognized for her invaluable contribution as WCTD Executive Director, a position she held from 1983 to 1997.

WCTD President Ken Essex made the presentation. We reprint his comments and descriptions of Olive's achievements made prior to the presentation, along with salutes from several former colleagues.

### Early days

Olive Storey was born in Vancouver—in her words—many years ago.

True Vancouverites are hard to find but Olive grew up on the city's



West Side and attended Lord Byng High. "It was a wonderful school," she says. Later, she went on to UBC—she didn't graduate because plans changed when she met Gord Storey, her husband to be, at Deep Cove, in North Vancouver.

Prior to meeting Olive, during the war, when he was 16, Gord Storey had joined the Royal Canadian Navy—as had his brother.

"He either lied about his age—or got his parents to vouch for him that he was 18," says Olive.

Gord served as an artificer—a specialist mechanic working in the engine room on vessels that were escorting crucial supply convoys between Halifax and Londonderry. It was a treacherous job.

After a whirlwind courtship over 18 months, Olive and Gord were married in Vancouver on December 16th, 1950.

Gord Storey was Western Sales Manager with Dunlop Tires and it wasn't long before he was transferred to Edmonton, where their daughter, Carol, was born. Then, it was on to Calgary, and the arrival of their son, Doug.

The transfers kept coming, with another posting to Dunlop's head office in Widby, followed, not long after, by a return to the coast and Vancouver.

"It was good to be back. But we'd had enough of moving around with two children," says Olive.



### A tire company of their own



Gord left Dunlop in 1960 and with a partner, purchased Advanx Tire, an Australian company (founded in 1922 but established in Canada in 1939).

At the time, Advanx had four retail stores and Gord subsequently decided to open a wholesale tire division, Astro Tire Distributors BC Ltd.

However, his business partner, Alan Wilson, was an accountant, with a background in clothing. Alan knew little about the tire business. Neither was he terribly interested in it. So, it wasn't long before Gord

made the decision to buy him out.

After a while it became apparent that Gord needed some help in the office.

“He asked me to fill in while our kids were in school,” said Olive, “Which I did.”

Olive Storey applied herself to the task at hand right away, taking a book-keeping course; and eventually becoming office manager. Even though, at first, it wasn’t a big involvement—as the company was fairly small—it allowed Gord Storey to be focused on sales, along with the strong team that the company was building.

**A tragic twist**

Just as everything seemed to be progressing well, events took a tragic



turn in 1972, when Gord Storey passed away suddenly from Asian flu, in a matter of days.

The shock was profound, even more so because he’d always been so healthy, says Olive. She was left not only with a young family to care for but also with a business to run, on which they were dependent.

Olive tried as best she could to keep the business together but, all the same, it proved very challenging.

“We had great store managers and many committed employees, so we did manage to keep everything going,” says Olive.

Thanks to her perseverance and determination, the company held together.

However, notes Olive, “It was unusual—and certainly not anything that I had planned to do.”

**The reluctant GM**

After a few months, her family convinced her it made sense to sell Advanx Tire and look for someone else to take over, which would allow her to concentrate full time on raising the children.

Advanx owned most of the property on which the stores were located, which made the small chain an attractive proposition. Even so, when the word got out, many offered

ridiculous prices. But eventually, a deal was sealed with Frank Stewart, an electrical contractor who also happened to own the North Vancouver store property.

In effect, he became a silent partner. Through the course of negotiations, Olive and Frank met several times. But Frank didn’t really want anything to do hands-on with the business, as he had his own contracting company. Eventually it was agreed that Olive would stay on until she could find a general manager to run the business, at which point she would leave.

The only trouble was, it didn’t happen. Recalls Olive: “Anybody that I interviewed, and who I thought might be a good candidate, would be turned down once we met with Frank.

“Frank would say to me, “You’re doing such a good job, why change anything?” That went on for many, many years,” says Olive, who continued to run the company.

**An introduction to WCTDRA**

In the early 80s, Olive was approached by the Western Canada Tire Dealers and Retreaders Association (WCTDRA) to become a director. She agreed, thus starting a long and fruitful involvement that lasted several years.

Around the same time, the WCTDRA decided it wanted to recognize Gord Storey, who had been very involved in getting the fledgeling association started in the early 60s. They established the Gordon Storey Award, which was given to the director who had contributed the most to the association’s growth over a year. Olive Storey was the last honoree to receive the award before it was retired.

One of the highlights of her time as General Manager of Advanx Tire proved to be a visit to Japan, courtesy of Bridgestone Tire in the mid 80s. “I was the only female dealer among 29 others from across Canada, which made it interesting,” she laughed.

All the male tire dealers had taken their wives, so Olive took her daughter, Carol. It was a truly memorable experience that occasionally served to underscore her unusual and ground-breaking role as a woman executive in the tire industry.

At one point during the tour, Olive recalls “The president of Bridgestone invited everyone to his villa in the heart of Tokyo for the afternoon. It





was a delightful setting and we wandered around the gardens with tradition Japanese music and entertainment.”

Olive had found her stride in the business, opening a store in Nanaimo, greatly expanding Cloverdale with a new facility. The main branch and Advanx Tire head office at Seymour and Drake in Vancouver had been upgraded, with most of the wholesale stock kept upstairs in the space now occupied by a major retailer.

**WCTDRA: an effective executive director**

However, after nine years she began to feel, again, too involved in the business. Life was going by fast—and now was the time to retire.

Frank and Olive negotiated to sell Advanx Tire to Kal Tire in 1981, however, retirement was short lived. Five months, to be precise.

Olive was happily settling into her more relaxed routine at home when the Western Canada Tire Dealers and Retreaders Association came calling. They were looking to replace their executive director, the late Al Gisel, who was stepping down.

Olive accepted the post—and the challenge, of becoming the continent’s first female tire association executive director.

It was a role that she truly found challenging, and she really enjoyed the work. Olive recalls she was able to meet many interesting people—including the extended community of North American association executive directors.

Later on, the WCTDRA asked her to take on the role of organizing conventions, a task that had previously been contracted out.

Here again, she really enjoyed the work, visiting various cities, selecting host hotels and planning and logistics in conjunction with the trade show chairperson.

On her retirement as executive director, after 15 years of service, the association, along with TDAC, presented her with two tickets for an Alaskan cruise. In true Olive form, she took along her entire family on what proved to be a wonderful experience, a real highlight, for which she remains truly grateful.

**Olive Storey responds:**

“My role as executive director for the WCTDRA was one of the highlights of my working career. Through my association, I made many life-long friendships. Every president and board of directors who I had the honour to work with gave so freely of their time and knowledge for the betterment of the Independent Tire Dealer and the Association.

The tire industry has greatly benefited from their knowledge and expertise.”

As with everything I did, I was always mindful of my late husband’s vision of the benefits of an independent tire association.”



*Olive Storey with Al Gisel.*

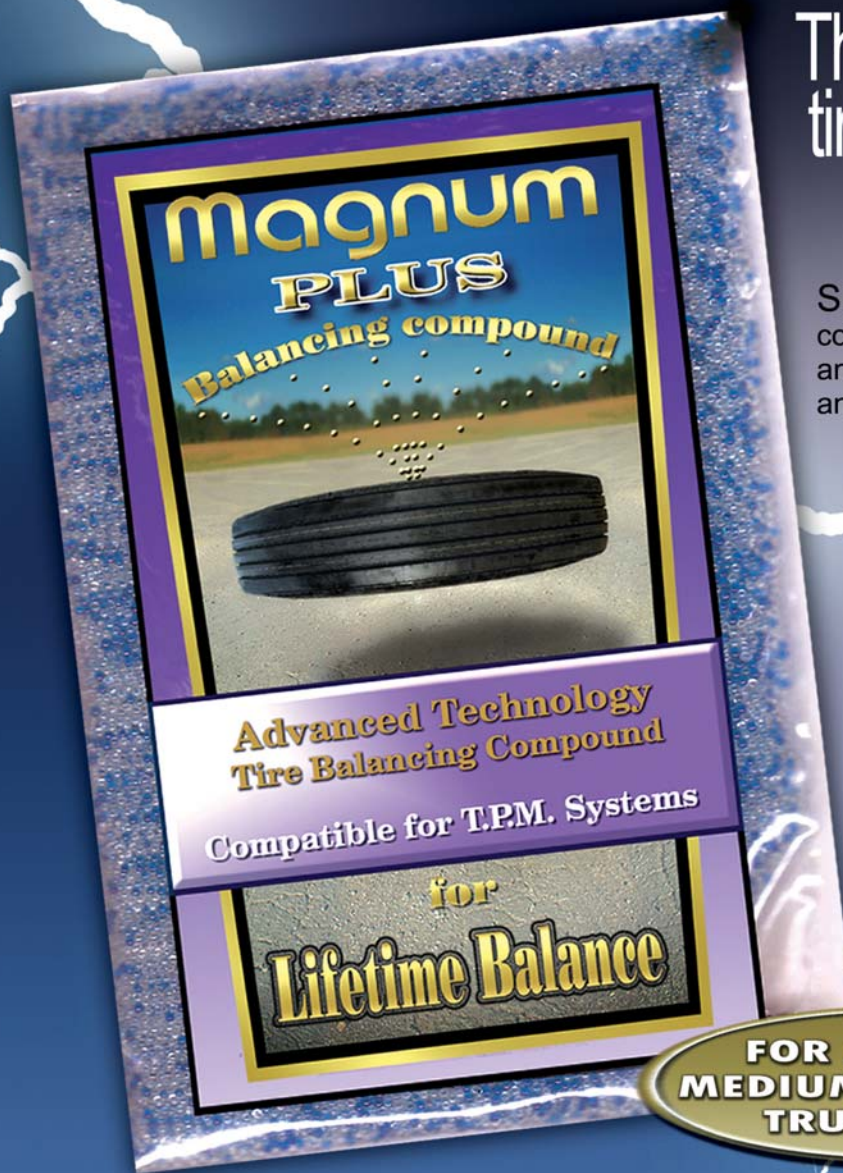


*Olive Storey in her early days.*

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## FORMER COLLEAGUES OFFER CONGRATULATIONS

*"Olive this award is long overdue"*

### **Don Blythe, former WCTD executive director**

Both Gordon and Olive Storey were involved in guiding WCTD to the success it is today. I never met Gordon but I do know he served on the first Board of Directors in 1962 and up to and including his untimely death in the early 70s.

Following the sale of the retail tire chain to Kal Tire, I don't know who convinced Olive in 1983 to takeover as executive director but it was a stroke of genius.

It is my opinion there has not been anyone before or after her who has contributed more, including financially, to the success of WCTD than Olive Storey.

Although she 'retired' in 1997 people from across Canada and the USA still ask about her.

*"She put WCTD on the map".*

*Olive, this award is long overdue.*

Congratulations,

Don Blythe

### **Dale Parsons, Kal Tire, WCTD Director**

I would like to say how proud I am that Gordon and Olive Storey are being inducted into the Western Canada Tire Dealer Hall of Fame.

Gordon was the very first person I met from the association, in 1968 or 1969. It was a time when studded winter tires were becoming very popular and the government of BC was about to abolish the use of this safety product. Gordon organized a dealer meeting on Vancouver Island and most of the dealers attended, whether they were members or not. At that time I was one of the non-members. However, after spending time with this group, it was obvious that I needed to belong. Shortly thereafter, Gordon and the association were successful in lobbying the government into putting time restrictions on the use of studs, rather than a total abolition.

Gordon was a very well respected member of the tire industry. And he was one of the very first to realize that having your own house brand of tires separated your business from your competitors.

Gordon was an active member of our association and continued to promote the independent tire dealer until his untimely passing.

Olive Storey — what a lady! She stepped into the industry without a lot of knowledge of the business she was now heading. However,



*Olive Storey & Don Blythe.*

in a very short time Olive became not only respected by the Advanx Tire people, she also became involved in our association. Olive was recognized as a force to be reckoned with from the beginning. I always enjoyed my visits with Olive in her office in downtown Vancouver, as well as later, when she sold the business and became more involved in the WCTD association.

Olive was an ambassador not only for the association but for the independent tire dealer at large—right where Gordon left off. She added sophistication and class to the organization and was well respected not only in Canada but throughout North America.

*Olive, congratulations on your well deserved induction to the Tire Dealers Hall of Fame.*

Dale Parsons

### **Moe Tresoor, former WCTD president**

I was on the board of directors when Olive joined us in 1983 as executive director —and what an improvement for our board! Female, pretty face, gentle (but firm) demeanour—these attributes brought a new attitude and respectful procedure to our meetings.

When I was elected president in 1985 I was heavily involved in the management of my own business and I was totally dependent on Olive to help me 'steer the course'. She did not disappoint me and I am sure there are any number of presidents who would concur.

After we lost our convention coordinator, not long after she had taken over as executive director, Olive stepped forward and confidently said she could run the convention. With the help of her sister and daughter, Olive, with Don Blythe looking after the trade shows, ran the conventions right up until she retired.

Olive, you have been 'the first female', indeed 'the only female' to do so many things in our industry; and now you are once again 'the first female' to be inducted into the WCTD Hall of Fame.

*Congratulations! Enjoy the moment!*

Love,

Moe Tresoor



*Olive & Gord Storey in the early days.*

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## WCTD SAFETY COMMITTEE PROVES TO BE A VALUABLE RESOURCE

*We are gaining a better understanding of how we can bring value to the WCTD*

The WCTD safety committee held their first meeting May 5, 2011. They meet quarterly and have had three meetings. The committee is getting to know each other and are gaining a better understanding of how we can bring value to the WCTD. Below is a list of the committee members, past discussion topics, and a summary.

### Committee Members

Mike Gamracy - *Quality Tire Services Ltd*  
 Clement Collet – *West End Tire*  
 Shad Smereka – *Fountain Tire*  
 Matt Matlock – *Integra Tire*  
 Marty Cobb – *Motor Safety Association*  
 Ian Darroch – *Kal Tire*  
 Ken Kostyniuk – *Motor Safety Association*  
 Dale Parsons – *Kal Tire*  
 Leigh-Ann Stewart – *Kal Tire, chairperson*  
 Diane Hildebrand – *Fountain Tire*  
 Paul Newton – *Saskatoon Wholesale Tire*  
 Andy Nagy – *WCTDA*  
 Lisa Isnardy – *Kal Tire, administrator*  
 John Fehr – *Saskatoon Wholesale Tire*

### Discussions

We have set up a communication tool called Linked-in where we share ideas and can ask each other questions for immediate feedback.

- We share orders we have received from the various regulatory bodies (WCB).
- Kal Tire had orders written in SK for NOT bolting down their passenger tire machines. It was helpful to have the committee's feedback

that this is not an industry standard practice nor do we feel it would add any safety benefit. It also showed inconsistent enforcement of rules as no other tire stores had been visited, as promised by the officer. Fountain Tire has an officer in AB questioning the TIA training and saying that it is not adequate training.

- Motor Safety has shared noise testing results with the group.
- TPMS – lengthy discussion on what the current practice is if a customer asks us to disable or refuse repairs. The committee thought it would be beneficial if WCTDA were to write an industry standard on this.
- The tragic fatality of a fellow tire technician in Whitehorse was discussed and ideas were shared on how to ensure this incident does not occur again. With the groups support we can take our recommendations and share them with the regulatory bodies not only in our industry but also other industries, such as the trucking industry.

Other topics discussed: Restraint of passenger tires, ergonomic assessments, requirements for service/crane truck drivers.

### Summary

It is my feeling that there is a real need for this committee in our industry. The feedback so far from some committee members is that they are finding it useful to be part of the discussions. I'm not sure how the committee may be helping the Association, however I think it is fair to say that at least we are discussing what safety issues may be out there and when/if needed the support we receive from the association will help make our industry safer.

*– Prepared by Leigh-Ann Stewart, committee chair*

## HOW DO YOU LIKE OUR NEW LOOK?

*And what can you do to make it even better?*

We hope everyone's noticed and is excited about The Tracker's new look. We've made it more streamlined and up to date—but we still need your news and contributions. Remember, The Tracker really is a reflection of you and your association.

If you don't tell us what's happening in your 'hood, how are we going to know to talk about it?

- What are the issues that concern you?
- What are the challenges we can help you air?
- Do you have gripes? Lay it on.
- Technical issues? What's up?

But above all, tell us about you, your company. How about that bright individual on your shop staff who's making a difference? What about that local soccer or hockey team you sponsor, or that special event you're organizing to mark a milestone 20 years in business? And please, take pictures, preferably in focus, and don't forget to let us know who's who!

This year we're implementing an editorial schedule that will cover some or all of the following themes: TPMS / Recycling - Environment / Summer Travel / Workplace Safety - WCB / Farm and Specialized Applications / Social Media.

If you have any other suggestions or if you'd like to see a specific topic addressed, please let us know.

And, last but not least, if your product belongs on these pages, let us know about it. And while you're at it, if you're a supplier, why not consider buying an ad too?



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## SO ARE YOU ON TWITTER YET?

*Social Media is the modern day equivalent of the town crier*

By: **Tim Pawsey**

The Tire Industry seems to be slower than most when it comes to embracing new media. It's an area about which—depending on your age and generation—there's a wide variety of opinion. But whether you like it or not, it's here to stay.

Ignore it at your peril.

In other words: If you're waiting for it become a passing fad. Think again.

Twitter's power to communicate has few peers. For one thing it's fast, instantaneous even, and extremely flexible. And it's far easier to use, far more powerful and much less invasive than Facebook.

I could give you models to work with but my experience has evolved from jumping in and just doing it.

In short, Twitter offers you something that most people would give their right arm for: the ability to talk directly with your customer—or maybe even more importantly, with your potential customer.

Whether or not you choose to become a Twitter power user is up to you—and maybe some of you are already, though I'm thinking not many.

For me, outside of @WestCanTire, which is our association handle, I use Twitter to build my professional writing brand, Hired Belly. At first it was a little intimidating but last year I surpassed 2,000 followers and plan to double that in the next 12 months.

I'm not married to Twitter. I don't use it to tweet about life's trivialities but I do use it to drive traffic to my website and newsprint columns (yes, people do still read papers), as well as to engage with like-minded folks.

### **But does it really work?**

Again, your mileage may vary but I'm going to give you a couple of examples of some people who are not in the tire business who, in a matter of months have carved out a name for themselves.

Sandra Oldfield is CEO and winemaker at Tinhorn Creek estate winery in Oliver. Some of you may know her.

A couple of years ago Oldfield wouldn't have known a tweet if she tripped over one. But two years down the road she's amassed over 5,000 followers and her world—that used to encompass her office, the winery and the occasional trip to Calgary, Winnipeg or the coast for tastings and winemakers dinners—has expanded remarkably.

Tinhorn Creek has an inside circle called the Crush Club that offers discounts on wine and some pretty nice guest suites.

Many of those insiders are followers who tune in regularly to see what Sandra is saying. She also started a Wednesday evening tweet up—which is when everyone gets on line together at the same time—called Tinchat.

Except it's now called #BCWineChat and pretty well all the movers and shakers in the industry tune in each week to exchange ideas and opinions and on every occasion; the number of participants continues to grow. That group includes everyone from winemakers or collectors to lawyers and

leading media and it's fast becoming the unofficial forum of record that's generating ideas on which current changes in legislation are hinging.

Sandra Oldfield's brand—both her own and Tinhorn's—has grown exponentially. She continues to meet and engage with her customers. And you can be sure they're now even more loyal than ever.

### **A bivalve booster?**

Now you may find this hard to believe, but selling tires and auto service isn't all that different from selling wine.

Or oysters.

Rob Tryon cultivates oysters on a remote inlet on Vancouver Island. Like many farmers, not only was it a challenge to get his product to market, it was even a bigger challenge to get a good return on the back-breaking work involved in growing oysters.

A year ago Tryon and his oysters were absolutely unknown, a relatively small operation in Effingham Inlet. He decided to give Twitter a whirl and came up with the cheeky handle of EffingOysters.

By using obvious twitter searches such as #oysters and #sustainable #seafood he was able to find people who were only too happy to give an Effing Oyster a try or talk about them, having checked out the pristine beauty of Berkley Sound portrayed by his website.

Tryon meanwhile is on Twitter most mornings extolling the joys of being 'Effed' and gaining new converts every day.

## **You might say “Yes, but what have oysters to do with tires. And why compare my business to a guy who sells across North America?”**

You might.

Or, you might realize by now that there are people out there waiting to engage, to hear about your brand and learn about your style of business, your friendly service, your thoughts on safety and more.

Where to find them. Obviously a good place to start is on line. Start by joining Twitter. Use an easy interface like Tweetdeck. Get a smart handle and take a little time to think about your profile.

Then do a little digging. Find out who the power users are in your city or region. You'll be amazed how many tweeps they're talking to. Then look around some more put some searches on and see what comes up. Budget even 15 minutes a day and you'll be surprised at the return.

Once you've tracked down those power users find out where they get together. And make plans to attend your first Meet Up.

You will be amazed.

**Continued on Page 23**



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## SO ARE YOU ON TWITTER YET? (CONT'D)

By: *Tim Pawsey*



### Where to get started?

Check your own marketplace. Social media is the modern day equivalent of the town crier, in the same way that the telegraph, radio and TV were in their heyday.

But what confounds boomers about socmed is its lack of definition, it's unruly lack of boundaries, its absolute infinity.

Where some people get hung up is on its remarkable ability to talk to people who you never know might want to talk to you.

You may not know it but there's a whole demographic out there looking for your brand who are not going to find it on TV and who think the Yellow Pages is nothing more than a waste of trees.

The challenge for the locally based retailer is to create a social media brand that fits the character and style of the company, one that effectively broadcasts its philosophy and appeals to a new and possibly untapped demographic.

Where to begin? Anyone can look up a twitter page. You don't have to be signed up. First step, go find a retailer in your region who's already there. It doesn't matter what the product is. Go poke around and see what kind of threads you can follow. That's the dream of Twitter: once you start to find tweeps you recognize you'll find yourself following different users and checking out their profiles. Ah yes, the all important profile. Have a good look at those and think about how you'd like to represent your business. Humour, sincerity and a little cheek all work very well. You need to set yourself apart, come up with a name and avatar that's catchy—that might even attract people who aren't even looking for something tires or automotive related. But who also might just want to follow you because you're image—your brand—is just, well, cool.

**And if you want to talk more about Twitter, feel free to call me.**

**Or, tweet me, @hiredBelly**



## TIA CERTIFIED INSTRUCTOR AND TECHNICIAN TRAINING CLASSES TO BE HELD IN REGINA

*Information about registration times and dates.*

This spring, TIA and WCTDA will hold Certified Instructor Classes for Automotive (ATS) and Commercial Tire Service (CTS), as well as Technician Training in Earthmover and Tire Pressure Monitoring Systems.

Students who attend the Certified ATS and CTS Instructor Classes will be qualified as 400 Level Certified Instructors and will be qualified to return to their place of business to certify their fellow employees as 300 Level Technicians. Those who attend the Earthmover and TPMS classes will be trained as Technicians and will receive a Certificate of Completion.

### Training dates are as follows:

<i>Certified ATS Instructor Class</i>	<i>March 20 – March 23, half day</i>
<i>Certified CTS Instructor Class</i>	<i>April 10 – 12, all day</i>
<i>TPMS Class</i>	<i>March 21, 6:30 pm</i>
<i>Earth Mover Class (ETS)</i>	<i>April 13, all day</i>

WCTDA and TIA have a history representing all segments of the tire industry and are leaders in tire service training and certification.

For more information on the classes and to register call WCTDA Executive Director Andy Nagy at 403 264-3179.

**“When your customer hits your building with their car, what can you do?”** You can take all the safety precautions you want, but when you’re in business for 50 years, something will inevitably happen that you’ll need your insurance company to come through. In my case, Federated Insurance did.

# Knowing your business matters

Find out more at <http://wctda.federated.ca>

My representative Trisha is awesome. She drops by at least twice a year to make sure I have the right coverage, and if I ever have any questions or problems, I call her up and it’s taken care of.

So when our customer hit my building, Trisha connected me with Federated Insurance’s claims service and they took it from there. Even when their quote for repair disagreed with mine, there was no fight; they treated me right and got my building fixed while I got back to my business. It’s that kind of trust, respect, and personal service that has kept my business with Federated Insurance for over 25 years.”

**Sheldon Skakun,**  
Fountain Tire  
Lac La Biche, AB  
WCTDA Member for 20 Years

Federated Insurance is a proud supporter and the recommended insurance provider of the Western Canada Tire Dealers Association.



**Knowing your business matters.**





## SCHRADER REMINDS TECHNICIANS ABOUT IMPORTANCE OF TPMS BEST PRACTICES

*"With or without legislation in Canada, we believe it's our responsibility to service..."*

"It's our responsibility to ensure that we install products correctly and that our technicians are properly trained. Every charge change and every flat tire repair you should replace the TPMS," said Schrader International national sales manager, Susan Hitchon.

Hitchon, who participated in the convention TPMS round table with Smart Sensor's John Rice (31 Inc.) and Dani Bova of Dill Air Control Products (REDI-Sensor) stressed that's also the entire industry's responsibility to teach the consumer the benefits of TPMS and why they're paying for that service.

TPMS, says Hitchon, is like any other safety system OEM installed in or on the vehicle.

"With or without legislation in Canada, we believe it's our responsibility to service that system the way it was designed in the same whether you would service seat belts or airbags," she says.

Hitchon also stressed the importance of not only protecting customers but also your own business and your investment from liability claims arising out of safety issues.

"It's your responsibility to seek professional advice from your legal counsel or from your insurance company to make sure you don't lose your entire livelihood," she suggests.

Hitchon showed a series of figures demonstrating Western Canada as having the fastest growing segment in TPMS, mainly because, she says, "the chains understand the importance of the (TPMS) system and have implemented standard operating systems."

She reports that in Ontario and the Maritimes there are mixed results, based on a lot of confusion involving the types of sensor in the marketplace.

"In Québec there's been very slow growth, in my opinion," says Hitchon, "because Québec experienced the perfect storm." Factors involving the timing of the US TPMS legislation around the same time as the Quebec winter tire legislation, along with the recession, and consumers having less money to spend, all combined for a negative impact.

"Wintertime packages became very competitively priced and one way to reduce the price was to eliminate the sensors. It didn't make a lot of sense to me but that's exactly what happened," says Hitchon "Three years of not installing TPMS on winter tires in Québec".



Susan Hitchon

## BOARDER USE TO SUPER WIDES SOUGHT IN ALBERTA

*AMTA stressed the positive economic and environmental benefits fo the tires.*

The Alberta Motor Transport Association is pushing hard to gain provincial acceptance of super wide radial truck tires.

The AMTA recently met with Alberta Transport Minister Ray Danyluk to discuss an increase to the allowable truck/cargo weight on super wides. AMTA stressed the positive economic and environmental benefits of the tires.

"We are asking for an increase to 8,500 kg from the current 7,700 kg per axle," AMTA Executive Director Don Wilson told Trucking Today magazine. "At the moment, super wide tires can only be used on equipment that is not fully loaded."

In discussing productivity and environmental impacts, Wilson noted testing that showed fleets saving some 10% of their fuel after changing over to super wides.

### —Tire Review



67 Passenger Coach with cargo, Toronto to Montreal, 542.4 km, 6 hours and 14 minutes.



### CR976A

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Prominent anti-hydroplaning function

Tractor Semitrailer carrying 46,500 kg, Ottawa to Pittsburgh, 869 km, 10 hours and 4 minutes.



### CR960

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Heavy load capacity capability  
Great turning traction and stiffness

Oil Tanker Truck with 34,500 L of fuel, Edmonton to Seattle, 1274 km, 15 hours and 48 minutes.



### CM980

 Tanker Truck Driver Checklist

Excellent steering and traction  
Superior abrasion resistance  
Optimal handling and performance



## Commercial Tire Checklist

Commercial drivers have a different checklist when it comes to their tires. WestLake builds tires that are specific to the task. Only the highest quality materials and pattern designs go into our All Steel Truck & Bus Radial tires.



## YOKOHAMA LAUNCHES AVID

*The Ascend is our first replacement tire to be recognized as a BluEarth product.*

Yokohama Tire Corp.'s Avid Ascend, its latest all-season tire to feature orange oil technology, went on sale in US tire dealerships March 1 in 45 sizes.

The Ascend, which is being produced at Yokohama's Salem, VA, plant, will be available in a variety of applications ranging from crossover vehicles, to passenger cars and minivans in T-, H- and V-speed ratings and sizes from 15 to 18 inches.

Dan King, Yokohama senior vice president of sales and marketing, said the new tire's orange oil technology "creates a compound resulting in a perfect balance of extended tread life, all-season handling and great fuel economy. All this and a quiet ride, too. Today's drivers can now expect more from a touring tire than ever before."

He claimed that independent test results "reveal that the Ascend can last up to 6,000 more miles than the Michelin HydroEdge, and testing also has shown the Ascend has lower rolling resistance, rolling 11-percent easier"



than the HydroEdge. "For consumers, this can represent a savings of 58 gallons of gas and more than \$200 over the life of the tire. Plus, the Ascend's CO<sub>2</sub> reduction is better by over 1,000 pounds."

The Ascend falls under Yokohama's new "BluEarth" umbrella, Mr. King added. "BluEarth is the name for our global environmental philosophy, which is aimed at creating tires that produce positive improvements socially and environmentally. The Ascend is our first replacement tire to be recognized as a BluEarth product."

The Ascend, the company's latest generation of tires using its orange oil technology, follows Yokohama's dB Super E-spec, which the company said was the world's first orange oil tire introduced in the U.S. market in 2008.

## MARYLAND LAWMAKERS GET AN EARFUL ON TIRE-AGING SCHEME

*Violations would bring a fine of up to \$500.00*

RMA and TIA—with an army of 45 other supporters—testified against a proposed tire-aging bill that has been introduced to the Maryland house and senate.

The bills—HB 729 and SB 940—would require tire retailers to inform customers about the age of the tires they are buying and that NHTSA has recommended that tires be replaced after six years of age, among other things. Violations would bring a fine of up to \$500.

In testimony before the Maryland House Committee on Economic Matters earlier this week, both RMA and TIA informed Maryland legislators that NHTSA has not taken any position regarding tire aging. RMA senior vice president for government affairs, Tracey Nordberg, told the panel that the proposed laws would be nothing but "vehicles for trial lawyers to inflate their earnings at the expense of the tire and automotive industry while doing nothing to promote motorist safety."

TIA and the RMA hosted an information lunch for the 45 tire dealers and others who attended the hearing to voice their concerns.

TIA helped garner an opposition coalition that included tire dealers, car dealers, service station owners, independent auto repair businesses, as well as the state petroleum group and the Chesapeake Automotive Business Association.

TIA executive vice president Roy Littlefield and senior vice president of training Kevin Rohlwing were among those testifying against the

bills, as were a number of tire dealers, who "made strong concluding observations" and "discussed the liability, paperwork, record keeping, and inventory concerns that this bill would create, according to TIA".

*"It was a great example of what we can do when we work together and speak in one voice."*

As Littlefield pointed out to the group, the House version has 22 co-sponsors, which will make it difficult to stop the bill. In addition, the state Senate has not taken up its version, which means another round of testimony before the Senate Finance Committee in the near future.

— Tire Review



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