



Georgia *Spring 2024* Tire Tracks

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

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2024 ANNUAL CONVENTION

JULY 19 - 20, 2024
The Westin Jekyll Island
110 Ocean Way
Jekyll Island, GA 31527

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



Call 912-635-4545, Option #1 by June 14, 2024
To Get the Hotel Group Rate, Identify Yourself With:
Georgia Tire Dealers 2024 Convention

OR
Use the following link online:
[Book Your Group/Corporate Rate | Marriott International](#)

Hotel Room

Island View, no balcony... \$309
Partial Ocean View, with balcony...\$329
Ocean View, with balcony...\$349

Plus state and local taxes and \$30 Resort Fee

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

ENJOY ONE LAST VACATION THIS SUMMER! FAMILIES WELCOME!
Tentative Agenda

<u>Friday, July 19</u>	
9:00 am	Golf Tournament - Jekyll Island Golf Club <i>Registration at 8:00 am</i>
4:00 - 5:30 pm	Registration AND Reception <i>Palm Terrace</i>
<u>Saturday, July 20</u>	
10:00 am	Board of Directors/Annual Meeting <i>Sapelo</i>
4:00 - 5:30 pm	Tabletop Trade Show (Light refreshments will be served) <i>Grand Ballroom</i>
7:00 - 8:00 pm	Reception <i>Courtyard</i>
8:00 - 10:00 pm	Scholarship Banquet & Hall of Fame <i>Grand Ballroom</i>

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

PAST PRESIDENTS

THANK YOU TO ALL WHO
HAVE SERVED
WITH DIGNITY AND HONOR

GTDAА 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
Dana Williams, Rincon
Kim Willis, Griffin

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Help Your Employees Make it Home Safe Today

Federated DriveSAFE™ Telematics helps your employees improve their daily driving habits and return home safe at the end of the day.



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MUTUAL COMPANY DIRECT CLAIMS REPRESENTATIVES
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ESTATE PLANNING ATTORNEY NETWORK ANNUITIES

IT'S OUR BUSINESS TO PROTECT GTDAA MEMBERS

WE'RE BETTER TOGETHER: LIFE AND DISABILITY INCOME
PRIVATE BONUS PLANS KEY PERSON COVERAGE
WORKERS COMPENSATION HIRING PRACTICES
FEDERATED DRIVESAFE™ TELEMATICS SOLUTION
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EMPLOYMENT RELATED PRACTICES LIABILITY
EMPLOYMENT LAW ATTORNEY NETWORK
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RISK MANAGEMENT ACADEMY
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FEDERATED INSURANCE: NEWS RELEASE

Hiring for Risk Management

Hiring practices and risk management go hand-in-hand. Your company needs the right people working for you to help keep it successful, so making careful hiring choices is imperative for your business. The following tips could be beneficial when the time comes to hire someone new:

Finding the right fit for the job by:

- Taking the time to interview multiple people to find someone who values safety, risk management, and teamwork.
- Being involved in the hiring process - it's your business, so you get a say in who works there.

Make sure your job description is clear by:

- Fully listing out necessary criteria and noting all job responsibilities.
- Explaining your company's stance on workplace safety.
- Providing general information on training your candidate can anticipate down the road.

Conducting a background check and reviewing references:

- Where applicable by law, conducting background checks and reviewing Motor Vehicle Reports (MVRs) if they will be driving a company vehicle can help.
- Reviewing your candidate's work history and checking references can help gain an idea for what experience and work ethic they will bring.

While there's no guaranteed way to avoid making a poor hiring choice, you can do a lot to help your business by taking the extra steps and finding the right match.

This publication is for general information 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 is not intended to cover or identify all risk exposures. The information herein may be subject to, and is not a substitute for any laws or regulations that may apply. Some of the services referenced herein may be provided by third parties wholly independent of Federated and are provided with the understanding that neither Federated nor its employees provide legal or other expert advice. All products and services not available in all states. Qualified counsel should be sought with questions specific to your circumstances. ©2024 Federated Mutual Insurance Company.

GEORGIA TIRE DEALERS: NEW MEMBER

Welcome New Member

Fussell Tire and Service

Coy Fussell

1775 Westside Way

Valdosta, GA 31601

229-259-0034

cfussell@fusselltireandservice.com



Annual Convention Registration Form July 19 - 20, 2024

*The Westin
Jekyll Island*



Be Included in a Raffle Drawing by Registering Early!
Return Your Registration Form to the GTDAA Office
By *June 14, 2024* for Your Chance to Win a *\$100 CASH PRIZE!*

Final Registration Date: *July 5, 2024*

Mail/Email/Fax your Registration Form and Hall of Fame Nomination to
GTDAA * PO Box 801378 * Acworth * GA * 30101
ga_tiredealers@bellsouth.net
FAX: (770) 421-0511
Additional forms available @ www.gtdaa.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 Reception _____ Sat. Trade Show _____ Sat. Banquet

“The Daunting Role of Service Managers”

Author: Dennis McCarron, Partner at Cardinal Brokers, Inc. | March 19, 2024

I've long stated that service managers have the hardest job in an aftermarket tire and automotive dealership. Store managers have moments when their job is hard. Service managers are always juggling.

One of the hardest things a service manager has to be good at is balancing speed and accuracy. Yes you want to get a job done quickly, but not to the detriment of doing it right. Customers seem to prioritize speed, but if you ask them, they also want the job done correctly.

A service manager is like a conductor. He or she must keep all the instruments in time otherwise the music is disorganized. Not only does the service manager have to juggle the due time of every ticket — but also who gets the ticket. This should be based primarily on who is capable of doing the job correctly and on time. There is a time to stretch a technician's experience and have them learn. But in order for an adult to learn, there cannot be pressure (time) to do it. The person will have a hard time learning if there are distractions like performing well or meeting a deadline.

Service managers need to have a feel for the shop as well. Who is on fire today? Who is a little slow? What are the upcoming appointments? Getting the shop into the right rhythm and keeping it there is a battle — everyday. Learning to give who what and when is a skill that can only be developed through practice and repetition. Owners or store managers should have regular conversations about decision making methods the service manager goes through in assigning work. There should be parallels in both people's minds about how work flows through the shop.

In addition, service managers must communicate continuously and effectively with not only the technicians, but the service advisors. One bad service advisor is all it's going to take to throw a grenade in the shop. If a service advisor is agreeing with a customer that an oil change will only take 15 minutes, and the shop is full and three deep on every tech, the service manager needs to hand the ticket back to the advisor and tell them they must renegotiate the time due.

A good service manager also has a timer in his or her head keeping track of the work in progress. How long are the parts going to take to get here, when does the tech actually start the work and how long will it take at that point? If the service manager simply hands out tickets and orders parts, then your shop is going to be a mess real quick. This timer can be going on 15 different tickets at a time or more, so it's not an easy thing to do. And let's not forget keeping up on returns and any parts inventory that needs reordering.

Lack of communication is the single most common mistake I see in shops across the country. The ticket is handed to the service manager, who reads the ticket, with very little communication with the advisor and then puts the ticket on a technician's hook or bin. The tech then comes over and reads the ticket but very little communication happens then as well unless there's a problem.

Both of those situations should have brief conversations whether simply stating a due time, or an explanation of any specific requests by the customer. There must be verbal communication at every point when a ticket changes hands (virtually or physically). I can promise you this: if a shop is quiet on the communication front it's going to have problems which will be a surprise, and that will take up more time correcting than a 12 or 15 second conversation a couple of times over the life of the ticket.

Finally, a service manager also needs to be a diplomat. They have to bridge the gap between Counter Country and the Nation of Technicians. There's a built in tension between the two. One is trying to make customers happy and agree to their demands, and the other is trying to do the job the right way. Sometimes this can create friction, and it's up to the service manager to find middle ground and smooth out the rough patches.

The job of a service manager is simple — but it's far from ⁶easy. If you've ever done the job, you know you walk 20 miles a day inside the shop and your brain hurts at the end of the day. It's physically and mentally demanding and that should be the motivation of the service leader: a challenging yet rewarding experience.

ANNUAL CONVENTION INFORMATION

EARLY REGISTRATION

Win \$100 CASH! Complete and return your registration form to the GTDAA office by JUNE 14TH, 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, BBQ grilling sets, grill brush sets, UGA football tickets, Braves tickets, loaded tailgate totes, beach bags with accessories, floor mats, Bose Bluetooth speakers, and a variety of awesome coolers. This year, a gift certificate for a two night stay at The Westin Jekyll Island during nonconference dates will be available! Bids will be placed during the Saturday night banquet and winners will be announced after dinner.

SPONSORSHIP & TABLETOP OPPORTUNITIES

To all of the GTDAA Supplier Members: Please consider being a 2024 Annual Convention Sponsor. Four levels of sponsorships are available: Platinum - \$3,000 (includes a Tabletop); Gold - \$2,250; Silver - \$800; and Bronze - \$400. Each level offers different benefits. Also, you may participate in this year's tabletop trade show for only \$350.

Go to www.gtdaa.com for Sponsorship forms or call the GTDAA office.

HALL OF FAME

The Georgia Tire Dealers & Automotive 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.gtdaa.com for Hall of Fame Nomination forms.

Applications must be received at the GTDAA office by **May 31, 2024**.

Inductees will be announced at the 2024 Annual Convention.

Past Hall of Fame Inductees

<u>2010</u> *Bobby Carroll * Tom Snow	<u>2013</u> *Mike Harrison	<u>2017</u> Richard Newlon	<u>2023</u> Bill Duckworth Jr. Bobby Franklin Steve Fulton
<u>2011</u> *Buck Kelly *Bob Rogers	<u>2014</u> Tony Sexton	<u>2018</u> Gary Waters	
<u>2012</u> Scott Beasley	<u>2015</u> *Gene Laabs *Warren Raffield	<u>2019</u> *Earl Perry *James Robert Traylor	<u>2024</u> ???

*Deceased

SCHOLARSHIP OPPORTUNITIES

Educational Scholarships are available through the Georgia Tire Dealers Foundation for eligible applicants. These scholarships are offered to all GTDAA members, employees, and their immediate family members. To date, over \$301,000 in awards have been paid to recipients. Go to www.gtdaa.com for all of the details. The final deadline for completed applications is **Friday, April 12th!**

Winners will be announced at the Annual Conference.

Thank You to the Georgia Tire Dealers Foundation President and Trustees.

Rob Miller, President

Sean Plumstead, Trustee

Steve Fulton, Trustee

Bill Duckworth, Trustee

SUPPLIER MEMBERS

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

Auto Service Processing

Atlanta, GA
Craig Roll
800-979-1516

CINTAS

Vidalia, GA
Tom Cato
912-537-9500

Falken Tire Corporation

Rancho Cucamonga, CA
Joel Aldridge
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
800-342-6162

Atlanta, GA
800-241-6022

Augusta, GA
800-637-2474

Gainesville, GA
800-225-7950

Macon, GA
800-637-6109

Marietta, GA
866-791-4323

Savannah, GA
800-447-9780

Parrish Tire Company

Carrollton, GA
Robby Dixson/Jared Lane
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

Athens, GA
Jay Lee
770-796-0363

Byron, GA—Sean Plumstead/
Troy McDaniel
478-745-1975

Statesboro, GA
Austin Ballew/Travis Hicks
912-259-9600

Tifton, GA
Hunter Yarbrough
229-386-1888