

# THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS  
FROM WESTERN CANADA TIRE DEALERS



## DON BLYTHE, RIP FAREWELL TO AN INDUSTRY GIANT

PAGE 10

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# THE TRACKER

Published by Western Canada Tire Dealers  
65 Woodbine Road, Sherwood Park, AB T8A 4A7 • Phone 780-554-9259

Publication Mail Agreement No.40050841  
Return undeliverable Canadian addresses to:  
Circulation Department  
65 Woodbine Road, Sherwood Park, AB T8A 4A7

Email: rayg@wctd.ca

[www.wctd.ca](http://www.wctd.ca)

## WCTD EXECUTIVE 2018

**PRESIDENT, PAUL MCALDUFF - TIRELAND PERFORMANCE CENTRE**

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Phone: 604-980-1578 Email: tirelandperformance@telus.net

**PAST PRESIDENT, CLEM COLLET - WEST END TIRE**

1991 Dugald Road, Winnipeg, MB R2J 0H3  
Phone: 204-663-9037 Email: clem@westendtire.com

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65 Woodbine Road, Sherwood Park, AB T8A 4A7  
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## DIRECTORS 2018

### British Columbia

**PAUL MCALDUFF - TIRELAND PERFORMANCE CENTRE**

300 East Esplanade, North Vancouver, BC V7L 1A4  
Phone: 604-980-1578 Email: tirelandperformance@telus.net

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**ANDREW BOULTON - KAL TIRE**

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Phone: 204-735-2327

## Calendar

**Advanced ETS (Earthmover / OTR) Training**

March 19 - 22 • Vernon, BC

**WCTD ANNUAL GENERAL MEETING**

Friday, April 13, 2018 • 10:00 am  
Grand Pacific Hotel, 463 Belleville Street, Victoria, BC

**Advanced CTS (Commercial Truck) Training**

April 16 - 18 • Regina, SK

**(Please note dates have changed)**

**Basic FTS (Farm Tire) Training**

April 19 • Regina, SK



## WCTD MEMBERSHIP APPLICATION

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

Annual Dues \$105.00 Incl. GST Per calendar year, per location.

**PLEASE FORWARD TO:**

**WCTD - 65 Woodbine Road, Sherwood Park, AB T8A 4A7**

Email: rayg@wctd.ca



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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## SEMA 2017 was, well, SEMA!



Paul McAlduff  
President, WCTD

If you have not experienced it, then try Google. Hot rods, wild trucks and muscle cars are the window dressing. SEMA displays equal the best of any car show in North America because, honestly, most of the vehicles have been shown – or will be shown – in various events all over Canada and the US. From a business standpoint, attendees can peruse equipment, tools, parts, wheels and, of course, tires, new products, new inventions and more. And did I say tires?

Not just car tires, truck tires or SUV tires. All tires. Race tires. Ag tires, trailer, wheel barrow. Most manufacturers are there to answer questions and show off their newest releases. And then there are the proving grounds: a large patch of pavement for attendees to test tires and watch racers testing tires.

Ray Geleta and I attended the Tire Industry Association (TIA) meetings to keep up-to-date with issues which may affect the way business is conducted in Canada. Topics of interest included: Universal Tire Registration, Employee Training and Retention, and Employee Drug Testing. With Canada's proposed Marijuana legislation, we may have to look at what policies should be agreed upon to keep our workplaces safe.

Scrap tire programs are continually being compared to ensure the most efficient process is used to keep our costs down.

I was disappointed that there was not enough time to discuss the subject of M & S, All-Weather and Severe Winter Ratings that the tire manufacturers use on tires we all sell. This initiative must come from tire retailers. We will put forward that proposal at the next TIA meeting.

My experience behind the counter, from talking to consumers, indicates there is no place for an M & S marking on tires. (MUD... are you serious?... SNOW... in whose world?)

**How about having designations that actually fit the tire...**

- SUMMER – S**
- MOST SEASONS- MS**
- ALL WEATHER – AW**
- SEVERE WINTER – SW**

Put the Mountain / Snowflake symbol on the last two – and make it easier for us all.

### **Your Association works only on 'People Power'**

**It is crucial that we fill vacant directors' positions on the WCTD board or directors for...**

#### **BRITISH COLUMBIA & SASKATCHEWAN**

We need to appoint a director representing the large group of OK Tire stores that have renewed their memberships in WCTD.

We also need to fill a position on the Tire Stewardship BC Board of Directors.

The above are all needed to ensure the association business and responsibilities are carried out effectively.

#### **Victoria in April, Ontario in September**

Our next AGM will be held in Victoria on April 12th and 13th. We will go to Ontario for the Tire Dealer Association of Canada (TDAC) Convention in September. It is important that we have all of the above positions filled for these meetings.



## **NOTICE OF AGM**

**Notice is hereby given that the Annual General Meeting of Western Canada Tire Dealers will be held as follows...**

**Friday, April 13, 2018 • 10:00 am**  
at the  
**Grand Pacific Hotel**  
**463 Belleville Street, Victoria BC**

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





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## Spring Cleaning WCTD Style

Ray Geleta  
Executive Director, WCTD

**W**ith spring right around the corner, there's no time like the present for a few housekeeping reminders!

Please note that the WCTD office address has changed to:

**65 Woodbine Road  
Sherwood Park, AB T8A 4A7**

*Snail mail is still being sent to our old address in Calgary!*

Mark your calendar for our upcoming Annual General Meeting. It will take place Friday, April 13, 2018 at 10am, at the Grand Pacific Hotel, 463 Belleville Street, Victoria, BC. We hope to see as many of you there as possible, particularly from Vancouver Island. There will be some social activities organized so that we can catch up – and see what's on your mind.

### Speaking of what's on your mind ...

We are still very anxious to fill two important vacancies on the Board. It is extremely important that the Western Canada Tire Dealers Board enjoys full representation from across the membership area. Currently we are missing Independent Tire Dealer board members from both British Columbia and Saskatchewan. These vacancies have existed for almost one year, so we really would like to see some forward-thinking people step up! If you feel that you have something to contribute and would like to make a difference, the time commitment for sitting on the Board has been greatly reduced compared to in the past. We require only two face-to-face meetings a year and do pay expenses such as travel and hotel. Also, believe it or not, we're actually quite a fun group to be around!

Seriously – and I really ask you to consider this –

### ***We need your participation – now!***

If you know of anyone (including yourself!) who would be interested in representing your area, I urge you to contact me as soon as possible. There are always key issues being addressed by the Association, But without representation from across western Canada, we are unable to fully tap into current issues to effectively represent you.

Please watch for your WCTD membership renewal, which is being sent out in the mail around about now. Your membership certificates and door decals will be sent out in April. Whether you are a member or not at the moment, please take the time to review the numerous member benefits that are available to you. They are listed in full on our website [www.wctd.ca](http://www.wctd.ca). If you require the login and password please email me at [rayg@wctd.ca](mailto:rayg@wctd.ca)



**SCHOLARSHIP  
APPLICATION**

### Education pays

Those several benefits include four scholarships that the Association awards every year. This is a tremendous way to help young people get ahead and we urge you to check the qualification requirements and put forward your candidates as soon as possible. Please note that you can find the application online at [www.wctd.ca](http://www.wctd.ca) and that we will be accepting applications from now until July 31, 2018.

### TIA Spring Training Calendar

As you know, a key part of being successful in the tire business is staying on top of the technical changes and demands placed upon our staff and technicians every day. On that note, please consider sending your lead people to one of the applicable TIA training sessions, as follows:

- **Advanced ETS (Earthmover / OTR) Training**  
March 19 - 22 • Vernon, BC
- **Advanced CTS (Commercial Truck) Training**  
April 16 - 18 • Regina, SK  
(Please note dates have changed)
- **Basic FTS (Farm Tire) Training**  
April 19 • Regina, SK

If you are interested, please contact me at [rayh@wctd.ca](mailto:rayh@wctd.ca) or call 780-554-9259.

### 2017 Torque Charts still available

I have a small number of the 2017 Torque Charts on hand. Please let me know if you require any. I will be ordering the 2018 charts in March for April delivery. Let me know if you want to place an order.

E-MAIL [rayg@wctd.ca](mailto:rayg@wctd.ca) or call 780-554-9259



**Tire Dealers  
Association of Canada**

On a final note, please join us at the 2018 TDAC National Convention.

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**That's good.**





## Dedicated to Don...

Tim Pawsey  
Editor, The Tracker



*Much of this issue of The Tracker is dedicated to the memory of Don Blythe, former WCTD executive director, who passed away on January 5, 2018.*

**I remember well the first time I met Don. It was at the old OK Tire headquarters, on Annacis Island in New Westminster, BC. I was a (very) wet behind the ears tire salesman, just off the plane from head office in Montreal. Eager to preach the Tire Gospel According to Michelin to anyone who would listen – and to many more who would not!**

I don't recall the exact purpose of my visit – although I expect it was probably something to do with booking winter tires. I was apprehensive, as this was a crucial call and a lot depended on it.

***“I do remember thinking that Don Blythe was one of the most imposing people I had ever met. He was a big guy, with an even bigger personality. But I was also immediately struck by his genuinely welcoming attitude”.***

I do remember thinking that Don Blythe was one of the most imposing people I had ever met. He was a big guy, with an even bigger personality. But I was also immediately struck by his genuinely welcoming attitude, especially as I'm sure he could sense how nervous I was.

That visit turned out to be the beginning of what became a 40 year business friendship. I worked with him in several capacities, not the least of which was when he was executive director of this association.

Anyone who knew Don knows that he had little time for BS. In between each “type thing” (his favourite expression), he just liked to get things done. And boy, did he know how to get things done!

Peruse the tributes in these pages and you'll sense a common theme. Not that Don was just a great guy. It went well beyond that. Don had a special skill at being able to herd proverbial cats – and get them to all eat from the same bowl, with seemingly little effort. Although, people who knew him well can attest to just how persuasive (read ‘blunt’) he could be behind the scenes.

Though in recent years we may have seen less of Don, if ever we needed advice or the latest scuttle on the recycling scene he was never more than a phone call away.

### A Two Way Street

The biggest thing about Don Blythe a lot of people don't know is just how much he selflessly devoted to this Association – as well as to this industry at large. He charted WCTD through some challenging rough waters and continued to be an unswerving supporter.

Don's contribution to the WCTD – both of today and of yesterday – was immeasurable. Even when he was busy with the challenges of tire recycling and working at Tire Stewardship BC, he was always close at hand to offer his support or comments on any number of issues.

Don's passing leaves a significant void in the industry – and some big shoes to fill.

Elsewhere in The Tracker you will notice that we're (still) asking you to step up to take a seat on the WCTD board; to become a director, to share your knowledge and expertise on behalf of the association.

As a long time observer, I can tell you that this association holds considerable sway and has immense resources, with reams of expertise and valuable information to share. But it takes active participation to move forward that notion of common good and the resulting benefits.

A few years ago (in 2010) I interviewed Don on his ‘retirement’. I asked him: “What's the real value of the Association?”

***His reply still holds true today...***

***“Our dues for membership are the lowest for any of the four associations across the country. Now some suggest the WCTD should offer better value to some of the corporate groups. From Day One I've done my best to try and find things that are to the advantage of the groups because I realize that many of the benefits which we offer to the independent dealer, the groups already have.***

***Take the implementation of the scrap tire program. I'm not saying that it wouldn't have happened without the association. I don't have a huge store but but it saves my store \$5,000 a year alone.***

***My concern is that, down the road, some of the groups will not see the value of remaining with the association. However, the association does provide a lot of useful activity and support regardless of whether you're a small independent or part of a group.***

***On the other hand, some people don't realize the value of associations, period. You have to give something back to the type of business you're in, to the industry.***

***However, over the years I've noticed that there are some who just can't see the forest for the trees. It can't be all take: there has to be some give.”***

If you ever needed another reason as to why you should contribute even a small part of your time, why not get involved for Don? Do it in Don's spirit.

***Because of all people, Don Blythe rarely, if ever, said ‘no.’***

# Don Blythe, R.I.P. 1938 - 2018



*Don's contribution to the WCTD – both of today and of yesterday – was immeasurable. Even when he was busy with the challenges of tire recycling and working at Tire Stewardship BC, he was always close at hand to offer his support or comments on any number of issues.*

*Don's passing leaves a significant void in the industry – and some big shoes to fill.*

***“It can't be all take: there has to be some give” – Don Blythe***

**D**on Blythe passed away peacefully on Friday, January 5, 2018 in Surrey Memorial Hospital. He was born in 1938 in Lethbridge, AB to Don and Mabel Blythe and was raised in Vancouver and Saskatoon.

Don started working for Goodyear Tire and Rubber Co. in Saskatoon, Saskatchewan in 1957, and worked in the tire industry for his entire adult life in various capacities. He joined O.K. Tire Stores Canada Ltd. in 1972, and was instrumental in forming an O.K. Tire Franchised Dealer Committee. In this capacity he explored the possibility of the forty-nine O.K. Tire dealers in Canada purchasing O.K. Tire Stores Canada Ltd. from Ashland Oil, in Ashland, Kentucky.

On October 1, 1973, a 100% franchised dealer-owned marketing group entitled “O.K. Tire Stores Inc.” was formed.

Don was elected president of O.K. Tire Stores Inc. in 1983. He was elected Director of Western Canada Tire Dealers Association and served as President from 1995-1997. Starting in 1989, he helped develop provincially-run Scrap Tire Programs throughout western Canada. Don retired in 2003 and became the Executive Director of WCTD.

He chaired a committee made of representatives from the Rubber Association of Canada; Retail Council of Canada; and New Car Dealers Association of British Columbia to explore an “industry” takeover of the Scrap Tire Program in British Columbia. Tire Stewardship BC, a not-for-profit society, was formed, and on January 1, 2007 began operating the BC Scrap Tire Program.

Don was Chairman of the Board at Tire Stewardship BC (TSBC) Canada when he passed away.

In 2008, he was inducted into the WCTD Hall of Fame, and in 2010, inducted into the TIA Hall of Fame. Don was very active in ACT and enjoyed volunteering at the Bell Centre in Surrey.

He is survived by Laura, his wife of 54 years, and many friends and relatives. A Celebration of Life was held Saturday, January 13 at Lakebridge Amenity Centre, 5811 - 122 Street, Surrey, British Columbia. In memory of Don, donations can be made to Surrey Memorial Foundation.

*(Vancouver Sun Obituary)*

***The WCTD Association extends our heartfelt condolences to Laura and family.***





## Tributes to Don have poured in from around the industry...

### Rosemary Sutton Executive Director, Tire Stewardship, BC

I became familiar with the name Don Blythe on almost Day One of my job with BC's tire recycling program, back in October 1998. He was *the* guy, involved since 1991 when the program began, and a walking tire Wikipedia, despite the fact that he often referred to himself as "just a tire kicker".

Our paths did not cross until a year later at a tire advisory committee meeting. It became very evident to me early on that all I had heard was true. This was a person who knew the business, was deeply committed and wanted the tire program in BC to be the best in Canada.

As the years rolled on, my contact with Don increased as he led the charge with others to have the tire recycling program in BC run by industry and not government. Don succeeded in his mission in Jan 2007, followed shortly by his appointment as Chair of Tire Stewardship BC, a position he held right to the end. He steered a ship that had many rocky moments, but with determination, hard work and dedication he realized his mission to make the BC tire program the best in Canada.

***Our contact in the last 10 years was almost daily but his kindness was 24/7. I have many great memories of our discussions, road trips, being chauffeured around in his big black Cadillac and in later years pushing him in his wheelchair through the airport, threatening to do wheelies if he criticized my "driving".***

usually more than once, and tried but failed to cover my ears when the story began "I probably shouldn't tell you this..."

Don provided me with great guidance and unwavering support for which I will always be grateful. I always knew where I stood with Don, especially when I received an email all in CAPITAL letters, which usually meant I was in trouble. Our contact in the last 10 years was almost daily but his kindness was 24/7. I have many great memories of our discussions, road trips, being chauffeured around in his big black Cadillac and in later years pushing him in his wheelchair through the airport, threatening to do wheelies if he criticized my "driving".

His death has left a big hole in my life and my heart and although I know he will miss us, I will miss him more. And Don, because I know you hated acronyms and would expect nothing less of me than to get in the last word, RIP DJB.



### Dale Parsons Former WCTD executive, ex-Kal Tire

I met Don in the fall of 1977. Don was well known in the industry. However, we had never met until I was asked to chair the WCTD Convention in January 1978.

At that time Ray Johnson was the chair however his health was failing and I stepped in as chair and invited Don to be chair of the trade show. Don was not a board member of the association at that time but was eager to help out with our situation. That was the beginning of a long friendship both personal and business.

Don went on from 1987/88 to handle the trade shows for many of our conferences. Don was able to sellout every trade show and make a profit for our non-profit organization. Don was able to work with hotels; equipment manufacturers; independent tire dealers; tire groups and others – and still manage to not show a bias towards OK Tire. Don was fair with everyone; he wanted everyone to be happy.

The tire recycling business was Don's favourite project. He got involved very early, giving Mike Roberge a location to get Western Rubber on the map. When the government got involved with collecting environmental fees it was a disaster: the fees were going into general revenue and there was basically no accountability of this money. Don realized how unfair this was to all involved, especially the public who were paying the fees, and the tire dealers having to explain to the public.

Don lobbied the government and, finally in 2007, along with help from the industry, he founded Tire Stewardship BC. He organized a group headed by Mike Hennessy and Rosemary Sutton along with an accounting firm to implement accountability and control of where the money was going and still allow the government to have a piece of the growing fund.

Not everyone was aware of Don's involvement with lobbying the government—whether it was ice studs; snow/fake symbols; or recycling in most other provinces – along with still doing a great job for OK Tire as well as his concern of the industry.

There aren't many people across Canada who would not know of Don Blythe. He was always there to help out with any issue that involved tire dealers – or charities where he and Laura could volunteer.

I will personally miss his smiling face, sense of humour and his business advice... but mostly his 40 years of friendship.

***There aren't many people across Canada who would not know of Don Blythe. He was always there to help out with any issue that involved tire dealers – or charities where he and Laura could volunteer.***

***I will personally miss his smiling face, sense of humour and his business advice... but mostly his 40 years of friendship.***

*Continued on page 13*





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*Tributes to Don have poured in from around the industry...**Continued from page 11***Mark Frankland**  
**Owner, OK Tire, Campbell River, BC**

Don and I go back a long time. And my dad, Len, went back even further. He actually used to work for Seiberling Tire before he went to work for OK Tire Corporate, and knew Don from Goodyear days.

My father and Don both travelled on the road in their early careers and became friends during that time, back in the late 60s and early 70s. When Don first joined OK Tire (with Dad's encouragement) the offices were in the old aircraft hangar on Annacis Island.

Don was always a great listener, a careful collector of every fact before he made any decisions. I don't think I ever saw him get mad. He may have gotten frustrated but I never saw him mad. And usually it was more frustration towards the manufacturers.

Don played a huge role in OK Tire's growth from being a small number of independent tire dealers to a national group from coast-to-coast. Back when he started there were maybe 22 stores and now we're at 355. That's how much it's grown.

He was a very big part of the first push to Alberta and then into

**Glenn Maidment**  
**President, Tire & Rubber Association of Canada**

Don has been an important colleague and friend over this past 15 years or so, though I've known him, or more accurately knew of him, for over 40 years, because he was a larger than life character. He and I worked very closely in the early days of TSBC and became good friends in the process.

In fact, when we were together it was often to talk about the "good old days". Don would remind me of "the easiest money he ever made" – which was selling container loads of BFG A/T tires to Japan. This was of course completely forbidden in our dealer agreements, but somehow Don was able to steal the business of the Japan licensee from our American Head Office. They were furious, and our people just played innocent and denied any involvement, all the while encouraging Don to carry on. He never had to touch the product, just do some paperwork and made a ton of money for OK Tire.

Here's what some of my current colleagues volunteered about Don, without any prompting:

***"He was the nicest man in the tire business."***

***"A straight-shooter."***

***"A genuine hero of our industry."***

***"A man who never wanted anything for himself – it was always to serve his members."***

In fact, his members thought so highly of him, they gave him a Cadillac when he retired!

When I first started coming out to BC in the early days of setting up TSBC, he would always pick me up in that Cadillac and drop me off again

***Don was always a great listener, a careful collector of every fact before he made any decisions. I don't think I ever saw him get mad. He may have gotten frustrated but I never saw him mad. And usually it was more frustration towards the manufacturers.***

Saskatchewan. It was a key time for the association, which from there, of course, expanded further into the Maritimes. And, it seems, everywhere I went I can remember Don's wife, Laura, being there. She was a big part of his success.

Don was – and remains – an icon in the tire industry. Between what he did for OK Tire, the WCTD and Tire Stewardship BC, he dedicated his whole life to it. He made a huge contribution. What a truly dedicated individual. I'm sure he and my dad are hanging out up there now – probably at the same bonspiel!

on the way back. He always made you feel important.

The key point I would like to share with you and to put it on the record, is Don's specific role in setting up TSBC and Tire Stewardship MB. You may know these organizations were created when Don was Executive Director of WCTD. Together with the Retail Council of Canada, and my Association, we created TSBC and soon thereafter the New Car Dealer Association joined us. The RCC contributed financially, but except for the key contributions of George Vallance at CTC, RCC were not actively invested in the process. My association contributed financially and we were certainly invested in the process – but the tire manufacturers were not going to be ultimately accountable in the Regulation. That would be the role of the tire dealers in the province and Don's role was to get unanimous support from his members.

Now, I wasn't in the room when he had those private discussions with the major dealer groups, Kal, Fountain, OK, Big O and others. But I do know the result—Don brought them all on board. His persuasiveness, his passion that this was the right thing for them to do and they knowing he was only looking out for their best interests, is what won the day.

Today, the proof is in the pudding. Both the BC and MB tire programs are exemplary models of industry stewardship. They are stable, well managed and well-funded... and achieve world-class leading results in scrap tire diversion.

I sometimes wistfully think what might have happened had WCTD been the national body under Don's leadership. The Canadian tire stewardship would certainly be in a much better position than it is today. But that said, we tip our hat with a heart-felt 'thank you' to Don for a job well done.

# WCTD Mourns Pioneering Former Executive Director Olive Storey



**W**estern Canada Tire Dealers is deeply saddened to announce that Olive Storey, former WCTD Executive Director and former owner of Advanx Tire, passed away in Winnipeg on January 22, 2018.

Ms. Storey was widely regarded as a ground-breaker, in that she was among the first women to hold a senior executive position in the tire industry in North America.

Born in Vancouver in 1927, in 1950 Olive married Gord Storey, Dunlop Tires Western Sales Manager. Gord later purchased multi-branch Advanx Tire, and also established a wholesale division, Astro Tire Distributors BC Ltd. Olive Storey joined the company and became office manager, until Gord Storey passed away unexpectedly in 1972.

Determined to carry on, Olive ran Advanx Tire for several years. The first female general manager of an independent tire company in Canada, she expanded the retail network and modernized existing facilities, including the head office.

She once credited the company's survival and success to "great store managers and many committed employees."

Advanx Tire was purchased by Kal Tire in 1981.

In 1983 Ms. Storey was approached by Western Canada Tire Dealers and Retreaders Association (now WCTD) to become executive director. She agreed, and thus became the continent's first female tire association executive director. It was a position that she held for 15 years. During that period she helped shape WCTD into one of the most successful associations in the industry.

When, in 2012, she was inducted into the WCTD Hall of Fame, the late Don Blythe commented:

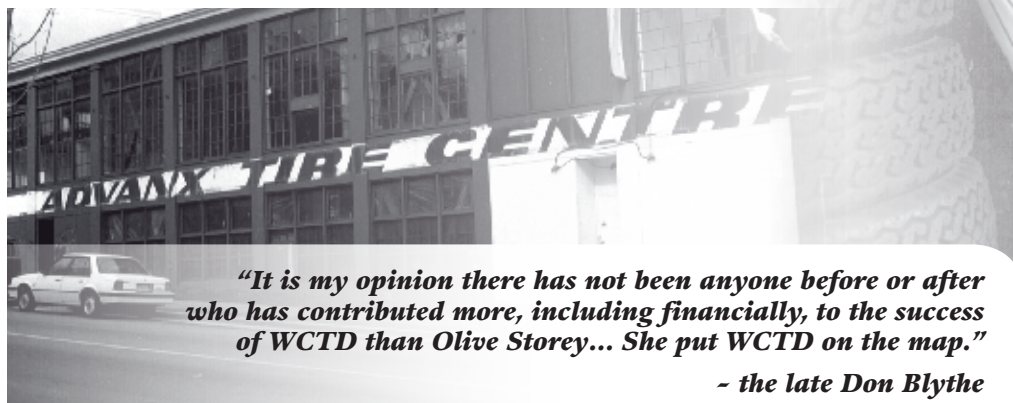
"It is my opinion there has not been anyone before or after who has contributed more, including financially, to the success of WCTD than Olive Storey... She put WCTD on the map."

**WCTD extends its sincere condolences to the family.**



**Olive Storey, R.I.P. 1927 - 2018**

***A celebration of Olive's life, conducted by her nephew Father Michael Storey, will be held on Saturday March 3, 2018 at 2 pm at Chapel Lawn Memorial Gardens, 4000 Portage Avenue. A reception will follow. A memorial service and Internment will be held in West Vancouver in mid May.***



***"It is my opinion there has not been anyone before or after who has contributed more, including financially, to the success of WCTD than Olive Storey... She put WCTD on the map."***

***- the late Don Blythe***



EDITOR'S NOTE: News of Olive's passing arrived almost at press time. We will be running a more comprehensive piece and tributes in the next issue of The Tracker. If you would like to contribute, or have any memories of Olive that you would like to pass along, please email [timp@wctd.ca](mailto:timp@wctd.ca)



## Michelin, Pirelli top AutoPacific tire ratings

### RUBBER & PLASTICS NEWS

TUSTIN, Calif. – The Michelin and Pirelli brands earned top recognition in AutoPacific Inc.'s 2017 Replacement Tire Owners Satisfaction Awards, based on responses from 7,000-plus consumers.

This was the seventh consecutive year that AutoPacific, an automotive marketing research and product consulting firm, has given out the awards.

AutoPacific's awards measure owner satisfaction with attributes ranging from performance and traction to fuel efficiency and price, the company said. The satisfaction scores, which are weighted by the importance rating for each attribute, communicate how well each tire brand performs to the needs and expectations of its owners.

"Most consumers place high importance on safety, durability / reliability and performance, which means it's essential that tire manufacturers receive high satisfaction scores in these areas to have a chance at a top spot," AutoPacific President George Peterson said. Other attributes of high importance found to strongly affect scores are wet and dry traction and warranty.

"Satisfaction scores begin to fluctuate more between brands for traction and warranty attributes, widening the gap between top and bottom performers," he added.

Michelin and Pirelli reclaimed the top two spots after being edged out last year by Goodyear and Bridgestone, AutoPacific said. Bridgestone and Goodyear ranked third and fourth this year.

Niroyal, Yokohama and Nitto had the biggest improvement in rankings compared to 2016, while GT Radial, Nexen and Continental had the biggest drop.

AutoPacific judged the 2017 awards based on responses from 7,047 replacement tire buyers.

Study data also identified several tire attributes, including sporty image, maintenance-free and good cornering, have increased in importance over the past three years.

"It's important that tire manufacturers are aware of what their



*The list of winners is as follows...*

**Overall winner • Michelin**

**Car replacement brand • Michelin**

**Light truck replacement brand • Pirelli**

**Luxury car • Continental**

**Large car • Michelin**

**Mid-size car • Michelin**

**Compact car • Pirelli**

**Sport/sporty car • Michelin**

**Compact/mid-size SUV • BFGoodrich**

**Compact/mid-size XSUV • Pirelli**

**Large/luxury SUV • BFGoodrich**

**Large/luxury XSUV • Pirelli**

**Full-size pickup • BFGoodrich**

customers are looking for when they shop for replacement tires," Peterson said. "Demands and expectations can change over time. Increases in importance can be detrimental to a brand if they are not addressing it in their design and production strategy."

## TIA to offer online industrial tire

### service training

#### TIRE BUSINESS STAFF

The Tire Industry Association (TIA) is offering its Basic Industrial Tire Service (ITS) training module through its online training portal – TIA Online University.

The basic level training is designed for all new hires as part of their orientation and for experienced technicians in need of documented training.

The Basic ITS Course, produced in 2015, focuses on pneumatic, solid resilient, press-on and polyurethane-filled tires used in industrial applications.

TIA Online University offers technicians the option to study at their own pace and provides a more efficient and cost-effective method for training new hires, TIA said.

The self-study modules include video learning, knowledge checks, final

exams and a skills demonstration form.

"Our Online University has been an effective tool in the delivery and availability of our training programs," said Kevin Rohlwing, senior vice president of training.

"Since 2012, we have trained over 20,000 online users and look forward to expanding our reach with the launch of our newest ITS course."

All of TIA's Basic Level programs are available through the TIA Online University and cover tire service for the automotive, TPMS, commercial, earthmover, farm and industrial industries for a flat annual fee per location.

**For information, contact Christine Hoogenboom at [choogenboom@tireindustry.org](mailto:choogenboom@tireindustry.org) or visit the TIA Online University website.**



# Michelin, Sumitomo Announce Massive Distribution Partnership

## TIRE REVIEW

With shared vision of expanding their tire wholesale distribution footprints across the U.S. and Mexico, with faster deliveries of more products to more customers, Michelin North America Inc. (MNAI) and Sumitomo Corporation of Americas (SCOA) have joined forces in a 50-50 partnership, announced today. The move brings together the fourth and fifth largest wholesale tire distributors in the U.S. to create a new wholesale distribution powerhouse, NTW. NTW will become one of the operating companies of SCOA's TBC Corporation. The joint venture creates the second-largest player in the wholesale tire market in the United States. The deal is expected to close in late March 2018, subject to customary approvals.

The agreement will combine the North American replacement tire distribution and related service operations of both organizations. This includes 144 TCi Tire Centers (owned by MNAI) and Carroll Tire Company distribution centers (owned by SCOA) in the United States, 43 TBC de Mexico distribution centers, and more than 2,400 North American TBC-affiliated retail locations. Brands included are: Tire Kingdom Service Centers; NTB Tire & Service Centers; Merchant's Tire and Service Centers;

Midas; TBC Brands; R.O. Writer, and Big O Tires.

The move provides a number of strategic benefits for both organizations, including the ability to better serve both tire dealers and consumers that purchase their tires online, combining distribution, reach and speed to better serve an evolving customer base.

Through the joint venture, TCi Wholesale and TBC will be combined. Based upon the enterprise value of each business (\$160m for TCi Wholesale and \$1,520m for TBC), Michelin would contribute a cash payment of \$630 million to SCOA and TCi Wholesale to equalize ownership in the JV. The joint venture will be managed under the direction of a six-member board of directors. Upon closing of the transaction, MNAI and SCOA will each appoint three members of the board.

Erik R. Olsen will lead the organization as CEO. Prior to the joint venture, Erik R. Olsen was president and chief executive officer of TBC. TBC will continue to be headquartered in Palm Beach Gardens, Fla. Don Byrd will lead the newly formed NTW wholesale business as president and COO. Prior to his appointment, he was president and COO of TCi.

### JV AT A GLANCE

# BETTER SERVING OUR CUSTOMERS

**NTW**  
NORTH AMERICAN TIRE WHOLESALE

**TBC CORPORATION**

**PROPRIETARY BRANDS**

**RETAIL AND SERVICE**

**MICHELIN** + **Sumitomo Corporation**

Michelin North America and Sumitomo Corporation of Americas combined their respective North American tire distribution and related service operations in a 50-50 joint venture agreement on Jan. 3, 2018. As part of the agreement:

TCi and Carroll will be combined forming the second-largest player in the wholesale tire distribution market in the United States. Both companies will operate under a new brand NTW.

Michelin North America will take a 50 percent stake in Sumitomo Corporation of Americas' TBC, one of the nation's largest vertically integrated marketers of tires for the automotive replacement tire market.

### THE PARTNERSHIP JOINS TWO COMPLEMENTARY COMPANIES TO BETTER SERVE CUSTOMERS WITH:

- 2,400 LOCATIONS ACROSS NORTH AMERICA**
- FASTER PRODUCT DELIVERY AND SERVICE**
- BETTER SERVE CONSUMERS THROUGH RETAIL, WHOLESALE AND E-COMMERCE**
- EXPANDED PRODUCT OFFERING**
- 144 TCi AND CARROLL TIRE DISTRIBUTION CENTERS IN THE U.S. AND 43 DISTRIBUTION CENTERS IN MEXICO**
- DRIVE OPERATIONAL EFFICIENCIES TO BETTER SERVE CUSTOMERS**

**EXPANDED GEOGRAPHIC FOOTPRINT**



### BRANDS INCLUDED IN THE JOINT VENTURE:



TCi Tire Centers  
Customer Dr. Service



Carroll  
TIRE COMPANY



NTW  
NORTH AMERICAN TIRE WHOLESALE

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TIRE KINGDOM  
SERVICE CENTERS



NTB  
TIRE & SERVICE CENTERS



MERCHANT'S  
TIRE & SERVICE CENTERS



BIG O TIRES  
THE PLACE YOU TRUST

---



MIDAS



TBC Brands



TBC



R.O. WRITER  
TIRE & SERVICE CENTERS

TBC Brands represents 15 proprietary brands that specialize in passenger, commercial, farm and specialty tires. TBC proprietary brands: Sumitomo, Sailun, Multi-Mile, Eldorado, Delta, National, Vanderbilt, Cordovan, Solar, Doral, Crosswinds, Power King, Harvest King, Towmax and Towstar.

TBC is the 4th largest retailer of tires in the U.S. through recognized brands such as Tire Kingdom, NTB, Merchant's, Big O Tires and Midas.



## Shrinking talent pool worries automotive suppliers

Richard Truett – Rubber & Plastics News

**T**he drive toward electrification and autonomous vehicles is going to change not only the parts and services suppliers sell to auto makers, but also nearly every other aspect of their businesses, executives said during a panel discussion at the Automotive News World Congress.

"There are three immediate and critical issues facing suppliers today," said Julie Fream, president and CEO of the Original Equipment Suppliers Association, a trade group:

- *The global talent shortage for engineers;*
- *The speed of technological change; and*
- *Market volatility and uncertainty.*

Fream said recent suppliers association research has determined that, no matter a supplier's size or product, the biggest threat to its competitiveness is recruiting skilled workers.

"Almost every supplier is working to find ways to address limited human resources," Fream said, and that's regardless of a company's location or the products and services they sell.

"The problem is far deeper than changing recruiting tactics. As companies employ up to four generations at the same time, much of the industry's traditional or old-fashioned work norms and environment need to change to meet the newer generation's requirements," she said.

Bill Foy, senior vice president of engineering at Denso International, the giant Japanese supplier of alternators, air conditioning components and engine control systems, said recent acquisitions of smaller companies specializing in ride sharing and data collection are helping Denso adapt to the changing industry.

"We are retooling our whole strategic vision as a company," Foy said. "Hardware remains very important for a vehicle, but we're also moving to services, which is a whole different mindset for us as a company. Second, we used to be a company that did everything internally. Now, we are looking for partners beyond what we can do today. So, we can begin to create value for the future. And we used to be very Japan-centric. Now we are very global."

Beyond Denso's products, Foy said, the company is working on changing the mindset of employees. "How do we get the passion out of people, the maximum value and having them working on things that excite them?"

Plymouth, Mich.-based Shiloh Industries, an outfit that specializes in lightweight body parts and castings, has already undergone major changes as auto makers have boosted fuel economy.

Ramzi Hermiz, Shiloh's president and CEO, explained how the company transformed into a lightweighting specialist and more than doubled its



*"There are three immediate and critical issues facing suppliers today," said Julie Fream, president and CEO of the Original Equipment Suppliers Association*



*Ford, Chevrolet and Ram trucks have all shed hundreds of pounds with greater use of aluminum and high-strength steels. As Shiloh has grown, Hermiz said, it, too, has faced recruiting issues. The company has launched an apprentice program and is working toward making new recruits feel part of the team.*

revenue since the early part of the century. Anticipating what the industry had to do to meet global emissions regulations, Shiloh's focus on lightweighting enabled the company to grow from yearly revenue of \$400 million to \$1 billion last year.

"We went from a base of three customers to the top six representing 50 percent of our business, all built on the backbone of lightweighting," he said.

Ford, Chevrolet and Ram trucks have all shed hundreds of pounds with greater use of aluminum and high-strength steels. As Shiloh has grown, Hermiz said, it, too, has faced recruiting issues. The company has launched an apprentice program and is working toward making new recruits feel part of the team.

"Any change isn't easy," Hermiz said. "And we still have a lot to do."



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
<b>Thursday September 13, 2018</b>		
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
<b>Friday September 14, 2018</b>		
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	
<b>Saturday September 15, 2018</b>		
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

**Register & Attend to win BIG Draw Prizes!**

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*Bob Bignell*  
Executive Director

*Richard Bender*  
Co-Chairman

**Tire Dealers Association of Canada**

phone: 888-207-9059

fax: 519-489-2805

info@otda.com

www.otda.com

**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 <b>FREE</b>	=	_____	<b>FREE</b>
Closing Night Dinner (Sat., Sep. 15)	_____	x \$50	=	_____	
Bridgestone Hall of Fame Breakfast* (Fri., Sep. 14)	_____	x \$20	=	_____	
	Sub Total=	\$		_____	
	HST #88074 2739RT	13%	\$	_____	
	<b>TOTAL</b>	\$		_____	

**Payment Method:**

Visa  Cheque\*\*

MC  \*\*cheques payable to OTDA

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

Date		
Company Name		
Contact	Title	
Address		
City	Prov	Postal Code
Phone	Fax	
Email		
<i>(business receipt will be sent to this email address)</i>		
Authorized Signature		

**Delegate Registration**

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

\*Free when you register before September 13, 2018

Bob Bignell

TDAC Executive Director

Richard Bender

TDAC President

**Tire Dealers Association of Canada**

phone: 888.207.9059

fax: 519.489.2805

bbignell@otda.com

www.otda.com

**Toronto 2018 Taking Care of Business**



# 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



## Insurance



Knowing  
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matters.

### SLIPS, TRIPS, AND FALLS



by Alex Callahan  
DIRECTOR, CLIENT STRATEGY &  
BUSINESS DEVELOPMENT  
[www.federated.ca](http://www.federated.ca)

In our Canadian climate, there are many opportunities and ways for a customer to slip, trip, and / or fall causing accidents, many of them serious. No business is free from the danger of a slip, trip, or fall. At the same time, most of these accidents are avoidable.

Wherever you and your customer come in contact, there is a chance that you could be named in a slip, trip, and / or fall lawsuit. For an RV dealer, there are numerous locations where an accident could occur, including: sales / parts area, showrooms, repair/assembly areas, parking lots, sidewalks, trade fairs, or exhibitions. There are also many hazards (factors which can increase the likelihood of an accident or make the accident more serious) such as: leaks / spills, oil / grease, rain, ice, or snow, objects on the floor, smooth surfaces, or polishing waxes. As your business grows, you have or can potentially have the following situations that may increase the chance or severity of accidents, such as: you are busier, your location(s) are larger or being renovated, you have more customers, you are involved or become more involved in trade fairs / exhibitions, you are open more hours, or you are dealing with wealthier, potentially older, more educated customers.

There are more ways to slip, trip, or fall than can be listed. Here are some examples to get you started thinking about what can happen at your locations:

- **Tile or smooth floors** can become very slippery when wet from rain, snow, leaks, spills, etc.
- **Carpets, rugs, or runners can create trips** – you were thinking proactively and decided that to prevent slips you put some carpet down to soak up the water and to dry the customers' shoes. The carpet can bunch up or through time curl up creating an extremely dangerous tripping situation. When coming up with loss prevention solutions, they must be thought all the way through as to whether it resolves



**These lists, hazards, or situations are not to keep you awake at night or to make you fearful, but are to get you thinking about your business, where the risks are, and what you can do about them.**

the problem, creates any new problems, and what can be done to make this solution as safe as possible.

- **At your repair show / staging area, showroom, or trade show customers can slip or trip trying to get in or out of motor homes, trailers, campers, etc.** – is the carpet stuck or tacked down? The steps marked and/or highlighted? Ropes or railings identified, etc?
- **You are doing renovations while still being open for business** – tripping situations could occur. Is the area well cordoned off? Hazards identified and marked? What's lying on the floor? Did anything get broken, etc?
- **Floor displays can create tripping obstacles** – are they too short to see? Do they stick out on the bottom? If bumped or kicked, could they be easily moved so that they stick out into the aisles, etc.?
- **Parking lot – are there potholes?** Are steps, curbs, concrete parking bumper, pillars, or posts marked and identified, i.e. painted a bright colour? Does the parking lot drain well, when is the snow removed, salted or sanded, etc.?

*Continued on page 23*



# Recommended insurer of the WCTD

The risks you face as a tire dealer are unique.

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Knowing  
your business  
matters.



# Insurance

Continued from page 21



## SLIPS, TRIPS, AND FALLS

### Seven Loss Prevention “MUST DO’s”

- Inspect your premises regularly – daily/ monthly inspections.
- Maintain your premises in safe condition – upkeep, housekeeping, etc.
- Report hazards to supervisors/managers – procedures, encouragement of staff to do so, etc.
- Fix hazards promptly – procedures, policy, are staff empowered to fix the problem, etc.
- Warn of hazards that can’t be fixed immediately – signs, warnings, cordon off the area, etc.
- Investigate any incidents (even if no one was hurt) – procedures on investigations, learn more about the risks that you can encounter, their frequency and severity, and solutions to prevent or reduce future losses, etc.
- Record incidents thoroughly – document, document, document!

### Some loss prevention practices include ensuring:

- All curbs, parking bumpers, steps, etc. are identified with bright reflective tape or paint.
- The parking lot is well maintained, no standing water/ice is allowed, and it is salted or sanded regularly in the winter.
- Carpets, rugs, and runners are stuck, tacked, or adhered to the floor to prevent slipping, sliding, curling, etc.
- Spills, leaks, and grease are cleaned up immediately.
- Documenting all procedures, creating checklists, and documenting all incidents and occasions.

At Federated Insurance, we believe Loss Prevention is a critical component of your Risk Management Program.

For more information, contact our Loss Prevention Department at 1-800-665-1934, or visit our website at [www.federated.ca](http://www.federated.ca).

### 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](http://www.federated.ca) to learn more.

**Let's be careful out there.**

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## Dealers See the Importance of Digital Marketing at SEMA Show

**T**he “Tires at 2: Successful Tire Dealers Share Their Secrets” seminar at the 2017 Global Tire Expo lived up to its name on October 31, 2017. Before a big crowd, the two tire dealers on stage were open about how they run their businesses.

Mark Rhodes, president of Plaza Tire Service Inc. in Cape Girardeau, Mo., and Craig Wortham, general manager of Alyeska Tire in Anchorage, Alaska, were on the hot seat. The moderator was Kevin Rohlwing, senior vice president of training for the Tire Industry Association.

One of the topics of interest was the importance of collecting e-mails and phone numbers from your customers. Rhodes said his 62-store operation has close to 150,000 emails, which is a cost-effective way to keep in touch with his customers. The result? Thanks to emails and text reminders, Plaza Tire stores see each customer “at least one more time a year.”

Rhodes said he also gets “massive” results from direct mail.

Wortham’s eight stores have collected more than 10,000 emails with a smaller customer base, but that doesn’t lessen their importance. That kind of communication, along with texting, “is the wave of the future,” he said. “If you



*That kind of communication, along with texting, “is the wave of the future... If you are not doing it, you are opening yourself up to your competition.”*

are not doing it, you are opening yourself up to your competition.”

When questioned about how much price competition he can have in Alaska, Wortham said “I have to be competitive, especially against online sales.”

Both independent dealerships also believe in online ratings and reviews. Rhodes said speed of service is what customers mention and rate the company on most often. “You can do something really fast and charge more for it.”

## Michelin calls for universal worn-tire testing procedures

Bruce Davis – SPECIAL PROJECTS REPORTER, TIRE BUSINESS

DETROIT — Citing safety, performance, economic and ecological reasons, Michelin North America Inc. is calling on the vehicle and tire industries to consider adopting testing procedures for partially worn tires.

Noting that the automotive and tire industries typically focus on braking distance — especially wet braking — as a key safety-related performance factor, Michelin Chairman and President Scott Clark pointed out in a media briefing at this week’s North American International Auto Show in Detroit that Michelin’s internal tests show that worn tires are more unequal in their braking performances than new tires.

Mr. Clark stressed that “long-lasting performance” is an issue that involves consumer safety and environmental impact. Mr. Clark presented data showing that partially worn Michelin tires offer braking performance equal to or better than new competitors’ tires.

While acknowledging that moving from Michelin-derived testing to independent third-party testing and eventually to an accepted industry standard will be a long and complicated process, Mr. Clark said the issue is “something Michelin believes that all of us need to start thinking about.”

Mr. Clark said this proposal reflects Michelin’s mission of sustainable mobility.

Such an initiative potentially could favor Michelin’s bottom line, since the company has invested heavily in researching this aspect of tire performance for some time and incorporated this research into the Michelin Premier line launched a couple of years ago.



*Michelin Chairman and President Scott Clark discusses the need for universal worn-tire testing during a media briefing at the North American International Auto Show in Detroit.*

TIRE BUSINESS PHOTO BY BRUCE DAVIS

Michelin also pointed to economic benefits to this initiative, citing research by the research firm EY that indicates removing tires prematurely costs drivers more than \$25 billion globally, accounting for increased fuel consumption and unnecessary tire purchases.

Early tire removal also wastes roughly 400 million tires a year worldwide, creating a massive impact on landfills and other end-of-life disposal networks.

# PREFERRED RATES FOR YOUR BUSINESS

Introducing preferred rates on payment processing from Moneris® for Western Canada Tire Dealers (WCTD).



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### SECURE

All debit and credit card payments are protected by **industry-leading security standards.**



### ADVANCED

We're constantly working to bring you **innovative new business tools** to empower your practice.

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## OTR Market to Reach \$7.68 Billion by 2025



*The OTR market is projected to grow due to an increased demand for agriculture tractors, construction and mining equipment caused by mechanization and high infrastructural development in developing countries.*

### TIRE REVIEW

A new report states the OTR tire market, by value, is projected to grow from \$5.34 billion in 2017 to \$7.68 billion by 2025.

The report “OTR Tires Market by Application (Construction & Mining Equipment, Industrial Equipment, Agriculture Tractor), Type (Wheeled, and Track), Retreading Market by Application, Process (Mold Cure and Pre-Cure), and Region – Global Forecast to 2025”, was published by MarketsandMarkets.

The market is projected to grow due to an increased demand for agriculture tractors, construction and mining equipment caused by mechanization and high infrastructural development in developing countries. The increase in manufacturing activities in developing economies is projected to drive the market for industrial equipment tires.

### OTR Agriculture Tractor Tires

Among all the applications agriculture tractors segment is expected to account for the largest market share in 2017. The <30 hp tractors segment is estimated to have the largest demand for OTR tires during the forecast period. China and India are estimated to be the key markets for tractors in the power output range up to 100 hp. The growth in the Chinese market can be attributed to the significant rise in the agricultural mechanization level; whereas, in India, factors such as small farm sizes and price sensitivity play a vital role.

### Construction and Mining Equipment

The construction and mining equipment tires are expected to have a major share in the retreading market compared with agriculture and

industrial equipment tires. The fleet operators are choosing retreading of tires over replacement as the cost of retreaded tires is significantly lower than that of newly replaced tires. The OTR tire retreading market is estimated to grow at the fastest rate owing to the increase in mechanization and the average working hours of machine. This leads to the wear and tear of tires.

### Infrastructure Development and Government Subsidies

According to Global Property Guide, the number of residential and commercial buildings in Asia Oceania is expected to increase over the next decade due to the boom in the real estate market. Infrastructural activities are also projected to increase as they form a critical part in improving connectivity and promoting sustainable growth. Due to these factors, the market in Asia Oceania is expected to be the largest during the forecast period.

The key companies profiled in the study are Continental (Germany), Bridgestone (Japan), Michelin (France), Goodyear (US), Pirelli (Italy), Sumitomo (Japan), Yokohama (Japan), Hankook Tire (South Korea), Nokian Tyres (Finland), and CEAT (India).

The full report can be found at <https://www.marketsandmarkets.com/Market-Reports/otr-tire-market-205158802.html>

# Higher prices will boost aftermarket

## growth, analysts say

Kathy McCarron – TIRE BUSINESS

The North American automotive aftermarket will enjoy increased revenue growth over the next several years as higher parts pricing offsets lower miles driven, according to industry analysts.

While sales are expected to dip in 2017, the aftermarket is forecast to grow at a rate of 3.4 percent per year for the next three or four years.

"Increased costs of technology (are) driving a lot of that growth. It's not simply from more and more repairs," Mark Seng, IHS Markit's Global Aftermarket Practice Leader, Automotive, said during a presentation at the recent Automotive Aftermarket Products Expo (AAPEX) in Las Vegas.

Many vehicle parts, he said, are becoming premium items with higher price tags:

- **The traditional wiper blade is now available in more expensive low profile and OE styling;**
- **Fuel pumps, which used to be replaced as an individual item, are now part of an entire module, increasing the cost to \$225 from \$45; and**
- **Wheel bearings and replacement seals, which used to be replaced individually, now are part of an entire wheel-hub assembly with electronics and sensors attached, thus increasing the price exponentially.**

Meanwhile NPD Group Inc., which earlier had predicted that automotive aftermarket sales would slip 1.9 percent in 2017 based on a drop in miles driven and stable pricing, reversed itself with an upbeat year-end forecast. During the year retail prices rose 3 percent – "so instead the forecast is trending positive this year (2017) and the whole story is based on price. If prices hadn't increased 3 percent, the forecast would have been spot on," said Nathan Shipley, NPD director, automotive industry analyst, during an AAPEX presentation. He noted that consumers have been trading up on motor oil, either because they are required by vehicle specifications or because they see a great deal on full synthetic oil. "Trading up is driving higher average prices, as well, in the market," he said, adding that other categories, such as transmission fluid, experienced straight price inflation. "It's a mixed bag of reasons for why prices are up," Mr. Shipley said. "The usual story that we see is that, in the markets that we track, dollars are up, units are down. It's all a price story that is keeping the aftermarket positive. It's a very challenging market to play in... We're expecting the year (2017) to end (up) around 1.6 percent." He also noted that the private-label parts sector is trending up over 10 percent, growing at five times the rate of the overall market. Distribution of private-label products has doubled in the last three years. "There are a lot of things happening behind the scenes that is driving some of that growth, which I would argue that it's even more important to be aware of the trends and what is happening at the repair bay in order to successfully go forward and take advantage of some of this growth," IHS' Mr. Seng said. Among those trends are a leveling off of new light vehicle sales, a change in the vehicle mix and the aging of vehicles on the road. Both IHS and NPD predict slower growth in vehicle miles traveled, which increased 2.8 percent in 2016 over 2015 but which slowed in 2017



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*– Mark Seng, IHS Markit's Global Aftermarket Practice Leader, Automotive*

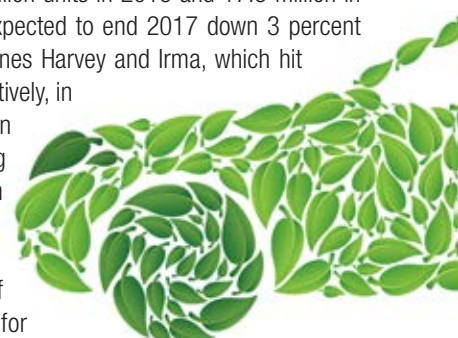
to about 1.7-percent growth. Miles traveled per vehicle fell 3.5 percent, or about 400 miles per vehicle, between 2002 and 2016, according to IHS. Consumers are still driving more every year but the growth rate has slowed dramatically, NPD's Mr. Shipley said, "and this is having a major impact on our industry. It's just not growing as fast as it once was." Fluctuating gas prices are impacting the number of miles driven. While gasoline prices are still relatively low, compared with past years, they are higher at year-end 2017 than they were a year ago. Consumer spending increased 10 percent on gasoline in 2017 vs. 2016, according to NPD, noting that every 1-cent increase in the gas price equates to \$4 million in additional U.S. consumer spending. "So gasoline prices are a big deal for us," said Mr. Shipley.

### TRENDS

IHS offered five trends the aftermarket should watch in the next few years...

#### **U.S. light vehicle sales are leveling off after hitting record levels the last couple of years.**

After sales hit records of 17.6 million units in 2016 and 17.5 million in 2015, light vehicle sales were expected to end 2017 down 3 percent to about 17 million units. Hurricanes Harvey and Irma, which hit the Gulf Coast and Florida, respectively, in September, created a brief surge in vehicle replacement sales, Mr. Seng noted. "We think anywhere from 950,000 to 1.2 million vehicles will need to be replaced in those areas. That's about 3 percent of the total (vehicles in operation) for that population," he said, noting that





not all those vehicles will be replaced, as some will be sold or repaired. The overall impact is not yet known, he said. IHS does forecast a slight increase in vehicle sales in 2018 before hitting a plateau. High new vehicle sales should not be considered a bad thing for the aftermarket, he said. "I really don't think that way," Mr. Seng said. "I think it's a great thing for us. I look at it as our new business pipeline, if you will... These are the vehicles that will be coming into our bays three to five years out." Domestic vehicle model sales are expected to fall 4 percent while import brands will drop only 1.5 percent, still outpacing domestic sales. In 2016 domestic sales fell 2 percent while imports edged up 1 percent. For the first time, sedan-style cars accounted for less than 40 percent of light vehicle sales, offset by light trucks and SUV/CUVs. According to government records, there are about 271 million vehicles in operation (VIO) in the U.S. as of last January. IHS expects to see this number grow by 10 percent to about 300 million units by 2022 due to vehicles lasting longer and the growth in new vehicle sales.

#### **Aftermarket repair opportunities are being driven by rapid changes in the vehicle mix toward SUV/CUVs and imports.**

Four segments represented nearly 57 percent of all new light vehicle sales in the U.S. in 2016 – compact CUVs (19 percent), traditional compacts (13 percent), traditional midsize (12 percent) and full-size pickups (12.6 percent). Mr. Seng said there has been a big shift toward the compact CUV, which accounted for 20 percent of sales in 2017 vs. 14 percent in 2014. Between 2009 and 2017 there was a 7-million-unit increase in sales, with the CUV body style accounting for about half of the rise, he said. Meanwhile, import brand sales are expected to continue to outpace domestic sales through 2022, by which time 44 percent of the VIO will be domestic and 56 percent will be import makes, he predicted. "There is great growth opportunities with import cars for repair going forward," Mr. Seng said. "We need to track what OEMs are doing and what consumers are buying because that is driving the future repair opportunities that you all will be relying on three, four, five or 10 years from now."

#### **The aftermarket "sweet spot" is shifting to older vehicles.**

The traditional sweet spot – model years of vehicles that are driving most repairs – has been vehicles 6 to 11 years old, Mr. Seng said, but several factors are shifting that sweet spot to older vehicles. During the 2008-09 Great Recession, new light vehicle sales dropped 40 percent, a decline that contributed to the average vehicle age rising at a faster rate to 11.7 years. Compounding the trend is that average vehicle ownership has extended to 73 months. People are hanging on to their



*"We need to track what OEMs are doing and what consumers are buying because that is driving the future repair opportunities that you all will be relying on three, four, five or 10 years from now."*

*– Mark Seng, IHS Markit*

vehicles longer, Mr. Seng said, for a couple of reasons: automotive finance term length has increased to 67 months on average with the fastest-growing loan types lasting six to eight years as consumers seek lower monthly payments on increasingly expensive vehicles; and the quality and technology built into newer vehicles has increased their lifespan. The changing makeup of the U.S. vehicle parc from 2017 to 2022 is predicted to include: a 10-percent increase in the number of new to 5-year-old vehicles; an 18-percent rise in the number of 6- to 11-year-old vehicles; a 23-percent drop in the number of 12- to 15-year-old vehicles; and a 28-percent jump in the oldest vehicle category, those 16 years old and older. He noted the drop in the 12- to 15-year-old category reflects the low number of new vehicles sold during the 2008-09 recession. "I don't think, necessarily, that the aftermarket sweet spot is shrinking," he said. "I think it's really just changing. More of our repairs have to be coming from these older vehicles." He noted that in 2002 about 35 million vehicles on the road were 16 years old or older; today there are 66 million of these units and by 2022 there will be 85 million units, about the same as the number of newer vehicles on the road. "So again, we've got to be getting more of our repairs from these older vehicles. What's cool is for the independent aftermarket, we get most of these repairs. So I think this is a good trend any way you look at it," Mr. Seng said. "I think the aging vehicle population is a great thing for the aftermarket. I think we need to be looking at that sweet spot a little bit differently. Is it really still the 6- to 11-year-old vehicle or should it really be extended because these vehicles are lasting much longer?" He also noted that repair shops will need to change how they deal with owners of these old vehicles. "Rather than dealing with the second or third owner of that vehicle, with the average age of a vehicle almost 12 years old, you could be dealing with the fourth, fifth or sixth owner..." "You need to be translating what's happening on the road with average age into how we deal with consumers as car driver needs begin to change," he continued. "Things that have to do with a good / better / best-type marketing strategy because somebody who has a vehicle that old, they want to repair it and keep it on the road. "But how

much are they going to be willing to pay for the parts to make those repairs? These are the things the aftermarket needs to be made aware of, not just that the numbers are changing, but how do you market (those parts)." He noted there is the potential for increased scheduled maintenance with the aging vehicles and while the DIY market may increase in the short term, that category eventually will decrease as new technology becomes more common, and more complicated, on older vehicles.

**OEMs are adopting new technology rapidly to meet current fuel-economy requirements.**

Federal requirements for fuel efficiency and higher miles per gallon have prompted OEMs to dabble in electric vehicles (EVs), but these alternatives to gasoline- or diesel-engined vehicles aren't being accepted by consumers fast enough, Mr. Seng said. Therefore, the OEMs are developing technologies to improve gas-powered engines. The traditional internal combustion engine (ICE) isn't going away anytime soon, he predicted. By 2028, IHS predicts 27 percent of new vehicles sold in the U.S. will be some type of battery/electric-powered vehicle (90 percent of which will be hybrids), while 73 percent will be ICE vehicles. "In our view it's going to be a long time before the internal combustion engine goes anywhere," he said. However, the technology is changing for ICE vehicles over the coming years. The powertrain is shrinking to four or even three cylinders. By 2025 IHS predicts 70 percent of engines will be less than 3 liters in capacity in North American production. Transmissions will increase beyond five speeds. Today about 86 percent of vehicles sold are five-speed or higher transmissions; by 2025, 94 percent of vehicles will have five speeds or more and half of those will be eight speeds or more, he said. The industry will be seeing more vehicles with turbocharged engines, stop-start technology (over 60 percent of engines will have this by 2025) and gasoline direct injection, Mr. Seng noted.

**Autonomous vehicles (AVs) are coming, but the technology is already found in today's vehicles.**

"They are on the horizon, and the technology is actually here, but it's going to be a while before they are a lion's share of the vehicles we have to repair," Mr. Seng said, adding, "The technology that supports autonomous vehicles (is) entering our repair bays today." AVs today that are considered level 1 or 2 feature adaptive cruise control and lane-assist technology. Level 4 AVs still have a steering wheel, allowing the driver to take over control, while level 5 vehicles are fully autonomous with no steering wheel. Mr. Seng said "a lot of things have to happen" before level 4 and 5 AVs become commonplace, including development of a communication infrastructure to enable AVs to handle various traffic situations. IHS predicts there will be 21 million level 4 and 5 AVs globally by 2035. "The technology that is going to be in place, it's got to be perfected. It's got to be connected. But the technology that is going to be required is on the vehicles today and the aftermarket needs to be aware of it and be ready to repair them," Mr. Seng said. "All the lane-departure assists, collision warning, adaptive cruise control, all the different sensors, the cameras – all those are coming and in place and are things we in the aftermarket need to be ready for. "So even if it's going to be awhile for autonomous vehicles to be a big piece of the VIO, the technology and the repairs are coming into our service bays now and will be rapidly accelerating going forward."



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## Indiana Attempts to Ban Unsafe, Used Tires

### MODERN TIRE DEALER

**A**n Indiana lawmaker has introduced a bill to ban the installation of unsafe, used tires on vehicles. The U.S. Tire Manufacturers Association (USTMA) says it is spearheading the effort.

State Rep. Robert Morris (R-Fort Wayne), chairman of the House Commerce, Small Business and Economic Development Committee, introduced the bill Jan. 9, 2018. HB 1774 defines an unsafe used tire as worn-out, has visible damage or improper repairs.

- *Tires worn to 2/32nds of an inch are worn-out and dangerous because they no longer provide sufficient grip on the road, particularly under wet conditions.*
- *Damage that exposes steel belts or other internal components threatens a tire's structural integrity.*
- *Improperly repaired tires can suffer loss of inflation pressure or have hidden damage that may contribute to tire failure.*
- *Tires with bulges indicate possible internal damage that can lead to tread separation.*

The National Highway Traffic Safety Administration (NHTSA) says worn-out tires are three times more likely to be involved in a crash than tires with sufficient tread depth. NHTSA crash statistics indicate about 200 fatalities and 6,000 injuries are attributed to tire-related causes annually.

USTMA research shows that more than 30 million used tires are available for sale nationally each year. The Indiana legislation does not ban all used tires. It targets used tires that have specific, well-established, unsafe conditions.

"Safety is our industry's top priority which is why USTMA is continuing to advocate for common-sense state laws to stop the installation of unsafe used tires," says Anne Forristall Luke, USTMA CEO and president.

"This targeted legislation will help protect Indiana consumers from risks posed by unsafe used tires," Luke said. "We are very grateful to Rep. Morris for his strong leadership on this important issue. We are excited at the opportunity to advance a key consumer safety initiative in Indiana, which is an important state to our industry."

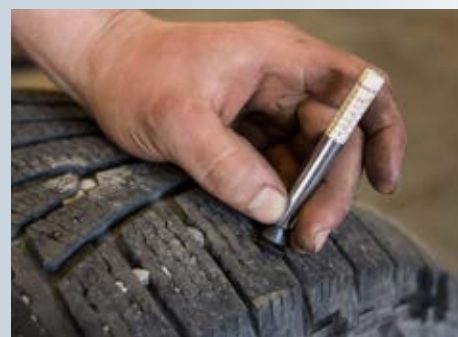
"We hope to capitalize on the momentum we achieved last year with enactment of New Jersey legislation and solid progress on an Ohio bill last year."

The Ohio Senate passed a similar unsafe used tire measure in December. The Ohio House of Representatives will debate that bill in the coming weeks.

For more information on the USTMA, visit [www.USTires.org](http://www.USTires.org).

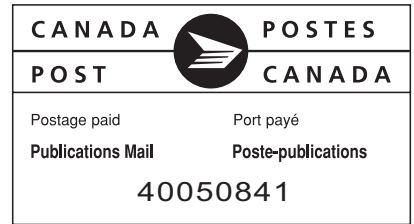


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