

APRIL - JUNE 2016

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS



TITAN'S GAME CHANGER

McAlduff Takes Over • Andy's Adieu
Safety as a Culture • Kelowna Wrap-Up
Scholarship Alert • Recycling Roundup



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THE TRACKER

April - June 2016

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PO Box 58047, Chaparral RPO, Calgary AB T2X 3V2

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Calendar

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May 16 - 20, 2016, Edmonton, AB



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Introductions, Farewells and Opportunities



By Paul McAlduff, WCTD President

WCTD is working through some interesting changes in 2016.

For those in our tire industry who have not made my acquaintance, now is the perfect opportunity. Over 35 years ago, I opened a 'speed shop' in North Vancouver, BC to support my truck and car racing habits. It was obvious to me back then that all the horsepower, suspension and brake accessories that I sold needed good tires. My interest and knowledge of the value of tire applications expanded. Tires became the focal point of my business.

My first introduction to the Western Canada Tire Dealers came when I attended a tire dealers convention in Winnipeg. There I found a very supportive community, where everyone was more than willing to share success stories and warn of common problems. That experience and the people I met confirmed that this was an industry I was proud to be a part of.

After a lot of years and a few more conventions I accepted the BC Director's position to represent the province's membership on the WCTD Board. Six years later, in March of this year, I am honoured to serve as President.

The WCTD offers some excellent services for tire dealers. If you're not familiar with them or if it's been a while since you checked, I'd encourage you to look on our website. For only \$100 (plus GST) membership is, truly, inexpensive. It also provides the opportunity for members to have their issues heard. We welcome any suggestions. Send them to the Executive Director or myself.

Now I'd like to thank our outgoing directors who have given a lot of time and expertise towards making our organization successful. Blair Holmes, the independent dealers' representative from Saskatchewan has recently retired from the business, his input will be missed. For 2016, the Association has lost the corporate support from Tire Country and OK Tire Head Offices. Although many of the individual dealers have rejoined, the director positions have been eliminated. From Tire Country, Jason Herle's guidance for our financials kept the other directors up-to-date and informed. Gary Hoover (OK Tire director) had control of the Governance Committee and his thoughtful opinions were always appreciated.

Our Executive Director, Andy Nagy will be retiring at the end of June. He has been the go-to guy for our day-to-day business affairs, liaison with other associations and related industries. Andy's knowledge and understanding

My first introduction to the Western Canada Tire Dealers came when I attended a tire dealers convention in Winnipeg. There I found a very supportive community... That experience and the people I met confirmed that this was an industry I was proud to be a part of.

of our tire industry and partners has been instrumental in the success of the Western Canada Tire Dealer over these past years.

On behalf of the Association, I'd like to offer my sincere thanks to all of these outgoing directors.

NOW HiRING!

WCTD EXECUTIVE DIRECTOR

Western Canada Tire Dealers is seeking to fill the position of Executive Director. The successful, self motivated candidate should possess:

- Strong leadership abilities
- Good communication skills
- Knowledge of non-profit organizations and board activities
- Current marketing ability
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- Knowledge of basic accounting
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Some experience in the tire, automotive or related industry preferred.

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Interested parties should contact:

Paul McAlduff - pmcalduff@telus.net or
Clem Collet - clem@westentire.com

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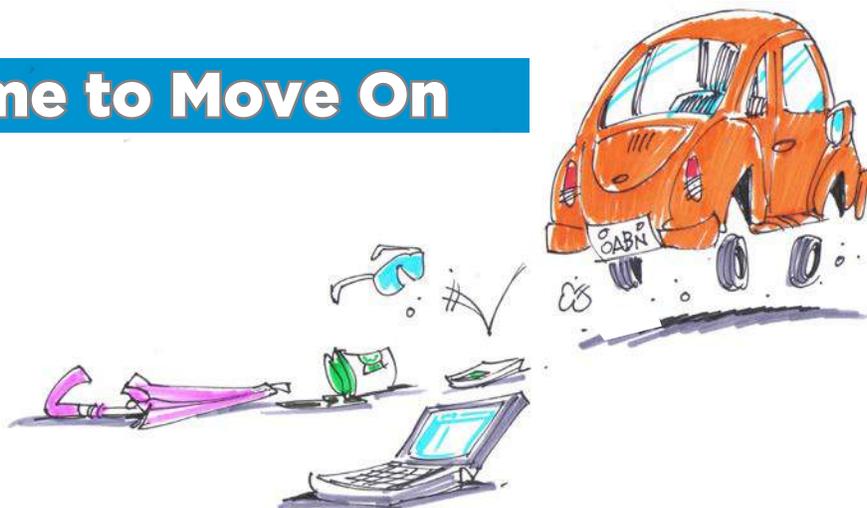
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Time to Move On



by Andy Nagy, WCTD Executive Director

Yes this is the last of my comments. I'm sad to say goodbye—but also looking forward to the next chapter. The Tire Industry people have been a pleasure to work for. I have made some great friends and associates.

I would like to say 'thank you' to everyone who makes the Association a strong voice for the independent tire dealer. The Western Canada Tire Dealers is a vital part of keeping your industry informed of the challenges and trends that are—or should be—front and centre.

For instance, I know that the TPMS issue will not go away. TPMS continues to proliferate, becoming more widely available in varying industries and in an increasing array of sizes and fitments. That means it is even more crucial to keep your policy posted in front of the customer to help explain 'why' when you tell them they have to install sensors in each wheel.

I'm not an advocate for or against the TPMS. But I do feel that it is the only way that some motorists are able to keep their vehicle in a safe working condition.

The Association is always involved in seeking out worthwhile initiatives. We are currently pursuing our a great suggestion from one of our members about getting low interest loans from Provincial Insurance Companies similar to the Manitoba Program. This is something the Association and future Executive Director can work on now.

We just celebrated a successful Convention and Trade Show. Last minute registrations helped push the attendance to over 150. Thanks to all who came and enjoyed the surroundings and met suppliers with their new products. Thanks again. This issue will have many captured

moments from our writer and photographer Tim Pawsey. Thanks Tim for all your hard work.

I do not have a lot to say and would only be dragging it out, so I will pass along the safe keeping of the Association to the next Executive Director. Tim will be more involved with the website and I know he will also keep Facebook and Twitter interesting and evolving.

Cheers!

Andy



Melvina and Andy bid adieu

WCTD is embarking on a search for an Executive Director. If you are interested, or know of any suitable candidate for executive director, please contact Paul McAlduff at 604.980.1578 or Clem Collet 204.663.9037 for more information.

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Safety Has to Be a Culture

“Tire safety starts with: Selection, Inspection, Winter Tires, TPMS, Tire Repair—and more. In fact, Tire Safety starts with every aspect of the industry.”



We’re not sure if anyone in the industry travels as much as Matt White, who logged 48 weeks on the road last year. That makes us even more grateful that he found the time to work us into his busy schedule.

Matt is a walking, talking ad for safety on the job at all times. But the lead-off to his talk at the WCTD Convention still caught some folks by surprise, and quickly woke them up, as Matt showed the repeated effects of a tire and cage exploding onto a dummy. Frightening stuff. But it still happens.

Matt talked straight as always.

“You changed the way I do things,” he said, noting that the Tire Tech’s job rates among the top ten of the most dangerous jobs in the world.

“I based my training programs on that,” he says.

Citing the economic downturn, he notes:

“We are now at another challenging crossroads: and that means cuts are everywhere. But safety and training can’t be cut.”

In any workplace, it is the same everywhere.

“Safety has to be a culture,” says Matt, who reminds us that TIA makes it possible. Since 1997, TIA has certified over 100,000 technicians.

The ironic thing is, that when it comes to the true cost of doing business, the real bottom line is all about safety, says White.

“I don’t sell anything: my job is to save lives,” he adds.

He also points to some obvious problem areas, such as the amount of wheel offs—which should be going down but is going up.

One of the most challenging aspects is turnover of people, which can often play into favouring efficiency over thoroughness, not matters to be taken lightly when it comes to safety.

In every instance, it is time to go back to the basics.

“You can’t judge a tire tech by how fast they might be able to do the job.”

Put someone who’s used to taking shortcuts in light truck and put them in earthmover: if they miss one crucial step, they’re dead.

It’s unbelievable that in this day and age the lock ring issue is still news, says White. But it is.

Editor’s Note: If you’ve never googled “split rim explosion” or “lock rim tire death”, you should. But be prepared to be shocked. The images on line are horrific. On the other hand, they should be required viewing for anyone working in the field.

Other areas that still need attention range from service truck issues to ether use (yes, still!) and lock out systems for vehicles / trailers undergoing service.

The key to good training is to explain not only how to do it but “why,” says White.

“Ultimately, I want you to take that safety culture, go back and make that a chain reaction.”

Says Matt, “Tire safety starts with: Selection, Inspection, Winter Tires, TPMS, Tire Repair—and more. In fact, Tire Safety starts with every aspect of the industry.

It’s a message that should not ever go away. And underscores just why the Tire Technician needs specific training.

Plus, at the end of the day, positive training brings positive attitude, says White. And that brings positive cash flow.

The Association is gearing up its training schedule for the coming year. If you haven’t addressed your training needs, no time like the present to book your spot.

TRACKER SPOTLIGHT



The much anticipated Titan Tire Reclamation system has commenced operations at Fort McMurray, Alberta. Indications are that the process—the first of its kind in the world—is extremely successful.



Titan Tire Reclamation:

EMT RECYCLING GAMECHANGER

How to dispose of giant earthmover tires once they're declared scrap has been a serious challenge, requiring costly shipments out of Fort McMurray for processing, or other solutions. The scrap tires are too heavy to easily move or cut up in the usual way.

Over the last seven years, Titan Tire Reclamation Corp. (TTRC), a subsidiary of Titan Tire International, has been developing a comprehensive process for handling giant earthmover hauler tires. Recently, a collaboration with Green Carbon, ACDEN (Athabasca Chipewyan First Nation) and Suncor Energy has come to fruition. The system is now up and running at Suncor's Fort McMurray oil sands operations.

At the heart of the process, thermal reactors reduce the scrap tire to its basic ingredients of oil, steel and carbon black.

According to Titan, The Green Carbon system uses 75 percent of gas from tires in a special reactor, Titan said. Each 59.00R63 tire produces approximately 500 gallons of oil, 4,000 pounds of carbon black and 2,000 pounds of steel. The process was first developed by Green Carbon L.L.C. and OTR Wheel Engineering, of Rome, Georgia.

When the TTRC system (which is located on 10 acres north of Fort McMurray) is fully operational, Titan expects it will be able to convert 240,000 pounds of scrap tires a day, or the equivalent of about 19 of the 59 inch tires. That amounts to about 13,600 gallons of oil, 52,800 pounds of steel and 76,800 pounds of carbon black, all of which can be recycled into new products.

The system uses 85 percent of the gas which it generates to fire up the necessary heat for the cylinder which contains the scrap tires, cut into manageable sections.

There's no shortage of interest in the system, with major mining operations from across Canada and around the world in attendance at the official unveiling.

All four of Canada's major mines were represented at the opening with several of the mine contractors also present. Attendees were able to tour the facility and view Titan's wheels, tires and undercarriage products as well as learn more about our mining services.

Chief Allen Adam of the Athabasca Chipewyan First Nation (ACFN) was also in attendance, showing the First Nation's support of the new technology and their partnership with TTRC. At the event, he noted the importance of protecting our environment and the economic benefit of



"This system is not just the only one of its kind in the Canadian industry, it's the first of its kind in the world".

- Maurice Taylor Jr., Titan International Chairman and CEO

doing so - stating that reclamation is a big part of the future of this region.

The technology is also providing jobs. TTRC currently has 15 people working at the facility and the number could expand to as many as 40 employees. TTRC will be testing and developing the system and in doing so, will ramp up the entire system in an orderly manner over the next several weeks.

TTRC president Paul Newton (a former WCTD president) expects that this first-of-its-kind technology will be able to process between 4,500 and 5,000 giant mining tires per year.

According to a report in *Tire Business*, "Titan did not disclose its investment in setting up TTRC, but has said on a number of occasions it expects its recycling activities to generate \$250 million or more a year in revenue from the sale of reclaimed oil, carbon black and steel.

According to Titan International Chairman and CEO Maurice Taylor Jr., Titan plans to expand the TTRC operations to Chile and Australia, although he did not elaborate on the timing or scale of those plans.

"This system is not just the only one of its kind in the Canadian industry, it's the first of its kind in the world," Mr. Taylor said at the Fort McMurray opening.

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WCTD Celebrates Success in Kelowna



Dealer members, key suppliers and other industry leaders converged on Kelowna last month for the 2016 TDAC Convention & Trade Show, hosted by WCTD, at the Delta Grand Resort & Conference Centre.

The theme behind the gathering—Getting to “Like” - Driving Customer Connection—was echoed by keynote Speaker Terry O’Reilly and presenter Tod Maffin, both of whom emphasized the critical need to be keenly aware of customer relations from every angle. Anyone who was unfortunate enough not to make it to Kelowna missed out on a great opportunity to up their marketing skills from two of the top players in their respective leagues!



A Taste of Wine Country

Several people took advantage of a deluxe wine tour, led by Matt Wentzel, co-owner of Kelowna-based Experience Wine Tours. Guests got to experience Tantalus Vineyards, Summerhill, Cedar Creek and Quails Gate. The consensus among those who attended was that the time was well spent. That evening a group of some 40 people took the winding road up to spectacular Gray Monk Estate Winery, overlooking Lake Okanagan, where they enjoyed a sumptuous four course meal (with wine) after being warmly welcomed by co-owner George Heiss Sr.



Effective Digital Marketing

Tod Maffin promised to give members enough information to understand just how important Facebook has become. And didn’t disappoint.

The Vancouver based tech guru said he’s not a big believer in stats.

“But I do want to show you one,” he said.

“The average Facebook user checks their feed 14 times a day. And, if you think about it, most of the time it’s happening on their mobile devices.”

Facebook has become an attention media , says Maffin.

“How many times a day do people read the paper or go back to reading it again?” he asked.

Maffin insists: “You need a Facebook page. You need to have a presence on Facebook.”

Just imagine, he says, if you could target people who are within one mile of your store; and who are looking for tires at the moment.

“You can do that today and it literally takes two minutes to set up. And it’s easy. Why would you spend your time watching a Twitter feed, when Facebook works so well,” he asks.

Once you’re set up, he suggests, it makes sense to spend a small budget to make the most of Facebook’s algorithms.

For more information, contact Tod Maffin Toll-free: 1-855-863-6233 or info@todmaffin.com

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TALKING TRADE

Over the two and a half days of the TDAC Convention & Trade Show, those in attendance had plenty of opportunities to catch up on the latest technology, equipment and services, thanks to a strong representation at the Trade Show. The Association is grateful to those suppliers who came to Kelowna to share and promote their products. Suppliers and other associate members are an integral part of the Association and WCTD welcomes their ongoing participation and support.





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Gloss Black Milled Spokes



NEW 422 Prowler
17x9, 18x9, 20x9, 20x12
Gloss Black Machined Face



398 Manx
15x8, 16x8, 17x8.5, 18x9
Gloss Black Machined Lip
Matte Black



413 Valor
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Gloss Black Machined Face



NEW 423 Manic
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Gloss Black Machined Face



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2016 HALL OF FAME

WCTD would like to acknowledge the generous support of Bridgestone Canada for its ongoing sponsorship of the Hall of Fame, which recognizes the contributions to the industry made by exceptional individuals. For the benefit of those not in attendance, we're pleased to offer the presentations of both of this year's inductees as follows...

ED CAMPBELL

Inductee
Entrepreneur and Retreading Pioneer



The late Frederick Edmund "Ed" Campbell was honoured as the Association's inductee into the WCTD Hall of Fame. Ed led a full life and played a significant role in the development for the retread industry in western Canada.

He was born in Ashern, Manitoba, in 1919, in the heart of the Prairies. Ed's father, Alex Campbell, was a grain buyer, so the family moved around a fair bit. In 1929, the family moved to Winnipeg.

Ed attended school in Ashern and went to Kelvin High, in Winnipeg where he became a keen bicycle racer, winning no shortage of trophies.

After he left school, in 1940, Ed joined the RCMP and was posted to Rickcliffe, Ontario. It was around then that he had his first ride on a plane. He just loved it, certainly didn't need the barf bag provided—and decided to join the forces.

Ed's passion for flying served him well. He flew with the Royal Canadian Air Force during the Second World War, and flew Sunderlands with the RAF 270 Squadron in England and West Africa. After the war, Ed came home with five medals including The Atlantic Star.

His first involvement in the tire industry came in 1947, when he became a salesman for Hawkinson Tread. It was Hawkinson that pioneered the band-type mold system, at the time a revolutionary retreading process. Ed then joined Sairs Tire, as a salesman.

In 1956, Ed decided it was time to launch forth on his own. He and his business partner Bill Casselman established West End Tire in a former service station at the corner of Rutland St. & Portage Avenue. Ed and Bill were convinced that there was a real need for a tire repair, retread and vulcanizing business in the area, for both autos and the trucking industry. A thriving business was soon in full swing.

The business continued to grow. When things became too cramped, it

Ed truly was a "born salesman." He had an instinct for business that told him it would pay to take risks in work he knew. Therefore, he was willing to take those risks.

was time to expand. Land was purchased and a new plant was built at 1100 Wall St. With less than \$2500 between them, the adventurous partners jumped into the retread scene.

In 1964, Ed took one of the biggest steps of his life. He purchased Bill Casselman's portion of the partnership and assumed full ownership of West End Tire. In the decade between 1958 and 1968, volume had increased many fold, with more personnel employed both in office and shop. In 1968, with new tire sales and the retread business rapidly increasing, Ed relocated his office and shop to a 20,000 sq. ft. facility at 208 Fort St.

That expansion was needed to accommodate the massive equipment used in retreading. The new building also housed four service bays for wheel alignment and brake service, a giant warehouse area and a comprehensive stock of new tires completed the picture. West End Tire was the largest tire retreading facility in western Canada, with all operations housed under one roof.

In 1971, Ed met Vicky (Pawluk) at Vicky's sister's farm, just outside of Winnipeg. They married on March 10, 1972 and had three daughters: Bonnie, Susan and Pat.

The business continued to flourish over the next couple of decades. Then, in 1988, Ed purchased property and relocated to 1991 Dugald Road in Winnipeg.

At least two factors fueled the company's fortunes, including the booming trucking industry and superlative customer service. But ask Ed how come West End Tire was so successful and he would tell you: "Good luck and hard work."

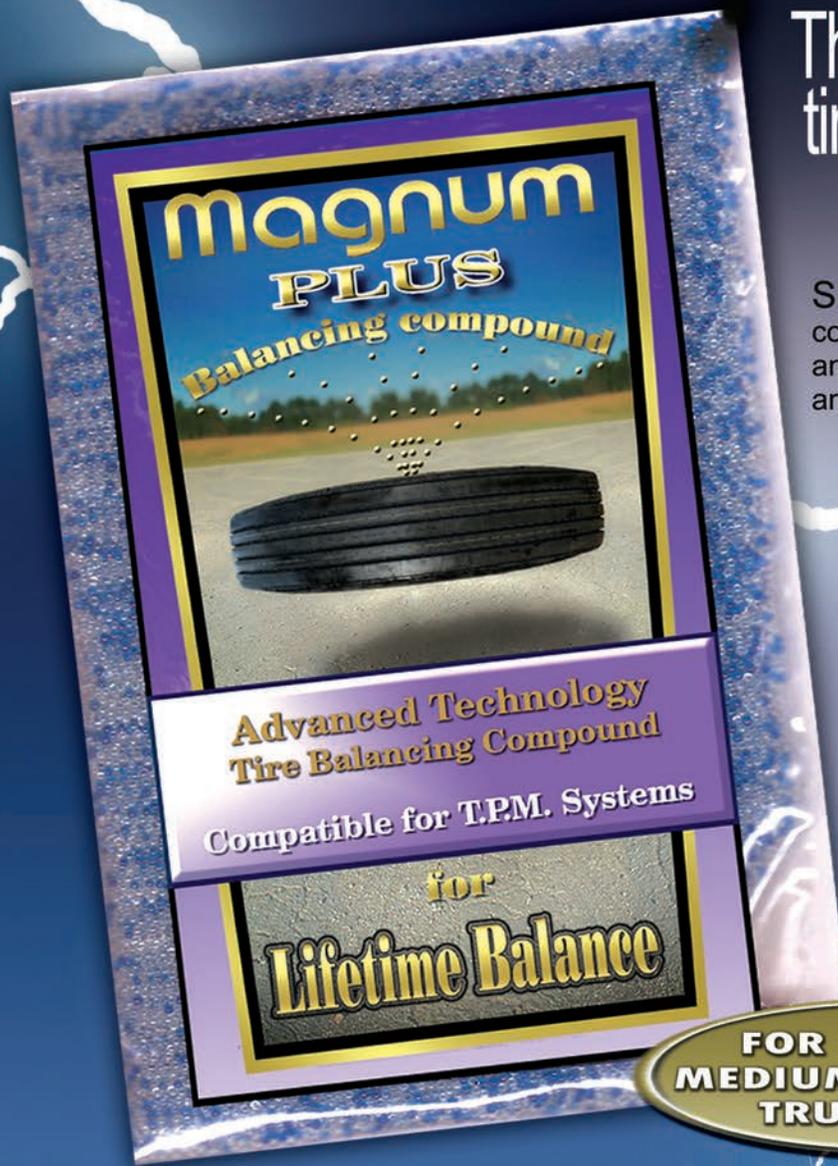
The latter in particular Ed did very well, with the utmost honesty and integrity. Ed also liked to suggest that the majority of his business came from repeat customers, based on many years of confidence in product performance using the Hawkinson Tread system. West End Tire serviced most of the major fleets in Winnipeg.

Ed truly was a "born salesman." He had an instinct for business that told him it would pay to take risks in work he knew. Therefore, he was willing to take those risks. Ed was a partner in the Astro Tire Company of Canada Ltd., for Manitoba and North Western Ontario. He also served on many boards.



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He was an associate member of the Manitoba Trucking industry Association, member of the National Tire and Retreading Association, Manitoba Tire Dealers Association and the Canadian Tire Dealers Association. He was a founding member of the Western Canada Tire Dealers Association.

Whether at home, at the cottage or travelling, Ed was a relentless prankster. At Collet's farm for a birthday dinner, Ed called Clem over to the cake.

"Clem—smell this cake: there's something wrong with it," he says.

Clem being very obedient, leaned over to smell, and Ed proceeded to push Clem's face right into it. Clem came back up with a face full of icing and cake.

At the cottage, Ed was known for his "Clearwater Bay Alarm Clock". In the morning, when all were still sleeping, he would have Vicky prop open the front door—before he fired the .303. Needless to say, within seconds, everyone was up. One weekend, in the morning, before Ed was leaving for the city, Vicky propped open the door. One of the girls sleeping close by jumped right out of bed as the 30-30 went off.

"Campbell," she said, "If you ever do that again, I will have your balls for book-ends."

In 1990, after many years of impressive and almost uninterrupted growth, Ed sold West End Tire to André and Gilles Collet. The sale was made on a handshake. For a short period of time, Ed remained as a consultant. However, he soon discovered his expertise was no longer required, as the company was in excellent hands.

Ed retired at the age of 71, and enjoyed his retirement years. He had many gifts. His attitude was always "positive" and for every one of his 94 years he lived his life to the fullest.

Ed was a man of immense ability and curiosity. He was an associate member of the Pipe and Drums in the Shriners, and of the St. Andrews Society; President of Sertoma Club; President of the Manitoba Camera Club and President of the War Time Pilots & Observers Assoc. A great sportsman, he relished time spent at his Lake of the Woods cottage with Vicky, family and friends, as well as travels to St. Petersburg, Florida, throughout the world, US and most of Canada.

Ed passed away on April 6, 2013, in his 94th year.

WCTD, TDAC and Bridgestone Tire salute Ed Campbell for his vision, entrepreneurship and for forging the foundation of retreading in western Canada.

MIKE MOFFATT Recycling Trailblazer

Inductee

Mike was born on August 15, 1957, in Hagersville, Ontario. He had six siblings and attended Walpole North Elementary School, and Hagersville Secondary School. As a young man, Mike worked as a farm hand, general labourer and as a house framer.

In 1974, Mike met Lynda Shaver, the love of his life, at Hagersville Secondary School. They were married in 1978; and had three children: Adam, born in 1982; Scott, born in 1986; and Erin, born in 1988.

Mike got his start in the tire industry in 1982, when he went to work for Tyre King Recycling, in Hagersville, Ontario. Driving truck, he was collecting tires; and very much learned the business from the ground up. Over that time, which was very early days in the industry, Mike collected some 46,000 tires. In 1983, Mike decided to go it alone. He opened Mike's Recycling, also located in Hagersville; purchased his own truck; and started collecting tires across Southern Ontario.

The tire recycling industry was just finding its feet. By 1991 Mike had collected and recycled approximately one million tires. In 1991, Mike relocated to Brampton, Ontario where he opened Fred's Recycling. Fred's was named for Lynda. ('Fred' was his nickname for her).

Business increased steadily, so much so that in 1993 Mike added a second truck to the fleet to keep up with growth. In 1995, Mike returned to Hagersville, where, in 1998, he established Ontario Tire Recovery. Between 1991 and 1998 Mike estimates he recycled some three million tires.

A watershed year, in 2003 Ontario Tire Recovery became the preferred

In 1983, the tire recycling industry was just finding its feet. By 1991 Mike had collected and recycled approximately one million tires. That year Mike relocated to Brampton, Ontario where he opened Fred's Recycling.



vendor to a major national account. The opportunity created an ideal scenario for expansion. Mike's son Adam returned to the family operation. In the same year, the company expanded to northern Ontario, where two collection trucks were brought into operation, along with three employees. An extra truck was also added to the Hagersville operation, which now numbered four trucks and ten employees.

The next move for Ontario Tire Recovery was to establish operations in the GTA. In 2005, Mike opened a Toronto facility for delivery and sorting of tires; and added two additional specialty trucks for large collections. Ottawa followed in 2007, with three collection trucks, while two more trucks were added to the Hagersville facility.

In the decade leading up to 2009, Ontario Tire Recovery had recycled approximately 18,650,000 tires. By then, Mike was employing 53 people across Ontario. The company was operating 15 trucks of various kinds, 100 tractor trailer units; and had located some 160 tire storage compounds and bins across the province.

After a landmark year in 2009 and recycling some 3,500,000 tires, Mike made the decision to sell Ontario Tire Recovery to Liberty Tire Recycling

Continued on page 21



The toughest enforcer on the road.

Backed by a category-leading, 130,000 kilometre treadwear warranty, the Dueler H/L Alenza Plus SUV tire is engineered for endurance. Brought to you by Bridgestone, the leader in game-changing tire innovation.*

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Official Tire of the Stanley Cup® Playoffs



*130,000 kilometre treadwear limited warranty applies to H, T and V rated sizes only. 90,000 kilometre treadwear limited warranty applies to W speed rated sizes. Subject to exclusions and restrictions; see warranty manual for details.

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Canada, this merger would later result in the formation of the largest tire recycling facility in Canada, recycling over 6 million tires annually. Mike continued with Liberty Tire Recycling as the Customer Relations Manager, his son Adam would also remain with Liberty Tire Recycling and continue to mentor with his father.

Over the next few years, Mike continued his duties as Customer relations Manager, travelling the province of Ontario, meeting with and gaining new customers. During the period from 2009 to 2015, Mike and Liberty recycled some 26,500,000 tires.

Mike loved the outdoors, from fishing, camping, riding all the toys—and occasionally relaxing! He was a proud supporter of the Haldimand Wrestling Club, Sunshine Foundation, and many local teams and events. Mike was mostly known by friends, family and his surrounding community as a loving individual whose generosity was surpassed only by his love for his family.

Mike was a passionate grandfather, who spent as much time as he could with his grandchildren. He carried to them his love of the outdoors.

Mike passed on November 20, 2015 in Brantford Ontario, after a year long battle with cancer. Mike's continued love for life and the strength he showed during his last year will always serve as a reminder of Mike's generosity, his kind nature and, most of all, his love of his family.

OTDA, TDAC and Bridgestone Tire salute Mike Moffatt for his vision, entrepreneurship and for the immense impact he had on the tire recycling industry, both in Ontario and beyond.

INDUSTRY NEWS

Open Lot Security

by *Richard Frost*
Federated Insurance Loss Prevention Specialist

A properly designed storage lot should enhance security against theft, arson and vandalism by discouraging trespasser access. The level of protection is highly dependent on the attractiveness of the items on the lot.

The following solutions can be used alone or in combination depending on your particular situation...

Physical Barriers and Landscaping

Physical barriers are typically utilized to prevent vehicle access or removal of property from the open lot. Barriers can include concrete barriers and blocks. Landscaping features such as perimeter ditches or large rocks strategically placed can be worthwhile theft deterrents. Temporary barriers can be moved about as necessary and are generally used to block entrances or create a barrier along the side of an open lot.

Fencing

Fencing is typically used to prevent pedestrian and vehicle traffic from entering the lot. The methods used depend on the type of traffic being restricted. If the goal is to restrict vehicles but not pedestrians, a solid fence is not necessary. Steel posts joined with cable or chain may provide adequate protection. Chain link is the most common fencing material, but other options include iron, masonry, and wood. Chain link fences can be cut and therefore, additional security may be required. Installing additional horizontal steel pipes between the posts can reduce the possibility of items being removed through a cut fence. To prevent intruders from climbing over the fence, barb or razor wire should be installed on top of the fence. Fence gates should be constructed to the same or higher standards as the fence and be equipped with good quality professional series padlocks. If chain is used to lock the gate, it should be a minimum 3/8-inch grade 70 transport chain.



Knowing your business matters.

Lighting

Good lighting will discourage intruders. Installing perimeter lighting reduces dark areas and places for trespassers to hide. Lights should operate from dusk to dawn.

Storage Trailers

Trailers are often used for tire storage. To secure the trailer, a king pin lock should be used with further options being disabling the trailer and/or alarming the trailer.

Burglar Alarms

Additional security can be utilized by alarming the storage lot or trailer. The most effective burglar alarms will sound a local alarm as well as notify a monitoring company.

Fence Monitoring

Common methods for alarming a fenced compound are:

Alarm wires are strung through the fence – cutting the wires will trigger the alarm.

Photoelectric beam transmitters and receivers are placed inside the perimeter of the fence. The alarm is triggered when the beam is broken. If the lot is not fenced, individual items can be protected by the alarm using a closed loop system. An alarm cable is strung through each item to protect – removing the cable will trigger the alarm. Some high target theft items require a fenced compound and closed loop alarm system.

Video Cameras

Security cameras are an important component to crime prevention and should be used in combination with other deterrent measures. Large visible signs warning that the area is under surveillance should be installed. Some security companies utilize live monitoring of their cameras and can provide real time protection.



LEAO TIRES



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Please visit us at www.LEAOTIRE.com

WCTD Academic Scholarships

Western Canada Tire Dealers is pleased to announce the 2016/17 Scholarship program.



Eligibility

The applicant is the immediate family member (Son, Daughter or 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 (5) years.

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

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 extra curricular activities, any academic honours or any community or volunteer work that they may have done. The applicant must also submit reference letters that confirm their involvement or achievements. Reference letters cannot be from family members and must speak to the achievements of the applicant.

The applicant must submit a letter from a WCTD member confirming the current employment of an immediate family member.

The applicant must have a complete transcript of all courses and grades sent to the Scholarship Committee no later than August 1 of the year the application is submitted. Transcripts must be submitted directly by the educational institution.

The applicant must submit a confirmation of registration along with a tentative course schedule from an accredited post-secondary institution.

Awarding of Scholarship

The Scholarship Committee will pay the lesser of the total amount of the successful applicant's tuition for two consecutive semesters commencing in September of the year the scholarship is won or the value of the scholarship that is won.

The scholarship will be paid directly to the post-secondary institution that the successful applicant has enrolled in.

Application Deadline

The deadline for applications is July 31 of the year the application is submitted. Applications must be at the Scholarship Committee's office on or before this date. No applications will be accepted after that date. Incomplete or illegible applications will not be considered.

Freedom of Information and Privacy

The information collected in this application is to be used for the sole purpose of assessment and evaluation of the WCTD scholarship and will not be used for any other purposes.

Mail, fax or email applications to:

WCTD Academic Scholarship Committee
c/o Andy Nagy
PO Box 58047 Chaparral RPO, Calgary, AB T2X 3V2

Email: andy@wctd.ca
Fax (403) 264 3176 Phone: (403) 264-3179

WCTD Welcomes New Member

**The Association is pleased to welcome our newest member...
Midnight Sun Energy of Yellowknife, NWT.**

Midnight Sun Energy, Sustainable Mining and Industrial Solutions, was founded in the Northwest Territories in 1993, as a specialized remote power company. The Company began engineering and building its own generators to meet extreme northern conditions at off-grid bush and tundra sites. It then augmented these popular camp gensets with custom solar and wind power systems for exploration camps, mines, lodges and other remote sites.

The Company also offers the full line of Terex® compact construction equipment to its customers in the Northwest Territories. According to General Manager Ivo Mitev:

“Our mission is to bombard our customers with excellence, through the provision of cost effective mining and industrial solutions.”



WCTD is pleased to welcome them aboard!

Ivo Mitev
Midnight Sun Energy Ltd
2 Coronation Drive
Yellowknife, NT X1A 2P3
Ph: 867-765-8080 Fax: 867-873-8768
Email: Ivo.Mitev@midnightsunenergy.com

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Pirelli to Sell Truck Tires in North America

Tire Review

Pirelli announced it will begin selling commercial truck and bus tires in the United States and Canada through a new entity, TP Commercial Solutions LLC.

Clif Armstrong has been hired to manage the project as president of TP Commercial Solutions LLC. Clif has more than 20 years of commercial experience and previously worked for Continental's truck tire division. He will be based out of Pirelli's North American headquarters in Rome, GA.

"Pirelli's strategy for car and light truck products in North America is focused on premium products customized for the particular needs of the market," said Armstrong. "With the launch of the commercial truck business, we plan to do the same thing – adapt the excellent technology and leadership of the Pirelli industrial product line to the specifications

and demanding requirements of these markets. North American fleets have unique needs which require unique designs, sizes and compounding to deliver the premium performance for which the Pirelli brands are known and respected. Entering this market is no easy task, but with the strength of our future product portfolio coupled with the extensive research and development we are devoting to the project, we will provide North American fleets best in class cost performance and services."

The expansion into the TBR market in the U.S. and Canada is part of Pirelli's global growth strategy, the tiremaker said.

The pilot phase for the expansion currently has more than 40 fleets participating in testing and development for Pirelli commercial truck tires for various North American applications, Pirelli adds.

Yokohama Launches New Regional All-Position / Steer Tire

Tire Review

Yokohama Tire Corp. has rolled out a new SmartWay-verified regional all-position/steer tire for fleets in the U.S. and Canada – the 108R.

"The 108R will give fleets a competitive edge for extended regional-haul and urban high-scrub applications," said Dan Funkhouser, Yokohama's director of commercial dealer sales. "Thanks to its deep, 22/32nd tread depth and 16-ply construction, the 108R will consistently deliver more miles and more profits."

The tire features a five-rib tread design for longer, more stable service life and enhanced water dispersion and traction, the tiremaker said.

A sidewall abrasion guard helps reduce damage from accidental curbing and scrubbing in urban applications, and rock shield platforms help deter premature casing damage by keeping rocks and debris from reaching the bottom of the groove.

Additionally, StrainEnergy Mimimization (STEM-2) technology extends the life of the casing by directing destructive stress forces away from critical bead and shoulder areas, thus minimizing flex in the casing, the tiremaker adds.

Buffalo Dealer Tests Overnight Service

Modern Tire Dealer

Dunn Tire LLC hasn't let a mild winter stand in the way of expanding its winter tire services. In November 2014 the Buffalo, NY-based dealer experimented with a new overnight winter tire service at one store in the Syracuse, NY area. This season, the service was expanded to five stores.

There were three stores in the Buffalo area and two in the Syracuse area, including the store in Camillus that led the way a year earlier.

Most of the dealership's overnight winter tire service is for changeovers, but Robert Clark says 30% is the installation of new tires.

Consumers called to make an appointment and agreed to drop off their vehicle by 6 pm, and the car was ready for pick up the next morning an hour before the store's regular opening. The overnight appointments were limited to tire changeovers and new tire installations.

Robert Clark, managing director of retail operations for Dunn Tire, says the goal of the program "was to expand our capacity during a time of year when capacity is at a premium."

During the first year at the Camillus store, when Mother Nature delivered plenty of winter weather, that one store was installing tires on 25 vehicles a night. Some nights the work wasn't done until midnight. Dunn Tire typically ramps up its staff before the busy changeover time of year, but it hasn't hired extra workers specifically for the overnight service. Technicians simply are scheduled differently.

This year, the weather didn't push as many customers in the door, but Clark says the overnight service still was a success, and likely will be expanded again next winter. "Instead of getting done at midnight, we were done around 9 pm" He attributes some of the service's popularity to Dunn Tire providing winter tire storage. Clark says most of the dealership's competitors don't offer tire storage.

Some customers asked if they were paying a premium for the convenience. Clark says there's no price difference. "At the end of the day we're trying to get it so customers aren't sitting in our waiting room for hours."

But Clark says offering the service takes more than just keeping the lights on later into the night. "One of the real challenges is you don't have access to the customers like you do during the day."

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.

Alberta Recycling – 2015 in Review

FINANCIAL RESULTS

Financial Administration

For the first three quarters of the 2015-16 fiscal year (April 2015 – December 2015):

There has been a significant decrease in reported sales of both PLTT and MTT tires over the same period last year.

- Passenger and Light Truck tire unit counts decreased 10.3%
- Medium Truck Tire unit counts decreased 23.2%
- There has been a decrease in reported sales of Off-the-Road tires of all sizes by approximately 36.4%.

There has been a decrease 51.3% on input tires fees during vehicle inspections over the same period last year. This decrease is largely due to declining vehicle imports as the Canadian dollar falls in relation to the US dollar.

Registrant Update

Registration Administration

At year end there were a total of 2,859 manufacturers, distributors, and tire and vehicle dealers registered as follows with the program:

- **'Remitters':** 1,624 companies that are required to remit and report on environmental fees.
- **'Payment-on purchase' (POPs):** 1,235 smaller companies that are registered but exempt from remitting environmental fees to Alberta Recycling. Their exemption is due to the fact that they pay the environmental fees directly to their suppliers, who in turn remit the fee to Alberta Recycling on their behalf.

To reduce administrative burden on registrants and administration, an online remittance process has been actively promoted with those businesses who still file paper ADS. As of December 31, 2015 approximately 91% of registrants are reporting online.

In 2015, the annual registration update was mailed to all registered remitters. This process ensures that up-to-date information is maintained for each file, and provides contact information for potential new registrants. A copy of the 2015 Tire Progress Report was also sent, providing the companies with an overview of program highlights and a summary of key results.

Revenue Compliance Administration

For the period of April 1, 2015 – March 31, 2016, a total of 184 compliance reviews have been scheduled for remitters; this will assist in ensuring they are correctly charging and remitting environmental fees on tire products.

To-date 160 of these reviews has been completed; the remaining 24 were finished by March 31.

There are 226 registrants identified for compliance reviews that will be scheduled for the period of April 1, 2016 – March 31, 2017.

SCRAP TIRE COLLECTION & PROCESSING

- All dealers can contact any of the following two recyclers to arrange pick up or to change their current service provider (detailed contact info for the recyclers can be found at www.albertarecycling.ca):
 - Alberta Environmental Rubber Products: 1-800-761-8473
 - Liberty Tire Recycling: 1-800-462-8884
- CuttingEdge has been suspended as a Registered Processor and is currently not permitted to collect tires.
- Alberta Recycling partners with the 4-H Foundation to improve collection in rural areas. Dealers in rural areas facing challenges regarding collection may contact the 4H Foundation at 1-877-682-2153 to arrange for pick up.

TOTAL AMOUNT OF TIRES PROCESSED (IN TONNES)

	2012-13	2013-14	2014-15	2015-16 (APR-DEC)
Car, Light Truck	40,384	42,461	42,083	28,080
Medium Truck	17,900	21,572	22,916	18,737
Off-Road Tires	1,478	6,244	3,098	4,429
TOTAL	59,762	70,277	68,098	51,245

2015 MUNICIPAL GRANT PROGRAM

- 55 grant projects were completed in 2015 for a total of \$1,052,023 in funding. This includes:
 - 47 playground and splash park project at \$946,070.00
 - 8 municipal tire marshalling areas at \$105,953.00
- For the 2015 grant year there were a tremendous number of submissions of eligible applications, similar to the previous year.
 - These projects provide an excellent opportunity to illustrate the benefits of the program by showcasing recycled tires products and establishing more tire collection areas throughout the province. A total of 69 projects are approved to receive up to \$1,371,522.36
 - This funding will be paid out over two years.
- Municipal grant projects provide great awareness of the program and the ability to reach residents throughout the province. Communities receiving grants are recognized for incorporating products made from Alberta scrap tires into their projects.
 - Pending approval by the Board for the 2016-17 budget, the grant program will open again in the fall of 2015.

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An all weather tire, great for summer but ready for winter.

The Toyo CELSIUS and Celsius CUV are designed to give drivers better traction and safety all year long. Providing better ice and snow traction than a typical all-season tire while offering a comfortable ride on dry roads. The Toyo Celsius gives drivers a "higher degree of safety" during those unexpected weather conditions.



For more information go to toyotires.ca or call ... **1-877-682-TOYO**

TOYO TIRES
driven to perform

Saskatchewan Scrap Tire Report - February 2016

Submitted on behalf of Mel Keifer

Putting Saskatchewan First – SSTC postpones rate increase: The SSTC made the decision to postpone Phase 2 of the Tire Recycling Fee rate change implementation. Scheduled for January 1, 2016 the increases would get the rates in line with the cost of handling the provinces tires. Due to the impact the economic situation is having on many stakeholders, the SSTC believed it was prudent to re-evaluate the next scheduled fee increases (scheduled for January 1, 2016) and postpone. This decision does impact the SSTC's operations overall but we believe it was the right thing to do.

2015 Year End Statistical Data

New tire sales in 2015 was in line with the previous year, through the year the 1356 program registrants reported sales of 1,561,697 million tires.

Scrap tires generated from these sales resulted in over 861,027 units being collected by the SSTC from retailer locations and diverted from landfill disposal.

Processors recycled just over 86 million pounds of waste tire material last year, the largest increase in production was seen in the Tire Shred/Mulch/TDA material. There is an inventory of approximately 51.7 million pounds of unrecycled material at processing facilities in Saskatchewan, of which 45 million is at the closed Assiniboia Rubber Recycling facility. Detailed information on these statistics can be found in the 2015 Annual Report (Library Tab), posted on our website.

SSTC Annual Public Meeting & Webinar

The SSTC held its Annual Public Meeting Wednesday, March 16, 2016. Retailers and Stakeholders were invited to attend in person or by webinar. Copies of the 2015 Annual Report and the taping of the webinar are available at www.scraptire.sk.ca.

Communications & Outreach

In addition to the many great programs that SSTC offers to promote tire recycling, the SSTC focuses its stakeholder outreach through a broad education and communications campaign that includes:

Treads Newsletter

The SSTC continues to educate the retailer and the consumer alike on recent events and changes in the scrap tire program through its quarterly produced *Treads* periodical. Copies of past editions can be found at www.scraptire.sk.ca

General Awareness Campaign

It's a Thing was launched in 2015 as a way for SSTC to continue to message the importance of recycling tires to the consuming public. The simple tagline has caught the attention of the intended audience and we hope will encourage more people to leave their scrap tires at the source, improving the recovery rates by getting the tires into the program sooner.

Programs

Community Demonstration Grant Program

This program is intended to encourage Saskatchewan residents to "think green" when planning community projects. Eligible communities can access up to \$5000 towards the purchase and installation of recycled tire products and is available to municipalities, registered non-profits, schools, etc. Eight grants were approved in 2015 with just over \$26,000 being awarded.

R2R Program

SSTC has continued to promote and expand its Return2Retailer program. Partnering with retailers to offer a disposal option for those that may have an odd tire in their possession, SSTC now has 38 R2R locations.

The R2R sites are established after the Black Gold Rush program has gone through an area and provide consumers with the opportunity to drop off up to 10 off rim tires, eliminating the need to landfill.

Black Gold Rush (Private Stockpile Clean Up)

2015 was the most aggressive year that SSTC had for the private stockpile clean up program. We targeted 52 municipalities and over 9 million pounds of material was collected from private landowners. The clean up in these municipalities included the City of Humboldt, 30 towns, 52 villages, six resort villages and three First Nations communities.

Tire Stewardship - BC Update

Program Statistics

Sales

In 2015, both the PLT and MT unit sales are up over 2014.

Collection

Collection levels increased over 2014 by 10%, with approximately 45,000 tonnes collected in 2015. This is the third year of high collection volumes (2010 to 2012 were fairly static at around 37,500 tonnes) with collection volumes increasing each year.

Processing

Markets continued to be strong in 2015. The majority of the rubber was recycled into products such as crumb and coloured landscaping mulch. The remaining volume, made up of whole tires and shred, was used for energy

recovery in cement kilns and pulp and paper mills.

Program Updates

Annual Report

We encourage your members to read the report as it highlights our accomplishments in 2014 and reports against our targets and the research to date on OTRs. The 2015 annual report is due July 1, 2016.

<http://www.tsbc.ca/pdf/TSBC-AnnualReport2014.pdf>

Compliance Program (reviews)

- TSBC continues with its compliance reviews and we are finding these reviews have provided us with an excellent opportunity to interact one-on-one with our participants. The feedback we are receiving is

Continued on page 31



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GTC NORTH AMERICA

INDUSTRIAL TIRES THAT WORK FOR YOU

OTR | Industrial | Solid | Giant Solid | MTR | Logging | Mobile Crane | Bias

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Mix and match your tire order per shipping container! Authorized distributors can mix and match any type of our Samson or Advance branded tires in one container shipment, including: MTR/Mobile Crane, Bias Truck, OTR/Logging, Industrial, Farm/Skid Steer and Solid/Giant Solid.

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very positive. There are a couple of areas that we would like to take this opportunity to highlight for your members:

Charging the ADF to customers who are registered with TSBC.

Yes - if the purchaser has a TSBC registration number with only 4 digits (generators)

No - if the purchaser has a TSBC registration number with 5 digits (retailers) The retailer selling wholesale to a purchaser with a 5 digit registration number should ensure this number appears on all sales invoices. A list of registered retailers and generators is available on the TSBC website or you can call the TSBC office for verification.

BOTTOM LINE IS – unless your customer provides you with their 5 digit TSBC registration number – charge the ADF.

Yes, the ADF is applicable on warranty and other replacement tires because both the new tire and the replaced or recalled tire will end up being recycled. How retailers recoup the ADF is up to them e.g. from the customer, the manufacturer, etc.

Yes, the ADF is applicable on sales to First Nations customers. The government tire levy, which was in effect until December 31, 2006, was part of the Social Services Tax Act which made it exempt for this group. The TSBC ADF is a private industry fee and so the exemption does not apply.

Tire Collection

The tire collection in the province is handled by Western Rubber Products. The members should be aware that tires collected that are destined for a program recycler are recorded on a TSBC waste manifest, known as a Form A, that the hauler must present and have signed by the retailer. If this is not the case your tires may not be entering the recycling stream under the TSBC program. If any of your members have collection issues they should try to resolve the issue directly with Western Rubber at 1.866.497.0281, failing a successful resolution your member should contact our office directly 1.866.759.0488.

Current Non-Program Non-Highway Tires

TSBC is currently undertaking some research on these tire types to understand more about the historical volume, current sales volume and technologies available to process these tires. These vary in type from an aircraft tire to a giant mining tire. A report on TSBC's research to date can be found as part of our annual report (Appendix D) at the link below. TSBC is happy to report that there continues to be significant strides in processing capability for these larger tires.

<http://www.tsbc.ca/pdf/TSBC-AnnualReport2014.pdf>

Return to Retailer

In 2009, TSBC launched a voluntary Return to Retailer program. Many of the WCTDA members have signed up to take back up to four car tires, off rim and clean from the public during regular business hours. However, TSBC would like more retailers to sign up, especially in areas outside the Lower Mainland. We consider this to be an opportunity for retailers to earn loyalty from existing customers and also an opportunity to win new customers. Interested parties can call our office to sign up or tick the box on the ADF Return form.

Community Grant Program

TSBC had another successful grant program in 2015 with approximately \$400,000 awarded in grants to over 46 projects. This amounts to over \$3.5M in grants since 2009 for 230 projects in 77 communities. The 2016 program is now open. We encourage any WCTDA member that knows of a project that is occurring in their community to tell the project coordinator about the TSBC grant program and direct them to our web site for more information. www.tsbc.ca

Communication and Education

Videos

A reminder that TSBC has created three videos which are available to view on our web site by clicking on the You Tube icon. <https://www.youtube.com/user/tiresbc> In addition we have web keys that can be plugged into a computer and used to show the videos. We are happy to provide these web keys to your members.

Ambassador Tour

In 2015, TSBC once again partnered with the BC Used Oil program in their Ambassador Tour. This tour involves students visiting various retailer locations and local government throughout BC and participating in community events. The students will have visited many of your members last year and asked them to complete a short survey on tire collection, E-filing, round ups and general comments on the program. We are happy to report that most of the comments were positive. The overall collection rating was 8/10 from over 700 locations visited. Any issues were brought to the attention of Western Rubber who is responsible for the hauling in the province. Your members should expect a visit this year as we continue what TSBC's sees as an excellent way to make contact with our retailers directly.

ADF Return Messaging

TSBC emails each retailer an ADF Return monthly as a reminder to remit but also as an opportunity to pass on any key messages. The message board is on the reverse side of the Return. We encourage your members to read the information.

TSBC is always open to finding better ways to communicate with our retailers, so if you have any suggestions as to how we might accomplish this please let us know. As is always the case, please have your members call our office if they have any questions or concerns.

Our toll free number is 1.866.759.0488



We hope you have found this issue of The Tracker both informative, educational and entertaining. We welcome your feedback and invite you to submit any ideas you have for upcoming issues. Please feel free to drop us a line (or two)...

PO Box 58047, Chaparral RPO, Calgary, AB T2X 3V2

Phone: 403-264-3179 Fax: 403-264-3176

Email: andy@wctda.ca

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Proudly made in Alberta!

Every tire that comes into your shop is an unknown, potential bomb that could explode with little or no warning.

Having a Tire LEEK-SEEKER System in your store greatly minimizes the risk of injury because finding the air leak can now be done SAFELY!

The SAFE choice is your RIGHT choice!

The Tire LEEK-SEEKER System...

- Faster to use
- Beneficial to increased net profits
- Increases valuable floor space
- Much safer for your technicians
- More consistent results
- Ends heavy lifting
- More efficient than a tank or bottle
- Finds the slowest of leaks



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