

MAY - JUNE 2013

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

Emergency Road Service:

Live by the Rules

Make Safety a Priority: ALWAYS

Valuing Volunteers

Spring Clean Your Insurance

- *Scholarship Application* • *Britannia Mine Museum*
- *Hall of Fame Nomination* • *Facebook Promos Pay Off*



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Take Time Now to Make Safety a Priority

By: Clem Collett, WCTD President

Our industry is changing. Emphasis on **safety** is becoming an increasingly important part of our role in our companies, regardless of what title we hold. Our government is changing regulations, creating new laws and increasing the penalties (to get our attention). This is the reality we face today. We have a choice to ignore the progress, bury our heads in the sand and suffer the consequences. Or, we can jump in with both feet and reap the rewards of having an **industry-leading safety program**. The benefits of this could include fewer workplace injuries, a reduction in WCB claims and an improvement in productivity and efficiency. Although it can be a daunting task, the benefits far outweigh the risks involved when building a proper safety program. With that said, where do we go from here?

Well, we know that there are associations and non-government organisations that are there to help us if we don't know where to start. The **Motor Safety Association** (a Regina based, non-profit organization serving all of Saskatchewan) is a good place, for one. **Ryan Bast**, a safety advisor for the MSA, who sits on the WCTD Safety Committee, presented the Committee with a list of Summary Offence Tickets that OHS has been given the authority to administer after July 1, 2013 in Saskatchewan. A move like that is certain to make its way across the country at some point. This is a clear-cut indication that as business owners we can no longer ignore the lack of a safety program.

Other options are also available; the **Internet**, for one, yields a wealth of information. Some information will be posted for free, whether it's in on-line forums or through companies who offer some of their services for free, or

on a free trial basis as a form of advertising to entice you to work with them. Companies like *hrdownloads.com* and *www.1lifeforworkplacesafety.com* are examples of this.

Another great resource is this very **Association** you belong to. We formed a **Safety Committee** solely for that reason. Check out our **website** and login to the members' section. We have great links that will give you some very helpful information to get you on your way. If you have any problems you can contact **Andy Nagy**, our executive director. He's always willing to lend a helping hand. You could also contact me or your **regional director**. I know that in our company, we had our fair share of hurdles in the initial stages of building a safety program. We still face challenges today as we re-write policies and improve our safe work procedures. I would gladly share information that helps us build a safer work environment. **Everyone wins** when we create an **effective** safety program.

In closing, all too often we have a tendency to view change as a negative thing. We see a safety program as a nuisance, just another thing to do in our already very busy lives. We allow ourselves to believe that cutting corners saves time and makes us better at our jobs. That could not be further from the truth. Often, shortcuts give us a false sense of accomplishment—only to catch up to us at the end. The fear of the unknown and possibly the fear of failure could be enough to hold us back. Just think: "Where we would be today if no one had taken a chance on a **radial** tire?"

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A big "THANK YOU" to our Valued Volunteers

By: Andy Nagy, WCTD Executive Director

Today I received a note from one of our retired members. The gentleman thanked me for our attention to acknowledging the **volunteering** that some of you do. I thought that I would pass it on; and also thank **Allan Johnson** for his own dedication to helping others—and for taking nothing in return. To all of you who volunteer in your communities, and for our Association, Thank You! It is rewarding to see a smile on someone's face after you have brightened up their day with a small gesture. I too know what it is like for a "thank you".

As you may know, another loyal and respected person, **Ken Essex's** term as president has expired. His knowledge and dedication to the industry goes without saying. On behalf of members of the Western Canada Tire Association we wish you all the best, Ken, and thank you for your time on the Board. We welcome **Clem Collet** as President for the next two years. Clem has many years of experience working with his family at West End Tire in Winnipeg. They have locations in Alberta, Manitoba and a retread plant in Ontario. Welcome aboard, Clem.

We send a special "Get Well" to **Matt White**, who has spent many hours travelling to and from TIA/WCTD Training Courses. A real "High Five" to you, Matt. Take your time in getting back to work. Matt is truly appreciated and we hope that his recuperation brings him back to good health. Best wishes to a speedy recovery, Matt.

The **OTR/ETS** Course with Matt that was originally rescheduled to late April has now been postponed to **November 19 – 22, 2013** in Saskatoon. Registration will be

posted on our website soon. This will be an advanced course for those interested in training their own technicians. **The ATS Train the Trainer** has been rescheduled for **September** in Calgary. Again, updates will be on our website.

The Tracker is moving to a quarterly issue, for 2013 there will be no July/August issue and starting in 2014 we will be publishing four issues. Advertising is available to anyone interested in both our website and Tracker. There will be a small increase to advertising fees in 2014 because costs have been rising in the last few years.

We are also opening up advertising to other businesses wishing to get their message out there. The Tracker and the **WCTD.ca** website reach a very **potent**, focused, professional and business owner demographic. We are also going to introduce an advertising section for **swapping or selling** used equipment. Ad sizes will be limited to business card size. Please contact the WCTD office for pricing.

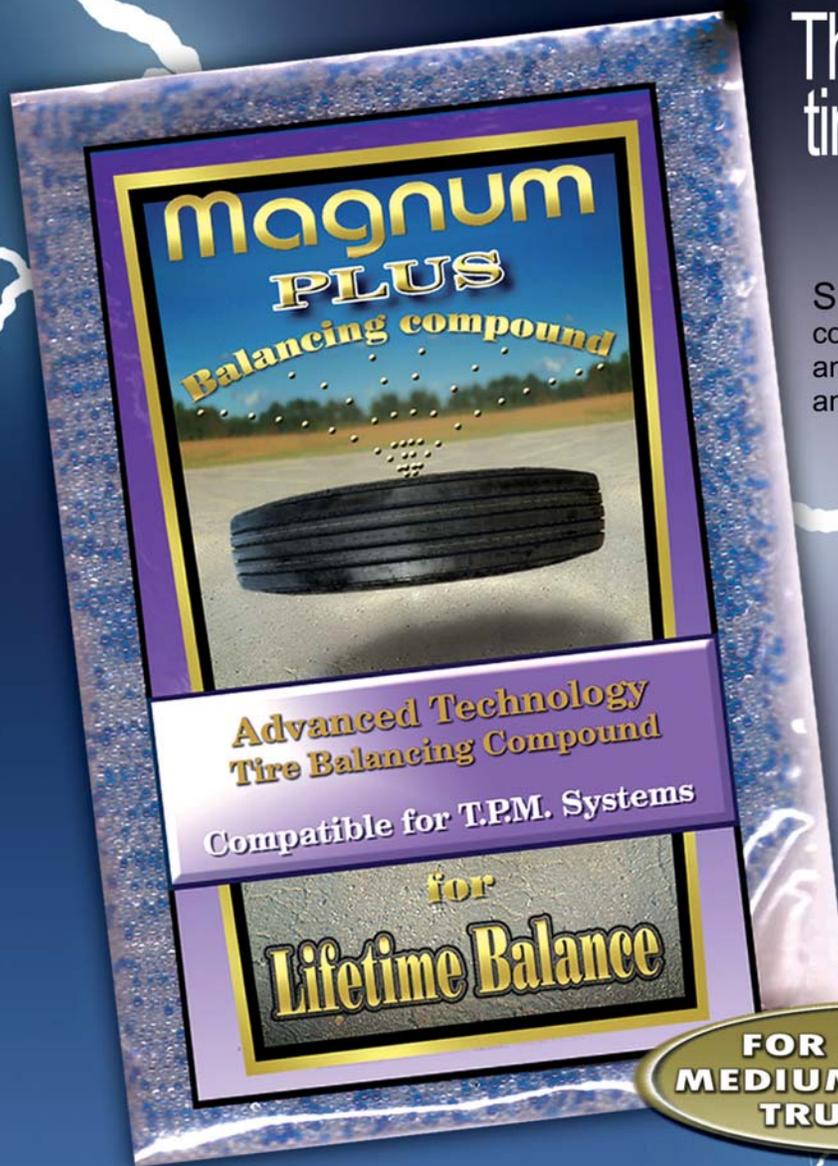
The **2013 Service Price Guide** will be ready soon and will be available on our website. We are gradually working on improving our website. Keep checking for updates for training or other issues important to our dealers.

I have the **2013 Torque Charts, TPMS Charts** and can also supply the invaluable **TIA Training Material**.

Keep safe and spring will eventually arrive!
Andy

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LIVE BY THE RULES OF EMERGENCY ROAD SERVICE

BE SAFE – AND KEEP ALERT!

By: Matt White, TIA Director of Tire Service

One of the most dangerous parts of a commercial tire service technician's job is Emergency Road Service. Every time a technician is on a service call they are putting themselves in harm's way. If technicians follow and stick by some basic rules, they can minimize their chance of being injured or even losing their lives.

- 1** Personal Protection Equipment rules should always be followed. Remember: reflective gear is a must. The more you wear the more you can be seen!
- 2** Maintenance of your service truck is critical. Every day perform an inspection, from checking tire air pressure to making sure all your tools and emergency equipment are on the truck.
- 3** When you are finished every day, make sure all the tire supplies that you used during the day are replaced; that any broken tools are replaced; and that the safety cage is inspected and secured on the truck. Every time you are done with your service call make sure to drain your air tank.
- 4** Never travel with your air compressor tank full. Always travel with it drained. Remember: a clean service truck is a happy service truck. A lot of customers judge you on how you and your service truck look. So keep it clean!
- 5** Follow all of your local and provincial traffic laws and never talk or text while driving. Not only is it illegal, in most places, it just doesn't make sense. You need complete concentration while operating your truck, with no distractions.
- 6** Driving a service truck can be very tricky, so make sure you follow some of these basic highway rules.
 - In dry road conditions during the day make sure to keep at least three seconds between you and the vehicle in front of you.

- During inclement weather, night-time driving or heavy traffic, you should increase the following distance to six seconds.
- In exceptionally poor weather (especially during Canadian winters) increase the following distance to nine seconds or more.

7 Park smart. A lot of tire service technicians believe the best place to position the truck is tight behind the vehicle you are servicing and then work in between both of the vehicles. In fact this is the worst place to work. If the service truck is struck from behind, you will not see it coming; and you could be crushed between the two vehicles. The best place to locate the service truck is approximately 30 feet behind the disabled vehicle. Keep the wheels in a straight position. Then use the curb side as the work zone, if possible. Or, if not, work at the back of the truck with the technician looking at oncoming traffic.

8 Be visible. Put the vehicle in park or neutral. Apply the parking brake. Activate the hazard lights and amber beacon if present. Before beginning to work on the disabled vehicle, technicians must place reflective warning triangles in the appropriate positions.

These are just a few of the steps to aid in being safe when out on the road. For complete procedures refer to the TIA Commercial Service Program Manual—located in module 5.

When you are out on the truck it is up to you to keep safe and follow without fail all the steps on the proper operation of your service truck. As always be safe out there—and keep alert!

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BRITANNIA RULES AGAIN

ON THE SEA TO SKY HIGHWAY, LIVES PAST AND PRESENT MERGE

By: Tim Pawsey, Editor, *The Tracker*

More than a few years ago than I usually care to remember, I worked for Michelin Canada and later for Bridgestone Canada. My position at Bridgestone was loosely defined as “advertising assistant”. That meant looking after just about anything that had a logo on it, from developing sales materials to juggling budgets—and occasionally engaging in community outreach of varying kinds.

One day the general manager came to me and said, “I have a project for you. We need to get this tire installed at Britannia Beach.” I don’t remember the exact size in question but it was a significantly large scrap earthmover tire, salvaged (thanks to Kal Tire) from a northern mining operation.

One sunny summer afternoon we navigated the precarious curves of the pre-Sea to Sky Squamish highway. The tire—now with a large hole that had been laboriously drilled in its tread—was strapped on the back of a Kal Tire flat

deck. Our crew worked for several hours to get it upright and safely bolted into place, right beside the (then much narrower) highway, with a sign in the centre that read “BC Museum of Mining.”

The tire and sign were installed to help in the very early stages of getting the BC Museum of Mining off the ground. If you’ve ever driven the

highway from Whistler to Vancouver, you’ll know that the giant concentrator (built in 1921-22) that extends half way up a mountain-side remains an impressive sight. In its heyday it made Britannia the largest producer of copper ore concentrate in the British Empire between 1925 and 1930.

After Anaconda Mining ceased operations in 1974, the site—along with the once booming town of Britannia Beach—fell into disrepair. Every year as we would drive by we’d make jokes about “Tim’s Tire” still being there, although the place looked incredibly decrepit, with just about every window in the concentrator building shattered by vandals.

Eventually, though, Britannia was declared a National Historic Site and a BC Historic Landmark. Behind the scenes, a small but determined army of volunteers with Britannia Beach Historical Society was working to turn things around.

Fast forward to just a couple of years ago, when my go-getter better half (and professional singer) announced that she was going to stage a site-specific concert performance at, of all places, The BC Museum of Mining—since renamed Britannia Mine Museum.

The space is the heart of the old mine, three circular raised stages right on the main floor of the concentrator. The setting is indeed dramatic, the cliff wall, wet with run-off most of the year, a living backdrop to what must be one of the country’s most unusual “living” performance spaces.

When we went to take the promo shots (my first time back on the site since “The Tire” was installed), I was amazed (even more so later) at the transformation that took place as the result of a three phase redevelopment and revitalization program. Not only does the Museum commemorate the accomplishments and ingenuity of Canada’s mining pioneer, it truly does “showcase the evolution of the mining industry, its advances and achievements. It also highlights Canadian innovation and leadership in sustainable mining and resource development and environmental stewardship”.

Beyond the spotless and smartly stocked gift shop (where you can buy everything from birthstones to Jade mortars and pestles) are myriad, family-oriented, interactive exhibits (complete with gold panning) and lively educational displays reinforcing the all too forgotten message that mining is a part of our everyday lives—all of our lives.

The sheer scale of the place is still breathtaking. No wonder: some 47 million tonnes of ore was extracted during its 72 years of operation. “Tim’s Tire” has been replaced by far more elegant and much more effective signage. Not to mention a roadside early Terex truck that dwarfs the former company buildings, now part of the living museum.

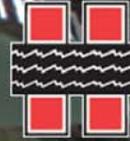
The Britannia Mine has very much entered the next phase of its existence, as an invaluable educational tool that really will enlighten, inform and entertain visitors for decades to come. It’s not easy for non-profits to flourish in this day and age. But a sign wall outside the gift shop salutes a growing list of corporate sponsors and organizations who are helping the Museum to flourish.

While it may seem a relatively small role now, that rudimentary sign did its job for several years. I’m grateful that Bridgestone and Kal Tire jumped at the chance to help a struggling idea get off the ground—and still thrilled that I was there!

Somewhere in here there’s a lesson about giving back and community involvement that says: no matter how immense the task at hand or how small the act may seem, your willingness to participate can always make a difference.

If you’re in southwestern BC this summer, make sure Britannia Mine Museum is on your list for a fun and informative family outing. More info at <http://britanniaminemuseum.ca>.





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SERIOUS ABOUT SPRING CLEANING

START FRESH THIS SPRING AND GET SERIOUS ABOUT LOSS PREVENTION BY SUMMER!

By Richard Frost, CIP, CRM - Federated Insurance Loss Prevention Consultant

It's that time of year again. The grass is getting green, you're rinsing the last of the road salt and sand out of your wheel wells, and hockey play-offs are on.

Before the pucks drop in the evenings, why not use this refreshing season to review your business operations, programs and procedures and how they impact your overall risk management program? Call it Spring Cleaning, **Serious About Loss Prevention**-style.

Here are some questions to ask yourself to get you started:

Property

Property and buildings can have a huge impact on your business, accidents and claims.

- Are your fire extinguishers serviced annually? Do you need more? Are your employees trained on how to use them?
- Do you have a sprinkler system? Are there any areas not protected?
- Do you have an alarm system? Does it fully protect your property? Is the system properly protected (motion sensors, line protection, or cell phone back up) from tampering?
- Do you sell any target stock items? How are they protected?

Liability

The type, frequency and complexities of your work, and the people doing it, all have an impact on your customer satisfaction, faulty work claims, and accidents.

- Have you reviewed your claims from last year? Do you need to make any changes?
- Are there any new or changing work-related problems?
- Do your procedures need updating?

Automobile

Even having one vehicle opens up a world of issues and problems that have to be controlled. How you look after your vehicles and train your employees is extremely important.

- Does your fleet management program need to be updated?
- Do you have a driver's policy? A vehicle maintenance schedule?
- Have you reviewed all accidents or near misses? Does anything need changing?

Business

How you, your industry and your community are doing has a direct impact on the risks that you have or may face. It can affect the work force availability and quality, the direction that your business is going in or wants to go, the availability of money to make the changes and

improvements, and the opportunities available to you.

- How will your community, industry, or last year's performance affect your business?
- What risks are associated with any new opportunities?

Employees

It is often said your employees are your greatest assets. How they are trained, their morale and the company culture have a direct link to their quality of work and customer service.

- Do you need to hire for vacant or new positions? Do you have job descriptions?
- Is your training program up-to-date?
- Has your industry or manufacturers changed or created any new training programs?
- Is your corporate culture reflecting the image that you want?
- How is the employee morale?

Environment

Federal, provincial and municipal governments affect your business and how it operates.

- What has changed in the economy that will affect your business, community, customers, etc.?
- What laws / regulations have been added? Or changed?

What do you need to do this year to make your company better? To achieve your goals? To improve the safety? To improve the security? To improve your risk management program? Take some time to figure it out.

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Richard Frost, CIP, CRM, is Federated Insurance's Loss Prevention Consultant for National Accounts and Associations.

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Expand Your Dealership's Facebook Efforts with Promo Pages

By Peggy Olson - Tire Review

Facebook has evolved to be at the heart of our online social life, and as a result it has become a place where businesses can openly communicate to customers on a whole new level. I believe Facebook is the most exciting and expansive marketing tool today for the Powersports industry. At Duo Web Solutions, we use Facebook as a research tool to find new information on brands, products and services. We continually team up with our dealership clients to create new and innovative promotions to keep their fans engaged. I'll let you in on a secret: I am like the vast majority of social media junkies who are total suckers for contests and coupons – here is how to use it to your advantage with Facebook.

Facebook Promo Pages

The latest Facebook trend is "Promo Pages," which we also refer to as custom pages. These pages allow you to highlight anything that you want most prominently displayed on your page. I call it the "wow" factor of social media marketing. Your current Facebook business page is likely made up of a wall, photo gallery and basic business information, while the other tabs such as "discussions" sit blank and are not utilized. It's time to get rid of those irrelevant pages and turn your Facebook page into a microsite (or mini website) to really highlight and promote your dealership!

What is a Facebook Promo Page?

Facebook Promo Pages allow you to reach out to your target audience where they are socializing, as opposed to forcing fans to come to your website for the information they are seeking (visualize this as "pushing" content to customers rather than "pulling" customers to your content).

The purpose of Facebook Promo Pages is to create a powerful brand and business visibility that encourages customers to first "like" your page in order to join your Facebook community and / or to receive more information in the future. This is different from a standard Facebook business page because these pages do not require visitors to "like" your page before browsing the content.

Further, a Promo Page allows you to brand and promote your business with a visual and robust presentation, which does not come standard with a Facebook business page. Another great benefit to a Promo Page is it allows customers to get a quick synopsis of your dealership, inventory, promotions and more without having to link over to your website for this information.

Do I Need a Promo Page?

No, technically, you do not need a Promo Page; however, recent research has shown that a custom designed Facebook page typically gains twice as many "likes" as a standard Facebook page, and an eye-catching and well-designed customized Facebook business page is likely to encourage visitors to spend more time on your page, interacting with your company and your loyal fans. With these proven results, why would you skip this opportunity to engage more customers?

The key is to utilize a Promo Page to show your dealership's personality. You sell fun, so be creative with taglines, pictures and content to gain instant customer loyalty and new customer interest.

Key Benefits of Facebook Promo Pages

These pages require users to "like" your page in order to view your content and be part of your community. This format creates a sense of exclusivity that attracts brand enthusiasts.

"Facebook only" offers are proven to be highly successful. Foot traffic to your dealership tracks results, along with statistics provided by Facebook metrics and website analytic programs.

Custom graphic presentations catch the eye of potential fans, drawing interest to your biggest and best events.

Think of these pages as a microsite or mini version of your website that allow users to learn about your dealership at a glance without having to link over to your website for this information.

Many techies believe Facebook Promo Pages are the wave of the future. Will websites be replaced by Facebook mini websites? Only time will tell, but this is no doubt a sound investment.

How to build a Facebook Promo Page

Are you psyched to build your own Facebook Promo Pages? Check out these two resources:

- Head over to pagemodo.com, a new service that offers a free tool for building your first promo page. Monthly fees apply if you would like to build additional pages.
- If you are not a do-it-yourselfer, or if you get stuck, contact me directly for guidance. There are many apps on the market; however, they are all "open source," which means they are not all reliable, tested or supported, which can make navigating these new Facebook waters tricky.

Final Advice: Start Small

I hope you are motivated to get your creative juices flowing and create a new Facebook Promo Page that's going to engage and entertain your customers. If you're not sure where to start, I recommend a simple, well-designed introductory page about your business. Showcase the brands you carry, top services and the location of your dealership with links back to the top sections of your site. Start small, watch the results and build from there.

Peggy Olson is the founder of Duo Web solutions, a company specializing in providing web and online marketing service to Powersports dealers. Peggy can be reached at peggy@duowebolutions.com.



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INTEGRA TIRE & AUTO CENTRES ANNUAL GENERAL MEETING



David Cosco presents the first annual Integra Tire Humanitarian Award to Bruce Stranaghan of Integra Tire Kelowna

Integra Tire and Auto Centres held their 5th Annual General Meeting at the Rancho Las Palmas Resort & Spa in Rancho Mirage, California from March 11 to 14, 2013. This was the second Annual Meeting Integra Tire held outside of Canada and once again it was a tremendous success. Total attendance was 170 people, who included dealers and families', corporate staff and supplier sponsors.

Corporate store location managers and head office staff arrived a couple of days earlier for team building, which included a round of golf on the resort's PGA accredited course accompanied by organizational meetings.

The meeting kicked off Monday, March 11 with a Welcome Reception on the fifth fairway of the golf course; this event was sponsored by DT Tire Distributors. The Integra dealers attended a variety of sessions throughout the week, including head office strategy sessions, manufacturer presentations and a special Customer Focus presentation by Howard Hyden whose knowledge and expertise quickly gained him the reputation for being "the expert" on the subject of customer focus.

Other activities during the week included a golf tournament, spousal shopping excursions and an organized motorcycle tour. The Annual Meeting closed with a formal banquet sponsored by our Gold Sponsor, TriCan Tire Distributors. Several awards were handed out to dealers for sales records, along with the first annual Integra Tire Humanitarian Award, which was won by Bruce Stranaghan of the Integra Tire Kelowna location for his work and involvement with the Carma Project. <http://thecarmaproject.com/sponsors-committee/>



BC Sales award winners - Left to right: Brian Wilson (North Vancouver), Gary Plemmel (Fort St. John), Troy Ferguson (Victoria), Woody (Gerry) Woodhouse (Trail), Lawrence Porter (Williams Lake) and David Cosco, presenting

In Memoriam

Frederick Edmund (Ed) Campbell 1919-2013

West End Tire, Winnipeg, founder and one of the original pioneering founding members of Western Canada Tire Dealers & Retreaders, Frederick (Ed) Campbell passed away peacefully on April 6, 2013, at Deer Lodge Centre, Winnipeg, aged 93 years.

Ed was predeceased by his parents, Alex and Louise Campbell, his sisters Alice Campbell, Betty Smith and brother Angus Campbell. He leaves to mourn his loving wife Vicky, of 41 years, his daughters: Bonnie Harvey (Ted), grandchildren Karen Connors (Ed), Donna Harvey, great-granddaughters Maisie and Madison; Susan Mann (Brian), grandchildren Colin (Joni), great-grandsons, Evan and Lucas, Kelly Mann (Jason Gaab); Dr. Pat Campbell (Terry Barber). Ed was a devoted husband, father, and grandfather... "A True Family Man".

Ed was an avid bike racer in his teens, winning trophies in many races. He joined the R.C.M.P., Regimental Number 13732, in 1940. During the

Second World War, Ed joined the R.C.A.F. and flew with the 270 Squadron of the R.A.F., as a pilot, Number J28632. Ed was stationed in England and West Africa. He came home with five medals including The Atlantic Star. Ed was a member of the War Time Pilots and Observers Association and became President in 1985. As President of the Manitoba Camera Club, he received the Paul Hunter Trophy in 1962. He also served as President of the Sertoma Club and became a Life Member in 1967 - 1968. Ed was the founder of West End Tire Co. Ltd. and ran a very successful business for 34 years (1956 to 1990). He became a member of the Canadian Tire Dealers and Retreaders Association in 1978, and Associate Member of the Manitoba Trucking Association.

WCTD extends our heartfelt sympathies to his wife, Vicky, and the family.

A tribute will appear in the next issue of the Tracker.



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TIRECRAFT AGM DRAWS RAVES

"...AN EXCITING YEAR FOR THE TIRECRAFT BRAND"

On February 6, 2013, Tirecraft Western Canada held its 2013 AGM at the Fantasyland Hotel in Edmonton. A meeting in Edmonton amid its infamous winter weather was not a concern as the energetic evening of our Welcome Reception kept all recipients warm-hearted and engaged in conversation. This positive attitude swept through the atmosphere of the successful three-day event.

The Tirecraft AGM was a great opportunity for our dealers to gather in a comfortable environment and share their ideas to develop a prosperous future and learn what the brand has to offer them for the upcoming year and years to come. The Tirecraft dealers were given insight on upcoming programs, products and branding. "This will be an exciting year for the Tirecraft brand", said Sean Williams, V.P. of Strategic Marketing for Tirecraft Canada. "Consumers and dealers will see some exciting new changes to our website and marketing for 2013."

This excitement carried over to the ever popular Supplier Trade Show. Our suppliers continue to provide outstanding service and support to all of the Tirecraft dealers. This was proven as you walked into the red and black draped rooms filled with conversation. From the exciting ice cream



Dave and Tracey Demeester from Manning Tirecraft with their "Associate Excellence Award 2012" plaque

maker and silent auction to the sample Tirecraft showroom, the wealth of product and organizational knowledge was astounding. From one booth to the other, the Tirecraft dealers were shown new tire and wheel products, introduced to their local vehicle service suppliers, and some even walked away with impressive prizes!

The energy of the Supplier Trade Show was hard to match for the final day. The AGM ended with a positive business speaker, Donald Cooper, who gave an outstanding performance and left the dealers and guests with many great business improvement ideas to ponder. This was followed by a decadent lunch and a live auction hosted by Danny Hooper. Danny Hooper's comedic stage presence helped us sell a framed and autographed Mark Messier jersey, framed and autographed Nail Yakupov jersey and a "Day with Ray". Our Tirecraft dealers raised an

astounding \$6000 throughout the three-day event for the Ronald McDonald House and the Canadian Breast Cancer Foundation.

The Tirecraft AGM was a great way to step into the New Year, and a clear insight to the future of Tirecraft. The brand can expect many desired changes to lead us into a successful future in the tire and automotive industry. — submitted by Bob Martins.



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.

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TIRE & RUBBER ASSOCIATION PROMISES INFORMATION PACKED SUMMIT

INDUSTRY LEADERS ON HAND FROM ACROSS THE WORLD

The Tire & Rubber Association of Canada hosts its annual summit on June 6th at Marriott Gateway Hotel, Niagara Falls, ON. A full day of expert panels will cover a wide range of highly pertinent topics. The Association's Annual Golf Day takes place on June 7th, with details and registration available at www.rubberassociation.ca

Highlights of the business day are as follows:

Networking Breakfast & Registration

Rubber Materials Outlook

A panel of experts from the United States, Europe and Canada will identify the global challenges and trends affecting the supply and demand of products and materials used in rubber manufacturing. Special attention will be paid to the near-term outlook for Natural and Synthetic Rubber, Rubber Chemicals, Carbon Black and Steel.

Automotive Outlook

The automotive sector is one of the primary markets for both tire and other rubber product manufacturers. This session will focus on the market trends for the North American auto market and also a specific review of the challenges and opportunities of rubber and rubber composite materials for new and innovative OEM applications.

Lunch Guest Speaker - Jonathan Bendiner Economist, TD Bank

Regulatory & Policy Initiatives Affecting the CDN Rubber Industry

There are important initiatives being undertaken by Government that can or may significantly impact the rubber industry in Canada. This session will look at three of these initiatives:

(1) ***The Status of Canadian Trade Negotiations:***

Officials from Foreign Affairs and International Trade Canada - Tariffs and Goods Market Access Division, will present via video link, on the status of specific current and/or pending international trade agreements and their potential impact on the Canadian Rubber Industry.

(2) ***Energy Policy and its Affect on Energy Prices:***

Adam White, President, Association of Major Power Consumers in Ontario (AMPCO) will present on the various factors

and initiatives that impact energy costs, including an outlook into future energy costs.

(3) ***Consumer Information & Tire Labelling:***

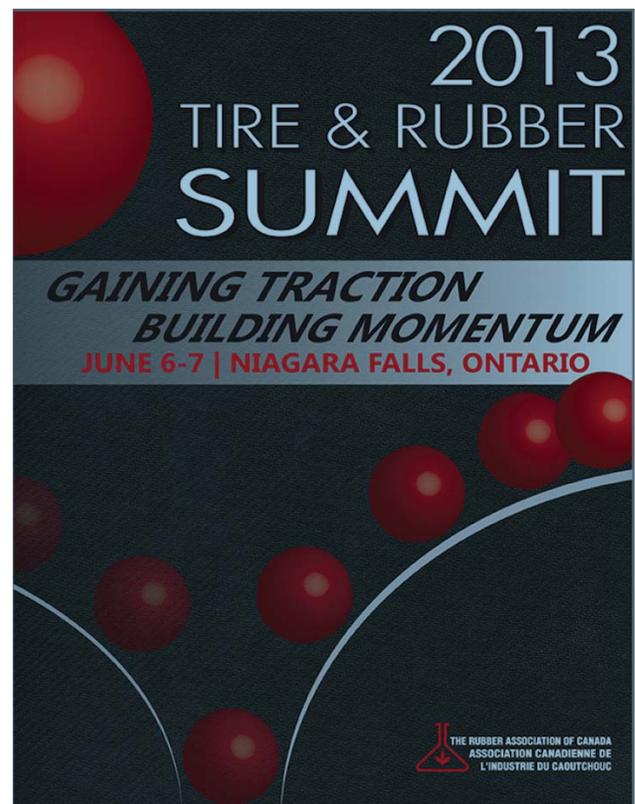
Steve Akehurst, Chief, ecoEnergy Efficiency for Vehicles Program, Natural Resources Canada, (Invited) will provide insight into the government's initiatives toward tire labelling and/or other consumer information in Canada.

Tire Industry Outlook and Panel Discussion

A panel of tire industry leaders will present and discuss the major challenges facing the industry and talk about their product and material and process innovations that help give traction to their corporate outlook.

Chairman's Reception and Dinner Guest Speaker Greg Witz, Witz Education

For full information and registration details:
www.rubberassociation.ca



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WCTD HALL OF FAME - NOMINATION FORM

The WCTD is accepting nominations for the Hall of Fame, to be awarded during the TDAC Convention, to be held in Niagara Falls, Ontario in July 2014.

The Hall of Fame is open to all in the tire industry, including tire dealers and retreaders, manufacturers, inventors, equipment supplies, etc.

For the criteria go to www.wctd.ca and click on **Members Benefits**

Nominations are due by July 31, 2013.

To nominate an individual for the WCTD Hall of Fame, please return this form and other information such as résumés, photos, newspaper articles, letters and awards to the address shown below.

NAME OF NOMINEE		TITLE	
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Please complete and return form to **WCTD** by **July 31, 2013**.

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