



TREADMARKS #249

NOVEMBER 2020

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### Convention

At this time the MATDA does plan on hosting a convention at the Kansas Star in Mulvane, Kansas. Friday, February 26th - Saturday, February 27th.

We are all aware of how tentative planning is these days as Covid-19 restrictions may alter best intentions. The Kansas Star has doubled our originally booked space to allow for spreading out if that is necessary.

Forms for sponsors and exhibitors will be sent out in the next weeks. If you are interested or know a company who should participate...please forward it on.

### Scholarship Golf Tournament

Our Scholarship Fund raising golf tournament was canceled this year. The result is the lack of funds to present scholarships at our convention. The board discussed hosting a virtual fundraising option.

This will be included in the "ask" for sponsors for convention this year. The Exhibitor/Sponsor forms for the convention will be sent to all members and this regions tire industry interested parties.

If you are not a supplier you may consider this option to help support the young folks. Watch for the forms.

The goal each year is to give 6, \$500 scholarships to applicants. Normally we net enough at a golf tournament for this goal.

We will be looking for \$100 hole sponsors. Hope you see the "good" in helping in this way.

**Convention and  
Trade Show  
Friday, Feb. 26 -  
Saturday Feb. 27, 2021**

**Kansas Star, Mulvane, Ks**

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## Why Kansasland Tire Partners with Syndeo Outsourcing

*Scott Samway is the CFO of Kansasland Tire and Nebraskaland Tire.*

Kansasland Tire Co. Inc. was at a business crossroads. The organization's in-house human resources manager wanted to retire, and company leaders needed to decide whether to find her replacement, consider handing those responsibilities off to someone else within the company or contract with a third-party provider.

***"We knew we would need people who live in the HR world all day, every day,"*** Samway says.

Syndeo provides Kansasland a variety of HR compliance services, including handbook management, W2/W3 filings, Tax Compliance, Employee Paperwork, Electronic Onboarding, OSHA Compliance and other employer related responsibilities.

Syndeo partners with local businesses that have anywhere between 5 up to 500 employees, to help them minimize employer risks and improve their internal efficiencies by allowing them the freedom to focus on the reasons they went into business in the first place. Taking care of their customers, growing their company and fulfilling their mission. Syndeo focuses on the non-productive employer responsibilities so you can focus on the areas that are productive and create profits.

Samway says, ***"Keeping up with the growth of Kansasland, was becoming too much for one person to manage. Syndeo gives the peace of mind that Kansasland is compliant with labor laws and stays up to date with regulatory changes."***

For Kansasland, HR outsourcing became a core business strategy, giving leaders the freedom to focus on growing the company without having to worry about HR.

***"It helps to know you are doing things right,"*** Samway says.

By being a member of the Midwest Tire Association, a partnership with Syndeo Outsourcing is available at a greatly discounted rate. If your company would be interested in exploring a partnership with Syndeo please reach out for a complimentary consultation with your organization. We look forward to speaking with you!

### **Mike Metz**

Director of Sales

Mobile: 316.207.2890

E-Mail: [mmetz@syndeohro.com](mailto:mmetz@syndeohro.com)

***Because when your HR can't,  
Syndeo Can***

## Blue Cross Blue Shield Health Insurance for members.

When we do member surveys inquiring about what would make your life easier as a tire dealer the number one answer was finding and keeping good employees. To that end....Your association has been working with BCBS to develop an affordable health insurance program for you and your employees. You should have been contacted by now about the plan.

It's still in the process and if you have not been contacted and have an interest please reach out.

As a group we can help you offer employee benefits that help you keep good employees. Contact the office or Donna Pashman with BCBS at 785.291.6502.

## A Deadly—Yet Preventable—Trend

As businesses like yours resume “normal operations,” company drivers are sharing the road with far fewer vehicles than in the past—and the temptation to speed or drive distracted is proving deadly. In the past 90 days, Federated clients have been involved in more than 50 crashes that killed or seriously injured someone. Every single one of these crashes had one thing in common: they were **preventable**.

People are dying. People are being permanently disabled. Families and businesses are being devastated all because drivers are failing to pay attention to simple safe driving practices. For example, in a recent two-week period of time:

- A young mother was killed when a company driver rear-ended her minivan while talking on the phone. Her two young children were also in the car and sustained permanent injuries.
- Three friends were killed when a company driver fell asleep behind the wheel and crossed the centerline.
- Two pedestrians died after being struck by a distracted company driver failing to yield at an intersection.

I hope we agree: this has to stop.

Imagine if your business and employees had been involved in one of these crashes. Things would never be the same. In a time when so much is out of our control; we can control—and we must control—this disturbing trend. Together, you and Federated can prevent these crashes.



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## MATDA MISSION

The mission of the MATDA is to promote closer cooperation and better understanding between the tire dealers of Kansas, Nebraska, and Oklahoma; to provide professional lobbying and governmental relations; to provide effective training and education to enhance members' business acumen and help them better serve the consumer; to promote public understanding of the industry's concern for the environment, and to provide such services and activities that are proper and necessary to achieve these mutual goals.

7321 NW Rochester  
Topeka, Ks 66617  
p 785.286.1110  
[herrick.shawn@gmail.com](mailto:herrick.shawn@gmail.com)  
[www.matda.org](http://www.matda.org)



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