

JULY - SEPTEMBER 2016

THE TRACKER

**THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS**

Summer Rubber Meets the Road

Matt: Beat the Heat • Performance Plus at Area 27

The New Social Media Reality • DeVere: Women in Tires

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THE TRACKER

July - September 2016

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Rubber Recycling Symposium 2016
Crowne Plaza Fallsview Hotel • Niagara Falls, ON

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Strong Memberships create Strong Associations



By Paul McAlduff
President, WCTD

So here we are. Three months into my term as President of the Western Canada Tire Dealers and my life has been busy.

We have been in the process of changing Executive Directors. With Andy's retirement, we had an obligation to the membership to make sure that the person replacing him would help move us forward and make an even stronger organization.

I would like to introduce our new Executive Director. A person who has been a part of the tire industry and a member of Western Canada Tire Dealers for many years, Ray Geleta has taken on the duties of Executive Director as of June 15th of this year. He will help our organization through some necessary transitions, identify opportunities, and develop action plans necessary to align with what the Association needs to grow into the future. **Welcome Ray!**

Some other changes have taken place. Tim Pawsey, who has been editor of our magazine *The Tracker* for many years, will be helping us move forward on the internet and social media front. We want to make sure to keep in better contact with our members and that members have broader access to the programs and opportunities we have to offer. Thank you Tim for taking on these additional responsibilities.

GREAT NEWS

WCTD, in partnership with TIA, just completed a successful training session in Edmonton. That partnership continues to be strong and we will continue to provide our members high quality training opportunities.

YOUR ASSOCIATION

In order for WCTD to continue working well for our members, we continually look for members who can share their expertise and with that, bring new ideas. Our Safety Committee needs to be revitalized and we are asking those interested in being involved with that aspect of the Association, to let Ray know at rayg@wctd.ca.

DIRECTOR POSITIONS NEED TO BE FILLED

We are still looking for representatives to add to the Board of Directors. Specifically, we need an independent tire dealer from BC and another from Saskatchewan. Anybody who has any interest or any questions about these director positions is welcome to email myself at pmcalduff@telus.net.

IMPORTANT NOTICE

The mailing list for "The Tracker" is quite outdated. For some of you, this will be your last issue of the magazine. The publishing and mailing costs have become too prohibitive to mail a copy to past members.

IF YOU DID NOT RENEW YOUR WCTD MEMBERSHIP, OR SIMPLY FORGOT TO RENEW, YOUR NAME WILL BE TAKEN OFF THE TRACKER MAILING LIST.

I understand how busy things can become, so if you just forgot to renew and would like to do so, please contact Ray Geleta at rayg@wctd.ca to let him know. He will help you out.

As well, Ray will be reviewing the membership list. If he finds there is missing information, please don't be offended if he contacts you to update our files.

Any WCTD member who feels they have an opinion to offer should contact me or any of the directors to get a better idea of ways to help out. The stronger the Association, the stronger the individual businesses within that association become.

We are always on the lookout for timely stories for *The Tracker*. These can be either directly industry-related or possibly about special events or activities your company has undertaken in your community. Send your stories and pictures (or even just your story ideas...) to timp@wctd.ca

The next Board of Directors meeting will take place this September. I can see so much potential for growth and for ways we can strengthen the Association. I very much look forward to being a part of that.



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WCTD Welcomes Ray Geleta

Western Canada Tire Dealers is pleased to announce that Ray Geleta has been appointed as Executive Director



With over 35 years in the tire industry, Geleta brings a wealth of experience to his new position. Over that time he has worked for two different major tire manufacturers (as an operations manager and sales manager).

He has also owned and operated his own tire stores, in Edmonton, Ponoka and Lloydminster, AB; worked as a territory manager for a distributor; and worked as director of marketing, and director of dealer development for a retail tire chain.

Geleta has also served as a director on the WCTD board for two different terms. In fact, Ray has some experience in almost every aspect of the tire industry.

He says: "I'm always up for a challenge and very much looking forward to helping to take the Association to the next level."

"I am confident that Ray will be able to apply his abilities towards managing the affairs of the WCTD," says Association president Paul McAlduff.



Blythe Sells OK Store

Quite possibly the association's longest running member, and former Executive Director, Don Blythe has sold his OK Tire store in Burnaby, BC.

Don, who announced the sale to Manjit Chatha in early July, notes that this is the first time in 58 years he has not been involved in the tire business.

"When I started in 1957, a 30 x 3 - 1/2 Clincher, 450-21 and 475-19, and so on, were still in Goodyear's price list. They used to go on a model A and similar cars. Admittedly at the time it was a special order. What they would do is collect all the orders and when they had enough, they'd make a production run. But on the prairies a lot of those chassis off really old cars were used as wagons, so they were still really popular!"

Blythe says he didn't actually start out in tires.

"I was in the industrial products division, which handled conveyor belts and industrial hose. That was back in the time when the Snowmobile was just coming on. Polaris had a plant just outside of Winnipeg. I was able to go across the border and call on Polaris and Arctic Cat dealers in Minnesota. Goodyear Canada knew more about the snowmobile track and variable speedbelt business than the US company did.

"I worked for Goodyear in Saskatoon and then Vancouver. I twice turned down the job in Vancouver because I was working on a big order with Arctic Cat. We actually got the order: it was \$1,200,000. Back in 1970 that was a lot—and we worked on a small commission. But, believe it or not I never did get any commission."

"Later on I got a paycheque for one dollar: Arctic Cat had to return some

defective track and they took the (unpaid) commission off my cheque!"

Don eventually joined OK Tire after hearing about an opening when golfing with Ben Frankland (whose son still runs the Campbell River OK store).

"Ben told me they were looking for a salesman in Calgary, so I came home and asked my wife if she would move to Calgary. I applied and got the job," says Don.

The following year the Canadian president of OK Tire had to retire due to health problems. He recommended that Don take over.

The Canadian dealers decided to try to buy their operation from owners Ashland Oil.

With Don in charge, a committee was formed and the Canadian dealers negotiated the purchase and formation of a new Canadian OK Tire group. Eventually, Don took over as the managing director, a position that he held until retiring in 2003.

Even though he's sold his store, Don remains active in the industry as the chair of Tire Stewardship BC (TSBC) and is also the WCTD representative on the board. He is very involved in day-to-day operations, and regularly attends functions to promote tire recycling at playground and sports field openings around BC. Don says TSBC's Community Grant Program is the most successful in Canada—and pays up to \$30,000 in matching funds when recycled tire rubber is used.

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By Tim Pawsey, Editor
WCTD Tracker

The Reality of Social Media: A Revelation on the Rhine



It's remarkable how often I still hear the statement: "Yes, I know all about Facebook and Twitter, but I don't see what good they'll do for my business."

The reality is that it's a little late in the day to still be thinking that way. Then again, if you were among the people who attended this Spring's WCTD Kelowna Convention, you're now totally up to speed on the value of conducting even the most modest of social media campaigns. At least you should be.

The biggest fear that I hear expressed relates to a perceived loss of privacy or something intangible that relates to "sharing too much" about your business. That phobia tends to be generational: it's not natural for those of us of a certain age to jump in to social media platforms with the same agility of people half our age.

Platforms like Facebook, Twitter and Instagram are no longer even remotely considered to be 'fads.' The fact is: if you're not on board now you're losing valuable ground to your competitors.

Not only that but you're also passing up opportunities every day to connect on a personal level with a new customer base, one that traverses all demographics.

It is impossible to overstate the value of being able to connect and find new markets or audiences for nothing more than a small investment of your time. Not only that but as your skills evolve (and they will) you may surprise yourself with the satisfaction that little victories can bring.

For instance, I was recently on a trip to Germany, in the heart of wine

However that's not to say it can't be done. There are plenty of successful more 'mature' online entrepreneurs who have happily embraced the chosen lines of Millennial communication. The trick is to ask questions and start small. Even a few hours spent each week, along with a little perseverance, can pay off quickly.

How to get started

First of all familiarize yourself with the platform that appeals to you most. If it seems beyond your reach, involve a more savvy colleague, or employee – or even a family member – to help navigate those unfamiliar but not unfriendly waters.

country at a lively party overlooking the Rhine and some of the country's most iconic scenery. Someone suggested it would be the perfect time to try out the new Facebook 'Live' feature.

This can be somewhat intimidating, especially if you are not used to the idea of instantaneous broadcasting. In fact, you could describe Facebook Live as a kind of prolonged selfie movie.

I would be quick to admit that my first effort was not as polished as I would have liked. In fact, it wasn't anywhere close. But that really isn't the point. The story was cool, the setting spectacular and people 'got it.'

The audience that I reached turned out to be at least 10 times that of a normal, static post. And the resulting new connections I found were significant. The moral of this story is don't knock it until you've tried it. Or, if Mr. Zuckerberg thinks it's worth doing, it probably is.

Once you have learned how to piggyback on local events or topics of interest that appeal to you and your audience through effective use of hashtags across one or several platforms, you'll be surprised at how easy it is to make those connections. All it takes is a little planning and learning to execute successfully.

How much, how often?

You don't necessarily have to be there every day – although it helps if you can. But if you can post on a regular schedule using a similar theme or topic, you will start to build brand awareness that has value to even a small audience. Contrary to some popular beliefs, you don't need to dwell on the trivial. Keep your comments focussed and underpinned by a tone of authority.

Another common misconception is that social media is like advertising, only it's free. While SocMed definitely allows you to promote your brand, think of it much more as a way of personal engagement—almost as if someone has walked into your office and you're having a conversation.

Try to track down and follow the social media influencers within your community, whether they are obviously within your realm of interest or perhaps in a parallel universe.

Never sell yourself short, or underestimate what you have to offer to others. They too are looking to exchange ideas and benefit from your knowledge. The brand that you present will eventually be front of mind when the time comes that they are shopping for your services.

And while you're at it, please 'Like' us on Facebook. Thanks!
www.facebook.com/westcantire/

Tire Manufacturers Probe New Sales Channels

Signs are everywhere that the notion of traditional tire retailing seems to be shifting in a different direction. Major tire manufacturers are leaving no stone unturned in exploring new channels to reach consumers directly.

The move by manufacturers appears to be a response to the success of mobile tire and glass installers such as GoTire, a successful Canada-wide franchise group founded in 2011.

This spring Groupe Michelin announced a partnership with India's Snapdeal to sell tires online. The *Times of India* quoted Michelin India Commercial Director Mohan Kumar:

"Snapdeal with its large subscriber base and Pan-India reach has been an obvious choice. We believe this new channel will augment our existing distribution and enable our dealers with a parallel sales pipeline".

Price and convenience are the prime motivators for consumers to embrace such programs. The *Times* pointed out that by using Snapdeal, customers can order Michelin tires online from an authorized dealer, and have the tires installed at the time of their choice.

"The consumer has the option of same day free fitment, as well as access to exclusive offers on services like alignment and balancing," Michelin said.

Michelin has also made consumer direct deals in several other major markets, including in France and also in the U.K.

In July, Bridgestone Americas revealed that it is test-marketing a mobile tire service in Nashville.

According to *Tire Business*: "The service (operating under the Firestone Complete Auto Care banner) allows customers to order tires and have them delivered directly to their home or place of business. Ordering can be done online, by text, email or by phone, Firestone Mobile Tire Manager Scott Cramer told Nashville television station WKRN..."

"Firestone estimates that changing and balancing a set of tires will take around 30 minutes.

"The company is waiving the \$80 fee for the service for an undisclosed period.

The service — available in the greater Nashville area only — is based



Firestone Complete Auto Care Mobile Tire Service



Mobile Tire Service - van interior

at a Firestone Complete Auto Care store in Brentwood, Tenn., south of Nashville. Bridgestone has created a dedicated website for the service."

Bridgestone is the second tire maker to start testing the mobile tire purchasing / installation route, says *Tire Business*. Michelin North America is test marketing its own version, called "Michelin OnSite," in the Raleigh/Durham, N.C., area.

Alliance Unveils Galaxy EarthPro Farm Tire

Via Modern Tire Dealer

Alliance Tire Group (ATG) has introduced the Galaxy EarthPro 45 R-1 farm tire. The bias ply tire is available in 22 sizes.

The Galaxy EarthPro 45 R-1 farm tire features a curved-tread design.

"The Galaxy EarthPro 45 is a great-quality bias tire for farmers in a high-quality, cost-effective package," says Bruce Besancon, vice president of marketing for Alliance Tire Americas. "The 45-degree angle of the tread lugs maximizes traction and self-cleaning in the field. And because they are longer than 23-degree lugs, they put more rubber on the ground for a more comfortable ride. A wide nose bar also helps ensure smoother performance and longer service life on gravel and pavement.

"With its life-extending features and compound, the total cost of ownership of the Galaxy EarthPro 45 is extremely low," Besancon adds. "And the boost in performance farmers can enjoy in the field, on the road or around the farm delivers a great return on investment. That's especially important in today's farm economy. And with sizes for rims ranging from 20 to 38 inches, there's an EarthPro 45 for nearly any tractor, front axle or back."

For more information on Alliance tires, visit www.atgtire.com, call toll free (800) 343-3276 or (781) 321-3910.

BC's Area 27 Spreads its Wings

Deep in the heart of BC wine country, on a hillside bench southeast of Oliver, a development is underway that promises to reignite interest in Formula One style racing—and, most likely, the performance tires that go along.

Almost every major manufacturer has a performance tire program of some sort. Yet motorsports in Canada overall no longer enjoy the visibility they once did.

This ambitious project could go a long way to help change that.

Area 27—which is described as “a country club for driving enthusiasts”—is rapidly taking shape. The giant earth-movers have done their job and the three mile (4.9 km.) track will very soon have tarmac in place, making it the only track over two miles to be built west of Ontario.

The circuit is designed by founding team member Jacques Villeneuve, to capture the essence of the Classic Grand Prix track and to instantly be recognized as a 'Driver's Track'. Classic elements combine to captivate, challenge and reward drivers of all skill levels.

Villeneuve is the son of Formula One driver Gilles Villeneuve, and named after his uncle, also a racer. Jacques Villeneuve won the 1995 CART Championship, the 1995 Indianapolis 500 and the 1997 Formula One World Championship. He's only the third driver after Mario Andretti and Emerson Fittipaldi to achieve such a feat. No other Canadian has won the Indianapolis 500 or the Formula One Drivers' title.

In short, if you have your dream car (and the prerequisite dollars for membership), as well as Area 27 Advanced Level Certification, you could be driving it beyond legal speeds as early as next spring.

The track will offer driver coaches to help prospective drivers (including member guests) to improve their driving skills and to qualify. Even members with only a regular driver's license (who will be classified as novice drivers) can achieve intermediate status after completing a 2-day course at the driving academy. An additional two days of coaching should suffice for most to achieve Advanced Level.

With a grand opening planned before summer next year, the focus for fall will be on offering driver education for the membership, so they can start using the track next season.

The club is run on a typical private club membership basis, with an initiation fee (currently \$35,000 but expected to go to \$45,000 once the track is paved) and with an annual fee of around \$3,500.

Area 27 management is hoping to have everything up and running by the end of the summer. And signs are, they'll meet their target.

The initial phase is to complete the track and develop a driving academy, karting centre access roads and all necessary infrastructure. Next will come construction of commercial buildings such as on-site vehicle service, plus a members' clubhouse, vehicle storage, and the karting centre building. Down the road are plans for Phase 3 condominium-style arrive and drive suites.

If all goes according to plan and the project appeals to a broader audience than the private membership there could be more event related infrastructure such as grand stands, pit garages, and timing, and scoring/media tower and so on.

It was about four years ago that co-founder Bill Drossos first had the idea that a circuit might indeed be a viable possibility. Drossos decided to talk to the Osoyoos Indian Band, and in particular to dynamic Chief Clarence Louie. (Some readers will recall Osoyoos Chief Louie as a dynamic speaker at the WCTD Victoria Convention in 2010).

While Area 27 may appear to have a Formula 1 focus, it will actually cater to a broad spectrum of automotive events, ranging from vintage racing, sports cars, motorcycle racing, grassroots motorsports, and car shows.

Organisers expect the track to receive plenty of use, especially given the weather. They note that the South Okanagan is the warmest and driest climate anywhere in Canada, which has helped it to become the premier resort destination area in the country. The proximity of wineries, good golf and excellent dining are part of numerous activities in the area, which will serve only to enhance a long, dry season to enjoy the track.

Right now, as far as we know, no qualified suppliers for tire service to Area 27 have been confirmed. No time like the present to start enquiring ...

In short, if you have your dream car (and the prerequisite dollars for membership), as well as Area 27 Advanced Level Certification, you could be driving it beyond legal speeds as early as next spring.



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Summer has arrived... and turned up the heat!

Matt White, TIA

It's HOT out there! You need only look at the unfortunate recent events that occurred in Fort McMurray—and the extremely hot temperatures all around—scorching Canada. In many areas this is making very dangerous conditions for tire technicians.

And just because we had some welcome, recent cooling rains doesn't mean it's over. Summer will be back soon, with a vengeance.

As many of our service calls are on job sites with no fans or air conditioning, it makes it all the more likely that tire technicians can succumb to a condition called heatstroke or heat exhaustion.

Heatstroke is no joke

Heatstroke occurs when the body dehydrates from not getting enough fluid and over heats. The Mayo Clinic defines heatstroke as "A condition caused by your body overheating, usually as a result of prolonged exposure to or physical exertion in high temperatures. This most serious form of heat injury, heatstroke can occur if your body temperature rises to 104° F (40° C) or higher. Heatstroke requires emergency treatment. Untreated heatstroke can quickly damage your brain, heart, kidneys and muscles. The damage worsens the longer treatment is delayed, increasing your risk of serious complications or death."

Water yourself well

That means, on these ever so hot days this summer, it's even more critical to make sure you bring plenty of cold water to hydrate. Replace the energy drinks and coffee with good old H₂O! And drink a cup every 15 or 20 minutes, whether you feel thirsty or not.

It's no joke the temperatures this summer are extremely dangerous—so please take extra precautions out there and keep your body hydrated. Start out the day loading your cooler up with fresh ice and plenty of water. There's no such thing as over-kill.

Cover up all over

Be sure to protect yourself from UV rays. Even on a cloudy day it's possible to get a serious burn, so be sure to cover up and wear UV rated



As many of our service calls are on job sites with no fans or air conditioning, it makes it all the more likely that tire technicians can succumb to a condition called heatstroke or heat exhaustion.

sunglasses. Pack along some SPF 30 sun screen, just in case.

Also, be sure to keep an eye on the sky and on updated weather reports. The chance of forest fires is very real—so keep your eyes peeled. As many of you work in remote areas the danger is always high. Check all weather and fire reports and plan accordingly. Take a look at the area you will be travelling through and always have an escape route in the back of your mind.

Heat and tires

When it comes to the tires themselves, always be aware of the effect that extreme heat can have. As the temperatures climb, so does the risk of heat damage to tire and wheel assemblies.

The heat generated by the flexing of sidewalls and by braking will cause the inflation pressure to increase by as little as 5 to 10 psi or as much as 15 to 20 psi. A good formula to use is: for every 10 degrees Fahrenheit the inflation pressure will change by 2 psi. That is why a tire technician should never bleed a hot tire. Air pressure should be checked when the tires are cold, or first thing in the morning when temperatures are at their lowest.

The dangers of tire fires and tire explosions due to excessive heat are real: in the hot summer months ahead, tire technicians should take every precaution necessary to follow safe practices in today's challenging environments.

As always, let's be safe out there!

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Get beyond 'round and black'

Tire Business Editorial Staff

That old cliché that tires are just round and black has been the bane of the tire industry for years.

Tire dealers often have a hard time selling expensive high-performance tires to middle-class consumers who always are looking for a good deal and competitive pricing.

But the reality is that designing a tire today is an expensive, complicated proposition for tire makers. The North American market, and especially OEMs, demand that round rubber object be fuel efficient, recyclable, environmentally sustainable, durable, quiet, with premium road handling and braking capabilities yet — and here's the clincher: be affordable to the average consumer.

That's a pretty tall order for tire makers as they address this challenge at their research and development centres, many of which are located in the U.S. and in particular the Akron area.

In the June 20 print issue, *Tire Business* looks at the growing number of R&D centres that are opening up and expanding in the U.S. to facilitate tire designs that address the unique needs of the North American market.

Tire dealers are benefiting and will continue to benefit from this phenomenon.

Their stores are the final destination for new technologies that, in many cases, began as concepts years earlier at these R&D centres.



The more tire dealers bone up on all the technologies and attributes that go into the design of the tires they sell, and actually understand and appreciate it, the better they will be at explaining this to their customers.

And help them get beyond that "round and black" cliché.

*This editorial appears in the June 20 print edition of *Tire Business*.*



"And here's our new and improved version."

Understanding and communicating the benefits, differences, performance and costs of tires is going to become more important in the years to come as the industry adjusts to increased demand globally for tires, and from expanding middle class populations in China, India and beyond.

These changes likely will drive many internal changes in tires as manufacturers move away from petrochemical-based raw materials to meet the expected surge in tire demand and turn to more sustainable materials. Driving also is expected to change as autonomous vehicles become more prevalent.

Tires are a technological marvel that few people understand and appreciate, and it's the R&D people who create and develop these products.

But it's the dealers, talking with customers at the service counter and on the telephone, who must address what all of this new technology means — and how it will affect tire performance, handling, tread life, comfort and, bottom line, the cost.





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Matte Black



NEW 421 Cannibal

20x9, 20x12
Gloss Black Machined Lip



397 Rage

17x9, 18x9, 20x9, 20x12
Gloss Black Milled Spokes
Phantom Chrome



411 Arc

17x9, 18x9, 20x9, 20x10
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

15x7.5, 16x6.5, 16x8, 17x8.5, 18x8.5
Gloss Black Machined Face



NEW 423 Manic

17x9, 18x9, 20x9, 20x10
Gloss Black Machined Face



399 Fury

17x8.5, 18x8.5, 20x9, 20x10
Gloss Black Milled Spokes
Phantom Chrome



420 Locker

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Manitoba Recycling – 2015 WCTD TSM REPORT



Discarded Tires Diverted from Landfills

Tire Stewardship Manitoba collected 19,242 MT's of discarded tires, January 1 to December 31, 2015. A total of 230,511 MT's of discarded tires have been diverted from Manitoba landfills over the last 19 years.

New Eco Fee Reduction Effective April 1, 2015

As TSM met its financial targets while responsibly managing all tires that are available for recycling, the Board reduced the Eco Fee on the sale of new passenger, light truck, motorcycle, ATV and other small tires from \$4.00 to \$3.75 effective April 1, 2015.

2015 Community Grants

In 2015, TSM awarded \$190,201 to 24 community grant applicants. The projects ranged from installing recycled rubber floor mats in the Fitness Room at Rivers Collegiate to installing recycled rubber paving on pathways and recycled rubber mulch in the garden beds at Ashern Central School.

TSM Scholarship in Environmental Studies and Sciences

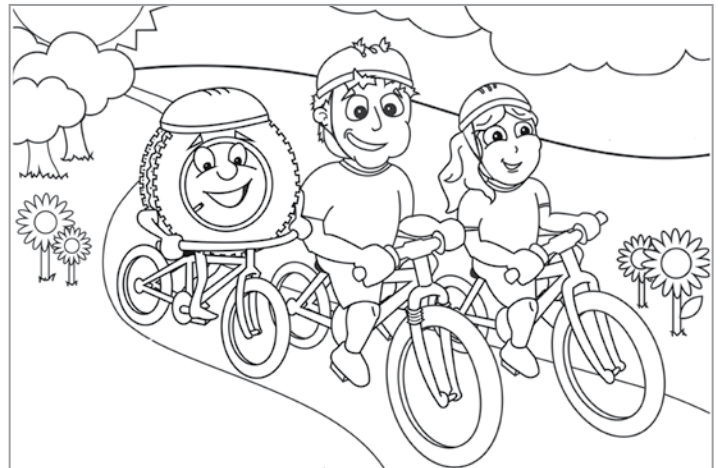
Tire Stewardship Manitoba provided the University of Manitoba, University of Winnipeg and Brandon University each with a \$3,000 scholarship which was renamed The Tire Stewardship Manitoba – Moe Tresoor Scholarship in Environmental Studies and Sciences in honour of Moe who passed away August 29, 2013.

Representing the Western Canada Tire Dealers, Moe served diligently for many years as a Board Member for both the Tire Stewardship Board and Tire Stewardship Manitoba – contributing greatly to the success of Manitoba's tire recycling program.

2015 Be Tire Smart Campaign Attended 24 Events from May 11 – August 29 in Winnipeg and throughout rural Manitoba.

People who visited the **Be Tire Smart** booth at the various fairs, barbeques and festivals, were asked to fill out a survey that asked **"Do you know how to check tire pressure?"** 2015 was TSM's most successful year so far. A total of 4,917 people completed the survey – 2,336 male and 2,581 female. All those who answered the survey were entered into a draw which was made October 1 for the following prizes:

- **GRAND PRIZE** – a set of new tires and installation at any TSM registered Manitoba tire dealer to a maximum value \$2,000.00.
- **SECOND PRIZE** – recycled tire rubber products from a registered Manitoba recycler to a maximum value of \$500.00.
- **OTHER PRIZES AWARDED**
 - Four other winners received multi-function air compressors.
 - Five pairs of Winnipeg Blue Bomber regular season game tickets.
 - One pair of Grey Cup Tickets.



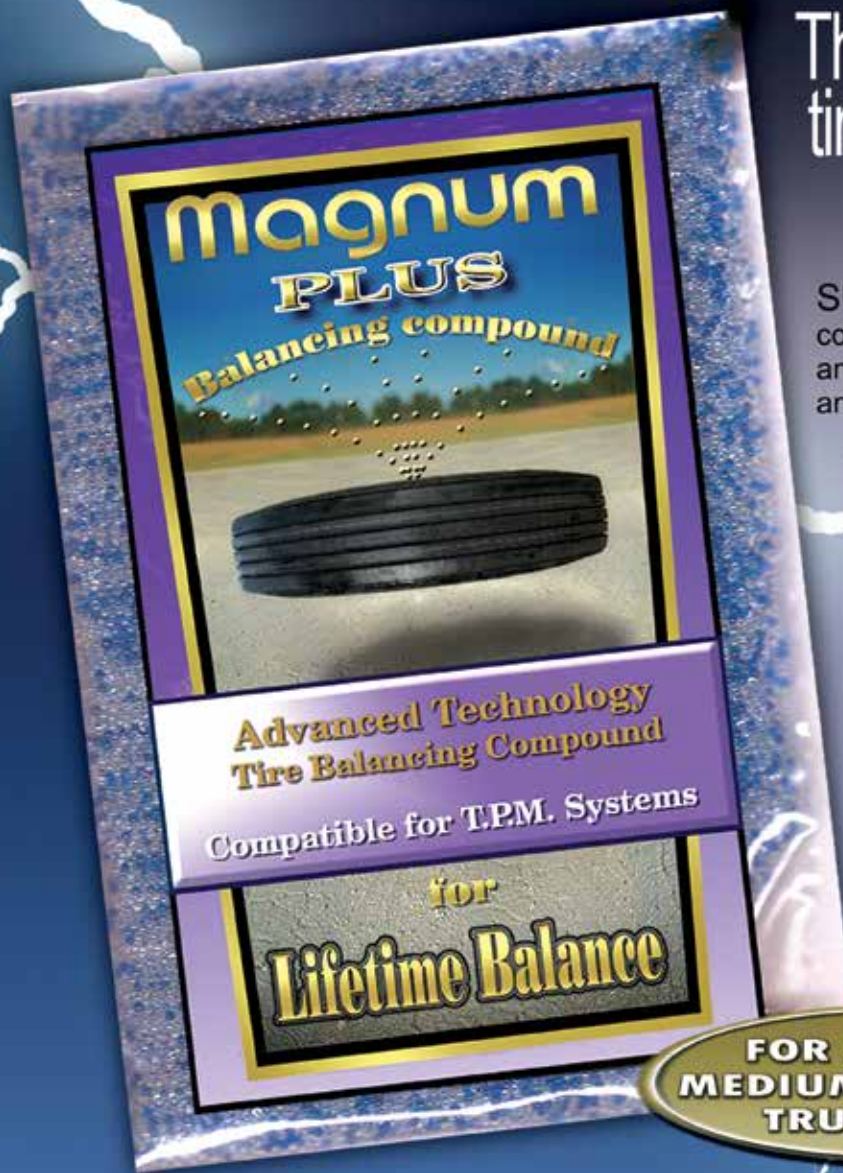
A new Philip the Tire Mascot costume was designed over the winter in time for the start of summer events.

A colouring contest was organized for children up to the age of 12 with a drawing of "Philip the Tire" and a little boy and girl riding bikes in the park being placed in the Winnipeg Free Press colour comics section

For the past six summers, Tire Stewardship Manitoba's Be Tire Smart Program has been very successful in promoting tire recycling at the many events attended in urban and rural areas of Manitoba.

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Is your business prepared for a power outage?



Knowing your business matters.

By Alex Callahan

Director, Client Strategy & Business Development, Federated Insurance

alexander.callahan@federated.ca

Whether electricity is lost for minutes, hours or even days, how you prepare for and react to a power failure will go a long way towards keeping your employees, items and bottom line safe. That's why the advice below will help make sure your business stays empowered during an outage.

The best thing about power failures is that most of them are over very shortly after they occur so your business won't be significantly affected. The ones that last a while however are usually caused by weather damaging power lines and equipment, or extreme temperatures overloading the system.

While this means there isn't a lot you can do to prevent serious outages from happening, there's a whole lot you can do to prepare yourself and keep their impact on your business minimal. Following the three steps below in the event of a power outage is a good start.

Check your circuit breaker panel

There's a chance that the outage is only affecting your property. You can verify that by looking at neighbouring businesses or your breaker panel. If everyone else doesn't have power and there's nothing off about your fuse box then...

Check the wires leading to your building

If your property's service wires are damaged or down, stay at least four metres away from them at all times. Make sure all your employees know to do this as well.

Call your power provider

The sooner you let them know, the quicker they'll fix the problem. If they've already been informed, feel free to ask them when they think power may be restored. Also, be sure to look up their number in advance since it might be hard to find on the internet during a blackout.

There's a whole lot you can do to prepare yourself and keep the impact on your business minimal.



Additional power outage tips

- Here are some other things you can do to help your business recover from a blackout.
- Let there be (alternative) light: Use flashlights instead of candles to lessen the chance of fire.
- Turning off electronics will reduce the shock to your system when power comes back on.
- Keep freezers closed...

To business owners with freezers: Food can keep for 24 to 36 hours in a freezer during a blackout, so long as you don't open it.

- Radio in...

The radio is a great way to get updates on how power restoration is coming along; make sure yours can be battery powered.

- Call for backup...

A backup generator can help keep an alarm system going if the blackout happens while you're closed or keep your carbon monoxide detector working, among other things. (For the latter, there's always batteries).

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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 postsecondary 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

Western Canada Tire Dealers is awarding four scholarships up to a value of \$2,000 each. The scholarship will be paid directly to the post-secondary institution at which the successful applicant is enrolled.

Application Deadline

The deadline for applications has been extended to August 15th, 2016. 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
65 Woodbine Road, Sherwood Park, AB T8A 4A7
Phone: 780-554-9259 Email: info@wctda.ca www.wctd.ca

CORRECTION

Please note that a previous issue of The Tracker incorrectly stated that five scholarships were to be awarded when the correct number is four. The Association sincerely apologizes for this error.

Ontario TDA issues warning about TPMS

Tire Business



In the absence of any national or provincial rules about tire pressure monitoring systems (TPMS), the Ontario Tire Dealers Association (OTDA) has issued an advisory for all tire dealerships that TPMS must always remain functional after tire service.

"We strongly suggest that a TPMS system should never be deactivated or rendered ineffective after any tire repair, replacements, rotations, installation of new wheels or any service whereby the TPMS system can be affected," the OTDA said in its notice.

The Association issued the warning in light of the statements about TPMS on the website of Transport Canada, the nation's equivalent to the U.S. Department of Transportation.

Transport Canada notes that TPMS is not required in Canada, unlike the U.S., which began requiring TPMS on all new vehicles since 2007.

"Based on our research and collision investigation programs, Transport Canada has not identified a pattern of motor vehicle collisions caused conclusively by tire failure in Canada," the agency said.

"However, we continue to monitor the effectiveness of TPMS to determine if they provide any potential safety benefits to Canadians and will take action as required."

Meanwhile, rules about the use and maintenance of TPMS would fall under the jurisdiction of Canada's provinces, just as regulations about vehicle operation and licensing would, Transport Canada said.

However, no Canadian province has established rules about TPMS.

OTDA President Mike McClory wrote Ontario Minister of Transportation Steven Del Duca in May 2015, asking the provincial agency to establish best-practice guidelines for TPMS.

"Given that the majority of vehicles on Ontario roads have TPMS, issues of risk and liability arise as a result of the lack of regulatory clarity regarding the aftermarket management of TPMS," Mr. McClory wrote.

In a July 2015 reply, however, Mr. Del Duca said his agency would not issue any TPMS guidelines.

"Given that Transport Canada has determined that there is not a safety-related need for TPMS in Canada's fleet of light-duty vehicles, the Ministry of Transportation has aligned with this position," Mr. Del Duca wrote.

"As a result, no consideration has been given regarding the requirement of the retention or functionality of TPMS in Ontario's vehicles."

The tire and wheel section of Ontario's Light Duty Vehicle Inspection Standard — which was issued in October 2015 and will become effective July 1, 2016 — does mention TPMS. Under that standard, the inspector must record on the report if the TPMS warning light is illuminated during operation. However, such illumination is not in itself grounds to reject a vehicle.

As with other tire-related associations, the OTDA strongly recommends checking tire pressures at least once every 30 days.

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Bridgestone Introduces New State-of-the-Art Tire Assembling System

Bridgestone Corporation has announced that it has introduced a new tire assembling system called EXAMATION at its flagship Hikone Plant. Designed to further improve quality and enhance productivity with regards to tire production technologies, this advanced system combines Bridgestone's proprietary information and communication technologies with artificial intelligence.

Bridgestone plans to leverage this system at existing and new factories globally to boost competitiveness on the production side of operations and enable the Bridgestone Group to deliver even higher quality products to a wide range of customers.

Bridgestone began researching and developing tire production systems employing ICT and other cutting-edge technologies in the late 1990s with the aim of creating more functional tires and improving quality. In 2002, the company developed the BIRD production system, which was the world's first system for realizing complete automation in areas of production ranging from components processes to product inspection processes. This system also was equipped to track conditions at manufacturing sites in real time.

The new EXAMATION system incorporates more advanced versions of the information and communication technologies utilized in the BIRD system and also employs new proprietary technologies based on the new concepts of Bridgestone Intelligent Office BIO and Bridgestone Intelligent Device BID. BIO*3 and BID*4 refer to new technologies that incorporate data analysis utilizing Bridgestone's core expertise in the processing of high polymer-rubber complex materials, which represents a core technology area. These technologies also employ proprietary algorithms that are made by combining analysis of big data collected from manufacturing processes with the techniques and know-how of Bridgestone's experts in manufacturing process.

Based on the algorithms that exceed prior insight created by BIO, BID introduces a unique artificial intelligence that automatically controls production systems, thereby enabling automatic control of production processes and quality assurance judgments and procedures that were previously dependent on the human skills. The system allows us to minimize various production process disparities arising from differences in the human capabilities to realize levels of manufacturing precision not previously seen. Furthermore, the data collected through this system will be utilized in conjunction with data on existing tire assembling machines, processes conducted before and after assembling, products, and various other areas to improve the overall quality of procedures throughout factories.

The characteristics of the state-of-the-art EXAMATION tire assembling system are as follows.



- **Improved quality**

The EXAMATION system is equipped with artificial intelligence that uses sensors to measure the data of individual tires based on 480 quality items. The EXAMATION system uses this information to control production processes in real-time and thereby ensures that all components are assembled under the ideal conditions. This system helps promote ultrahigh levels of precision in tire manufacturing, resulting in an improvement of more than 15 percent in uniformity when compared to conventional manufacturing processes.

- **High productivity**

Conventional manufacturing processes involve layering all components in a single drum, meaning that the next step of the process could not be started until this layering was complete, and this results in longer production lead times. The EXAMATION system, meanwhile, employs a multi-drum approach through which numerous drums are used to simultaneously advance several parts affixation processes, thereby doubling productivity in comparison to conventional procedures.

- **Automated processes with no skill requirements**

Conventional manufacturing procedures were built on the assumption that assembling would be performed manually, which made the transfer of human skills and education crucial aspects of the manufacturing process. The EXAMATION system enables production processes and quality assurance judgments that were previously dependent on manual labour. As a result, this system eliminates the various human disparities to realize higher levels of quality and efficiency.

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TIA Position Statement Regarding the Use of Crumb Rubber

The benefits of recycling scrap tires have become clouded recently by media claims that recycled rubber may be harmful to people and the environment.

In response to these claims, TIA's Environmental Advisory Council conducted an extensive review of the testing performed in the United States and overseas regarding the health and environmental effects of using crumb rubber. We found that in every evaluation, researchers reached the same conclusion: Crumb rubber used in artificial turf or as a playground surface poses no significant health or environmental risk.

The research conducted by the EAC included more than 60 technical studies, field testing performed by the United States Environmental Protection Agency, tests conducted by state departments in New York, Connecticut and California as well as laboratory evaluations at the University of California at Berkeley.

Each of these studies validated the position that crumb rubber poses no significant health or environmental risk. The EPA evaluation which included samples from multiple locations in different parts of the country, specifically stated that, "concentrations of materials in tire crumb rubber are below levels considered harmful."

For these reasons, the EAC and TIA support the continued use of crumb rubber in synthetic turf, athletic fields and playgrounds as well as other product applications. We found the media claims to be unsubstantiated and not supported by any scientific evidence. Public speculation, concern from parents and government officials has led to scientific scrutiny and in each case, crumb rubber has been absolved from false condemnation.

Despite this body of scientific evidence, two new research efforts were launched recently in response to the ongoing media reports raising concerns about potential human health effects of crumb rubber.

In June 2015, CalRecycle, the agency that regulates tire recycling in California, commissioned a three-year, \$2.6 million dollar study to be conducted by the California Office of Environmental Health Hazard assessment (OEHHA). The study aims to identify and evaluate possible chemical hazards presented by human exposure to crumb rubber. The study will also consider possible avenues of exposure to tire crumb including, breathing, accidental ingestion and skin contact.

The U.S. Environmental Protection Agency, the Centers for Disease Control (CDC) and the Consumer Product Safety Commission (CPSC) announced a joint research project Feb. 12 that is expected to be completed by the end of 2016. The objectives of the research are to determine key knowledge gaps; identify and characterize the chemical compounds found in tire crumb and how people are exposed to those compounds.

TIA and its members continue to welcome and support all additional scientific research. At the same time, the association reaffirms its finding that existing studies show crumb rubber used in artificial turf or as a playground surface poses no significant health or environmental risk.

Today, crumb rubber is used in a number of innovative applications,



"We found that in every evaluation, researchers reached the same conclusion: Crumb rubber used in artificial turf or as a playground surface poses no significant health or environmental risk."



including synthetic turf, athletic fields, decorative landscaping, and playground surfacing. These applications of crumb rubber provide numerous benefits.

It cushions falls and reduces sports injuries when compared to other playground or athletic surfaces. In addition, synthetic turf is a low maintenance alternative to natural grass because there is no need to water, fertilize or use pesticides.

In addition to these positive performance characteristics, crumb rubber is a perfect example of a beneficial reuse for scrap tire material.

The Tire Industry Association (TIA) is dedicated to helping ensure the safety of consumers and installers who interface with tires and related products. Our well-designed training programs for industry professionals cover all aspects of tire service and performance.

Similarly, TIA is concerned about the health and safety of consumers who use recycled tire products. The recycled rubber industry has been around for many years and the products made from recycled rubber are an integral part of the world around us. We encourage consumers to know the facts about recycled rubber and not be misled by claims that have no scientific basis.

Consumers and industry stakeholders who want to learn more about this subject should visit the following websites that provide specific research and information regarding the health and safety of crumb rubber.

Tire Industry Association: www.tireindustry.org

Synthetic Turf Council: www.syntheticurfCouncil.org

Institute of Scrap Recycling Industries: www.isri.org

Rubber Manufacturers Association: www.rma.org

Recycled Rubber Council: www.recycledrubbercouncil.org

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OTHER VOICES:

Women in auto, tire industries: What's really happening?

By Jody DeVere, Special to Tire Business

According to the U.S. Bureau of Labor Statistics, “Despite the prominence of leadership roles, women hold about 25 percent of jobs in the motor vehicle and parts industry as of late 2014.”

And according to an Equal Opportunity Commission report, “Women made up just under 21 percent of employees in car manufacturing in the United States, and 16 percent of executives and senior management.”

The figure for sales positions in the industry is considerably lower, as a high percentage of the few women that who work in this industry are actually in service, clerical and finance positions — and not in customer-facing positions. Considering that women influence 85 percent of all automotive purchases, the fact is that we should be jumping all over this obvious in-our-face opportunity.

We must simply attract and employ more women.

If you've been following the developing trends in the automotive business, you have probably noticed that auto organizations that make a concentrated effort to attract and employ women in their ranks are excited about the potential of considerable returns in both increased business and ROI (return on investment).

Looking at the tire industry, profit margins have gradually slimmed over the past years, much as a result of intelligent and increased access by consumers to actual tire costs. There are a growing number of consumer organizations that also promote direct information access to these costs. As a result, these reduced margins have made it imperative to seek out new opportunities for business that will bring accompanying income and profit.

One of the most obvious opportunities for this lies in the process of recruitment and placement of women into the industry.

As much as we desperately need more women in the highly volatile and necessary automotive and tire industries, we are simply not doing a good job in recruiting women. It is not immediately clear why, but we can surmise that any or all of the following might be reasons:

- There may still be a lingering traditional resistance at the executive manufacturer level, or the tire dealer level, toward having women become a major part of this still male-dominated workplace.



As much as we desperately need more women in the highly volatile and necessary automotive and tire industries, we are simply not doing a good job in recruiting women.

- Tire dealers' decision-making management of their businesses may not be watching trends indicating this opportunity.
- Management and owners may not have the desire or courage to try something new, and may display reluctance to venture into new programs that are out of their range of experience.
- Management may simply not have the knowledge and expertise in redesigning their organizations for marketing to, attracting and hiring women and initializing training and financial incentive programs to make this happen.
- Management may not want to make the minimum monetary investments to make this happen and is reluctant to do so.
- There may not be a clear realization of the top reasons why women might consider joining this industry providing genuine “challenge” positions and equal monetary opportunities.
- Management may not have administrative and sales positions in place — with women occupying them — that set examples that will motivate the development of programs to further this goal.
- There are few educational programs in place in our national educational system that have curricula involving sales and management for women in these industries. The result is less emphasis on participation by women looking there for a career.
- Many are leaning on “difficult economic” conditions as an excuse for not cultivating more career possibilities for women. (This is not an excuse.)

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Women in auto, tire industries: cont.

- Women may still be smarting from poor treatment and / or bad experiences from their last visits to a tire dealership.

It may seem like a lot to overcome, but I think we can rise above all these considerations easily by just taking one step at a time. Remember, as the old saying goes, you can even eat an elephant — if you take one bite at a time.

Women in business and personal life are time-constrained, practical, money conscious, realistic, really into efficient communication, and exhibit high natural marketing skills. They are efficient in effective communication within their own groups and among friends, and understand meeting needs. They make exceptional mentors, instructors and bosses.

We just can't wait any longer. Let's get professional women into place. And let's make that place in our industry in sales, parts, service, marketing, administrative and executive positions.

We just can't wait any longer. Let's get professional women into place. And let's make that place in our industry in sales, parts, service, marketing, administrative and executive positions.



This article by Jody DeVere, CEO of AskPatty.com Inc., has been edited for length. AskPatty.com provides online automotive maintenance advice specifically tailored to women. Jody can be reached at 888-737-8599 ext. 6 or via email at jdevere@askpatty.com. Jody's website is www.certifiedfemalefriendly.com.

INDUSTRY NEWS

Canadian franchises revealed

to be social media leaders

Franchisors Shoppers Drug Mart, Tim Hortons and Canadian Tire are among Canada's top brands on social media, according to new rankings by technology and data company Engagement Labs.

Shoppers Drug Mart ranked second on Facebook, ninth on Twitter and 10th on Instagram. Tim Hortons placed 10th on Facebook, first on Twitter and ninth on Instagram. Canadian Tire ranked second on Twitter and sixth on Instagram.

"These brands were ranked as the most influential by Canadian consumers," says Bryan Segal, CEO of Engagement Labs. "They were chosen not only because they are well-known brands, but also because they have established successful marketing strategies that enable them to connect with consumers on major levels."

(Source: Canadian Business)





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10 Alignment Tips

to Help You See Past the Angles

by Andrew Markel, Tire Review

- 1. Talk to the driver.** Always ask questions at the time the vehicle is written up. Find out why customers think they need an alignment.
- 2. Take notes.** Nothing is worse than a repair order that just says "perform alignment" or "needs alignment." Notes on the repair order can prevent comebacks that stem from a customer's complaint not being addressed.
- 3. Look at setback.** Setback is a diagnostic angle that measures the difference in distances between the centres of the front wheels. An alignment can be performed that gets the toe, camber and caster close to tolerances, but still results in an issue once the vehicle is driving. The problem could be differences in the setback angle, which indicates damage in the frame or within components like control arms and bushings. Take a closer look at caster angles from side to side to see if there is a larger problem.
- 4. Look at ride height.** Suspension angles are dynamic. As the body moves, the camber, caster and toe will change in the front and rear. OEMs tune these angles for the best tire wear and stability at a set ride height. If a spring is weak or missing a coil, the alignment angles will be off these calculations.
- 5. Compare side to side.** Sometimes a bent component is difficult to spot with the naked eye. If you see a caster, steering angle or SIA reading that is off, compare components on both sides. The key areas to observe are the steering arms, strut mounting points and control arms. Most chassis parts are designed to bend at strategic points to prevent damage to the frame or unibody in the event of a crash.
- 6. Look past the individual angles.** Even if all of the angles are in the green, the car may still have an alignment problem. Interpreting the angles and thinking about how an angle on one side can "add up" to trouble on the opposite side is critical for avoiding comebacks. Positive camber on one side with negative camber on the other can add up to a pull even if the specs are within tolerances because $\pm 5^\circ$ on both sides can add up to 10° .
- 7. Be aware of worn bushings.** In the past decade, tire sidewalls have shrunk while a driver's expectation of a smooth ride has stayed the same. To do this, suspension bushings have increased in size, but these bushings can wear to the point that they will change alignment angles. On the alignment rack, the angles might be within specifications, but loads are put on the bushing during braking, accelerating and cornering that could change those angles. The most common sign of a worn bushing is inside edge tire wear and negative toe out.



Even if all of the angles are in the green, the car may still have an alignment problem. Interpreting the angles and thinking about how an angle on one side can "add up" to trouble on the opposite side is critical for avoiding comebacks.

- 8. Check TSBs.** TSBs for alignment issues often have titles referencing tire wear and steering pull complaints. The majority of the TSBs focus on warranty procedures and what the OE will reimburse the dealer, but read between the lines. One TSB even told technicians to align a vehicle as close as possible to the specifications and ignore the tolerances. If there is a TSB or update to the "warranty procedures," there is a problem.
- 9. Check for bent struts.** One of the most difficult items to diagnose is a bent strut rod. To check for a bent strut shaft, loosen the large shaft nut at the top of each strut and rotate the shaft 360° while keeping an eye on the camber reading. If the shaft is bent, the top of the wheel will wobble in and out, and the camber reading will change as the shaft turns. No change in the camber reading means there's nothing wrong with the strut. A strut with a bent shaft must be replaced because there's no way to safely straighten this kind of damage. Attempting to bend a hardened shaft will likely crack it.
- 10. Don't forget the tires.** When doing your pre-alignment inspection, always check tire inflation pressures and tire sizes. A low tire will cause a pull, and a car also will pull toward the side with the smallest or widest tires. A wide tire offers greater rolling resistance than a narrower tire. Wide tires also tend to be more sensitive to road crown steer than narrower ones. A bias-belted tire offers more rolling resistance than a radial, which could also cause a steering pull if someone mixed tire types on the same axle. Because of faulty construction, a radial tire will sometimes take a directional set, creating a pull to one side.




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. Feel free to drop us a line (or two)...

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Uses Less Shop Space
Guaranteed to Find Slowest Leak

**THE LEEKSEEKER SYSTEM
INCLUDES EVERYTHING
YOU SEE HERE...**



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leekseeker@gmail.com



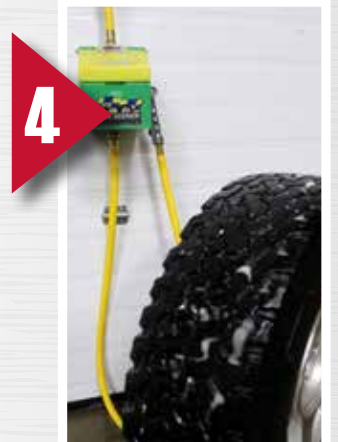
1
**ATTACH LEEKSEEKER TO HOSE
BIB, TURN ON WATER TAP**



2
**POUR SPECIAL FORMULA LEEKQUID
INTO THE LEEKSEEKER**



3
**SPRAY TIRE DOWN
ON ROLLER BASE**



4
**BUBBLES SHOW
TIRE LEAKS**

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