

JULY - SEPTEMBER 2015

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**JULY - SEPTEMBER 2015**

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Gray Monk Estate Vineyards, overlooking Lake Okanagan, Kelowna, BC

## CALENDAR

### THE 2015 SEMA SHOW

November 3 - 6, 2015, Las Vegas

### TDAC NATIONAL CONFERENCE & TRADE SHOW, hosted by WCTD

March 10 - 13, 2016, Kelowna, BC

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Thanks again for your **CARE** over my project! Thank you very much for pushing this rush project through and for how good it looks! As always, it was a **JOY** working with you. Thanks to all the staff at Keystone for your handling of our new image launch, your professionalism, **ENTHUSIASM** and dedication are greatly appreciated. This brochure is so beautiful I almost fell out of my chair! **THANKS A MILLION TIMES OVER!** A personal note to acknowledge with thanks the **EXTRAORDINARY SERVICE** that you have provided in recent months. You have certainly made my job easier! People are sending me emails to comment on it... just wanted to let you know that I **LOVE** the poster! I love Keystone Graphics... thanks for the great job on the catalogue! Thanks for getting the newsletter out **ON SCHEDULE**, even with the last minute, hold the presses changes. **IT LOOKS GREAT!** Thanks to the staff at Keystone Graphics for the **FIRST-CLASS JOB**... as you may know, the cards were in this morning's paper and the reaction has been great! There will definitely be more business to follow! The committee loved the program... **IT'S A GO!** Thanks again for everything - it was an **UNBELIEVABLE PROFESSIONAL JOB** and you made my life easy!

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## This Show is All About You

By Clem Collett, WCTD President



As we head into the (hopefully) lazy days of summer, I'm sure that many of you will be taking some quiet moments to ponder the year ahead. There's no time like the present, then, to remind you that coming up faster than you think is the TDAC National Convention and Trade Show, which WCTD is proud to host in Kelowna, BC this coming March.

I could tell you about all the hard work that has gone into planning this convention. In fact I'd like to acknowledge the efforts of our Convention committee. Wrapped in the theme, *Driving Customer Connections: Getting to 'Like'*, this convention promises to be as good as any we've put on over the years. With the focus on customer service and packed with useful advice on how to harness the power of social media, I'm confident that it will be just that, and more.

However, that is not really the point of what I am about to say. The true strength of any association is only as good as the efforts and contributions of its membership. I honestly believe that the most remarkable and all too often unsung 'secret weapon' of the WCTD association—which spans a huge part of our already vast country—is the high calibre of the people it has attracted—and continues to lure from every corner of our industry.

We have gone to great lengths to engage some truly dynamic speakers such as Terry O'Reilly and Tod Maffin. I am sure that you'll find them highly entertaining and, hopefully, even in some way a means to help your bottom line.

However, I am also very confident that you will find a wealth of useful, hard facts and information, as well as take full opportunity to evaluate the most up-to-date developments in practical technology and specialty

equipment at the trade show. But, above all, I believe you will find real value in the chance to exchange ideas and share common challenges, face to face, with your fellow tire dealers from across Canada, from coast-to-coast.

Beyond this, I would have to add that there are few better places to be in Canada than in Kelowna in the early spring, as the grapevines along the lake start to bud from their winter dormancy and even local golf courses begin to swing into action.

We have an action packed program planned, including a couple of fun, wine-inclined diversions and dinners. Not to mention a chance to celebrate industry pioneers from across the country at the Bridgestone Hall of Fame Dinner and Gala on the wrap-up evening—complete with a high energy band, Uncorked!

I really hope you'll take the time now, to put down that summertime glass and quickly fill out your registration form (which you'll find right here in The Tracker) and send it off today! Better still, you can now go online to [wctd.ca](http://wctd.ca) to register and pay by PayPal.

I'm looking forward to sharing some of those new and fresh ideas in what will truly be a fun, enjoyable and productive get-together in Kelowna BC next year.

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# Transport Canada Needs to Clarify Position on TPMS.

By Andy Nagy, WCTD Executive Director



**C**onfusion over TPMS reigns supreme. In Canada, Transport Canada states that you can disarm the system if you like. What kind of a statement is that? Where's the enforcement? The agency doesn't support that TPMS is a "safety feature"—because there just isn't enough proof that it reduces accidents. Transport Canada obviously feels that the individual provinces should regulate it.

Imagine a car that's built in several different provinces. What happens when you drive across the border into a province that enforces the system, while yours does not? Are you breaking the law? Could your vehicle be impounded? Ridiculous as it sounds, that is the literal interpretation of Transport Canada's position.

Our members are law-abiding business people, who are concerned for the safety of all motorists. They are asking for help, as they are losing customers to service shops who are not members, who will willingly install tires and wheels with the TPMS System not operating. Our members are requesting that we ask Transport Canada to change its policy—and have the wording clarified.

Unfortunately the message is falling on deaf ears. Transport Canada is not going to change and we in the tire industry will have to carry on without any assurances that the motoring public is being protected. I recommend that you as a tire dealer ask your lawyer about litigation of installing tires and wheels without an operating safety system and see what they say. You can find copy of Transport Canada's statement on page 13.

On behalf of WCTD, I'd like to thank Eric Williamson for his long service and support for the Association. Eric retired from Integra Tire at the end of May after 47 years in sales and sales management, 41 of those in the tire industry.

With snow tire season almost around the corner, the topic of M+S lettering on the sidewall of Passenger and Light Truck tires is once again getting some attention. WCTD has forwarded its recommendations to the tire manufacturers. As everyone in BC knows, there will be mass confusion again this Fall. The province still has not reversed its policy that tires with the M+S lettering are approved for hazardous conditions. Also, do we really need "all season" or "all weather" on tires anyway.

Or, is it just a ploy to lure consumers into believing that they can purchase these tires for all driving conditions?

You will be receiving your 2015 membership decals by now. The new Suggested Tire Service Price Guide is on the member's site. However, you need to log in to access it. We have it in two different formats and sizes so you can download your preference. If you haven't seen the new Moneris Rates they are also on the member's site.

**\*Note: our password for the members' site changed as of July 1st to: tracker1.**

The 2016 TDAC National Conference, hosted by WCTD, in Kelowna, is shaping up to be a mix of informative business breakout sessions with a good choice of local activities. Our exciting guest speakers are confirmed; and we are looking forward to presenting them to you. As of now you can register online at [wctd.ca](http://wctd.ca) (through PayPal) or by completing the registration form on page 23. Either way, prepayment is suggested and welcomed.

I look forward to seeing everyone in Kelowna in March 2016.

As you know, Western Canada Tire Dealers (WCTD) and Tire Industry Association (TIA) training programs are vital to maintaining safety and keeping up-to-date with industry advances. It's still not too late to book for ETS/OTR Advanced (Winnipeg, MB August 21-23), presented by TIA Director of Training Matt White. Contact the WCTD office for more information.

*Have a safe summer!*





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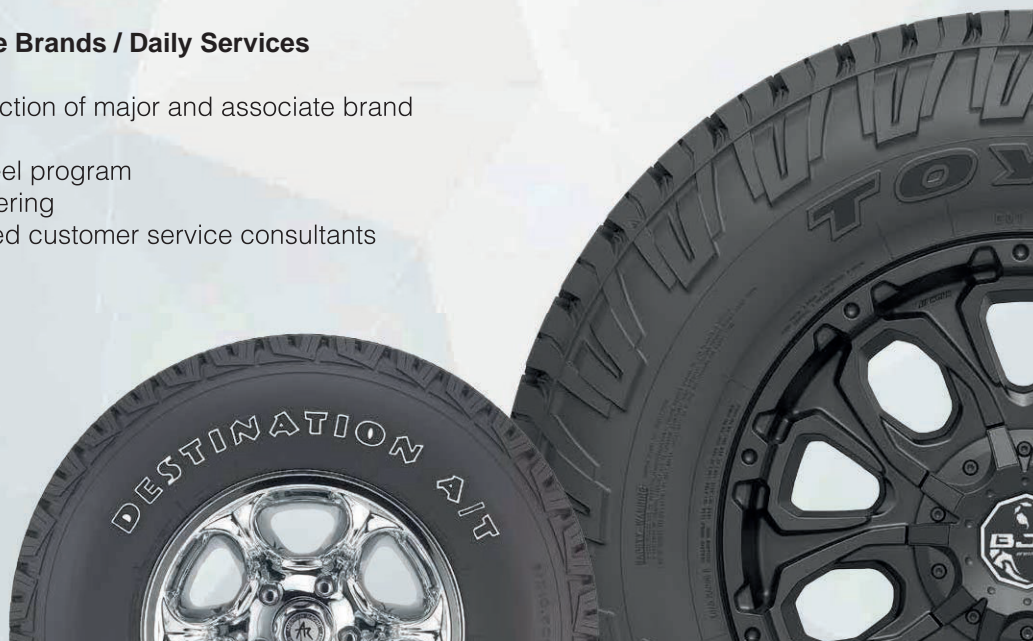
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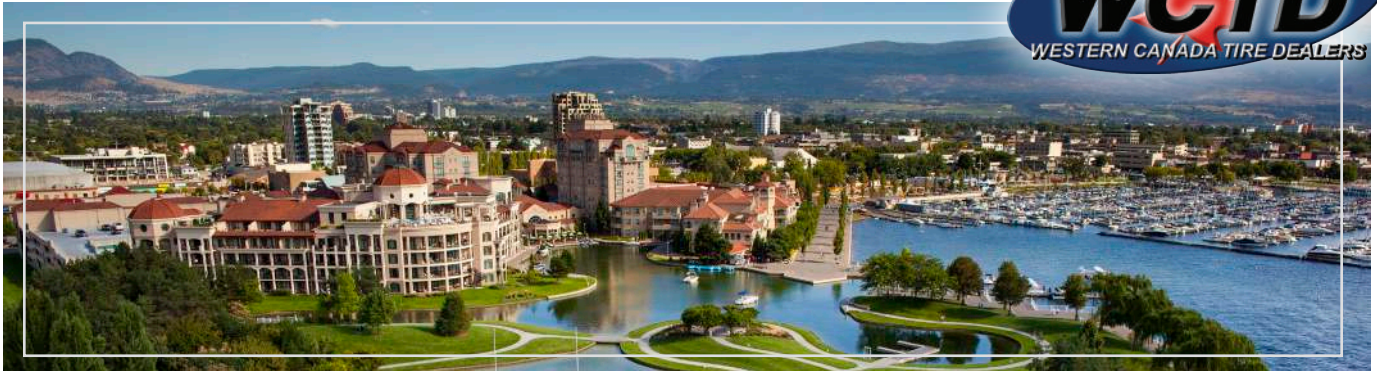
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# Driving Customer Connections Getting to “Like” in Kelowna



***We're stoked! — And we hope you are, too, for the TDAC National Convention and Trade Show, hosted by WCTD, in Kelowna, March 10th-12th, 2016.***

This convention delivers more ‘bang for your buck’ than ever, with top drawer speakers, a wide ranging trade show featuring the best in equipment and services, the Bridgestone Hall of Fame Gala, and a couple of really entertaining side trips and a dinner in Wine Country.

Our speakers are rightly renowned and celebrated in their respective fields. We’ve communicated with them about the association and the nature of our industry, so we’re nothing but confident that their talks will more than resonate with your world—and prove really valuable.

Terry O’Reilly—who most know as the mind and host behind CBC’s Under the Influence is a witty and upbeat communicator much in demand around the world. He’s also an incisive marketer and likely understands better than anybody the power of advertising and superlative customer service. Tod Maffin is a new media guru, one of the first on the scene, who has since taken the interpretation of technology to an art form and now also takes his message around the world.

WCTD is thrilled to have secured the services of these two media rock stars, as well as a talk by TIA Director of Training Matt White, who will deliver his always timely and thoughtful advice on how to run the safest possible store in the industry.

No visit to wine country would be complete without, well, a little wine. We’ve made time in our busy agenda for an evening of fun and tasty conviviality at Gray Monk Estate Winery, which is one of the original pioneering wineries in the valley, established by George and Trudy Heiss. Our (optional) mini-tasting and dinner at Gray Monk, overlooking the stunning scenery of north Lake Okanagan, promises to be a laid back but polished affair in an unmatched setting. The spouse program features a custom wine tour that will take in a number of award-winning wineries before and after lunch, with guests chauffeured in a Mercedes sprinter van, ably guided by Experience Wine Tours. We’re pretty sure this option will also sell out fast.

There’ll be more details to come. But in the meantime, we urge you to register on line at [wctd.ca](http://wctd.ca) and sign up soon for any optional program you fancy, before it’s too late. Or, return the registration form on page 23.





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# Why it's Time to Mandate TPMS



The Tracker sat down with TDAC president Gary Hoover to catch up on what's happening with TPMS—both in the shop and also in the area of potential legislation.

## What is the biggest single challenge you see when you examine the issue of TPMS and consumer acceptance?

**GH.** When we look at TPMS—which has been in the marketplace on a mass scale for the last seven years—the problem that comes up consistently is one of education and that lack of information and knowledge at the consumer level. Customers pick out their brand-new vehicle and drive away from the dealership without a second thought. That is, until the TPMS light comes on. When that happens, many consumers just don't know what that light up symbol on their dashboard means, until they actually go to a service centre or read the manual.

There's still a lot of education required to explain what the TPMS display is all about.

## What's the most common misunderstanding about TPMS?

**GH.** When the light does go on, one of the biggest things people fail to do is simply check their tires' air pressures and make sure they're correct. After all, that's what affects everything from the vehicle's handling to fuel economy; and, above all, provides you with safety and stability on the road.

Most tire blowouts are attributed to low air pressure. Under-inflation causes tire heating and rubber failure or if the pressure is real low the rim will dig into the tire's liner, compromising the structure of the tire. You should be checking your tire pressure monthly as well as prior to any long trips.

Often, even those who do understand TPMS think it's a cure all that will monitor the slightest variation in pressures for them. However, it can also be out by a couple of pounds. In this case you're not always running at optimal pressures. To ensure your safety, the longevity of your tires and improved fuel mileage, you should check pressures regularly.

## From a service point of view, in the shop, what is the biggest TPMS challenge for Automotive Service providers mechanically?

**GH.** When you look at TPMS, it's something you can't see or touch—because it's hidden inside the wheel. The reality is, for the consumer, its replacement becomes a grudge purchase: the owner's reaction is: 'Why would I need to maintain this just remove it?' That's one of the biggest barriers we encounter.

## How do you handle that problem when someone comes in to buy a set of winter tires and wheels and doesn't want to pay for transferring the TPMS system?

**GH.** I look at TPMS as a value-added safety item. What TPMS does is give you that added layer of comfort and security. In my opinion, removing the TPMS sensors adds up to the equivalent of compromising your own safety. After all, you wouldn't take a seat belt out of your car.

## What's the problem with not making TPMS mandatory?

Leaving it up to the customer to make the decision as to what they want to maintain as it relates to the TPMS system is not really that fair on anybody. In most cases, vehicle owners are looking at the cost of the maintenance for the vehicle. But they don't always look at the bigger picture. Maintaining a TPMS system that could help prevent a blowout is all about your safety and well-being.

More to the point, though, people are driving faster and more aggressively. To have a tire failure at these kinds of speeds, well that is an issue. Especially in light of the changes on some of our highways where we have increased speed limits. Witness the increase from 110 to 120 kmh (which easily becomes 130 kmh) as people will always exceed the posted speed limit.

*Continued on Page 13*



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# Why it's Time to Mandate TPMS



The Tracker sat down with TDAC president Gary Hoover to catch up on what's happening with TPMS—both in the shop and also in the area of potential legislation.

*Continued from Page 11*

## What kind of leadership on TPMS are you seeing from Transport Canada?

GH. Unfortunately, Transport Canada hasn't made a ruling regarding mandatory TPMS, unlike in the US, where it's been required for the last seven years. When you look at the data that's available, there is definitely an advantage to TPMS. But Transport Canada, who says there's not enough information available, doesn't see it as a priority.

However, as a standard feature in new vehicles—and again I go back to that comparison about the seatbelt—it needs to be maintained.

## TDAC's position, made clear to Transport Canada is as follows:

If a car comes equipped with TPMS it should be mandatory, should you change the wheels on that vehicle or undertake any changeover involving new rims or winter tires, the TPMS system must be maintained.

If the system exists when a car comes into the shop it should leave in the same condition. And the system must be working. We would like to see that made mandatory by law.

In this way you remove the choice from the consumer and you're looking after their best interests and safety.

The other, critical issue and concern is liability: even though there may (yet) be no statute saying that maintaining the system is required by law, if you remove the TPMS, and that owner has an accident as result of the wheel failure, the question as to who is liable remains a grey area.

Right now it's not a priority for Transport Canada or for the Federal Government.

We've been working hard to make them aware of the issues. But they have not made the issue a priority.

## Transport Canada's Position on TPMS

The Tire Pressure Monitoring System (TPMS) is not a manufacturing requirement on new vehicles sold in Canada, or on imported vehicles. Furthermore, there is no federal regulation that prohibits disabling the TPMS system on vehicles, as vehicle use falls under provincial and territorial jurisdictions.

While the TPMS is not a requirement in Canada, the U.S. Federal Regulations require that all new light vehicles sold in the U.S. since September 2007 be equipped with a TPMS. Some manufacturers do offer TPMS on vehicles sold in Canada as either standard or optional equipment.

Based on Transport Canada's research and collision investigation programs, Transport Canada has not identified a pattern of motor vehicle collisions caused conclusively by tire failure in Canada. However, they continue to monitor the effectiveness of TPMS to determine if they provide any potential safety benefits to Canadians and will take action as required. The Motor Vehicle Safety Act does not provide Transport Canada the authority to mandate TPMS on the basis of fuel economy benefits. Fuel economy falls under the jurisdiction of other entities.



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# WCTD Safety Committee Update



Highlights from the Safety Committee meeting of April 14, 2015 are as follows:

## TIRE TECH as a TRADE

The committee the goal of improving the image of the tire technician, while also improving training and employability. One option would be to lobby the provincial governments to get this included in the technical schools curriculum and to have a certified program. While there were some concerns expressed that others (such as the auto industry or government) might want to control this program, it was agreed to pursue the idea to define minimum standards for a technician. Other comments queried the currency of TIA programs. TIA does ask for input from the industry to address issues, to keep their program up to date, and to develop new programs. It was agreed that WCTD members need to become more active in this process.

## BEST PRACTICE for JACKING

There is a need to develop approved cribbing for tall or high equipment.

Lightweight aluminum cribbing that is stackable and locking, works very well, but is not approved. More details to come.

## SAFETY ALERTS

It has been decided to put the Safety Alerts on the main section of WCTD website, so that everyone has access to the alerts.

## LOADING and UNLOADING LARGE / HEAVY TIRES

Do tire dealers have guidelines for how large / heavy tires are transported?

Do tire dealers have guidelines for handling large / heavy tires, for one person, two person, and/or use of equipment? Responses forthcoming.

## ROAD SIDE SERVICE STANDARDIZATION – STROBES, PARKING, PROCEDURES

Alberta is willing to consider guidelines, if we can provide the standards by which the tire dealers are going to follow. The Committee agreed there should be a minimum of one strobe light on the truck and use of cones to identify the work area. It expressed great concern for safety of the worker, especially at night. Some tire dealers are turning their trucks around so that their headlights are facing traffic, just to get traffic to slow down.

## LOCK OUT PROCEDURES

How are tire dealers identifying when equipment should not be moved because it is being worked on and / or not safe to move? Various techniques are employed, from Steering Wheel covers and a trailer hitch lock for just a trailer. They do not use tags.

**Most major dealers** – use tags on door. **OTR and Waste Management** has a lock-out system on their equipment. Keys are not often given up for large commercial trucks. Education seems to be key for their understanding and willingness to do so.

Members were asked to report on high risk activities at each meeting. This will remain a standing item.

**Round Table Discussion included:** wheelbarrows and plastic wheels (not regulated; Cheaper, easier, and safer to replace; small, but can still injure the technician.)

**On-line training** is now provided by Motor Safety Association. First course is Defensive Driving. Free for companies in Saskatchewan, small fee for out of province. There will be an exam and certificate for successful completion.



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# Building a Safety Culture, from A to Z



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**- U.S. Occupational Safety and Health Administration**

*By Richard Frost, CIP, CRM*

It's one thing to implement a safety program within an organization. It's another thing for an organization to adopt an active, vibrant culture of safety. A successful safety culture is supported by senior management, followed by everyone in the business, covers all aspects of what the employees do, and is regularly talked about.

## **“Y” is a safety culture important?**

Having a safety culture is not only the right thing to do, but it's also the right thing to do for your company. By keeping your employees safe, they will be healthier, be happier, do better work, and make your business a better place to work. In addition, worker safety is a legal obligation. Federal legislation, Bill C-45, became law on March 31, 2004 and modified the Criminal Code of Canada to create a legal duty for all persons directing the work of others to take reasonable steps to ensure the safety of workers and the public. Under Bill C-45, the maximum fine on an organization for a summary conviction offence is \$100,000. For the more serious, indictable offences, there is no limit on the fine that can be imposed on an organization.

You are well aware of the tangible costs to not having a safety culture such as fines, penalties, etc., but what about the intangible costs? How do they affect your business? Hiring and training costs for new employees because of high turnover due to the work environment. Reduced reputation because of publicized accidents or work violations. Increased insurance costs because of the losses.

It's okay for a safety program to start from humble beginnings; a single piece can be the beginning and, if the employees see the program growing, the culture of safety within the organization will grow as well.

## **A safety culture starts with three letters: “C”, “E”, “O”**

Safety starts at the top. It is key that senior management fully and actively support the safety initiatives. It is helpful to involve employees at all levels of the organization when establishing safety initiatives, whether that involves relearning a process, using safety equipment, and/or taking more time to complete the task. However, it must be clear that from the very top of the organization down, all decision-makers are behind the safety programs and protocols already in place and any new ones that may arise.

## **“W” the “T”**

...and by that we mean, “Walk the Talk.” To develop a culture within a business, all must play by the same rules at all times. If employees feel that the management is only talking the talk, they will not be motivated to follow the new procedures nor will they be inclined to provide ideas or feedback of their own on existing procedures or new ideas.

If business leaders enforce safety procedures on the employees, and consistently follow them themselves, safety procedures will be more quickly embraced and will more likely be followed when management is not around.

## **“N”-force it everywhere, every time**

Consider all the aspects of what your business does when implementing safety protocol so you can send a consistent message to the employees. No department, division, or role can be exempt when it comes to building a culture of safety. Employees need to be thinking about safety in everything they do; e.g. daily clean-ups, personal safety equipment, moving tools or equipment, driving vehicles, security systems, and beyond.

*Continued on Page 19*

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# Building a Safety Culture, from A to Z



By Richard Frost, CIP, CRM

Continued from Page 17

Likewise, safety cannot only be enforced when it is convenient. To scrap safety protocol during a busy season or when “the boss needs something done” does not reinforce the importance of safety or develop the culture.

## “B” consistent in talking about safety

To keep with the consistency, safety should not be discussed only once a year, only at monthly safety meetings, or just after accidents. It should be included in all discussions, whether that involves bringing in a new line of merchandise, preparing for a customer promotion, discussing the steps required to repair

the equipment, reviewing the training needs of the employees, etc. This gets the management and employees thinking about safety in their daily activities and develops a strong culture of safety.

There is a direct relationship between employee safety and the prevention of any loss. Thus any investment in Risk Management is a good one—one that, according to the National Safety Council, is estimated to provide a 300% return!

Richard Frost, CIP, CRM, is Federated Insurance’s Loss Prevention Consultant for Special Risks and Associations.

## SAFETY ALERTS!

### Tire Explosion

#### INCIDENT:

A licensed tire technician was replacing a tire on a piece of equipment. The technician mounted the replacement tire onto the old rim and inflated it with a two-way, non-locking air chuck. No one noticed that the flange on the rim was bent beyond allowable variances in several areas. The tire exploded off the rim during inflation resulting in the technician’s death.

#### FINDINGS:

- The flange on the rim was bent beyond allowable variances in several areas.
- A two-way, non-locking air chuck was used that required the technician to be close to the tire during inflation.
- The company was fined \$70,000 for not taking every reasonable precaution to protect the worker at the workplace, plus a court imposed 25% victim-fine surcharge.

#### LEARNING OPPORTUNITIES:

##### Always

- Inspect the wheel — tire and rim — for defects, bends, breaks, etc. Repair or replace before continuing;
- Use a locking air chuck on an extension hose with an inline pressure gauge to allow the technician to inflate the tire from a safe distance;
- Use a tire cage for all tires, as any size tire that explodes can cause serious injury; and
- Provide guidelines and procedures for the technicians, spot check/enforce them.

**Let’s be careful out there.**

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# Convention AGENDA

## TDAC NATIONAL CONVENTION & TRADE SHOW

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

### Wednesday, March 9

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

### Thursday, March 10

#### Registration Desk Open

1:00 pm – 9:00 pm

#### Board Meeting, WCTD Board Meeting

8:00 am – Noon

TDAC at 1:00 pm depending on attendance.

#### Reception

6:30 pm – 9:30 pm

Introduction of WCTD 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 Gray Monk Estate Winery. 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 WCTD / TDAC  
 Conference and Trade Show



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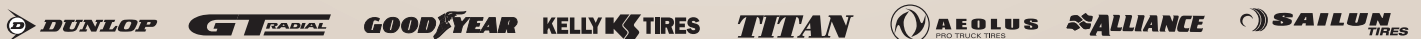
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# Convention REGISTRATION 2016

## TDAC NATIONAL CONVENTION & TRADE SHOW



Tire Dealers Association of Canada

**National Trade Show & Conference**  
**March 10 - 12, 2016**  
**Delta Grand Okanagan Resort & Conference Centre**  
**1310 Water Street, 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.	
Optional Winery Dinner (each)	\$125.00	<b>NOTE: After January 1, 2016 ALL PRICES INCREASE BY \$25.00</b>	

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

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 _____ X \$700.00 = _____	Adjacent _____ X \$550.00 (SCCTI Member)
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 = _____	
Optional Friday Winery Tour _____ X \$125.00 = _____	
Optional Friday Gray Monk Dinner _____ X \$125.00 = _____	
<b>SUB TOTAL</b>	\$ _____
GST 5%	\$ _____
<b>TOTAL</b>	\$ _____
<input type="checkbox"/> CHEQUE (payable to WCTDA Card #)	
<input type="checkbox"/> VISA _____ EXP _____	
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Andy Nagy, Executive Director • Gary Hoover, Conference Chair

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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:

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, 2015**

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.



## Scientists Awarded in 'Natural Rubber from Dandelion' Project

Leading scientists involved in a project titled "RUBIN – Industrial Emergence of Natural Rubber from Dandelion" have been awarded the prestigious Joseph von Fraunhofer Prize for their research on the Russian dandelion and the development of car tire prototypes based on dandelion rubber.

Receiving the award was Dirk Prüfer, of the Fraunhofer Institute for Molecular Biology and Applied Ecology; Christian Schulze Gronove, of the Institute for Plant Biology and Biotechnology of the University of Münster; and Carla Recker, of Continental in Hanover.

"The objective of this joint project is to develop a procedure for the industrial use of dandelion as a source of rubber," said Recker, who heads the Continental development team involved in the project. "In agricultural terms, it is an undemanding plant, even in the northern hemisphere, and can be cultivated on land not suitable for food production. This means that rubber production is conceivable near our tire factories, for instance, and the significantly shorter transport routes would also reduce CO<sub>2</sub> emissions."

"During our research, we have discovered which genes promote rubber production and which ones hinder it," said Prüfer and Schulze Gronover at the award ceremony. "We were able to use this knowledge to develop plants that produce twice as much natural rubber. We also managed to extract several kilos of dandelion rubber with a small pilot system. This opened up prospects in terms of scaling up industrial production to the level of tons."

"We are honoured to receive this prestigious award for our joint project," added Dr. Carla Recker. "It will make tire production even more environmentally friendly, without compromising our high quality standards or losing out on performance."

The first test tires have been tested under both summer and winter conditions. Tires made from dandelion rubber show an equivalent property profile when compared with tires made from conventional natural rubber from the rubber tree. Continental intends to launch a series production of tires made from dandelion rubber in five to 10 years.

Further information about the project is available at [www.taraxagum.de](http://www.taraxagum.de). *Article courtesy of Tire Review.*



Photo Credit - Paul Davidson, Flickr



## Women in Automotive Conference Taps Industry Thought-Leaders for Inaugural Conference

The first-ever Women in Automotive Convention will draw upon top female success stories as it assists the automotive community in recruiting, retaining, and developing female employees and leaders. Women make up just 17% of employees at U.S. auto dealerships according to NADA – and organizers of the Conference are working diligently to raise this number, beginning with this event.

The three-day conference (August 18 - 20, 2015, in downtown Orlando, Florida) includes a recruiting event, speakers, breakout sessions, workshops, and booth displays – all centred on the goal of educating and inspiring women in all areas of the automotive industry.

**Tammy Darvish from PenFed, Lisa Copeland from Fiat Alfa Romeo of Austin, and Shea Holbrook, professional race car driver, announced as headline speakers.**

Tamara Darvish is Executive Vice President of PenFed Credit Union, the 3rd largest Credit Union in the world, serving over 1.3 million members and assets in excess of \$20 billion. Her responsibilities include overseeing all business development, branding, marketing, member experience, government and community affairs globally. She joined the PenFed Credit Union's Executive Team having recently left her 30-year post as Executive Vice President of the DARCARS Automotive Group.

Shea Holbrook is a 25-year-old professional female racecar driver, business woman and co-owner of Shea Racing, spokeswoman and entrepreneur with a passion for motorsport, marketing, and mentorship. "Fear is a state of mind, will is an action taken." Shea lives by this quote and believes through commitment and determination, anything is possible.

Lisa Copeland is Managing Partner of Fiat of Austin, the brand's top retailer since its return to North America. Attendees will hear the inspirational journey of her success in the male-dominated industry. Under her leadership, Fiat of Austin was named the #6 Best Workplace in North America by *Automotive News* in 2013.

About the Women in Automotive Conference

The goal of the conference is to facilitate cultural changes inside dealerships and increase the population of female employees.

More speakers and workshops will be announced soon. For more information to register or become a sponsor for the convention, please visit [www.WomeninAutomotive.com](http://www.WomeninAutomotive.com) or contact Susan Givens via email at [sgivens@womeninautomotive.com](mailto:sgivens@womeninautomotive.com) or phone 502-802-5608.

## ASSOCIATION NEWS

### WCTD Requests Delay in SASK. Recycling Fee Hike

The association has contacted the Saskatchewan Ministry of Environment regarding the proposed recycling fee increase for Medium Truck tires. The issue that concerns Saskatchewan dealers is that the neighbouring provinces of Manitoba and Alberta have their recycling fees set much lower than the fees in Saskatchewan. Currently those fees are set at \$14.00 per medium truck tire, whereas Alberta's and Manitoba's fees are set at \$9.00 per medium truck tire. The proposed Saskatchewan fee increase is to \$18.00 per medium truck tire. That \$9 difference would place the Saskatchewan dealers at a market disadvantage with consequent risk of a loss of business.

The association has requested a postponement in the fee increase. This will allow sufficient time to review the actual cost to process these tires. Then, if a fee increase is truly justified our members would support it.





## Chinese Tiremakers Face New Problem

Even as China's tire producers are still trying to sort out the fall out from the new round of antidumping and countervailing duties on its exports of consumer tires to the U.S., they face another problem that could lead to a hastened shake-out of that country's tire industry.

Come July, reports say that China's tiremakers face significant production cost increases thanks to new rubber standards adopted by the PRC government.

Beijing has determined a new standard for what is called "compound rubber," a trick product Chinese makers created to avoid import tariffs on pure natural rubber. Compound rubber is NR with some carbon black mixed in, which allegedly doesn't harm rubber earmarked for tires, but creates a rubber product that skirts added tariffs.

In December 2014, the Chinese government said it would change the formula for the compound, capping the amount of natural rubber allowed at 88%. This could limit its use significantly, Reuters reported.

Tiremakers are fighting the change, but most analysts feel the government will stay the course.

The new U.S. duties have already had the effect of pushing some Chinese tiremakers to the brink of bankruptcy and causing concern over a potential drop in NR demand, which will have international supply and cost implications. Now they may have to import natural rubber and pay duties of \$242 per ton, additional pressure that may result in vacated tire plants.

## 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 24 - 26); and ETS / OTR Advanced (Winnipeg, MB August 26 - 28).

TIA Director of Training Matt White will head up the training series. You can go to TIA's website ([www.tireindustry.org](http://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 24 - 26, 2015, Winnipeg MB Location TBD

**ETS** August 26 - 28, 2015, Winnipeg

### COST

**CTS** \$775 plus GST per person - includes materials

**ETS / OTR** \$675 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 24 Classroom • August 25 Hands-on practical. August 26 Review and Test.

**ETS / OTR** - August 26 1:00 pm Classroom • August 27 Classroom and Hands-on Practical • August 28 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](mailto:andy@wctd.ca)**

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



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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



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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.



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VISA	Merchant Discount Rate (MDR)	Non-Qualified Fee <sup>††</sup>
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Card Brand Fee (Visa) of 0.08% will apply to all gross sales dollar volume processed and Card Brand Foreign Fee (Visa) of 0.40% will apply to all gross foreign sales dollar volume processed.

MasterCard	Merchant Discount Rate (MDR)	Non-Qualified Fee <sup>††</sup>
	1.55%	.25%

Card Brand Fee (MasterCard) of 0.077% will apply to all gross sales dollar volume processed, Card Brand Foreign Fee (MasterCard) of 0.40% will apply to all gross foreign sales dollar volume processed and \$0.125 MasterCard foreign transaction fee.

Discover	Merchant Discount Rate (MDR)	Non-Qualified Fee <sup>††</sup>
	1.66%	.25%

Card Brand Fee (Discover) of 0.063% will apply to all gross sales dollar volume processed and Card Brand Foreign Fee (Discover) of 0.40% will apply to all gross foreign sales dollar volume processed.

UnionPay	Merchant Discount Rate (MDR)	Non-Qualified Fee <sup>††</sup>
	1.16%	.25%

Card Brand Fee (Union Pay) of 0.10% will apply to all gross sales dollar volume processed, Card Brand Foreign Fee (Union Pay) of 0.40% will apply to all gross foreign sales dollar volume processed.



Interac	Per Transaction Rate
Debit Card	\$0.06

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iWL255 Long Range Wireless	\$75.00 (Plus \$75.00 one time activation fee)

Other	Fees
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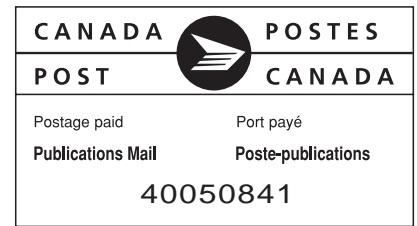
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