

THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS
FROM WESTERN CANADA TIRE DEALERS

GETTING A GRIP

WINTER TIRES GAIN TRACTION

PLUS

- Time to Ditch 'M+S'? • 2021 Scholarships • Supply Chain Challenges
- Stewart to TIA Board • Harper's Tire at 90 • Tire Recycling Update
- Prevent Stock Theft • Fisher on Diversity





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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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“On back order,” “No stock,” “No ETA”. These phrases are becoming more and more common in the tire and auto repair industry.

Whether looking for tires, wheels, parts – or even equipment and operating supplies – the song remains the same. Labour shortages, back-ups at transportation hubs and slowdowns in manufacturing are just some of the major issues driving the most current concern; a potential winter tire shortage.

Everything from oil filters to brake calipers has taken a supply hit this year. And if it involves microchips at all you better make yourself comfortable for a good old long wait. Most analysts are predicting that the supply chain issues aren't going away any time soon, with many predicting disruptions for up to another year. For the independent tire dealer this will add even more challenges for us to deal with.

We've already been witnessing rapid price increases by tire manufacturers, with most implementing at least two or three increases over the past year. All indications are that we can expect at least one or two more in early 2022. The same scenario has been unfolding in most other areas of automotive parts as well. Have you seen the price of steel wheels? Ouch! Not long ago we used to buy alloys for the price of some of them now. If you can even get your hands on them that is.

Ultimately the bottom line results in increased costs for us which, in turn, means increased prices for our customers. Inflation rates that we haven't witnessed in over 30 years could start to eat away at the



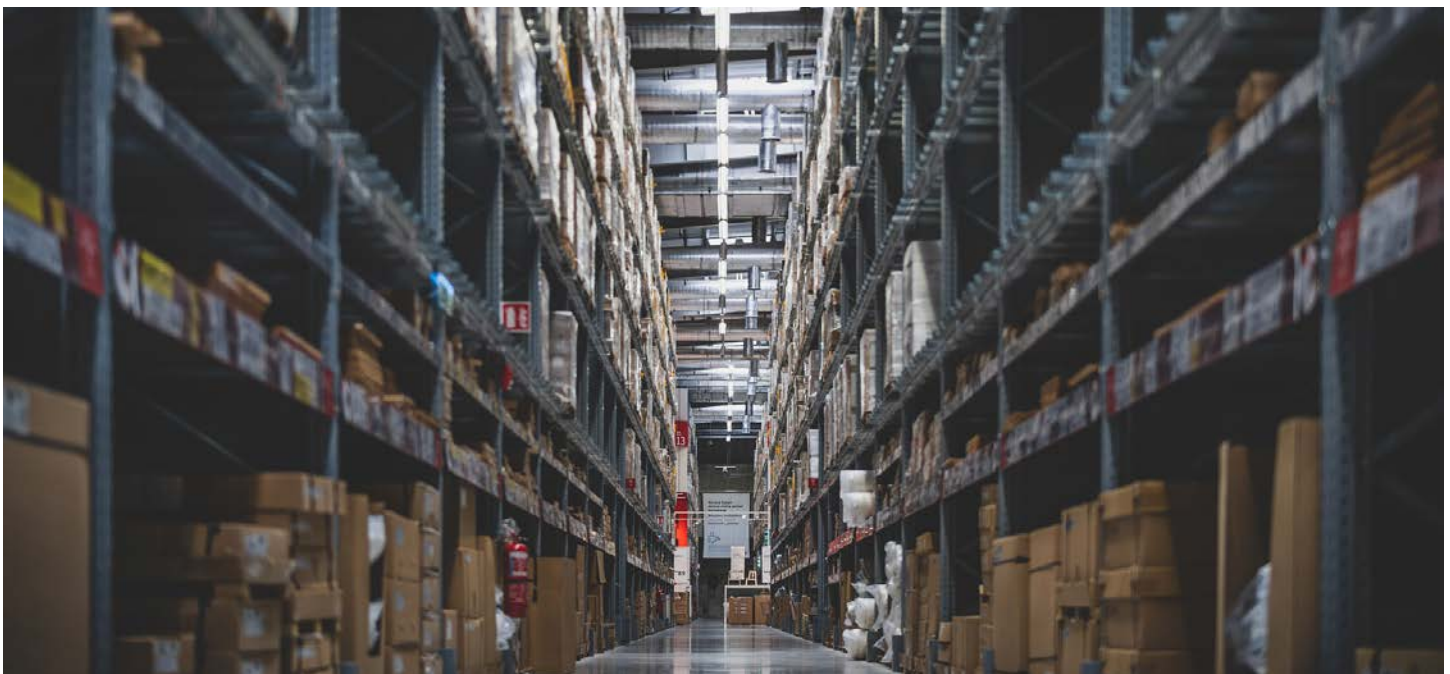
Neal Shymko
President, WCTD

Everything from oil filters to brake calipers has taken a supply hit this year. And if it involves microchips at all you better make yourself comfortable for a good old long wait.

consumer's purchasing power and willingness to part with their precious dollars. Hopefully that won't be the case and things settle back into a more normal cycle soon. In the meantime, all we can do is try to stay ahead of the curve and plan well in advance for the items that we need to operate—and to keep our customers on the road.

Wishing all of you health, happiness and a successful winter selling season.

Neal Shymko



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Associate dealer inquires connect with James O'Reilly (email : james.oreilly@trailtire.com)



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WINTER BRINGS A BLIZZARD OF ACTIVITY



Yes, indeed, the busy season is upon us. This fall brings with it a number of challenges for our dealer network. Most of these issues are in some way related to the Covid-19 fallout

- We are all still working with Covid-19 protocols. Let's make really sure that we have all of the safety procedures in place to keep both our employees and our customers safe.
- Staffing shortage issues. Even before 2020 there was a labour shortage across the automotive industry. In some cases Covid-19 has increased that shortage. Some workers have chosen not to return after being off. Others need to stay home to look after loved ones. This puts pressure on our ability to look after our clients in a timely basis. Wait times for consumers making an appointment will increase.
- I am hearing from dealers and distributors that there are inventory shortages all over. Manufactures are facing the same labour issues as above. Hence their production has slowed, resulting in much needed winter inventories not being delivered until much later in the season. Also, we are dealing with shipping delays from both off-shore and North American production. There are container shortages, back-log at the ports as well as trucking industry shortages. At this time (as always) it is even more vital that you have access to more than one supplier.
- Price increases are coming at us fast and furious. As manufacturers have limited capacity (due to staffing issues) they will continue to charge more for their product. Shipping costs have also increased dramatically. We have been told that the cost of getting a container



Ray Geleta
Executive Director,
WCTD

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from off-shore has increased more than tenfold – and in some cases even more. We need to make sure we are on top of all price increases in our systems – but above all are equipped to relay the reason for these increases to our consumer.

- Technological changes are happening across the Canadian automotive aftermarket. One area that we should all be looking at are E-V fitments. These vehicles tires have noise cancelling / reduction technology, different load carrying capacities, and even, in some cases, different nomenclatures. It's crucial that our technicians are properly informed as to how to identify, repair, store and handle these next generation tires.

We will be accepting 2022 scholarship application from now until August 15th, 2022. This program is available to all members in good standing. Check the WCTD website for further details regarding qualification. This is really a worthwhile aspect of your membership that can help lighten the load of hard-working students

The WCTD Annual General Meeting will take place on April 28th, 2022 via Zoom at 11:00 AM Mountain Standard Time (Alberta Time). Meeting details, password, agenda and minutes from the last meeting will be e-mailed to you upon request.

2021 has proved to be a challenging time for all of us. But, truly, there is now light at the end of this long tunnel.

Along with the board of directors, I wish you and your families a wonderful holiday season!

Ray



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JUST SAYIN' IT'S (PAST) TIME TO DO AWAY WITH 'M+S'

— PAUL MCALDUFF

Well here we are, back in the crazy winter sales season. I'm sure most of us are being asked for advice about what tire will be the best choice for the customer's car, SUV or truck.

After processing their driving habits and budget, the sales person is expected to present products to match those needs. We have an added challenge this year with product availability, which in some tire sizes is poor. A little creative thinking can solve most sales issues.

After reading the latest statistics about the increased use of winter tires in Western Canada, I wonder how difficult it would be to manoeuvre around on all season tires in a snow storm when the other cars around are equipped with winter tires. For example, the car with the winter tires is able to stop for a traffic light but gets rear-ended by a vehicle that has tires that do not perform as well on ice or snow conditions. Somewhere through this I've wondered where our responsibility lies in the recommendations we make.

The B.C. government has posted signs on specific highways requiring the use of winter tires through the winter driving season. A few years ago, through a ridiculous decision, the Minister of Highways added a description of what tire would qualify as a 'winter' tire: M&S or 3 peak mountain snowflake labelled. Their misinformed logic being that if the tire manufacturer puts Mud & Snow on the sidewall of the tire, then it must be okay to use in the snow. Sure, about as good as it works in the mud.

When I questioned the Insurance Corporation of B.C. about this situation, I was sent a letter assuring me they are confident that tire dealers in B.C. will recommend the correct tires for the driving conditions that our customers might encounter. Hang on I thought, does that mean if I follow the logic behind the signage and recommend M&S tires to a driver, who I know will be driving on these highways, am I or my store liable?

Further to that, should the tire manufacturer be responsible for suggesting through their label, that the M&S tire will perform in mud and

snow? Fortunately, the RCMP highway patrol have been using the 3 peak mountain snowflake designation as the necessary equipment. But we still have to argue with customers about why they need the more appropriate tires when at the same time the provincial government in B.C., along with the Insurance Corporation of B.C., advertise that the use of M&S is adequate.

Four years ago at the Tire Industry Association meetings in Las Vegas, I asked the representative for the Rubber Tire Manufacturers Association about why they can't just remove the M&S from the sidewall. Wouldn't it make more sense just to label 'summer' tires as such, and 'all seasons' for use above freezing temperatures?

This crazy scenario has been around for the last few years. But last week I was informed by a consumer that to verify my recommendation on winter or 'all weather' tire use for his SUV to drive on snow prone highways he contacted a Michelin product specialist. He was told that the M&S on the sidewall of their tire (77364) means it can be safely driven in snow conditions. Really? Now where does the liability or responsibility lie if an accident is caused by improper equipment for the weather conditions? With the tire manufacturer? The salesperson or installer? Or the regulatory body that authorized the application?

If this subject does not affect you, you probably would not have read this much of the article. However, if you—as a salesperson, distributor, or manufacturer—have an opinion, then let this magazine's editor and readers know.

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TRAC Survey: Seven-in-ten drivers outside Quebec now use winter tires: 37 per cent of drivers say COVID will continue to restrict their winter driving, while a quarter expect to return to pre-COVID levels.



Carol Hochu
President & CEO,
Tire and Rubber
Association of Canada

Seventy-nine per cent of Canadian motorists believe driving a vehicle equipped with winter tires has saved them from a road accident or injury, according to a new Leger survey commissioned by the Tire and Rubber Association of Canada (TRAC) www.tracanada.ca. TRAC's 2021 Canadian Consumer Winter Tire Study also found that outside Quebec, where winter tires are mandated by law, winter tire usage stands at 69 per cent, up from 65 per cent last year. Seven per cent of drivers outside Quebec say this winter driving season will be their first using winter tires. "The findings of this year's winter tire study are great news for wintertime road safety," says Carol Hochu, president and CEO of TRAC. "Our survey found most Canadian drivers have deep understanding of the superior handling and stopping power of winter tires. Two-thirds of drivers riding on winter tires cite protecting their family as their top reason for investing in winter tires. Winter tire laws, lower auto insurance premiums and fuel economy were other common motivators.

The not-so-good news is nearly a third of motorists outside Quebec who choose not to use winter tires still do not understand that the superior traction and stopping power of winter tires is essential for safe winter driving. Consumer education is very much needed to encourage a higher level of winter tire adoption." The biggest reasons for not using winter tires are the belief that all-season tires are good enough (59 per cent), cost (28 per cent) and reduced driving in winter (21 per cent).

Regional findings:

- 57 per cent of British Columbia drivers use winter tires
- Alberta's usage rate is 68 per cent
- In Manitoba and Saskatchewan usage stands at 50 per cent
- 73 per cent of Ontario drivers now use winter tires
- In Atlantic Canada winter tire usage stands at 92 per cent

A new report about winter tire use in Canada and a guide to tire options for winter driving is available [here](#).

COVID-19

The pandemic's influence on winter driving has lessened, but remains significant:

- 37 per cent of Canadian drivers say COVID will continue to restrict their wintertime driving (TRAC's 2020 Winter Tire Study found 65 per cent of drivers drove less in winter because of the pandemic).



- Among drivers 55 years of age and over, half plan to limit their winter driving due to COVID.
- 26 per cent intend to return to pre-COVID levels

Rely on the Three-Peak Mountain Snowflake Symbol (3PMS)

Motorists have a broad range of options for winter driving. TRAC recommends winter tire shoppers rely on the Three-Peak Mountain Snowflake Symbol (3PMS). Tires with this symbol meet or exceed government and industry snow traction standards.

Tire options for winter

Drivers have three choices for winter driving: all-season tires; all-season tires with the 3PMS symbol (often called "all-weather" tires) and dedicated winter tires designed exclusively for winter. Selecting the right tire can mean the difference between a surefooted winter motoring experience and a nervous drive.

Why dedicated winter tires are best

Driving on all-season tires in winter months results in longer stopping distances and compromised handling when temperatures fall below 7°C. All-season tires with 3PMS offer moderately better traction than other all-season tires. But they are designed for occasional, medium snowfalls and may not provide the grip needed for severe winter driving conditions common on Canadian roads. Dedicated winter tires feature softer tread compounds that retain their elasticity even in extremely cold temperatures. They provide superior traction and significantly shorter stopping distances in all winter driving conditions from icy, slushy, and snow-covered roads to cold, dry pavement. Dedicated winter tires are the best performers and are by far the safest choice.

Rigorous testing

All winter tires manufactured by TRAC member tire makers undergo thorough and sophisticated testing. The ASTM F-1805 Driving Traction Test is a rigorous, performance-based standard. Only tires with advanced designs, treads, and rubber compounds are able to meet and exceed this performance standard. Canadian federal regulation under Transport Canada mandates for all tires that carry the 3PMS symbol in Canada to pass this test.

Survey Methodology

A survey of 1,521 Canadians was completed online between October 1-3, 2021, using Leger's online panel. A probability sample of the same size would yield a margin of error of +/-2.5%, 19 times out of 20.

How Was the World's First Winter Tire Invented?

— COURTESY NOKIAN TIRES

Nowadays, it is obvious to everyone that we use winter tires in the Finnish winter, and switch to different tires for the summer. But this has not always been the case, since the winter tire is not even one hundred years old yet. How was the world's first winter tire, the "Kelirengas", created?

The law that required the use of winter tires entered into force in Finland in 1978. The world's first winter tires were manufactured only 44 years earlier, in 1934. The Kelirengas, manufactured by Suomen Gummitehdas Osakeyhtiö, was developed for lorries, since this was a time when horse transport was being replaced by motor vehicles. The development stemmed from a close co-operation and dialogue between August Kelhu, a tire retailer from Turku and the "grand old man" of the business, Erik Sundqvist, a sales manager for Gummitehdas, and the engineers at the factory.

The roads were poor, but there were goods to be transported all year long. As the number of cars increased in the 1930s, it was discovered that passenger cars also required new types of tires. In 1936, the company developed and manufactured a smaller winter tire for passenger cars. The first Hakkapeliitta winter tire provided grip under winter conditions, but it was also usable in the summer, says Pentti Eromäki who worked at Nokian Tyres for over 35 years.

The roads were poor in the 1930s, but the cars were not too durable, either, so arrival was not always guaranteed. Therefore, the most important properties for winter tires were structural durability and grip on icy and snowy roads.

The winter tires were completely developed with winter conditions in mind. The first winter tire had a completely new type of tread pattern, as its grooves were completely transverse and provided tooth-like grip in the soft snow and mud. The entire idea of the tire was based around a good grip surface on snowy roads, says Product Development Manager Juha Pirhonen from Nokian Tyres.



At First ... Only Studded Winter Tires

As the number of cars continued to grow, the ploughing of the roads was started in order to make driving easier. However, ploughing created slippery ice surfaces that the tires that were available then could not penetrate.

The current studded tire with hardened metal tips was created in the early 1960s. While there had been attempts to attach studs before, this was the exact time when the studded tire was invented. 1974 saw the introduction of new studded tire regulations that aimed to reduce road wear caused by studs, Pentti Eromäki remembers.

Road maintenance improved and more and more roads were covered in asphalt, which allowed them to remain free from ice and snow in the winter. Development was started on another type of winter tire – one that would be independent of the winter tire regulations.

– The first non-studded winter tires were developed in the 1970s; they could partially compensate for the grip properties of the studded tire by using heavy sipes on the tread pattern and new, innovative rubber compounds. The non-studded tire offered better driving comfort, as it was virtually silent, Eromäki says.

(Nokian Tires in Canada are sold by Kal Tire)

WCTD Hails 2021 Scholarship Winners

The last year has been challenging for everyone but perhaps no more so than for students. Now more than ever, the Association is delighted to announce the recipients of WCTD 2021 Academic Scholarships.

This year's program attracted more applicants than in the last few years. But there remains a significant number of WCTD members either unaware of the scholarship program, or who have not notified those eligible to apply.

Congratulations to our winners!



Isabella Haldane

Thank you so much for this award. It will help greatly with my financial burden as I am pursuing a Bachelor of Science in Psychology at the University of Calgary with aspirations of continuing in medicine.

My best to the other applicants and winners, and again, I am so grateful to have been selected for this award!



Anna Jones

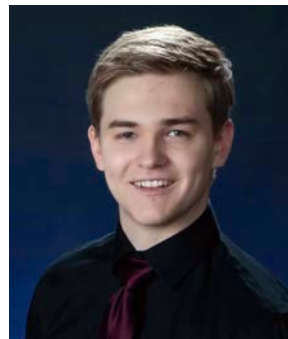
Throughout high school I have always been a person of self criticism, always making sure I did my best, especially when it came to forensics. I have been the biggest fan of true crime. It is always my favourite to have it playing in the background while I study for midterms or doing assignments. The documentaries always help me never doze off or lose track because listening to them I never get bored.

"I had finished high school with honours and carrying the passion for forensics since has led me to figure out what I want to do in life. That is to become a forensic psychologist. Not only do I listen to people figuring the crimes out, but soon I will be the one with a team figuring them out, and that's what keeps me going.

"The scholarship money...has further pushed me to continue — a huge helping aid to achieve my dream. Not only has WCTD helped me with my future, but my Dad did as well. Without him I wouldn't have gotten this scholarship or been raised to have a strong heart and mind when it comes to things you love. Thank you Dad. And thank you WCTD for helping me get through my first step of achieving my dream!

The Association is pleased to be able to assist these dedicated students pursue their goals. The scholarship program is just one of many tangible association benefits. We strongly encourage you to check the details at wctd.ca—and consider somebody deserving within your company or family who might apply in 2022.

Hearty congratulations to our recipients, who explain how the awards will assist them.



Dawson Puderak

I am a first-year Engineering student at the University of Saskatchewan. I chose to become an engineer because I enjoy working with technology and want to create a positive change in the world. Upon completing my Engineering Degree, I plan to study for a Computer Science Degree to further pursue my passion and goals.

I am grateful for being awarded the Western Canada Tire Dealers Scholarship. The financial assistance from this scholarship will help me afford the post-secondary education I need to achieve these goals and become part of the world's next generation of innovators.



If your employees' family members have not applied for scholarships in the past, we strongly urge you to click on wctd.ca, check under 'member benefits' ...and pass on the information to those who are eligible.



TIRE STEWARDSHIP BC DON BLYTHE SCHOLARSHIP



TSBC generously supports this \$2,000.00 scholarship in memory of Don Blythe, for his contribution to Tire Stewardship BC and to the tire industry in general. It is awarded each year to a new qualifying candidate for a total of five years.

Congratulations to this year’s recipient:

Abby Steivstrup

I would like to thank both TSBC and WCTD for awarding me these two scholarships. They will be very helpful to assist me paying for my tuition at the University of Northern British Columbia. Currently I am a first-year student studying history and my goal is to work with children. After reading the piece written in memory of Don Blythe, I am very proud to be the recipient of this scholarship.

TIA elects Leigh-Ann Stewart, Kal Tire to Board of Directors



Leigh-Ann Stewart is director of health and safety for Kal Tire, where she has been the dealership’s senior safety professional for the past 18 years.

In this role, she has led a variety of activities including: the implementation of a safety leadership program across 17 countries; carried out safety strategies that have resulted in a more than 60% reduction in workplace accidents; and introduced numerous safety and operational initiatives.

She was the lead incident investigator for three tire-related fatalities and two court cases. In addition, she has advised the senior executive team and learning / development teams on improvements to various operational business activities.

As a TIA Board member, she said she looks forward to sharing her experience from a safety perspective in the area of Occupational Safety and Health (OHS) law specific to passenger and light truck, commercial, industrial, farm and OTR tires, as well as retreading, warehousing and trucking.

Stewart was also a key player in the development and success of the original WCTD Safety Committee. The Association extends its congratulations on her election.

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ARMA DETAILS NEED FOR ENVIRONMENTAL MEDIUM TRUCK TIRE FEE RESET



Since its inception in 1992, the focus of the Alberta Recycling Management Authority (ARMA) has been to lead and administer provincial environmental stewardship programs that divert waste from landfills effectively and efficiently.

Be it tires, paint, used oil materials or electronics, we've guided Alberta towards earning a reputation as a leader in recycling best practices both nationally and internationally.

As we head into the next 30 years, we have set a bold target with our new vision of Inspiring a Future Without Waste, unveiled at the beginning of 2020. While there is no denying our refreshed vision is ambitious, we know it's exactly what is needed to continue fostering creativity, leadership, and enhanced performance. Alberta is ready for a future without waste and so is ARMA! Which brings us to our Tire Recycling Program - ARMA's first program – through which the collaborative partnerships we share with our registered tire producers and suppliers, recyclers, municipal and Indigenous collection sites has resulted in over 131 million tires recycled since the early 1990's.

As many of you may know, there is a need to reset the environmental fee on medium truck tires in Alberta's program as the current fee does not reflect the actual cost of collecting and recycling a medium truck tire when it reaches end-of-life. A medium truck tire includes tires with a rim size greater than 19.5" (50 cm), designed for use on: highway tractor trucks, commercial trucks, busses, larger RV, and trailer tires.

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This fee reset – from the current rate of \$9.00 to \$14.00 – was reached by ARMA through carefully evaluating the program needs, costs and tire network. We note this will also bring us in harmonization with other provincial programs who reached the same conclusion including Tire Stewardship BC, increasing their truck tire fee to \$14.00 in January 2022, and Tire Stewardship Manitoba who implemented their \$14.00 rate in July 2021.

ARMA is currently in the consultation process regarding this fee change with representatives from the tire industry, as well as producers and suppliers from whom we have been gaining valuable insights including the need for communications tools to share this change with their members / customers.

We hope to have this fee adjustment for truck tires implemented in the spring of 2022 so stay tuned for an update on the progression of this adjustment to Alberta's Tire Recycling Program!

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Press Release

November 1, 2021

Tire Stewardship of Saskatchewan (TSS) in partnership with the provincial Ministry of Environment and the town of Assiniboia completed an ambitious project this spring to deal with a large, abandoned “legacy” scrap tire pile.

“I couldn’t be more pleased with how the provincial government, TSS and the Town of Assiniboia worked together to complete this project. Not only were the scrap tires an eyesore, but it was a real risk to our community,” said Mayor Sharon Schauenberg.

“Properly disposing of scrap tires is critical to a safe and healthy environment,” Environment Minister Warren Kaeding said. “The cleanup of the former Assiniboia Rubber Recycling site was a priority for our government and its completion is a significant milestone. I want to thank Tire Stewardship of Saskatchewan and the Town of Assiniboia for their hard work on this important project.”

“This was the largest “legacy tire pile” in the province and we appreciate the Ministry of Environment for their funding support for this clean up.” says Stevyn Arnt, Executive Director. TSS operates under a “Product Stewardship Program” (PSP) approved every three years by the Ministry.

The recently approved PSP directs TSS to be proactive to address legacy tire clean up, pursue better end uses of recycled tires, and encourage the development of the industry. “Also, we want to improve how we manage the program to lower our GHG emissions,” continued Arnt.

What we do with our scrap tires is important to the environment and to all of us.

The abandoned used tires posed a health risk to the community and a risk to the environment. Scrap tires before they are recycled can hold water and create an environment for pests such as rats and mosquitos. And a pile of tires, if they catch fire, can burn intensely given the material and the availability of oxygen to fuel the fire, and produce toxic smoke.

Saskatchewan tire retailers are mandated by legislation to set up and operate a recycling program, collect recycling fees from the consumer for each new tire sold, and use these fees to operate the program. Tire retailers set up Tire Stewardship of Saskatchewan to manage the collection, recycling, and processing of scrap tires into more environmentally friendly products and with a goal to work towards a scrap tire free Saskatchewan. Unfortunately, the province is littered with many “legacy” tires from years past that remain to be collected.

WESTERN RUBBER CELEBRATES 100 MILLIONTH TIRE RECYCLED IN BC

— REPORT COURTESY OF TIRE STEWARDSHIP BC

To kick off the 20th annual Waste Reduction Week in Canada, Western Rubber Products, in Delta, (a division of Liberty Tire Recycling) welcomed trade delegations and media to mark a significant milestone: 100 million tires recycled in BC.

Alongside Delta Mayor George Harvie, industry leaders, and elected officials, we acknowledged all the hard work by the Western Rubber team to keep tires out of our landfills, recycling them into new, innovative, and valuable products. Western Rubber is the leading provider of tire recycling services in BC, responsible for recycling over 5 million tires annually.

Kal Tire, North West Rubber, Marathon Surfaces, and Astroturf West were also on-site at the event, which included video remarks from Delta North MLA and Minister of Jobs, Economic Recovery and Innovation Ravi Kahlon, Minister of Environment and Climate Change Strategy George Heyman, and Delta South MLA Ian Paton. Neil Bansal, Regional Vice-President of Western Rubber Products, and our own Board Chair, Glen Ringdal, also addressed the crowd to share a few kind words about the milestone and the positive impacts that tire recycling has on our planet and local communities.

The event wrapped with a walking tour of the facility where attendees got an up-close look at the steps taken to safely process old tires into

materials used to create a wide range of sustainable, commercial, and post-consumer products. We had a great time celebrating the success and hard work of our industry partners, and look forward to continuing to work towards ensuring that all scrap tires are recycled here in BC.

Together, we’re working to keep BC beautiful! We couldn’t do it without our partners, and enjoyed celebrating this special milestone with them in person.



Event attendees pose with the “golden tire” – the 100 millionth tire to be recycled at Western Rubber

FEDERATED INSURANCE TARGET STOCK THEFT PREVENTION



by Reza Kamrani
Account Representative,
Associations, Federated Insurance

Thefts occur at businesses more frequently than any other loss, but it's also the one with the greatest opportunity to prevent.

Thieves target items that are transportable, easily turned into cash and are in high demand. Examples of target stock include alcohol, tools, leather clothing, ATMs, ATVs, lawn and garden equipment, cigarettes and truck tires.

Preventing target stock theft requires planning, foresight, common sense, and imagination. Loss prevention is not necessarily about high tech security, but rather making it difficult for thieves to steal.

Designing an effective theft prevention plan for your business involves three steps:

Step 1: Identify and review all of the items on your property to determine which ones are target stock.

Step 2: Identify potential theft techniques that thieves may utilize. For each identified item, list all of the possible ways a thief may steal them. These could include smash and grab, cutting locks, disarming alarms, etc.

Step 3: Identify an action plan to help prevent theft.

There are many possible tips you can employ to prevent theft and can depend on a number of factors including the type of stock, the techniques you identified in step two, and your current theft protection plan.

The loss prevention action required for target stock will be significantly more involved than the loss prevention action taken for another non-target merchandise.

Some suggested tips include:

- Keep stock away from windows and doors to prevent smash and grab.
- Keep a minimal amount of stock in the sales area.
- Ensure stock is secured at all times with locked cabinets, chains, closed loop alarm cables, etc.
- Store stock in a secure indoor location overnight.
- Install monitored burglar alarms with motion sensors, glass breakage sensors, and door contacts.
- Install closed circuit television cameras.
- Install fog security.



Federated insures over 300 WCTD members in western Canada. They range from small rural independents to national brands and buying groups.

- Ensure facilities are protected with fences equipped with an alarm system.
- Leave interior lights on at night.
- Install exterior lighting.
- Install security bars and alarms on windows.

These tips will vary in every situation and could include a combination of security measures.

(RISK INSIGHTS) STORAGE LOT SECURITY

Storage lots are used to store a variety of items, including vehicles, stock and equipment. There are many ways to protect a lot depending on the level of protection and the amount of traffic to restrict.

A properly designed storage lot uses several security measures that make theft very difficult. The level of protection depends on the attractiveness of the items on a lot. Do not store target theft items on a lot without protection.

The following are several solutions but keep in mind that each business is unique and may require a combination of techniques.

- Physical barriers and landscaping
- Physical barriers are used to prevent both vehicle access and the removal of equipment from an open lot. Types of barriers include concrete barriers and blocks. Landscaping can be effective, such as creating perimeter ditches or strategically placing large rocks to prevent vehicle traffic. You can move temporary barriers around as necessary to block entrances or create a barrier along the side of an open lot.

Fencing

Fences are used to prevent pedestrian and vehicle traffic from entering a lot. Steel posts joined with cable or chain may provide adequate protection. Chain link is the most common fencing material, but other options include iron, masonry and wood. Chain link fences can be cut, and therefore additional security may be required. Installing additional horizontal steel pipes between the posts makes it more difficult to remove items through a cut fence. To deter intruders from climbing over a fence, install barb or razor wire at the top of fencing.



Fence gates should be constructed to the same or higher standards as a fence and equipped with good quality professional series padlocks. If a chain is used to lock the gate, use a 3/8-inch grade 70 transport chain or greater.

Lighting

Position lighting to cover all areas of a storage lot. Good lighting discourages intruders as their activities may be seen. Install perimeter lighting to reduce dark areas where intruders can hide. Lights should operate from dusk to dawn.

Securing items

Items on an unfenced lot can be secured with grade 70 transport chain or high quality steel cable, along with high quality professional series padlocks. The items can be secured together or to a solid object on a lot. This may not be adequate for large high target theft items such as All-Terrain Vehicles (ATVs).

Intrusion alarms

Install intrusion alarms, also known as burglar alarms, for additional security. Intrusion alarms are designed to detect intruders, sound local alarms and notify a monitoring company.

Common methods for alarming a fenced compound:

- Fence monitoring have alarm wires that are strung through a fence. An alarm is triggered if wires are cut.
- Photoelectric beam transmitters and receivers can be placed inside the perimeter of a fence. An alarm is triggered when a beam is broken. If a lot is not fenced, individual items can be protected using a closed loop alarm system, which is an alarm cable strung through items for protection. When a cable is removed, the alarm is triggered. Some high target theft items may require both a fenced compound and a closed loop alarm system.

Security cameras

Security cameras, also known as video surveillance or closed circuit television (CCTV), is the use of cameras to monitor and record activity on your property. Owners, security guards or a monitoring company can watch live activity or replay footage. Video surveillance can deter intruders who are aware that their faces and actions may be used for proof of crime. Security cameras are an important component to prevent crime and should be used in combination with other deterrent measures.

Warning signage

- Place large, visible signs on your premises to communicate to the general public. Examples of signage: open/closed, hours of operation, under surveillance, private property, no trespassing, authorized personnel only, danger – keep out.
- Guard dogs

NOTE: We do NOT recommend the use of guard dogs. A legal doctrine called scienter holds animal owners legally responsible for the actions of their animal if they know the animal has vicious tendencies. In liability coverage terms, you acknowledge the hazard exists when employing guard dogs, and you are completely liable when a dog inflicts damage or injury to a victim.

Guard dogs require special precautions to ensure the public's safety. Very serious and traumatic injuries have occurred to the general public, especially to children. Most security concerns can be addressed by methods other than a guard dog.

However, if you choose to have guard dogs for your business, please follow these precautions as they are necessary for guard dogs:

- Hire independent security services with highly trained guard dogs.
- Maintain fencing and ensure they are of good quality with no openings.

Ensure there are no gaps between fencing and the ground. Fencing should be of adequate height to prevent a dog from jumping over a fence.

Secure fencing to a concrete or asphalt surface. If fencing is placed above dirt or sand, extend it to a minimum of two feet below ground level to prevent digging under the fence.

- Keep dogs in a secure enclosure away from the public during business hours.
- Place warning signs on all sides of the compound indicating the presence of a guard dog.
- Place warning signs at all entrances if guard dogs are kept inside the building.

For more information on making your business safer, contact our Risk Services team at 1.833.692.4112 or visit www.federated.ca



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HARPER'S TIRE TURNS 90



From 1931 to 2021: celebrating Calgary and a small business that keeps on rolling

In 1931, When John Munroe Harper bought Fosters Vulcanizing on 12th Ave, he put \$400 down on the \$1,450 purchase price. An old black and white photo shows Harper, his shirt sleeves rolled up, standing out front of his shop, the still new Palliser Hotel peeking out behind the building. On another photo from that era, someone has written on the back: "...it was hard times but he managed to get through the dirty 30's."

Scores of photos and other artifacts about this family-owned Calgary business have been handed down from one generation to the next and compiled in book to mark 90 years of Harper's Tire in Calgary this October.

"We have boxes of old documents and photos starting from when my grandfather started the business in 1931. And they sort of tell a story about Calgary through the decades," says Dan Harper, the president of Harper's Tire. "The city has gone through some hard times over the decades, and we wanted to celebrate its resilience, as well as our 90 years in business. But given the current economic uncertainty caused by Covid we didn't think having a big party or sales event was appropriate, so we thought we'd pick a few of these old photos and other memorabilia and put them in a book."



Dan and his brother Tom took over Harper's Tire from their father, Stan, who was a well-known and well-loved community booster and minor hockey league coach in Calgary. The book includes nuggets of the city's history from the 1930s until now, including the first corndog at the

Stampede to Peter Loughheed's helicopter ride over Kananaskis that resulted in it becoming a provincial park. It also shares recollections from some long-time customers, including Joe Zink, who misses putting his feet up on Stan's desk and "... chatting about Alberta Report articles, Ralph Klein and all the clowns of that time."

"We have boxes of old documents and photos starting from when my grandfather started the business in 1931. And they sort of tell a story about Calgary through the decades," says Dan Harper, the president of Harper's Tire. "The city has gone through some hard times over the decades, and we wanted to celebrate its resilience, as well as our 90 years in business."

The photos in the book show a growing skyline—the Palliser is joined by apartment blocks and the Calgary Tower—as well as a changing city. Artifacts include an insurance form a young John Munroe Harper filled out that demands to know: 'Do you now or have you ever used opium ... spiritous or malt liquors?,' (he replied 'No'), a 1955 lawyer's bill for \$11.80 and the story behind an 1898 Michelin tire poster declaring: 'Nunc est Bibendum' (Now is the time to drink). There's also the story of how Dan Harper went on eBay to look for hockey cards and found an old Harper's Tire lighter from the 1960s.

"I love all these old photos and things and wanted to share them with our customers and our city as a sort of thank you," says Dan Harper. "Calgary has changed a lot since 1931 but the city's core values of working hard and working through adversity still hold. We still keep on rolling."

Stan Harper was a founding director of Western Canada Tire Dealers & Retreaders in 1962. The family has played an important role in WCTD at various times over the years. The Association extends its heartiest congratulations to Harper's Tire on this significant anniversary.



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FISHER: PROMOTING DIVERSITY IN TRUCKING, TIRE INDUSTRIES



by Peggy J. Fisher
Tire Business

According to the U.S. Bureau of Labor Statistics' (BLS) most recent data book on women in the labor force, it is a good time to be a female professional in the U.S.

In 2019, 57.4% of women in the U.S. participated in the labor force. This was up from 57.1% in 2018, but 2.6 percentage points below the peak of 60% in 1999. Today women make up about 47% of the overall labor force.

The tire and trucking industries have long been considered male dominated since women make up less than 25% of their workforce totals. According to the BLS, in 2019 only 14% of the tire manufacturing workforce were women, a decline from 17% in 2015. Only 12.8% of the workforce in the trucking industry were women.

While there hasn't been an increase in the female workforce in the tire and trucking industries, I would venture to say there has been a significant improvement in the positions they hold. In the 1970s and 1980s, you could walk into the headquarters of any tire maker or large trucking company and see loads of women filling position as secretaries (a.k.a. administrative assistants), clerks and keypunch operators. Department directors and upper management were all men.

Today, almost no one, with the exception of C-level executives, has a secretary, and keypunch operators are a thing of the past. Instead you see more women in research and development, marketing, sales, finance and as plant managers thanks to the educational opportunities they took advantage of and a concerted effort on the part of these companies to hire women for these positions and diversify their workforces.

Today, almost no one, with the exception of C-level executives, has a secretary, and keypunch operators are a thing of the past. Instead you see more women in research and development, marketing, sales, finance and as plant managers thanks to the educational opportunities they took advantage of and a concerted effort on the part of these companies to hire women for these positions and diversify their workforces.

In a survey conducted by The Women in Trucking Association and Sawgrass Logistics, women truckers were asked to rate how safe they felt while on the job on a scale of 1 to 10. The tally came in at a disconcerting 4.4.

The number of female new recruits has been rising. Some tire makers have R&D development training programs that work recent engineering and science graduates through different areas of R&D, production and marketing. Several have established internal networks that provide professional development, mentoring and networking opportunities to their women associates to help them thrive and succeed both personally and professionally. Those initiatives are paying off as companies that have diversity in their leadership tend to be more profitable, according to recent reports.

Tire dealerships are a male-dominated business segment, too. When we look at BLS data for the automotive parts, accessories and tire store sector workforce, women make up just 16.4% of the workforce. Only 1.5% of the heavy vehicle and mobile equipment service technicians are women.

In the trucking industry, women account for only 23% of management positions. You will find more women in sales, marketing, finance and operations, but you will rarely see them in vehicle maintenance. In fact women make up only 1.5% of bus and truck diesel engine mechanics, according to the BLS data.

The shop floor can be a hostile place for women. Managers, technicians, visiting salesmen and other men can give women a helluva time if they want — and they often do. They can make a woman supervisor's life hell unless she learns to become as tough as they are. They can be equally hard on a woman turning a wrench or doing some other traditional, male task.

Trucking environment

When you look at truck drivers, only 6.2% are female. Unlike so many other industries today, women truck drivers receive all the same benefits men do and are paid just as much since pay is based on the work. However, being away from home for weeks at a time and having to deal with some

degree of chauvinism, gender discrimination and sexual harassment from male driver trainers, drivers and dispatchers discourages a lot of women.

In a survey conducted by The Women in Trucking Association and Sawgrass Logistics, women truckers were asked to rate how safe they felt while on the job on a scale of 1 to 10. The tally came in at a disconcerting 4.4.

Kim Riddle, an assistant professor at Western Kentucky University, conducted a survey of 236 women truck drivers as part of her dissertation. She found that while fewer than half of the respondents (42%) reported they had been sexually harassed while on the job, 92% indicated that they had experienced at least one behavior associated with sexual harassment. (She listed 17 behaviors that constituted sexual harassment.)

Further, 75% of these drivers said they had no idea to whom they should report those incidents when they did occur.

While women entering the tire and trucking industries today are protected by sexual-harassment and sexual-discrimination laws, gender discrimination and sexual harassment can still be found in both industries. As high-profile cases like Harvey Weinstein and Andrew Cuomo have shown us, sexual harassment can occur at the highest levels of management and it can filter all the way down to the production or shop floor. The harasser can be the victim's supervisor or a co-worker. In the case of truck drivers, it could also be truck stop personnel or dock workers.

Sexual harassment can occur in the form of unwelcome sexual advances, requests for sexual favors, and other verbal or physical harassment of a sexual nature.

Verbal harassment consists of sexual stories, jokes, crude or offensive remarks, unwanted requests for dates, drinks or dinner. Non-verbal harassment includes sexist or sexual material and staring. Physical harassment involves deliberate touching. Sexual harassment is illegal when it becomes so frequent or severe that it creates a hostile or offensive work environment, or when it results in an adverse employment decision, such as someone ends up quitting, being fired or demoted.

The consequences of sexual harassment include lower self-esteem as well as physical and psychological issues which can result in decreased productivity, absenteeism, choosing to be laid off and departure from the industry.

While women entering the tire and trucking industries today are protected by sexual-harassment and sexual-discrimination laws, gender discrimination and sexual harassment can still be found in both industries.

Roadblocks

But sexual harassment isn't the only thing that is keeping women from entering the tire and trucking industries. There are several other negative perceptions about the workplace environment that are obstacles.

The first is an unappealing work environment. Not everyone wants to build tires, service tires, service trucks or drive trucks. The environments can be dirty, harsh and even dangerous.

A second roadblock is the perception that there is a lack of work/life balance. This is a big concern for women with families who also require flexibility in work schedules, a condition that is not perceived to be very great in either of these industries.

There also are the perceptions that there is a lack of advancement opportunities for women and that a wage gap exists between women and men working in the trucking and tire industries.

This is really sad since women can make a considerable contribution and improvement to these industries. They do bring certain skills with them that are usually superior to men's.

Women, for instance, are considered by many to be inherently better listeners and can diffuse an ugly situation much more quickly than a man can. They show greater empathy for the customer's problems and provide them with greater assurance that the problem will be handled correctly. It is always better to have someone with good people skills and train them in the technical areas of their job, than to hire a technically oriented person and have to train him or her in good people-handling skills. People skills are much harder to learn.

While women are not readily accepted into the trucking and tire industries, to be equally fair, they are not exactly breaking the doors down to get in either. The work in operations and maintenance in a trucking company is very hard physically, with high pressure, long hours and





rough and unattractive work environments. As you know, working in the commercial truck tire business in all kinds of weather is dirty, strenuous, harsh, and really hard on your fingernails!

In fact, I've heard tire dealers say that they would hire women if only women would respond to their job postings. Since they get few, if any, female applicants, they rarely hire any.

Why is this? I think it's because young women coming out of high schools and colleges are not aware of the opportunities that are available in the tire and trucking industries for them. Very few employers want to hire women – or men – right out of high school with no experience in sales or the more technical areas of our businesses. College graduates may have a better chance, but they may pass over tire makers, tire dealers and trucking companies for business opportunities that they perceive to be more “glamorous.”

To increase the number of women in the transportation sector, the U.S. Department of Transportation established in 2009 the Women & Girls Transportation Initiative (WITI), which offers an internship program that enables young women from colleges and universities across the country to participate. This program places qualified female college students in transportation-related internships, which helps educate them on career opportunities they otherwise might never have considered.

Further, the current U.S. Senate's \$1 trillion infrastructure bill establishes a Women of Trucking Advisory Board to encourage women to enter the trucking industry.

If we in the trucking and/or tire industries want to attract more women to our industries, we are going to have to work at it. That means contacting local high schools and vocational schools and using “Career Day” programs, internship courses and summer employment to make girls aware there are other things they can do that aren't traditional women's jobs.

Your company can create a human-resource policy that encourages the hiring of female high school and/or college students part-time to initiate them into your company and train them in the areas you feel you could take advantage of their innate people skills and attention to detail.

This type of program has several advantages: it helps young women get through school, it provides them with the experience they need to become employable full-time, it provides you with relatively inexpensive labor during the training period, and, by the time these young ladies graduate, you'll know whether they'll make good full-time employees or not.

To be successful, you will need to create a corporate culture that is accepting of women. This cultural change has to start at the top of your company.

Senior management must impress the importance of gender diversity and inclusion as a critical component of your successful business. Weed out the biases that discourage women from joining and staying at your company. Establish a formal or informal mentorship program that pairs women with experienced people who will provide good business advice, advocate for them and help them see a clear path to their career goals. This is probably the most effective tool a company can implement to help pave the way for attracting and retaining women in the industry.

To be successful, you will need to create a corporate culture that is accepting of women. This cultural change has to start at the top of your company.

Peggy can be reached via e-mail at tirebusiness@crain.com. Her previous columns are available at tirebusiness.com.

WILDLIFE OFFICERS REMOVE TIRE THAT WAS AROUND A BULL ELK'S NECK FOR OVER TWO YEARS

PINE, Colorado. An elk with a tire around its neck for at least the last two years was finally freed of the obstacle Saturday evening when Colorado Parks and Wildlife officers were able to tranquilize the bull and remove the tire.



Wildlife officers Scott Murdoch (left) and Dawson Swanson (right) hold up the tire that was on this bull elk for over two years (photo courtesy of Pat Hemstreet)

Wildlife officers Dawson Swanson and Scott Murdoch had to cut the antlers off the bull elk in order to remove the tire. That occurred Saturday around 8 p.m., roughly one mile south of Pine Junction on private property off of County Road 126. The officers aged the bull as a four-and-a-half year-old weighing over 600 pounds and had five points on each of its antler beams. "It was tight removing it," Murdoch said of pulling the tire off the bull's neck, even after cutting its antlers off. "It was not easy for sure, we had to move it just right to get it off because we weren't able to cut the steel in the bead of the tire. Fortunately, the bull's neck still had a little room to move. "We would have preferred to cut the tire and leave the antlers for his rutting activity, but the situation was dynamic and we had to just get the tire off in any way possible." Once the tire was off, the officers were surprised to see the condition of its neck after having that

"The tire was full of wet pine needles and dirt," Murdoch said. "So the pine needles, dirt and other debris basically filled the entire bottom half of the tire. There was probably 10 pounds of debris in the tire."

tire on it for over two years. "The hair was rubbed off a little bit, there was one small open wound maybe the size of a nickel or quarter, but other than that it looked really good," Murdoch said of the bull's neck. "I was actually quite shocked to see how good it looked."

"Tranquilizer equipment is a relatively short-range tool and given the number of other elk moving together along with other environmental factors, you really need to have things go in your favor to have a shot or opportunity pan out," Swanson said. "I was able to get within range a few times that evening, however, other elk or branches blocked any opportunities. It was not until shortly before dark that everything came together and I was able to hit the bull with the dart. Once the bull was hit with the dart, the entire herd headed back into the thick timber. This is where I was able to find the bull. "Due to a number of factors, including the bull's physical condition related to the rut, the tranquilizer effectiveness was minimized. I contacted (Murdoch) and along with some further assistance from neighbors, we were able to remove the tire and the bull was back on his feet within a matter of a few minutes after administering a reversal (to wake it from the sedation)." Swanson and Murdoch estimated that the bull elk dropped roughly 35 pounds between the removal of the tire, his antlers and the debris that was inside the tire.

"The tire was full of wet pine needles and dirt," Murdoch said. "So the pine needles, dirt and other debris basically filled the entire bottom half of the tire. There was probably 10 pounds of debris in the tire." ... The saga of this bull elk highlights the need for residents to live responsibly with wildlife in mind. That includes keeping your property free of obstacles that wildlife can get tangled in or injured by. Wildlife officers have seen deer, elk, moose, bears and other wildlife become entangled in a number of man-made obstacles that include swing sets, hammocks, clothing lines, decorative or holiday lighting, furniture, tomato cages, chicken feeders, laundry baskets, soccer goals or volleyball nets, and yes, tires. This elk would have gotten the tire around its antlers either when it was very young, before it had antlers, or during the winter when it shed its antlers. It could have been a big stack of tires that the elk stuck its head in, wildlife officers have also seen it where people feed animals who come in and put their heads in things that they then walk away with. CPW recommends that if you see wildlife entangled in something or with debris wrapped around it, that you report it immediately to wildlife officials.

EDITED FROM COLORADO PARKS AND WILDLIFE RELEASE.

BRIDGESTONE, NOKIAN TURN TO SOLAR POWER FOR U.S. PLANTS

— ERIN PUSTAY BEAVEN - TIRE BUSINESS



For some, the solution for building smarter, more sustainable operations has been there all along. It was just a matter of capturing it.

That's true for U.S. tire makers, some of which are turning their attention skyward by using solar energy as one of the main renewable, reusable and sustainable energy sources for powering offices and – yes – even tire plants.

Bridgestone Americas Inc. and Nokian Tyres P.L.C. are among companies making moves to harness the sun to power tire production.

Pirelli Tire North America Inc. went that route eight years ago, albeit on a smaller scale. Pirelli erected solar panels on a 3-acre site adjacent to its Rome, Ga., factory that were expected to generate about 750,000 Kw of power annually, enough to supply about 65 households.

The transition to solar energy was a natural one for Bridgestone in particular. The company added eight acres of solar panels on grounds at its 23-year-old plant in Aiken, SC., earlier this year; those panels, the company said, generate enough electricity to power 200 homes per year.

They also allow the tire maker to take a leap toward its biggest sustainability goals: reducing its total CO₂ emissions by 2030 and achieving carbon neutrality by 2050.

“As a renewable CO₂-free power source, solar power has a significantly smaller impact on the environment compared to other power-generation methods,” Andrew Thompson, director of sustainability policy for Bridgestone Americas, said in an email interview. “The sun provides a limitless source of energy and, more importantly, is renewable.”

The renewable energy generated by the solar panels has a significant impact overall, Mr. Thompson said, particularly when you consider the size of a facility as large as the Aiken plant. Solar panels can cut as much as 1,400 metric tons of CO₂ emissions from the facility, which is designed to make over 37,000 passenger car and light truck tires per day.

“Our Aiken passenger tire plant is one of our largest manufacturing operations in the U.S., and we recognized the impact we could have by making this transition,” Mr. Thompson said.

“By making this initial investment in solar energy at our Aiken passenger tire plant we are demonstrating our long-term commitment to more sustainable manufacturing operations and taking an important first step to ensure our tires are made more sustainably.”

First in solar

Bridgestone may be among the latest tire makers to harness the power of the sun, but Nokian Tyres P.L.C. claims to be the first to use the sun's energy to power a U.S. tire factory. The Nokia, Finland-based company has turned to solar panels for its U.S. manufacturing and administrative buildings in Dayton, Tenn.

The panels at the Dayton plant have a 3-megawatt capacity, or capable of generating enough energy to power about 500 homes. The amount of energy generated powers 15% to 20% of the facility's production process, according to Nokian.

“Essentially, the energy replacement is enough that we were able to earn that LEED v4 Silver, and we were the first in the tire industry to have a production building that achieved that standard,” a Nokian spokesman said.

Nokian's \$360 million factory in Dayton produces passenger car and light truck all-season and all-weather tires for North American-specific vehicles.

The facility is rated at 4 million tires a year, which is why the tire maker's ability to secure a LEED v4 Silver certification was so impressive, the spokesman said.

“When we began the LEED certification process, the company that was advising us told us that, as a production building, there are several categories of LEED of which you are not even really eligible because it's just not possible to achieve the level of efficiency that an office building would be able to achieve,” the spokesman said.

“What we are proud of is that we were able to meet all of the benchmarks (possible) to one degree or another, that we are able to hit (them) and get to the LEED v4 Silver level without being able to hit certain categories that weren't possible

“It's a testament to our team to be able to keep pushing forward and do what we can there.”

“By making this initial investment in solar energy at our Aiken passenger tire plant we are demonstrating our long-term commitment to more sustainable manufacturing operations and taking an important first step to ensure our tires are made more sustainably.” - Andrew Thompson

GOODYEAR DEVELOPS BESPOKE EAGLE 360 SPHERICAL CONCEPT TIRE FOR CITROËN

— CALLUM BROOK-JONES - TIRE TECHNOLOGY INTERNATIONAL

To help French auto maker Citroën with its Autonomous Mobility Vision vehicle, Goodyear has developed a bespoke prototype of its Eagle 360 spherical concept tire.

The Autonomous Mobility Vision is Citroën's take on future mobility and is based on an autonomous, electric, multi-directional platform named the Citroën Skate. The platform has interchangeable pods, enabling it to carry out a range of operations.

"We are proud to be introducing the prototype of our spherical concept tire as an integral part of the Citroën Autonomous Mobility Vision," commented Hans Vrijisen, managing director of original equipment at Goodyear. "The Eagle 360 prototype is compact and its shape makes it agile and maneuverable, ideal for future urban and autonomous mobility solutions."

Goodyear introduced the Eagle 360 concept at the Geneva International Motor Show in 2016, with a second iteration, the Eagle 360 Urban concept, following in 2017. The latest iteration of the design features a high level of maneuverability (due to the tire's spherical shape) and long-lasting attributes (thanks to a tread surface that is four times larger than a standard tire). The tire provides extended range due to a low-rolling-resistance rubber and consistent grip in all driving directions thanks to hexagonal siping.



"Concept tires are the basis for an innovative company such as Goodyear to engage with future mobility challenges and develop new, groundbreaking products and services," concluded Vrijisen. "We are honored to have partnered with Citroën on this unique mobility project and to have taken a further step in the development of one of our most innovative concepts."

MICHELIN TO ROLL OUT TIRES WITH RECYCLED PLASTICS BY 2024 CITROËN

— EUROPEAN RUBBER JOURNAL REPORT

Group Michelin is aiming to incorporate waste plastic into its tires by as early as 2024 as part of a drive to solve the "society's plastic problem."

Michelin claims "high-tech" recycling processes it is developing will have the potential to recycle 4 billion PET (polyethylene terephthalate) bottles into raw materials that can be used in reinforcing fibers for tires.

"In one tire, we can process up to 143 yogurt cups and around 12.5 PET bottles with the high-tech recycling processes," Anish Taneja, CEO of Michelin's Northern Europe region, said ahead of the German transportation mobility show IAA, which runs through Sept. 21 in Munich.

In a symbolic gesture, Michelin is conducting a plastic-collection campaign in Munich, with the participation of its top management and employees.

"Together, the company wants to create awareness that today's garbage will become a valuable resource for tomorrow's tires," the tire maker said.

"Together, the company wants to create awareness that today's garbage will become a valuable resource for tomorrow's tires".

As part of its sustainability commitment, Michelin has set itself a target of incorporating 40% sustainable materials such as natural rubber or sunflower oil into its tires by 2030.

By 2050, Michelin tires should be completely sustainable, using raw materials such as recycled PET.

At the IAA, the French tire maker has set up a "REGEN'Lab," where visitors can see recycling processes and how raw materials for new tires are obtained from wood, PET plastic or packaging waste.

Michelin also is premiering its Uptis airless tire/wheel hybrid on the road in Munich during the IAA show.

The tire, which was originally unveiled in 2019, has been developed in partnership with General Motors Co. and is set for commercial launch by 2024.

LITTLEFIELD LEAVES TIA IN TOP SHAPE AS HE RETIRES

—MIKE MANGES, MODERN TIRE DEALER

New Tire Industry Hall of Fame member and outgoing Tire Industry Association (TIA) CEO Dr. Roy Littlefield can claim a number of well-deserved achievements and accolades

Under his direction, TIA's membership has grown to an all-time high of more than 13,000 people – up from 2,700 when he was named the association's CEO some 18 years ago.

On his watch, TIA significantly expanded its industry-leading training programs to educate and certify more than 200,000 tire technicians.

As the association's first, full-time government affairs director – a role he took on when he joined TIA's predecessor, the National Tire Dealers and Retreaders Association (NTDRA), in 1978 — Littlefield has ceaselessly championed the cause of independent tire dealers at the federal, state and local levels.

He also added structure and stability to TIA, while helping the association and its members navigate a wide range of unprecedented internal and external situations, most recently the COVID-19 pandemic.

And as other trade associations have struggled to stay in the black – with some falling by the wayside completely – Littlefield leaves TIA's balance sheet in its strongest-ever position.

But the association's longtime leader says many of his proudest moments at the helm of TIA were accompanied by little – and in most cases, zero – fanfare.

“There are a lot of things we do that get a lot of visibility that I'm proud of and there are a lot of things we do that don't get a lot of visibility that I'm also proud of.”

Many of the latter have involved supporting TIA members and their families during difficult personal situations.

Years ago, one TIA member – a tire dealer who had been struggling with grave health issues – died unexpectedly.

“We were able to go in and work things out between his tire supplier and his family, so the family didn't lose anything,” says Littlefield.

“We've had situations where a dealer and his wife have gotten divorced,” leaving the dealer's business “in shambles,” he recalls. “And we've been able to go in and help.

“When a tire dealer gets an IRS audit, it's a big deal. They feel so threatened – like they don't stand a chance. We go out to them and help. Those are the moments I'm very, very proud of.”

“There are a lot of things we do that get a lot of visibility that I'm proud of and there are a lot of things we do that don't get a lot of visibility that I'm also proud of.”



“I've seen other associations,” says Littlefield. “And I think what we have is very unique. I'm proud of it.”

The dealer's champion

Littlefield, who is from New Hampshire, did not grow up in the tire industry. And running a trade association had never occurred to him when he was in college.

“I came to Washington D.C. to go to grad school – something I had wanted to do all my life,” he says.

“One day, I walked into my senator's office and asked, ‘Can I be a volunteer?’ A couple of months later, they offered me a job at \$10,500, which in 1975 was a lot of money.

“In fact, I never told my parents what I made because I didn't think they were making that much.”

Not long afterwards, the senator was upended in a surprise defeat. But before leaving office, he found jobs for all of his staff members.

“I was finishing up my dissertation and wanted to go back to New Hampshire to get involved in politics up there. I was applying for jobs, but I wasn't getting very far.”

One Sunday afternoon, he applied to seven ads in The Washington Post – and soon had seven job interviews in hand.

“I then realized that working on Capitol Hill for several years was marketable in D.C., but it wasn't very marketable in mill towns in New Hampshire.”

In those days, the classification of scrap tires was a big point of contention. At the time, Littlefield estimates, there were more than 1,200 scrap tire piles scattered throughout the United States.

Littlefield accepted a job at the NTDRA, reporting to the late Phil Friedlander, the association's then-president, who put him to work as the group's first government affairs director.

While benefiting from the guidance of several "wonderful mentors," including Russ McCleery, Littlefield made it his mission to learn as much about the NTDRA's members as possible.

"When I came in, I thought it was important to go out and meet tire dealers. Every time Congress was in recess, I would make an appointment to go to a retread shop or a commercial dealer or a retail store and talk to the people who were working there about what the important issues were."

In those days, the classification of scrap tires was a big point of contention. At the time, Littlefield estimates, there were more than 1,200 scrap tire piles scattered throughout the United States.

He led the charge to convince Congress to not list tires as hazardous waste – a major victory for the NTDRA and its members.

"The industry then came together and got state funds to clean up scrap piles. I think the number of scrap piles in the U.S. has gone down to fewer than 60."

In the early 1980s, the National Highway Traffic Safety Administration began imposing onerous fines for "noncompliance" with tire registration laws that were on the books.



Dick Gust replaces Roy Littlefield as TIA CEO (image courtesy of Tire Business)

"We started seeing fines in high numbers – \$20,000 and \$40,000 and even \$60,000. That's when we pushed for voluntary tire registration," which became another win for tire dealers.

Over the years, Littlefield has tracked the rise of mega-retailers and remembers when car manufacturers ramped up their tire programs. He also has witnessed tremendous consolidation – especially at the tire dealership level – and newer developments, like e-commerce.

"You get into situations where big companies are competing directly with small, independent tire dealers."

That has not changed, he says. Even today, "the challenges are always coming from different angles. Every time you think you've solved a problem, there's something new.

"But despite all these changes, independent tire dealers still make up the large majority of tire retail sales. They're still important. They're still viable."

And in Littlefield's eyes, they help make the tire industry unique. "It's not like some industries – like service stations – where the landlord is the supplier and controls everything. These dealers are truly independent and control their own businesses. There's great pride and there's a great thirst for learning and getting better all the time.

"I've traveled overseas," he says. "I've seen other associations. And I think what we have is very unique. I'm proud of it."

More than business

Looking forward to retirement, Littlefield plans to stay active. "I've always been more comfortable when I've been busy," he says.

In addition to spending time with his family, he hopes to help TIA and his eventual successor, especially in the government affairs arena.

"I hope I can stay in some capacity to do that."

He also will continue to teach American history and politics at The Catholic University of America, which established a scholarship in his name several years ago – "another humbling experience."

"I'd like to write two or three books. I did my dissertation on early newspaper industry mogul William Randolph Hearst."

"There are different events in his life that would be interesting to expand on."

And Littlefield intends to stay in touch with the many tire industry friends he's made. "The association is like one big family," he says. "Over the years, I've gone to baptisms and weddings and funerals" of members and their relatives.

"I've watched their kids grow up. They've watched my kids grow up. It's more than just a business relationship.

"Everybody has been so kind and so gracious and so giving. It's a unique group of people who look out for each other."

Littlefield intends to stay in touch with the many tire industry friends he's made. "The association is like one big family," he says.

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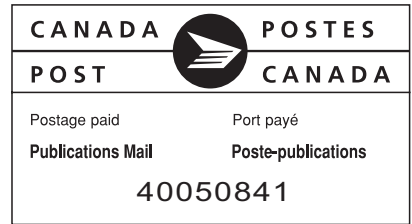
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