

JULY - SEPTEMBER 2014

THE TRACKER

**THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS**

Safety

It's a Right

DEVERE: MARKETING TO MOBILES

Plus: How to Find (and Keep) Good Staff • WCTD: Pride of Belonging • Manitoba's Innovative Winter Tire Program • Customer Service to Bring Them Back • Last Call for TDAC Niagara • Acura Tire Replacement Kit



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THE TRACKER

JULY - SEPTEMBER 2014

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CALENDAR

TIRE DEALERS ASSOCIATION OF CANADA NATIONAL TRADE SHOW AND CONVENTION

Hosted by Ontario Tire Dealers Association • September 18 to 20, 2014 •
Scotiabank Convention Centre, Niagara Falls, Ontario



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Just how do you find —and keep—good staff?

By Clem Collett, WCTD President



As the saying goes: “Good help is hard to find”. That’s even more true when there’s a discrepancy between what’s being offered as compensation compared to what people are willing to work for.

As most of us know, it’s easier finding good help for weekend projects—when the request is sent out as more of a sales pitch, with the promise of endless burgers and beer at the end of the day. So with that in mind, how do you handle the increasingly challenging task of not only hiring but also retaining good staff? As different generations move into the work force, with changing expectations, we are often obliged to take a new approach to hiring, which can necessitate offering more than just a high dollar salary.

‘Perks’ abound

Companies are now going to great lengths to entice the best talent to join their teams and being extremely creative in doing so. The term “perks” takes on a whole new meaning when you look at a few of these examples:

Johnson & Johnson® offers private concierge services to its employees which include returning overdue library books and picking up their dry-cleaning.

Chesapeake Energy Corp. has an on-site 72,000 sq. ft. Fitness Centre that boasts an Olympic-size pool, sand volleyball court and rock-climbing wall. And then there’s Google®, who’s well-known for offering free access to food in their cafeterias and use of their sporting facilities.

Vancouver’s social media success story HootSuite® even offers a dog-friendly space to tempt new talent. *Huffington Post* describes the surroundings as “casual, open, and obviously West Coast-inspired with log stump stools, wood cabin panelling and Sitka tree decals” perks include a 24-hour gym, exercise studio, and nap room.” Oh, and free wine and beer on tap, to appeal to staff with an average age of around 29...

And I should also mention that if a U.S. Google employee passes away while working for the internet powerhouse, the employee’s significant other receives 50% of the deceased’s salary for the next decade no matter how long (or short) of his/her tenure.

Benefits, flex time, the list goes on and on there’s a lot of good

companies out there offering great packages to have the best join their team.

The reality: making it work

The unfortunate part for most of us is that we don’t have the money or the people to offer some of these incredible perks. So we are forced to downscale our offering.

However, even if you’re not that keen on putting in a nap-room for your hard-working crew, surveys increasingly show that people put greater value than ever on maintaining a healthy work-life balance.

One “perk” that can be relatively affordable to implement is to offer a flexible work schedule, whereby some employees may, within reason, set their own work schedules, based on appropriate advance planning and regularity.

Everything from increased financial pressures resulting from a challenging economy to time spent on company business for social media is resulting in extra hours. But that in turn can lead to feelings of resentment and being under-appreciated.

Flexible work schedules for office staff and even the opportunity to telecommute are becoming the norm for a growing number of North American companies.

Sometimes employees will request extended vacation time on occasion, for various reasons. New immigrants in particular might need a longer break to make a visit home. So, with a combination of paid and unpaid time-off and some re-organisation of work schedules, we can usually manage to have their requests met.

This is just one example of some of the things we will try to do for our employees but I’m certain that some of you have done (or are currently) some really great things that go above and beyond what might be construed as ‘perks.’

Company culture may sound like an intangible concept. But it is important. And we need to work diligently to continue to improve on this. If your company or a company you know of, is out there doing something worth talking about, let us know and we will gladly mention it in a future edition of *The Tracker*.

Who knows? it may even lead to your next big hire.



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THE PRIDE OF Belonging

By Andy Nagy, WCTD Executive Director

As you've probably noticed, I spend a fair bit of time talking about the various benefits of belonging to WCTD. Much of what we have to offer is in the form of tangibles, from discounts on various products, to less obvious but still critical advantages such as access to superlative training programs that will make your workplace as safe as any in the industry.

As an association, we are only effective as a truly cohesive and collaborative group of professionals. Building and reinforcing that image is an important part of who we are and what we continue to achieve. I'll be sending out new membership decals shortly. I know you'll display them prominently. Proclaiming your status as a Western Canadian Tire Dealer member is yet one more way you can communicate to the consumer your role as a qualified and service / safety driven tire professional.

Speaking of the power of association, the 2014 TDAC National Convention, September 18 to 20, 2014, hosted by Ontario Tire Dealers, is fast approaching. All indications are that the Convention, with its theme, "Be in the Game," will be a huge success.

High profile speakers include Donald Cooper of the Cooper Sportswear family and David Chilton of *Wealthy Barber* and "Dragon's Den" fame. In addition, there'll be a President's Tailgate Party and a full slate of workshops and seminars, including "Training Camp," "Life After the Majors" and "The Scouting Report."

The high powered line-up of truly knowledgeable presenters includes: Robert Monster, senior vehicle standards engineer at Ministry of Transportation of Ontario; Usman Valiante, senior policy analyst at Corporate Policy Group L.L.P.; Bob Ferguson, program manager at Canadian Association of Recycling Agencies (CATRA); and Dennis DesRosiers, founder and president at DesRosiers Automotive Consultants Inc.

It's a potent group: I hope you'll come to hear them and benefit from what they'll have to say.

In addition, we'll be inducting more pioneers (including one of our own, from WCTD) into the Hall of Fame, sponsored by Bridgestone.™

I'd also like to give a shout out to overall convention sponsor Federated Insurance™, who continues to be an invaluable source of information and sound advice to WCTD, as well as to the Suppliers Council to the Canadian Tire Industry (SCCTI), which is sponsoring the Trade Show.

Aside from that, you'll also be able to savour some great Niagara wines, possibly take a side trip, and immerse yourself in one of the

country's most hospitable regions. If you've never seen Niagara Falls, well, here's your chance to do that, and a whole lot more.

The TDAC Trade Show and Convention brings Canada's four tire regional tire dealer associations together at the new Scotiabank Convention Centre in Niagara Falls. It offers a rare opportunity to catch up on so many levels, including the chance to check out the latest in a wide array of equipment and technical supplies. If you truly do want to "Be in the Game" I suggest you need to be there. Registration forms are included in this issue of *The Tracker*. Don't delay!

Behind the scenes, our new website is taking shape and will be live shortly. We are designing it to be a whole lot more user friendly—both for our members, and for consumers who are looking for information. In addition to being a resource for the Association's members, we want the website to act as a portal to drive business to the membership.

A big part of that new design is a front page panel that will allow the visitor to input their postal code to find the nearest member dealer. We'll also be making the site mobile friendly, as the majority of such requests—regardless of age or demographic—are now coming from smartphone users. We believe that it is vital for the Association to keep pace with these shifting buying habits, so we'll be shaping the website accordingly.

We are staging a sold-out Ag Advanced Trainer course in July in Winnipeg, which will be the first to be held in Canada. TIA has entirely reworked the training course to include all aspects of the agricultural tire sector. Later this year, our ETS / OTR is slated for October 21 - 23 in Fort McMurray—in the hands on, practical setting of Giant Mine Tires, another valuable first for us. Places are still available but going fast.

Further to our Safety Committee's meetings this spring in Langley, a positive discussion on safe work practices is ongoing. You should know that enforcement is being stepped up in all provinces under Occupation, Health and Safety Regulations. It adds up to yet one more good reason to have your staff certified and an effective Safety Management System in place.

One more date to make a note of, especially if you're a golfer, plans are in the calendar for a Western Canada Golf Tournament, June 9th 2015 in Calgary. More details will be on the revamped website.

Have a "Safe and Enjoyable Summer".

Andy

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WHY I'D LET THE ACURA RLX™ DRIVE ME TO OSOYOOS. AGAIN.



New luxury sedan dispenses with spare tire

By: Tim Pawsey, Editor, The Tracker

My official 'wheels' to get me to and from this year's 3rd Annual Osoyoos Oyster Festival were a sleek and almost-but-not-entirely-sedate 2014 Acura RLX. Can I just say that about the only thing missing on this full sized sedan was the Automatic Oyster Shucker (AOS) which I'm sure will come standard in the 2015? Maybe.

This is an extraordinarily comfortable car, the largest Acura yet, with a feature-filled cockpit. Not to mention immensely spacious seating front and also rear, which comes with its own set of climate controls and sun shades.

It also sports the latest in guidance technologies, as well as some fairly radical changes in the tire department.

TPMS and more—or less

The RLX offers one of the most advanced Tire Pressure Monitoring Systems (TPMS) currently on the market. Well beyond the usual (and sometimes infuriatingly inaccurate) simple warning systems, it offers a specific pressure reading of each 245/40R19 tire by location. The read-out can also be switched between bars and psi to suit the user's preferences.

Another feature should be of particular interest to you, the tire dealer. That's the spare—or rather the complete lack of one. Acura pondered this for a while. But in the interests of roadside safety, they've decided it no longer makes sense to expose the driver to the hazards of either trying to raise the vehicle or wrestle with an uncooperative tire wrench.

Instead of the compact temporary 'space-saver' spare or even full sized tire that demands a whole lot of trunk space, they've come up with a Tire Sealant and Inflator Kit that is quick, convenient and safe to use.

Says Acura: "This kit provides an easy and clean way to temporarily seal a small puncture or hole (3/16th of an inch or smaller) in the tire tread. Once injected into the tire, the sealant coats the inside of the hole or puncture, preventing air from escaping. The vehicle can then be driven (no faster than 50 mph) to a location where the tire can be repaired or replaced, depending on its condition.

Its use is very straightforward—all you have to do is power up the

compressor power plug and connect the canister to the valve. If you're in a fix and there's no pump handy, it may also be used as a compressed air source, without the sealant.

The sealant is injected first, before the tire's air pressure is restored to 33 psi. The sealant is distributed after about 10 minutes of driving. As with similar systems, it's not intended to be anything but a temporary solution. The manual suggests driving to "an Acura dealer or tire repair facility as soon as possible ..."

There are some caveats, of course. The sealant has an expiration date. It's clearly marked on the bottle, visible through an opening in the kit. Approximate shelf life of the sealant is five years. Also, the sealant works only on punctures or holes 3/16th of an inch or smaller. It cannot seal larger holes, or side wall damage.

The height of self-control

You'll note the title of this piece specifically says 'drive me' — because that's what this remarkable full size sedan can do, with its Precision All-Wheel Steer feature, or PAWS, for short.

Switch it on, set the cruise control—and the car will do the rest, including steer itself. Let me re-phrase that. Ideally, you shouldn't take your hands off the wheel. But hold it lightly and the built in radar system will track your lane efficiently, as long as the markers are even remotely readable. The RLX anticipates corners and the wheel very gently starts to turn, almost before you yourself start to turn it. It's remarkable, and appears intuitive—although it's nothing of the kind. You can take your hands right off the wheel, but you'll quickly be reminded that "steering is required."

I first tried the system on Highway One, as I approached the Vedder Canal, where the road follows a double curve over the bridge. I was doing about the limit, maybe a tad more with the flow of traffic, when I let the car do it its thing.

I was convinced beyond a doubt.



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Safety – What's it All About?

Our goal is to ensure the safety of our workers and to share information

By Diane Hildebrand, CRSP, CHSC - Chairperson, Western Canadian Tire Dealers Safety Committee

WCTD Safety Committee is comprised of a group of professionals that are dedicated to the safety of all workers, regardless of their company. We are a transparent group that are more than willing to help the competition with a safety procedure, policy, or even provide assistance. If we have it, we are more than willing to share it.

Our goal is to ensure the safety of our workers and to share information including incidents that occur to increase awareness to others in the same industry, thus keeping everyone safe, regardless of their employer. By sharing incidents by way of safety alerts, we can educate all workers and make others aware of potential hazards. If it's happening at one shop, it's happening somewhere else. We have just been fortunate enough to not have a serious incident.

Our committee meets quarterly, and if needed, we communicate more often via email. Once a year we meet face-to-face and have some really great discussions. We are always looking for more Committee members to join our group to enhance awareness and education for all. If you are interested in joining the WCTD Safety Committee, please contact Andy Nagy or Diane Hildebrand.

Safety – it's a right

Not only is safety legislated by the government but it is a way of doing business and a part of what we do in our everyday lives. Simply put safety is a procedure that is designed to keep you from harm.

Under safety legislation all workers have three basic rights: the **right to know** (about hazards in the workplace), the **right to participate** (in safety meetings, inspections, etc.) and the **right to refuse** (unsafe work).

However, employers have obligations too. Employers are required to: **ensure that workers are aware of the hazards that they are being exposed to, train and educate workers.**

So, what's next?

A lot of people that think that safety is hard to do and is a lot of work. When you get down to the basics, the concept is pretty simple. Say what you do, do what you say and document that you do what you say you do.

Say what you do – develop policies and procedures to show employees how the work is to be completed and what is expected of them.

Do what you say – hold safety meetings, train and orientate your employees, ensure that workers are using the safe work practices and safe job procedures that are developed for those tasks and complete inspections.

Document what you say you do

– keep records of your safety actions such as training, safety meetings, and inspections. If you cannot prove that you have done safety tasks, by way of documentation, it's as if you didn't do it. Completing regular internal audits will assist with ensuring compliance with your existing program.

Once you have everything in place it's simply a matter of maintaining those standards and with a positive safety culture at your location it will become increasingly easier to maintain that program.

Diane.hildebrand@fountaintire.com

Our goal is to ensure the safety of our workers and to share information including incidents that occur to increase awareness to others in the same industry, thus keeping everyone safe, regardless of their employer.

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Fountain Tire Tech Offers Candid Assessment of Commercial Tire Training



Fountain Tire Learning and Development Specialist Barb Rolfe reports that Jordan Brimmell (F401 Thunder Bay—Commercial & Mining Programs) attended the TIA Commercial Tire Training that was put on by WCTD and TIA in Edmonton in early May.

Brimmell is working to become a Trainer and is attending multiple training opportunities this year—including Train the Trainer programs. This course was one of the items on his “plan”.

Rolfe asked Jordan for some feedback. Here’s what he had to report:

What went well

- The collaboration of input from competitive operations all seeking the main objective to make tire service safer. The sharing ideas amongst each other irrelevant of the team we play for;
- The course was very well put together and streamlined;
- The instructors were fabulous in making the variety of knowledge levels blend into one common focused objective. Great explanation of the needs for better safety practices and very much influencing us as a group to want to make these changes; and
- I felt capable and driven at the end of the seminar.

What was tricky

- In relation to some new knowledge, was to face the brutal reality of

how improperly I have serviced in the past and now, how to achieve a higher attention level.

- I find an overwhelming issue with the actual level of industry / experience or knowledge amongst the individuals in it, regarding sales knowledge, product knowledge, safe work practices and preferred TIA practices.
- Now as I dedicate a large volume of futuristic time to share my knowledge with the others around me, tricky more, for them to follow the lead.

What could be better

- Jordan didn’t feel that anything could be better — he did suggest a few “fun” items like a pool at the hotel and some entertainment money. We all travel and understand how boring the hotel can be some nights. But it’s just a part of the job.

Final comments

- “To be honest, this was the best tire course I have ever been to. And I’m hoping I can be an attendee at the other future training seminars.”

Thank you Jordan!

Business For Sale!

Established Tire Retail Store, with over 39 years of business in Saskatchewan. This business is uniquely situated in the middle of a large agricultural and oilfield economy and specialized in passenger, light & medium truck and agricultural tires, brakes, front & rear suspension and is certified a SGI Vehicle Safety Inspection station. The owner of this reputable tire business is ready to retire and offers this business as a great opportunity for an energetic and ambitious person or group. This turnkey operation is well-established with a tremendous repeat customer base that is steadily increasing. It is also located along a major highway connecting communities.

This business provides the opportunity to purchase land and buildings or the option to lease a 5,000 sq. ft. shop and storage area with four service bays, front end and office with mezzanine floor.

The shop is well equipped with a point of sale computerized system, computerized 4-wheel alignment, 4-post hoist, tire changers, wheel balancer, brake lathe, 2012 Ford F550 service truck, tools, inventory of tires and parts.

Information will be available to a prospective buyer once a valid confidentiality agreement has been executed. For more information please contact owner Frank Doetzel @ 306-753-2188 or email: mactire@sasktel.net.



OTHER VOICES:

A WWI story you probably don't know

By Edward Noga, Crain News Service

AKRON (July 17, 2014) — The history of rubber doesn't lack for interesting and unusual tales.

Stories such as Henry Wickham smuggling 70,000 *Hevea brasiliensis* rubber seeds out of Brazil—at the risk of his life if he'd been caught—and onto Kew Gardens in England.

Plants derived from these seeds created the natural rubber (NR) industry in Southeast Asia, thereby breaking Brazil's monopoly on the business.

Speaking of monopoly, how about Benjamin Franklin Goodrich, tired of being smothered by the rubber trust back East, migrating to little Akron, Ohio. There, he planted the seeds that turned Akron into the Rubber City, the centre of the tire and rubber industry for a century. Not Melrose, N.Y., where his business had failed.

For sheer boldness, you won't find many stories that match Henry Ford's massive attempt to create a NR plantation—"Fordlandia"—and transplant Midwest American values and lifestyle to the Brazilian jungle. Or how about the collaborative effort of industry, government and academia in World War II that created GR-S general-purpose synthetic rubber, thereby overcoming the Allies' loss of the Southeast Asian rubber plantations.

Fascinating stories, all.

A new one, for me, is the barter arrangement that happened in World War I between the British and the Germans. The best source on this is Adam Hochschild's excellent book, *To End All Wars: A Story of Loyalty and Rebellion, 1914-1918*.

The British blockaded Germany, thereby making it impossible for the Germans to obtain the rubber it needed for its massive war machine, let alone civilian use. The Germans worked hard to develop synthetic



rubbers, but the results were meager and the rubber subpar.

At the same time, the British were desperate for quality binoculars. In the brutal trench warfare, they were of vital importance.

Necessity makes strange bedfellows. As Mr. Hochschild relates, Britain's Ministry of Munitions sent an agent to neutral Switzerland where he met with the German War Office officials. Could Germany supply binoculars, one type for infantry officers, another for artillery officers?

Germany jumped on the deal. The war office wanted rubber in return.

Within six weeks after signing the contract, 10,000 to 15,000 of each type of binoculars were delivered to the British via neutral Switzerland. The British shipped NR from Southeast Asia and Africa through that route to Germany in payment.

According to the scant records of the arrangement Mr. Hochschild found, the Germans offered lower-grade binoculars for non-commissioned officers, and even telescopic sites for sniper rifles.

Think about it: The need for rubber was so huge, the German government was willing to aid in the deaths of its soldiers directly to get the material. The British war office, for its part, was fine with an agreement that had the same net result, just more indirectly.

Since this year marks the 100th anniversary of the start of World War I—a conflict where generals displayed a criminal disregard for the lives of their troops—maybe rubber-for-binoculars isn't so surprising.

Ed Noga is the former editor of and now a contributing editor to *Rubber & Plastics News*, an Akron-based sister publication of *Tire Business*. He can be reached at elnails@yahoo.com.

Courtesy of *Tire Business*

REPORT SAYS:

Conti Dropping World Cup Sponsorship

Courtesy of *Tire Review*

After three World Cups, culminating with Germany's stunning 1-0 win in the final, Continental AG® is reportedly dropping its sponsorship on the massive global event.

While final viewership numbers are not yet in, matches telecast over the month-long World Cup tournament drew billions of TV viewers. As part of its global sponsorship, Continental signage was clearly visible on signboards surrounding the pitch for each match in the 32-team tournament.

According to German media reports, Conti is interesting in sponsoring qualifying matches leading up to the next World Cup (in Russia in 2018), but not the final tournament. Instead, Conti reportedly wants to focus on sponsorships of "regional confederations, such as Europe's UEFA." Continental Tire® North America is a sponsor of Major League Soccer in North America.

Continental began its World Cup sponsorship in 2006 when the event was held in Germany.

New Winter Tire Financing Program About to Launch in Manitoba



Ground-breaking plan aims to make tires more accessible

The sun might be shining now but it won't be long before it's time to once again re-stock the shelves with those cold-weather necessities, like winter tires. This fall, Manitoba Public Insurance will launch a pilot program making winter tires more accessible for Manitoba motorists – which could lead to increased winter tire sales in the province. Currently about 18 per cent of Manitoba motorists use winter tires.

The Winter Tire Financing Program will help eligible Manitoba Public Insurance customers finance the purchase of winter tires. Starting Sept. 29, 2014, the program will provide low-interest financing for up to \$2,000 towards the purchase of winter tires and associated costs, including rims, mounting, balancing, taxes and fees. The program allows for customers to purchase from multiple retailers. Only tires displaying the peaked mountain and snowflake symbol as established by Transport Canada and the Rubber Association of Canada (RAC) will be eligible.

"This is an opportunity for our customers to access winter tires, which can help them to stop more quickly and avoid sliding on icy roads. In a cold weather climate, that's important," said MaryAnn Kempe, Manitoba Public Insurance's Vice-President, Business Development, Communications and Chief Product Officer. "This program also provides

retailers with the option of offering their customers an additional way to pay for a product to help keep our roads safer."

Retailers will be able to quickly and easily initiate financing authorization through the Manitoba Public Insurance website after signing up as a participating vendor. Retailers will then fax the customer's application form directly to an Autopac agent, and will be paid directly by Manitoba Public Insurance for the applicable amount of the transaction within 30 days, up to the \$2,000 maximum. Amounts exceeding \$2,000 should be collected directly from the customer by the retailer.

Display materials will be provided to participating vendors to promote the program to customers.

More information will be sent to retailers who are interested in participating in the program. In order to participate, retailers must register with Manitoba Public Insurance. To receive the information package, please contact tireretailers@mpi.mb.ca.

More detailed information about the Winter Tire Financing Program will be available in the fall edition of *The Tracker* as well as on the Manitoba Public Insurance website (mpi.mb.ca) later this summer.

WCTD Putt for a Cause



By Kaylee Yawney

On June 22, 2014, WCTD held its 29th Annual Golf Tournament at The Links at Spruce Grove. It was a clear and sunny day. Some of the golfers could have done without the brisk wind but, overall, everyone had a great time and enjoyed the wonderful supper, prepared by the Links.

The Tournament had a great turnout, with 122 golfers attending. \$650 was raised for Ronald McDonald House© Northern Alberta through golfers purchasing a \$5 mulligan.

On behalf of WCTD, we would first like to thank The Links for hosting, and for serving such a delicious meal. Next we'd like to thank Federated Insurance and Cole International for generously sponsoring the two hole-in-one prizes. Finally, we would also like to thank everyone who came from out of town to attend the tournament:

Eli Muennich – Tirecraft (Grande Prairie)

Bill O'Roake – M/T Tire (Los Angeles)

Shane Oakford – Tirecraft (Grande Prairie)

Perry Pearlman – Double Coin Tire (Toronto)

Gary Plemel – Integra Tire (Fort St. John)

James Richardson – Toyo Tire (Calgary)

Morgan Titford – OK Tire (Rocky Mountain House)

Jay Villanueva – Bridgestone Tire (Calgary)

We would also like to extend special congratulations to everyone who took home an award:

Longest Drive Men (Hole #16) – James Cashin (Extreme Wheel)

Longest Drive Ladies (Hole #3) – Sheena Ruttan (Trail Tire)

Longest Putt Men (Hole #9) – Morgan Titford (OK Tire Rocky Mountain House)

Longest Putt Ladies (Hole #18) – Gale Stark (Village Auto)

Closest to the Pin Men (Hole #14) – Mal Fortin (DT Tire)

Closest to the Pin Ladies (Hole #11) – Denise Beier (A1 Tire)

Closest to the Pin Everyone (Hole #6) – Jordan Parker (Kirks Tire)

Tournament Winners with 8 under par 64: Mal Fortin, Leo Panis, Craig Steiner, and Jason Deol (DT Tire)

Most Honest Team with 39 over 111 par: Shane Bourassa, Amanda Morey, Lauren Tellier, Mark Tellier (Trail Tire)

We would again like to thank all the participants, volunteers, and sponsors. This year's event was a great success; and we hope to continue it next year.



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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:

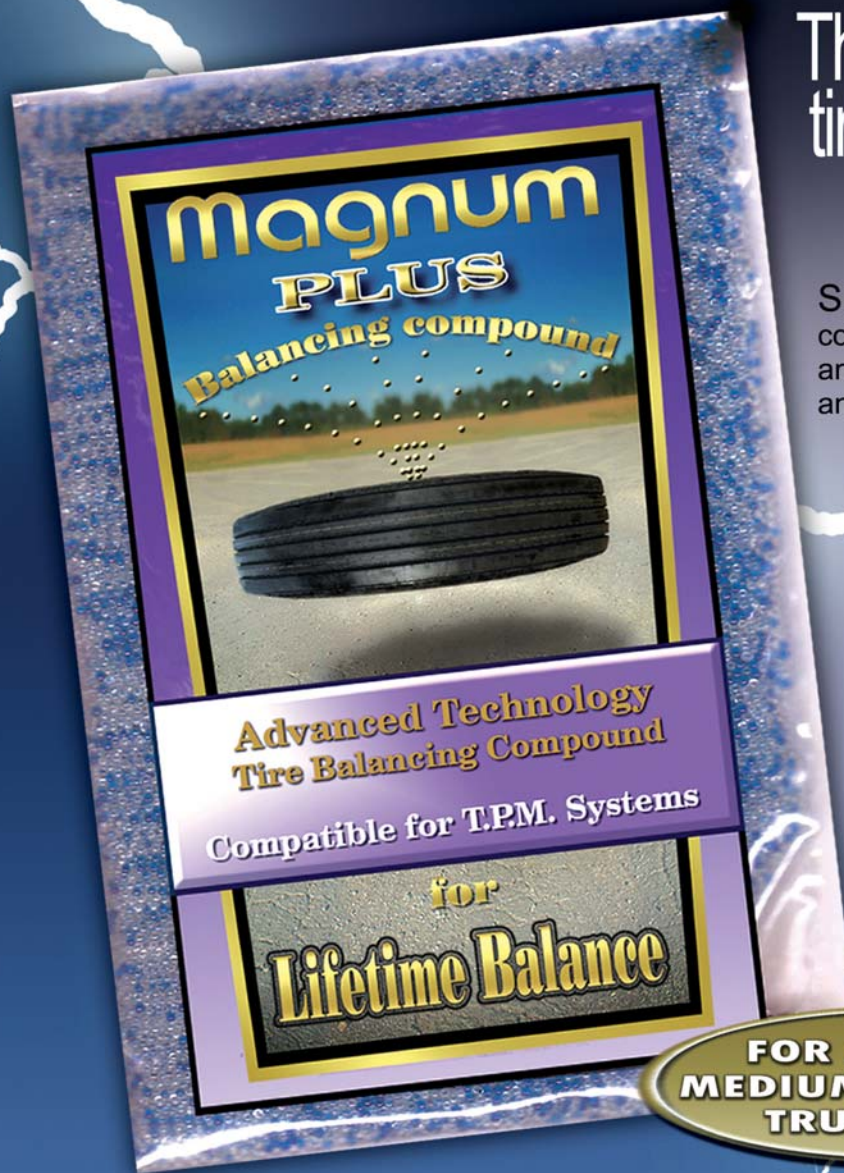
As of this year, Scholarships will be awarded only for first and second year post-secondary applicants.

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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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

Dealer/Supplier Registration \$250
Spouse Registration \$75
Trade Show Only \$20
Closing Night Dinner Only \$59

Exhibitor Registration

Trade Show Booth \$3,000
SCCTI Trade Show Booth \$2,500
Booth Includes:
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		
(business receipt will be sent to this email address)		
Authorized Signature		
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 =

Sub Total= \$ _____
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Richard Bender

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SV308

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Marketing to Women's Best Friend:

Her Mobile Device

By Jody DeVere - Askpatty.com

60 percent of women say their smartphone is the most important device they own.

In a recent study called "Women + Mobile: The Unbreakable Bond," Time, Inc. and Nuance Digital Marketing discovered that women are incredibly reliant upon their mobile devices — in fact, 60 percent of women say their smartphone is the most important device they own, and 88 percent of women say their phones give them something to do during their "empty" time every day. If you're not properly taking advantage of your presence in the mobile realm, you're missing out on a core avenue for marketing to women!



to overtake the population of desktop PC users on the Web, so if you're still using a website designed for desktop viewing, it's time to give that site a face-lift and retrofit to fit inside the mobile space. It'll make your site cleaner, simpler, and easier to navigate from a smaller screen, with some added benefits on the back-end as well: mobile SEO.

Giving your website a mobile makeover is a great time to revisit your SEO practices, ensure your entire website is "crawlable," that you're still targeting the

right keywords, and most importantly, that you're capitalizing on SEO geared at the mobile user. Mobile searchers are on the go, and looking for a business who can help right now, so if you've got a mobile friendly website inside and out, you're more likely to be the one she chooses to "click-to-call!"

Mobile Marketing to Women: Text Reminders and Alerts

If you're not taking steps to go paperless, now is the time to begin. Not only is paper becoming increasingly cost-prohibitive (if you don't believe us, just take a look at how much you spend each year on printing invoices), but women are also very responsive to "green" directions in any business, particularly the automotive aftermarket.

Using email invoices, Web- and mobile-friendly newsletters and communication, and even utilizing text messaging for service reminders and more will help your business stay front-of-mind for your women customers not only for its fresh, green approach, but also because it reaches her through the conduit via that which she gets all her other important updates: her mobile phone.

Mobile Marketing to Women: The Mobile Web

Of course, you also want to use the mobile space to reach women who aren't already your customers, and the mobile Web is where you do that. Smartphone and tablet users are threatening

Mobile Marketing to Women: The Pitfalls

When it comes to advertising on the Web, mobile or otherwise, most women don't mind ads as long as they can control the experience. Location-based offers are very effective right now; 41 percent of women saying they prefer ads that are relevant to where they're searching from. Fifty-two percent say they prefer ads that are relevant to what they're currently doing on the Web, and the number one negative? Intrusive ads — 91 percent of women say they hate ads that pop up, take over, or otherwise distract from her browsing experience, so stay away from that!

Simply make yourself visible, mobile friendly, and allow your business to become part of her mobile web space, and when she needs your help, she'll find you.

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



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Bus & Coach Driver Checklist

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Prominent anti-hydroplaning function

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CM980



Tanker Truck Driver Checklist

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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.



Knowing your business matters.

CUSTOMER SERVICE THAT SAYS, “WE WANT YOU BACK”

By MaryAnne Derrick, Federated Insurance

A Black Friday shopping experience helped this author better understand some hidden keys to great customer service.

It's easy to find examples of what NOT to do in customer service, - which is why I was pleasantly surprised by the positive experience I had recently with Adam, an employee at an online computer store. Dealing with Adam revealed some keys to customer service that almost any business can use.

Give the gift of a listening ear

My story begins on Black Friday when I was checking a computer website for a tablet computer. I had a couple of questions so I picked up the phone. Adam answered with a “How can I help you today?” I explained why I was purchasing the tablet, what size I wanted, and whether I have Wi-Fi.

Instead of launching a barrage of questions, Adam engaged me in real conversation. To deliver an excellent customer experience, he listened actively: hearing what his customer was saying, and asking clarifying questions as needed.

Build trust by putting your customers' best interests ahead of short-term profit

I also wanted to order speakers for my grandson. Adam told me that, because I'd just purchased a tablet, there would be a \$50 gift card applied to my account by the following day. “So let's make sure we get the biggest bang for your dollar and wait until tomorrow to order those speakers.”

In the short-term, the profit-maximizing choice would have been to process the order for the speakers promptly. However, in looking out for my best interests, Adam helped grow a relationship that kept bringing me back.

Sandwich your touch points

After Adam gave me his direct line, he also sent me an email with his direct line and a note thanking me for the order. As well, the email included instructions and links to learn about the tablet I bought, a summary of the answers to my questions, as well as an invitation to try other products in-person at a retail store.

Adam was using the “sandwich effect,” which is about creating touch points around and between conversation through things like follow-up emails or thank-you cards. In Adam's case, not only did his follow-up assist me in practical ways by answering questions, it also

helped me remember the positive experience longer.

Use your knowledge to anticipate and meet needs

Our conversation continued over the next few days. When I mentioned two other gifts I needed to buy, Adam quickly found products he found exciting at a recent training event that he thought would be perfect. “Can I see a picture?” I asked. In moments, Adam directed me to the product online.

Adam showed he's passionate about his company, his industry, and staying current on new developments. But while having knowledge is great, it was only valuable because he had laid the groundwork of first understanding my needs.

Speed Wins in Pre- and Post-Sales Service

When the gift card finally arrived in my inbox, I emailed Adam my phone numbers and asked him to contact me. Within minutes my phone rang. Because my order was being shipped to my out-of-province daughter, Adam mentioned that if she was confused at all about how the gifts worked, to contact him directly and he would assist her.

How often have you waited on a customer service callback that might never come? For me, Adam returning calls promptly wasn't just about beating the competition to the punch, it made me feel valued and gave me confidence that any post-sales concerns would be handled effectively.

Getting Customers to Talk About Your Great Service

For every customer who receives bad service and complains, it's suggested 26 will not—until it's time to vent to their friends. So how do you get customers to share their good experiences more?

The key is the element of surprise. In the story above, Adam's excellent service unexpectedly blew away beliefs about what “over-the-phone service” could be, and I just had to tell others about it.

If you can find ways to consistently surprise your customers with unexpectedly great service, you'll be well on your way to a healthier bottom-line. Who knows? The next “Adam” story might be about you.

Mary-Anne Derrick is a Sales Trainer at Federated Insurance, and has worked at the company since 2005.

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The Easy Stacker fits forklifts with a minimum load capacity of 4,000 pounds and can be set-up with a quick change option for greater versatility. It saves time, reduces man power needs, as well as improves safety and decreases the likelihood of tire damage.

The Easy Stacker streamlines tire stacking, and in one motion moves tires from vertical to horizontal, allowing for increased productivity, reducing loading / unloading time, provides for more efficient tire manipulation in the warehouse, and overall decreasing the total costs associated with all phases of tire handling.



Easy Stacker owner Bob Jewell, President of Jewell Tire Retreading, Inc., said, "This is how I see it. The Easy Stacker is quicker and easier than any equipment I have ever seen. We're operating up to 30 percent faster in trailer load / unload time and 50 percent faster in stacking tires over what we were using. We've virtually eliminated doing this by hand"

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*Warranties vary from 80,000 to 100,000 kilometers based on speed rating. Limitations and restrictions apply; see warranty manual for details.

**Repairability of DriveGuard tires depends on the tire damage, amount of pressure loss, and vehicle operating conditions.
Contact a Bridgestone retailer for details.





OTR Skills

Move From Price to the Right Tire.

By: Tim Good, Contributing Editor, Tire Review

Listen, learn, present and then sell the right tires and service to your OTR customers.

How many times has your customer called and said, "I need tires on my loader or ADT. What do you have and how much?"

Yes, this is an all too common phrase that each of us responds to differently. But, your response is critical to the success or failure of the sale. This is why we are in sales and it's where the fun begins – now is the time to find the correct product for your customer.

Once you have sold an OTR customer on the true value of the tire and not just the price, you will gain a long-term customer.

First, what type of buyer is your customer? Is the customer focused on the true cost per hour and values tire records? Or is the customer a price shopper with no real interest in brand just as long as the tire holds air? You as a salesperson have to ask the right questions to determine what is the best offering in order to make the sale and keep your customer satisfied.

There are many choices to present to your customer today in regard to OTR tires and, depending on the application, many of the offerings will perform extremely well. So how do you know what is right for your customer?

Start by asking your customer important questions regarding the everyday use of the equipment. Find out if the

machine will remain in the same type of service or will it be used in many different locations within the operation. Ask how often the load and carry distance changes. Find out the average cycle time for the machine. Discuss if it continually hauls material or if there is a lot of downtime during the normal working shift. Even find out about the soil conditions and weather the equipment faces.

Once you have determined the application and the way in which the equipment is used, you now need to select the tire(s) that will be, in your mind, the best option for the customer.

How do you make your decision as to what brand OTR tire will be quoted to your customer? In talking to many salespeople over the years, the answer varies depending on the type of service expectations the customer expects – from you and the tires.

Many say that working with a tire company that engineers, manufactures, distributes and supports its tires with knowledgeable sales and technical people is the ideal company from which to purchase tires. If it was only about the price, then why keep records or do surveys since value would only be determined by the price paid for the tire?

At the end of the day, you want to have a knowledgeable manufacturer sales rep that you can rely on to help support

Once you have sold an OTR customer on the true value of the tire and not just the price, you will gain a long-term customer.

Continued on Page 29

The Clear Winner



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At Integra Tire, we're proud of our standing in the tire and automotive industry. We've built our track record on honesty, respect and fairness and it's helped us grow from six corporate stores in Western Canada to over 70 locations across Canada. We believe that people with integrity enjoy doing business with those who have higher standards, that's why so many great partners have joined our team. If you love the tire and automotive business, and you're looking for an opportunity to join a growing and well-respected brand, there's a place for you at Integra.



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To find out more about becoming a store associate in one of Canada's fastest growing Tire and Automotive groups, give us a call at 780-462-1223. Or email us at marketing@integratire.com



OTR Skills

Move From Price to the Right Tire.

By: Tim Good, Contributing Editor, Tire Review

Continued from Page 27

your customer and his or her tire after the sale.

This representative can also train you and your other sales people, make calls with your team, conduct site inspections and pitch in on other opportunities when and if they surface. Support and service before and after the sale is what your customers expect from you and what you should expect from your supplier.

Approach Beyond Reproach

Next is your sales approach. All too often, I hear sales people say, "I have two products: Brand A at this price or Brand B at this price." Options are great, but if you're like me, I still like to be sold on what I am looking to buy.

Many times I have walked out of a place even though the pricing was good. Why? Because a sales person at another store was more knowledgeable about the product. That person took the time to understand what I wanted and sold me on the features and benefits that fit my needs and expectations. They took the time to explain the different features of the product, made sure I fully understood all my options and then asked for the sale.

Early in many of our sales careers, especially if you attended a Goodyear® or Firestone® training session, you were taught the "5 Steps

to a Tire Sale" (see end of article).

The same five steps apply to selling OTR tires, as well. In fact, when explaining the features and benefits of the tire, you are highlighting why the tire(s) you selected would work best for the customer. For example, if the tires are going on a load-out loader, explain that the selected tire's tread design and footprint is such that the net-to-gross tread design will provide good wear, excellent traction and superior stability.

Remember your customer can buy from anyone, which is why you cannot be complacent even when you have been selling to a particular customer for a long time. You need to approach each sale as if it was the first.

Remember your customer can buy from anyone, which is why you cannot be complacent even when you have been selling to a particular customer for a long time. You need to approach each sale as if it was the first.

The customer likes to know that you have taken the time to research and understand their requirements and found a couple of options that will work for them.

The last part of the "5 Steps to a Tire Sale" is one that many people forget or makes them uncomfortable – asking for the order. Yes, this sounds so easy but it is amazing how many people don't close a sale because they don't ask for the order.

When you ask for the order, be sure not to leave it as a "yes or no" question. You might say, "I have the tires in stock and can schedule our techs to mount the tires for Thursday.

Continued on Page 31



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OTR Skills

Move From Price to the Right Tire.

By: Tim Good, Contributing Editor, Tire Review

Continued from Page 29

When would be a good time to set-up the call? And, do you want your take-off casings retreaded in the similar design?"

If the customer comes back with some hesitation, be sure to try to address their concern and then ask if there were any other questions. If they are satisfied, then ask again for the order.

OTR tire customers are no different than any other tire customers. In fact, many of the OTR customers you sell to are very knowledgeable about their business, equipment usage and their expectations. Cost-per-hour or cost-per-ton is always on their mind no matter what size of business they operate.

Moving the customer from "what is my price?" to purchasing the correct tire for the application can take time. But once you have sold them on the true value of the tire and service and not just the price, you'll truly gain a long-term customer.

Next time you talk with your customer and offer a quote on tires for a specific machine, what are you going to do? Will you take time to determine a customer's real needs, explain why you are selecting a particular tire and ask for the order?

Or just quote the price and hope for the best?

As I have stated many times in previous articles, don't just be another salesperson. Take your knowledge and skills to another level by being a tire consultant. Differentiate yourself and have fun selling the values of the OTR tire you

are recommending and the support service you and your company offer.

Customers that see you as a true value to their business will be with you for many years.

TAKEAWAYS

- **FIND OUT ABOUT THE USAGE OF THE EQUIPMENT**
- **MATCH THE NEEDS OF THE CUSTOMER WITH THE FEATURES OF AVAILABLE TIRES**
- **SELL SERVICE, NOT ON PRICE**
- **ASK FOR THE SALE**

5 Steps To an OTR Tire Sale:

Early in many of our sales careers, especially if you attended a tiremaker's training session, you were taught the five steps to a tire sale.

Step 1: Address the customer with a friendly greeting, even over the phone.

Step 2: Look at what they require.

Step 3: Show or explain to them the tire(s) you recommend.

Step 4: Explain the features and benefits of each.

Step 5: Ask for the order.

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