



Georgia *Spring 2023* Tire Tracks

A Publication of the Georgia Tire Dealers and Retreaders Association, Inc.

GTDR

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GTDR Board of Directors

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Stacy Jarrett

2023 ANNUAL CONVENTION

JULY 21 - 22, 2023

The Westin Savannah Harbor Golf Resort & SPA

1 Resort Drive

Savannah, GA 31421

Mark Your Calendars! Book Your Hotel Room! Register Today!



Call 1-888-236-2427 by June 16, 2023

To Get the Hotel Group Rate, Identify Yourself With:

Georgia Tire Dealers & Retreaders Association 2023 Convention

OR

Book online using the following link:
<https://book.passkey.com/e/50452004>

Hotel Room\$232

Plus state and local taxes and \$25 Resort Fee

\$20 Self Parking Per Day/\$35 Valet Parking Per Night

** Rates are valid three days before and three days after the convention dates.*

ENJOY ONE LAST VACATION THIS SUMMER! FAMILIES WELCOME!

Tentative Agenda

Friday, July 21

- 9:00 - 2:00 pm **Golf Tournament - The Club at Savannah Harbor**
Registration at 8:00 am
- 4:00 - 6:00 pm **Arrival/Registration**
Main Lobby
- 7:00 - 8:00 pm **Reception**
Harbor Lawn
- 8:00 - 10:00 pm **Scholarship Banquet & Hall of Fame**
Harbor Ballroom

Saturday, July 22

- 9:00 - 12:00 pm **Educational Sessions** (Breakfast starts at 8:00)
Riverscape
- 12:30 - 2:30 pm **Tabletop Trade Show** (Lunch will be served)
Harbor Ballroom
- 3:00 pm **Board of Directors/Annual Meeting**
Riverscape

** A Silent Auction will be held Friday night.*

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PAST PRESIDENTS

THANK YOU TO ALL WHO
HAVE SERVED
WITH DIGNITY AND HONOR

GTDRA PAST PRESIDENTS

Life Members of Past President's Council

Scott Beasley, Dublin
Terry Beavers, Forest Park
Jeff Bobbitt, Macon
Joe Bross, Columbus
J. Mercer Brown, Atlanta
Larry Bush, Macon
James Cannon, Canton
Bill Duckworth, Jr., Brunswick
**Ken Exum, Atlanta
David Fausett, Adel
Dick Frank, Augusta
Bobby Franklin, Folkston
**Abe Goldstein
Bob Green, Ellenwood
**Mike Harrison, Gainesville
**N. H. Hobgood, Jr., Toccoa
Mike Houston, Warner Robins
Bruce Howell, Stone Mountain
Bob Hughes, Savannah
**H. Z. Kelley
Capers Lifsey, Columbia, SC
Rob Miller, Dublin
Charles Neel, Griffin
Richard Newlon, Conyers
**Mobley Noble, Stone Mountain
Neal Page, Albany
Richard Palmer, Jr., Macon
Richard Palmer, Sr., Macon
John Plumstead, Byron
Sean Plumstead, Byron
David Polhill, Dublin
Bill Raffield, Macon
**Warren Raffield
**Bob Rogers, Mableton
Ernie Rowell, Columbus
Tony Sexton, Loganville
Bobby Singletary, Thomasville
**Tom Snow
Lowell Tench, Clarkesville
J. R. Traylor, Sr., Moultrie
Richard Traylor, Sr., Moultrie
Rodney Traylor, Moultrie
Don Wettlaufer, Canton
Jim Whitehead, Jr., Augusta
Mike Wilkinson, Tucker
Kim Willis, Griffin

**Deceased

2023 FOUNDATION SCHOLARSHIP WINNERS



Brett Battle
Pensacola Christian College



Elyse Matheny
*Georgia College and
State University*

Educating Your Employees on the Importance of Cyber Security

Did you know that approximately 88 percent of data breaches result from human error?¹ As business owners, you know that your company is safer when your employees understand their respective roles and responsibilities in keeping confidential information, and themselves, safe.

Have You Reviewed Your Cyber Security Risk Management Plan?

Focusing on the human defense side of cyber security is critical in our evolving digital world. It is important to increase your employees' understanding of cyber threats targeting them both at work and at home. When reviewing your cyber risk management plan, you and your team should consider:

- Understanding and following cyber security best practices
- Identifying and assessing cyber risk exposures
- Creating and communicating cyber security policies
- Training employees on cyber security, and leveraging a simulated phishing tool such as KnowBe4
- Regularly re-evaluating your cyber security program

Cyber security education and risk management starts at the top with you. Reach out to your local Federated® marketing representative for more information on how to arm your employees with information to help prevent harmful cyber trends from impacting your business.

For additional cyber risk management resources, access mySHIELD®, Federated's personalized, online destination for risk management resources to help support your business.

This article is for general information and risk prevention only and should not be considered legal or other expert advice. The recommendations herein may help reduce, but are not guaranteed to eliminate, any or all risk of loss. The information herein may be subject to, and is not a substitute for, any laws or regulations that may apply. Qualified counsel should be sought with questions specific to your circumstances.

GEORGIA TIRE DEALERS: NEW MEMBERS

Welcome New Members

5th Street Tire Company

Alex McConeghy

212 Quail Run
Roswell, GA 30076
404-822-8721

Coastal Tire Distributors

Corey Bessent

33 Ruddyduck Ct.
Brunswick, GA 31523
912-617-2538

Rubber Inc

Steve Fulton

2419 S Michigan Ave
Chicago, IL 60616
678-467-0508
312-225-6162

Blocker's Gooseneck Tire

Jeffery Ellis Blocker

13598 Hwy 301
Glennville, GA 30427
912-237-5517

R&R Tire

Roger Sapp

4272 Norwich St Ext
Brunswick, GA 31520
912-275-8346

**Wholesale Battery,
Tire and Auto**

Erwin Harrell

202 Spring Creek Road
Bainbridge, GA 39817
229-246-8977



Annual Convention Registration Form July 21 - 22, 2023

*The Westin
Savannah Harbor
Golf Resort & SPA*



***Be Included in a Raffle Drawing by Registering Early!
Return Your Registration Form to the GTDRA Office
By **June 16, 2023** for Your Chance to Win a **\$100 CASH PRIZE!*****

Final Registration Date: **July 7, 2023**

Mail or Fax your Registration Form and Hall of Fame Nomination to
GTDRA * PO Box 801378 * Acworth * GA * 30101
FAX: (770) 421-0511
Additional forms available @ www.gtdra.com

Company Name

Address

City/state/zip

Telephone/ Email

List names for badges

Registration Fees

\$150 Per Couple - \$150 x _____ = \$ _____

Additional family members:

(ages 13 - 18) \$40 x _____ = \$ _____

(ages 5 - 12) \$20 x _____ = \$ _____

Children under 4 _____ FREE

\$100 Per Individual - \$100 x _____ = \$ _____

Golf

\$125 Per Person - \$125 x _____ = \$ _____

Name of Golfer(s): _____

5

Enclosed is Check # _____ in the amount of

\$ _____ OR

Please charge:

_____ Visa _____ MasterCard _____ Amex Exp.

Card Number

Expiration Date Security Code Zip Code

Signature

If possible, please put me in a golf group with: _____

of People Attending: ___ Friday Banquet ___ Sat. Educational Sessions ___ Sat. Trade Show

“Why You Should Support Your Local Tire Dealer Association”

Author: Mike Manges | Editor

A newsletter from the New England Tire & Service Association (NETSA) recently crossed my desk. (Yes, we still receive paper communications here at MTD, which I like!) As I was flipping through it, I started thinking about state and regional tire dealer associations, how important they are to our industry, why they're a great value for tire dealers and why these groups - and the people who run them - deserve support.

The number of state and regional tire dealer associations certainly is not growing. When I joined MTD in November 1997, there were 45 associations in the United States. Fast forward to today and there are only 23 state tire dealer associations. Some have folded into other associations. Others quietly went by the wayside due to lack of interest. It would be hard to argue that tire dealers, in general, are better off because of this.

However, those groups that have remained active are more vibrant - and have more to offer their members - than ever before. For instance, the Ohio Tire & Automotive Association (OTAA) recently teamed up with DRIV Inc., a division of Tenneco Inc., to bring a state-of-the-art, mobile training center to the locations of association members who request it.

Beyond training and other perks, legislative representation is one of the most significant benefits of association membership. Marc Connerly, executive director of the California Tire Dealers Association (CTDA), one of the country's largest groups, says “we have a paid lobbyist” who fights for the benefit of members in Sacramento, the state's capitol. “Trying to do that on your own in California would be futile,” he explains. “And we have made an effort to provide our members with advocacy at the local level. Our members are always welcome to call us if they have an issue with their local zoning department or fire department.” Connerly says he can “point to multiple pieces of legislation where we influenced the outcome,” including the defeat of a proposal that would hike tire recycling fees.

Some regional tire dealerships “are big enough to take care of themselves and they have enough people on staff that they can represent their interests without a problem,” says Tony DeSimone, executive director of NETSA. “But if you're a smaller dealer, who's speaking up for you when your state's legislature meets?”

A couple of years ago, NETSA helped secure passage of a bill that lets tire dealers in Massachusetts access telemetrically transmitted vehicle diagnostic and repair data — information that original equipment car manufacturers would prefer to lock down.

Like NETSA, the CTDA and other associations, the Virginia Automotive Association (VAA) also has racked up important legislative wins for its members. The VAA's government work incorporates “a wide range” of efforts, says Steve Akridge, the group's executive director. These include “monitoring bills introduced during the state's general assembly session, directly lobbying bills that could impact the industry in a positive or negative way, working directly with state agencies” and influencing the outcome of rulemaking that could potentially harm tire dealerships within the state.

“Owning a dealership today is not cheap,” says Akridge. “Think of how much money you've invested in your business. Then think of how one bad bill in your state's general assembly could have a big financial impact on your business.

“Why would you not support the local state association that is watching your back and working to protect your interests?”

I echo that sentiment. If you live in a state or region that still has an active tire dealer association - and the July 2022 issue of MTD contains a comprehensive list of the groups that are left - I urge you to get involved.

“Dealers cannot assume their state associations will be around forever,” says Akridge. “Who's going to fight for the industry when issues come up? Who's going to lobby against bad bills and support good ones?”

“The cost to join most state associations is very inexpensive. In Virginia, it's less than a dollar a day.” That's less than the cost of a cup of coffee in most places.

State and regional tire dealer associations provide a remarkable return on investment. You owe it to yourself — and the future of the business that you've worked so hard to build — to at least explore what your nearest association offers.

ANNUAL CONVENTION INFORMATION

EARLY REGISTRATION

Win \$100 CASH! Complete and return your registration form to the GTDRA office by JUNE 16TH, and you will be included in a raffle drawing for a chance to win \$100 Cash.

SILENT AUCTION

Place bids on a variety of items donated by the Georgia Tire Dealers Board of Directors and go home with something special. Past items have been laptops, wine glasses, televisions, UGA football tickets, Braves tickets, beach bags with accessories, floor mats, Bose Bluetooth speakers, golf clubs and bags, Craftsman yard blowers, and a variety of awesome coolers. This year, a gift certificate for a two night stay with breakfast for two at The Westin Savannah during nonconference dates will be available! Bids will be placed during the Friday night banquet and winners will be announced after dinner.

SPONSORSHIP & TABLETOP OPORTUNITIES

To all of the GTDRA Supplier Members: Please consider being a 2023 Annual Convention Sponsor. Four levels of sponsorships are available: Platinum - \$2,500; Gold - \$2,000; Silver - \$750; and Bronze - \$350. Each level offers different benefits. Also, you may participate in this year's tabletop trade show for only \$350. Go to www.gtdra.com for Sponsorship forms or call the GTDRA office.

HALL OF FAME

The Georgia Tire Dealers & Retreaders Association Hall of Fame is to honor those individuals who have played a significant role in the growth and development of the Georgia Tire Dealers Association and the Tire Industry. Please consider nominating the individual you would like to see inducted this year. Go to www.gtdra.com for Hall of Fame Nomination forms. Winners will be announced at the 2023 Annual Convention.

Past Hall of Fame Inductees

*Deceased

2010
*Bobby Carroll
* Tom Snow

2011
*Buck Kelly
*Bob Rogers

2012
Scott Beasley

2013
*Mike Harrison

2014
Tony Sexton

2015
*Gene Laabs
*Warren Raffield

2017
Richard Newlon

2018
Gary Waters

2019
*Earl Perry
*James Robert Traylor Sr

2023
???

SUPPLIER MEMBERS

123 Wholesale Tire

Baldwin, GA
Randy Church
706-778-7656

American Tire Distributors

Augusta, GA—Chris Jennings
800-476-3634

Byron, GA—Max Burgess
800-342-9641

Kennesaw, GA—Josh Booth
800-444-5853

Savannah, GA—Jason Hacker
800-206-2722

Tucker, GA—Chuck Christopher/
Clint Foreman
800-241-1184

Huntersville, NC
800-277-8473

Auto Service Processing

Atlanta, GA
Craig Roll
800-979-1516

CINTAS

Vidalia, GA
Tom Cato
912-537-9500

Cooper Tire & Rubber

Findlay, OH
Rick Didelot
813-418-2970

Falken Tire Corporation

Rancho Cucamonga, CA
Tim Hutchison
909-727-2086

Federated Insurance

Atlanta, GA
Stanlee Logue
404-281-0041

Liberty Tire Recycling, Inc.

Atlanta, GA
Dewey Grantham, Jr.
404-355-0547

Net Driven

Scranton, PA
John Twernbold
570-880-7030

NTW - National Tire Wholesale

Albany, GA—Mike Singletary
800-342-6162

Atlanta, GA—Karl Smith
800-241-6022

Augusta, GA—Terry Wilbur
800-637-2474

Gainesville, GA—Richey Aiken
800-225-7950

Macon, GA
800-637-6109

Marietta, GA—Jon Shields
866-791-4323

Savannah, GA—Clinton Woodlief
800-447-9780

Parrish Tire Company

Carrollton, GA
Robby Dixon/Nathan Keaton
770-830-1698

Quality Tire Recycling, LLC

Jackson, GA
Doug Bernhardt
770-775-3304

Reel Tech, Inc.

Royston, GA
Wayne Reel
706-201-5708

Rubber Inc

Chicago, IL
Steve Fulton
678-467-0508

Tire Distributors of GA

Byron, GA—Sean Plumstead/
Steve Dillingham
478-745-1975

Statesboro, GA
Austin Ballew
912-259-9600

Statham, GA
Jay Lee
770-796-0363

Tifton, GA
Laura Thompson
229-386-1888

Turtle Plastics

Lorain, OH
Dennis Hildebrandt
440-282-8008

U.S. AutoForce

Acworth, GA
800-490-4901

Atlanta, GA
800-490-4901

Macon, GA
800-490-4901

Jacksonville, FL
800-490-4901

Tallahassee, FL
800-490-4901

Augusta, SC
800-490-4901