



# GEORGIA *Fall 2011* TIRE TRACKS

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

#### **GTDR**

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#### **GTDR Golf Shirts For Sale**

Support GTDR!  
Purchase a golf shirt today.  
\$35 plus tax.  
Call the office to order.

## **SAVE THE DATES!**

### **2012 ANNUAL CONFERENCE**

**JULY 20 - 22, 2012**

### **ONE OCEAN RESORT HOTEL & SPA**

1 Ocean Boulevard  
Atlantic Beach, FL 32233

[www.oneoceanresort.com](http://www.oneoceanresort.com)

Mark your calendars now for a great summer vacation with Georgia Tire Dealers & Retreaders Association!

More Information to Come Soon!

### **ROUNDTABLE DISCUSSION**

**JANUARY 24, 2012**

### **RONNIE WARD TIRE COMPANY**

607 E. SPRING STREET  
MONROE, GA 30655

See the Insert Included for More Details!

#### **JOIN THE FORMER METROPOLITAN ATLANTA TIRE DEALERS FOR A HOLIDAY DINNER**

**When:** December 7, 2011

**Time:** 7:00 PM Cocktails

**Where:** Petite Auberge

7:30 PM Dinner

2935 North Druid Hills NE

**RSVP:** By Noon December 5th

Atlanta, GA 30329

to the GTDR office

## **WELCOME NEW MEMBERS**

### **Delta Community Credit Union**

Jeff Waters  
3250 Riverwood Parkway  
Atlanta, GA 30339  
(404) 677-8660  
SALES (678) 907-5404  
FAX (770) 632-7360

[Jeff.Waters@DeltaCommunityCU.com](mailto:Jeff.Waters@DeltaCommunityCU.com)

### **TCS Software**

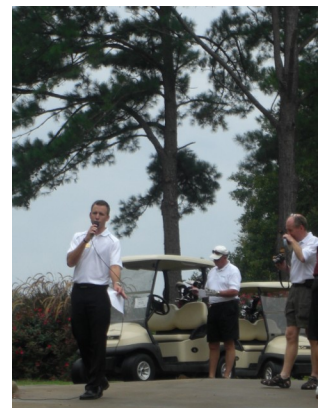
Barry Reese  
500 S. Walnut Avenue  
Cookeville, TN 38501  
(888) 449-8473

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## GTDR SCHOLARSHIP FOUNDATION NEWS

The **First Annual GTDRA Foundation Golf Tournament** was held September 28, 2011 at the Healy Point Golf Club in Macon, GA. Thirty two golfers participated in a 4 man scramble raising money for the GTDRA Scholarship program. First, Second, and Third place prizes were given to the top three groups, and then everyone enjoyed each other's company during a Fajita Dinner. Sean Plumstead, the President of the Foundation, organized the fundraising tournament and plans on making this an annual event. To date, the Foundation has awarded \$171,500 to Scholarship winners. Thanks goes out to Federated Insurance, Impact Ink, and Delta Credit Union for providing giveaways to all participants. If anyone is interested in providing giveaways or playing in next year's tournament, please send your contact information to the GTDRA office at [ga\\_tiredealers@bellsouth.net](mailto:ga_tiredealers@bellsouth.net).



## NEW WEBSITE

GTDR is proud to announce a new and updated website! Go to [www.gtdra.com](http://www.gtdra.com) to view everything going on with the Georgia Tire Dealers & Retreaders Association. Please note that this is a new website address.

## 25 YEARS OF SERVICE

Congratulations **Canton Tire & Wheel** for their 25th Year of Service! Steve Garrison Jr. has owned and managed the store for most of the 25 years. Great job!

## WHO'S WORKING FOR YOU?

### When should you fire a new hire?

What you may not know about a job applicant can hurt you. American DataBank's research statistics (2008 - 2010) showed:

- 30%** of employment applications contain false material and information
- 40%** of resume information is misrepresented
- 45%** of potential employees have either a criminal record, bad driving record, workers compensation claim history, or bad credit history

Hiring just one wrong employee can potentially put the stability and even existence of your business at risk. Negligent hiring occurs when an employer fails to adequately screen prospective applicants and hires someone who has a history of violent or criminal acts. The same American DataBank study showed that **72% of all negligent hiring suits are lost by employers**. You cannot afford to recruit employees who have a background of serious crimes, abuse, neglect, or improper behavior.

The best move you can make is to "fire" them before you hire them.

### Protect your business from negligent hiring liability

Federated has found that, while most businesses such as yours are familiar with the liability associated with negligent hiring, few take all the necessary steps to avoid bad hires. Check out the employment screening services offered through Federated's Shield Network to see how we can help you protect your company, your employees, and your customers—without breaking your budget.

Let us help you "fire" them before they become a problem and you have even bigger problems to deal with.

### Federated's employment screening package for clients is priced at \$9.95 and includes:

- Criminal SuperSearch
- Sex Offender Registry
- SSN Validation/Address History
- Terrorist Search
- Most Recent Single-County Criminal Search

Retail cost of similar services averages \$40.

*(From "Federated Insurance, The Shield"; For more information on this program and other programs Federated offers to their clients contact Brad Humphries at (404) 497-8840).*

## TELEPHONE MARKETING IN TRANSITION

Cell Phones and the newer "smartphones" are becoming essential communication devices with over 280 million of them in use by 80% of Americans. Consumers now have immediate access to information to shop for tire products and services. Tire dealers may now reach out to customers with phone applications to create gift cards, loyalty plans, and coupons electronically. However, with all of these technology changes, what remains the same is correct telephone etiquette using a friendly tone of voice from a knowledgeable person.

*(From "Modern Tire Dealer, Telephone marketing in transition")*

## SUPPLIER MEMBERS

<b>Air Compressor Sales, Inc.</b> Robert E. Lee, Jr. 800-342-6016	<b>Federated Insurance</b> Brad Humphries 404-497-8840	<b>Ridge Recyclers</b> Johnston, SC—Charlie Yonce 800-675-3890
<b>American Tire Distributors</b> Augusta—Chris Jennings 800-476-3634 Byron—Greg Davis 800-342-9641 Ellenwood—Mike Beaver 800-282-1563 Rome—David Rush 800-444-5853 Savannah—Bill Seale 800-206-2722 Tucker—Keith Jones/Kent Kellar 800-241-1184	<b>Impact Ink</b> Michelle Wilson 404-626-8728	<b>Robison Tire</b> Montgomery, AL—Richard Henderson 800-423-7626
<b>ASA Tire Systems</b> Merrimack, NH—Sky Souza 603-889-8700	<b>Kauffman Tire</b> Ellenwood—Richard Dulaney 800-334-3321 Macon—Andrew Thompson 800-299-0687 Jacksonville, FL—David Brown 800-414-3810 Tallahassee, FL—Mike Helms 866-785-8473 North Augusta, SC—Greg Smith 803-613-1800	<b>Rush Truck Center</b> Eddie Hellmann 800-948-5044
<b>Carroll Tire</b> Albany—Mike Singletary 800-342-6162 Gainesville—Richey Aiken 800-225-7950 Grovetown—Richard Ramirez 800-637-2474 Hapeville—Jon Shields 800-241-6022 Macon—Troy McDaniel 800-637-6109 Marietta—David Gault 800-637-6109	<b>Liberty Tire Recycling, Inc.</b> Dewey Grantham, Jr. 404-355-0547	<b>Safeguard Business Systems</b> Randy Benton 866-401-4272
<b>Concorde Warehouse</b> Chris White 800-741-8473	<b>Maxxis International - USA</b> Doug Addis 800-462-9947	<b>TCI Tire Centers</b> Tallahassee, FL—Todd Sterzoy 850-580-4400
<b>Cooper Tire &amp; Rubber</b> Steven Dillingham 800-847-3777	<b>Mohawk Rubber Sales</b> Steve Fulton 770-664-6644	<b>TCS Software</b> Cookeville, TN— Barry Reese 888-449-8473
<b>Delta Community Credit Union</b> 404-677-8660 Jeff Waters	<b>Myers Tire Supply</b> Homewood, AL—Jerry Morgan 800-241-2051	<b>Tech International</b> Granite Falls, NC— Leon Hataway 828-320-3021
<b>Diprima Tire Company</b> Cartersville—Mario Gresham 866-671-1779 Rossville—Zack Peters 800-768-0020	<b>Parrish Tire Company</b> Gary Waters 800-877-2431	<b>Tire Distributors of GA</b> John Plumstead 866-610-8473
	<b>Pinnacle Credit Union</b> Jackie Boards 404-505-1318	<b>Titan International</b> Bill Adams 478-272-2447
	<b>Reliable Tire Company</b> Brooks Lusk 800-749-4244	<b>Toby Sexton Tire Co.</b> Tony Sexton 800-899-5535
		<b>Tri-State Tire Service, Inc.</b> Vicki White 800-334-8728
		<b>White Brothers Parts Warehouse</b> John & Rick White 478-745-1162



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