

SPRING 2023

# THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS  
FROM WESTERN CANADA TIRE DEALERS

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**TIRE AND AUTO SERVICES**

# THE TRACKER

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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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CATEGORY OF MEMBERSHIP (SEE BELOW)											
<table border="0"> <tr> <td>VOTING MEMBER</td> <td>ASSOCIATE MEMBER, NON-VOTING</td> </tr> <tr> <td>a. Independent Tire Dealer</td> <td>1. Jobber or Distributor</td> </tr> <tr> <td>b. Retreader</td> <td>2. Manufacturer</td> </tr> <tr> <td></td> <td>3. Exporter or Mfg. Rep.</td> </tr> <tr> <td></td> <td>4. Dealer Support Services</td> </tr> </table>		VOTING MEMBER	ASSOCIATE MEMBER, NON-VOTING	a. Independent Tire Dealer	1. Jobber or Distributor	b. Retreader	2. Manufacturer		3. Exporter or Mfg. Rep.		4. Dealer Support Services
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MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES <div style="float: right;"> YES      NO (CIRCLE ONE) </div>											
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# THE BENEFITS OF LOOKING AHEAD

**IT'S BEEN A** long, cold, snowy and dreary winter. Driving conditions have at times been very difficult and dangerous, especially in higher elevations. But travelling by road wasn't the only area having problems. Flying, too, was affected—and not only by poor weather conditions. Airplanes were cancelled or delayed and luggage was lost because of not enough staff or lack of pilots, because they were maxed out on hours worked.

Everyone was trying to put Covid behind them, as travel was opening up. Families and loved ones wanted to reconnect and get together over the holidays. It was frustrating for everyone: passengers, workers and everyone else involved. But despite these difficult times I really do hope that the Holidays were a wonderful celebration; and I would like to wish everyone a Happy New Year! I also hope that all your businesses were productive and profitable; and that the year 2022 ended on a good note.

## EMBRACING CHANGE

Anyone who owns or is involved in a business has seen many changes over the past few years. Every industry has been affected in one way or another. At WCTD we've had many conversations as we continue to improve and add value to the association—so we can not only grow but get stronger together.

That said, I'd like to go over just a couple of our programs that are particularly important to our industry moving into the future. We hope you'll notice the changes and improvements we've made. Also, please note that your feedback is important to us. We believe that a strong membership is created only by communication and understanding; that industry change is inevitable; and that together we can make those necessary adjustments.

## SCHOLARSHIP PROGRAM



First: our Scholarship Program. I would like to be clear about what we offer and why. WCTD currently offers four scholarships at \$2,000 a piece. (It's important to note that the only way to apply is through a member.) In the past those four scholarships



were awarded to first or second year university students. The change we've implemented for 2023 is that two scholarships will be more industry specific—able to be used for technical and trade school purposes.

We hope that this shift will help counter some of the staffing challenges that we have all been a part of over the past few years; open doors to men and women interested in working in our industry who maybe can't afford it; or appeal to a dealer family member who needs an incentive. We feel this fits well with plans to strengthen our workforce in all areas—from labourers to tire techs and mechanics, to people in sales or management.



Tim Hollett  
President, WCTD

## TIRE TECHNICIAN TRAINING & CERTIFICATION PROGRAM.

Next: our Tire Technician Training & Certification Program. Over the last few years, due to Covid health and travel restrictions, this usually on-site WCTD / TIA program has not been available in person. However, the good news is we plan to bring it back this year. And we are looking forward to having as many participants as possible. I really believe that knowledge adds confidence. By sending your staff to our training and certification programs it can only strengthen your company and add value to all areas of your business.

I encourage you to seriously look into how one or both of these important programs can benefit your business or organization. If you have any questions or require more information, please get in touch with myself or executive director Ray Geleta. We are always available and happy to hear from you.

I invite you to move with us into 2023 with confidence and the strength in numbers our association enjoys. Let's explore all possible avenues and make those necessary industry adjustments so we can improve—and grow to become both more productive and profitable!

Stay positive, happy and healthy!

**Tim Hollett**

**We believe that a strong membership is created only by communication and understanding; that industry change is inevitable; and that together we can make those necessary adjustments.**



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# MAKING THE MOST OF THE NEW YEAR

**I HOPE EVERYONE** enjoyed a great holiday season and some down time with their families. Let's welcome 2023 with open arms and make it an even better year than 2022.

From the feedback I am getting, 2022 was a respectable year. Some of the supply issues have improved and business was up in most cases. Staffing, however, is still an issue. The WCTD board has agreed that going forward that at least two of the scholarships given out in 2023 need to be related to our industry. We are working on a way to help out with apprenticeship costs. This may be a way to retain some quality employees who would like to improve their skills.

## A TIME FOR RENEWAL

A new year often means new ideas and new ways to implement them. In most businesses a successful year usually comes with a strong business plan. It's a vital part of doing business in the best way possible. What is the best way to go about it?

I recommend that every dealer take some time to reflect on everything that happened in your businesses in 2022. That includes the good and the not so good. Celebrate the successes. But do not overlook the flaws. Be honest to yourself and set out a detailed plan as to what you must change to make 2023 even more successful. While a business might survive without a plan, it certainly won't thrive. You owe it to yourself and your employees to have a plan.

## SAFETY REVISITED

Speaking of plans, by now you will have noticed our newest feature: Safety Corner, which is contributed by Simply Safe—namely Leigh-Ann Stewart and Debra Haldane. When it comes to safety, few in our industry are as knowledgeable as these two highly qualified individuals. I urge you to read and take note of this issue's column (page 14) which underscores the importance of putting in place a proper health and safety program. I'm going to assume that most of our members do have such a program in place. However, you should still ask yourself if it stands up to scrutiny. When was the last time you reviewed it? Could it be improved? There's no time like the present to do that...

## TDAC NEWS

The TDAC Annual General Meeting was held on December 6th. OTDA president Charley Kriksic was elected president of TDAC, and I was elected as vice-president. I'm excited by this new opportunity to participate at the national level and also bring our western voices forward. If there are topics or issues that you'd like to see addressed by TDAC, please reach out to me.



There was discussion at this meeting as to whether we should move forward with a national convention in 2023. It was decided that we needed more feedback from suppliers. Once we've heard back from industry key players we will explore the possibilities for 2024.



Ray Geleta  
Executive Director,  
WCTD

## WCTD GOLF IS BACK!

We are proceeding with a WCTD Charity Golf Tournament, to be held on June 25th at the Stony Plain Golf Course in Stony Plain Alberta. The Charity we will be supporting will be the Stollery Children's Hospital Foundation. The foundation is working to establish a potentially larger, dedicated children's hospital and care space for children and families from the Edmonton area, northern and central Alberta, as well as for children from across Western Canada.



If you're in the area, please make plans to join us for what promises to be a fun day of golf and camaraderie, all in aid of a really good cause. You can find registration forms for both participants and sponsors on pages 25-27 of this issue, as well as on line at [wctd.ca](http://wctd.ca).

## WCTD AGM

Our AGM is fast approaching. It will be held in Kelowna at the Delta Marriott Grand Okanagan Resort at 3 PM on April 21st. If you're in the valley we urge you to attend. The AGM will be followed by a 'meet and greet' from 5 to 7 pm.

See you there!

Wishing you a great 2023!

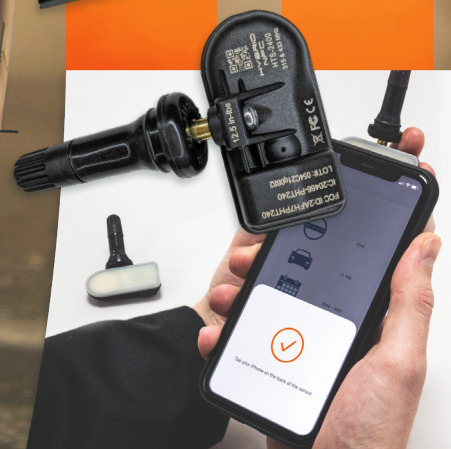
**Ray Geleta - WCTD Executive Director**





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# A GLOBAL CHALLENGE

## THE RECYCLING TRAIN ROLLS ON

— TIM PAWSEY

**THIRTY YEARS AGO** this fall we left Vancouver to race around the world by ship and train in an epic, three month saga. We traversed North America, the U.K., Europe, Russia, China, Japan, Singapore and Australia. Along the way we experienced a few, unique ocean crossings, including the Atlantic and the Pacific. But we also spent plenty of time on trains. While there were distractions, such as reading—or hanging out with other passengers in what masqueraded as a Russian 'dining' car—we passed many hours just looking out of the window.

You see a lot from a train window that touches every aspect of nature, human settlement and life in general—including even the occasional trackside grave, quite common in rural China.

Regardless of where you are, however, some sights are surprisingly consistent. Yes, there is always—well, often—amazing scenery that sometimes lasts for a day or two before you come to the outskirts of another urban centre. No matter whether approaching Mexico City, Madrid or Moscow the signs of industry are more apparent when you travel by rail. It wasn't always pretty. And almost always at some point involved scrap tires. Sometimes they were just lying around. Occasionally piled with purpose. As if someone was planning, sometime, to do something with them, but possibly not.

I like to think that a lot has changed since then. Especially when it comes to what we who live in more privileged parts of the world now do with our scrap tires. Much has indeed improved, particularly in North America, where events like the 1990 Hagersville fire galvanized industry action.

The late Don Blythe (former WCTD executive director) played a major role in helping to establish the industry-led provincial agencies that manage the scrap tire stream. Canada also enjoys one of the highest ratios of tire recovery and secondary reprocessing anywhere, buoyed by companies like Delta's Western Rubber Products (and parent Liberty Tire Recycling), and Kal Tire which, in recent years, has enhanced thermal conversion and shredding systems for mining tire disposal.

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In this issue of The Tracker we focus on the ongoing 'good news story' of tire recycling with an account from our friends at Tire Stewardship BC about Nanaimo's impressive Maffeo Sutton Park playground. We've also included a TSBC story of a different kind. Last year volunteers worked with Ocean Legacy Foundation partners to remove 2,400 passenger tires (all similar sizes) from a tiny islet off BC's sunshine coast.

It too is a good news story but also curiously worrisome. When I read it I found myself asking why anyone would go to such lengths to ferry by water so many tires to such a remote dumping ground. And how, in so relatively tight-knit a community, such activity could go unnoticed. It's a mystery that remains unsolved.

Such stories do still pop up, though nowadays far less often, especially as we continue to process successfully and build facilities to meet the need, such as CRM's new Moose Jaw, SK, plant (page 23).

Sound scrap tire management is now a fact of life, a necessity, in the tire industry. For that reason WCTD works closely on your behalf with all the western provincial agencies—and is represented on the various boards. It's an important if not always obvious benefit—one of many that your association membership helps support.



The Tracker editor Tim Pawsey and his wife Heather were 'Team Canada' in a 1993 race around the world sponsored by Charles Heidsieck Champagne. Out of seven teams competing they finished second. They became and remain unapologetic train 'freaks.'



# PLAY FOR ALL

## NEW PLAYGROUND SURFACE MADE OF RECYCLED BC SCRAP TIRES ALLOWS FOR A SAFER, MORE ACCESSIBLE COMMUNITY SPACE

— BIANCA BUJAN, TIRE STEWARDSHIP BC

**ACCESSIBILITY WAS THE** primary driver when the City of Nanaimo submitted a grant application to the Tire Stewardship of BC (TSBC) back in February 2020. The request for funding was to contribute to a much-needed playground upgrade at Maffeo Sutton Park.

As Nanaimo's premier waterfront destination park, the space hosts over 250 special events annually, with thousands of residents enjoying the park regularly. Not only was the small playground outdated, but it wasn't accessible to those with mobility challenges, and the gravel surface made for high maintenance and unsafe landings. Nanaimo's go-to playground was in dire need of an update, and the city needed financial support to make the project possible.

When the grant application was received from the City of Nanaimo, TSBC saw the project as a great fit. The request was accompanied by letters of support from the Nanaimo Child Development Centre, and the Children's Health Foundation of Vancouver Island, both expressing the value of having a safe, shared play space in the community. Not only did the application receive approval for a \$30,000 grant from TSBC for Phase I of the playground upgrade, but when another application was submitted in 2022 for Phase II, TSBC was happy to contribute another \$30,000 to the project.

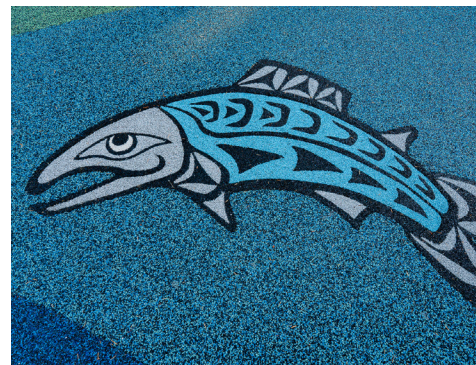
With \$60,000 and recycled rubber from 3,260 BC scrap tires for surface materials from TSBC, as well as funding and support from other partners, the new playground was a huge success. The total cost for the upgrade was around \$650,000, with a large majority covered by grants and donations. Here's how it all came together, and the meaning behind some of the site's most stunning features.

### DESIGNING A NEW PLACE TO PLAY

The ultimate goal of the project was to create an inclusive and accessible space for children of all ages and abilities. A space that was socially and physically inclusive, respectful of a sense of place, and with a focus on active play and engaging sensory experiences. The design of the park was a collaborative effort between the City of Nanaimo and the project team.

The concept of the park was centred around the story of the salmon. The park location is significant to the local Snuneymuxw First Nation as the park is located adjacent to the mouth of the Millstone River and Sayutshun Island. The pour-in-place rubber was used to provide easy accessibility to the play equipment, but it also created a platform to signify the flow of water and habitat for local salmon and wildlife.

Local Coast Salish artist, Noel Brown, provided artwork for the project, designed to be used in a variety of mediums. The male and female salmon artwork found throughout the space were created by Noel, as were the custom relief fence panels, and the stunning hand-carved dugout canoe. The individual colours were selected by Noel as well, chosen to represent a colour palette that most closely matched pigments that were historically used by First Nation artists in the area. The dugout canoe was placed half in the water and half on the shore to resemble a traditional landing on a beach.





Pour-in-place rubber safety surfacing was chosen for the playground surface material for various reasons. Rubber provides a wonderfully soft surface to land on, and is a non-slip material. The rubber provides a non-toxic, durable, visually attractive surface that could also be coloured-perfect for the placement of the in-ground art pieces. The rubber surface has a semi-porous structure, so water can flow through easily, and it is mould and fungus-resistant, creating a low-maintenance, long-term solution.

Rubber also provides a smooth and accessible surface that offers easy access to the play structure for strollers, wheelchairs, and people with mobility challenges. In total, 3,260 recycled BC scrap tires were used to produce the rubber surface for the project.

**The ultimate goal of the project was to create an inclusive and accessible space for children of all ages and abilities. A space that was socially and physically inclusive, respectful of a sense of place, and with a focus on active play and engaging sensory experiences.**

- Zipkrooz – A double bay side by side zip line. One bay offers an accessible seat.
- Multiple swings – A variety of swings are featured, including belt seats for older kids, buckets for younger kids, face-to-face swings, accessible seats, and multi-user swings.



## NOTABLE PLAYGROUND FEATURES

Included are several climbing structures, musical instruments, tactile play areas and a custom-designed canoe. The park also includes a new wheelchair swing, donated by the Nanaimo Lions Club, which is unlike anything found in BC. Logs that were salvaged from the Bowen Park trail project were also reused to create features around the playground.

Other notable equipment includes:

- Super Netplex – A giant tower with a Helical access ramp providing climbing and accessibility up to a height of 12 feet.
- We Go Round – A multi-user, in-ground spinner for children of all ages and abilities.

- We Go Swing – The first of its kind in Western Canada, this swing for children and families of all abilities allows a child or adult to stay in their wheelchair while it's in motion.
- Natural play features – Throughout the site natural materials and features were included, including recycled logs.
- Hedra Scout – For the youngest children, this is an amazing and unique climbing structure.
- Roller slides – This Playbooster structure, for children with sensory needs or medical implant devices, offers a static-free sliding experience.

## A TEAM EFFORT

Many companies, organizations, and individuals were involved in the completion of this multi-year playground project, including the City of Nanaimo, Habitat Systems/Landscape Structures-equipment providers and design consultants, LANARC-landscape architect, Herold Engineering-civil engineers, Marathon Surfaces-installation of the rubber pour-in-place surface, IWC Excavations and Kohlar Enterprises-construction contractors, Nanaimo Lions Club-service club donor, Gogo Cedar Products-wood stumps donations, Noel Brown-artist, and contributions from Children's Health Foundation of Vancouver, Nanaimo Child Development Centre, and TSBC.

Since 2009, TSBC has given out over \$5.8 million dollars in community grants to municipalities, registered non-profit community groups or organizations, schools, and First Nations and Métis settlements. In total, grants have gone towards 328 projects, including rubber surfacing for water parks, fitness areas, running tracks, and playgrounds in 94 communities throughout BC.





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# HOW TO CREATE YOUR EMERGENCY CONTACT LIST



Chris Leahey  
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**PICTURE THIS: BUSINESS** is running smoothly as usual, when suddenly disaster strikes. Your office building experiences flooding overnight, a fire breaks out in the kitchen, or the power unexpectedly cuts out and halts production. What do you do now?

This is when an emergency contact list comes into play. After the initial panic subsides, you need to handle the situation in a quick and orderly fashion. Knowing who you need to contact can help you manage that stressful situation.

But what should the list look like? What should be included and what should be left out? We've created a template (for you to download, print, and fill in at your convenience. Check [federated.ca](http://federated.ca)

## WHAT SHOULD YOU INCLUDE ON YOUR LIST?

Deciding what to include on your emergency contact list is very important because when something goes wrong, you want to make sure all the information you need is in one place. It's also crucial that your list doesn't have too much on it, so you're not sorting through unnecessary information to find the contact details you really need.

### YOUR COMPANY

First things first, your business information should be the top entry on your list. This should include your company name, address, location, and phone number. While you may think you'll remember these details, in a moment of panic you could forget valuable information, so it's better to be safe. That way, when you're speaking with emergency services, you have all the details right in front of you.

### YOUR FACILITY MANAGER

If there's a problem with your building, the knowledge and expertise of your facility manager, building owner, or landlord may come in handy. They'll know the ins and outs of the property and may be able to reverse an urgent situation. It's important to include a few forms of contact info, if possible, so you have the best chance of reaching them right away.

### EMPLOYEE INFORMATION

Your list should also include contact info for your employees and their designated emergency contacts. This is important for two reasons. First, your employees will need to know if something goes wrong with the business. Second, if the emergency involves one of

**Deciding what to include on your emergency contact list is very important because when something goes wrong, you want to make sure all the information you need is in one place.**

your employees, you'll need to get in touch with their emergency contacts. That's why your list should include a phone number (and email address) for all employees, as well as an emergency contact for each employee.

## EMERGENCY SERVICE NUMBERS

Everyone knows to call 911 if a disaster occurs, but some other emergency services deserve a spot on your contact list, too. These could include poison control, animal control, your alarm system company, and any other industry-specific services you think you might need if things do go wrong.

## YOUR INSURANCE INFORMATION

If your business experiences a loss, you'll need to contact your insurer as soon as possible. That's why your emergency contact list should include the name of your insurance company, your policy number, and the direct number to their claims team. That way, you can get in touch with your insurer quickly, begin the claims process faster, and get your business up and running again as soon as possible.

## UTILITY COMPANIES

The numbers for gas, electricity, and water services are valuable assets for your emergency contact list. They can be vital in helping minimize damages if your business experiences something like a gas leak or a burst pipe.

## OTHER USEFUL CONTACTS

There are some other numbers that may be useful to include on your list, like locksmiths, taxi companies, or tow trucks. Having all the numbers you might need readily available is important so you're not wasting valuable time searching for them. What those additional numbers might be are up to you. After all, you know your business better than anybody.

## BEING INSURED IS IMPORTANT, TOO

Being prepared for an emergency is important, but so is having an insurance policy you can rely on. The right business insurance policy can be the difference between a smooth recovery period and a rough one. To learn more about our business insurance offerings, visit our business insurance page today!

# WHAT IS A SAFETY PROGRAM ANYHOW?



Debra Haldane and  
Leigh-Ann Stewart,  
Simply Safe

**Safety  
Corner**  
by **Simply Safe**

**THE ALL-TOO-FAMILIAR** line of questioning, “What is a health and safety program and why is it important to me as a business owner?” If you’re already getting indigestion, skip to Step 3.

## WHAT IS A HEALTH & SAFETY PROGRAM ANYHOW?

**It’s your playbook.** It’s a set of activities aimed at preventing workplace injuries, illnesses, and deaths, as well as the related suffering and financial stress caused to workers, their families, and the business.

A well-integrated program ensures your business operates within the applicable health and safety laws and gives you a means of ‘showing’ that you’re fulfilling your responsibility to “take all reasonable care” to prevent injuries and events.

A meaningful and compliant program guides businesses in proactive methods of managing workplace safety versus the more traditional reactive approach, like after a worker is injured or ill, a new regulation is released, or an outside inspection identifies something in need of fixing. Instead, the safety program highlights and provides guidance on the activities known to be most effective in reducing workplace risk, and consequently, injuries.

Standard health & safety program activities include:

- Developing & embodying a sound policy that defines how your business ensures the H&S of its people;
- Conducting routine workplace inspections & equipment maintenance;
- Investigating incidents & near misses to prevent a recurrence,
- Provision of instructions in safe work procedures & practices,
- H&S management & committee meetings with open communication;
- The tracking & trending of OHS records and related statistics; and
- Providing adequate supervision and monitoring.

A well-functioning program may include sub-programs that target the risks specific to your business or industry. For example, specific programs on lockout, tire inflation & restraint, fall

protection, or confined space entry. It defines, what you will do, how you will do it, who is responsible, and explains the consequences of non-compliance.

**THANKS FOR THE WORDY EXPLANATION. JUST TELL ME WHY IT’S IMPORTANT TO ME AS A BUSINESS OWNER.**

- It is both your ethical and legal responsibility as a business owner.** Ensure your programs are effective in making work safer. It’s the right thing to do for your people. Well-integrated programs are good for business; improving clarity, mitigating damage, injury, & illness costs, and reducing turnover and absenteeism.
- It’s legally required.** Every workplace needs some type of ‘plan’ or program focused on injury and illness prevention or risk penalty. Penalties range from warnings to non-compliance orders, to fines, to prosecution, and in the most egregious examples – jail time.

Safety Programs do not have to be complex or wordy – in fact, just the opposite – they simply need to reflect & address the risks present in the work you do, in a way that makes sense to the people involved in the work.

## I’M OVERWHELMED AND CONFUSED. WHERE DO I EVEN START?

**Start small...but just start.** There is no shame here.

The success of a health & safety program to meet its goal of injury & illness prevention hinges on the goals, attitudes, and actions of the leaders, that together, create a culture that either supports the safety program... or does not.





- a) **Establish safety and health as a core value of your business.** Tell your people that ensuring they finish the day and return home safely is simply the way you do business.
- b) **Assure and reassure your people** that you will work with them to find and fix any hazards that could injure them or make them sick. Back this up with action.
- c) **Lead by example.** Embody the safe behaviours you expect from your people and make safety part of your regular conversations with them. In making business decisions, consider any related health and safety impacts to your people. Work with them to find solutions.
- d) **Keep track of or “document”** any actions you take in the interest of protecting worker health and safety.

A basic program, supported by the business; with simple goals, where performance is monitored, and outcomes evaluated, helps steer your workplace along the path to improved safety and

health. Industry-focused associations & designated health and safety professionals offer excellent resources and guidance in the strategy, development, and implementation of effective and meaningful programs; you really don't have to go it alone. Start small...but just start.

### SAFETY PROGRAM RESOURCES BY PROVINCE:

BC - [worksafebc.com](https://www.worksafebc.com)

AB - <https://www.alberta.ca/health-safety-program.aspx>

SK - <https://www.saskatchewan.ca/business/safety-in-the-workplace>

MB - <https://www.gov.mb.ca/labour/safety/index.html>

### WORKS CITED / SOURCES:

<https://www.worksafebc.com/en/health-safety/create-manage/health-safety-programs>

<https://www.osha.gov/safety-management/ten-easy-things>

*Simply Safe provides the tire industry with simple and effective safety solutions and support. Have a health & safety question? Connect with them at [simplysafeconsulting.ca](https://www.simplysafeconsulting.ca) or at [info@simplysafeconsulting.ca](mailto:info@simplysafeconsulting.ca).*

## FASTEST CORVETTE EVER IS ALL-WHEEL-DRIVE GAS-ELECTRIC HYBRID

– TOM KRISHER, ASSOCIATED PRESS

**DETROIT (AP) – THE FASTEST CORVETTE** ever made comes out later this year, and it's not powered solely by a howling V8.

The E-Ray is a gas electric hybrid, the first all-wheel-drive version of Chevrolet's storied sports car with the front wheels running on an electric motor the traditional 6.2-liter V8 powering the back.

Aimed at affluent buyers who want new technology in the top-line Chevrolet sports car, the \$104,000 E-Ray jerks your head back as it goes from zero to 60 mph (97 kilometers per hour) in 2.5 seconds. General Motors says it can cover a quarter mile in 10.5 seconds.

Although those figures are slightly faster than its race track-ready brothers, the Z06 and Z07, it's civil enough for the daily commute even though its rear tires are almost wide enough to compete in the Indianapolis 500.

Tadge Juechter, the Corvette's executive chief engineer, said people would ask for the best version of the car, only to wind up a "track monster" that they're trying to drive every day. "For the same money you can get all-wheel-drive, and comfort, security, and the livability that comes with a car like this," he said. "We've really divided the family into pure track and to everyday utility."

The E-Ray, which is being unveiled exactly 70 years after the first Corvette was introduced in New York back in 1953, is a step toward an all-electric version of the car that will come out at unspecified date.

Unlike most hybrids, it's not really made for efficiency, although will get a little better city mileage than a standard Stingray at 16 mpg. But because of higher mass and air drag, it will do worse than the standard Corvette's 24 mpg on the highway. The electric motor adds 160 horsepower to the 495 generated by the V8, for a total of 655. Both systems come on at once for maximum acceleration.







# NEXEN TIRE

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P-METRIC (80,000 Km)  
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First 3/32" or 2 Years



**Roadside  
Assistance**

36 months



### ROADIAN AT PRO RA8



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COVERAGE  
WARRANTY**

NEXEN TIRE



**Roadside  
Assistance**

36 months

### ROADIAN MTX



**Tread Wear  
Mileage Warranty**

40,000 Km



**TOTAL  
COVERAGE  
WARRANTY**

NEXEN TIRE



**Limited Road  
Hazard Warranty**

First 3/32" or 2 Years



**Roadside  
Assistance**

36 months

### N FERA SU1



**Tread Wear  
Mileage Warranty**

P-METRIC (115,000 Km)  
LT-METRIC (80,000 Km)



**TOTAL  
COVERAGE  
WARRANTY**

NEXEN TIRE



**Limited Road  
Hazard Warranty**

First 3/32" or 2 Years



**Roadside  
Assistance**

36 months



### ROADIAN HTX2

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## TIA TIRE CLINIC

### YOUR QUESTIONS ANSWERED!



**Q: WE'VE HAD SOME TUBE PATCHES FAIL ON AGRICULTURAL TIRES USING THE NORMAL STEPS OF REPAIR. WHAT ARE WE DOING WRONG?**

A: If the tube has ballast fluid like calcium chloride, the use of a pre-buff cleaner might have to be used two or three times with a clean area of the towel or rag each time. These fluids put a stubborn film on the rubber that contaminates the wire brush or carbide rasp, which will reduce adhesion.

**Q: CAN WE USE BRAKE CLEANER TO CLEAN THE FACE OF THE HUB OR DRUM BEFORE WE INSTALL DISC WHEELS?**

A: Yes. Brake cleaner can be used to clean the mating surface of the hub, drum or wheel. However, when using it to clean an aluminum wheel, it should not be sprayed directly on the wheel. Spray the cleaner into a rag and then use it to clean the wheel. Spraying it directly on the wheel can have a negative effect on the finish.

**Q: HOW OFTEN SHOULD A TORQUE WRENCH BE CALIBRATED?**

A: Manufacturers generally use a certain number of cycles to recommend when the wrench should be calibrated, so a torque wrench that is used a lot may need to be calibrated more than once a year. Some wheel installers calibrate torque wrenches annually so there is a system of accountability to ensure all of them have been calibrated within the past 12-18 months.

**Q: WE HAVE A LOT OF CUSTOMERS WHO WANT TO PURCHASE ONLY ONE NEW TIRE IF A TIRE BLOWS OUT ON A DUAL. SHOULD IT BE INSTALLED ON THE INSIDE OR OUTSIDE POSITION?**

A: First, they need to know that the maximum allowable difference in diameter is 1/4-inch, or about 4/32nds inch tread depth. Any difference in diameter outside 1/4-inch will probably result in an overloaded larger tire and an irregularly worn smaller tire. By installing the taller tire on the outside position, the crown of the road will offset the difference to some degree, but the overloaded conditions and irregular treadwear are still going to be the end results.

**Q: WHY SHOULDN'T WE USE ANTI-SEIZE COMPOUND TO KEEP THE INNERS AND OUTERS ON BUDD WHEELS FROM FREEZING TOGETHER?**

A: Stud-pilot wheels have a dry torque of 475 ft.-lbs., which means no lubrication of any type should be applied. When lubricants are applied with dry torque values, the bolt tension increases because there is less friction between the threads. To put it simply, the nut turns farther without friction. While Alcoa does not specify the type of lubricant for stud-piloted fasteners, they recommend reducing the torque to 375 ft.-lbs. to account for the loss of friction. The best practice is to install all stud-piloted wheel fasteners with dry threads to avoid over torque and damage to the bolt holes and wheel studs.

## NOTICE OF ANNUAL GENERAL MEETING

**NOTICE IS HEREBY GIVEN: THE ANNUAL GENERAL MEETING FOR WESTERN CANADA TIRE DEALERS WILL BE HELD ON FRIDAY, APRIL 21ST, 2023 AT 3 PM, AT DELTA HOTELS BY MARRIOTT GRAND OKANAGAN RESORT, 1310 WATER ST., KELOWNA, 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.

Voting members may make submissions, but these must be in writing and forwarded to the association office, to be received by **Friday, March 24th, 2023** in order to be placed on the agenda. Printed agendas will be available at the meeting.



The WCTD Board of Directors request your attendance, participation and input to help them direct the business of the association. For more information please contact Ray Geleta, WCTD Executive Director, at [rayg@wctd.ca](mailto:rayg@wctd.ca)



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MICRO SITES, AND ONLINE TIRE PRICING  
TO HELP INCREASE AND GROW YOUR  
TIRE SALES.**

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Your customers will be at ease knowing that when they hit the road, they can rely on every Signature Tire across Canada with the Tire Care warranty program.

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### **AB (Southern)**

Ashley Robinson  
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### **BC**

Tasha Thorburn  
250-859-2661

### **SK & MB**

Dan Johnson  
587-337-6848



# OCEAN LEGACY COLLECTS 2,409 TIRES FROM REMOTE BC ISLAND

**THIS SIGNIFICANT SCRAP TIRE** cleanup was part of the Clean Coast, Clean Waters Initiative and in partnership with Let's Talk Trash, Tire Stewardship BC, and Liberty Tire

Ocean Legacy Foundation, a Canadian non-profit organization that develops and implements worldwide plastic pollution response programs with the goal to end ocean plastic pollution, announced that on October 29-30, 2022, and in partnership with the Let's Talk Trash team, Tire Stewardship BC, and Liberty Tire, 2,409 scrap vehicle tires were collected from a remote islet located off the east coast of Nelson Island, British Columbia.

The cleanup effort was a part of the Clean Coast, Clean Waters initiative that supports marine shoreline cleanup and derelict vessel removal in coastal communities within British Columbia. Funding for the Clean Coast, Clean Waters initiative is provided by the BC Ministry of Environment and Climate Change Strategy.



Before the tire cleanup

"The mysterious origin of this tire dump site dates back to the 1990s. For over 20 years these tires have been abandoned and seemingly outside of any jurisdiction to clean up," said Abby McLennan, Co-Founder, Let's Talk Trash.

"It was wonderful to work with Let's Talk Trash, Tire Stewardship BC, and Liberty Tire in this cleanup effort to ensure that these old and abandoned tires didn't end up in our ocean or landfills. Additionally, with the pollution gone from the island's surface, new life can now grow in its place," said Chloé Dubois, Co-Founder, Ocean Legacy Foundation.

The 2,409 tires were all moved by hand due to the complexities of the islet's rocky and sloping outcroppings, with no beach or easy landing area. Over the course of two days, a 33-person team of Ocean Legacy Foundation and Let's Talk Trash staff and volunteers moved all the tires off the island and onto a barge that was taken



The barge, loaded up and ready to be taken to the tire recycling depot

to Powell River. In Powell River, the scrap tires were loaded by hand into eight 30-yard bins from Augusta Recyclers and one 28' trailer supplied by Liberty Tire. From there they were transported to Liberty Tire's recycling facility in Delta.

"Tire Stewardship BC is proud to be a part of such an important cleanup expedition. The scrap tires that were collected can be recycled and reused for many purposes including rubberized horse mats, running tracks, waterparks, walkways and gathering areas, as well as playgrounds," said Rosemary Sutton, Executive Director, Tire Stewardship BC. "Every year in BC the equivalent of more than five million scrap vehicle tires are recycled into new, durable, and environmentally friendly products, with 100 per cent all scrap tires collected repurposed within British Columbia."

"Thank you to the BC Ministry of Environment and Climate Change Strategy, and the Clean Coast, Clean Waters Initiative for helping to fund this scrap tire cleanup," said Dubois.



After the cleanup

# TOYO ROLLS OUT CELSIUS II ALL-WEATHER TOURING TIRE

– TIRE BUSINESS

**TOYO TIRE U.S.A.** Corp. is rolling out the second generation of its Celsius all-weather tire, the Celsius II, eight years after launching the year-round all-weather touring tire concept.

With a focus on year-round performance, the Celsius II carries the tire industry's Three-Peak Mountain Snowflake symbol, signifying it's qualified for severe snow conditions.

This tire will replace the existing Celsius and Celsius CUV models. Designed for varying road conditions, the Celsius II offers improved ice and snow traction over a typical all-season tire for the convenience of year-round use, Toyo said. The tire comes with a 60,000-mile limited treadwear warranty and a 45-day/500-mile trial offer.

The directional Celsius II features two tread pattern designs, differentiated outside versus inside of the tire. The outer tread carries all-season attributes for wet and dry performance, maintaining traction from the balance of sipe density and interlocking multi-wave sipes.

The inside tread features more winter-focused characteristics for ice and snow traction with high sipe density and zigzag shaped tread blocks. Toyo did not provide details as to the Celsius II's performance versus the original Celsius.

A specialized silica compound provides grip for improved wet braking and handling while maintaining flexibility in cold climates,



Toyo said. Additional features include snow claws that dig into the snow to improve traction and a slush groove to evacuate slush and snow.

"We paid close attention to the feedback we received regarding the Celsius and Celsius CUV and made improvements in key areas of performance," said Cameron Parsons, Toyo's product engineer and field analyst, competition and specialty tires. "Thanks to our extensive research, development and testing, the Celsius II will deliver better year-round performance and driver confidence than ever before."

The tire is a single-stocking solution for passenger cars and CUVs with 76 Euro-metric sizes covering 15- to 22-inch rim diameters, and S, T, H, V and W speed ratings.

The line-up includes sizes for sedans and CUVs from makes including Chevrolet, Ford, Honda, Nissan, Subaru and Toyota. The most popular sizes will be available in February with additional sizes/fitments to follow in subsequent months.

## NATURAL RUBBER PRODUCTION IMPACTED BY 'SEVERE' LEAF DISEASE OUTBREAK

– EUROPEAN RUBBER JOURNAL REPORT

**THE SUPPLY OF** natural rubber (NR) is expected to remain tight in the months to come, due in part to "circular leaf spot disease," which has plagued plantations in northern Indonesia and southern Malaysia, according to NR Sector sources.

The issue was the focus of a mid-December visit by the International Rubber Research and Development Board to north Sumatra, Indonesia, and Pahang, Malaysia.

The assessment team found that several plantations in the areas were "severely affected" by the disease, according to the Association of Natural Rubber Producing Countries (ANRPC).

The disease, the ANRPC said in its December 2022 monthly report, has been aggravated by more rains during the peak production period.

According to the rubber growers' association, the leaf disease can lead to an estimated 30% productivity loss at the plantations.

In addition, the association said, supply will also be tight as the region enters into wintering season, when tapping activities will be reduced significantly.

On the other hand, the ANRPC noted that worries over the global economic outlook, allied to a "bearish outlook" for Brent crude, would likely impact a recent price rally in NR prices.

NR prices have started 2023 on a strong note, due in part to a positive economic outlook in China and cyclical demand from top buyers ahead of the Chinese New Year.



# PANGLE TAKES OVER AS TIRE INDUSTRY ASSOCIATION PRESIDENT

– DAVID MANLEY, TIRE BUSINESS

**JIM PANGLE, SENIOR** vice president of operations at Fountain Tire, brings more than 50 years of experience to his new role as president of the Tire Industry Association (TIA).

In the next year, he hopes to guide a "cohesive" board to stay true to the TIA mission of supporting its members through updated training, networking opportunities and by lobbying on behalf of tire dealers in Washington, D.C.

"The tire industry is evolving at a faster pace than ever," Pangle said. "So, it's becoming increasingly difficult, I believe, for tire dealers to stay on top of these changes. Technology, tools, practices change, and our training needs to adapt as well."

Training and electric vehicles (EV) are key issues facing tire dealers, and Pangle said finding workers remains a big issue for the industry, as well.

"That's something we all have to take very seriously and address head on," Pangle said. "How are we going to get, develop and retain these people?"

But as technology evolves, there's an opportunity for young people to enter the tire industry and find a career. A lot of the young people coming out of school are very techie, and working on the vehicles is going to be more of a 'diagnostic tech' position than the fellow that used two wrenches and a hammer," Pangle said.

**"The tire industry is evolving at a faster pace than ever. So, it's becoming increasingly difficult, I believe, for tire dealers to stay on top of these changes. Technology, tools, practices change, and our training needs to adapt as well."**

– Jim Pangle, President, TIA

"These young people, once they get to see what the tire industry is like and what it has to offer, they realize it could be a possible career for them. And there's lots of career paths in the tire industry."

Pangle saw a chance to network with others in the industry as a great benefit when he became a member of the International Tire & Rubber Association, a TIA predecessor organization, in the mid-1990s.

"I was running a fairly large operation that I was a partner in, and I wanted to get involved and learn more from all sides of the business and connect with people that were in the same type of business as I was," Pangle said. "As well as the training that was underway, I thought it was a great opportunity."

The opportunity to grow business is one way TIA hopes to attract the next generation of tire shop owners.

"Look at some of the shops out there that are really growing, some of those are being run by people in their 30s and 40s," Gust said. "We want them to look to TIA as the avenue where they can become more professional and make their businesses better."

Another important aspect of TIA, Pangle said, is that it serves as a watchdog for independent tire dealers and the industry as a whole.

"When you get a smaller dealer to become a member, they quickly realize the benefits," Pangle said. "A lot of times these little shops are out there operating on their own, and they have no idea of the resources that are available to them."

Pangle started in the tire industry in 1970 at a small service shop in Whitecourt, Alberta.



# SANDHU APPOINTED OK TIRE PRESIDENT

**OK TIRE STORES** board of directors has appointed Mr. Tony Sandhu as President & CEO. Their press release stated:

"Tony was initially brought in to diagnose operations relating to Merchandising, Purchasing, Inventory management & Supply chain. Without a doubt, Tony was faced with the task of managing multiple challenges from the onset. Since October 2021 he has worked closely with the merchant and logistics team to implement changes to improve service levels to Dealers. He has also worked to strengthen and renew relationships with our vendor partners.

"With his passion for thorough qualitative and quantitative analysis to guide his decision making and his ability to instill this

same practice in others, we believe this is the approach that is needed to bring value to our shareholders. We would like to be clear this change is the evolution of our current direction, not a restructuring. Tony's analytical approach to business processes, decision making, and assessment of talent are imperative for our company to ensure we achieve our goals in a timely manner."

**"Tony's analytical approach to business processes, decision making, and assessment of talent are imperative for our company to ensure we achieve our goals in a timely manner."**

Mr. Sandhu replaces former president and CEO Jim Bethune.

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*go fearless*



# WAYNE BUDGE RETIRES FROM FEDERATED INSURANCE

**IN JANUARY 2023** Wayne Budge officially retired from Federated Insurance. Budge, who was Manager of Association Partnerships, took leave of Federated after a 40-year career.

During that time he has been a major supporter of WCTD and assisted countless members in delivering the best of advice and working with them to establish their realistic insurance needs.

Writing on Wayne's Kudoboard (which was overflowing with compliments and good wishes), WCTD executive director Ray Geleta echoed many people's sentiments when he said: "Congratulations, Wayne on your retirement. 40 years is a great accomplishment. Of your 40 years at Federated I have known you for well over 25 years. You have been the face of Federated Insurance to the tire industry in western Canada. I am so lucky to have the opportunity to work with you and also get to know you on a personal level. Your presentations to the WCTD board have been both professional and entertaining. We also enjoyed the camaraderie after the meetings

and at the golf tournaments that you worked. You will be missed.

Wishing you and Wendy a happy and long retirement."

Wayne's presentations to the board were legendary for their balance of crucial information within the industry balanced with humour and timely references to current affairs or sports.

Last year, in recognition of Wayne's contribution, WCTD and Federated announced the addition of an extra scholarship to the association's academic awards program, the Federated Insurance Wayne Budge Achievement Award—sponsored by Federated Insurance.

All of us at Western Canada Tire Dealers join Ray in wishing Wayne the very best on his well-earned retirement.



# NEW TIRE RECYCLING FACILITY IN SOUTHERN SASKATCHEWAN

**TIRE STEWARDSHIP OF SASKATCHEWAN (TSS)** has announced that CRM®, a crumb rubber manufacturing company will be investing in a new state of the art scrap tire processing facility in Saskatchewan.

CRM® operates nine plants in North America including plants in Ontario and Alberta and produces crumb rubber to be used in rubber modified asphalt, rubber molded products and as infill in synthetic sports fields. The province will return to having two processors—the existing facility in Saskatoon and the new facility in Moose Jaw.

A request for proposals in 2021 for a second processor in the southern part of the province resulted in the selection of CRM® by TSS. CRM®'s product line was of interest given their established markets for higher-valued end use products which displace other more carbon intensive alternatives thereby reducing the overall environmental impact of TSS's program. Furthermore, because

of the market demand for their products, CRM® is less reliant on incentive fees ensuring that consumers receive better value for the tire recycling fees collected. In addition, the program efficiencies with two processors will result in cost savings which will be utilized to clean up old tire piles around the province.

TSS is responsible for managing scrap tires in the province on behalf of consumers who pay a recycling fee, and tire retailers who collect the fees. TSS has been the program operator since 2018 with a mandate to improve from past practices for recycling tires in the province, which was expensive, with many scrap tires remaining uncollected, or dumped in landfills and abandoned piles. And, historically, most scrap tires collected were processed into low value end use products like Tire Derived Aggregate.

"TSS is committed to run an efficient program on behalf of tire retailers and to encourage practices that lower the industry's impact on the environment," says Colin Fraser, Chair of TSS. "TSS has measured the environmental impact from the different recycling practices and knows the products CRM® produces are both high value and better for the environment."

"We want to move the recycling industry forward in the province with partners who have the same goals as us, and CRM® will be a great compliment to our program" adds Stevyn Arnt, CEO, TSS.

**"We want to move the recycling industry forward in the province with partners who have the same goals as us, and CRM® will be a great compliment to our program"**

– Stevyn Arnt, CEO, TSS



## **WE'RE COMMITTED TO WCTD**

Work with a dedicated agent and risk management team that understands tire dealers and are committed to helping you protect your business.

[Learn more at federated.ca](https://federated.ca)





## **WCTD Charity Golf Tournament**

**Date:** Sunday June 25, 2023

**Registration:** 9:00am start Time / Check in time 8:00am

**Place:** Stony Plain Golf Course, 18 Fairway Drive, Stony Plain, AB

**Format:** 4 Golfer Best Ball

### **2023 Sponsorship Packages**

#### **Platinum Sponsorship \$1,500.00 - includes**

- Exclusive Hole Sponsorship – WCTD provides the sign for the hole
- 4 golf registrations - 4 sponsored golf carts – prize sponsorship
- Hole Contest prize & hole contest sponsorship (Closest to the pin, Longest drive)
- Platinum Recognition in event program, during dinner and in The Tracker magazine

#### **Gold Sponsorship – \$1,000.00 - includes**

- Exclusive Hole Sponsorship – WCTD provides the signs for the hole.
- 4 Sponsored Golf Carts – prize sponsorship
- Hole Contest Prize & hole contest sponsorship (Closest to the pin, Longest drive)
- Gold recognition in event program, during dinner and in The Tracker magazine

#### **Silver Sponsorship – \$700.00 - includes**

- Hole sponsorship – we provide the signs for the hole.
- Draw Prize sponsorship.
- Silver recognition in event program, during dinner and in The Tracker magazine

#### **Bronze Sponsorship – \$500.00 - includes**

- Hole Sponsorship – shared with other bronze sponsorships - WCTD supplies the signs
- Draw Prize Sponsorship
- Bronze recognition in event program, during dinner, and in the Tracker magazine

#### **Cart Sponsorship – \$50.00 + GST - includes**

- Minimum 6 carts per sponsor -Brand display on each sponsored cart
- Recognition in event program, during dinner, and in The Tracker magazine

#### **Silent Auction Donations & Raffle Prize Items**

Household items / Tools / Sports & Leisure / Sporting tickets & memorabilia, etc.

*Western Canada Tire Dealers thanks you for your continuing support*



## WCTD Charity Golf Tournament

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**Place:** Stony Plain Golf Course, 18 Fairway Drive, Stony Plain, AB

**Format:** 4 Golfer Best Ball

### 2023 Sponsorship & Registration

Please remit confirmation, registration, and payment to  
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Contact Number \_\_\_\_\_

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#### Sponsorship Options

Platinum Sponsorship \$1,500.00

Golfer 1 \_\_\_\_\_

Golfer 2 \_\_\_\_\_

Golfer 3 \_\_\_\_\_

Golfer 4 \_\_\_\_\_

Gold Sponsorship (\$1,000) \_\_\_\_\_

Silver Sponsorship (\$700) \_\_\_\_\_

Bronze Sponsorship (\$500) \_\_\_\_\_

Auction Item Donation \_\_\_\_\_

#### Payment Options

Cheque – Please make payable to Western Canada Tire Dealers

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## WCTD Charity Golf Tournament Registration

**Date:** Sunday June 25, 2023

**Registration:** 9:00am Start time / Check in time 8:00am

**Place:** Stony Plain Golf Course, 18 Fairway Drive, Stony Plain, AB

**Format:** 4 Golfer Best Ball

**Cost:** Golf & Dinner: \$140.00 per Person

Dinner Only \$35.00 per Person

**Fees Include:** Green Fees for 18 holes / Power Cart / Steak Dinner / Prizes

**Eligibility:** Open to all Tire Dealers, their staff, families, customers and Industry Suppliers.

**Entry Deadline:** Friday June 2<sup>nd</sup>, 2023

**Company Name:** \_\_\_\_\_ **Phone #** \_\_\_\_\_

Golf as a Team (Y) or (N)

1) **Name of Entrant:** \_\_\_\_\_ **Phone #** \_\_\_\_\_

2) **Name of Entrant:** \_\_\_\_\_ **Phone #** \_\_\_\_\_

3) **Name of Entrant:** \_\_\_\_\_ **Phone #** \_\_\_\_\_

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# HIRING TECHS? TAKES A LOT MORE THAN A JOB POSTING

– KATHY MCCARRON, TIRE BUSINESS

**ESTABLISHING A POSITIVE** workplace culture is key to attracting and retaining vehicle repair technicians during a time when good technicians are hard to come by.

The vehicle repair technician shortage has been an industry concern for years. It's not a situation that happened overnight but rather over decades.

"We slowly started losing people in the trades. We slowly saw these (technician) programs go away and high school programs go away and nobody really did much about it," said Jay Goninen, co-founder and president of Wrenchway, which works with technicians, shops, and schools by highlighting top shops to work at, educating shops on how to become better employers, and helping schools attract the next generation of technicians.

## CHRIS O'BRIEN, COO OF FULLBAY

Some of the reasons for the shortage include societal stigma, poor compensation and working conditions, and lack of professional development, according to Chris O'Brien, COO of Fullbay, a heavy-duty repair shop software firm, who hosted a webinar with Goninen on the subject Sept. 13.

Goninen said the industry needs to work together to solve the shortage problem.

"One of the biggest issues we face is maybe not being realistic about where we stand as an industry. I think there have been times where the job hasn't been what we've sold the job to be," he said.

According to the ASE Education Foundation, 42% of techs leave the field after two years.

## JAY GONINEN, CO-FOUNDER AND PRESIDENT OF WRENCHWAY

"Not only are we having trouble keeping techs in the industry, but also the experienced techs, whose bodies are starting to wear down. What we're seeing is when we do get them in the door, they go through their training, they go through maybe a tech school and they come in and work in our shops. And they leave. And it's because we don't have good mentorship programs. We don't have good onboarding programs," he said.

**"We slowly started losing people in the trades. We slowly saw these (technician) programs go away and high school programs go away and nobody really did much about it."**

– Jay Goninen, co-founder and president of Wrenchway

## POSITIVE WORKPLACE

The key is establishing a positive workplace culture, he said, and that entails good leadership and treating employees as humans.

"At the end of the day, if all you do is go out and scream at your entire crew every single day, they're just going to leave. There are so many opportunities out there right now that they can go to other places that aren't going to treat them like that," Goninen said.

O'Brien said the younger generation relies on encouragement and positive feedback. Acknowledging an employee's good work and saying "thank you," even when they are fulfilling their job requirements, goes a long way to building a better work culture.

"If you can be constantly on the lookout for ways to improve their life, I think not only your recruiting is going to be better, your retention is going to be better because you're going to make the lives of the people in your shop already significantly better," Goninen said.



## POST AND PRAY

Most shops use the strategy of "post and pray" to recruit new technicians, Goninen said.

"It's not the way you should do it to be successful. It's a piece of it, but when it's your entire strategy, I think you're setting yourself up for failure."

Both men encouraged shops to not rely on one approach for recruiting but to use a variety of formats: post on job boards, actively post on social media, ask for referrals and develop a pipeline with local high schools and tech colleges.

Shops should market themselves and publicize why the shop is a great place to work and what sets them apart from other employers.

"I think one of the major issues we've got is being able to take a step back and look at how we compare to other industries, other shops and really, truly being able to see what it is that we are. Why are we unique as a shop? What's different about us?" Goninen suggested.

Determining what is unique and different about a shop, compared with another shop down the road, involves more than offering free uniforms or being a family-based business. Those are things found in many a job ad, he said.

"It's growing a pipeline of people who know who you are and think that you are a pretty cool place to work. That's how you're going to change the perception of who you are," Goninen said.

Unfortunately the only social media content many shops post online is "We're hiring."

"It becomes redundant. Of course, you're hiring. So is every other shop in the nation," Goninen said.

He suggested the rule of 10-to-1 for social media posts: Make 10 different types of posts for every one hiring post. Social media posts should market the shop's brand to technicians and build an audience.

O'Brien and Goninen encouraged businesses to post social media videos to promote the workplace and the profession, noting that video content on social media gets 1,200% more shares than text and image content.

About 75% of job candidates are passive job seekers, they said, which means those technicians are currently employed and not actively looking for a new job, but are open to a good career opportunity. They're not looking for a new job but they're available.

Those are the candidates a shop wants to market to, Goninen said. They're not going to be browsing job boards, "but they would be willing to listen should something come across to them."

**About 75% of job candidates are passive job seekers, they said, which means those technicians are currently employed and not actively looking for a new job, but are open to a good career opportunity. They're not looking for a new job but they're available.**

## SCHOOL CONNECTIONS

Goninen said one of the biggest frustrations of tech schools is not hearing from local repair shops until graduation, and then every shop in their community calls for the school's best students. And usually the best students already have a job waiting for them, he said.

"Rather than going in and doing what everyone else is doing, get truly involved with that school," he said. "Build relationships so you actually know the people that are in those schools, both at the high school and post-secondary level, because that's going to help you become a favorite of that school."

The tech schools and high school programs are capital-intensive programs and if they are struggling, there is the risk such programs could be shut down, he said.

"Be there for them," he said, adding, "We as an industry need to get better at building these programs and helping these schools out. Otherwise, we're at risk of losing them altogether."

He added that when someone is involved in the industry at a young age, there is a higher chance they will stay in the industry. Shops can build a pipeline of new techs by: working with local schools and talking with teachers; opening up the shop for classes, tours and other events; talking with tech schools about requirements for students; and working with other shops to build a program.

## RETENTION TIPS

Retaining technicians involves creating a positive work culture, developing communication, setting goals and offering positive reinforcement, Goninen and O'Brien said.

O'Brien encouraged employers to listen to what their employees want and consider adopting and modifying the work culture and conditions. Offering incentives encourages employees to overachieve.

Having conversations about employee goals and aspirations shows the employee the shop cares about them as a person.

"Don't underestimate the pathway to advancement and growth," Goninen said, adding "Understand what the goals and aspirations of the people on your team are and help them get there. Lay out a plan."

He also encouraged owners and managers to get to know their employees and how to communicate with them, because not everyone is the same. They have families and they have different interests, so get to know them on a personal level so as to communicate with them in the most effective way.







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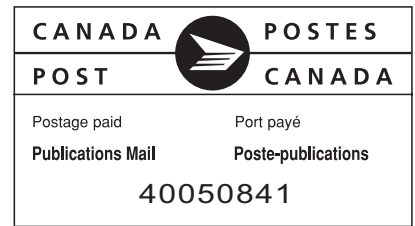
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