

An interview with Billy Eordekian, 1-800 EveryRim.com Pico Rivera.



(Pico Rivera is approximately 8 miles east of Los Angeles).

The other day I had the opportunity to catch up with Billy. Billy Eordekian is -and has always been - a strong supporter of CTDA-South.

It already started when he was 19 years old. He used to go with his father to attend dealer meetings in the local restaurant, and during the time when he owned USED RIM, Inc. he sponsored the yearly picnic and basketball tournament for the southern association. He even sponsored it after he sold USED RIM, Inc. to Keystone and was no longer part of the industry.. Today he is a successful business man and he has become a board member of the association.

And here is the interview:

Tell me about your background.

"I grew up in Montebello, CA and first memory was of construction crew pounding nails into a converted storage building This would soon be our home behind my grandparents house and across the alley from a small garage and a mountain of casings that was my father's Montebello Tire. When I was little, I would drive around with him picking up and delivering used and regrooved tires

I remember hearing my Mom and Dad with an adding machine after dinner and using terms like accounts receivable, income statement, and accounts payable.

Started sorting wheel weights and casings for my Dad at his tire shop during summers when I was 12.

Graduated Whittier high School in 1975 and never got good grades, but learned a lot of "other stuff" Hey it was the 70's and we were the guys that perfected the 60s.

First full time job was working for the DiSanos at Motor Rim & Wheel Service which later became Century Wheel. Note: Gary Disano passed away this year and was Tournament of Roses President.

Soon after I had worked for My Dad at Warner's tire house as a salesman, I came up with ideas for flyers and even a sticker with our phone number to put on customer's spare tires. I figured, let them think of us when they need us the most.

My Dad taught me to be honest and to "SELL YOURSELF FIRST" "If people like and trust you, they will buy from you.

A person can't achieve this without liking themselves first. The confidence I got from both parents and especially my Mom who showered my sister Gail and I with constant attention.