

OCTOBER - DECEMBER 2017

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS



WINTER TREADS GAIN TRACTION

PAGE 13

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Advanced Earth Mover (ETS) Training Program
March 19 - 20, 2018 • Vernon, BC

Advanced Commercial Truck (CTS) Training Program
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We hope you find this issue of The Tracker 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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Just Saying...

Paul McAlduff
President, WCTD

I've been thinking about how hard it is to attract new employees to the Tire Industry. The competition from other trades is overwhelming; their wages are attractive and positions plentiful.

My conversations with some of the smaller independent tire dealers suggest they struggle to find and keep competent staff. Most of us offer on the job training along with access to industry recognized TIA courses. Most tire manufacturers have online training and product knowledge modules for our staff members. I would assume that as courses are successfully completed there would be some sort of increase in wages or benefits. A good counter salesperson or tire technician is a valuable asset. Much like the quality equipment that all tire stores must have.



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Advanced Earth Mover (ETS) Training Program
March 19 - 20, 2018 • Vernon, BC

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Basic Farm Tire (FTS) Training Program
April 12 - 13, 2018 • Regina, SK

CONTACT Ray Geleta, Executive Director
rayg@wctd.ca or call 780-554-9259



Confusion abounds

Well, how about this upcoming winter tire season? Our phones have started ringing more frequently and our customers are much more aware of the 3-peak mountain / snowflake designation on tires. It is strange that the Rubber Manufacturers Association is not willing to stop labeling non-summer only tires as M&S. This Mud and Snow designation is not just confusing to consumers, but also to our provincial governments. I investigated British Columbia's Motor Vehicle act and there it is; in section 3, 7.162.

In September of 2015, just a year before one of BC's worst winters, the Minister of Highways at that time had the act changed to identify a 'winter tire' as that labeled with either the 3-peak mountain / snowflake OR with the letters 'M' and 'S'. The Minister's information and decision appears to have come from the Rubber Manufacturers' description of the traction capabilities of an M&S tire as compared to a summer tire (None of which helps a driver much on a snowy or icy highway).

I wonder who will be the first to rectify this poor, and potentially deadly situation; the manufacturers, or the legislators. Either way, you may be sure that your association is lobbying hard to set matters right, as we all put our customers' safety first.

Your comments are always welcome.
Paul





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MOVING Forward

Ray Geleta
Executive Director, WCTD



As we head into the busy winter selling season, I am pleased to bring you up-to-speed on several developments from our recent board meeting which took place in Winnipeg this past September.

However, I have to tell you that we still have a couple of empty chairs around the table. We really need to fill two key board positions with independent dealers from BC and Saskatchewan. Just to clarify, even if you belong to a dealer group, you're still eligible to serve on the board. If you want to take the pulse of the industry, enjoy collaborating with your peers and contributing to the ongoing success of the association, we'd truly like to talk about getting you 'on board.' Please give it some serious consideration. WCTD needs people to step forward if we are to keep growing and continue to do a great job for everyone.

Spring Training ...

...is right around the corner. Our membership is always asking for more training, so we have responded accordingly. If you have personnel who can benefit, make a note of these scheduled programs and book before it's too late.

- **Advanced Earth Mover (ETS) Training**
March 19 - 20, Vernon, BC
- **Advanced Commercial Truck (CTS) Training**
April 9 - 11, Regina, SK
- **Basic Farm Tire (FTS) Training**
April 12 - 13, Regina, SK

We also need to know if there is any interest in setting up Automotive Training and TPMS Training. Please contact me directly if you would like to pursue this.

Ante up, please

On the topic of payment, there is some fallout from the last round of training sessions – there were a number of no shows from folks who had registered. Because of this, we will be asking for full payment in advance of the course. We cannot risk not filling all places when we often have a waiting list. Thanks for your understanding.

Safety Committee re-instated

We are currently laying the groundwork to reconvene the WCTD Safety Committee, which achieved several critical goals over the last few years. This is an area that depends very much on collaboration and sharing of timely, safety related information. The Committee needs to have a broad scope, so that safety issues can be quickly identified and acted upon as

they arise. We are currently working on a schedule. We plan to hold most meetings by conference phone call. Tim Pawsey will be the new chair. We are looking for members to serve on this new board. If you have safety related experience or are interested, please contact us.

Moneris program revised

After review, it was determined that there will be significant savings with the new program, which is outlined on page 16. Dealers who are enrolled with Moneris are encouraged to contact their local rep and make sure that they are on the new program. If you are looking for Moneris contact information please give me a call.

Provincial Scrap Tire Review

Programs in BC, Alberta and Manitoba all continue to yield strong results. Saskatchewan has a new program operator administering the old program until December 31, 2017. A new program will be in place by January 1, 2018. A summary of the just concluded CATRA meeting will be in the next issue of The Tracker.

WCTD scholarship winners

Also in this issue, you will find details of the WCTD scholarship winners. We offer congratulations to those chosen from a strong field of contenders. The Academic Scholarship Program is one of the most financially rewarding aspects the Association offers. Please be sure to check out the requirements (either here in The Tracker or on the website) and notify any potential candidates for 2018.

TDAC 2018 and WCTD Hall of Fame

The clock is ticking towards next year's TDAC Trade Show and Convention, to be held in Toronto, September 13-15, 2018. The initial agenda and registration forms are included in this issue. We urge you to plan to attend what should be a useful and informative gathering. In addition, we are seeking nominations for the WCTD Hall of Fame, to be presented at the convention.

The WCTD Association is always proud to recognize those who have made a difference to our industry over the years. Please give it some serious thought and forward your nominations with a brief (250 word) explanation as to why you think the individual is deserving.

AGM: WCTD Heads to Victoria

The next Association Board Meeting & Annual General Meeting will take place at The Grand Pacific Hotel in Victoria, BC on April 12 - 13, 2018. Bring your golf clubs! See you there!

Wishing you an excellent winter season – and the very best of the holidays!

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Tim Pawsey
Editor
The Tracker

A fascinating city, Lisbon is also one of Europe's most progressive and inventive. It boasts an incredible and diverse mix of people from all over. The city is steeped in history with influences that range from Roman to Moorish, as well as, relatively more recent, Christian. Reflecting Portugal's colonial past, its inhabitants hail from north and central Africa, Brazil, the rest of Europe, of course, and elsewhere. It's a veritable melting pot of cultures, backgrounds—and new ideas.

In part, that creativity has its foundation in the city's more recent past. Lisbon was devastated by a massive earthquake and Tsunami on November 1, 1755 (All Saints' Day). Portugal's rulers quickly rebuilt what's emerged as one of Europe's most well planned and livable cities.

However, getting around can be challenging. It's arguably best on foot, especially when it comes to some of the older districts. In many of those historic neighbourhoods the streets are steep and the corners tight and unforgiving. In short, they're death on tires and rims. Making it around the corners without curbing can be challenging. And turning around is out of the question. Plus, the hills can be really steep, sometimes as much as 45 degrees steep.

But, if and when you get tired of walking, there are several options. For one, the city boasts one of the best metro systems anywhere. It's inexpensive, fast and roams far and wide, with easy connections to main line train stations and the airport.

One of the most popular areas is the Barrio Alto, which is also home to more wine bars per kilometre than anywhere else I've seen in the world!

As its name suggests, this is a high up neighbourhood that requires a good climb to access no matter from where you start.

One of the best solutions was constructed by a Portuguese engineer who realized this was the perfect spot for a giant elevator. The Santa Justa elevator (also known as Elevado do Carmo) transports up to 29 people at a time from the base to the top, to which was recently added a platform with spectacular views. You can also save your legs by hopping on the funicular.

Or, you can hire a Tuk Tuk, the perfect vehicle for navigating those narrow streets and tight hills. Tuk Tuks were only introduced to Lisbon in the last few years. They're everywhere these days, but especially in the central core. And while they used to be noisy and smelly, nowadays they're silent and smokeless.

The all electric e-Tuk has arrived with a vengeance, so much so that



as of this year the city now licenses only electric Tuk Tuks. There's plenty of controversy surrounding their inroads. A lot of people, from taxi-drivers (predictably) to Uber drivers aren't happy with their massive success.

And even though most Portuguese regard them as too touristy, insist there's nothing remotely Portuguese about them, and say they'd never be caught dead riding one, they're always happy to book one for their guests.

But they're an interesting phenomenon. Not cheap, they're also helping to employ under-employed professionals who were suffering from Portugal's economic slump. Take your choice for a tour, which can be historically focused, between wine bars, just seeing the sights, or whatever. But chances are, whatever the topic, your driver will be passionate and highly knowledgeable.

No wonder that Lisbon is now regarded as *"The Tuk Tuk Capital of Europe."*

And just because you asked, the typical Tuk Tuk runs on three 4:00-8 tires, not surprisingly one of the world's most widely produced sizes.

Lisbon's love affair, first with the Tuk Tuk and now the e-Tuk—unknown there a decade ago—is just one more example of how quickly change can come, even in a historic city steeped in tradition.



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WCTD Mourns a Good Friend

Harvey Brodsky, R.I.P.

The WCTD Association was truly saddened to hear of the passing of Harvey Brodsky, on September 17, 2017 at age 81, from complications associated with lung cancer.

Harvey was renowned as the formidable warrior who, every day of his working life, fought for the right to retreads to earn our respect. The man who headed up the Tire Retread & Repair Information Bureau for 30 years, before establishing the Retread Tire Association (in 2010) was an unswerving supporter of every tire dealer association in Canada. He rarely, if ever, missed a chance to attend the numerous trade conventions that were once the industry norm.

Harvey was born in Philadelphia and served in the U.S. Army in post-World War II France. He later established a successful upholstery business in Los Angeles that catered to an up market, often Hollywood celebrities. His career in the tire business started in the early 1970s, first with Lodi Super Mold Co. and then (in 1978) with Big O Tires' Western Division.

It was shortly after that when he became managing director of the fledgling TRIB.

The world of retreads that Harvey encountered was neither happy nor pretty. It was a messy business that people outside the industry knew little about and understood less. Never mind. Harvey realized early on that retreading, executed properly, truly, had a place in many industries, especially in an era when people were just waking up to the realities of a fuel shortage — and the first hints of environmental awareness, the need to recycle and so on, were just beginning to stir.

He made it his business to defend the reputation of retreads at every opportunity.

As former WCTD executive director Don Blythe says, "If anything was ever said or printed detrimental about retreads world wide Harvey was on top of it."

"We will all miss his emails keeping us up to date on the Industry," adds Don.

With TRIB, notes Tire Business: "Mr. Brodsky traveled the world promoting the benefits of retreading and defending the industry vigorously against any attack, including "educating" newspaper editors on the negative connotations associated with using "retread" to describe someone or something of lower value substituting for someone or something else."

When he was forced out of TRIB he changed tacks, establishing the RTA to continue what had become his life's work.

Harvey was indefatigable, an eternal optimist, who never once considered giving up, even, especially, on his final battle with the cancer that ultimately claimed him.

Harvey Brodsky was elected to the International Tire & Rubber

"There's never a wrong time to do the right thing, and there's never a right time to do the wrong thing."

- Harvey Brodsky



Harvey was indefatigable, an eternal optimist, who never once considered giving up, even, especially, on his final battle with the cancer that ultimately claimed him.

Association's Rubber Industry Hall of Fame in 2000, an honour carried over to the Tire Industry Association when ITRA and TIA merged.

His successor, RTA Managing Director Jeffrey Parks, said:

"Those who knew Harvey personally are well aware of his lifelong joy and positive work for others."

"We lose today a champion of life itself, and of the world of business, a scholar on all topics regarding the tire, retread and rubber industries. We lose a man who did business with good spirit, on a handshake, without remorse or greed. We lose a reliable ally, who asked for nothing in return but our friendship and commitment to the same causes that would help us all thrive."

"We lose a man who always looked for the best in people and himself. His energy, enthusiasm and integrity was unquestionable, and his accumulated knowledge of the industry was gleaned from the thousands of friends and associates he made during his life and career."

"I was privileged to spend a great deal of time with him, and everyday was an education. His diligence, honesty and good will left a lasting impression on me, and is the foundation that the Retread Tire Association will always uphold."

Harvey's mission for RTA continues, says Parks

"We are here 'to promote the economic and environmental benefits of tire retreading and repairing, and to defend the retread industry worldwide.'"

WCTD extends our heartfelt condolences to Harvey's family.



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TRAC Reiterates Need to Clarify Snowflake vs M+S

In less than two decades winter tire use has doubled, according to the Tire & Rubber Association. However, confusion abounds over the difference between “snowflake” and M+S marked tires, says TRAC.

A surge in snow tire use

The association reports that by 2016 national winter tire usage had grown to 67.9%. TRAC’s 2016 national survey reveals that, outside of Quebec, 61% of Canadian drivers are currently using winter tires. That represents an impressive growth in just a few years. The rate of use is surprisingly consistent across Western Canada. Alberta has the highest Winter Tire use at 55% followed by Saskatchewan and Manitoba at 50%, and by BC at 49%. TRAC also reports that, aside from those drivers who have already made the switch, 36% of all respondents to the survey were also considering purchase of winter tires.

Says TRAC, “What we are seeing is an absolute surge in the adoption of winter tires by Canadian consumers.” However, the association notes that the survey also demonstrates that fully 30% of all drivers do not own winter tires. Among those that reported not needing winter tires:

- **48% said that all-season tires are good enough for winter driving;**
- **23% cited cost as a barrier for not using winter tires; and**
- **21% said they don’t drive enough in cold-weather months to merit winter tires, 8% stated other reasons.**

The report also states that incentives by region have achieved greater utilization of winter tires. And that these programs have been integral to improving road safety.

Particularly successful has been the Manitoba program, offering low interest loans for winter tires through Manitoba Public Insurance. Since the program’s introduction, in September 2014, over 53,000 applications have been processed. The program provides loans to a maximum of \$2000 per vehicle for up to 48 months at the rate of prime +2%.

In BC, updated language and highway signage reminding drivers of the need for winter tires on select routes has been increased substantially. *(However, despite the higher profile there is still much confusion between the three peak mountain ‘snowflake’ symbol and M+S marking.)—Ed*

What TRAC Does

TRAC explains that a key part of its activities “relates to government and industry leadership. Government leaders, tire industry and other stakeholders play a key role in encouraging winter tire usage. The issue requires a coordinated effort to give drivers the facts about winter tires and encourage them to carefully consider the safety and performance benefits of winter tires. Wider advocacy would contribute to an important reduction in Winter road collisions and reduce injury and costs for thousands of Canadian motorists and their families each year.”

“There are many effective ways provinces can further promote road safety and increased usage of winter tires. Initiatives could involve providing more educational resources to drivers, offering special



incentives, or restricting access to roads that are potentially too dangerous due to harsh winter conditions.”

“TRAC’s role focuses on educating government leaders, public and stakeholders on the safety and performance benefits of winter tires. We provide education, leadership and guidance on ways government, industry and interest groups can encourage increased winter tire use nationwide. Some examples of measures taken by the tire industry include:

- **Promoting the safety benefits of winter tires for educational resources, websites, campaigns;**
- **Promoting winter tire usage on government vehicles;**
- **Winter Tire messaging on highway signage; and**
- **Incorporating winter tire messaging into driver training and handbooks.”**

Snowflake: the Peak of Winter Performance

TRAC pays much needed attention to identifying what actually constitutes a winter tire.

“A winter tire features the **three peak mountain snowflake symbol** (also referred to as the Alpine symbol’) on its side wall. The tire carrying this symbol meets the industry snow traction performance requirements.

“Winter testing is rigorous, reliable and sophisticated. Winter tires that are marked with the symbol must follow the ASTM F-1805 tire test on medium packed snow in standardized testing conditions. These tires are required to meet or exceed minimum industry snow traction requirements. Each year, TRAC prepares an up-to-date list of winter tires, manufactured by its members, that meet the standards.

The Drive for Consumer Awareness

The association takes great pains to explain the difference between

Continued on page 15



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According to Barry Yutronkie, TRAC Director of Operations: "all-season tires are primarily designed for driving conditions above 7°C. This is not the Canadian winter we all know. TRAC takes the position that winter tires are a far superior option because the traction and breaking capabilities of a tire designed specifically for winter far exceeds that of an all-season tire."

Continued from page 13

dedicated winter tires versus all weather tires.

"Advances in rubber compounding and tire design now offer more choice for consumers when it comes to tires for winter driving. Some winter tires are designed to perform better in snow while others are designed to be better on ice. Consumers have also been introduced to 'all-weather tires' which also display the three Peak Mountain snowflake symbol. These tires meet the snow traction performance requirements but—unlike a dedicated winter tire designed specifically for the conditions—are made to be driven in warmer months as well. Consumers should research the range of winter tire options available and choose the kind best suited to their winter driving needs."

TRAC stresses the importance of selecting tires manufactured specifically for the road conditions. "Of these times of design only for use during the winter months and should be removed or the number to seasons as the trickle-down is much too soft for summer driving."

The report highlights the level of confusion experience by consumers when comparing 'all-season' and M+S tires

"As noted earlier, almost half of drivers currently not using winter tires believe that all-season tires offer sufficient traction for winter road conditions. This is a misconception."

"While an all-season tire may suggest that it performs in "all" weather conditions, these tires do not carry the Three Peak Mountain Snowflake symbol. This means that these tires do not meet the necessary snow traction requirements to be considered a winter tire; and therefore represent a compromise when it comes to tire choice for the winter months.

The 2016 TRAC Winter Tire Report offers a wealth of information, which can be helpful in explaining to your customers the real benefits and safety advantages of selecting the correct winter tire.

The full report is available for download at <http://www.tracanada.ca/>

WCTD Congratulates Scholarship Winners

Every year the association awards four valuable academic scholarships, each of \$2,000. Anyone may apply as long as they're an immediate family member (son, daughter of spouse, or legal ward) of a full time permanent employee (for at least one year) of a current member of the WCTD (and member in good standing for five years).

The board of directors cannot over-emphasize the worth of this scholarship program, which we believe truly gives back to the Association membership in a tangible manner.

We urge you to be sure to make your employees aware of it (full details and application form are on the website). Please notify likely candidates and make a note now of next year's deadline: July 31, 2018.

The measure of gratitude is apparent in the thanks and comments received from the successful applicants.

WCTD congratulates this year's winners!

Kale Stole

Kale is from Regina, SK and is attending the University of Regina.



"Thank you so much for awarding me this scholarship," he says. "It is greatly appreciated and will assist with my tuition and books. I am entering the University of Regina in the Faculty of Science (Pre-Med) this fall."

Hailey Ortman



Hailey is from Killam, AB and will be attending the University of Alberta. She is registered in Education and the degree/program is B.Ed. Elementary.

"I am the third oldest in my family of six kids. I have always been passionate about working with the young minds of tomorrow and I am excited to continue my education to become a teacher in two years! Thank you WCTD for your support."

Tiffany Addison



Tiffany is from St. Andrews, MB and will be attending St. Frances Xavier University, B.Sc in Human Kinetics.

"Thank you very much for the scholarship," says Tiffany. "I truly appreciate it. I can only assume there were many worthy applicants. Thank you again."

Nick Berg

Nick is from Vernon, BC and will be attending UBC, enrolled in studies for his Bachelor of Human Kinetics.



"I would like to thank you and any committee involved in selecting me as a recipient for the WCTD Scholarship this year. Any time one is recognized for hard work and dedication it is truly an honour. I appreciate your generosity and I'm sure many people alike do as well. Thank you once again."

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Mike Roberge is on Top of the World

We recently caught up with WCTD Hall of Fame member Mike Roberge who writes...

“What have I been doing the last 3 years? Having fun!

I was fortunate enough to be able to get to the top of Mt. Kilimanjaro with my daughter and some other friends late in August. Being able to share an experience like this with your daughter is pretty special. It allows us to see each other in a tough environment and I now have a higher respect for her. Great feeling.”

“We have also built an Italian restaurant on Caye Caulker in Belize. It was a lot of fun with challenges pulling this off in a different culture. It is successful and can run without us (for the most part) as we have great staff. It has been very rewarding to watch this grow from nothing into what it is today. Check it out at www.ilpellicano.bz. Photos of the island as well under “gallery”. Probably going to sell it now that it is up and running well. We just wanted a great place to eat on the island.

“In a way, I never left the recycling tire business totally as a few of us have started an injection molding company that uses “tire” rubber with plastic. We license out our technology as well as make plastic and plastic / rubber products ourselves. The products can be found in Home Depot, Canadian Tire, Walmart, Costco and a few other places. It has really changed what you can do with rubber and plastic.”

“Beside a few other projects, we just enjoy our time as much as we can. Still love the outdoor sports and building up a hard earned grin.”

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Loss Prevention Consultant for
National Accounts and Associations
richard.frost@federated.ca

Purchasing insurance for your business is a significant investment. As with any investment, you want to make sure you're getting the most value for your dollar. Before you purchase coverage, a great amount of time, effort and research should be invested to ensure you obtain the best coverage to meet your business' needs. Below are some tips to consider and some questions you'll want to ask before you insure your business.

Understand your risks

No one knows your business better than you. Ask yourself: What are your needs and who can best fulfill them? What makes up your operations? Where do your jobs take place? How long is the duration of the project you're working on? What are the common risks in your industry? There are multiple companies out there offering a variety of coverages. Each answer could affect the amount of insurance you will need.

Shop around

There are many factors that affect your insurance premium. Your own loss experience and industry losses are just two considerations. When shopping for insurance, shop smart by asking yourself what your needs are and doing your research. There are multiple insurance companies offering a variety of coverages. It is important to compare apples to apples when determining what to do. Look at what the policy covers in detail including exclusions, endorsements, limits and deductibles to see which ones best fit your business' needs. Above all, ask yourself which one allows you to sleep peacefully at night knowing that your business and assets are protected.

Review your policy limits

As your needs evolve, so will the needs of your business. That's why it's important to review your policy regularly and see if your coverages still meet your needs. Insurance companies offer a wide range of coverage limits. Ask yourself: What limits do your contracts require? How much is enough? Keep in mind that if your actions cause injuries or loss of life, large claims could occur so you'll want



to be insured to cover those costs. Consider bundling several policies with one insurance carrier. Layering and umbrella insurance are some ways to get the most from your coverage while controlling your costs. Deductibles are also important to consider since they can affect your premium and may allow you to purchase more insurance where it is better needed.

Once you have a good understanding of your needs, here are some questions to ask your insurance specialist:

1. ***What is the expertise of the insurer in your industry?***
2. ***What is the financial rating of the insurer? Have there been any recent changes?***
3. ***Does the insurer have access to all the types of insurance that your company requires?***
4. ***What are the limits on coverages?***
5. ***What are the exclusions and endorsements?***
6. ***What payment options are available?***
7. ***How will service issues be managed and escalated?***
8. ***How will the renewal process be handled?***
9. ***Who do I contact if I require Certificates of Insurance for multiple projects? Are there any restrictions on the number of certificates that I can request? What is the cost, and how long does it take to get one?***
10. ***What's your claims process?***

Continued on page 21

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Insurance



Continued from page 19

Here are some insurance terms that you should understand when researching your insurance needs and coverage.

DEFINITIONS

Insurance: is the sharing of loss by the few individuals within a group, amongst the many members of that group.

Insurance policy: is a contract between the insurer and the insured, which determines the claims which the insurer is legally required to pay in exchange for payment.

Declarations page: provides the name of the insured, policy period, coverage, limits, and deductibles, and premium.

Policy wordings: tell you what is covered and what is excluded.

Endorsements: can add or deny coverage, add or delete conditions, change payment limits, and add additional named insureds.

Co-insurance clause: requires the insured to have an equal or greater amount of the stated coinsurance percentage of the insurable value of the covered property.

Umbrella insurance: is excess coverage over and above the general liability and automobile policies.

Deductible: is the portion of the loss that the insured pays. There are a variety of amounts and can have a significant effect on the cost of the coverage.

Certificate of insurance: is a document issued by an insurance company to provide evidence that an insurance policy is in force. You can request this of subcontractors to ensure they have insurance and they can be requested from you to prove that you have insurance.



Introducing Reza Kamrani

Federated Insurance is pleased to introduce the newest member of their Association Partnerships team, Reza Kamrani.

Reza has been with Federated since 2012, but now moves from Sales to Associations. Originally Persian, Reza was raised in France before attending UBC and obtaining his bachelor of economics 1994.

Reza has also worked in advertising, the food service industry, customer relations, and marketing. His passion for developing solutions and his insurance knowledge should serve well as we look to continue to grow relationships with the Western Canada Tire Dealers.

Based in Burnaby, BC, Reza will be covering all of Western Canada in his new role and he looks forward to meeting everyone soon.

A few words about us

We're Federated Insurance, a **100% Canadian-owned** direct writing commercial insurance specialist that has been serving Canadian businesses of all sizes for over 90 years. That's nearly a century of building relationships based on trust and integrity.

Visit us at www.federated.ca to learn more.

Let's be careful out there.

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Foreign Assessment Fee (Mastercard) of 0.40% will apply to all gross foreign sales dollar volume processed.		

Visa Debit, Debit MasterCard, Discover, Union Pay and Amex preferred rates are also available.

POS Solution(s)	Monthly Rates
POS Terminal – iCT250	\$25.00
Pin Pad – iPP320	\$18.00
POS Terminal combo – iCT250 + iPP320 Pin Pad	\$40.00
Short Range Wireless – iWL220	\$50.00
Long Range Wireless – iWL255	\$55.00 + \$75.00 (one time activation fee)

Other POS solutions and E-commerce preferred rates also available.

Interac	Per Transaction Rate
Debit Card	\$0.05
Card Brand Fee (Interac) of \$0.007 will apply to each Interac transaction. An Interac fee of either \$0.02 or \$0.035 per transaction will apply to each Interac Flash® (contactless) transaction.	

Other	Fees
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Chain No: 30700058099, Gateway CNP 30600059037, Gateway CP 30600059038 Email Back To: Moneris-SalesLeads@moneris.com

KK Penner: Eight Decades and Counting



KK Penner is one of Western Canada's longest established automotive and tire businesses.

Klaus Klassen Penner founded KK Penner & sons in 1930, along with sons, Eldon and Leonard. The company, now named KK Penner Tire Centers, is a third generation family owned business.

KK Penner started as a small B/A gas station. In the early years it revolved mostly around serving the agricultural community. From 1930 until 1974, KK Penner and Sons offered tires and full mechanical services.

In 1974, Eldon and Leonard Penner went their own separate ways. Penner Performance was started by Leonard, who did the mechanical, and KK Penner handled tires. Eldon Penner, who had been with the company since 1955, started as a 13 year old; and built this business from the roots up. It was after the split that KK Penner really started to grow.

In 1983, KK Penner and Sons added its second location in Dryden, Ontario.

KK Penner has always been into the retail business, but started wholesaling a lot in the 1990's. However, it wasn't until 2009 that they were recognized as a serious player in the wholesale market. In 2002, they added two more locations in Brandon and Neepawa.

Eldon Penner worked at the store until a month before he passed away in 2010. Both Gerald and Kendale Penner have been with KK Penner Tire Centers since the mid 1980's.

In 2014, KK Penner Tires Centers added another new warehouse at the Blumenort location and began tire distribution for OK Tire, covering the Manitoba and northwestern Ontario market.



KK Penner original store at B-A gas station



Eldon Penner with a load of Ag tires



l-r, Gerald, Eldon and Kendale Penner

K.K. Penner TIRE CENTERS INC

If you'd like to see your dealership in the Tracker Spotlight, just email us at timp@wctd.ca

Roadside Service: Make it Safe

— Kevin Rohlwing, TIA Senior Vice President of Training

As if commercial truck tire and wheel service wasn't dangerous enough, the need for emergency road service on the side of a highway creates additional risk. Between the passing traffic, limited work area and potentially unstable ground conditions, it is by far the most dangerous place to change a truck tire.

A few years ago, I was involved in a legal case where a technician was fatally injured while attempting to lift the rear axle on a trailer. In that particular instance, he did everything wrong and paid for it with his life. The sad thing is that it could have been avoided if he had followed a few basic rules for servicing truck tires on the side of a highway.

Rule No. 1: Assess

The first rule is to assess the position of the disabled vehicle. In the fatal accident that I investigated, the right rear tires on the trailer were run flat and in need of replacement. There was limited room between the fog line (the painted white line on the edge of the road) and a concrete barrier. What's even more troubling is the fact that there was an exit ramp just a few hundred feet ahead of the disabled vehicle. For whatever reason, too many technicians feel they need to service the disabled vehicle where it is parked. Nothing could be further from the truth. If the

If the position of the disabled vehicle does not allow the technician to safely access the tire(s) in need of service, then the driver will have to move it. Period.

position of the disabled vehicle does not allow the technician to safely access the tire(s) in need of service, then the driver will have to move it. Period.

Now I know that is easier said than done. Drivers don't want to risk destroying a tire or a rim so they will rarely be in favour of that decision. But they are not the ones putting their life on the line because they are usually in the cab while the tires are being serviced.

I can remember a number of close calls as a technician many years ago and looking back, there were at least a couple of instances where the vehicle could have been moved to a safer location. Just remember that it's your safety in question so don't be afraid to ask the driver to move the vehicle. It's also a good practice to install a lock-out tag-out device so the driver knows that the tires are still being serviced. As ridiculous as it might seem on the side of the road, there have been too many accidents where the driver thought the work was finished so they pulled away while the technician was under the vehicle.

Where to park

The next point that needs to be made is always park the service truck behind the disabled vehicle. Working on the tractor when a 53-foot trailer is connected makes it difficult, if not impossible, to reach



the tires in need of service with enough air hose, but parking the service truck in front of the disabled vehicle increases the risk for the technician. First of all, the truck on the side of the road just looks like another truck on the side of the road and not an active work zone.

Oncoming traffic is not expecting anyone to be working around it so they don't pay any extra attention. When the service truck is parked behind the disabled vehicle with the amber beacon and strobe lights activated, it should be a sign for drivers to slow down and be on the look-out for any activity on the shoulder. The reason I say should is because I have dodged more than one vehicle in the far-right hand lane when working on the side of a highway. Regardless, parking the service truck behind the disabled vehicle signals that it is an active work zone for oncoming traffic.

We recommend parking directly behind the disabled vehicle with the wheels facing forward for several reasons:

- The primary "kill zone" is between the two vehicles if the service truck is struck from behind;
- The technician has a clear line of sight for oncoming traffic when working on the driver's side of the vehicle; and
- If the service truck is struck from behind, it will absorb some of the energy and limit the amount of wreckage to the left and right of the disabled vehicle.

Alerts & Warnings

Of course, the issue of warning devices must be addressed because it is required by law. To start, they must be placed within 10 minutes of stopping the vehicle on the shoulder. While the driver of the disabled vehicle should already have them in place, the law does not exclude the driver of the service truck. Regardless, the road service technician is the one working on the shoulder so warning devices are definitely in the best interest of safety. The law itself specifies bidirectional reflective triangles or "fuses or liquid-burning flares" but also mentions red flags as a warning device during daylight hours. *Continued on page 27*



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Road Service: Make it Safe

Continued from page 25



Some dealers use orange cones with reflective tape because most reflective triangles are not designed for daily use... reflective warning devices must be positioned in the proper places depending on the type of road and the location of any obstacles.

Some dealers use orange cones with reflective tape because most reflective triangles are not designed for daily use. While the law specifies bidirectional reflective triangles, the fact that red flags are also mentioned opens the door to alternatives. My personal opinion is that an orange cone with reflective tape is a better warning device than a red flag, but I am not the one responsible for writing the ticket. Either way, reflective warning devices must be positioned in the proper places depending on the type of road and the location of any obstacles.

On the subject of warning devices, technicians must wear at least a reflective vest when performing emergency road service. Our Director of Tire Service, Matt White, is probably visible from space with all of the reflective gear that he wears, but he knows the risks of working on the side of a highway or on a jobsite so he has made the decision to be as visible as possible. The key is to make sure that passing motorists can see you and the more reflective gear that you are wearing, the more visible you will be.

Jack Safety & Foundation

With the service truck in the correct position, the next step is to assess the condition of the ground under the wheel position that is going to be raised. Years ago, a technician lost his life because he tried to jack up the end of an axle on a tour bus that was parked on the shoulder with a lot of sand. The ground shifted as he was under the bus and it fell on him. I don't know enough about the circumstances to say if he used a plate under the jack or not, but the fact that he tried to lift a bus on unstable ground probably contributed more to the accident than anything.

When I ran a service truck, I had a couple of metal plates that I could put under the jack to prevent it from sinking into the ground. Today, we have plastic composite plates that are a lot lighter and have handles to make them easier to position. Either way, trying to lift and support the end of an axle on bare ground is risky when the surface is not hard and level. If the ground is soft, then the metal / composite plate is necessary and if the ground is not level, then the vehicle should be moved.

Once those hazards are out of the way, it's time to address the work area. For starters, the air hoses must be kept as far away as possible from the nearest traffic lane, especially when working on the driver's side of the disabled vehicle. When operating the impact wrench, always make sure you are facing traffic so you can see if anyone is approaching the fog line as you work. And when the fasteners have been removed, move the impact wrench under the vehicle so it cannot be run over by a passing vehicle.

As far as work areas are concerned, NEVER work between the vehicles! I call that area the "kill zone" because that is exactly what will happen if

you are working in that space when the service truck is hit from behind. There will be some isolated instances where it cannot be avoided (like lifting the rear axle on a dump truck), so the best practice is to limit the time between the two vehicles as much as possible.

As far as servicing the tires is concerned, the preferred place is on the passenger side of the service truck if space allows. This gives the technician a clear view of oncoming traffic and provides some protection in the event of a collision involving the service truck and a passing motorist. If there isn't enough room on the shoulder, then the next best place would be directly behind the service truck as far away from the nearest traffic lane. Like the impact wrench, you should never turn your back on traffic when demounting, mounting or inflating the tire(s).

Inflation: Always Cage

Speaking of inflation, all of the same OSHA rules still apply on the side of the road. The clip-on air chuck, sufficient length of hose, and pressure regulator or in-line valve with a pressure gauge are all required pieces of equipment when inflating a tire. And while I know dragging the portable restraining device out of the truck can be a hassle, there have been too many technicians with serious and fatal injuries because they leaned the tire up against the truck during inflation.

I've said it countless times over the past 20+ years and I'm not stopping now; safety cages are like seat belts. You can travel thousands of miles without ever needing the seatbelt, but if an accident happens and you are not wearing it, you might pay with your life. The same theory applies to restraining devices in the sense that you can inflate thousands of truck tires without a problem but it only takes one to become an OSHA statistic.

I can only think of a few accidents where the technician was injured when inflating a tire in a restraining device and in most of them, the tech was standing directly in the trajectory of the sidewall. And speaking of seat belts, never sit behind the wheel on the side of the road without wearing it. Sitting in the driver's seat filling out paperwork without a seat belt could be incredibly dangerous if the service truck is struck from behind.

In Summary: Follow the Rules!

The inherent dangers associated with emergency road service will always be present, especially with the added distractions of cell phones and other in-cab electronics. That being said, technicians can take steps to minimize the risk by following simple rules like moving the disabled vehicle, assessing the work area, maintaining visibility, and using the service truck to warn passing motorists of the active work area. While none of these steps are guaranteed to prevent an accident, all of them will have a positive impact on road service safety when they are followed.



Tire Dealers Association of Canada



Toronto 2018
Thursday, Sept. 13 - Saturday, September 15
 Delta by Marriott
 655 Dixon Road,
 Toronto, ON M9W 1J3
Trade Show and Conference Agenda

Conference Sponsor - **Federated Insurance**
 Hall of Fame Breakfast and Presentation Sponsored by **Bridgestone Canada Inc.**
 Trade Show Sponsored by **Suppliers Council To The Canadian Tire Industry**
 Coffee Breaks Sponsored by
 Industry Clinic 1 Sponsored by
 Industry Clinic 2 Sponsored by
 Industry Clinic 3 Sponsored by
 President's Reception Sponsored by
 Registration Desk Sponsored by
 Closing Dinner Sponsored by

Time	Description	Location
Thursday September 13, 2018		
1:00 - 6:00 pm	Trade Show Set-Up	International ABC
1:00 - 6:00 pm	Delegate Registration	International Foyer
1:00 - 4:00 pm	Regional Board Meetings	Meeting Rooms
4:00 - 5:00 pm	Regional AGMs	Meeting Rooms
5:00 - 6:00 pm	TDAC General Meeting	New York Meeting Room
7:00 pm - 11:00 am	President's Reception	Terrace
Friday September 14, 2018		
9:30 - 10:30 am	Hall of Fame Breakfast	Mississauga ABC
10:30 - 10:45 am	Hall of Fame Presentation	Mississauga ABC
12:00 pm - 8:00 pm	Delegate Registration	International Foyer
2:00 pm - 8:00 pm	Trade Show	International ABC
Woodbine Shuttle	Free Night	
Saturday September 15, 2018		
9:00 am - 12:00 pm	Group Meetings	Scheduled Locations
10:30 am - 11:00 am	Industry Clinic	New York
11:00 am - 11:30 am	Industry Clinic	New York
11:30 am - 12:00 pm	Industry Clinic	New York
12:00 pm - 5:00 pm	Trade Show	International ABC
7:30 pm - 12:00 pm	Closing Dinner & Entertainment	Mississauga ABC

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Taking Care of Business 2018!

Bob Bignell
Executive Director

Richard Bender
Co-Chairman

Tire Dealers Association of Canada

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Taking Care of Business 2018!



DELEGATE REGISTRATION FORM



**Tire Dealers
Association of Canada**

**National Trade Show
& Conference**

Thurs. Sept. 13 - Fri. Sept. 14 - Sat. Sept. 15, 2018

Delta by Marriott - Toronto, Ontario

Program Highlights

Thursday Sept. 13, 2018: Regional Meetings; TDAC General Meeting; Presidents Reception

Friday Sept. 14, 2018: Bridgestone Hall of Fame Breakfast; Awards; Trade Show

Saturday Sept. 15, 2018: Group Meetings; Industry Clinic; Trade Show; Closing Dinner

Delegate Names:

1	2
3	4
5	6
7	8

Delegate Registration	_____	x FREE	=	_____	FREE
Closing Night Dinner (Sat., Sep. 15)	_____	x \$50	=	_____	
Bridgestone Hall of Fame Breakfast* (Fri., Sep. 14)	_____	x \$20	=	_____	
	Sub Total=	\$		_____	
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	TOTAL	\$		_____	

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Delegate Registration

Trade Show FREE Closing Night Dinner \$50
Bridgestone Hall of Fame Breakfast \$20*

*Free when you register before September 13, 2018

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TDAC Executive Director

Richard Bender

TDAC President

Tire Dealers Association of Canada

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Toronto 2018 Taking Care of Business



Lug nuts focus of class action suit against Ford

DETROIT — A class-action litigation firm has filed suit against Ford Motor Co. for alleged defects in lug nuts on several Ford models.

The Ford Fusion, Fiesta, Escape, Flex, Focus, F-150 and F-350 are the specific models targeted in the proposed class action filed Aug. 24 in the U.S. District Court for the Eastern District of Michigan.

But other Ford vehicles also may have the allegedly defective lug nuts, according to Hagens Berman Sobol Shapiro L.L.C., a consumer-rights law firm, which says it is one of the most successful auto litigation law firms in the U.S.

In its complaint, Hagens Berman said that some auto parts are much as they were since the days of the Model A. Lug nuts, it said, are a prime example. However, the lug nuts on various current Ford vehicles fail the simple test of reliability, it said.

"Instead of a solid steel nut, Ford created and sells with its vehicles a lug nut that has a steel core with a chrome, aluminum or stainless steel cap attached to improve the appearance of the visible part of the lug nut," the complaint said.

Under normal use, the caps swell and delaminate to the point that the lug nuts cannot be removed with the lug wrench provided by Ford, according to Hagens Berman.

Owners must have their vehicles towed to repair facilities where

they must pay more than \$30 per wheel to have their lug nuts replaced, plus labor and towing costs, the complaint said.

"Astonishingly, some dealers suggest that their customers buy non-Ford lug nuts because they know any replacement Ford lug nuts will similarly fail and become unusable," it said.

The suit names owners from seven states and accuses Ford of 70 different violations of state consumer protection laws. It quotes 42 comments from the Repair Pal website alone, with Ford owners telling of having to replace their lug nuts for a routine tire or even oil change, after as little as 12,850 miles.

Ford owners have complained about failed lug nuts for 10 years, but Ford refuses to replace the lug nuts for free even when lug nut failures come during the warranty period, the suit alleges.

The complaint seeks certification of the class action, restitution to owners, punitive damages, pre- and post-judgment interest, and attorneys' fees and court costs.

In a statement, Ford declined to comment, noting it does not comment on pending litigation, according to Automotive News, a Detroit-based sister publication of Tire Business.



Bridgestone debuts ultra wide-base tires

Bridgestone Americas Inc. has unveiled two ultra wide-base truck tires, the Greatec M835A Ecopia tire for the drive position and the Greatec R197 Ecopia tire for the trailer position.

Designed for use on tandem-axle applications in long-haul service, the Greatec ultra wide-base Ecopia tires are designed for improved fuel efficiency and up to 20 percent longer wear life than the previous generation offering, the tire maker said. The trailer tire delivers 6-percent lower rolling resistance than the predecessor tire, Bridgestone said.

"Our new offerings in the ultra wide-base tire category cater to the growing need of long haul fleets to increase freight loads at a higher weight level," said Eric Higgs, vice president of commercial marketing, Bridgestone Americas Tire Operations.

"The new Greatec tires are designed to maximize performance and fuel efficiency available at the same cost as the previous generation. When paired with a Bandag retread, our newest Greatec tires can help reduce the total cost of tire ownership significantly."

The Greatec M835A and Greatec R197 Ecopia tires — available in size 445/50R22.5 — are built with advanced technology including:

- High rigidity tread pattern for long tread life, overall even wear and low rolling resistance;
- Optimized shoulder design for even wear balance across the tire footprint;
- NanoPro-Tech compound to limit energy loss for improved rolling resistance;
- Fuel Saver Sidewall to absorb excess energy and help conserve fuel, both when new and retreaded;
- Patented Waved Belt Design to reduce casing growth and maintain a stable footprint;
- Patented Turn-In Ply design to reduce ply-end stress; and Stone Rejector Platforms to combat capture and retention of casing-damaging stones.

The new line of Greatec tires are compatible with Bandag FuelTech retreads.

Cooper Tire Shared Initiative Makes Tires from U.S. Guayule Shrub

— Rubber & Plastics News

Cooper Tire and its research consortium partners have announced the successful completion of a five-year, \$6.9 million Biomass Research and Development Initiative (BRDI) grant, “Securing the Future of Natural Rubber – An American Tire and Bioenergy Platform from Guayule.”

The guayule concept tires underwent extensive testing and were found to have overall equal performance as traditional tires. In addition, the tires performed significantly better in rolling resistance, wet handling and wet braking over their conventional counterparts.

Guayule, a shrub grown primarily in the southwestern United States, contains rubber that can be processed for use in tires. The grant team studied the feasibility of using guayule in tires versus hevea natural rubber, which is used by the industry today and is sourced primarily from Southeast Asia. During the research study, Cooper’s scientists produced several sets of concept passenger car tires where all natural and synthetic rubber was replaced by guayule natural rubber.

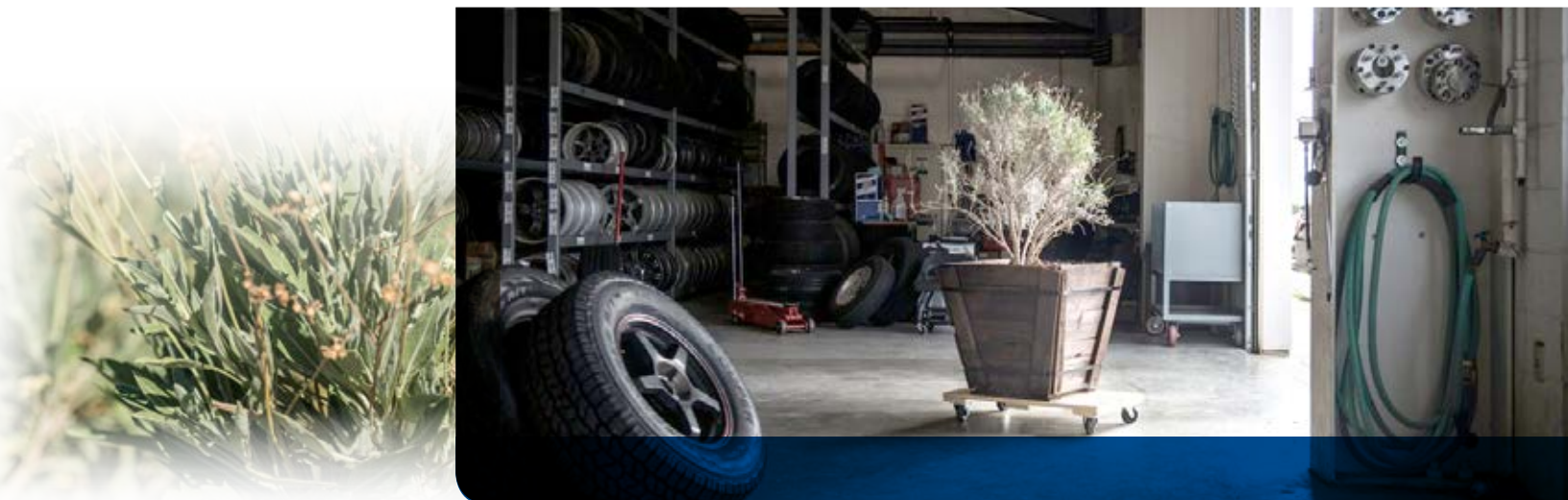
“Cooper built more than 450 tires, replacing various tire components made with hevea and synthetic rubber with those made with guayule and testing each for overall performance. With knowledge gathered from these builds, we created the industry’s first all-guayule concept tires and with them conducted rigorous lab and road tests that provide verifiable performance results,” said Chuck Yurkovich, Cooper’s senior vice



president of global research and development. “Based on our findings, Cooper could use guayule rubber in tire production tomorrow if enough material was available to meet our production needs at a competitive price. To make this happen, the combined effort of government, agriculture and industry is needed to grow the plants and create large-scale manufacturing operations to produce the rubber for use in the tire industry.”

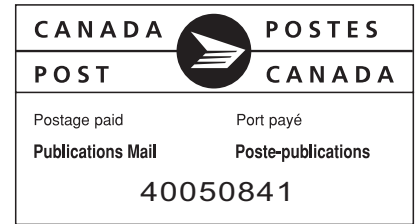
Cooper Tire worked with a number of consortium partners on the five-year initiative, including Clemson University, Cornell University, PanAridus and the Agricultural Research Service of the U.S. Department of Agriculture (USDA-ARS).

Consortium member, Clemson University, conducted a Life Cycle Analysis to determine the environmental impact from producing guayule tires and concluded that the tire had 6 to 30 percent lower emissions in 10 different environmental life cycles and energy impacts compacted with a conventional tire.



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65 Woodbine Road
Sherwood Park, AB
T8A 4A7



WCTD 2018/19



Academic Scholarship Applications NOW BEING ACCEPTED



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

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

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

Application Deadline

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

Freedom of Information and Privacy

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

MAIL, FAX OR EMAIL APPLICATIONS TO:

WCTD Academic Scholarship Committee

65 Woodbine Road, Sherwood Park, AB T8A 4A7

Phone: 780-554-9259 Email: rayg@wctd.ca www.wctd.ca