

Sponsors

American Tire Distributor's
Becker Tire
Bridgestone Firestone USA
Burgraff
Champlin Tire Recycling, Inc.
Continental General Tire
Cooper Tire Corp.
Cross Midwest Tire
Federated Insurance Co.
fonfacts/Sound Advice
Friend Tire
Garrett Tires & Treads
Goodyear Commercial Tire Syst.
Hesselbein Tire
Iowa Mold Tooling Co. Inc.
Kansasland Tire Group
Kelle Oil Co/Firestone Ag.
Myers Tire Supply
NTI
Rudolph Tire
St. Louis Wholesale
Staff One
T.O. Haas Tire Co.
TBC
Thompson's OK Tire
Tire Dealers Warehouse
Yokohama

Exhibitors

American Tire Distributor's
ASA Tire Systems
Becker Tire
Cross Midwest Tire
Carquest
CATSCO
Federated Insurance
Hesselbein
Iowa Mold Tooling
Malachi Auto
Myers Tire Supply
Ochoa Roadrunner Pdts.
Stellar Industries
Tech Supply
Tire Comp. Solution
Tire Shop - Freedomsoft
YourLoyalcustomer.com

Annual Meeting

At the Annual meeting held at the convention and trade show, your new directors were elected for a two year term. The officers were also elected at a special board meeting at the close of convention. They will serve a one-year term. Congratulations to the following volunteer leaders!

Steve Burhenn
Becker Tire, Great Bend, Ks

Justin Glasgow
Performance Tire & Wheel Topeka, Kansas

Connie Hey
Hey Machinery, Baldwin City, Ks

Roger Howland
Country Tire Inc., Blair, Ne

Rob Pickrell
Cross Midwest Tire, Salina, Ks

Phil Thompson
Thompson's OK Tire, Beloit, Ks

Auction Sponsors

| <u>Sponsor/Donated Item</u> | <u>Highest bid</u> |
|-------------------------------------|--------------------|
| Becker Tire/Air Wrench | \$500 |
| CATSCO/Crown Royal & Glasses | \$120 |
| Champlin Tire/Bench | \$325 |
| Federated/Putter & golf balls | \$80 |
| Hesselbein/Vase | \$325 |
| Hesselbein/Vase | \$275 |
| Hesselbein/Blake Griffin Jersey | \$250 |
| Hesselbein/4 rounds of Golf | \$200 |
| Hesselbein/Mini John Deer tank | \$200 |
| Hesselbein/OU Bar Table | \$200 |
| Hesselbein/computer bag | \$35 |
| Hesselbein/vases | \$300 |
| Hey Machinery/Lic Plate Clock | \$40 |
| Hey Machinery/Hub Cap Clock | \$50 |
| Hey Machinery/Basket | \$180 |
| TO Haas/Basket | \$60 |
| TBC/Becker/Hesselbein/Golf Bag | \$40 |
| TDW/Gift Basket | \$80 |
| Thompson's OK Tire/Crown Royal Cask | \$150 |
| \$20 CASH Donations | \$20 |
| TOTAL | \$3820 |

Officers

Gary Champlin - President
Rod Frieouf - Vice President
Steve Burhenn - Treasurer
Connie Hey - Secretary

Industry Service Award

The MATDA Industry Service Award was sponsored this year by Champlin Tire Recycling. This award is presented annually to an individual who has distinguished himself or herself in the tire industry, either through years of unselfish dedication and service, or through a single exemplary act of service that has resulted in extraordinary benefits to the MATDA membership. This years award is the 11th recipient nominated by Rob Pickrell with Cross Midwest Tire. The nomination is as follows:

I am pleased to nominate Steve Burhenn for the 2010 MATDA Industry Service Award. The first paragraph defining the reason some one should be nominated for this award is exactly why I am nominating Steve. The MATDA Industry Service Award is presented annually to an individual who has distinguished himself or herself in the tire industry, either through years of unselfish dedication and service....

Steve literally grew up in the business, Larry Sisson a past winner of this award, was Steve's Uncle. Steve started with Becker Tire in 1975 running routes and working in the warehouse. He has done everything in between including converting Becker Tire to the computer age and designing their inventory stocking and control system.

CHAMPLIN TIRE RECYCLING, INC.

Tire collection and processing
Trailer placement
Licensed in KS, NE, MO, IA, CO, SD
Used tires
Playground/Landscaping mulch
Recycled picnic tables and park benches

800.295.3345

www.champlintirerecycling.com



Steve is known as a great public speaker and people person. He has used this skill in promoting both his company and the industry all of his life. He is always willing to share the lessons he learned the hard way with his fellow team members and Becker Tire's associate dealers, but more importantly for consideration of this award, with his competitors.

Steve has continually stated that our industry would be in trouble without all of you independent tire dealers. As Past President of the MATDA and current Board Member, he is always looking for ways the Association can educate and work for our members. Without strong educated dealers, our industry would lose the battle with the big box stores and car dealer organizations.

The other half of the qualification paragraph reads: or through a single exemplary act of service that has resulted in extraordinary benefits to the MATDA membership. Steve has earned recognition from this aspect due to his Herculean efforts to make this the Association's First Convention and Trade Show outside Kansas a success. Steve pretty much single handedly worked with the members in Oklahoma to make this convention one of our most successful ever! (Note I write this almost two months prior to the convention, but all signs indicate it will be one of our most successful convention and trade shows ever). Quite a feat considering we have never hosted the convention outside of Kansas, and we have many new vendors from this area to contact and work with. In addition he managed to solicit some of the best Manufacturer support we have had in several years; in a down economy where most of the manufacturers have cut or eliminated this type of budget item. He did this by convincing them of his own beliefs, that without education and training for us tire dealers, we will not be able to keep pace with the technology and regulations that are almost overwhelming our industry today. In fact due to his success he has raised the bar so far, that the Association is probably going to attempt the same success in Nebraska in 2012.

We are sure the Steve will want to share this credit with his wife Adell and his children and their families Jason and Lacey. Please join us in thanking Steve for all of his efforts and congratulating him on this well deserved award.



Shawn Herrick, Steve Burhenn, George Hoellen

Scholarship Winners

The Mid America Tire Dealers Association has established a scholarship program to help promote career opportunities in the tire industry for Kansas, Nebraska & Oklahoma students, and to give back to the industry we all love. At the Awards Banquet during the convention six scholarships in the amount of \$500 each were given to six deserving students. The funds for the scholarships are raised each year by our Scholarship Golf Tournament.

Winners:

Tyler Barrows, Braman, Ok
Abbey Broesch, Omaha, Ne
Kaylee Conwell, Concordia, Ks
Calista Curl, Ulysses, Ks
Laura Flies, Blair, Ne.
Lana McDonald, Satanta, Ks



George Hoellen, Kaylee Conwell



George Hoellen, Lana McDonald



Max Kuhlman, Steve Burhenn, Patty Kuhlman

Employee of The Year Award

As every business owner knows - or learns very quickly - running a smooth company is only possible if one finds good help. Nearly every company has one -- that exemplary employee who makes things run smoothly, who is looked up to by other employees, and who goes the extra mile to make sure that his or her job is done to the high personal standards he or she has set. This "super" employee deserves some extra recognition, and the MATDA Employee of the Year Award rewards excellence on the job. Thank you to Hesselbein Tire for sponsoring prizes for this award. This is the 11th Award given by MATDA. Rob Pickrell Tire in Salina wrote in this nomination:

I am pleased to nominate Joseph "Blake" Schaulis for the 2010 MATDA Employee of the Year. Here's why:

Blake is a dedicated loyal team member; he has worked for us at Cross Midwest since we became part of the Cross Midwest Team in January 2007. He worked for us at Royal Tire since 1988. This kind of loyalty is hard to find in your newer generations today.

Blake's customers love him as he pays very close attention to detail, he manages some of our largest customers. Our customer's report card on Blake has always been excellent. Our largest customers have inspections by their internal safety people and due to Blake's attention to detail they have always scored between 95 and 100%. This is very important to them as future inspections, pay, and verification programs are all tied to this inspection.

Blake, while a commission salesman, is always willing to help out the store and or service department when needed. It is not unusual to find Blake changing a tire if "That Is What It Takes". He will jump right in and assist the service men when they are doing his fleet work. He will pick tires up for the service department and deliver them as he makes his rounds.

His billing is perfect almost every time. Since most of his customers and fleets are large fleets with each having its own set of criteria that needs to be met; this is much more complicated than it may seem. In fact he often knows the fleet as well or better than his customers do, to the point that when he is on vacation and we need an answer we often call him rather than the fleet. He is always willing to stop what he is doing and answer the questions, so the service department can continue to deliver the level of service his customers expect.

In fact, whenever he is on vacation and I fill in for him, many of his customers joke with me that Blake has sent the "B" team to cover for him.

The little things: he is always helping with the little things that make a company run well and be successful

Thank you Blake for all you do everyday to make our operation run smoother.



Shawn Herrick, Blake Schaulis, George Hoellen



Bob Ulrich, Modern Tire Dealer Editor



Norm Gaither, Twenty Group



Wayne Crosswell, TIA President

Your Local Software Experts

ASA is the leading software provider in your area.



ASATIRE

Visit www.asatire.com today to find a software expert near you!

866.210.6717 | info@asatire.com | www.asatire.com

Safety Alert!!

Sent to us from Rob Pickrell with Cross Midwest in Salina.

If you or any of your employees use and drive 2002 through 2010 FORD Expeditions, Explorers, Rangers, F150, F250, F350 F450, F550 with STEEL rims/wheels PLEASE take them to a Ford Dealership, reputable vehicle repair shop or tire shop and have the tires REMOVED from the wheel and the rims/wheels inspected for cracks as shown in the photo. Take the photos with you to show what you want inspected. I say this because the failure CANNOT be seen with the tire on the rim/wheel. This does NOT apply to vehicles with aluminum wheels.

If you are experiencing any of the following it could be signs that you have a cracked rim, slow or fast air leak, or wobble or vibrations while driving. This is a SERIOUS issue and we need to be sure to get those Ford vehicles checked out.

For the newer vehicles that may be still under warranty it would be best to take them to a Ford dealership to be taken care of that way.

New Ford trucks have been inspected and had cracked rims. So this is not just an issue with older vehicles.

There is no technical bulletin or Ford recall on this issue yet, but please have you vehicles inspected.

If you personally own a Ford, please take the time to have it checked out also, safety awareness and risk assessment doesn't stop when we go home.





Nobody Goes the Distance like Federated

When it comes to insurance for tire dealers, nobody goes the distance like Federated. In your high-pressure industry, Federated has been a dependable source of insurance for tire dealers for nearly a century—spinning out continuous innovations to meet the ever-expanding needs of the tire industry.

Call your local Federated representative or your association office to find out more about an insurance program that will get your business back in the groove.

It's our business to protect yours®



Widowmakers

Inquiry from a Member that we thought would be good to pass along to others who may have a similar question or as a refresher for others:

A couple months ago our insurance agent came to the tire shop here and said we would need to quit changing tires with split rim wheels because the insurance wouldn't cover it. I asked him what they define a split rim to be, and he didn't know. I showed him examples of all kinds of two piece wheels that we have taken out of service, including what we have heard of as called "the widowmaker". And I told him of one I remember from the sixties that we were told had been made illegal, which is what I would call a true split rim because the rim was split from bead to bead with a solid outer ring. He left for a few weeks and came back and said a split rim is any two piece wheel, and that is what we would need to stop changing. He said they don't have any insurance that would allow us to change split rims.

So my question is, are there insurance companies that will cover split rim tire changes? And what are other tire shops doing about these issues?

And another question is, what wheels have actually been made illegal?

As far as I'm concerned, I don't like snap ring, split rim, two piece wheels anyway, and would like to use this as an excuse to stop working on them. But there are many older trucks that have no alternative, like there is no tubeless wheel with the right bolt pattern available for many styles and makes of trucks, mostly in the ton and a half size truck. And we have been hearing of many other tire shops that won't change them, so we don't know what to tell a customer when they come in with a flat tire and ask "so what am I supposed to do?"

Reply from Kevin Rohlwing with the Tire Industry Association: "The term "split rim" is slang for a multi-piece rim and none of them are illegal. There are rims, like the widowmaker that were split down the middle, that haven't been made in 30 or 40 years yet they remain in service. If the components are in good condition and the ID stamps match on the OSHA Rim Matching Chart, then the multi-piece rim is legal. I agree that many of the older rims should be outlawed, but, like you said, the tubeless alternative may not be available or affordable. As far as insurance companies are concerned, Federated and Zurich both cover multi-piece service.

Choosing to work on these rims is a business decision even though people still try to use OSHA laws as an

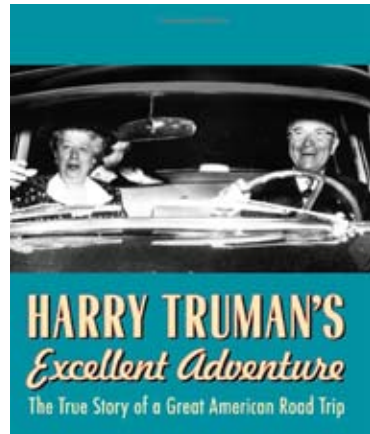
excuse to refuse. That being said, the best practice is to recommend replacing the rim simply because it's so old that there is no way to ensure the integrity is still in tact.

On The Light Side

Harry Truman was a different kind of President.

He probably made as many, or more important decisions regarding our nation's history as any of the other 42 Presidents preceding him. However, a measure of his greatness may rest on what he did after he left the White House.

The only asset he had when he died was the house he lived in, which was in Independence Missouri. His wife had inherited the house from her mother and father and other than their years in the White House, they lived their entire lives there.



When he retired from office in 1952, his income was a U.S. Army pension reported to have been \$13,507.72 a year. Congress, noting that he was paying for his stamps and personally licking them, granted him an 'allowance' and, later, a retroactive pension of \$25,000 per year.

After President Eisenhower was inaugurated, Harry and Bess drove home to Missouri by themselves. There was no Secret Service following them.

When offered corporate positions at large salaries, he declined, stating, "You don't want me. You want the office of the President, and that doesn't belong to me. It belongs to the American people and it's not for sale."

Even later, on May 6, 1971, when Congress was preparing to award him the Medal of Honor on his 87th birthday, he refused to accept it, writing, "I don't consider that I have done anything which should be the reason for any award, Congressional or otherwise."

As president he paid for all of his own travel expenses and food. Modern politicians have found a new level of success in cashing in on the Presidency, resulting in untold wealth. Today, many in Congress also have found a way to become quite wealthy while enjoying the fruits of their offices. Political offices are now for sale. (sic. Illinois, Nebraska, LA, FL. etc.etc.) Good old Harry Truman was correct when he observed, "My choices in life were either to be a piano player in a whore house or a politician. And to tell the truth, there's hardly any difference!

I say dig him up and clone him!!