

OCTOBER - DECEMBER 2014

# THE TRACKER

THE PUBLICATION FOR TIRE PROFESSIONALS  
FROM WESTERN CANADA TIRE DEALERS

## **Mike Roberge**

Tire Recycling Hero

## **WINTER TIRE SAFETY TIPS**

*Plus: Training Ramps Up • Software Implementation •  
Horseshoes & Hashtags • Manitoba Gets a Grip • The Buck Stops  
Where? • Book Now for Golf—Seriously! • Driving Distraction •  
Desrosiers: Charting the Imports.*



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**OCTOBER - DECEMBER 2014**

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## CALENDAR

### THE 2014 SEMA SHOW

November 4 - 7, 2014, Las Vegas

### THE 2015 SEMA SHOW

November 3 - 6, 2015, Las Vegas

### WCTD CONFERENCE & TRADE SHOW

March 10 - 13, 2016, Kelowna, BC



## WCTD MEMBERSHIP APPLICATION

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

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Floor Jacks  
Jack Stands  
Forklift Jacks  
Garage Jacks  
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Brake Cleaner  
Penetrants  
Euro Paste  
SKID  
Silicone Sprays  
Tire Sealant  
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Tire Shine  
Winter Lubricants

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Nitrile Gloves  
Seat Covers  
Tire Carts  
Floor Mats

## TIRE REPAIR TOOLS

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Reamers  
Probe Tools  
Scrapers  
Carbide Cutters  
Insert Tools  
Buffing Stones  
Tire Spreaders

## WHEEL WEIGHTS & BALANCING BEADS

Passenger Weights  
Truck Weights  
Adhesive Weights  
3M Balancing System  
Coloured Weights  
Zinc Weights  
Steel Weights  
Magnum Balancing Beads  
Counteract Balancing Beads

## WHEEL BALANCING TOOLS

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Wheel Weight Hammers  
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Duo Collets  
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Haweka Quick Nuts  
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Cones

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IR Replacement Parts  
CP Impact Wrenches  
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Sockets  
Ratchets  
3M Abrasives  
Grinders  
Buffers  
Needle Sealers

## VALVES

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OTR  
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Brass or Nickel  
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Enki Valves  
4-Way Tools  
Fishing Tools  
Double Seal Caps  
Installation Tools  
Grommets  
O-Rings

## WHEEL SERVICE TOOLS & EQUIPMENT

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Fasteners (Nuts, Studs & Clamps)  
Tire Irons & Bead Hammers  
Calcium Pumps  
Wheel Guards  
Mount/Demount Tools  
Hydraulic Rams

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Master Gauges  
Truck Gauges  
Inflation Gauges  
Calibratable Gauges  
Digital Gauges  
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Hub Lube  
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Wicking Pads  
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## SECTION REPAIR

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Cup Cutters  
Carbide Cutters  
Tire Stands  
HD Skivers  
Hand Tools  
Flex Shaft Buffers  
Rope Rubber  
Rasps  
Grinding Stones

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Tire Studs  
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Jaw Covers  
Duckheads  
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# Software Implementation

By Clem Collett, WCTD President

Those two words have a whole new meaning for me now that we are at the tail ending of our own implementation. When we embarked on this journey almost a year ago I had no idea what we were getting into; and may have “slightly” underestimated the workload involved in this undertaking.

Please allow me to share some things I’ve learned over the course of this project.

Terminology—or, more importantly clarity—can be your best friend or your biggest nightmare.

## The dangers of double entendre

Being francophone, I am all too familiar with the fact that a word can have two completely different meanings—even though it’s spelled and pronounced the same. The French language is full of them.

However, in some ways the software world is worse.

“Part price” means cost, “purchase price” means list price; and, twelve months later, I’m still unclear as to what a “buying level” is and what it does.

I don’t have enough time to explain what any of these things mean to us and our system. But what I can share with you is what I’ve learned.

Clarity is immensely important when plunging into something new. If you don’t understand, stop, and start over. Or, as R.H. Williams said “The risk of insult is the price of clarity.”

## Deadlines are important

Nothing new here, but a project like a software implementation drives that home like a player rounding third, racing the ball to the plate. The more people involved, the more difficult it is to keep a deadline. It is essential that every member of the team do their very best to carry their share of the load.

We had hit a wall during our software implementation and the process was slowing down. So, the senior consultant suggested booking his flights for the “go live” date—and BOOM!

Just like that, panic set in and we somehow managed to pick up speed again. Fire rekindled.

Otherwise the house of cards would have tumbled.

## Credit where it’s due

What have I learned more than anything? No matter how small or seemingly insignificant, it really pays to celebrate your successes.

I’ve made mention of this before but I feel it’s important to say it again:

A pat on the back is always a good thing, but we sometimes wait too long to give one. A small victory along the way helps remind us of what we’re working towards; builds momentum; and ultimately propels the team to hit what we’re all striving for: that winning home run.

Clem

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# GETTING IN THE GAME

## in Niagara

By Andy Nagy, WCTD Executive Director

**W**e'd like to congratulate the Ontario Tire Dealers Association for hosting the Tire Dealers Association of Canada (TDAC) Conference this past September. The Trade Show had lots of information available, with new ideas and advances in technology.

Our Hall of Fame recipient was Mike Roberge. If any of you know Mike personally, you'll know he truly was a pioneer in setting up recycling of scrap tires—and developing products from them. We offer him our sincere congratulations.

### Winter Tires...

'Tis the season! Most of you are knee-deep in customers and change-overs. We are featuring an article in this issue of *The Tracker* which explains how the Province of Manitoba is offering interest free loans for eligible Manitobans, to encourage the purchase of winter tires. (please see page 11) Looks good for reducing the amount of injury and claim costs as a result of poor stopping under winter conditions. Maybe the other provinces will step up and offer the same. Imagine the savings to personal and property damage costs if they did.

If you are in BC, as of October 1st, requirements changed to allow tires marked M&S to be included, along with severe service marked tires, under their winter tire program. I'm not sure if this is the right move, as M&S doesn't necessarily mean Mud and Snow and better traction for stopping. This only applies to PLT not Commercial.

Along with the Tire and Rubber Association of Canada and the Automobile Industry Association of Canada, our association has corresponded with the BC Ministry, expressing concern at this decision and requesting they reconsider. Not only do we feel it will reduce road safety on BC highways, it will also cause confusion in other areas by implying that M&S tires are the same as winter tires.

### Safety First

The Safety Committee has a couple of issues on their plate: wheel offs; and restraining devices for airing up Industrial,

Agricultural and OTR Tires. What is acceptable as a safe practice? There are no excuses for wheel offs. Wheels need to be installed properly and re-checked to ensure that we have done everything possible to reduce or eliminate the problem. Unfortunately the motorist doesn't always cooperate. May be a free cup of coffee or a car wash when they come back could make the difference!

### Training: Don't Miss Out!

WCTD and TIA teamed up for an ETS/OTR Trainer course for October 20-23, in Fort McMurray, with all 15 seats filled. This is the second year we have offered this course—and the future looks good for 2015, in Edmonton maybe! Our Ag Trainer in Winnipeg was a success: 14 attended the course, presented by TIA's Matt White, who taught the safest procedures to follow when servicing Ag Equipment. These best practices and procedures will help avoid many injuries and property damages. You can't do the job haphazardly and still think you'll be O.K. You are only cheating yourself—eventually it will catch-up with you. The plans are to hold another Ag course in 2015. More information will be available on our revamped website!

### Book now for Golf

On June 5, 2015 we are hosting a Golf Tournament at the Links Gleneagles Golf Course in Cochrane, Alberta. Registration is now open; and the form is on our website, under the members section.

The next WCTD Conference & Trade Show is scheduled for March 10 to 13, 2016, in Kelowna, BC. Just 18 months away, we are putting the final touches on a theme and speakers, as well as many other exciting activities. Check our web site soon for more details.

Above all, take care: be aware of your surroundings and be safe!

Andy

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## NIAGARA: HORSESHOES & HASHTAGS

By: Tim Pawsey, Editor, *The Tracker*

**F**lying back from the TDAC Convention in Niagara Falls, I couldn't help but think that one of the highlights of my week had nothing to do with tires. And, then again, everything to do with tires.

Each morning, as I made my way down from my hotel room, waiting for the elevator, I was treated to a bird's eye view of what's often referred to as the Eighth Wonder of the World.

If you didn't make it to Niagara for the Convention, too bad. You missed out on an opportunity to catch up on the latest products and technologies in the tire industry, as well as the chance to hear and share opinions with tire industry leaders.

It was a busy schedule. Also appealing was the lure of a short walk across the road from the convention centre, for an up close and personal moment with Niagara Falls, shared with a few thousand others at any given time.

### Soaked for a Selfie!

For me it was like being a kid in the proverbial candy store. This was my first visit to the Falls, and they didn't disappoint.

I freed up an hour and headed down in the funicular railway to get a good look at the thunderous torrent I'd been watching for a couple of days. In a matter of minutes I found myself just metres away from that amazing vortex—and within seconds happily soaked along with hundreds of others, transfixed by the sheer awe of the moment and of being so close.

What did I do? I did what everyone else was doing, of course, I whipped out my iPhone and took a selfie.

I'm telling you this, in part, because it's something I wouldn't of dreamed of doing a couple of years back: grabbing that selfie shot for Facebook, or whatever. And, had I chosen to do more, I could have hashtagged it #NiagaraFalls—and had an instant audience of thousands. That's how quickly our world has changed—and with it our customers and the way in which they choose to interact with us.

### Join the Conversation

However, most of us still don't grasp how potent, truly, is the power of social media. Do we take every opportunity to maximize its potential? I don't think we do. In fact, I can tell you that, as an industry, we don't.

I spent a fair bit of time at the Convention tweeting out what was going on—and the responses I received were interesting—but they rarely came from within our own community. And that tells me we're missing the boat. When other entities, from tourism to safety councils reach out to this association on Twitter before its own membership, well, let's just say it's a wee bit of a disconnect.

However, there is a core group of WCTD members who do use social media—and very well at that. They tend to have been the early adopters, who understood the core benefits from the get-go—the most important being the ability to instantly connect with customers one on one.

Ah, yes, I hear the refrain, again: "But the tire business is different."

I don't believe it is... I'm not going to blow their cover but those tire industry players who 'get it' are really making social media work very well for them. Whether for a locally focused promotion, boosting their image as community supporters, or responding quickly to customer concerns, they absolutely comprehend—not only the value—but the absolute necessity to engage on social media.

### Friends Tell Friends

Here's a snippet you might just want to ponder: 91 percent of all millennial moms are active on Facebook. What does that mean? It means that they're on there just about every day, exchanging opinions with their peers, making buying decisions—and most likely turning first to businesses that they can quickly relate to. That is: businesses on social media. Bottom line: If you're not active on Twitter, Facebook, Instagram or Pinterest—any one or a combination—you're missing out on a huge opportunity, not just to build your customer base, but also to safeguard it.

Starting in November @WestCanTire will be reaching out more to our members who are following us—and active—on Twitter. Let us know what's happening, what's fun, interesting quirky or challenging—and we'll be happy to help you build your audience on Twitter—and possibly well beyond. #JustDolt!

We've just completed the redesign of the Association website at wctd.ca. If you haven't already done so, please check it out. As time goes on, we'll be shifting the way in which we produce *The Tracker*, so that the news which appears between these printed pages will likely already have started out as a virtual page on-line—maybe even as a Tweet! It's all part of our strategy to build more awareness on-line: about who we are, what we do—and why we do it so well.

See you @WestCanTire

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# Manitoba helps customers get a grip on winter

## PROVINCE UNVEILS LOW INTEREST FINANCING

**A**s your customers' needs begin to shift gears with the winter season approaching, the need for winter tires will increase. Currently, only 18 per cent of Manitoba motorists use winter tires.

On March 6, 2014, the Government of Manitoba announced a program to make winter tires more accessible to eligible Manitobans. As of Sept. 29, the Winter Tire Program administered through Manitoba Public Insurance provides low interest financing for up to \$2,000 per eligible vehicle.

The financing can be applied to the purchase of winter tires from one or multiple retailers and the associated costs including rims, mounting, balancing, taxes and fees.

Only tires displaying the peaked mountain and snowflake symbol as (see above right) established by Transport Canada and the Rubber Association of Canada will be eligible.

Retailers who are interested in participating in the program need only a few items:

- a retailer number and PIN (received after registering with Manitoba Public Insurance)
- a computer with internet access
- a printer
- a fax machine

To get started:

- Contact Manitoba Public Insurance at [tireretailers@mpi.mb.ca](mailto:tireretailers@mpi.mb.ca) to receive your Retailer Registration form.
- Once you are registered with Manitoba Public Insurance, you'll be assigned a retailer number and you'll choose a PIN code. You'll also receive training resources and promotional materials.
- Your retailer number and PIN will be used to initiate customer financing authorization online.
- Following the purchase, just fax the customer's loan authorization form to the Autopac agent of the customer's choice.
- You will be paid directly by Manitoba Public Insurance for the applicable amount of the transaction, up to the \$2,000 maximum. If a customer's purchase exceeds the \$2,000 limit, you are asked to collect that amount directly from the customer.

To learn more about becoming a participating Winter Tire Program retailer, contact [tireretailers@mpi.mb.ca](mailto:tireretailers@mpi.mb.ca).

## Business For Sale!

**E**stablished Tire Retail Store, with over 39 years of business in Saskatchewan. This business is uniquely situated in the middle of a large agricultural and oilfield economy and specialized in passenger, light & medium truck and agricultural tires, brakes, front & rear suspension and is certified a SGI Vehicle Safety Inspection station. The owner of this reputable tire business is ready to retire and offers this business as a great opportunity for an energetic and ambitious person or group. This turnkey operation is well-established with a tremendous repeat customer base that is steadily increasing. It is also located along a major highway connecting communities.

This business provides the opportunity to purchase land and buildings or the option to lease a 5,000 sq. ft. shop and storage area with four service bays, front end and office with mezzanine floor.

The shop is well equipped with a point of sale computerized system, computerized 4-wheel alignment, 4-post hoist, tire changers, wheel balancer, brake lathe, 2012 Ford F550 service truck, tools, inventory of tires and parts.

**Information will be available to a prospective buyer once a valid confidentiality agreement has been executed. For more information please contact owner Frank Doetzel @ 306-753-2188 or email: [mactire@sasktel.net](mailto:mactire@sasktel.net).**



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# Transport Canada Winter Tire Safety Tips



**T**ransport Canada and the Rubber Association of Canada advise motorists to think about safe driving in winter.

Vehicle handling will be improved when tires of the same type, size, speed rating and load index are installed on all four wheels. View a demonstration video showcasing the benefits of using four winter tires of the same type, size, speed rating and load index by visiting visit <http://www.rubberassociation.ca/wintertirevideos/wintertirevideos.html>.

## Snow Tires

Tires marked with the **pictograph of a peaked mountain with a snowflake** meet specific snow traction performance requirements, and have been **designed specifically for use in severe snow conditions**. 

If you intend driving in severe winter conditions, install four winter tires that meet the “snow tire” designation on your vehicle. These snow tires will assist you to control your vehicle safely in slippery conditions.

## Other Tires

Tires marked “M&S” – or “mud and snow” tires, also known as “all-season” tires— continue to provide safe all-weather performance, **but may not always be suitable** for severe snow conditions.

Wide, high performance tires, other than those that are specifically designed as snow tires, are **not suitable** for use on snow-covered roads.

## What Snow Tires are Available

You can contact tire dealers or manufacturers to obtain information on which models meet this new designation.



## Remember:

- **Install four winter tires** - To help maintain control and stability of your vehicle in icy conditions, Transport Canada and the Rubber Association of Canada recommend that you install winter tires in sets of four.
- **Mixing tires** with different tread patterns, internal construction, and size degrades the stability of the vehicle and should be avoided.
- **As a tire wears, snow traction is reduced.** Tires that are worn close to the tread-wear indicators have reduced traction and should not be used on snow-covered roads or in severe snow conditions.
- **Proper air pressure** extends tread life, improves safety, and reduces fuel consumption — all vital factors in saving energy and protecting the environment. Tire pressure decreases as temperatures drop, so be sure to check the pressures at least once a month when the tires are cold, preferably after the car has been out all night. (For more information on proper tire inflation, please see our publication “Riding on Air” at <http://www.tc.gc.ca/eng//motorvehiclesafety/tp-200.htm>.)



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## THE BUCK STOPS...WHERE?

By: Bruce Burton, CIP, CRM, Federated Insurance Loss Prevention Technical Specialist.

**T**o be effective, both management and employees must share the responsibility for loss prevention. This means no matter what your position is in the business, you are responsible for improving safety and preventing losses.

### Management is accountable for employee safety

Management's commitment to a loss prevention program will in large part determine the success of the program. Your management team is responsible for:

1. Providing a safe environment, including a safe workplace, safe vehicles, safe equipment, etc.
2. Providing management direction in the loss prevention program including creating, implementing, monitoring and supporting the program through training, supervision, analysis and documentation.
3. Provide adequate management controls for loss prevention. When a hazard is identified and it has been communicated to everyone, it's time to put in place some controls.

### With respect to this third point, managers can use the following methods to better control risks:

- **Substitution:** Substitute one method with a different, safer method. For example, substituting a hot work activity with a process that doesn't involve heat mitigates the risk of accidentally setting a fire during such an activity.
- **Engineering:** Restrict the physical environment to minimize the possibility of a loss. For example, using proper storage can prevent fuel vapors from igniting simply by preventing them from entering an environment with an ignition source.
- **Administration:** Enforce risk management programs and proper procedures for completing a task as safely as possible. For example, lock-out tag-out procedures (to prevent an unexpected start-up of equipment) will help keep employees safe.
- **Personal Protective Equipment:** Ensure that personal protective equipment is not only used, but used properly every time. Lead by your example as well; always wear the necessary safety shoes and glasses in the shop.

### We recommend that management:

- Review accident reports and ensure corrective action is taken promptly;

- Monitor loss prevention programs for application and effectiveness, modifying if necessary;
- Include safety in performance reviews;
- Review loss prevention activities with all employees regularly; and
- Ensure all employees comply with company loss prevention procedures and rules.

### Employees are not off the hook!

Management's commitment alone will not automatically result in an effective loss prevention effort; employee participation is crucial. Having employees share the responsibility for loss prevention not only benefits the organization, but also benefits the individual employee and co-workers by ensuring safety for the property and fellow employees.

### Basic employee responsibilities for loss prevention include:

- Think safety before starting any work;
- Follow all loss prevention procedures, regulations, and rules;
- Follow inspection guidelines for all equipment, machines, and tools;
- Utilize proper personal protective equipment where required;
- Operate all equipment with safety guards in place while in operation; and
- Operate only the equipment and machines they are trained and authorized to operate.

### Additionally, employees are responsible for making their workplace safer in the following ways:

- Report all unsafe acts, conditions and accidents immediately to management;
- Participate actively in loss prevention training; and
- Suggest methods for controlling workplace hazards.

**Together, employees and management can have a positive effect on reducing, controlling or eliminating workplace hazards, accidents, and injuries.**

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# WCTD names recycling pioneer Mike Roberge to HALL OF FAME

**A**t the recent TDAC convention, hosted by OTDA in Niagara Falls, we were proud to see recycling pioneer Mike Roberge inducted into the Hall of Fame. The breakfast awards ceremony was generously sponsored by Bridgestone.

## Meet Mike

Mike grew up in Piedmont, Quebec 45 minutes north of Montreal. He enjoyed a great upbringing, attending a small school with just 300 children. His parents made sure their children learnt how to ski, play hockey and golf by the age of eight.



“We spent a lot of time in the “woods” hiking and hunting. I was very fortunate to have such outgoing parents,” he says.

Growing the work ethic as a teen, summers were spent working in the tobacco fields of Ontario around Strathroy—getting much-needed cash flow for going back to school!!

“Earning your own money was common practice then,” says Mike, who also taught skiing from the age of 13 (on weekends) until he finished high school.

“Having cash was just as important as eating. None of my friends ever expected our parents to “pay” our way. I moved out on my own around 17 years of age.”

After high school Mike taught skiing full time and sold women’s clothing (wholesale) in the Maritimes during the off seasons for a couple of years.

By the time he turned 20 he had twice hitch-hiked across Canada and part of the USA.



He fell in love with the mountains of BC so moved out west when he was 21.

## A close call and a new calling

Mike soon found his feet driving off highway logging trucks up Harrison Lake in the Fraser Valley. One day he hitched a float plane ride out of a lake north of Pitt Lake where he was camped out for a few weeks. They crashed on a snow pack and had to walk out. No one was injured—and the very next week Mike started to take flying lessons.

Within ten months Mike had his commercial licence and at 23 years old started a flying career that lasted 26 years. “It became a real passion,” he says.

After flying in BC and the Yukon, Mike got a job offer to fly a “bird dog” for a forest fire control company in Red Deer, Alberta. He moved on to the water bombers flying a B-26, an old World War II aircraft. In 1994, he became the lead pilot on a Lockheed Electra, a 4-engine turbine aircraft and became a key player with the forest fire suppression company Air Spray developing and training pilots in their 4-engine fleet. Today, Air Spray is regarded as a world leader in forest fire control using fixed wing aircraft.





### **New beginnings: Recycling**

In 2000, Mike gave up aviation and turned his attention to Western Rubber, the tire recycling business he started in 1989.

One weekend he noticed a small pile of retreaded rubber at a Vancouver tradeshow. It was a company in Cranbrook that needed rubber for mats. They claimed to have the equipment to make the rubber from truck tires and small OTR's and were working on equipment to recycle passenger tires. As it turned out, the equipment never worked — but it did get Mike involved in the business. "It felt like we were right up to our necks in quicksand from the get go," he says. "We had many tough years at the start. Between the partners, we didn't have deep pockets—which ended up being a blessing or we would have done what so many other companies tried—buy turnkey plants, which back then were not successful, as the industry was still in its infancy. We had to make do and try many different things. Just about every piece of equipment we bought never worked as advertised so we had to improvise and find ways to make them work. This took many years of trial and error to develop the right process."

"We owe our success to having a good functional group of partners and great employees who believed in the vision

— that there was a need to recycle tires and that it would turn into a real business."

### **Defining moments**

Mike credits then OK Tire president Don Blythe for their first big break. Don leased OK's retread area to Western Rubber. At the time, everyone thought the very idea of recycling was "crazy" and the company couldn't even get a business licence. Western Rubber ended up being grandfathered under retreading at the OK Tire building... "So New Westminster 'sort of'" had to give us a business licence," says Mike. He adds. "Don is still a huge supporter and participant of tire recycling and a very big reason why tire recycling has been so successful in BC. He works relentlessly to this day as Chairman of TSBC."

### **Kal Tire Signs On:**

The next big break came courtesy of Kal Tire, when Ken Finch let Western Rubber take some of their truck tires. "Ken was even willing to pay us a little more than what other recyclers were charging as tipping fees," says Mike, who says he believed Kal Tire felt a corporate responsibility to help support the evolution of tire recycling. Being able to grow into collecting tires at all of Kal's stores was a defining moment as it meant Western Rubber was now in every major town in BC.

"We had tires in every major town and we thought if we gave good service to all the other stores as well, we would beat out the competition. And we did, rather quickly", says Mike. Today, Western Rubber is responsible for collecting tires at over 3,300 points of collection with next to zero collection complaints.

### **Industry takes the lead**

When the BC government decided to get out of tire recycling, Tire Stewardship BC was formed and a business plan developed. Don Campbell and the Rubber Association

*continued on page 19*

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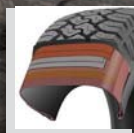
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# WCTD names recycling pioneer Mike Roberge to HALL OF FAME



*continued from page 17*

of Canada took the lead and drove it home in consultation with the other board members.

At one point it appeared that the Ministry of Environment was refusing to give up the program. Western Rubber decided to stop taking tires, which forced them to abandon the program and pass it on to TSBC. Mike says it was a big risk as we only had the “one bullet”—but it worked quickly. Tires were piling up—and their phone never stopped ringing. “It was the right thing to do as the results have proved, he says.”

## What’s next?

Mike is involved in Inpress Technologies Inc., which has developed a process that allows rubber to be used as a replacement for plastic. It lowers overall production costs by acting as a filler for a portion of the plastic in products. The process is now licensed to a firm with products being sold in Canadian Tire®, Home Depot® and Wal Mart® to name a few.

He and his partners have also purchased a plastic injection molding company and are working with other companies in the U.S. and Canada to could use tire rubber in their products to help lower their costs.

He consults on the viability of recycling mining tires outside of North America.

Says Mike: “It’s a whole new area of recycling that is coming into its own. Tire manufacturers are taking a serious look into recycling the tires that they sell to mines around the world.”

When he’s not busy working on projects, Mike likes to follow his other passions that range from windsurfing, fishing and time in the back country. He and his wife, Vel Lindquist, (whom he met in Grande Prairie when flying on fires) also have a small beach house in Belize. They have two grown children who are involved in their own careers.



Mike says he developed a real desire for this business by having the right people involved and watching the whole thing grow an energy of its own.

“I totally believed that it had to succeed if we just got up every day and made some sort of progress. The way we convinced people to believe in us was by “doing” and not just talking. We grew through getting to understand every part of this business. We made many mistakes and learnt from them.”

“We also realized that if we treated our employees with respect, gave our customers proper service and quality product day in and day out that they would have to support us.”

“Everyone started to believe bit by bit, from Western’s partners to our employees, managers, government officials, tire dealers, our manufacturing customers to the board members.”

“Watching it grow was inspiring and it turned into a fun time!”

“It has been a great run and I want to thank everyone (from my soul) that has helped make this possible. It makes it even more special to see the Tire Industry recognize the role that tire recyclers actually play by receiving this award.”

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# Western Canada Tire Dealers Alberta Golf Tournament



**Friday, June 5th, 2015 (8 am Shotgun Start)**

**W**CTDA is hosting a golf tournament at The Links of Glen Eagles Golf Course, in Cochrane, Alberta.

Registration includes Golf, Cart, a gourmet lunch and a Pro Shop \$15.00 voucher. Fees are \$190 GST Included. This is a shotgun start at 8 am. Register as a team or individual. First come basis for 72 golfers. Registration is open as of January 1<sup>st</sup>, 2015.

**100 Glen Eagles, Cochrane, Alberta**

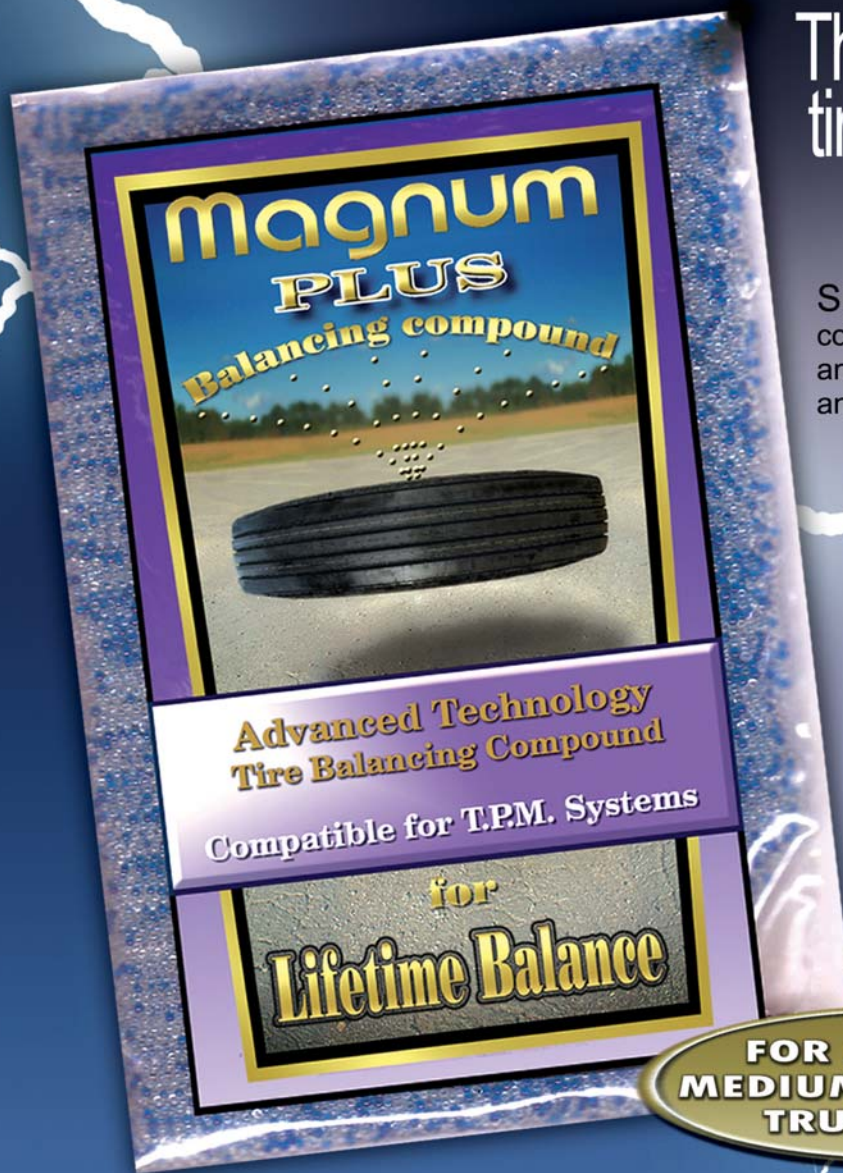


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# TDAC Trade Show & Convention: Niagara Falls 2014



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# Avoiding Driver Distractions

**Distracted drivers are just as impaired as drunk drivers. It's a fact. The studies show... distracted drivers are dangerous drivers.**

**D**river distraction is a factor in 8 out of 10 – about 4 million – car crashes in North America each year.

Drivers talking on cellphones are in many cases just as impaired as drunk drivers. Experienced drivers are no better at handling the distraction of a cellphone than are novice drivers. Not only is distracted driving potentially as dangerous as driving drunk; it is, in fact, much more common. In 2006, an IBC (Insurance Bureau of Canada) - commissioned public opinion survey found that:

89% of Canadians were very or somewhat concerned about driver distraction; but 60% of drivers would not agree to stop using their cellphones while driving, despite being told that cellphone use made them four times more likely to be involved in a collision.

## The problem and the solutions

Many people think “banning cellphones solves the problem” but cellphones only constitute one form of distraction. What about MP3 players, GPS systems, radios and CDs? Not to mention eating, putting on make-up and consulting a map. Although banning cellphone use while driving is a fine start, changing societal perceptions is even more critical. Just as we made drinking and driving taboo, it's now time to make distracted driving, in all its forms, socially unacceptable as well. Laws or no laws, it's up to everyone to avoid distractions while driving.

That said, Insurance Bureau of Canada has taken a proactive approach to help educate people about distracted driving. Since 2007, the D.U.M.B. Car (Distractions Undermining Motorists Behaviour) driving simulator has been teaching drivers across Canada about the perils of distracted driving. Learn more about the D.U.M.B. Car at <http://www.ibc.ca>

## Why is the insurance industry involved?

IBC has a long history of working with provincial governments and safety organizations to make communities safer for everyone. From seatbelt legislation and anti-drinking and driving campaigns to graduated licensing, Canada's home, car and business insurers have always been at the forefront of safety. This education campaign builds on this long-standing commitment to Canadians.

## Top 10 tips to help prevent distractions from making you another accident statistic

1. Eat before driving so you won't be tempted to juggle distracting snacks behind the wheel.
2. Pull over and park before using a cellphone or other hand-held electronic device.
3. Have a “driving” playlist on your MP3 player and start it before you set the car in motion. That way, you won't be fumbling to find a good song while driving.
4. If something falls, leave it.
5. Never reach for an object while driving, unless it is impeding your ability to control the car; in that case, pull over and deal with it.
6. Deal with predictable distractions before hitting the road. Check the map, adjust the seat, the climate control and the radio, and familiarize yourself with the dashboard controls before taking the car out of park.
7. If you are driving with pets, make sure they are safely secured and in the back seat.
8. Put aside enough time to complete your grooming before you set out, so you won't have to apply makeup, comb your hair or shave while driving.
9. Listen to your GPS device; don't look at it.
10. Make all necessary wardrobe changes before you enter the car. If a situation can't wait – the kids are acting up in the back seat or you need to refer to a map or take an emergency call – pull over somewhere safe to deal with it.

Next time you feel you have to make that call, change that CD, or put a DVD on for the kids, consider that a car going 100 km/h travels about 90 feet in one second. When you take your eyes off the road for even a second, a lot can happen. Tragedy can happen.

Just drive.

***Courtesy of the Insurance Bureau of Canada (IBC)***

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# Automotive Aftermarket

## Dennis Desrosiers: Effect of Imports continues to be Significant



**A**utomotive Market authority Dennis Desrosiers says the most significant 'change agent' affecting the Canadian aftermarket today is the size and continued growth of the fleet of import vehicles on the road.

"First, we need to understand why consumers buy imported vehicles. That gives us a better idea of how to reach these consumers with aftermarket products," he says.

"Second, we need to understand the implications of a growing import fleet for players in the aftermarket.

"Why have consumers embraced import brands?" Desrosiers asks.

He lists the following eight prime reasons...

1. A focus on fuel efficiency
2. Quality, Quality, Quality
3. Structure of the Import Dealer Body
4. A rebellious Baby Boomer
5. Growth in the Luxury Vehicle Market
6. Move on-shore of Import Vehicle Production
7. Having the types of vehicles that consumers want to buy
8. Import success led others to follow; and more will come

Desrosiers' comments on the impact of the Baby Boomers are also informative:

The Baby Boomer generation was the first to embrace vehicle ownership as a "must have" element in their life experience, increasing ownership levels to close to 80% of the driving age population.

The Boomer was also one of the most "rebellious" cohorts in the history of North America (protests and challenging authority, seeking higher education, birth control liberated them sexually, music—Woodstock, casual use of drugs, etc.)

This rebellious Boomer refused to drive what "their parents drove"... Add to this that import OEMs offered smaller, lower cost vehicles, more easily reached by younger consumers, and the Boomer embraced imported products in record numbers.

They also became "hot" on quality, reliability and value for money—and most have never returned to the Detroit-based OEMs.

Desrosiers notes that the move on-shore of import vehicle production has also had an impact. The huge success of import brands resulted in them building factories in North America... and they now have over 30 assembly facilities located on the continent, which gives them a huge advantage over Detroit. (New facilities, young well-trained workforce, competitive locations, non-union workers, better logistics, close to their consumer base, etc.)

Detroit is no longer in bankruptcy but is not gaining market share from the import brands and one of the reasons is the move on-shore of import vehicle production.

Important nameplate vehicles will likely continue to gain share and become an even larger proportion of the vehicles on the road in Canada.

Five years ago Detroit accounted for 58% of vehicles in operation in Canada. Import nameplate registrations are growing and are expected to surpass Detroit's three nameplates on the road next year; and account for 58% of units in operation by 2020.

In Canada, Detroit's strength has been relegated to the prairies and Newfoundland—all other regions of Canada are more import focused, especially Québec

Growth of import brands is at the root of Mark Noble perforation, which is at the root of parts proliferation.

There are now over 25,000 unique vehicles on the road (different from a make, model, engine, trim level point of view) and over 50% of SKUs are now import SKUs.

This puts more onus on the aftermarket to have the "right heart available in the right place at the right price".

The implications for the aftermarket of more import vehicle penetration in Canada are significant, he says.

Higher quality has resulted in vehicles lasting a very long time; and the fastest-growing cohort of older vehicles are import name plates.

In all, he forecasts that the number of "older" vehicles on the road will grow to some 10 million by the end of the decade, compared to approximately 8,000,000 at the moment.



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# Western Canada Tire Dealers Announces 2014 Scholarship Winners

Every year the Association awards five Scholarships of \$2000 each. The applicant is an immediate family member (son, daughter, spouse or legal ward) of a person that is full-time, permanent employee, for at least one year, by a company that is a current voting member of the WCTD and has been a member in good standing for the previous five years. As of this year, Scholarships will be awarded only for first and second year post-secondary applicants.

The Board of Directors cannot over-emphasize the value of this Scholarship Program, which truly gives back to the Association membership in a tangible manner.

We urge you to be sure to make your employees aware of it (full details and application form are on the website) and next year's deadline: July 31, 2015

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

**WCTD**  
*congratulates this year's winners*

**Dylan de Laroque – Warren Tire – Warren, MB**

**Avery Fairbrother – Market Tire – Saskatoon, SK**

**Amber de Vries – Fountain Tire – Vanderhoof, BC**

**Mackenzie Wong – OK Tire – Surrey, BC**

**Kassidy Staniforth – Fountain Tire – Lloydminster, SK**



## WCTD Safety Committee Update

A recent meeting of the Safety Committee addressed a wide number of topics. Areas covered ranged from monitoring employee competency following successful completion of training and skills test.

The Committee will explore the idea of establishing guidelines for competency. Currently, all records that are sent to TIA are kept on their database and can be accessible at any time. TIA will see if it's possible to send reports to the larger tire companies on a regular basis for those employees that have completed any aspects of TIA training.

Currently in Alberta and BC, a tire technician is not a certified trade. The Committee is talking to counterparts in those provinces to see if that may be changed.

How do you prevent customers from wandering into your shop area, which can be dangerous? Although a number of locations have signage, use chains and regularly discuss with their customers, it is still a problem. The Committee is exploring the best practices for keeping customers out of the shop area.

The Committee again discussed the procedure for airing up tires outside a cage. TIA's Matt White recommends that you air up 5 psi outside of a cage; at 20 psi you should check for a zipper; and then no more than 40 psi to seat the bead.

Following a wheel-barrow incident, where a two-piece rim exploded, causing a worker to have his finger broken, it was agreed that there must be a restraining device used when airing up any size of tire. This will be addressed in the soon to be updated Industrial TIA training program.

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# Climate change could impact industry — Bridgestone exec

by Bruce Meyer, Crain News Service

**N**ASHVILLE, Tenn. (Oct. 15, 2014)—Climate change may have an even more profound effect on the tire industry in the coming years than any expansion or new product imaginable, Christine Karbowski, Bridgestone Americas executive vice president, chief administrative officer and chief risk officer, told those attending the International Elastomer Conference in Nashville.

An overwhelming majority of global scientists already say that the world's environment is on the edge of peril, she said in her keynote address, given on the opening day of the conference and expo in Nashville organized by the American Chemical Society's Rubber Division.

The normal response of people is to respond only when a crisis is clear and indisputable. "It's human nature," Ms. Karbowski said. "You only respond when you're in a crisis. Not before."

The problem in waiting, though, is that when change does come, the reaction will be far-reaching, and the impact on the industry difficult to predict.

"Some may think that climate change is not real, or that it's not man-induced, or that it's just a myth altogether," she said. "Most scientists agree that the climate is changing and that human activities are a major cause."

She noted that the amount of carbon dioxide in the atmosphere has increased 50 percent since the start of the Industrial Revolution. Even a number of prominent people on the political right have called for action, Ms. Karbowski said.

"In June, four former EPA administrators, all of them Republican, testified that the only uncertainty centres on how bad the changes will get and how soon."

Rather than trying to convince those who don't believe, she said the question should be posed in a different way: "How much are we willing to risk that climate change is not real and not man induced? If we wait too long, how will our lives and the lives of our grandchildren change? What kind of extreme measures are countries in the world likely to adopt to prevent the situation from worsening. And what is this going to mean for our industry?"

She said that the time to act is now because "We can't afford to guess wrong on this issue. I urge each of you to look at this issue as you would any other business risk."

Bridgestone long has been at the forefront of working on environmental issues, and Ms. Karbowski used this occasion to underscore the perception.

Bridgestone has established a clear-cut environmental initiative it calls "One team, one planet." It has committed to a 35-percent reduction by sales of carbon dioxide emissions. By 2050, the goal is a 50-percent reduction.

Bridgestone Americas has started an environmental initiative fund, and spent more than \$20 million, with another \$50 million committed to reduce carbon dioxide emissions by 2020. To date, the firm has eliminated 438,000 tons of carbon dioxide emissions.

It also is investigating other natural rubber alternatives, such as extracting

rubber for tires from guayule. It opened a research centre and plantation in Arizona last month. The Russian dandelion also produces high quality rubber and may be a resource for the future, she said.

"We don't know whether these alternative materials will help us redefine the composition of the tire, but they definitely support our biodiversity goals and offer hope for the future," she said.

Bridgestone also has taken numerous steps to become a waste-free tire company. Three of its tire plants now send zero waste to landfills. At the other end of the business, the firm runs a program in its retail chain that ensures that for each tire it sells in the U.S., one spent tire is reused or repurposed.

"Our goal is to one day see a waste-free tire industry," Ms. Karbowski said. "We're proud of our initiatives, but we know there is more that we can do and that those in our industry can do while still satisfying customer demands, making a profit and paying fair wages to our people."

The first step is to put environmental decisions on par with decisions made when designing and producing tires and other products.

Those in the industry should work together where legally able to, to combat climate change, she said. One way is in the area of governmental regulations. "I understand many people oppose regulations in our industry. I'm not much of a fan of either. But I do believe we need smart regulations."

She defines that as policies that bring the needed changes while allowing the industry to meet customer demands and maintain a thriving industry.

"The tire industry needs to not only participate in the process, but lead it," she said.

Bridgestone is working with the Rubber Manufacturers Association on labeling for rolling resistance standards, as well as for wet traction and durability. Other countries are taking action, so the U.S. must act so it doesn't become the dumping ground for all the high rolling resistance tires that can't be sold in other nations.

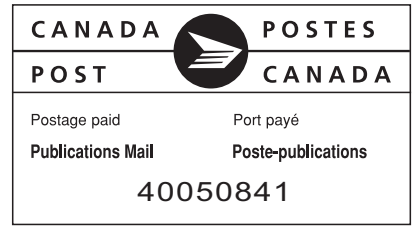
The European Union already has established similar regulations, and dozens of other countries are following the EU blueprint. "We should work together to address the impact spent tires have on the environment," Ms. Karbowski said. "This is not a company issue. It is an industry issue."

The bottom line is that those in the tire industry face a shared risk. "No one can say with sufficient certainty that the risk is so low or so remote that it is inconsequential and should be ignored," she said. "To survive and thrive for the next 100 years, our company and our industry must act decisively and deliberately. We must seize every opportunity to drive positive change through business decisions, through product innovations, proactive environmental policies, and through smart regulations. Together . . . we can make a difference."

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