

JANUARY - MARCH 2016

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

DRIVING CUSTOMER CONNECTION
Getting to Like 

March 10 - 12, 2016

TDAC NATIONAL CONVENTION & TRADE SHOW KELOWNA, BC

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THE TRACKER

JANUARY - MARCH 2016

PUBLISHED BY WESTERN CANADA TIRE DEALERS
PO BOX 58047, CHAPARRAL RPO, CALGARY AB T2X 3V2

WCTD EXECUTIVE 2016

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CALENDAR

TDAC NATIONAL CONFERENCE & TRADE SHOW, hosted by WCTD

March 10 - 12, 2016, Kelowna, BC

CTS / ETS TRAINERS COURSES

May 16 - 20, 2016, Edmonton, AB



WCTD MEMBERSHIP APPLICATION

COMPANY NAME	
ADDRESS	
CITY	
PROV	POSTAL CODE
PHONE	FAX
EMAIL	
CATEGORY OF MEMBERSHIP (SEE BELOW)	
VOTING MEMBER a. Independent Tire Dealer b. Retreader	ASSOCIATE MEMBER, NON-VOTING 1. Jobber or Distributor 2. Manufacturer 3. Exporter or Mfg. Rep. 4. Dealer Support Services
MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES	YES NO (CIRCLE ONE)
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Plus ça Change ...



by Clem Collett
WCTD President

Let me start with a bit of history:

Western Canada Tire Dealers came about in 1962 because of a real need for the independent tire dealer in western Canada to have an effective voice. A small but committed group put aside their competitive differences to speak as one; to lobby governments both provincial and Federal, for effective legislation for wide ranging issues, from tire labelling and warranty registrations to safety and training needs, snow tire legislation, and much more.

Adapting to a new environment and making a few changes is what great organizations do—to not only survive, but thrive in our ever changing world.

"independent tire dealer" has changed to accommodate a more hybrid variation: where an independent tire dealer might be fully independent or maybe partially independent, being part of a larger group or network under a multi-outlet banner.

Those shifts have occasionally seen peaks and valleys in membership—which tend to come in cycles. This past few months has

In time, WCTD has grown to become Canada's largest regional tire industry association, highly effective; and well-respected across North America.

Over the years the topics and issues have become more complex, with different constituencies seeking different outcomes. Also, the definition of the original

witnessed the onset of one such cycle, with some members opting out to pursue a different path. We wish them well.

However, the issues that affect us all (members and non-members) very much remain, as does the need to pursue their resolution effectively. There is plenty of work to be done on many levels, from TPMS clarification to revisiting issues surrounding signage for use of snow tires in BC, and elsewhere. Of note, also, is that often as not these issues do arise within our specific region. And, as such, they require affirmative action and government agency connections based on strong regional relationships.

With the falling price of oil, skyrocketing food costs and the tumbling Loonie, these are turbulent times, which now more than previously requires a strong voice going forward, to speak effectively on behalf of our Western Canadian interests.

The original industry visionaries who put their differences aside to collaborate so effectively enjoyed their best interactions face-to-face. Together with like-minded people from the manufacturing and equipment community, they forged important bonds and friendships, often as not at the regional conventions.

If you still haven't made plans to attend next month's TDAC National Convention and Trade Show (hosted by WCTD) let me twist your arm: we have a stellar line-up of speakers and exhibitors—not to mention the cream of our industry in attendance. This event is very much—a celebration of who we are, what we've accomplished and an opportunity to collectively look forward to where we're going.

Even if challenging times lie ahead, we need to remind ourselves that our voice is as important as it ever was. Adapting to a new environment and making a few changes is what great organizations do to not only survive, but thrive in our ever-changing world.

As a part of that future, we may need your help, as we are now seeking to a new director in Saskatchewan. If you're based in that province, why not consider putting your name forward and help us to shape the next chapter in our Association's history.

After Kelowna, come spring, we'll be bidding farewell to Executive Director Andy Nagy, who's been with the Association since Dec. 2009. Andy has had a steady hand on the tiller and we wish him well (and lots of warm weather) in his coming retirement.

See you in Kelowna!

Clem



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Kelowna Calling!

by Andy Nagy
WCTD Executive Director



It's almost here! The WCTD 2016 National Convention and Trade Show (March 8 - 10) promises to be an informative and highly sociable event. We have a line-up of great speakers; and the break-out sessions just added also promise to be of immense value to everyone who attends. Topics range from: "How to hire and keep employees" and "Promoting safety in your business" to "What TPMS issues? It's here to stay", and "Social Media: Are you using it. If not, why not?" And these, in addition to others, are just a few of the topics being considered.

Our Trade Show is almost sold out. If you're a supplier reading this, there are still some booths available. And, if you're a dealer member, make sure you don't miss this chance to meet with all of our key industry suppliers, who are stepping up to offer the latest in equipment and specialized services. WCTD extends sincere thanks to the SCCTI (Suppliers Council to the Canadian Tire Industry) for their generous support. I look forward to seeing you in Kelowna.

SEMA Dazzles. Again.

I was in Las Vegas for meetings with the Tire Industry Association (TIA) and took in the SEMA / Global Tire Exposition. The array of announcements and scope of show items never ceases to impress:

- Michelin announced that they have a new solid rubber tire coming out for use in the industrial / construction sectors. I also heard that there is a 29" tire and wheel coming too!
- Sometimes bigger isn't always better! There was a battery-powered monster truck—that needs, count-em, 18 12-volt batteries!
- There was also an overwhelming selection of aftermarket products available for the automotive enthusiast.
- TIA announced that they will be rolling out updates on all their Training Programs. There is also a *Train the Trainer* program coming for OTR / ETS. So if you need to get qualified, check with our website and TIA's late next year. There will be prerequisites for this program as well. Red River College in Winnipeg is now qualified to deliver the *ATS Train the Trainer*. If anyone needs details, I have the contact information. WCTD won't be offering any ATS programs for 2016.

What's new?

As you know, the exchange rate on our dollar is taking its toll on everything—including the charts and training materials that we sell (at a saving) to our members. I will be adjusting the prices nominally to allow for the new exchange rates in 2016.

Our major issues haven't changed either: TPMS is still being discussed at all levels, and it's also probably going to be spreading into the commercial industry in 2016. You can be guaranteed: TPMS is not going away.

Despite lobbying on a number of fronts, BC continues to recognize All Season tires on par with M+S tires. Our allied organisations and WCTD will continue to lobby the provincial government of BC on this matter.

Roadside Safety

The WCTD Safety Committee continues to work hard to have service trucks defined as emergency vehicles. Motorists are required by law to slow down while passing these vehicles. However, unfortunately, there are still too many close calls. WCTD contacted all the western provinces transport ministers about this two years ago, but Alberta still hasn't moved on it. Hopefully we will see renewed consideration on this urgent safety matter. (See WCTD Safety Committee report in this issue).

Adios!

Even though it's been a rewarding and enjoyable few years, time marches on—and I have decided to retire at the end of this spring. As of now, WCTD is embarking on a search for my replacement.

If you are interested, or know of any suitable candidate for executive director, please contact Paul McAlduff 604.980.1578 or Clem Collet 204.663.9037 for more information.



KELOWNA 2016 — TIME TO GET SOCIAL

5 Reasons Why You Don't Want To Miss Out!



Tower Ranch Golf Club



Big White Ski Resort



Gray Monk Winery

When we set out to plan the 2016 convention, there was one thing on our organizing committee's mind: How could we offer speakers and advice on the most relevant topics and challenges of the day. Or, to be specific, what might be the most pressing challenge that businesses are faced with today?

Around the table, one topic kept popping up: the growth and significant impact of Social Media, and the way in which it has infiltrated every aspect of our daily business. "Getting to 'Like'",  is very much all about making technology work to your best advantage. And when it comes to technology, as people, we pretty much break down into three convenient groups:

- **Early adopters**—the marginal geeks who are all over every new curve ball that Google has to throw at us;
- **Eventual adopters**—the "we'll get to it sometime" folks—the "show me" crowd, who will generally wait until a problem is flagged, or until their tech consultant identifies a problem or need; and
- **Never adopters**—the deniers, who still think that people read emails, and that Twitter, Facebook, Instagram, Pinterest, Vine and Linked In, will all just one day evaporate into the ether...

Our business lives are increasingly taken up with the reality of a very fast moving technical landscape. Often as not it's a form of technology that seems to be moving at lightning speed—that might even prove challenging for the most determined of Early Adopters.

1 Terry O'Reilly - Communicator Extraordinaire

Terry O'Reilly—who most know as the mind and host behind CBC's "Under the Influence"—is a witty and upbeat speaker, much in demand around the world. He's also an incisive marketer and likely understands better than anybody the true power of effective advertising and superlative customer service.

There may well be no better authority and natural communicator on the power of marketing. Always direct and to the point, and often humorous, Terry gets it...and we believe his message will be truly invaluable to anyone who comes to hear his keynote presentation.

"He has a unique and insightful viewpoint on what it takes to truly connect with customers in this day and age. He talks about the power of big ideas, and how those ideas can change perceptions and behaviour. His themes are applicable to any sector, as he focuses on the



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This Convention and Trade Show comes with the backdrop of Kelowna and the Okanagan Valley, the heart of British Columbia wine country. Our committee strived for a balance of work and play that should make this an exceptional experience, not only fun but also truly meaningful and worthy of your time.

thinking behind effective campaigns, out-of-the-box strategic insights; how to create a powerful identity; why brands matter (big or small); and how to cut through the data smog with ideas that are impossible to ignore.”

2 **Tod Maffin**
- Social Media Guru

Tod knows a thing or two about Early Adopters. Besides, he’s been one almost since the term was coined. “The Future is Only Scary When You’re Not In It”—says Maffin, whose Beyond Social presentation takes a good look at just where we’re at.



Says Maffin:

“So. Here We Are.

It took a while, but your organization has finally embraced social media. You’re listening, posting, and engaging in real conversations. And it’s starting to pay off. You’re seeing some modest growth and the VP of marketing is happy to have pretty new metrics to measure. Nice work.

But What’s Next?

Meanwhile, your competitors have been quietly working on reaching people in a world beyond social. They’re using technology to identify high-value customers as they walk in the store. They’re popping up offers on the smartphones of people near their location. And it’s working. Shouldn’t your company be there too?”

3 **The Trade Show**

Here’s where you can catch up with the latest and greatest in new products and technologies. Not to mention find out about much-needed services and a wealth of other materials, and make great connections. In addition, there will be breakout sessions with Schrader, Rimex, Federated Insurance and RMA Canada.

4 **Face-to-Face**

One of the most important aspects of any national convention is the immense benefit to be gained in meeting face-to-face with your industry peers. Those personal connections with exchanging of ideas and camaraderie become even more valuable, especially in an era when most of us spend too many hours in front of a screen, in our increasingly web-ordained age. Many friendships and bonds formed over the years have been forged at these cross-country get-togethers.

Another highlight, the Bridgestone Hall of Fame Awards salutes the pioneers in our industry, prior to the closing Gala Dinner and Dance.

5 **The Place**

This Convention and Trade Show comes with the backdrop of Kelowna and the Okanagan Valley, the heart of British Columbia wine country. Our committee strived for a balance of work and play that should make this an exceptional experience, not only fun but also truly meaningful and worthy of your time. Why not come early or stay longer to take advantage of some of the world’s most stunning vineyard vistas to lakeside golfing and world class dining? Or, pack along your skis for some of the best powder anywhere in North America, at Big White, Silver Star or Sun Peaks, all within easy reach by shuttle.

See you in Kelowna!

Register in full on-line, at wctd.ca

NOTE: List of exhibitors and sponsors current at time of printing.

WCTD welcomes 2016 Trade Show Exhibitors:

B-Line	Michelin	Net Driven
CATRA / RAC	Prema	Wegmann
Duret & Landry	Rakla	Continental Tire Canada
GTC	Rimex	Raynard Supply
Hunter	S&W	RSSW/Macpek
Kendallco	Schrader	Tire Service Equipment Inc.
L&W	Snap-on	
Martins	Total Tire	

Convention Sponsors:

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- Delta Okanagan Grand Resort & Conference Centre**
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Convention AGENDA



WCTD / TDAC NATIONAL CONVENTION & TRADE SHOW

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

Wednesday, March 9

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

Thursday, March 10

WCTD Board of Directors Meeting

8:00 am Breakfast followed by WCTD Board of Directors Meeting

Trade Show Move-In

12:00 pm – 7:00 pm

Registration Desk Open

12:00 pm – 9:00 pm (sponsored by Michelin)

TDAC Board of Directors Meeting

5:00 pm

Convention Welcome Reception

6:30 pm - 9:30 pm

Introduction of WCTD Board of Directors, representatives from other associations and invited guests. Hot Appetizers. Cash Bar

Friday, March 11

Breakfast Buffet

8:00 am – 9:30 am

Registration Desk Open

9:00 am – 5:00 pm

WCTD Annual General Meeting

9:00 am – 9:45 am

Short Break

9:45 am – 10:00 am

Keynote Speaker – Terry O'Reilly

10:00 am – 11:30 am

Official Opening TDAC / WCTD Trade Show

12:00 pm – 4:00 pm

Ribbon cutting at noon. Plus two Breakout Sessions (Rimex, Shrader, Federated or RAC)

Light Lunch Buffet – Trade Show Area

12:30 pm – 1:30 pm

12:30 pm – 4:00 pm No Host Bar in Trade Show area

Optional Evening Program

5:00 pm – 9:00 pm

Dinner and Wine Tasting at Gray Monk Estate Winery. Transportation provided

Saturday, March 12

Breakfast Buffet

8:00 am – 9:30 am

Guest Speaker – Tod Maffin, Digital Strategist

9:45 am – 11:00 am

Special Presentation

Training, Safety & Education – Matt White, TIA

11:15 am – 12:15 pm

Trade Show Open

12:30 pm – 4:30 pm

Light Lunch Buffet – Trade Show Area

12:30 pm – 1:30 pm

12:00 pm – 4:30 pm (Cash Bar)

Plus two Breakout Sessions. (Rimex, Shrader, Federated or RAC) Spouses / significant others welcome for lunch or free time.

Optional – Complimentary shopping and tour guide information for non-trade show attendees.

Gala Dinner Reception

6:00 pm – 7:00 pm (Cash Bar)

Bridgestone Hall of Fame Gala Dinner

6:30 pm – 8:30 pm

Entertainment

8:30 pm – 11:00 pm

Conclusion

2016 WCTD / TDAC Conference and Trade Show



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Convention REGISTRATION 2016

TDAC NATIONAL CONVENTION & TRADE SHOW



Tire Dealers Association of Canada

National Trade Show & Conference
March 10 - 12, 2016
Delta Grand Okanagan Resort & Conference Centre
1310 Water Street, Kelowna, BC

DELEGATE & EXHIBITOR REGISTRATION FORM

For HOTEL REGISTRATION see link at wctd.ca

SAVE! 2nd DELEGATE REGISTRATION FROM SAME DEALER LOCATION: \$100

Delegate Registration includes: Thursday, March 10 • Opening Reception
 Friday, March 11 • Breakfast, Guest Speakers Lunch, Trade Show and Breakout Sessions
 Saturday, March 12 • Breakfast, Guest Speakers, AGM for WCTD Members, Lunch and Gala Dinner

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

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Trade Show Booth	_____ X \$900.00 = _____	Adjacent	_____ X \$600.00
Trade Show Booth (SCCTI Member)	_____ X \$700.00 = _____	Adjacent	_____ X \$550.00
Supplier Delegates (Includes Friday & Saturday)	_____ X \$275.00 = _____		
Spouse Registration (Includes Thursday, Friday, Saturday)	_____ X \$150.00 = _____		
Trade Show Only	_____ X \$20.00 = _____		
Gala Dinner Only	_____ X \$75.00 = _____		
Optional Friday Winery Tour	_____ X \$125.00 = _____		
Optional Friday Gray Monk Dinner	_____ X \$125.00 = _____		
SUB TOTAL	\$ _____		
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TOTAL	\$ _____		

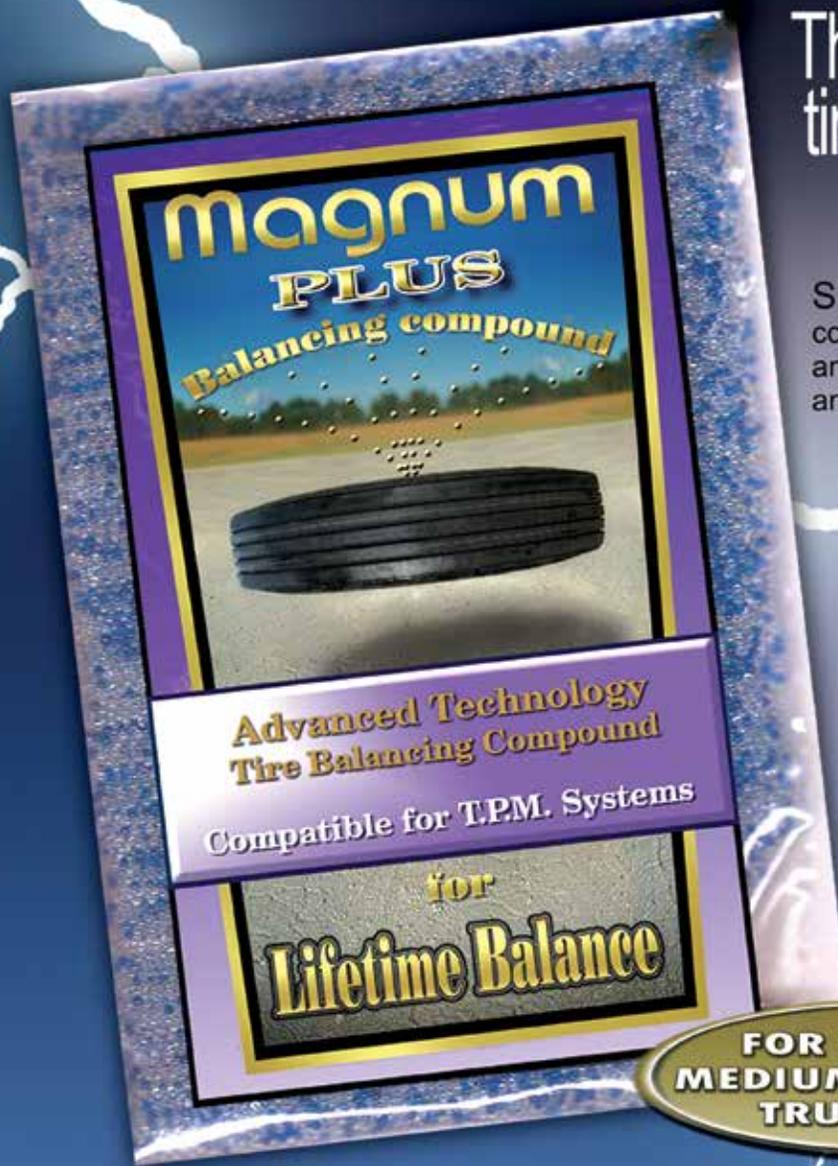
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7 STEPS

to an environmentally friendly office



by Wayne Budge, Federated Insurance
Senior Account Representative, Associations, Winnipeg

An environmentally friendly workplace isn't just better for the planet but also your employees and – believe it or not – your bottom line as well. It has the added benefit of reducing risks and preventing losses as well.

Here are seven easy, cost-effective methods to help your office go green:

1. Give CFLs the green light

Switching from standard, incandescent bulbs to compact fluorescent light bulbs (CFLs) will noticeably decrease your office's energy consumption. Yes, they initially cost more than standard bulbs but you'll end up saving in the long run as they last much longer. Just make sure they're properly disposed of afterwards.

2. Turn off electrical equipment

While it may seem painfully obvious, turning off electronic equipment like computers and printers when they aren't in use will save tons of energy and money. Setting equipment to go to "sleep" after a period of inactivity means you can reduce power without even thinking about it. On top of that, it lowers the chances of equipment shorting out and causing a fire or data loss.

3. Less (paper) is more (paper bills)

You don't have to be a mathematician to figure out that paper usage can be cut in half by implementing a "print on both sides" policy in your office. You can even take it a step further by purchasing recycled paper. While it's marginally more expensive, you'll still save money if you use both sides of a recycled sheet rather than one side of a standard piece.

4. Warm up to adjusting the temperature

Ever notice how there are always a few people in the office who cover themselves with blankets even when it's warm out? Well, they are not crazy – your office is probably cold. So if your workplace can stand to be a few degrees warmer in the summer, (or perhaps a little colder in the winter), adjust your thermostat. Even a few degrees will lower your carbon footprint as well as your costs.

5. Don't keep your love for the environment all (plastic) bottled up

Disposable, plastic water bottles should never be used. Refilling a cup or a stainless steel water bottle is much better for the planet and your wallet. While you're at it, use a travel mug for your morning java. The vast majority of coffee shops will gladly fill a mug instead of a disposable cup – some even offer a slight discount for it. So buying a travel mug, like CFL bulbs, ends up paying off.

6. Make eco-friendly practices feel at home

Employees who work from home save gas, energy and time. Allowing employees to telecommute, even for just a few days a week is definitely worth looking into.

7. Clean up your environmental act

Non-solvent, environmentally friendly cleaning products such as washroom soap or floor cleaners are better for the planet and safer for you. Oil based-products can cause fires, while caustic products can damage equipment and buildings and harm employees.





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calls for halt to spare tire elimination



Did you know AAA Inc. responds to more than 4 million calls for flat tire assistance annually?

The (American) national auto owners' club AAA Inc. is calling on vehicle makers to stop replacing the spare tire in their vehicles with tire inflation kits, claiming that this practice may leave more than 30 million drivers vulnerable along the roadside.

"Flat tires are not a disappearing problem, but spare tires are," said John Nielsen, AAA's managing director of automotive engineering and repair.

"AAA responds to more than four million calls for flat tire assistance annually and, despite advances in vehicle technology, we have not seen a decline in tire-related calls over the last five years."

"AAA responds to more than four million calls for flat tire assistance annually and, despite advances in vehicle technology, we have not seen a decline in tire-related calls over the last five years."

AAA calls tire inflation kits a "high-cost alternative" for consumers that cannot provide even a temporary fix for many common tire-related problems due to their "limited functionality."

AAA research reveals that 36 percent of 2015-model passenger vehicles come without a spare tire, up from 5 percent in the 2006 model year. Over this 10-year period, AAA calculates 29 million vehicles on U.S. roads now have no spare tire.

While each four-pound kit eliminates approximately 30 pounds of weight, resulting in minimal savings in fuel consumption, the replacement cost is high. With some kits costing up to \$300 per use, a tire inflator kit can cost consumers up to 10 times more than a simple tire repair and has a shelf life of only four to eight years.

"Auto makers are facing increasingly-stringent fuel economy standards and the spare tire has become a casualty in an effort to reduce weight and boost miles-per-gallon," Mr. Nielsen said.

"Advances in automotive engineering allow for weight to be reduced in ways that don't leave motorists stranded at the roadside."

AAA tested the most common tire inflator kits in today's vehicles and found that the units worked well in some scenarios, but they are not a substitute for a spare tire. For an inflator kit to work effectively, a tire must be punctured in the tread surface and the object must remain in the tire.

Used correctly, the kit then coats the inner wall of the tire with a sealant and a compressor re-inflates the tire. If the puncture-causing object is no longer in the tire, a sidewall is damaged or a blowout occurs, a tire inflator kit cannot remedy the situation and the vehicle will require a tow.

Knowing how to change a tire is also a skill that is now less prevalent among younger age groups. More than one-in-five millennial drivers (ages 18-34) do not know how to change a tire, compared with nearly 90 percent of drivers aged 35-54 that know this important skill. Gender differences also exist: while nearly all men (97 percent) claim to know how to change a tire, only 68 percent of women boast the same ability.

"Consumers may mistakenly believe that inflator kits are a one-size-fits-all alternative to installing a spare tire," Mr. Nielsen said. "The reality is these kits can accommodate specific types of tire damage, but having the option to install a spare tire can save stranded drivers time and money."

AAA said it provides more than 55 million members with travel, insurance, financial and automotive-related services.

"Auto makers are facing increasingly-stringent fuel economy standards and the spare tire has become a casualty in an effort to reduce weight and boost miles-per-gallon,"

AAA has posted on its website a full list of vehicles sold in the U.S. that have a tire inflation kit in place of a spare tire along with a fact sheet on inflation kits.



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The Spare Tire Debate: Oversight turns to Opportunity



As a tire professional, you should be well-equipped—as part of value-added service—to explain to (in some cases) unwitting consumers just what is taking place in the fast changing world of the spare tire.

Who would ever have thought that the lowly spare tire would ever have sparked such a debate now taking place within the industry?

Depending on who you talk to, the spare is either done—finito, a waste of time and space (and weight)—or it is a vital piece of equipment that we never should have let go.

Cast your mind back a couple of decades and you will recall that the “Space Saver” tire was a miraculous invention, a way of lightening the load and getting rid of that pesky extra wheel and tire assembly.



Over the last decade in particular, the incidence of inflator kits in new vehicles has increased considerably.

The compact tire movement also gained added impetus from the original fuel crisis and increased attention to gas mileages.

Back in the day, of course, the full-sized spare had some other value, as you could rotate it through. But, as we know, that is no longer recommended.

Over the last decade in particular, the incidence of inflator kits in new vehicles has increased considerably. Any number of factors are driving the surge in such kits, from safety concerns to space demands (especially with

the rise in hybrids and battery needs) to weight saving issues, fuel economy requirements and ratings, and more. Plus, tire technology has improved radically, with better construction techniques, more resistance to minor injuries and even the ability to self seal tread penetrations in many instances.

Add to that survey results that suggest, as time goes on, younger generations will have no idea how to change a tire in the first place

and it is easy to see why the full-sized spare has gone the way of the dodo bird.

Interestingly, however, whatever the convenience (and safety considerations offered by inflator kits and the like, there are still a number of drivers (especially of SUV's and larger vehicles) who value the full-sized spare. Plus, in many cases, newer vehicle owners have no idea that they no longer actually have a spare on-board until the time arises when they might actually need it.

As a result, several manufacturers offer a full spare as an option. But there is a cost involved, usually to the tune of three or four hundred dollars.

Other manufacturers are varying their offer of the spare tire or inflator kit based on the conditions to which the vehicle is likely to be exposed.

For instance, Acura offers the inflator kit solution for many models but still supplies the full spare tire and installation kit for AWD vehicles. AWD are more likely to be venturing off-road—and out of cell range to call for roadside assistance.

As a tire professional, you should be well-equipped—as part of value-added service—to explain to (in some cases) unwitting consumers just what is taking place in the fast changing world of the spare tire.

First and foremost, you would be doing most people a service in drawing their attention to the issue, that is: they may no longer have a spare tire; and not be aware of it. Or, if they are, they may not be conversant with the limitations of the inflator kit. They may also have valid concerns as to whether they might need or desire a full-sized spare.

Any or all of these scenarios offer you a chance to share your expertise—and build on a strong reputation as a tire and wheel specialist.



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.

SCHOLARSHIP APPLICATION



PLEASE NOTE:

Scholarships will be awarded only for first and second year post-secondary applicants.

The Board of Directors cannot over-emphasize the value of this Scholarship Program, which truly gives back to the Association membership in a tangible manner.

We urge you to make sure your employees are aware of it (full details and application form are on the website) and of this year's deadline: **July 31, 2016**

Keeping You Informed - In Your Industry

WCTD Safety Committee Report

The Safety Committee continues to focus its attention on key areas, specifically regarding the best work practices for working on the side of the road.

At the last meeting an excellent discussion was held with various procedures compared.

- Some park their service truck facing oncoming traffic; and have found that helps with awareness.
- Some park their service trucks behind the vehicle that they are working on, ensuring that the service truck is sticking out thereby using the service truck as a barrier to oncoming traffic.
- A few mentioned that they have asked the customer to move the vehicle to the next pullout, if possible, to prevent accidents.

The Committee agrees that it would appropriate to develop a procedure that all service truck drivers can use. A sub-committee is planned to be set-up for this task.

The Committee also examined the question of signage while working on the side of the road. Several different signs are in use, including: "Men working," "Workers ahead," and "Workers ahead – slow down."

The Committee also examined practices surrounding jacking of tractor trailer units in that there are limited locations where you can place a jack.



www.wcdt.com



Notice of Annual General Meeting

Notice is hereby given that the
Annual General Meeting of Western Canada Tire Dealers will be held at
9:00 am • Friday, March 11th, 2016
at the
Delta Grand Okanagan Resort
1310 Water Street, Kelowna, British Columbia, Canada

A quorum shall consist of eligible voting members present or represented by proxy, or in the case of a corporate body, by its duly appointed representative. Members can call in via teleconference or attend in person.

Voting members may make submissions, but these must be in writing and forwarded in writing, via fax or email, to the Association Office, to be received by Friday, February 26th, 2016 in order to be placed on the agenda.

Elections will be held to elect a director for Saskatchewan.

Printed agendas will be available at the meeting.

The directors request your attendance / participation and input to help them direct the business of the Association.

For more information please contact: andy@wctda.ca

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Web Presence Management Video is Where It's At

by Mark Claypool - Tire Review

If you truly plan on having an effective presence with your website and social media, video cannot be ignored. As reported in January 2015, video watching online has grown 7,000 percent since 2006. I covered video production in my workshops at both NACE in July and SEMA earlier this November. Now, I'll share some reasons why you must be using video in your online efforts. Plus, I'll deal with the things that may be holding you back.

Video Engagement

The amount of video watched each November is staggering. Globally, 300 hours of YouTube videos are watched every minute, which is 3.25 billion hours a November! Facebook has more than 4 billion video views per day!

Social media followers are proven to be more engaged with video than any other type of posting, meaning they "Like," comment or share video posts more than any other type of posts. More engagement means more branding opportunities for your business. And websites that add fresh video regularly also see their rankings go up when handled correctly. These should be compelling reasons to add video to what you do online.

According to a recent Ascend2 study, 85 percent of companies that utilized video marketing found success in converting visitors to customers. Are you paying attention? Like many of you, however, businesses were challenged by having no strategy to follow, uncertainty about what to take video of, inadequate budgets and lack of the resources needed to take and edit video into its final form. Let's address each of these challenges.

Strategy

Don't make things any more complicated than they need to be. First of all, don't make the biggest mistake most of your peers are making when they try doing video: advertising.

A body shop sees a customer about once every seven years. If it were you, and you didn't need a service for years, would you want to get advertising messages all the time from a business you follow? Unless you're a little bit off, the answer is no. And neither do your followers on Facebook or Twitter. So lay out a plan to provide short messages of value to your customer base and followers. Position yourself as the "go-to" expert on all things automotive – driving tips, car care tips, etc. There's no shortage of material.

Shoot a video of a specialist, perhaps you, on various topics. Interview customers who have learned things the hard way. Come up with 12 ideas and then shoot video each November to post to your social media accounts and website. Then do it again next year.



Content Creation

What do you see people do on the road that's dangerous, stupid or just downright illegal? What basic tips can you give people they can benefit from? Optima Automotive has just recently launched a **\$95-a-November video subscription service** where you can see some example videos on checking your oil, checking tire tread wear and night driving. There's no shortage of things you can come up with if you stop and think about it.

Paying For It

It doesn't have to cost a ton of money, but if you're going to do videos yourself, it will take some of your time, or time from your staff. Sure, you can contract with a video production firm, but that's usually prohibitively expensive, especially if you're going to try and do these regularly, which you should. Using your phone's video capability is more than enough in most cases – as long as you get the lighting and audio right. Poor audio quality is one of the most common errors I see do-it-yourselfers make, and I'll address that in the equipment section below. Spend a little money on equipment, maybe on a bit of training, and start somewhere. Don't let the perfect get in the way of the good, either.

Equipment

As stated earlier, a phone camera today can often take video in full HD, so you may not need anything more than that. But, if you do get a dedicated camera for this process, be sure to get one with an "audio in" jack so you can plug in a microphone or wireless microphone system. Get a tripod, or a phone holder like the Shoulderpod S1 (\$35), which you can use to hold your phone steady or attach it to a tripod. For microphones, you should consider the wired Smartlav (\$66) or a wireless mic like the Pyle Wireless Lav system (\$110). All of these can be purchased on Amazon.

For editing software, all Windows computers come with the easy-to-use, though limited, Windows Movie Maker. Better Windows options are Camtasia (\$280-plus) or Vegas Pro (\$460-plus). For Apple, I would recommend Screenflow (\$99) over iMovie (free on Apple computers). There are countless YouTube videos on how to use each of these. Search YouTube for James Wedmore, one of the very best people for this.

No Excuses

No excuses anymore. You can outsource to companies like Optima for \$95 a November, or start doing them yourself. It's the only way to truly compete online anymore.

Tirecraft Brings the Tire Industry into 2016

Tirecraft is a national organization of independent tire and automotive dealers with locations across Canada.

Their most recent Tirecraft location to open in Southwest Edmonton, just off Ellerslie Road, is a celebrated addition not only to the Tirecraft family, but also to Edmonton residents.

Tirecraft Edmonton Ellerslie utilizes highly advanced equipment, including machines that use 3-D imaging technology, as well as a specialized tire changer that can only be found in three other Edmonton locations.

Their tire technicians get the privilege of using a Corghi Artiglio Mastercode automatic tire changer. This tire changer contains a touch screen system that helps guide the tire tech through the tire changing process, which increases time efficiency fourfold. This tire changer will also do up to 32" wheels, which is rare in the tire industry.

They also operate a John bean RFV2000 3-D imaging balancer, which is a state-of-the-art machine that provides a complete 3-D image of the tire to locate any imperfections that may be present. Furthermore, their 3-D alignment system ensures that customers get accurate results every time, and their alignment hoists have longer runways, which allow low clearance vehicles to enter with ease.

In addition, their facility is equipped with a Stertil Koni 30,000 lb hoist, which can accommodate anything from motorhomes to semi-trucks, and their 30 foot high ceilings and oversized entry doors ensure they can take on virtually any job. This is especially important and beneficial to customers that have RVs and motorhomes because many owners of larger RVs are not able to find a repair facility to service their units due to a lack of shop space and lift equipment.

Tirecraft Edmonton Ellerslie provides some unique features with auto repair. They have O.E.M scan tools for Chrysler, Ford, GM, Toyota, Lexus, Honda, Acura, BMW, and Mercedes; this allows them to perform dealer level diagnostics and vehicle programming (flashing-updating) all in-house. This is a very unique ability in the Edmonton vehicle repair market, and they are unaware of any other facility with this level of diagnostic equipment or capability.



Tirecraft Edmonton Ellerslie provides some unique features with auto repair. They have O.E.M scan tools for Chrysler, Ford, GM, Toyota, Lexus, Honda, Acura, BMW, and Mercedes; this allows them to perform dealer level diagnostics and vehicle programming (flashing-updating) all in-house.



You can find Tirecraft Edmonton Ellerslie at 4, 9504 - 12 Avenue SW Edmonton or contact them at 780-424-0044
You can also find more information at tirecraft.com.

Low Oil Prices

make it harder to sell fuel-efficient cars

By Richard Truett, Crain News Service

Although slumping oil prices have not changed General Motors Co.'s product development plans, the plunge is affecting consumers' purchase decisions, according to Dan Nicholson, GM's powertrain chief.

The price of oil crashed to as low as \$29.93 per barrel, a 13-year low. That's down 19 percent this year and a whopping 72 percent from its high of \$108 in June 2014, CNN reported.

The drop in oil prices "causes us to be more pessimistic about customer willingness to pay for fuel-saving technologies," said Nicholson.

"We were hopeful when oil was \$100 and even \$60 per barrel. The customer will do the math and see their way through if there is a payback," Nicholson said on the sidelines of the Detroit Auto Show.

GM is using the Detroit show to spotlight the Chevrolet Bolt, an electric vehicle that is expected to be priced around \$30,000, after a one-time \$7,500 federal tax credit, and deliver a range of 200 miles on a charge. The company plans to begin building the Bolt this year.

GM, Nicholson said, has not changed its product development plans and will continue to roll out more fuel-efficient vehicles and powertrains.



Under consideration, he said, is a diesel engine for the Cruze hatchback, a car that, if built, would be aimed straight at struggling Volkswagen.

Because of diesel emissions violations that have dogged VW for months, the German brand can't sell the diesel-powered Golf, Jetta and other vehicles in the U.S.

The drop in oil prices "causes us to be more pessimistic about customer willingness to pay for fuel-saving technologies"



GM has said a new 1.6-litre turbo diesel four-cylinder, dubbed the "whisper diesel," will be offered in the new Cruze sedan. GM officials stopped short of confirming that engine for the hatchback.

It's unclear if the low price of oil will affect GM's decision to engineer and equip the hatchback with the 1.6-litre diesel engine.

Nicholson said there is not a version of the Cruze hatchback in production in other markets with the 1.6-litre diesel and the selective catalytic reduction, or SCR, system needed to control emissions. So GM would have to engineer the diesel system for the hatchback, a cost it might be unwilling to shoulder if consumers are reluctant to pay for the technology.

But Nicholson said two more fuel-saving automatic transmissions, a nine-speed for front-wheel-drive cars and a 10-speed for rear-wheel-drive trucks and SUVs, are on schedule and on budget.

Both gearboxes are being developed with Ford Motor Co. Ford plans to launch the 10-speed this year in the Raptor pick-up, while GM likely will launch the nine-speed late this fall or early next year.



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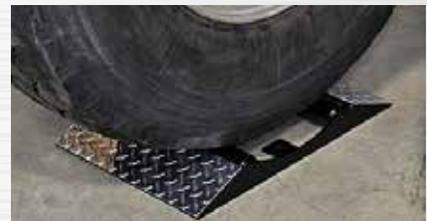
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