

APRIL - JUNE 2014

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

Changes & Challenges

Western Canada Tire Stewardship Report

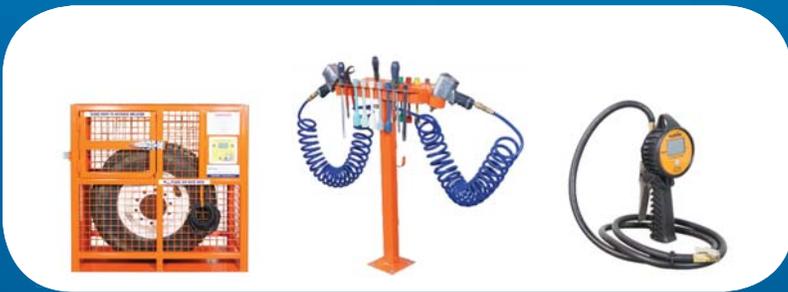
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Why it's time to start talking...

about Cross-Border Shopping

By Clem Collett, WCTD President

We've just marked another long weekend, and the first major holiday of the year. Many of us enjoyed it at home with our families. A whole lot of other people pursued that curiously celebrated Canadian pastime, cross-border shopping.

There's been plenty said in the last year about heading below the line to buy major purchases—including tires. Despite various initiatives from both government and business, little has changed. Or has it?

I believe that part of the responsibility to set the record straight on the real—or should I say—perceived—benefits of buying tires in the U.S. lies with ourselves.

We've all seen the evidence: Often as not, a young guy comes to the store and says something like: "I have these tires I need put on. How much will it cost?" One dealer I know makes a show of pulling out his old adding machine and deliberately tallying everything up before making a great display of the grand total.

After the guy (or gal) picks themselves up off the floor, they'll say something like, "Oh, thanks. I'll think about it and bring them in soon."

Sure. We're not holding our breath. But that's OK.

Maybe it's precisely because we're Canadian, we don't like to say: "Do you mind if I ask you where you got those tires?" Having an opener to discuss the true pitfalls of cross-border shopping - most of them not that obvious to the buyer - could be a useful exercise.

Here's a few phrases that might help...

- "I'd be happy to give you a price for mounting and balancing those tires, but for purposes of the warranty I'll need to know where they came from."
- "Did you know that some manufacturers have different programs for different countries that don't support warranties or mail-in rebate / coupons outside of the program."
- "With current exchange rates you likely aren't saving much by shopping in the U.S - and it may even be costing you more. The up front savings are a lot less now and tires are not duty exempt."

- "Depending on the circumstances and length of trip, the initial price you paid may be less but once you factor in GST, PST and duty, you really haven't saved any money. That also doesn't include freight and the inflated labour charges you will most likely pay to get them installed locally."

- "At the end of the day, it comes down to convenience: If you have a problem with a tire, you will need to go back to the store where you bought the tires and have them handle it, as opposed to dealing with it locally. Your time is money too."

There's also a less tangible reason - aside from losing a sale - as to why we feel strongly about this issue. I think it comes down to "community" and the important role it plays in our businesses. With globalization gaining traction every day, I believe it's important to re-instill a sense of community in our neighbourhood, city, province and country.

We're all (or at least most of us are) guilty of shopping online or making trips down south in search of better deals for anything and everything we can get our hands on. Do we truly realize the impact it makes when we buy something outside our community?

A community is defined as social, religious, occupational or other group-sharing common characteristics or interests; and perceived as or perceiving itself as distinct in some respect from the larger society within which it exists. Based on this definition, we could consider all of Western Canada (or the whole country for that matter) our community, but for the sake of this message I am going to bring it home right to the very neighbourhood in which we conduct our business.

Just to be clear, I'm not asking everyone to completely boycott our friends down south. I'm merely suggesting that we lead by example. After all, why wouldn't we purchase locally as much as possible? I'm a firm believer that a community will support one of their own—especially if they already have a reputation for giving back.

Timing is everything. With our Canadian dollar sitting at \$0.91US, it gives us the perfect opportunity to bring back the customers we've lost to cross-border shopping.

Getting the message out is half the battle. All we have to do is start talking about it.



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SPRING TRAINING

Safety First, and More!

By Andy Nagy, WCTD Executive Director

Welcome to spring! It's been a long, cold winter—and we are all looking forward to warmer weather. The shops are just getting into the summer changeover and the construction industry is breaking ground. The agricultural side is anxious to get the machines ready.

By the time The Tracker hits the streets we will have the **Commercial Tire Service Level 400** started. This year we are holding Ag Tire Service Advanced Training in Winnipeg. This is a new TIA Course that has been reworked to be the first advanced training in Canada. The OTR / ETS we did in Saskatoon last October was a huge success. The benefit of such courses will be paying dividends for years to come. We are scheduled to hold another this fall in Fort McMurray, using the Giant Mine Tires. TIA advises that it will be a certified course. CTS, AG and OTR Training courses are delivered by TIA senior instructor Matt White. To register for any course all you have to do is email me or call. More information will soon be on the WCTD website.

#Tracker

The website will be going through some major changes this year. Tracker editor Tim Pawsey will be setting up the new tabs and making it more user friendly for those of us with point and click abilities. The website and Tracker will be gradually merged—although we will keep printing The Tracker, while the website structure will be more easily integrated with social media platforms.

Scholarships

The Scholarship Program has been modified to only award first and second year students. The Scholarship applications in this issue of The Tracker display the new

criteria and the website will be changed soon.

Safety First

Our Safety Committee met in Langley, BC this spring with more safe work practices being added to the safety section on the website. We expect to work more with Twitter to help to promote safety amongst our members, with more and new information posted on a regular basis.

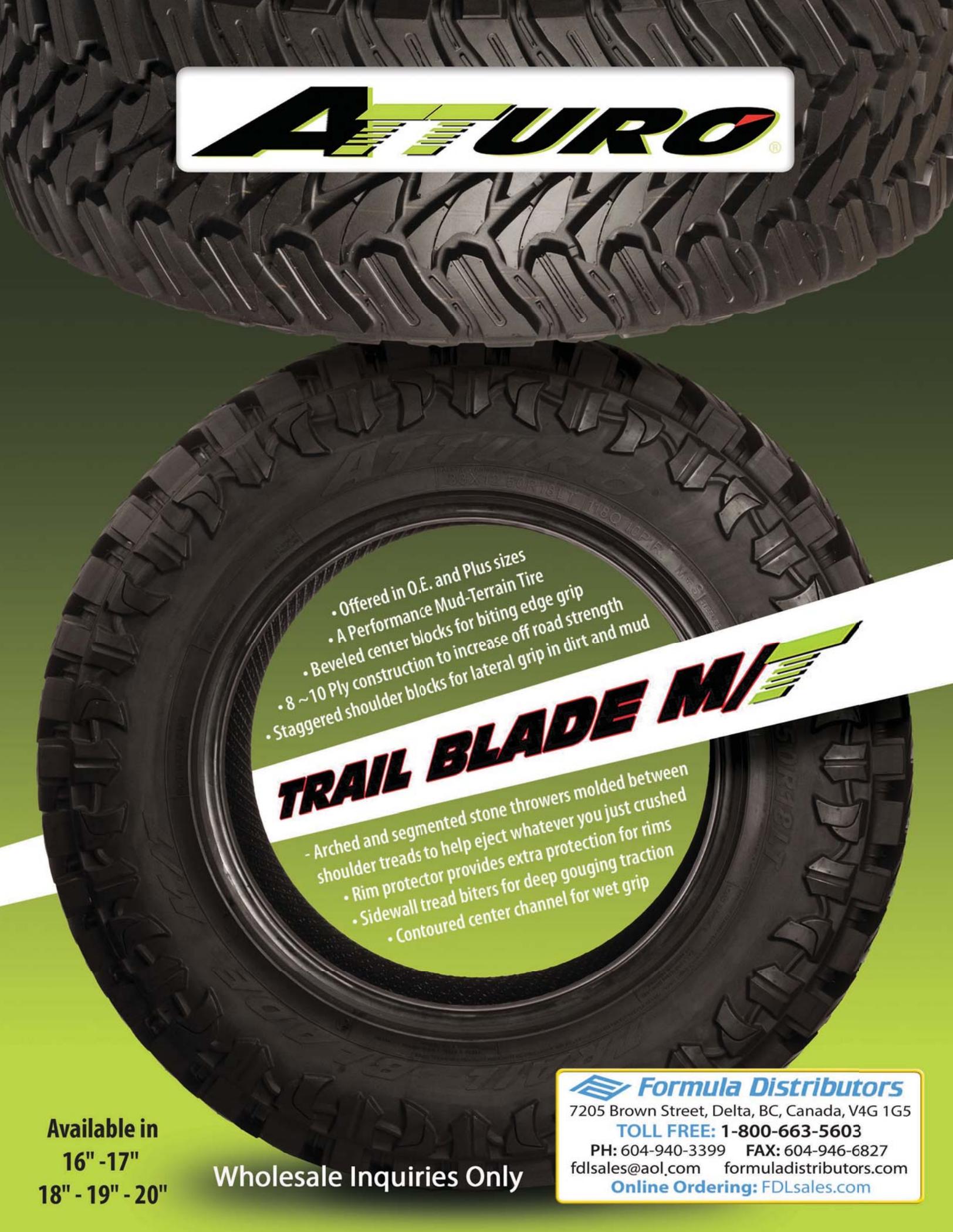
Renewals

The Membership Decals for 2014 will be mailed out shortly. It just takes time to get all the renewals in and review the membership list. Please be sure to include your full contact information, including postal code, updated email address, as well as Facebook and Twitter details where appropriate. I will be enclosing an update note in the certificate renewals. Please note that we don't sell our list. I will be trying to invoice by email this year because, as you know, postage rates have taken a huge jump. We plan to set-up a Pay-Pal account so you will be able to pay on a secure site, to save you the trouble of posting and mailing a cheque. We hope to have this in place by this summer.

See you at the Falls!

The TDAC National Convention will be held in Niagara Falls September 18th to 20th. Come and have breakfast with the WCTD Board on Saturday September 20th from 8 am - 10 am. The room will be advertised at the hotel.

Stay safe!



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SAFETY

Be Sure to Share!

By: Tim Pawsey, Editor, The Tracker



In another life many years ago, I worked at bringing competitors together within the same industry to share their credit experience. When I started the job I'd never seen anything like it. After all, the very notion of competition is just that, right? A realm where secrets are most usually valued as stolen not shared; and where the most common word juxtaposed in the business lexicon with "competition" is "cut-throat."

In this instance, perhaps because the subjects usually involved considerable sums of monies, high risk and potential bottom line loss, there was desire motivated by dollars to make as much information available as possible.

Fast forward a few decades and I'm sitting at a table with some of the best minds in the business, who regularly come together as Western Canada Tire Dealers Safety Committee to share as many ways possible in which to develop a safer workplace. Make no mistake about it, the companies at the table represent the lions' share of the business - and probably account for nine out of every ten truck tires sold and installed in the country. And there's no need to mention just how keenly contested that business is.

Still the tone of the Safety Committee meeting is unmistakably friendly, commonly driven and, above all, trusting.

Information flows freely, driven by a common concern for life and limb, although there's also a keen understanding that safety also pays dividends. Witness the presence of Federated Insurance at the table.

Since its inception in 2011, the Committee has addressed a broad scope of topics and issues ranging from preventing wheel-offs; zipper ruptures and proper use of pry-bars to TPMS standards; emphasizing correct cage use; clarifying bolting down of mountain equipment and skill requirements for service/crane truck drivers.

The point is that the search for safety and best practices never really ends - at least it shouldn't.

In accordance with Occupational and Workplace Safety agencies' policy, the Association is a firm supporter of formalized Safety Programs being in place for all members, updated and reviewed regularly. It's no coincidence that each one of the companies who sit on the Safety Committee have such programs. The critical factor, however, is the collective mass of information; how quickly it can be obtained, analysed and put to good use.

"If it's happening at our place, chances are it's happening everywhere else," says Fountain Tire's Diane Hildebrand.

The other key to building on the practical value of the Association's Safety Program is you. If your company has a success or concern that could be of interest, please be sure to share.

It might even be a matter of life and death.

Fast forward a few decades and I'm sitting at a table with some of the best minds in the business, who regularly come together as Western Canada Tire Dealers Safety Committee to share as many ways possible in which to develop a safer workplace.

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How to Benefit from Green Marketing to Women

By Jody DeVere - Askpatty.com



Men and women shop for products differently, and one of the key differences is the question of environmental impact. Women have historically been the early adopters of all things green, so it's important to understand how "green" marketing can improve your reach with women consumers. With Earth Day this month, let's talk a little bit about ways to bring some green into your marketing efforts, winning trust and loyalty with women. Women consumers are motivated by causes that mean something to them, and Earth Day is the perfect time to play up the green!

Green Car Care Tips

For the service provider, utilizing green car care tips and practices to help your women customers burn less fuel, produce less emissions, and drive greener will position you as not only an expert technician, but someone who truly cares about the causes she supports. Here are a few green car tips you can utilize in your check-ups and consultations:

- Getting a tune-up can improve gas mileage by an average of 4 percent.
- Avoid sudden starts and stops and go the speed limit. Jerky and aggressive driving decreases your miles per gallon (MPG) and increases wear and tear on your vehicle.
- Get the junk out of the trunk! Extra items weigh the vehicle down and cause an increase in gas usage.
- A cooling system thermostat that causes the engine to run too cold will lower the fuel efficiency of a car by as much as one or two mpg.
- Check your vehicle's gas cap. A loose, damaged or missing gas cap means gas is evaporating, harming the environment and wasting money.
- When filling up your car, remember to stop when the nozzle shuts off! Topping off the gas tank can release harmful vapours into the environment and waste money.
- Replace your car's fuel filter every two years or 24,000 miles and have your fuel injectors flushed out every 30,000 miles.

Green Tire Tips and More

Another great green car tip deals with tires – reminding and emphasizing the importance of proper tire pressure will help your customers get the most MPG, and decrease wear on their tires as well. For the savvy tire dealer, familiarizing yourself with the manufacturers

who make green tires can also help you win the hearts of your women customers.

- Michelin's Green X tires feature low rolling resistance, improved fuel efficiency, and decreased pollution.
- Bridgestone Ecopia tires reduce rolling resistance and increase fuel efficiency.
- Yokohama uses orange oil in place of some petroleum-based products in their tires.
- Hankook's Kontrol Technology creates tires that will last longer.
- Goodyear's Assurance Fuel Max tires are designed specifically to save fuel.
- The Scorpion Verde by Pirelli is a high mileage, eco-friendly tire that's designed to increase MPG and decrease emissions.

What else can you do?

In the auto industry, the existing regulations mean you're already pretty green. However, since to us practices like tire recycling are business-as-usual, you may not be properly educating your customers that these practices exist! Inform your customers of your existing green practices, and augment those with a few extra small steps. Switching from incandescent to CFL bulbs; using recycled products in your office; or even utilizing products made of recycled tires such as flooring, mulch, and more can really help to emphasize your green-friendly stance and go a long way to improve women consumer's impression of your business.

Take small steps to be a little greener, and before you know it, you'll be the talk of the town among women customers!

Jody DeVere is the CEO of AskPatty.com. Contact her via email at jdevere@askpatty.com

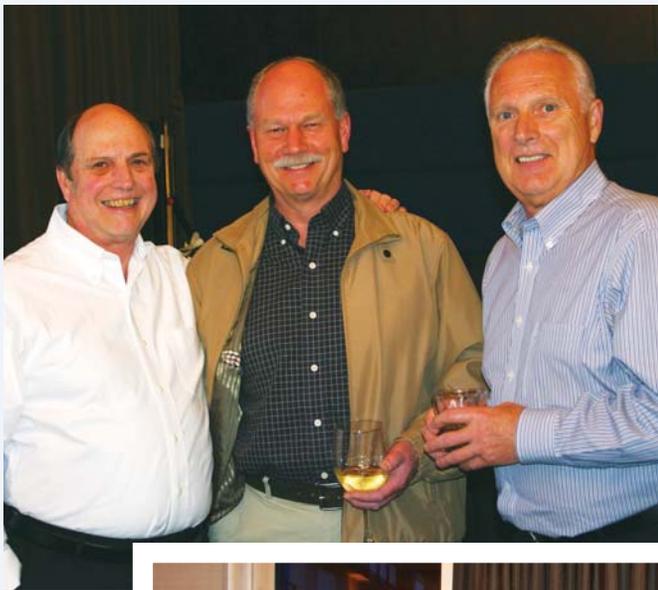
About Jody DeVere Jody DeVere is the CEO and President of AskPatty.com, Inc., AskPatty.com helps automotive retailers attract, sell, retain and increase loyalty with women customers, certified dealers are held to a high level of customer satisfaction. Visit www.askpatty.com/getcertified to learn more about how to become an AskPatty.com Certified Female Friendly Dealer.

WCTD holds Safety Committee Meetings

and first “Meet and Greet” in Langley



The Association held its first ‘satellite’ meetings in mid-April in Langley, BC, along with the AGM, which was streamed live on-line. Response to the casual drop in—a chance to meet the directors—was good, with a few dozen industry members in attendance. This is a model that the Board of Directors hopes to employ across Western Canada, as a means to more readily connect with the membership and explore issues and concerns that need to be raised. It also presents an opportunity to solicit new members in a welcoming setting.



Western Canada Tire Round-Up

Spring 2014



We're trying something new for spring and for the first time the western provinces are collaborating to contribute what we hope is an informative and interesting update on our activities. Tell us what you think – send your feedback about what you read and what you'd like to read in future editions to info@scraptire.sk.ca

With spring comes “year-end” for most of us, and a time when we reflect and report on the most important work we do. Together, in one year, western Canada's tire recycling programs collected 157,000 tonnes of scrap tires that otherwise would have gone into our landfills! This is no small achievement and it certainly did not happen from our efforts alone. Here are some of the programs, initiatives and developments that shaped our past quarter.

Change and Challenge

The programs in western Canada were in a state of review this past year, ensuring the program plans, rates, policies and the like are current and effective. Program stability and sustainability is vital for all stakeholders and all four provincial boards continue to strive for operational and financial efficiency. Although recycling programs are also known as “industry programs,” they must work within and comply with government legislation. Some of the notable changes to programs recently include:

Tire Stewardship BC (TSBC) gained approval of its **2013-17 Stewardship Plan**, with approval running into June 2018. Members can read and access the full plan at http://www.tsbcc.ca/pdf/TSBC_Stewardship_Plan_June_2013.pdf which includes information about the 5-year performance targets. TSBC will not see any increases or changes to its tire eco fee increase in 2014, holding fees at the same rates they have been at for the past five years.

**Together, in one year,
western Canada's tire
recycling programs
collected 157,000
tonnes of scrap tires
that otherwise would
have gone into our
landfills!**

In Saskatchewan, the SSTC also received approval of its **2014-2018 Program Management Plan**. The new plan allows SSTC to operate from a position of cost-recovery and ensure a sustainable program for many years to come. The key piece in this plan is the development and implementation of the Rate Setting Methodology. This methodology gives credibility to rate setting and ensures that the eco fees accurately reflect the cost of managing scrap tires in accordance with the requirements set out in provincial regulations. Implementing the Plan has resulted in adjustments to eco fees which came into effect April 1, 2014. For the full rate schedule, visit the SSTC web site at: www.scraptire.sk.ca.

Alberta Recycling continues to move forward with its plan to stabilize recycling costs within its program. The three-year adjustment to manufacturing incentives wrapped up last year, and work is underway to re-establish the Tire Recycling Research & Market Development Funding Program which would assist manufacturers to broaden and strengthen markets for recycled product.

Public Awareness & Advertising

The Tire Stewardship Programs in western Canada continually focus on public awareness of tire recycling in their jurisdictions. It is important to communicate to stakeholders about where the tires go - as well as where the money goes. Working creatively to offer new ways to engage and educate the public about tire recycling, efforts include everything from TSBC's educational videos designed for use by retailers in store to SSTC's Twitter and blog series about “The Tire Family” who travelled the province encountering everything from nails to a brush with the afterlife (a processor).

Continued on page 15

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Western Canada Tire Round-Up

Spring 2014

Continued from page 13

In a unique way to present cheques for its Municipal Grant recipients last year, Alberta Recycling held major earned media campaigns showcasing the communities that made use of recycled tire products with their community demonstration grants.

Getting Social

More and more consumers are turning to Social Media to stay informed and many even use Social Media pages as their search engine, relying on the results to help them make decisions and find information quickly. These tools are another great way for us to engage consumers. The verdict is still out as to whether we will win any "most tweeted" contests but, we encourage you to follow your provincial tire stewardship program (or all of us) and keep current on what's happening in tire recycling. Just look for the icons on our websites and "like" or "follow" us.



In Your Community

Community Demonstration Grants are all about showing the final product and the good that tire recycling can do. All of the western provinces offer grant programs that provide funds to purchase and install recycled rubber product to enhance and beautify their communities. In 2013 alone, Alberta Recycling funded 29 completed projects at a total of over \$500,000. Tire Stewardship Manitoba (TSM) funded four unique projects, including a hallway and exercise area flooring project in Portage La Prairie; TSBC awarded nearly \$800,000 in grants to over 45 projects, and SSTC awarded \$30,000 to seven different projects.

That's the equivalent of approximately 150,000 passenger car tires (or 3 million pounds) that was used in the four western provinces.

Ding! Ding!

All four western provinces are now offering bicycle tire recycling programs, offering a free and environmentally friendly alternative to landfill disposal. This program expands the original scope of scrap tire collections offered and is a good fit

for our roles as stewardship organizations. There are no eco fees charged on bicycle tires, therefore, the programs are offered to bike retailers on a voluntary basis. Costs to collect these waste tires are absorbed as part of the overall tire recycling program. Bike tires can be recycled into products such as coloured mulch for gardens or playground surfaces. Manitoba's program is the newest, launching in 2013 with 18 locations registered with their program.

Nearly 11,000 bike tires were recycled in western Canada last year.

Be Tire Smart

With summer coming, it's another season to *Be Tire Smart*. The advocacy campaign, a joint initiative of the Rubber Association of Canada, and Natural Resources Canada's Office of Energy Efficiency, is designed to give tire dealers a leadership role in educating the motoring public about the benefits of proper tire inflation and maintenance. Through local events, consumers learn how underinflated tires diminish fuel efficiency, which increases both emissions and fuel costs. From a recycling program's point of view, consumer education leads to better tire care and hopefully, less waste as consumers learn to properly care for their tires.

Last year, most of the provinces held some version of *Be Tire Smart* events with Manitoba taking the lead by attending 30 events / fairs across the province.

JUST FOR FUN •••••

SSTC ran a summer awareness campaign in 2013 that featured the adventures of the Summer Tire Family - a personified group of tires rolling under a chassis that travelled all over Saskatchewan. Catch their adventures here: <http://www.scraptire.sk.ca/News/Blog/>





Tire Dealers Association of Canada

National Trade Show & Conference

Thurs., Sept. 18 - Friday, Sept. 19 - Sat., Sept. 20

Scotiabank Conference Centre - Niagara Falls Ontario

EXHIBITOR REGISTRATION FORM

Delegate Registration Includes:

Thursday, Sept. 18, 2014: President's Tailgate Party

Friday, Sept. 19, 2014: Hall of Fame Breakfast; Speakers; Trade Show; Buffet Lunch

Saturday, Sept. 20, 2014: Group Meetings; Speaker; Lunch; Trade Show; Closing Dinner



Delegate Registration		Exhibitor Registration	
Dealer/Supplier Registration	\$250	Trade Show Booth	\$3,000
Spouse Registration	\$75	SCCTI Trade Show Booth	\$2,500
Trade Show Only	\$20	Booth Includes:	
Closing Night Dinner Only	\$59	50 Trade Show Admission Tickets	
		2 Delegate Registrations	
		Carpet, Skirted Table & Two Chairs	



Date	OTDA Member #	
Company Name		
Contact	Title	
Address		
City	Prov	Postal Code
Phone	Fax	
EMAIL		
<i>(business receipt will be sent to this email address)</i>		
Authorized Signature		

Delegate Names (First & Last Name)	Delegate Names (First & Last Name)
1 _____	5 _____
3 _____	6 _____
5 _____	7 _____
7 _____	8 _____

Trade Show Booth	x	\$3,000.00 =
Trade Show Booth (SCCTI Member)	x	\$2,500.00 =
Total Supplier Delegates (includes Fri & Sat)	x	\$250.00 =
Spouse Registration (includes Fri & Sat)	x	\$75.00 =
Trade Show Only	x	\$20.00 =
Closing Night Dinner Only		\$59.00 =

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Tire Dealers Association of Canada

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WCTD Scholarships: Apply NOW!

Scholarships

The Western Canada Tire Dealers are awarding five Scholarships of \$2000 each.

Eligibility

The Applicant is an immediate family member (son, daughter, spouse or legal ward) of a person that is a full-time, permanent employee, for at least one year, by a company that is a current voting member of the WCTD and has been a member in good standing for the previous five years.

The Applicant has been accepted to attend an accredited Canadian post-secondary institution and has registered for classes for the upcoming semester.

PLEASE NOTE: SALARY CAP CLAUSE HAS BEEN REMOVED

Application

All Applications submitted must include the Applicant's Social Insurance Number. The Applicant must submit:

- A résumé, not to exceed three typewritten pages, outlining their education to date; any involvement in extracurricular activities; any academic honours or any community or volunteer work that they may have done.
- Reference letters that confirm their involvement or achievements but the letters cannot be from family members.
- A letter from a WCTD member confirming the current employment of an immediate family member.
- A complete transcript of all courses and grades sent to the Scholarship Committee no later than July 31st of the year the application is submitted. Transcripts must be submitted directly by the educational institution.
- A confirmation of registration along with a tentative course schedule from an accredited post-secondary institution.

PLEASE NOTE:

As of this year, Scholarships will be awarded only for first and second year university applicants.

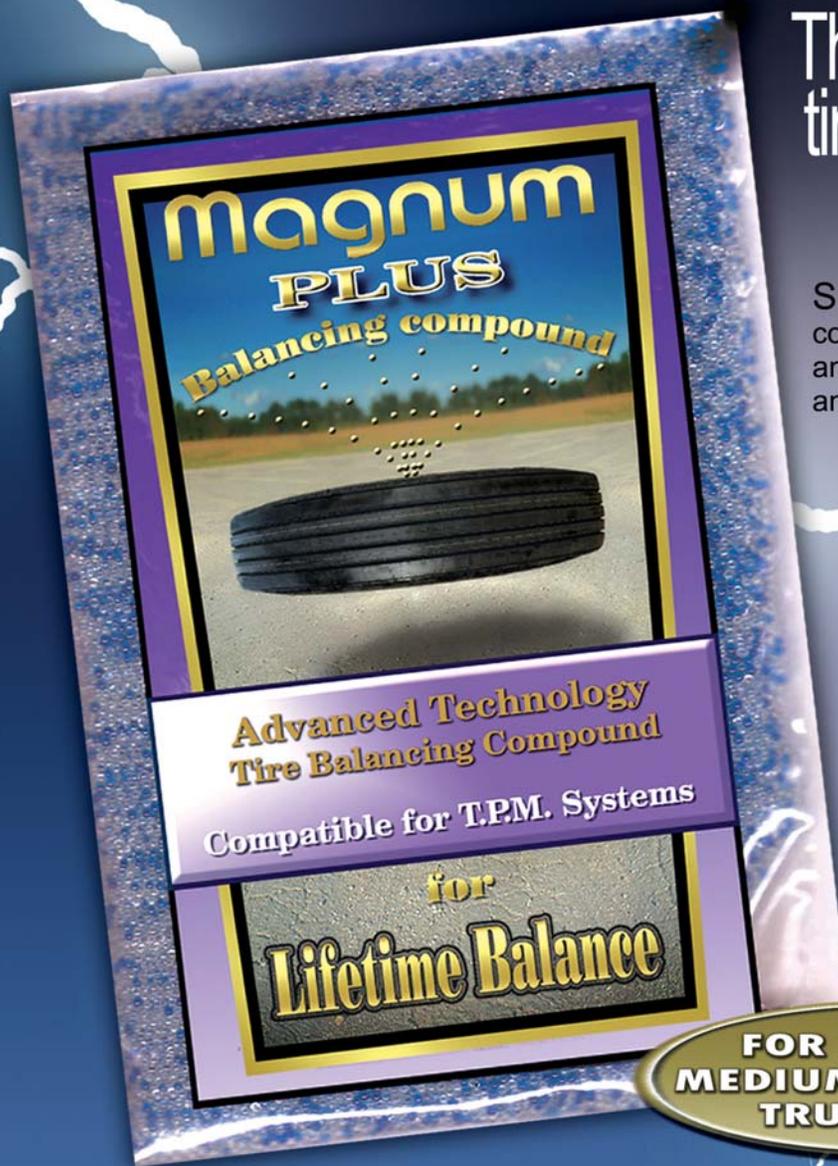
The Board of Directors cannot over-emphasize the value of this Scholarship Program, which truly gives back to the Association membership in a tangible manner.

We urge you to make sure your employees are aware of it (full details and application form are on the website) and of this year's deadline: **July 31, 2014**



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Safety Committee

Charts Progress On All Fronts

Chairperson Diane Hildebrand says the WCTD Safety Committee is making a meaningful contribution to the work of the Association. Hildebrand, who has been employed at Fountain Tire for three years, has chaired the Committee for the past year. Her experience spans 19 years in the field of safety; and she holds various professional safety designations, that include Canadian Registered Safety Professional (CRSP) and Certified Health and Safety Consultant (CHSC) and a Health and Safety Certificate. She is currently in the process of obtaining a Degree in Disability Management.

Hildebrand says her goals include:

- Establishing open communication between all members;
- Maintaining a system of safety alerts, and shared learnings;
- Building on policies and procedures;
- Reinforcing safe work practices; and
- Addressing standing items such as issues, concerns, high risk actions.

Amongst the successes achieved to date, Hildebrand suggests that the sharing of safety alerts – both internally and externally—is a critical achievement. As well as lobbying for now approved emergency vehicle status in Saskatchewan and Manitoba, an issue which BC is currently reviewing, and in Alberta has been referred to the Deputy Minister.

Safety alerts are now shared by all members of the Committee to assist with improving the safety of all locations. A revised safety alert is posted on the WCTDA website.

Past year in review

- WCB Alberta reports noticing a trend within the tire industry;

- Presents the benefits of modified work and the importance for an early return to work program;
- The Committee has asked for copies of the *Physical Demands Analysis* to be given to smaller companies for education purposes;
- Motor vehicle incident stats now shared by the group include high risk activities; and
- Conference call with Saskatchewan Occupational Health and Safety to discuss common concerns within the province.



Pictured from Left to Right: Wayne Budge, Clem Collet.

Federated Insurance Associated Services Coordinator presents WCTD President Clem Collet with the Federated Insurance 2014 Promotional Sponsorship Allowance.

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OK Tires in Lacombe

Best in Canada

When car owners take their vehicle to OK Tire in Lacombe, they are taking it to the best store in the country, among all Canadian OK Tires.

The local shop was recently awarded the 2013 Best Store distinction and service advisor Michelle Lee said there is a series of criteria. This includes secret shoppers judging the cleanliness of the store, appearance; staff; information provided to clients and how they are treated.

This is the first time the Lacombe outlet has received the award.

"It means that it helps us to keep our chin up when we have had our hard days and go through the rough patches," said Lee.

"To be recognized as the best OK Tire store in the country really fuels us to continue to do what we do."

Lee said the award also helps provide confidence for customers.

"A lot of people, especially I find for women, they are nervous when they are dealing with vehicles and shops and knowing what's what. I think being recognized as Store Of The Year, it gives people a lot more confidence when they come here, that they are getting treated fairly and honestly."

The slogan at OK Tire is *Honesty Driven*, which Lee said is something practiced to its core at their locale.

"We are phenomenal at it. We are not a flat rate shop, which means our guys are not paid based on a job, they are paid hourly. So there is no incentive for them to call for work on a vehicle that is not necessary. We are also all salary, I know a lot of stores are commissions-based, we are not. That makes it easier for people," she said.

"For us it's about providing people with the best service possible; giving them their options; letting them know what the vehicle needs; safety concerns and what could be let go for a while."

Whenever a secret shopper came in to the store, Lacombe's OK Tire received a 95 to 100 per cent rating.

Lee said they have many repeat customers and are on a first name basis with so many.

OK Tire in Lacombe has been at its current location for a year and a half, but started as Clive Sales and Service in 1946, before moving to Lacombe in 1999.

There are 13 people working at the store, owned by Bill Williams.

—Lacombe Globe

RAC and CATRA

Support Funding for Tire Study in Canada

By Carolyn Goard - RAC Communications Specialist

The Rubber Association of Canada (RAC) and the Canadian Association of Tire Recycling Agencies (CATRA) recently awarded a contract to Desrosiers Automotive Consultants, Inc. to conduct a study on the grey market and non-RAC member share of the tire market in Canada.

The Rubber Association of Canada is pleased to announce that, together with Canadian Association of Tire Recycling Agencies (CATRA), we have agreed to support funding to undertake a study on the grey market and non-RAC member share of the tire market in Canada. Desrosiers Automotive Consultants Inc., the premier

automotive researcher in Canada, was recently awarded the contract and research is already underway. The purpose of this study is to develop a more comprehensive quantitative and qualitative understanding on the parameters, size and scope of the grey market and non-RAC member imports of car and truck tires in Canada. We believe that this is a significant issue that is impacting the tire industry in Canada, as well as potentially reducing revenues for the various tire stewardship programs across the country.

Desrosiers is currently in the process of completing the study's fieldwork, which includes scheduling interviews with RAC's tire company members.

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Fun at Frozen Falls

Tirecraft 2014 AGM

By Kaylee Yawney

Tirecraft dealers and suppliers from across Canada joined together on January 28 for a three day Tirecraft Annual General Meeting in Niagara Falls, Ontario. Although the weather was chilly, the attendees had a warm reception. The event was the perfect chance for them to network with one another and to receive beneficial educational experience.

The meetings were kicked off with brand experts Paul La Vigne and Doug Lipp. Everyone was delighted to hear about the evolution of Source for Sports® from their Director of Marketing, Paul La Vigne. Attendees then got a nice surprise when Doug Lipp, the former Head of Training at Disney's Corporate Headquarters, took the stage. He spoke of Disney's success and the creation of its empire. As a tie in to these inspiring speeches, Tirecraft announced its endeavour in elevating and expanding their brand. Everyone is excited to see where 2014 takes the Tirecraft brand.

The ongoing evolution of Tirecraft could not be possible without the support of the manufactures. As a thank-you to Toyo Tires, Bridgestone, Yokohama, Cooper Tires, Michelin, and GT Radial, Tirecraft pulled out all the stops and showed everyone a great time with some special events.

One of the most memorable nights included the Tirecraft Awards Gala Dinner sponsored by Bridgestone. The guests got to have their pictures taken with the one-and-only Stanley Cup. During the Awards night, dealers from across Canada were recognized for their contributions to Tirecraft. Al Miedema from Kelowna



Pictured from Left to Right:

Ray Geleta, Allen Ambrosie, Ray Van Veen, Tyler Crooks

Tirecraft took home the Dealer Award of Excellence. Marc Tellier from Edmonton Tirecraft 118 Avenue was proud to accept the Customer Experience Award. Jason Carvalho from Port Coquitlam Tirecraft received the Emerging Dealer of the Year Award, and finally, Kerry Oswald from Airdrie Tirecraft was honoured with the Growth Award.

Tirecraft would like to thank everyone who contributed to this exceptional event, including, but not limited to, Hunter Engineering; Carquest; NAPA; Prema; Uni-Select; TBC Wholesale; Odessa Canada; Parkland Fuel Corporation; Double Coin; Camoplast; Federated Insurance; Dynamic Tire; ADMAX Digital Media; and Co-Star.

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BUILDING A MORE FIREPROOF BUSINESS

By Bruce Burton - Federated Insurance Loss Prevention Technical Specialist

You may already have safety in the fabric of your business figuratively-speaking, but how can you literally build it into the structure of your walls and ceilings? Here are three things to think about.

It goes without saying: a total fire loss is a devastating event. It can take years to recover from a disaster like this, and some businesses never do.

You may think it'll never happen to you, and it might not. By the way you handle your operations and procedures, most fires can be prevented; however, very often the cause of a fire is entirely unforeseen. When this occurs, it is important to minimize the damage as much as possible.

One of the best ways to do so is through careful planning and construction when you are working on your building. And since sizes of buildings for many of today's businesses are significantly larger than just a few years ago, these buildings need additional fire control measures not required in smaller buildings.

Let's look at three ways to make that happen.

1. Fire detection

Why? Early detection is critical so the fire can be extinguished before extensive damage occurs.

How? Fire detection typically includes smoke and heat detectors connected to the intrusion alarm and monitored by the alarm company. For larger buildings, the fire alarm could be a separate system with local and monitored alarm.

Bottom line? Highly recommend installing a fire detection system if you don't currently have one.

2. Sprinkler systems

Why? When properly designed and maintained, a sprinkler system can stop a fire in its tracks. Historically, many types of businesses have not had a sprinkler system but with the increasing size of the buildings, they are becoming more common.

Also, as a fail-safe detection system, sprinkler systems can be set up to alarm the monitoring company when water flow is detected, water or air pressure drops or the main valve is tampered with.

How? These systems are not one-size-fits-all; the sprinkler system must be designed specifically to the occupancy so that it will be capable of extinguishing a fire.

They also require annual inspections by a qualified sprinkler system contractor to ensure the system is fully functional. (Your insurer should be routinely asking for sprinkler adequacy reports and annual inspection reports).

Bottom line? Even though a sprinkler system may not be required as per the local building code, it should be a consideration when reviewing your building plans. Plus, insurers will usually be willing to provide a credit if they know your building has a sprinkler system.

3. Fire separations

Why? The simplest way of preventing fire spread between buildings is by separating them. By restricting fire damage to a specific area, you can return your business to normal as quickly as possible.

How? A common separation distance for most buildings with average hazard occupancies is 100 feet (30 metres). For example, some equipment dealers choose to separate a new shop from their existing building; however, this is not always practical or feasible.

In that case, the best solution may be to use fire walls to create separate fire areas within the same building. Fire wall ratings can vary depending on the construction materials used; for example, non-combustible fire walls made from hollow concrete blocks are common and often have a fire rating of 3 hours.

You can put doors in these walls provided they are of the same fire rating as the wall, and windows are allowed provided they are protected. For instance, you can use a rolling shutter held open by a fusible link (which melts from the heat of a fire, dropping the shutter closed).

Bottom line? If you are considering an addition to your current building or a new building, consider installing fire walls. There will be additional cost but the potential benefit is significant in the event of a fire.

For them to work, each of these solutions must be customized to your business by a professional, based on the occupancy, size of the building, life safety issues, local building code, etc. But even where local building codes do not require some of these solutions, there's a good chance it makes sense to do; after all, this ounce of prevention might save you years of recovery.

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UNDERSTANDING Y

By Kristen Criswell, Courtesy of Tire Review

I am a Millennial, a card-carrying member of Generation Y.

If you were to Google “Millennials,” a multitude of negative, positive, educated and uneducated views about the Generation will appear. And, for each of these positive or negative stereotypes, I can find a friend who fits that mold.

Hundreds of journalists, bloggers and scholars have been trying to figure out what makes Millennials tick and what the Generation's impact will be on the country and the future.

I'm not here to debate or defend the merits of my generation. Nor am I here to over analyze Millennials. I want to help you understand us in a way that'll help your business.

Writing March's cover story – ***Millennials: the New Agents of Change*** – I touched on several different ways to reach Gen Yers and how to keep them as your employee.

There are a couple points about Millennial consumers I want to reiterate.

Technology is key.

As mentioned in the story, Millennials are in the here and now. If my friends or I want to find something, we go online. Immediately.

I am constantly Googling my zip code and such-and-such service to find places to go in my area. Businesses with a website and a positive review get my first consideration.

If you do have a website (which is half the battle) please fill it with useful information:

Good: Your store info, hours, services, etc. should be easy to locate.

Better: Provide consumers with education on your services/products.

Best: Have features that make my life easier (online scheduling and online quotes, yes please).

A social media presence is always a plus for a business, but you have to give me true incentive to like or follow you. Millennials might look at your social media pages, but won't necessarily follow you just because. You need to engage them.

Try to offer a weekly deal in exchange for following you or a contest in which sharing posts could win your followers something.

The opportunities are limited only by your imagination and each social network's rules.

Another point I want to touch on is the fact that Millennials WILL promote your business if they've had a positive experience. Millennials are sometimes called “over sharers,” but think about that potential word-of-mouth marketing.

I see frequently on Facebook, Twitter and Instagram my friends praising businesses for amazing services they've performed. I've also seen people bash businesses that have provided horrible customer service.

Millennials are like all consumers who value good customer service. Where we vary is our willingness to share our experiences online with others. We are not at all bashful about that, so our word-of-mouth spreads much farther than to just a few friends. One negative comment spreads to literally hundreds of people simply because we like to over share.

Think I'm making a generalization or that this doesn't apply to tire stores?

As I contemplated what I'd write for this blog post, I came across the perfect example of how we will sell your tire business (see photo). A friend of mine posted a thank you to her local tire store (Gerald's Tire & Auto Service in South Carolina) for their help with her flat tire.

The photo received more than 63 likes and four comments within a day. The four comments (which I cut from the picture due to privacy) were also positive raves for the dealership.

Even if a fraction of those likes reside in the area, that could be a substantial number of potential customers reached for free. When those people need someone to work on their car or somewhere to purchase new tires, they'll save themselves time looking online and take their friend's advice and head to Gerald's.

This is just the tip of the iceberg when it comes to reaching/selling to Millennials, but remembering these fundamental things will help. If you want to learn more, read March's cover story or one of the hundreds of books or articles written about Millennials.

Love us, hate us or love to hate us, it's important for your business to address your new Millennial consumer. In the end the effort will pay for itself.



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Kal Tire Warns of Potential Dangers of Wrong Speed Rating

Courtesy of Tire Review

Kal Tire is using test drive results to educate drivers about one of the most important and least understood aspects of a vehicle's safety: tire speed rating.

As thousands of Canadians are about to switch to summer tires, Kal Tire is using test drive results to educate drivers about one of the most important and least understood aspects of a vehicle's safety: tire speed rating.

"Speed rating isn't just about speed," said Carey Hull, director of retail products with Kal Tire. "It's also about handling – how your tires help your vehicle to swerve and miss a deer or stay on a highway ramp in the rain. The way your tires perform in those situations could save your life. That's why we should think of tire speed rating as a tire's 'performance rating.'"

Speed ratings were created in the '60s so European drivers would know how fast they could safely drive their vehicles without risking tire failure. Since then, tire speed ratings have also come to indicate how a tire will perform – how it will brake, grip around corners, give stability and get rid of heat.

To illustrate how much of an impact performance rating has on safety and handling, Kal Tire conducted tests with two identical vehicles – one equipped with higher 'V' rated tires, and the other with lower 'S' rated tires. The Kal Tire test event included steering response, emergency braking, cornering grip and heat generation. Here are some of the results:

- **In a hard-braking test:** To simulate an emergency situation, both vehicles were driving at 62 mph prior to braking. The lower 'S' rated tire was still going almost 15 mph when the higher 'V' rated tire stopped. The 'S' rated tire took 128 feet to stop; the 'V' rated tire stopped in 115 feet.

- **In a heat build-up test:** To simulate summer driving, after a run through the test course, a pyrometer showed the 'S' rated tires had temperatures of 102 degrees outside and 81 degrees inside. This indicated the tire was riding on the shoulder when cornering, providing a smaller contact patch with the road. The 'V' rated tire

had temperatures of 93 degrees outside and 90 degrees inside, indicating an even contact patch with the road for better grip and better heat dispersal across a larger area of tire.

"Heat is your tire's number one enemy," Hull said. "The performance rating of a tire has a big impact on how well a tire can get rid of heat. With a worn or low speed-rated tire in the heat of summer – whether you're on your morning commute or on your way to the cottage – you're compromising braking and traction at the least, and risking a blowout at the worst."

Kal Tire noted that many drivers aren't aware of all the ways their safety depends on the performance rating of their tires, which is concerning to them because more drivers are researching and shopping for tires online without knowing the tire speed rating required for their vehicle.

The Canadian tire dealer explained that installing lower speed-rated tires means they'll flex and squirm under pressure, causing heat build-up and compromising traction and tire life – situations that can lead to blowouts.

In some cases, Kal Tire has experienced drivers, especially drivers who own economy vehicles and need new tires, attempting to convince tire dealers to install tires that have a downgraded speed rating in order to save a few dollars. Because many economy vehicles OE-equipped with high speed-rated tires, drivers can be surprised about the cost when it's time to replace those tires.

Kal Tire's recommendation in this situation is to educate the driver.

"The handling and safety of your vehicle depends on driving with tires that match or exceed your OE specifications because of the way your vehicle was engineered to drive – your suspension was calibrated with a specific performance rating in mind," Hull said. "You can always upgrade for better performance, but if you downgrade your tire's performance rating, it compromises the way your tires respond to both everyday and emergency situations."



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