



# TIRES & TREADING



TIRE DEALERS ASSOCIATION

## California Tire Dealers Association



**FOR SERVING  
THE ASSOCIATION  
AND OUR MEMBERS**



**GEORGE PEHANICK**  
PRESIDENT  
EAST BAY TIRE CO



**CHRIS BARRY**  
VICE-PRESIDENT  
ITDG



**DON ZAVATTERO**  
SECTY/TREASURER  
TECH SUPPLY



**CAROL DELLABALMA**  
DIRECTOR  
T.P. TIRE SERVICE, INC



**JAY GOLDBERG**  
DIRECTOR  
JEWEL TIRE CO



**JOE FENDEIS**  
DIRECTOR  
WHEEL CONSULTANTS



**BILLY EORDEKIAN**  
DIRECTOR  
1-800EveryRim.com



**DAVE COFFMAN**  
DIRECTOR  
LARRY'S TIRE  
MART



**ROBERT HUEBERT**  
DIRECTOR  
LEE'S SERVICE, INC

**PICTURES NOT AVAILABLE:** BILL FUQUA DIRECTOR, TURBO WHOLESALE TIRE  
BILL SHORT DIRECTOR, LENINGER & SHORT



**MTS 1/2" Lightweight  
Impact Wrench**

#53281



**MTS 1/2"  
Impact Wrench**

#53371

**MTS 1" Lightweight  
Impact Wrench**

#53256



**MTS  
Socket Sets**



Ask us about our **MTS Xpress**  
inventory management systems.

- Reduce Inventory
- Track Usage
- Automate Ordering



**MTS Heavy Duty  
Low Speed  
Buffer**



#31679

**California Tire Dealers Association**  
 (A non-profit mutual benefit corporation)  
 Executive Director: Ed King  
 PO Box 68454  
 Oro Valley, AZ 85737-8454  
 Phone: (650) 357-0600  
 E-mail: edking@CaTireDealers.com  
 Web Site: www.CaTireDealers.com

**Association Officers:**

George Pehanick (707) 437 4700  
 East Bay Tire Co.  
 PRESIDENT  
 Chris Barry (310) 251 9527  
 ITDG  
 VICE PRESIDENT  
 Don Zavattero  
 Tech Supply (510) 783 7085  
 SECRETARY/TREASURER

**Directors**

Doug Andersen (510) 534 0575  
 George Oren Tire Specialist  
 Paul Arellano (562) 802 2752  
 Lakin Tire  
 Dave Coffman (209) 522 9081  
 Larry's Tire Mart  
 Carol Dellabalma (707) 822 5191  
 T.P. Tire Service  
 Billy Eordekian (562) 692 0109  
 1-800EveryRim.com  
 Joe Findeis (310) 357 7293  
 Wheel Consultants, Inc.  
 Bill Fuqua (626) 856 1400  
 Turbo Wholesale Tire  
 Jay Goldberg (310) 614 1976  
 Jewel Tire  
 Hub Gurnari (408) 971 3900  
 South Valley Wholesale  
 Joe Hanlon (510) 247 0971  
 Mission Tire Service  
 Richard Howard (510) 580 1441  
 Bruce's Tire  
 Robert Huebert (559) 638 3535  
 Lee's Service  
 Ed King (520) 219 3643  
 Honorary Member  
 John Sanford (650) 355 1154  
 Sanford Firestone  
 Bill Short (909) 986 2793  
 Leininger & Short  
 Scott Shubin (559) 498 7705  
 Goodguys  
 John A Solon (925) 241 5579  
 Myers Tire Supply

**EXECUTIVE DIRECTOR'S CORNER**  
**ED KING**

S

**OME SIDE NOTES**

I find Paul Arellano's article is both interesting and informative. He talks about "numbers." This brings back memories. I started in the Life Insurance business. At the time, the creed was: make 10 phone calls, you get three interviews and make one sale. Surprisingly enough, it did work out to that ratio.

Everyone had their own way to track thee numbers. There was a very successful Life Insurance salesman during this time. His nick name was "the bean salesman." Every morning before leaving the house, he would put 10 beans in his right hand suit coat pocket. Every time he asked someone for an appointment or to buy Life Insurance, he would transfer a bean from his right coat pocket to his left coat pocket. His day never ended until he had 10 beans in his left coat pocket.



I want to take this opportunity to personally thank the Officers and Directors pictured on the front cover. The Officers are finishing a one year term and the Directors are finishing a two year term. They have put in time to handle the business matters of your Association.

If you think you would like to serve as an Officer or Director, or have someone in mind you would like to nominate, contact me at my CTDA email: edking@CaTireDealers.com. I will follow up to assist you.



This is YOUR magazine. If you have an idea for an article you would like us to run, contact me, as above. Or, if you believe you have an article you would like to write, contact me. I am certain many of you have some interesting and educational knowledge you care share with fellow members.

**Best Deals Anywhere!**

**CLASSIC TIRES**

Goodyear • Bedford  
 General • Universal  
 Pirelli • Wards Riverside  
 Dunlop & more.  
**We ship worldwide!**




**FREE TIRE CATALOG!** 2850 Temple Ave., Long Beach, CA 90806  
 800-952-4333 • 562-595-6721  
 www.lucasclassictires.com



**GEORGE PEHANICK**  
**EAST BAY TIRE CO.**

Why don't we have tariffs on Chinese truck tires? We have tariffs on Chinese passenger, light truck and earth mover tires. I'm not debating whether the tariffs are right or wrong. I'm just asking why the truck tires have avoided the tariffs so far? No doubt the Chinese have captured a significant percentage of the market. Some say as much as 35-40%. The

number is really impossible to track. Why? Simply because not all Chinese imported tires are reported to RMA. Oddly enough the majors Michelin, Bridgestone, Goodyear and Continental have wanted to kid themselves about the impact of the Chinese imports for years. I remember, not too terribly long ago the majors didn't even acknowledge the units they were losing in the Central Valley by the tens of thousands. I call it the majors' arrogance. It's driven much in part by corporate cowardice. But that's another rant for another day. Ag haulers were literally buying them by the container loads, at costs hundreds of dollars less than the majors. Frankly, it made sense.

We take care of some very large Ag fleets. The trailer tires stay on the trailers for seven years. The trailers only run albeit hard for 4-5 months a year, often in and out of tomato and carrot fields. They rot off before they ever wear out. The used tires, roughly half treads, get sold in Mexico. So much for NAFTA. No doubt, while this was going on, General Dunlop and Kelly were losing units. But, nobody sounds the alarm. Now, it is not unusual to see Chinese tires on some independent long haulers. And, you certainly see them on all kinds of urban or regional operators. So-Cal, in particular, is inundated with Chinese imports. Of course, Long Beach Harbor is ground zero for Chinese imports. The Chinese will buy distribution in North America. They already are in Europe. Majors wake up! Pull your collective heads out of the sand and get a plan before it is too late. Or is it already too late?

This will be my last editorial as CTDA President. I want to thank you for the opportunity to serve. But, really, I want to acknowledge and thank my own Carl Rove, Ed King. Ed serves our little Association selflessly and tirelessly. He is a true professional and a gentleman. Most folks don't really know Ed. He is a retired Insurance Broker. He is retired. He has no dawg in the hunt. He is not trying to sell anyone anything. He is doing all he does because he is Ed. He is the man behind all of us Officers and Directors. Ed, thank you. I want to officially and publicly invite you and your better half out to dinner, so we may express our gratitude.. either here in the Napa Valley or up at Tahoe. You are the Man and we are so fortunate to have you supporting us all.

Regards,

George Pehanick

**CTDA 501 (c)(3)**

A Nonprofit Public Benefit Corporation

**YOUR ASSOCIATION PROVIDES ANOTHER BENEFIT**



Member firms are now eligible to provide Scholarship Grant Fund opportunity to owners, employees and dependents. Yes, the CTDA can now provide a great educational benefit. .

You can offer this as a no cost Employee Benefit. If you were not a member, no one would be eligible to apply. Application is not an indicator of scholarship being awarded.

**CALL 650-357-0601 TO GET AN APPLICATION**



## WITNESS ACCURACY BEYOND "OK"

The new Coats® Vero Series™ V200 eliminates the compromises that plague other balancing methods to deliver a performance balance, the first time, every time!

Powered by Direct Drive

ProBalance Technology™

Industrial Grade Touchscreen

Laser Guided Operation®

**MADE IN THE USA!**



**BENICIA 800-888-7654**

**FRESNO 800-559-4897**

**MIRA LOMA 800-201-2882**



**JON CEAZAN**

## Grandfather, Father and Sons Jewel Tire

We have been writing a series on member firms where three or more generations of a family have been in the tire business. For the most part, it involved a father in the tire business, a son who wanted to follow in the business, and then the son's son who wanted to follow in the business. Of course, they were all tire businesses. This is a change.

In the 1920's Julius Ceazan started J N Ceazan Co. It was a retail tire store at first. Then Julius decided he would also sell appliances in addition to tires. So, J N Ceazan was selling tires and appliances. This proved to be successful so Julius then added electronics and changed the operation to full wholesale. He wholesaled tires, appliances and electronics.

Julius' son, Bernard, joined the business in the early 1940's. In 1950, J N Ceazan Co. became a wholesaler for Armstrong floor covering. Bernard had two sons, Jon and Gary. After completing a law degree, Gary joined the company in 1967. Jon, completed College with a teaching degree and decided to teach at a High School. Meanwhile, in the 1970's J N Ceazan Co. dropped the appliance wholesaling and continued with tires, electronics and floor covering. Gary became President.

Jon found that with certain life changes, his income from teaching High School was not sufficient. Jon was not certain about the tire business. However, he decided to join J N Ceazan Co., and started in the floor covering division.

J N Ceazan became the US Distributor for the Riken brand tire. The company grew to include distribution centers in Portland, San Francisco, San Diego, Los Angeles and San Diego. In order to comfortably finance the Riken Tire Distribution, J N Ceazan dropped the Armstrong Floor Covering in mid 1980. We all remember the exceptionally high interest rates at that time. J N Ceazan financed a lot of the floor covering sales. It was advantageous to drop the floor covering to free some money for the Riken Tire Distribution.

At this time, Gary was President, Jon was VP and Bernard was Chairman of the Board. In 1988, Bernard retired. About the same time, Michelin started showing interest in the Riken Tire Brand. It is believed Michelin had such interest because Riken was manufactured in Japan and Michel wanted to get into the Japanese market. In 1988, Okamoto Ind. bought J N Ceazan Co. In 1990, Michelin bought a portion of Okamoto that included the J N Ceazan subsidiary.

Jon had a close friend who owned a tire store and was a good customer of J N Ceazan. His name was Benny Ray and he made his mark in the tire business by selling blems. He was also a harmonica player and writer of Country Western songs. Benny owned a retail store, Jewel Tire and was also a Wholesaler. It was not an unusual sight to see Benny drive up in an old pickup truck, unload the tires you ordered and then sit in the bed of the pickup and sing Western songs.

When the opportunity presented itself, Jon bought Jewel Tire in 1991. He has built it into a successful operation. Jewel tire just recently changed their location to 15010 So. Main, Gardena, CA.

# OUR BRAND IS A PROMISE



When you are looking for quality wheel balance solutions, look no further than Perfect Equipment. Our brand has stood for quality and value for the past 75 years and we aim to continue that success.

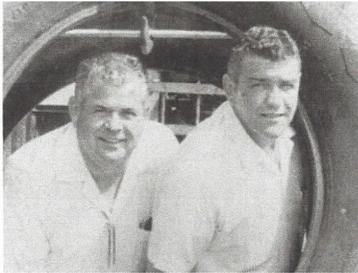
**Make the perfect choice. Choose Perfect Equipment.**  
Learn more at [www.perfectequipment.com](http://www.perfectequipment.com)

Perfect Equipment is a brand of  **WEGMANN**  
automotive  
© contents copyright. All rights reserved.

We are a proud supporter of the  
**California Tire  
Dealers Association**



celebrating success.



THE CLEROU BROTHERS  
LOUIS AND JOE

## ***CLEROU TIRE COMPANY, INC*** ***A FAMILY BUSINESS***

Louis Clerou began Clerou Tire Co., Inc. on 17th and K streets in 1942. After serving in World War II and the Korean War (leaving the Marine Corps as a colonel), Clerou's younger brother, Joseph, became a partner in 1958. This was a union that would have a long-lasting effect on not only the family, but on the Bakersfield community as well.

When you call Clerou Tire, you will speak to a Clerou. Today, what started seven decades ago as a tire shop, is now a full service shop, servicing passenger, truck and farm vehicles. They also do front end alignments, brakes and oil changes. Clerou Tire has been a fixture in Old Town Kern for 49 years. For 70 years, Clerou Tire has supported local schools and charities.



FROM THE LEFT, SANDY, GEORGE, LOUIE AND STEVEN

The company has seen changes throughout many years in Bakersfield, and adaptation has been the key. After the 1952 earthquake, the business had to be moved to 24th and O streets due to damages incurred. In 1963, they moved to the current location of East 21th and Kern streets due to the construction of the crosstown freeway.

In 1972, the company saw another change when Louis passed away, leaving Joseph as the sole proprietor of the shop. Then, a little later in the 70's, Joseph's three sons—Joe Jr, Louis and George—began greasing their elbows in the business. For decades, Joe and his sons ran the show.

Clerou Tire was a very good customer during my 35 years with CTDA. Two interesting bits of information—one, even after Clerou Tire installed computers, Joe would go out at the end of each month and manually count the tire stock. There were months when Joe would discover the manual count proved some tires were missing.

Joe provided me with one of the “best” moments in my years with CTDA. I was reviewing his Insurance Package renewal with him. George and the other counter people were busy. A young man walked in. Joe excused himself to wait on the young man. The young man expressed interest in raised letter white walls. Joe quoted a price which I thought was a lot of money to pay for tires. The young man said he wanted them. Joe then said, “OK. I will sell these to you and you go down to the local drive in restaurant for one hour tonight. After you leave, I will drop by and I guarantee you not one of your friends will know what your tires said.” George had finished with his customer and very smoothly slid in next to Joe and said, “Dad, go finish up with Ed. I can take care of this.”

The year 2003, proved to be a year in which the company experienced yet another shift. Joe, Jr left and moved to Fresno. This was also the year Joseph, Sr died, leaving George and Louis to become partners. It was also in 2003 that George's wife, Sandy, became a bookkeeper for Clerou Tire. Their son, Steven, became involved in 2009, learning the business from his father and uncle.

Clerou Tire prides itself on dedication to their customers and providing good honest service. They are proud of their employee loyalty and the long-term service they have provided the company. Joseph Clerou always said, “united we stand and divided we fall, Take care of your employees and they will take care of you.” These words still direct the way the company is run, keeping a focus on quality of service to patrons.

Clerou Tire has been a long time member and supporter of CTDA. They hosted many Regional Meetings in Bakersfield, which were always well attended.

## IS YOUR STORE LIKE A BAD DATE? NEW TECHNOLOGY CAN HELP

Have you ever experienced this?

A lady opens the door to your shop and walks in. She's a bit apprehensive, and looks around, uncomfortable. Gradually, she makes her way up to the counter. She explains that something seems to be wrong with her tire, but she doesn't know what. Can you take a look?

After scribbling down the mileage and the tread depth, your service writer walks over to the computer and punches in some numbers. The lady waits patiently as the printer clicks out the report. The service writer explains that two new front tires are needed, the tread being dangerously low. When bought together, it's the best deal. Also, because of wear patterns, an alignment is recommended. In fact, there's an alignment special running now!

What does this lady do?

If you can answer that, you might own a tire store.

If you said, "She said she needed to think about it, walked out, and never came back," you might be a frustrated tire store owner.

The truth is, your employee might have given an A+ sales presentation: measurements, computerized printout, point-by-point explanation with recommendations—but completely failed to reach the customer. Why?

Because for many people, walking into a repair shop or tire store or dealership is a lot like a first date—when they've had several bad dates in the past. Like it or not, they're jaded.

As soon as the routine starts up—the quick gibberish overview of problems and measurements that mean nothing to them, topped off by one or more pricey recommendations—they start to feel like prey, purposely being disoriented before the kill.

You could be the perfect gentleman, but to a confused customer, you still look like the last jerk who ripped them off.

How can businesses overcome the I-just-need-to-think-about-it syndrome and assure that apprehensive lady (and her friends, worried retiree and argue-with-you-Joe) that you really *are* trying to serve, not scam? What makes your business a good first date?

Show-and-tell.

According to the Social Science Research Network, 65% of people are visual viewers. Words and numbers mean little to them compared to pictures, especially in an unfamiliar context. In an image-saturated culture, showing instead of telling is both expected and understood by the majority. We speak in pictures and we listen in pictures.

Translate that to tires, and you'll find that the more you can *show* your customer the problem (and show them that a machine found it—not you!), the more they understand and the less they have to take your word for it. Transparency offered. Trust built.

One small way many businesses are trying and succeeding with this strategy is using technology offered by Squarerigger Software, the Opti-Tread Tire Audit System.

Opti-Tread combines some functions of a large alignment checker with the mobility of a handheld manual probe. The unit consists of two pieces: a wireless, handheld quick check probe and a three-inch Bluetooth scanner. Service writers insert the probe's spring loaded needle into the tread three times. Each time, the scanner beeps and flashes as it receives the depth and air pressure readings.

It takes one minute to catch and record a host of commonly missed problems. As one shop found: "The tool changes how my mechanics look at tires. I hire good mechanics, but they have been doing the same thing for years. They can be inconsistent. Each has habits. This changes their habits. It opens their eyes. They see things they had overlooked before. I am really impressed, Since then, we've closed even more business."

Inside, the Opti-Tread computer software picks up the information on the Bluetooth. It generates a Tire Audit Report and the service writer prints it out.

This process may sound like what you always do, but there are small differences that end up making a big difference.

First, unlike the 35-point inspection reports that overwhelm customers and trigger those fight-or-flight feelings, this report is a picture: one page, one part, in color.

The picture is instantly understandable. The service writer, instead of interpreting random numbers that leaves the customer guessing about his honesty, is now more like a peer discussing an obvious situation both understand.

“The Midas Way was to have a guy talk and talk. Opti-Tread shows everything. The customers understand it. It makes everything easier. It has grown our business,” a Midas Store owner said.

The other important piece is that it’s objective. It’s the opinion of a machine, not a man, especially a salesman. The information provided is authenticated by the tool, answering the hesitating customer’s doubts and easily leading to sales.

“It would stop the buyer from thinking we’re lying when we tell them they need a new set of tires,” a prospective customer noted.

Finally, it’s fast.

In one minute, it’s the equivalent of giving your new date candy and flowers on her front porch.

Used as a free, automatic service the store offers, it builds trust before the customer can cave to doubts. And that can lead to more business, both right away if the audit catches something more serious, as it often does, and later when the happy customer returns.

“Now they start off every customer with an Opti-Tread inspection, first thing,” reports the owner of a five-store chain, “They go out and inspect the tires. It’s as fast as I told him. One minute,” he continues, “Then he told me what it did this morning: Opti-Tread showed a problem with the rear axle they would have never known about. The labor was about \$500, the whole job about \$900. The car drove great, and the owner said the customer was happy he came in. Then he told me his other shops want it. This owner is getting one for every service writer in every one of his stores.”

Opti-Tread is like a lot of the latest technology these days—not just faster, but smaller and cheaper. Unlike large, immobile, spendy alignment checking machines, the unit is a fraction of the price, completely mobile, and takes no room to store. There are no maintenance costs, either, as a Meineke store owner discovered: “We ran the numbers. We have Opti-Tread in one shop. An expensive alignment check system in another. Opti-Tread generated almost as much business as the alignment check machine, but at a tenth of the cost. And, Opti-Tread has no ongoing maintenance costs. Opti-Tread proved to be much more beneficial to us.”

Being new technology, some owners are seeing it as an opportunity to set their business apart from others before it becomes the standard.

“My business is on the main drag. Wal-Mart is just up the way. Firestone just around the corner. Goodyear and three other shops are within three miles. My business looked like just one more tire shop, but we did not have the national name brand on our sign,” explains a Louisiana store owner. “I felt we needed a more professional image. I wanted something that would set us apart. I choose Opti-Tread...Nobody has anything like it here or elsewhere on the planet.”

If you’re frustrated by not getting past the wall of customer doubts, give Opti-Tread a try. It is revolutionizing tire sales and repair work the way the internet did dating 20 years ago.

Your customers, *ahem*, dates, will thank you with their sales.

“Hey guys! Just wanted to let you know we have been #1 in tire sales in our auto dealership division of 14 stores for the past three months. Your Opti-Tread system started delivering results the very first day we used it. Thanks for helping us attain the #1 position!” Auto dealership service manager.



# This Wasn't Supposed To Happen

Harassment

Fines

Lawsuit

Theft

Fire

Injury

Retaliation

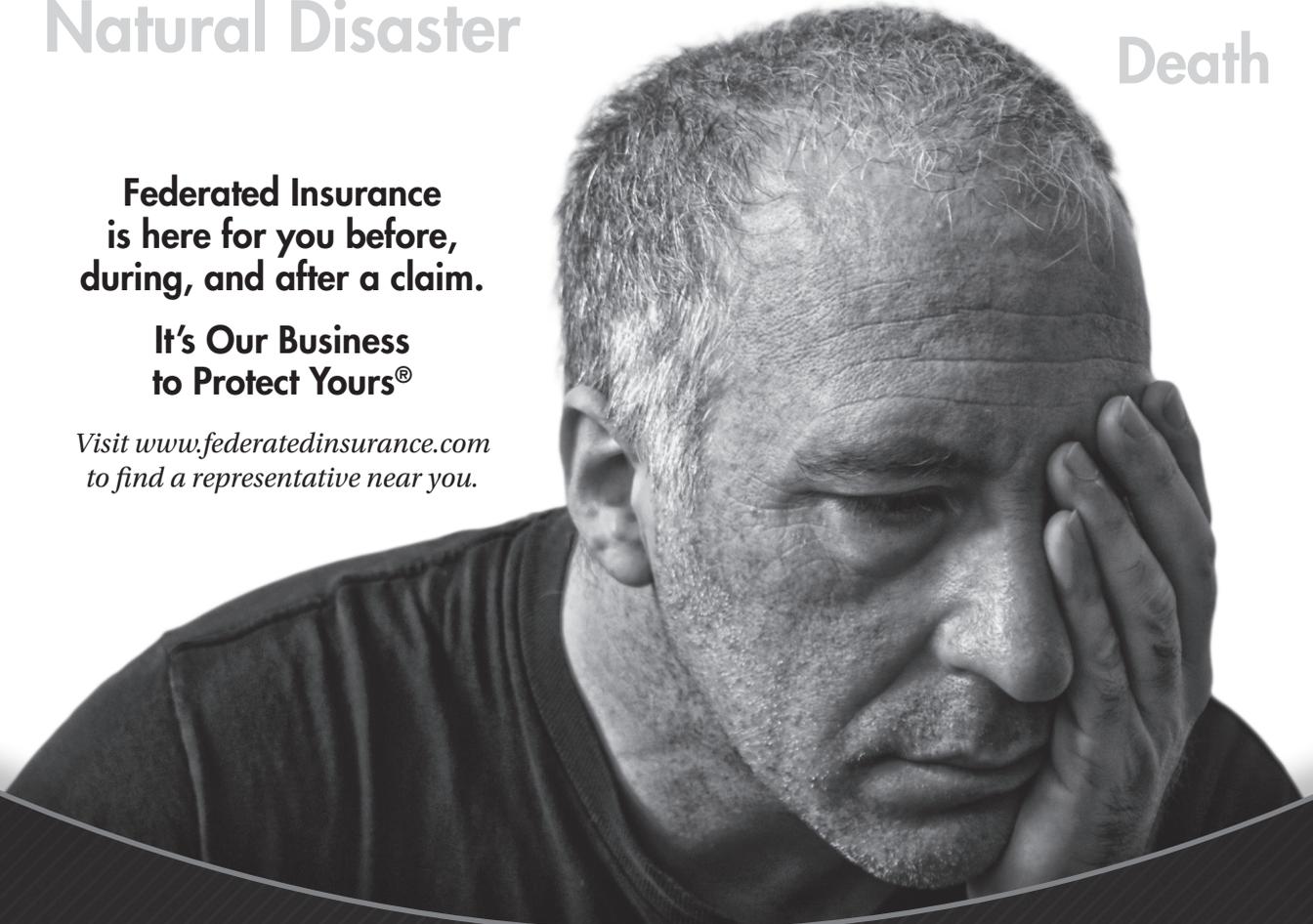
Natural Disaster

Death

**Federated Insurance  
is here for you before,  
during, and after a claim.**

**It's Our Business  
to Protect Yours®**

*Visit [www.federatedinsurance.com](http://www.federatedinsurance.com)  
to find a representative near you.*



It's Our Business to Protect Yours  
**FEDERATED**  
**INSURANCE**®

Federated Mutual Insurance Company • Federated Service Insurance Company\* • Federated Life Insurance Company  
Owatonna, Minnesota 55060 | Phone 507.455.5200 | [www.federatedinsurance.com](http://www.federatedinsurance.com)

\*Not licensed in the states of NH, NJ, and VT. © 2015 Federated Mutual Insurance Company

# Legislative Report

By Terry Leveille  
President of T.L. & Associates



Summer is “funny season” for the California Legislature, although some would say that every season is “funny season.” By now, the 2015/2016 state budget has been signed into law (the State’s fiscal year is July 1, 2015 to June 30, 2016), and all of this year’s bills have been introduced and met the deadline passage out of the “house of origin” (either Assembly or State Senate).

Bills that haven’t made it out of the “house of origin” have either been voted down and not given consideration, or, more likely, have become “2-year bills.”

A 2-year bill is usually one that has hit a roadblock, allowing the author to spend the rest of the year trying to get opposing parties to find compromise language to ensure passage next year. Sometimes there will be a public hearing or workshop to air grievances.

In any case, a 2-year bill will be held in the Committee it was last assigned to and, come January 2016, will be resurrected for hearing, most often with new amendments to modify the opposition.

I am discussing 2-year bills here because CTDA has co-sponsored one and is intently following another under this legislative session.

The one that CTDA has co-sponsored is AB 873 (Jones), which would give the Bureau of Automotive Repair (BAR) the authority to hold regulatory hearings regarding all automotive services. Following the hearings, BAR would decide which type of repairs are “major” and therefore subject to BAR oversight, and which repairs are “minor” and thus exempt from BAR.

AB873 is a follow-up to a bill we co-sponsored last year which would have required “tire sales only” shops to be regulated by the Bureau of Automotive Repair (BAR). As you may remember, it passed both houses of the State Legislature but was vetoed by the Governor who argued that BAR should hold regulatory hearings over all automotive services that have cropped up in the past 42 years (the last time that BAR determined which services it would regulate and which would be exempt).

This year while AB 873 passed the Assembly Business and Professions Committee, the Assembly Appropriations Committee, and the full Assembly without a single negative vote, it stalled in the Senate Business, Professions and Economic Development Committee over a dispute between AAA and the independent tow truck drivers.

We could care less about the dispute—our wish is to simply have BAR regulate “tire sales only” shops that unfairly compete with independent tire retailers. However, the tow truck conflict generated enough heat that our author, Assembly Member Brian Jones (R-Santee), felt that it might threaten the bill.

Between now and January 1, 2016, we will continue to weigh in our support of AB 873 and hope that the tow truck disagreement will be worked out.

The second 2-year bill that we are concerned about is AB 1239 (Atkins and Gordon). This is the bill that we

will not be taking a position on, but will be active during a public hearing expected sometime this fall.

Sponsored by Californians Against Waste (CAW), the bill's intent is to increase the recycling rate of California generated waste tires by providing rebates of \$2 for every 12 pounds of waste tire rubber used in rubberized product. Currently, while almost 90% of tires are diverted from landfills, only about 38% are recycled into consumer products.

AB 1239 passed the Assembly without final amendments that spell out some of the details of the bill. It has been referred to the Senate Environmental Quality Committee where it will remain until a hearing in 2016. Meanwhile, there will be at least one public hearing this fall to determine amendments.

We have heard that the bill's sponsors want to increase the current \$1.75 fee on the sale of new tires to create a pot of money for recycled tire product subsidies. CTDA and Les Schwab Tire Centers feel that unless some of the subsidy in AB 1239 filters up to tire retailers, we may want to take an opposing position.

In the next issue of *Tires & Treading*, we expect to know more about the proposed amendments to AB 1239.

Finally, it should be noted that a bill we have been monitoring, SB 47 (Hill), which would have banned the sale of crumb rubber for synthetic turf infill and playground cover, was defeated in the Senate Appropriations Committee last month.

Tire recyclers throughout California breathed a sigh of relief that the Committee found the bill wrongly presumed a link between crumb rubber and cancer despite over fifty scientific studies to the contrary. Opponents of SB 47, including an array of synthetic turf field purveyors, tire rubber processors and recycling groups like Californians Against Waste, supported one part of the bill that requested another study into the allegations, but successfully argued that legislation shouldn't pin blame on an industry that had a clean bill of health for over twenty years.

Be prepared though. Senator Jerry Hill, author of SB 47, promises to bring another bill forth in 2016 to make it difficult to sell crumb rubber in California. Meanwhile, CalRecycle has committed \$2.9 million over the next couple of years to study the alleged "link" once again. Tire recycling interests, beset by communities "worried" about synthetic turf field effects, welcomes another study that they expect will once again exonerate the product.



### ***OTHERS HAVE NOT BEEN AS "PREPARED"***

While we sometimes believe the CalRecycle program has "problems", it's success can be illustrated by an article from the Sunday newspaper. The article stated that Detroit officials said piles of scrap tires being left in Detroit remain a significant problem amid efforts to fight blight and curb illegal dumping. A Detroit Dept. of Public Works superintendent told the Detroit News that: "Never in my wildest dreams did I realize it was this bad."



### ***ELECTION TIME***

Yes, it is that time again! 2015 ends the terms for three Officers and seven Directors. Officers serve a one year term and Directors serve a two year term. Board meetings are held bi-monthly, via conference call, on the first Thursday of the month starting in February.

Any recognized representative of a current dues paying member is eligible to run for office. If you want to run, or nominate someone contact Ed King at: [edking@catiredealers.com](mailto:edking@catiredealers.com).



## Billy Eordekian

1-800EveryRim – OEM Wheels

1-800 383 7974 / Billy@1-800EveryRim.com

This is late in coming but it wasn't until recently that **Kenny Schoettler of Schoettler Tire – Madera** told me that his dad Tom had passed away. I have a fond memory from when CTDA had dealers over to the Fresno Yard House in 2008. It was beautiful witnessing dealers pass by Tom's table to pay respects to this gentleman of the Central Valley. I had to see what was going on and found a kind and humble man. **Board Member Scott Shubin of GoodGuys Tire – Fresno** had this to say about the Schoettlers. "Absolutely great people and family! They built a great business and were ahead of their time, but really did business the old fashioned way with relationships and handshakes!" And from **CTDA President George Pehanick of East Bay Tire** were more complimentary words, "The Schoettlers were icons of the tire industry, and kings of the Central Valley from the Bay Area to Bakersfield." In 2009 Tom and his Brother Dave were recognized in Washington DC by then **Congressman George P. Radanovich** with these comments "Madam Speaker, I rise today to commend and congratulate Tom and Dave Schoettler upon being named by the Madera District Chamber of Commerce as a 2009 Lifetime Achievement Award Honorees. These values led Schoettler Tire to not only be the largest tire company in the area, but a leader in the industry for excellence in customer service." Tom was also very active with The American Legion, Italian American Club, St. Joachim's Church, Boy Scouts and the Knights of Columbus...And the legacy carries on!



Tom Schoettler  
1932 - 2014

Your Humble Used Rim Peddler, Billy Eordekian

### AN UMBRELLA FOR ALL SEASONS

Yes, especially as a tire dealer, you should have an Umbrella for all seasons. And, if you have an Umbrella, has it been reviewed recently?

Of course, we are talking about a Commercial Liability Umbrella. As the term describes, this policy provides an "umbrella" of coverage over your underlying Commercial Liability policy. It pays over and above the limits of your Commercial Liability policy. This allows you to obtain higher limits of coverage at a reasonable cost.

You have certain risks that can be classified as "unknown." For example, if one of the wheels on a customer's vehicle, which your employee installed, come off while he/she is driving down the freeway. This presents numerous claims. The damage and injuries caused by the wheel coming off the vehicle; the damages and injuries caused if the wheel hit another vehicle; and, the damages and injuries caused if your customer's vehicle collides with another vehicle. This is just one example of numerous "unknowns" that you need to protect against. The Commercial Liability Umbrella will provide extra protection for you and your business.

Like your annual review of your Commercial Liability, you should review your Umbrella. How long has it been since you reviewed your's? Three, four or five years? Can you name *anything* that costs less than it did five years ago?

This is where your insurance representative becomes important. Has he/she asked to review your Umbrella recently? Not many insurance agents specialize in the tire dealer risk market and probably are not aware of all the extra protections and service your business requires.

Federated Insurance is the CTDA recommended carrier and has been our endorsed carrier for many years. Take advantage of the CTDA-Federated relationship. Contact Ed King at edking@catiredealers.com and he will provide you with the name of the nearest Federated Representative. He/she will gladly come over and review your Umbrella and Commercial Liability to make certain everything is up to date and that you are properly protecting the business you have worked so hard to build.

Another benefit of your membership. Take advantage of this CTDA benefit protection.



**San Gabriel Valley**

**Paul Arellano, Lakin Tire West**  
**(800) 96 LAKIN paularellano@lakintire.com**

*“The art of life is a constant readjustment to our surroundings.” Unknown*

**SALES CLINIC—VOLUME 13**

Have you ever heard of Joe Girard? He was recognized by the Guinness Book of World Records as the world’s greatest salesman. He stirred up so much attention, that he actually agreed to be followed, with his day-to-day sales transactions documented. At a time when most new car salespeople would be happy to sell 1 car in a day, he averaged 6, and on his best day, single day, he sold 18 new cars!

How did an Italian immigrant with no formal sales training perform so well? He has shared some of his secrets to success, in speaking engagements, and in some books he wrote. Joe has explained that people are more apt to buy from those they know, like and trust. He sent out thousands of greeting cards every month, wishing his customers everything from a happy birthday to happy President’s Day, Valentine’s day and more! He also understood the importance of getting his name in front of prospective customers. He was known to tip waitresses very well, staple a business card to a dinner check and write a small note indicating, “Please call me if you are looking for a new car.”

Shocking Revelation #13: You don’t have to be focused on “hitting your numbers,” whether that be at a corporate level or on a sales representative’s level. Did I just say that? Yes, certainly you have to be mindful of goals, and you do have to track your “numbers,” but if you enjoy what you do and treat your customers with respect, those “numbers” WILL happen. Folks would wait in line for 1 hour, just to work with Girard, rather than have another representative help them. Their own family members might forget their birthday, but Joe never did!

Find your own sincere way of showing your customers that you care and appreciate them. Get your name out as well, in unique and creative ways.

Your name may not make it into the Guinness Book of World Records, but it just might stick in the minds of your customers and prospective customers.

**1-800 EveryRim.com**

The Original USED RIM crew!

OEM Alloy & Steel Wheels/Center Caps  
Used, Reconditioned, Replicas  
We Buy Take-Offs

**1 800 383 7974**

**Next Day Noon Delivery**  
**to Most of California**

[sales@1800EveryRim.com](mailto:sales@1800EveryRim.com)





SF EAST BAY

John Solon, Myers Tire Supply

(510) 632-3404 [jsolon@myerstiresupply.com](mailto:jsolon@myerstiresupply.com)

As we move into mid-July, we're seeing year over year increases in both supply and equipment purchases from tire dealers. These increases are across the Board and include dealer buying groups, multi-location commercial truck dealers, multi-location retail dealers and single store locations. In a number of cases we see double digit growth. We continue to see housing development starts, commercial and road construction along the Highway 580, 680 and 880 corridors. Builder confidence is close to a pre-2008 level. This confidence, along with the continuation of a small real estate boom (with stories of multiple offers, over asking price on homes for sale), and the recent run up in the Stock Market has contributed to the "wealth effect" giving consumers the confidence to spent more money on products and services. Whether we continue to see this growth as we move into Fall and Winter remains to be seen.

Recently, we've received a number of questions from tire dealers regarding tire repair; specifically whether it is still "legal" to do an outside/in string repair on a punctured tire. While we will leave the legal question to lawyers, the Rubber Manufacturers Association (RMA) has a recommended step by step method for repairing punctured tires. In this process the tire is deflated and removed from the rim for inspection for signs that it could fail; there is a maximum allowable repair size, and limitations on where repairs can be made (the crown area of the tire). In addition, the RMA method recommends the application of a plug and patch (either one piece patch/plug or two piece system) applied from the interior of the tire. Patch manufacturers and distributors have literature materials and training available. We recommend you ask your suppliers about the recommended RMA method.



**1.877.860.2005**

[www.getnetdriven.com](http://www.getnetdriven.com)

**100%**  
CO-OP ELIGIBLE

Pay-Per-Click Marketing • E-Mail Marketing • Social Media

[contact@getnetdriven.com](mailto:contact@getnetdriven.com)

© Rectangular Strip

**Web Solutions to  
Grow Your Business.**

**Easy To Use. Cost Effective. Proven Results.**

Net Driven® offers fully integrated and managed website and internet marketing solutions to help you connect with new customers online and grow your business.



Net Driven. We Drive Customers To You.

1.877.860.2005 | [contact@getnetdriven.com](mailto:contact@getnetdriven.com) | [www.getnetdriven.com](http://www.getnetdriven.com)

# **CSTDA INSURANCE SERVICE**

**\*CSTDA INSURANCE HAS SERVICED CTDA MEMBERS WORKERS COMPENSATION FOR OVER 39 YEARS**

**\*WE KNOW THE TIRE INDUSTRY RISKS AND CAN GUIDE YOU TO SAFE PROCEDURES TO LOWER YOUR LOSS RATIO**

**\*YOUR EXPERIENCE MODIFICATION CAN DETERMINE YOUR OVERALL COSTS. WE CAN REVIEW YOURS AND PROVIDE INFORMATION ON HOW TO LOWER COSTS**

**ENDORSED BY CTDA FOR OVER 40 YEARS. TIRE INDUSTRY EXPERIENCED. LET US HELP YOU IMPROVE YOUR WORKERS' COMPENSATION COSTS.**

## **WILL DAVI**

**CSTDA INSURANCE SERVICE  
42840 CHRISTY STREET, SUITE 235  
FREMONT, CA 94538**

**MAILING ADDRESS: P.O.BOX 7445 FREMONT, CA 94537**

**PHONE: (510) 440-9400 TOLL FREE-(866) 440-9144**

**FAX: (510) 405-8977 EMAIL: [will@cstdains.com](mailto:will@cstdains.com)**



**SF SOUTH BAY**

**Hub Gurnari, South Valley Wholesale**

**(408) 971-3900    hubgurnari@sbcglobal.net**

Latest observation of getting old. Everyone knows, as you age, your memory suffers and it adds confusion to daily life.

I have to remember to take my wallet, any paperwork related to my day, coffee and keys with me as I tromp downstairs to the garage to my truck. Every other day or so, I forget something. Usually it's my keys or coffee. Sometimes my wife yells out as I'm halfway down the stairs and comes down halfway with a smile, shakes her head and hands me my coffee I left on the counter. I then get in my truck only to realize I also left my keys on the key hook upstairs. I have to climb the stairs to the dining room where my wife is sitting looking at me like I was a door to door salesman with a great opportunity on a magazine subscription.

I was thinking of making a list of items to remember like a check off list. It would be pinned on the wall at the top of the stairs where you'd be sure to see it at the start of your decent. The problem is I can only remember this great idea as I'm sitting in my truck after the second trip down the stairs.

My wife is not immune to this either, only her affliction seems to be confusion about any simple question.

EXAMPLE: We arrive at our weekend place in Pine Grove, CA. We approach the front door and the conversation goes like this:

ME: "You have the key?"    HER: "My key?"    ME: "Yes."    HER: "My car keys?"

ME: "No, honey, the house key."    HER: "This house or home?"

ME: "Honey where are we standing right now?"    HER: "In the driveway."    ME: "At.....?"

HER: "What?"    ME: "Honey, why would I ask you for the key to our San Jose House when we are standing in front of the Pine Grove House?"    HER: "Don't you have your key?"

ME: (Looking skyward and grinding my teeth) "My arms are full!"

HER: "Here, let me take some of those bags you're carrying."

Here's another conversation. (We're taking on cell phones)

ME: "Honey, you want to go to lunch today?"    HER: "With who?"

ME: (sarcastically): Kevin Costner. He just called."    HER: "He did not!"    ME: "I meant you, Bozo!"

HER: Oh you! Yes, I'd love it." (I expected her to say, "Was Kevin really coming?")

I sometimes think only me and Bill Engvall have these conversations.

Have a great summer everyone. I'll leave you with a clean joke.

A pleasant woman walks into the Pharmacy and asks the Pharmacist for some cyanide. The Pharmacist says, "Why do you need cyanide?" She replies, "I want to poison my husband,"

The Pharmacist says, "Are you nuts? I won't sell you cyanide, I'd lose my license. Hell, we'd both probably go to jail. ABSOLUTELY NOT! I'm not going to sell you any cyanide!"

The woman gets her cell phone out and shows the Pharmacist a picture of her husband and the Pharmacist's wife having sex.

The Pharmacist says, "Oh! Well you didn't tell me you had a prescription!"



# THREE CALIFORNIA LOCATIONS TO SERVE YOU!



4280 IOWA ST.  
BENICIA, CA. 94510  
**800-888-7654**

2478 S. GOLDEN STATE FRONTAGE RD.  
FRESNO, CA. 93725  
**800-559-4897**

11455 CANTU GALLEANO RANCH RD.  
MIRA LOMA, CA. 91752  
**800-201-2882**



**WWW.NATIONALTIREONLINE.COM**

BRANDS MAY VARY BY LOCATION.

PO BOX 68454, TUCSON, AZ 85737-8454



CALIFORNIA



TIRE DEALERS ASSOCIATION

PRSR.T. STD  
U.S. POSTAGE

PAID

PERMIT # 714  
TUCSON, AZ

ADDRESS SERVICE REQUESTED



**Your supplier since 1980  
for all tools, supplies and equipment  
from the largest to the smallest items**

2 CENTRAL LOCATIONS TO SERVE YOU:

Hayward Phone: 510 - 783 - 7085 (800) 245 8324

Fax: 510 783 8741

Fresno: Phone: 559 - 445 - 2673 (800) 872 2846

Fax: 559 445 2676

