

APRIL - JUNE 2015

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

THE GRAND EVENT **TDAC CONVENTION 2016**

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March 10 - 12, 2016

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• Communicating More Effectively with Women Customers
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APRIL - JUNE 2015

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CALENDAR

WCTD ANNUAL GOLF TOURNAMENT

June 5, 2015, Tee off time: 8 am - Cochrane Golf Club, Cochrane, AB

THE 2015 SEMA SHOW

November 3 - 6, 2015, Las Vegas

WCTD CONFERENCE & TRADE SHOW

March 10 - 13, 2016, Kelowna, BC



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Sometimes It Pays To Take Stock



By Clem Collett, WCTD President

The other day I sat down and reviewed some of our Association fees, membership dues, and so on. In the process, I found myself wondering just what kind of value we were getting out of them. When it comes to intangibles like this, it can be quite challenging to measure the true return on what membership in an association like ours can bring. I thought this would be the perfect opportunity to let you know what we've been up to. And how it translates into real value for your bottom line.

As you know, over the course of the last few years, we have focused much more of our time on safety. Part of that initiative has included the Safety Committee, that was formed in 2011, which dedicates all of its time towards improving safety for the industry at large.

The Committee came together for a number of reasons. But the two most important relate to cost – human cost, above all; and, yes, cost of injuries in the workplace that always have a serious impact on our businesses.

WCTD's Safety Committee meets quarterly via conference calls and holds one annual, face-to-face meeting. These meetings have proved invaluable. Above all, they have been able to provide members with strong guidelines for best practices, as well as safety alerts based on what is happening at any given moment at worksites across the country. I also shouldn't overlook the great job that Federated Insurance does in helping us draft those same alerts.

Being part of the Safety Committee, I've discovered a crucial element to the process, which involves the unfettered willingness of competitors within the industry to share their knowledge and experience. I must say that I am absolutely in awe of the fact that companies who compete so fiercely in the marketplace are so willing to let down their guard, come to the table and openly network to improve everyone's safety.

In a way, it's very much an extension of who we are; why we're here; and what we do. The very reason WCTDA was formed in the first place was to come together as a body with similar interests and goals in

mind. Over the years those goals have become more easily identifiable. They relate to our image as professionals, the way we do business and communicating our ethics to the buying public; the ability we have to take our messages to government, and the way in which we build our strength as an association.

The Association – in addition to the significant work performed on your behalf by our Board of Directors, also offers an immense number of benefits.

Currently we are in the process of negotiating an even better preferred rate for credit card processing.

In addition, your Association Membership entitles you to a discount on a wide range of products and services, from fuel purchases to excellent insurance and employee benefit programs through Federated Insurance, as well as stationery, business forms, car rental, and more.

You will find details in this Tracker about the variety of TIA certified training courses offered throughout the year, with an earthmover, automotive and agricultural course on the docket for this year.

Your Membership entitles your employees or family members to apply for scholarships from \$10,000 awarded every year.

This association also lobbies on your behalf from matters that range from right to repair legislation to TPMS regulations and more. All of this requires a significant pool of knowledge, which we are fortunate to be able to tap into within our membership and the Board of Directors itself.

To make the most of your association, and meet your industry peers in person, start planning now to attend the TDAC National Convention and Trade Show, hosted by WCTD in Kelowna, March 10 - 12, 2016. We are planning on having our best convention yet. Don't miss out!

What sets us *apart?*

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Keeping Connected

By Andy Nagy, WCTD Executive Director



So we came through a mild winter in Western Canada and a cold, snowy one in Eastern Canada. How the seasons are changing. Some say it's Global Warming. Others say that it's history repeating itself. Who knows for sure?

I do know that the "winter tire" issue will be back again in the Fall and there is no news update to help explain how BC will handle it again. My opinion is: let's make it easy for everyone and remove the "M&S" designation from the sidewall of P/LT tires, leave it for where it is intended – commercial tires. Easier said than done. Well, it's a start if we talk about it and ask the Rubber Manufacturers Association for their help. We will see.

To our valued members, our website has been updated. Look at it, look up your membership location and contact information. Is it correct or missing some information? Let me know, so we can ensure that you are recognized and so that your customers can reach you.

We are in the process of finalizing a new agreement with Moneris. Credit card processing costs have been reduced. Look at our website for more details. Of course, you need to be a member for access, yet another reason to stay connected.

Speaking of connected. The TDAC National Conference & Trade Show, hosted by WCTD in March 2016, is shaping up—with some high profile speakers, who will be very much focused on the subject of getting connected.

Our Convention Committee has put together an agenda with everyone in mind. The Gala event is Saturday night, featuring the National Hall of Fame presentations, along with a live band with a good mix of old and new music. The spouse program has several events planned that will tempt the palate and appetite.

Friday we are taking a coach to Gray Monk winery for a tasting and dinner. The Trade Show will feature the latest in systems, equipment and technology from our supplier members. This is just a small slice of what's planned for you. Plan to come early or stay after the Conference. Kelowna's Grand Hotel will honour the Conference Rate. Golf or ski – you can do both!

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Safety Rules! with Matt White

By: Tim Pawsey, Editor, The Tracker



Matt White is the much travelled Director of Tire Service at TIA. The Tracker recently caught up with him between trips for just long enough to check in on how things are going and what's on his radar...

We started by asking him what impact he's noticed from his activities here in Canada over the last few years.

MW: "I would say, over the last two years, we've logged in 45 weeks plus of training throughout Canada. What I see is total acceptance. And I see that in the way that people are changing their operations and the way they do business."

"What do you put that down to?"

MW: "I put it down to a combination of things. But really it's everything from the success of the classes to a broader awareness of all that's related to safety, and a great spirit of collaboration within WCTD. Also, we've had few fatalities in the industry in the last few years, which brings a sense of urgency. Having a commitment from everyone involved to move ahead and change things has been really crucial."

"I fully believe we're making a difference throughout Canada: in the way that the WCTD Safety Committee has come together. And in the way people are talking safety all the time. Instead of less training there's more training. Which means that companies are committed to a program of ongoing education."

"What do you say to people who don't even have a safety program?"

MW: "They really need to look into the way they're doing business. Through the Association, they can get help from the Safety Committee – we're here to help. That's why we develop these programs. At TIA our motto is "Safety Starts Here." "

"Ultimately, I don't "sell" anything. My job is to save lives. It's what we do: work and safety awareness."

What's so challenging about the tire business?

MW: "Everyone thinks it's "just a tire". But it's not. It's a specific piece of equipment. And in some cases we're dealing with one of most dangerous jobs in the world—as well as some of the largest tires in the world. The people I'm talking to aren't "tire boys," they're tire technicians with a specific job."

What's new?

MW: "In 2015 we'll be revamping the Earthmover Certification Program – which will be the ETS program, with levels 300 and 400. We also plan on revamping the CTS program – Commercial Tire Service. We're preparing that for release in 2016."

"Just released this month was the updated Industrial Tire Service (ITS) program."

For 2017 we will be redoing the Automotive Tire Service (ATS) program. We're showing the members throughout the industry that we are committed to continuous education; and that we keep our programs as up-to-date as we possibly can."

Can you tell us about training for women only?

MW: "As you know our president is Freda Boyer. In talking with Freda we have always committed to equality in our industry, so TIA decided to come up with a program for females only. The course is scheduled to take place in Phoenix, October 6-9, which also happens to be Breast Cancer Awareness month. TIAs goal is to have complete equality, with female instructors throughout the tire industry. As far as Canada and WCTD is concerned, our plan is to schedule a similar program here in 2016, details of which will be announced soon."

"We've always brought the best of whatever works in the States into Canada as soon as possible. I was at the SEMA Show in Las Vegas, when a female instructor came up to me and said: "You know, you touched my life six years ago. I was working at a tire shop and had come to a class with you. In no time at all I was training others," she said."

"My feeling was that the momentum was there – and the time was right. Here was somebody who was still in the industry and could be really helpful in passing on the safety message. Ultimately, it doesn't matter whether it's a man or woman – nor does race count. In the end, a technician is a technician is a technician."

How do you define what you do?

MW: "My job is to travel the world showing people how and why to do things. And I hope they follow the rules. If you lock out the truck properly, it can't be driven – and nobody's going to get run over. If you use a remote control air device instead of standing in front of the tire, and it blows, you won't die."

"What I teach are facts, not fiction."

"As for The Tracker, I'm glad to be part of it. People come up and ask me when my next article is coming out in The Tracker, which tells me that we are offering a valuable service, and that makes me very happy."

"I guess at the end of the day people see me as the face of safety."

"And I'm fine with that!"



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Making Molehills Out of Mountains

By: Tim Pawsey
Editor, The Tracker

When I'm driving to the Okanagan Valley on business, which is quite often, I'm always intrigued about the strong connections the trip still offers with BC and Canada's relatively young history. It doesn't take much to be impressed by the fact that we can now drive from Vancouver to Kelowna in just over four hours – assuming you stick to the speed limit!

The Coquihalla Highway is a marvel of modern engineering that carves its way across the very summit of the Coast Mountains. However, it poses no challenges for the peppy performance and rock solid handling of the sleek 2.4-litre, DOHC Honda CR-V Touring edition. The sleek, best selling CR-V is a breeze to drive but what I notice immediately is the noticeably firm and reassuring ride – the result of significant changes to the suspension, tuning and stabilizer bar for 2015.

From the specs:

"When cornering, the inner wheel is designed to remain close to perpendicular (relative to the ground plane) throughout a wide range of travel, which improves tire adhesion. To improve ride comfort, the compliance angle on the lower control arm is tuned to transmit minimal harshness. Specially tuned bushings and precisely calibrated suspension geometry ensure optimal ride, handling and steering feel in a wide variety of road conditions."

A rear, three-link rear suspension multi-system has also been significantly overhauled.

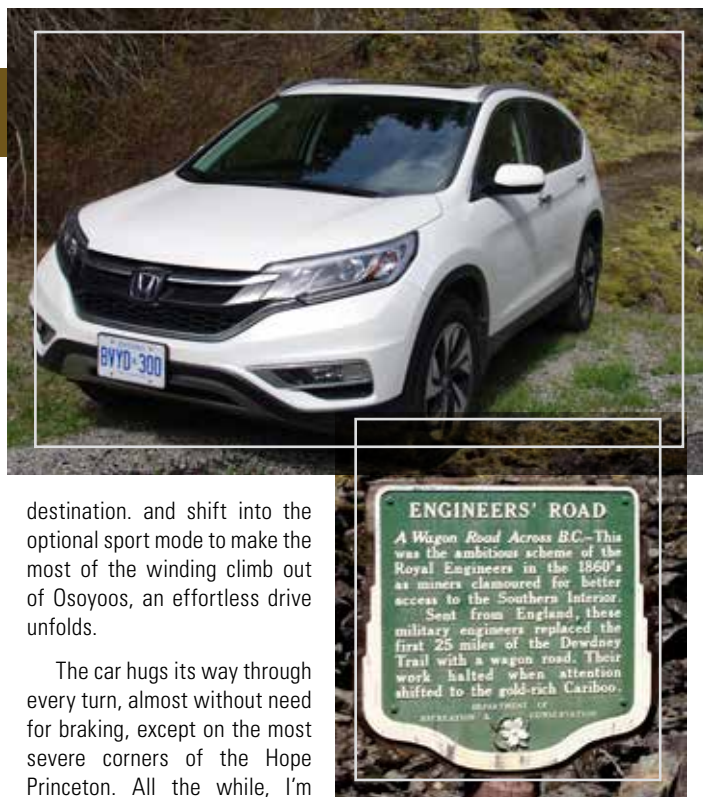
As I traverse the Coquihalla's 1244 m. (4081 ft.) summit on this chilly April morning, I'm still concerned by the fact that the BC Ministry of Transportation recently loosened its winter tire requirements on this and all other mountain routes, as well as shortening the time period. Even though the conditions are relatively benign, with just a few flurries, there were heavier snowfalls earlier in the week.

I can't help but wonder how things would be in the event of a fairly typical Spring blizzard that, at this altitude, can quickly dump a few inches or more of snow in short order.

Happily, the CR-V Touring edition is aggressively equipped with 18 inch alloy wheels and 225 / 60 R18 99H Dunlop AT tires. More to the point, the automatic Real Time All Wheel Drive System kicks in automatically with extra rear wheel torque when it senses any loss in traction.

I'm also struck by the fact that, when I cost out the trip later, I find I've used only \$103 worth of gas for the entire Vancouver-Kelowna-Osoyoos-Kelowna 1086 km trip (with some detours). That impressive number equates precisely to the manufacturer's claim of 8.3 L/100km for this Real Time AWD models.

Later in the week I find myself returning on the historic Crowsnest Highway 3. Settled back into the CRV Touring, I ponder just how spoiled we are by such modern comforts. As I decide which iTunes to play, set my Navi



destination. and shift into the optional sport mode to make the most of the winding climb out of Osoyoos, an effortless drive unfolds.

The car hugs its way through every turn, almost without need for braking, except on the most severe corners of the Hope Princeton. All the while, I'm conscious of the expanse of technology that stretches from the contact of the tires to my fingertips that require so little effort to drive.

It also crosses my mind that we've become creatures of technology so advanced that the worries of such a trip are all but banished. And that we take safety for granted, sometimes to the point of distraction. It is a wonderful thing that we need only to set the on-board systems to track our progress, and that TPMS lets us know right away if a tire is under pressured.

I also realize that same sense of security (real and imagined) poses a challenge for those on the front counter, who talk with consumers every day. Even though tires and suspension systems become annually more advanced and reliable, they still eventually wear and require replacement. I wonder, in the light of such sophistication, if today's driver is now much less observant in visually checking and inspecting their vehicles in the way that many of us were trained to do.

Before Hope, I stop at the Engineers' Wagon Road. It was intended to enlarge what was effectively a deer trail the prospectors used through the mountains. The Royal Engineers built some 25 miles of wagon trail, expanding the Dewdney Trail through impossible terrain before its need was eclipsed by the Cariboo Goldrush. What remains is significant, as it follows much of the route taken by early European settlers John and Susan Allison, who ventured into the Okanagan in the mid-19th century. That journey would have taken several weeks and required days of bush-whacking and a team of packhorses.

As I take a break from driving, I ponder, once again, how remarkable it is that I can make such a trip today so safely, easily and quickly.



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"What's in it for me," you ask? "Plenty!"

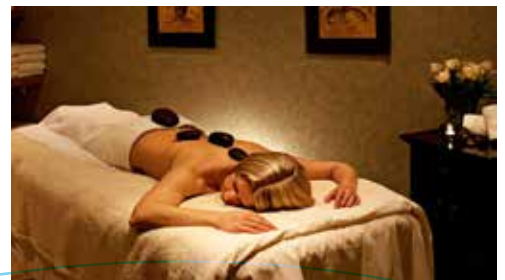
The WCTD Convention Committee gave a great deal of thought to what it would take to shape a convention that would be pertinent,

relevant to today's industry, and well worth the time invested – as well as being fun and engaging.

As they discussed what was needed, there were a couple of recurring themes. The first is the question that never goes away: What does it take to truly engage our customers, so that they're not only satisfied but genuinely impressed – and guaranteed to return?

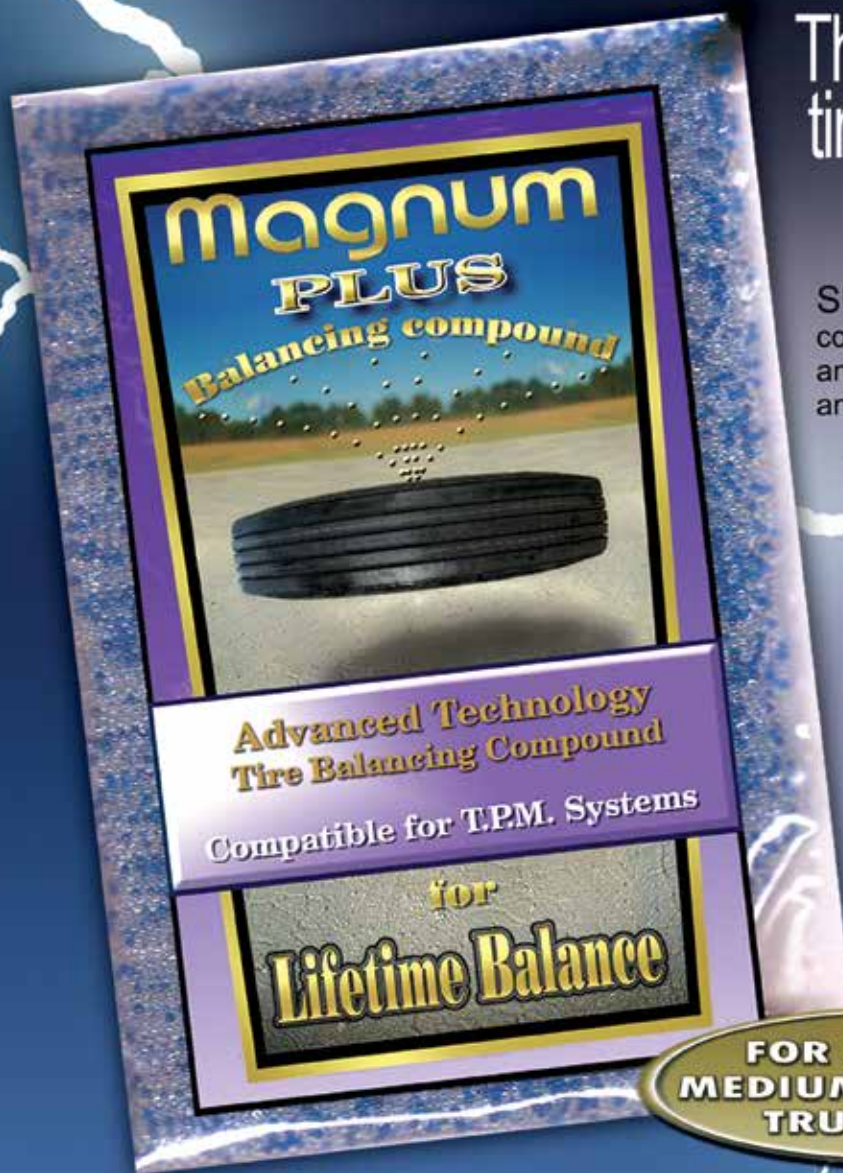
The other constant found us looking – again – at the reality and absolute necessity of not only understanding but winning at social media. While a couple of years ago there may have been some doubt as to its place in the business environment, there's no question today that even the most determined holdout can no longer deny: Social media has a huge impact on how, when and where we engage our customers, and – equally crucial – on how they portray us and what we do for them.

To that end, the Committee has contracted two of the most respected authorities in their respective fields today to anchor our themes.



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Convention SPEAKERS

TDAC NATIONAL CONVENTION & TRADE SHOW

"If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack."

- Winston S. Churchill

KEYNOTE SPEAKER

Terry O'Reilly

Terry began his career as Copy Chief for FM108 Radio in Burlington, Ontario, where he discovered that with meticulous planning and attention to detail, you can still fall flat on your face. He went on to become an award-winning copywriter for several Toronto advertising agencies and created campaigns for many of the top brands in the country, including Labatt, Molson, Pepsi USA, Goodyear Tires, Tim Hortons, Volkswagen, Nissan and the Hudson's Bay Company.



In 1990, Terry co-founded Pirate Radio & Television. A creative audio production company producing scripts, sound and music for radio and television commercials, Pirate grew to a staff of 50 with 8 recording studios in Toronto and New York City.

Terry has won a few hundred national and international awards for his writing and directing, and has worked with such notable actors as Alec Baldwin, Ellen DeGeneres, Kiefer Sutherland, Bob Newhart, Martin Short and Drew Carey. He even managed to create an advertising campaign for a group of nuns. (Good story there).

In demand as a keynote speaker, Terry talks about key marketing issues all companies and organizations face - from the critical need to embed emotion in marketing, to why customer service = profit, to how to change a negative perception, to why smart marketers don't outspend their competitors - they outsmart them.

When he's not creating advertising, he's talking about it as the host of the award-winning CBC Radio One / Sirius Satellite / WBEZ Chicago radio show, "Under The Influence", which is the follow-up to the hit series, "The Age of Persuasion."

Terry has been given several career awards and Honorary Degrees have been bestowed on him from McMaster University and Humber College Institute of Technology & Advanced Learning.

He has co-written a best-selling book called *The Age of Persuasion: How Marketing Ate Our Culture*. He is writing a new book tentatively titled, *Lessons From Under The Influence*, that will be published in 2016.

He has a wonderful wife and three lovely daughters.

Who like some of his work.

We are more than certain you will want to hear what he has to say about "Driving Customer Connection" in the tire business—and in the world at large.

GUEST SPEAKER

Tod Maffin

Tod Maffin is one of North America's leading digital marketing experts, specializing in viral and ROI-based campaigns for sectors from human resources and real estate to education.

Maffin, president of *engageQ digital*, is one of the country's go-to commentators on the impact of accelerated technological change and innovation on the business and economic environment and can speak to every aspect of technology and resulting implications for the world in which we live.



Thousands of professionals in the international media, technology, and business communities follow Tod's blog. He continues to report on national technology trends on CBC Radio, is the past host of "todradio dot com" and "Real Life Chronicles", and was one of the world's first podcasters and web masters.

Maffin is recognized as a thought-leader in business innovation and strategy to trend-spotting and technological advancements. In January 1999, he launched MindfulEye, an artificial intelligence firm that developed the patented Lexant technology to perform syntactic analysis on public opinion comments posted on the Internet and aired in the media, thus providing a "mood monitor" of stocks. The launch of MindfulEye precipitated a meteoric rise in his popularity as a technology futurist.

Tod Maffin's comprehensive understanding of Generation Y, high-velocity change and competition, hyper-innovation, and the accelerating pace of the world around us offer audiences an insider's viewpoint of what the world holds in store and what lurks around the corner – whether it's six months, a year, or ten years away.

His energetic, upbeat, jargon-free and highly entertaining presentation style ensures that audiences are not only captivated and engaged, but entertained and motivated. He has addressed audiences around the world – from Stockholm to Berlin and from Romania to Australia – and is one of very few speakers capable of bringing an audience to their feet in a standing ovation at 7am.



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The tour will be focused around Kelowna, in order to keep travel time to a minimum. Kelowna is the historic seat of the wine industry in BC: the first vineyards in the province were planted by Father Charles Pandosy in 1859.

The tour begins with an exclusive private facility tour and a reserve wine tasting at flagship Quail's Gate Winery, overlooking Lake Okanagan in West Kelowna. Guests will learn about the process of making wine from grape to glass, beginning in the vineyard, moving into the winemaking facility, and concluding with a premium tasting of Quail's Gates' award-winning wines.



A picnic lunch consisting of fresh local produce, bread and spreads, charcuterie, and artisan cheese is included in the cost.

After lunch, the group will visit Tantalus Vineyards, an award-winning winery that produces some of the best Riesling, Chardonnay and Pinot Noir in Canada. Those with a sweet tooth will be treated to some of the Okanagan's finest icewine.

Other stops could include a tasting of wines at Mount Boucherie Estate Winery (west side), Cedar Creek and St. Hubertus (Mission District).



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This function will take place in the winery's private event space – the Panorama Room, which boasts beautiful views of Lake Okanagan and Vineyards alike.

Transportation by coach from The Delta Grand Resort.

The classic tour takes you from grape to glass and gives you a solid understanding of the remarkable journey of the Heiss Family; one of the original five estate wineries that started the wine industry in the Okanagan Valley. Gray Monk is the Okanagan Valley's only original winery that is still operated by its founders. Participants will have the opportunity to taste four of our highly acclaimed wines from the Latitude and Estate Series.

MENU

Chef's Choice of Three Appetizers
Collage of Seasonal Greens with Maple White Balsamic Dressing

Guest's Choice of...

Pan-Seared Ocean Wise Salmon Filet with Lobster Sauce,
Saffron Rice & Seasonal Vegetables

or

Roasted "AAA" Alberta Beef Striploin
Latt 50 Mushroom Demi & Blue Cheese Crumble
Parsnip Mousseline Potato & Seasonal Vegetables

Dessert Trifecta

Vanilla Bean Crème Brûlée, Sorbet, Black Forest Trifle

Coffee or Tea

Vegetarian and Dietary Options are available by pre-order three days prior to event





Engineered to stick to the road.

POTENZA RE-71R

The new Potenza RE-71R. Designed for maximum grip, tight cornering and game-changing performance on the track.

BRIDGESTONE

Convention AGENDA

TDAC NATIONAL CONVENTION & TRADE SHOW

2016 Conference Tentative Agenda • March 10 – 12, 2016
Delta Grand Okanagan Hotel, Kelowna, BC

Wednesday, March 9

WCTDA office opens on-site 9:00 am – 5:00 pm

Thursday, March 10

Registration Desk Open

1:00 pm – 9:00 pm

Board Meeting, WCTDA Board Meeting

8:00 am – Noon

TDAC at 1:00 pm depending on attendance.

Reception

6:30 pm – 9:30 pm

Introduction of WCTDA Board of Directors. Introduction of other Associations and invited guests.

Friday, March 11

Breakfast Buffet

8:00 am – 9:30 am

Registration Desk will be open 9:00 am – 5:00 pm

Keynote Speaker – Mr. Terry O'Reilly

10:00 am – 11:30 am

Trade Show Officially Opens

12:00 pm – 4:00 pm

Light Lunch Buffet – Trade Show Area

12:30 pm – 4:00 pm (Cash Bar)

There will be three value-added Breakout Sessions provided by Trade Associates at 1:30 pm, 2:30 pm, and 3:30 pm.

Spouses Program – Lunch & Wine Tours

12:00 pm – 4:00 pm

Evening Program

5:00 pm – 9:00 pm

Dining and Wine Tasting at one of the local Wineries. There will be a separate sign-up prior to departure. Cost is separate from conference.

Saturday, March 12

Breakfast

7:30 am – 8:30 am

Guest Speaker – Mr. Tod Maffin

8:30 am – 10:00 am

Short Break 10:00 am – 10:15 am

Special Presentation – Mr. Jim Silverman, ATI

10:15 am – 11:30 am

Annual General Meeting

11:30 am – 12:30 pm

Trade Show Opens

12:30 pm – 4:30 pm

Light lunch in Trade Show area. Spouses would have free time or join us for lunch.

There will be three value-added Breakout Sessions provided by Trade Associates.

Evening Reception

6:00 pm – 7:00 pm (Cash Bar)

Hall of Fame Gala Dinner

6:30 pm – 8:30 pm

Entertainment

8:30 pm – 11:00 pm

Conclusion

2016 WCTDA / TDAC
 Conference and Trade Show





Get a grip on every Journey.



SA05

Sports Performance

- > Precise turning response.
- > Continuous center rib can ensure driving stability.
- > Enhanced overall traction.
- > Asymmetrical pattern provides high-speed stability.



SP06

Passenger & Minivan

- > Improved overall traction.
- > 4 channel groove upgrades drainage performance.
- > Multi-pitch pattern design.
- > Bladed sipes provides more steering traction.



SV308

High Performance

- > Reduced Rolling Distance.
- > Semi-continuous sipes reduce noise in high speed driving.
- > Shortened braking distance.
- > V-groove and streamlined pattern design.



5 Tips To Communicate More Effectively with Women

By Jody DeVere - Askpatty.com



It's just a fact of life in the automotive world: listening is essential!

One of the key things we stress when training our Certified Female Friendly clients is developing great communication skills. Too often, when a woman visits a car dealer, tire dealer, service centre, or other automotive retail location, she is interrupted, talked over, or simply not being heard. Well, I'm here to tell everyone in the auto world the same thing I tell every one of our Certified Female Friendly locations: women speak, learn to listen!

1 Verbal Skills

When it comes to speaking to your women customers, the three C's are Clear, Concise, and Correct. Don't try to wow her with jargon, and don't deny her an explanation because you don't think she'll understand. Women really appreciate it when you take the time to explain the whole process. Make sure your answers are correct, of course (we don't want to be giving inaccurate explanations after all), and you want to explain yourself as clearly as possible while still remaining concise. If you can master the art of the three C's, you're well on your way to winning with women already.

2 Non-Verbal Skills Improve Body Language

When talking to women customers, what you *don't* say can be just as important as what you say. Women are storytellers. If you're helping a woman customer, listen to her as she tells you what she needs. She'll likely tell you about her entire car history, family, her kids, how many trips to school and tae-kwon-do and soccer practice she makes every week, how many snacks have spilled, and how many hours she spends in her car. These are important clues for you! This is a customer who cares about safety, reliability, and easy cleaning. While listening, signify your interest by nodding, smiling, and expressing (without speaking) that you're following along. Repeat back the key points to her before you offer the solution she needs. This signals that you heard every word, and that goes a long way with women!

3 Marketing and Advertising That Resonates with Her

Just painting something pink doesn't make it female friendly. Similarly, covering your marketing and advertising with flowers and hearts isn't going to go very far either. Women don't care about the colours you use in your advertising, they care about honesty and reliability. Use the same 3 C's in your advertising that you use when speaking, and you'll earn the trust of women – and men, too.

4 Look and Feel of Your Store

When a woman customer arrives, curb appeal is important. Your location should look clean and professional from the outside, or she'll be nervous about coming in. Similarly, make sure the inside is comfortable and clean, from the waiting areas to the restrooms. Giving her a nice place with a pleasant smell and casual atmosphere to sit and wait, with extras like complimentary coffee, wifi internet, and perhaps a safe play area for the kids will speak volumes about your commitment to women.

5 Dress for success with women...what you wear reflects who you are.

Finally, as long as you're dressing your shop or dealership up, dress up your staff as well! You don't have to wear uniforms (but if you do, that's fine), but make sure all staff are well groomed and dressed well. All of these key points will paint a picture for your women customers that you're a business who takes everyone seriously – and as long as you follow through and provide great work on top of all these excellent tips, you will earn her trust very quickly!

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.

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* zero, zilch, nada



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Toll Free: 1-800-214-8214

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Toll Free: 1-877-373-0023

tirecountry.ca



Convention REGISTRATION

TDAC NATIONAL CONVENTION & TRADE SHOW



Tire Dealers
Association of Canada

National Trade Show & Conference
March 10 – 12, 2016

Delta Grand Okanagan Resort & Conference Centre, Kelowna, BC

DELEGATE & EXHIBITOR REGISTRATION FORM

Delegate Registration includes:

Thursday, March 10 • Opening Reception

Friday, March 11 • Breakfast, Guest Speakers Lunch, Trade Show and Breakout Sessions

Saturday, March 12 • Breakfast, Guest Speakers, AGM for WCTD Members, Lunch and Gala Dinner

Delegate Registration		Exhibitor Registration	
Dealer / Supplier Registration	\$275.00	Trade Show Booth	\$900.00
Spouse Registration	\$150.00	SCCTI Trade Show Booth	\$700.00
Trade Show Only	\$20.00	Adjacent Booth	\$600.00
Closing Night Dinner Only	\$75.00	SCCTI Adjacent Booth	\$550.00
Optional Friday Afternoon Wine Tours (each)	\$125.00	Above includes: One (1) Delegate Registration, carpet, skirted table and two chairs.	

DATE		
COMPANY NAME		
CONTACT	TITLE	
ADDRESS		
CITY	PROV	POSTAL CODE
PHONE	FAX	
EMAIL	AUTHORIZED SIGNATURE	
<p>▲ BUSINESS RECEIPT WILL BE SENT TO THE EMAIL ADDRESS ABOVE. ▲</p>		

DELEGATE NAMES (FIRST & LAST) PLEASE PRINT.

1.
2.
3.
4.
5.
6.
7.
8.

Trade Show Booth	_____ X \$900.00 = _____	Adjacent	_____ X \$600.00 = _____
Trade Show Booth (SCCTI Member)	_____ X \$700.00 = _____	Adjacent	_____ X \$550.00 = _____
Supplier Delegates (Includes Friday & Saturday)	_____ X \$275.00 = _____		
Spouse Registration (Includes Thursday, Friday, Saturday)	_____ X \$150.00 = _____		
Trade Show Only	_____ X \$20.00 = _____		
Gala Dinner Only	_____ X \$75.00 = _____		
SUB TOTAL	\$ _____		
GST 5%	\$ _____		
TOTAL	\$ _____		

Andy Nagy, Executive Director • Gary Hoover, Conference Chair

TIRE DEALERS ASSOCIATION OF CANADA
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Our program is designed to provide valuable support for automotive centres looking to increase their tire sales and improve their overall profits. Signature Tire builds on your local business brand equity with the inherent strengths of a national banner, a business support package, multiple brands, and competitive pricing.

Put your **Signature** on your future!

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Complete Automotive Service

- Equipment programs
- Oil program
- Parts programs

Multiple Tire Brands / Daily Services

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- Winter wheel program
- Online ordering
- Experienced customer service consultants

Business Support Programs

- Web based Health & Safety program
- Message on-hold
- Workwear program and more!

Identification

- Showroom display
- Tire inserts/stands/posters
- Outdoor sign



BFGoodrich
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driven to perform

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COOPERTIRES

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Dick CEPEK



Brand availability will vary
by market.

To inquire about a membership, please contact:

Ray Geleta | **BC & ALBERTA**
Email: ray.geleta@tirecraft.com • Phone: 780-819-3661

MANITOBA & SASKATCHEWAN | Lambert Stumborg
Phone: 306-535-5075 • Email: lambert.stumborg@tirecraft.com

SAFETY ALERTS!

Proper Jacking of Vehicles

INCIDENT

While changing the fourth tire on a water truck in the customer's yard, the truck slipped off the hydraulic jack, causing it to land on its rear bumper; and causing one employee to fall and strike their head on the ground, resulting in cuts to the forehead. The worker received medical attention but there was no time lost from work.

FINDINGS

The hydraulic jack was placed in the middle of the axle when lifting, which is not the proper jacking surface.

- A **jacking pad** was not used.
- **Wheel chocks** were not used.

LEARNING OPPORTUNITIES

Proper assessment of the task...

- Jacking / lifting of a vehicle with a partial load or on unstable ground can easily move;

- If the vehicle is unstable (i.e. liquid load), lift only one side at a time, so as to have multiple points of contact with the ground;
- Make sure you are lifting on a stable service;
- Make sure the jacks or jack stands can handle the vehicle's weight;
- Never jack / lift from the middle of the axle, use the correct jacking point;
- Ensure the use of wheel chocks to stabilize the vehicle; and
- Use jack stands in conjunction with hydraulic jacks to improve safety.



Run Over Hazard

INCIDENT

A tractor / trailer unit had been brought to a dealership for a tire repair on the trailer. The vehicle had been moved to the back where there's a concrete pad specifically for repairs. The tire that needed work wasn't on the concrete pad, but on asphalt. Employee "A" installed a lock-out tag and wheel chocks, crawled between the duals and proceeded to work on the tire. Employee "B" was walking around the vehicle with the customer, noticed that the tire in question was not on the concrete pad and proceeded to remove the lock-out tag and wheel chocks while instructing the customer to pull ahead by 10 feet so that the work could be completed on the concrete pad. Employee "A" was run over by the trailer duals resulting in several broken bones.

FINDINGS

- The tire that needed work was not in the correct position to be repaired safely.
- Employee "B" removed a lock-out tag and wheel chocks that they had not placed themselves and did it without consulting Employee "A".

LEARNING OPPORTUNITIES

- Always conduct a pre-job hazard assessment prior to starting your task.
- Make sure you're trained to safely perform tasks before starting them. Speak up if you aren't.

NEVER...

- Lay between the duals.
- Remove a lock-out tag and / or wheel chocks until you have conducted a 360° walk-around to ensure no one is working on the unit.

So let's be careful out there!



partners in prevention



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



CR976A



Bus & Coach Driver Checklist

Less noise for a more comfortable ride
Enhanced steering on dry or wet roads
Prominent anti-hydroplaning function

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



CR960



Transport Truck Driver Checklist

Superior abrasion resistance
Heavy load capacity capability
Great turning traction and stiffness

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



CM980



Tanker Truck Driver Checklist

Excellent steering and traction
Superior abrasion resistance
Optimal handling and performance



Commercial Tire Checklist

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

SAFETY NEWS

Farm Equipment Repair Shop Fined \$70,000 After Worker Killed in Tire Explosion

An Ontario business that provides sales, service and repair of new and used agricultural equipment, has pleaded guilty and has been fined \$70,000 after a worker was killed while inflating a tire.

On October 18, 2013, an employee was directed to replace a tire on a wagon. The worker was a licensed tire technician. The rim of the tire was removed and the worker started to mount the replacement tire on the rim. However, the flange of the rim of the wheel was bent in a number of places beyond the allowable variations and there were a number of places where the tire could come off the rim. It was then noticed that the replacement tire had some damage; a patch was installed over the damaged area, a tube was placed inside the tire to assist in securing the patch, and the tire was put on the rim and made ready to inflate.

The worker obtained a two-way non-locking air chuck to inflate the tire, which was then connected to a black air hose connected to the shop's air supply; the non-locking air chuck meant that the worker needed to

be close to the tire during inflation.

As it was inflating, the tire came off the rim and the air pressure caused the wheel assembly to fly up, striking the worker in the hands and head, resulting in his death.

A locking air chuck on an extension hose with an inline pressure gauge allows a worker to not hold the valve stem while inflating a tire and use of it would have been a reasonable precaution on the part of the employer.

Feenstra's Equipment Ltd., pleaded guilty to failing, as an employer, to take every precaution reasonable in the circumstances for the protection of a worker at a workplace as required by the Occupational Health and Safety Act.

The business was fined \$70,000 by Justice of the Peace William H. Stewart in Provincial Offences Court in Brockville on January 14, 2015. In addition to the fine, the court imposed a 25-per-cent victim fine surcharge as required by the Provincial Offences Act. The surcharge is credited to a special provincial government fund to assist victims of crime.

TIA Announces Automotive Tire Service Class for Women Only



The Tire Industry Association (TIA) will host a Certified Automotive Tire Service (ATS) Advanced Instructor Training Course for women only. The Course will be held October 6-9, 2015 at ISN Phoenix Conference and Training Center in Phoenix, AZ. This will be the first time the Association has held a training course specifically for female tire professionals.

The Certified ATS Instructor Program is a four (4) day in-depth classroom and hands-on class that industry professionals must successfully complete in order to return to the dealership(s) to train technicians to prepare them for certification. TIA has used the train-the-trainer approach to train and/or certify more than 93,000 technicians since 1997.

To register, please visit www.tireindustry.org. For more information, please contact Chris Hooenboom, TIA Director of Training, at choogenboom@tireindustry.org or 1-800-876-8372, ext. 106.



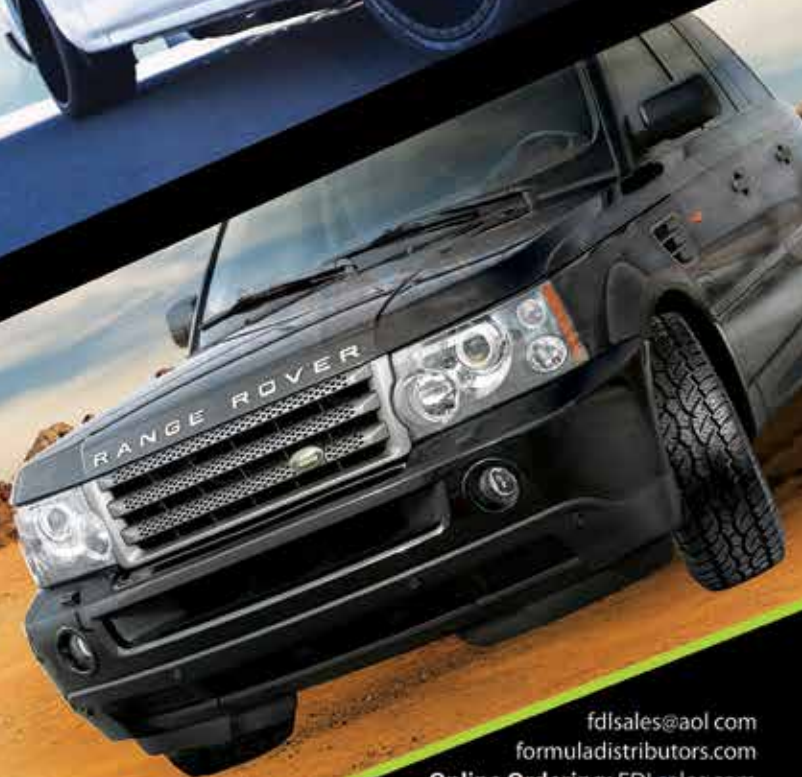
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What to Expect When You're Expecting Claims Service

Conor Paisley, BA., CIP, Manager, Automobile Claims, Western Region for Federated Insurance

You have a claim, now what? What is the claims process and what can you expect when you report a claim?

The claims process involves investigating the loss, analyzing the insurance policy, evaluating the damages, and settling the loss.

When the loss occurs

The most important thing to do after a loss is call your insurer so the claims team can start their investigation. This way it's easier to remember what happened and speak with witnesses before they change their mind. Delaying a claim affects the accuracy of the liability decision, your overall settlement and the court's decision if it ends up going to trial.

When you've reported the claim

A claims handler will now begin the investigation by gathering information to assess the exposure. They may ask for photos, police reports

and other documents as well. After reviewing your policy, the handler will let you know what to do next and whether the loss is covered.

Experts such as appraisers, engineers, lawyers, and accountants might help with the investigation as well.

When do you get your cheque?

After the investigation, you can start negotiating your settlement, arrange repairs and receive payments. The latter will either be for replacement cost or actual cash value (replacement cost minus depreciation.)

There's always a chance the claims process gets delayed by third party insurers, lawyers, witnesses or anyone else involved in the process. Though most of the time, you can expect the process to go smoothly.

ASSOCIATION NEWS

Register now for WCTD 2015 Training Sessions

This summer, Western Canada Tire Dealers (WCTD) and Tire Industry Association (TIA) present a series of important training sessions. These programs are vital to maintaining safety, improving workplace procedures and keeping up-to-date with industry advances.

Appealing to a broad range of needs, they include: CTS Train the Trainer (Winnipeg, MB, August 17 - 19); and ETS / OTR Advanced (Winnipeg, MB August 21 - 23).

TIA Director of Training Matt White will head up the training series. You can go to TIA's website (www.tireindustry.org) for extensive details on all the training courses listed below. Class size is limited to 15 people, so don't delay!

Registration and dates as follows...

All class times: 8:00 a.m. - 5:00 p.m.

CTS August 17 - 19, 2015, Winnipeg MB Location TBD

ETS August 21 - 23, 2015, Winnipeg

COST

CTS \$675 plus GST per person - includes materials

ETS / OTR \$750 plus GST per person - includes materials

Combine courses for 10% discount. Prepaid registrants for both CTS / ETS courses receive a 10% discount.

COURSE AGENDAS

CTS - August 17 Classroom • August 18 Hands-on practical. August 19 Review and Test.

ETS / OTR - August 19, 1 pm Classroom • August 20 Classroom and Hands-on Practical • August 21 Review and Test.

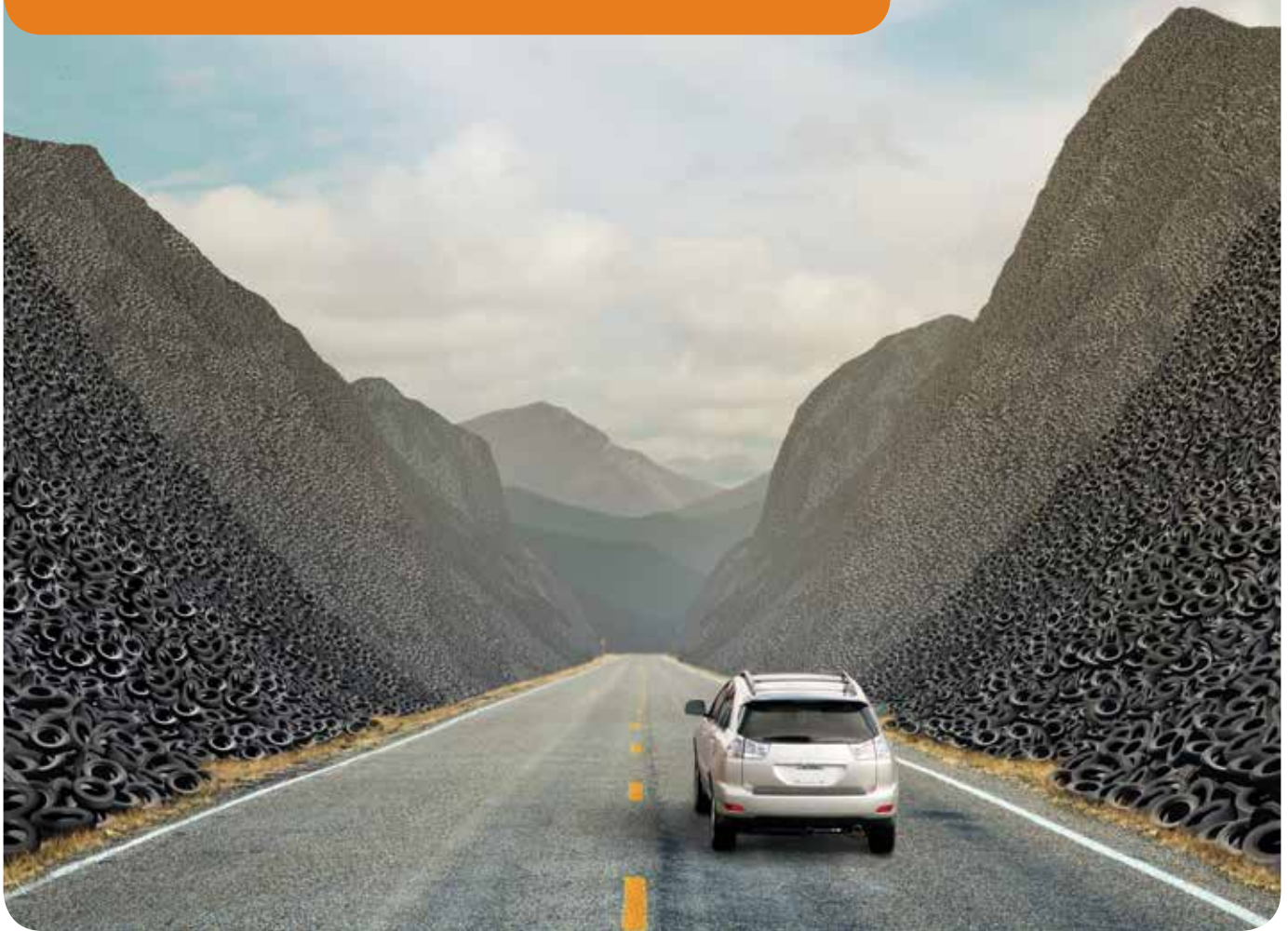
Class size is limited to 15. Questions? Please call Andy Nagy (403) 264-3179

TRAINING REGISTRATION FORM

This notice may be faxed to 403-264-3176 or scanned and emailed to: andy@wctd.ca

If paying by credit card <input type="checkbox"/> Visa <input type="checkbox"/> MC	
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Attendee(s)	

Imagine what 90 million
tires would look like if
you didn't recycle them.



Way to go Alberta!

Your tireless commitment has not only recycled 90 million scrap tires to date, it continues to protect the environment and produce benefits that roll back into Alberta communities. For more information visit albertarecycling.ca



A Brief History of the Tire Dealers Association of Canada



Submitted by **Bob Bignell, President, TDAC**

The Tire Dealers Association of Canada (TDAC), was founded in Toronto, Ontario on April 17, 1972 with John Kelly, of Saint John NB, being elected its first president.

The primary purpose was to safeguard the business interests of independent tire dealers and retreaders; and to promote a cooperative relationship among tire dealers and retreaders, tire manufacturers, tread rubber manufacturers, suppliers of equipment and services and the public.

TDAC is a professional trade association representing approximately 2,000 companies in Canada and, with our affiliation with the TIA, over 7,000 tire businesses around the world.

TDAC has made great strides to its members in offering timely information and services tailored to their special needs. The Association continually searches for better ways to serve the membership through Operational Cost

Saving Programs, Special Group Insurance Program, and Corporate Rates at various companies.

TDAC also maintain an active and alert Government Relations Program; on-going dialogue with rubber company officials; and seeking solutions to problems such as government red tape, tire size proliferation and marketing abuses.

Every second year the TDAC holds the largest tire industry Convention and Trade Show held in Canada in different locations across our country.

Membership in any one of the four regional associations – WCTD, OTDA, ASPMQ or the ATDA – automatically makes you a member of the Tire Dealers Association of Canada.

TDAC's major strength lies in the active involvement of its members all working together.

Established Business for Sale MAPLE CREEK, SK

**FOR
SALE**



Tire Retail / Commercial store, with over 24 years of business in Maple Creek, SK

This business is uniquely situated in the middle of a large farming / ranching & oil / gas economy. Specializing in passenger, light & medium truck, small OTR and agricultural tires. SGI Vehicle Safety Inspection station, specializing in brakes, front & rear suspension, and oil changes.

The owner of this established 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. Conveniently located along the Trans Canada Highway in SW Saskatchewan, close to Cypress Hills.

This business provides the opportunity to purchase land and buildings or the option to lease the 2,800 sq. ft. shop with three service bays, front showroom and office with mezzanine floor and large separate building for storage. Outside pad for commercial truck farm and OTR.

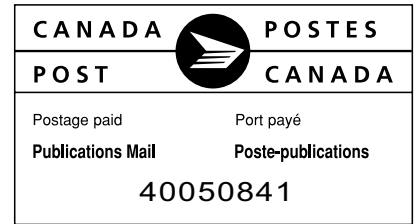
The shop is well-equipped with computerized 4-wheel alignment, 2 four-post hoists, 1 two-post hoist, two large farm / OTR tire changers and two passenger / light truck tire changers, wheel balancer, three service trucks, tools, inventory of tires, parts and many more items. Last year sales were 1.1 million with room to grow.

For information please contact

Blair Holmes by email : b.holmes@sasktel.net

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