



Tire Digest

Tennessee Waste Tire Program

The latest update from the TN Waste Tire Task Force and how it will affect your business!



Inside:

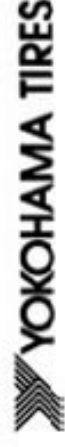
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*Winter 2009
Issue 4*

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Tire Digest

**Tennessee Tire Dealers
 Association**

**Tire Digest is published four times annually
 by the Tennessee Tire Dealers Association.**

Editor: Christy Marino

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TTDA President's Report

Dear Members,

As the year comes quickly to an end, it is time to reflect on the year that was and the outlook for the year ahead. It has been an uncertain and uneasy year for most business owners. The economy is in a state of constant flux and the political landscape is changing before our eyes. This is why it is so important to have an organization like the Tennessee Tire Dealers Association to help guide us into the future.

It is vitally important for us to stand together and continue to grow the TTDA for the benefit of us all. The partnership we have formed together will allow us to communicate new ideas to each other and offer strategies to help maintain and grow our stores. The challenges ahead will not be easy, but I am confident that we can survive these difficult times together.

As the New Year quickly approaches, I would like to take a moment to challenge each of you to become more active in the association and reach out to recruit new members to our association because strength is in numbers. We are currently becoming more active in issues that affect our industry, such as scrap tire, and now is the perfect opportunity to be a member of TTDA! New members allow for the continued growth and influence of the organization as well as a catalyst to cultivate new ideas and leadership for the future.

Please feel free to contact me, Ron Brady, if you need any help regarding the TTDA in any regards. I look forward to the New Year and new challenges that will accompany it.

Sincerely,



Ron C. Brady

TTDA President



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Limited EPA Study Finds Low Level of Concern in Samples of Recycled Tires from Ballfield and Playground Surfaces

WASHINGTON - The U.S. Environmental Protection Agency has released results of a limited field monitoring study of artificial-turf playing fields and playgrounds constructed with recycled tire material or tire crumb. The study was intended to gain experience conducting field monitoring of recreational surfaces that contain tire crumb. EPA will use the information to help determine possible next steps to address questions regarding the safety of tire crumb infill in recreational fields.

"The limited data EPA collected during this study, which do not point to a concern, represent an important addition to the information gathered by various government agencies," said Peter Grevatt, director of EPA's Office of Children's Health Protection. "The study will help set the stage for a meeting this spring, where EPA will bring together officials from states and federal agencies to evaluate the existing body of science on this topic and determine what additional steps should be taken to ensure the safety of kids who play on these surfaces."

Recycled tire material, or "tire crumb," is used in many applications, including as a component in synthetic turf fields and playground installations. In response to concerns raised by the public, EPA conducted a limited "scoping study" of tire crumb, which consisted of collecting air and wipe

samples at three locations near EPA laboratories at Raleigh, N.C., Athens, Ga., and Cincinnati, Ohio. Sampling also was conducted in the Washington, D.C. area.

The limited study, conducted in August through October 2008, found that the concentrations of materials that made up tire crumb were below levels considered harmful. However, given the limited nature of the study (limited number of constituents monitored, sample sites, and samples taken at each site) and the wide diversity of tire crumb material, it is not possible, without additional data, to extend the results beyond the four study sites to reach more comprehensive conclusions.

The study confirmed that most of the methods tested were accurate, reproducible and appropriate for measuring concentrations of tire crumb constituents and therefore can be used in future studies.

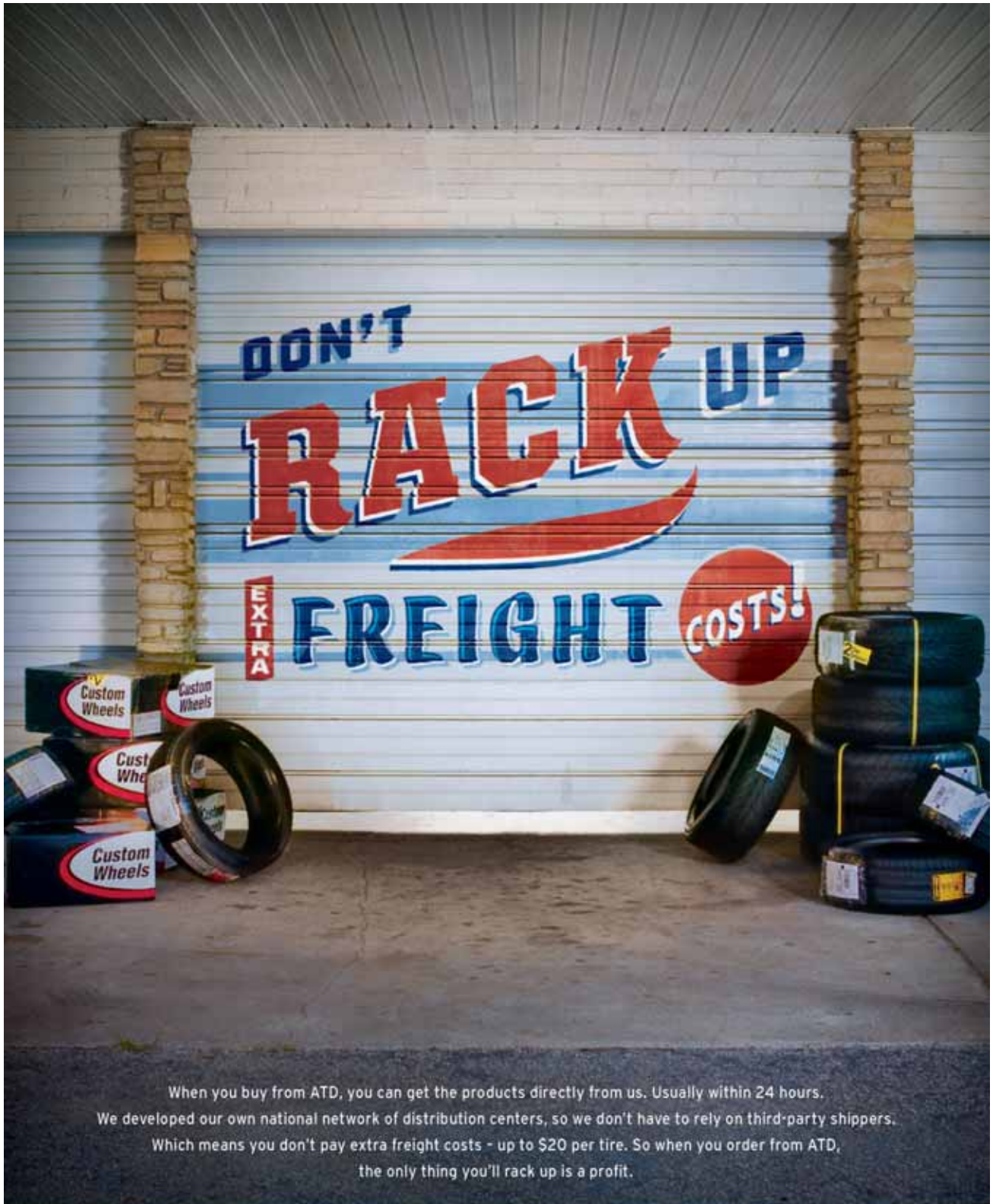
Study findings

- Particulate matter, metals and volatile organic compound concentrations were measured in the air samples and compared with areas away from the turf fields (background levels). The levels found in air samples from the artificial turf were similar to background levels.
- No tire-related fibers were observed in the air samples.

- All air concentrations of particulate matter and lead were well below levels of concern.
- More than 90 percent of the lead in the tire crumb material was tightly bound and unavailable for absorption by users of the turf fields.
- Zinc, which is a known additive in tires, was found in tire crumb samples. However, air and surface wipe monitoring levels of zinc were found to be below levels of concern.

EPA is aware that studies by other agencies were undertaken or completed while this survey was under way. EPA is planning a 2010 meeting with federal and state agencies to review all new study data and determine next steps.

More information on artificial turf: http://www.epa.gov/nerl/features/tire_crumbs.html



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Tennessee Waste Tire Task Force Meeting Summary

November 4, 2009

On November 4, 2009, the Waste Tire Task Force members, the Tennessee Department of Environment and Conservation (TDEC) staff including the Division of Solid Waste Management, and interested stakeholders convened at Montgomery Bell State Park, in Burns, TN.

TDEC Commissioner Jim Fyke opened the meeting and thanked the Waste Tire Task Force members and stakeholders that have worked so diligently to bring to light the various problems at hand, as well as finding responsible solutions to the problems of waste tire disposal.

Commissioner Fyke went on to say that any new legislation that comes out of these meetings will have total support from TDEC, but will have to be driven by the Waste Tire Task Force members and/or stakeholders. In closing, he added that unity among the Waste Tire Task Force and stakeholders would be very important to move the legislation forward to better the program.

Meeting facilitator Don McCain, with Performance Advantage Group, presented the goals for the meeting and explained that at the end of the day each member and stakeholder would be expected to vote to support one of the proposals discussed at the meeting. He told the group that they would also be asked to designate whether they would be a “supporter” or “leader” for the proposal that is approved by this group. He stated that two legislative proposals for the waste tire program had been developed from discussions at the October 2009 task force meeting. These proposals include Modifications to Existing System and a New (Market Driven) Approach to Waste Tire Management.

Mr. McCain explained that the information from each proposal would be reviewed and discussed by the group as a whole.

The next portion of the meeting included a presentation from Louis Bordenave, SWM, Problem Waste Manager. The presentation was a point by point review of the two proposals. Louis explained that the decisions made by the waste tire task force and stakeholders on the proposed changes to the waste tire program would affect Tennessee as a whole, and not just those individuals represented. He stated that TDEC wants a program that will work for every county, city, and tire dealer and citizen of Tennessee. He added that changing legislation would take leadership and commitment from the group represented. Mr. Bordenave’s presentation was filled with discussion and ideas on the many different aspects of the proposal information being presented.

The first proposal, Modifications to Existing System, includes: giving counties access to tire dealer tire sales estimates; implementing on-line electronic manifesting system through Re-trac; changing the tire manifest certification to include stronger language about making false claims and punishments relative to making false claims; allowing additional counties to form hubs for more efficient collection and processing of tires; allowing resubmission of unapproved manifests when tire dealer accounts are made current and modifying the manifest document to include hauler signature and business license number. This proposal would also require legislation to add the tire pre-disposal

fee on all tires (new and used), thereby allowing reimbursement to counties to include used tires also. This proposal would continue cleanups of legacy illegal tire dumps with assistance from counties and the TDEC Environmental Field Offices to prioritize and schedule the cleanups.

The second proposal, New (Market Driven) Approach to Waste Tire Management, would require the enactment of legislation to transition the existing waste tire program to a new program. Fees on all tires would be collected at the current rate for a period of time, and then decreased in the future. Fees collected would be used for enforcement, market development and education, collection and disposal of orphan tires, illegal tire dump cleanup and remediation and cleanup of orphan tire sites. This proposal also calls for registration/permitting/bonding of tire haulers and processors with rules developed for enforcement activities. Penalties, both criminal and civil, would be established for violations of rules/regulations by haulers, processors, and generators. Counties are taken out of the waste tire handling business with the exception of orphan tires. Regulations would also be established for collection, storage and processing of scrap tires.

The group discussed potential for encouraging markets for tire materials. It was pointed out that products (mulch) containing tire materials sometimes cost as much as four times more than conventional mulch which made it difficult in tough economic times to justify the purchase of rubber mulch.

(Cont. page 6)

Tennessee Waste Tire Task Force Meeting Summary, *Continued from Page 5* November 4, 2009

However, a stakeholder explained that rubber mulch makers usually guarantee their product for 8-10 years, which means this material, would last 4-5 times longer than conventional wood mulch. Purchasing agents need to evaluate costs both short term and long term to get a true picture.

Some members expressed concern about health and safety issues of playground materials. Michael Blumenthal, Rubber Manufacturer's Association, stated that several reports he'd reviewed declared that these rubber products are safe and clean. He agreed to forward those to TDEC for posting at the Waste Tire Task Force website.

After much discussion, Don McCain called for an informal vote from the group in order to concentrate the majority of discussion efforts toward that particular proposal receiving the greatest interest. After a count, it was evident that the majority of the Waste Tire Task Force and stakeholders chose to look at the New (Market Driven) Approach to Waste Tire Management proposal more closely. Mr. McCain asked the group to think about discussing the proposals in enough detail that each person would be comfortable making a decision at the end of the day.

The Waste Tire Task Force then began to discuss the core components of the proposal on New (Market Driven) Approach to Waste Tire Management. The Waste Tire Task Force weighed the pros and cons of each segment of the proposal and after much deliberation changes were made to the proposal. Stakeholders representing tire dealers discussed changing the point of fee collection and moving that

to county clerks at the time of annual vehicle registration suggesting that this could double fee collections. However, this suggestion was tabled and the group agreed that continuing with the current fee structure and collection point would be the best way to proceed under this proposal.

Mike Atkins with Monroe County expressed concern that only half the problem goes away with this system, He suggested that a fee be collected on all tires sold with a sliding scale for larger tires. He stated that the counties are losing money for processing the larger truck tires and agricultural tires.

Rubber Manufacturer's Association stated that Tennessee has been throwing funds at an ineffective system that just treats symptoms and doesn't address the problem. Counties should stop taking tires and allow the private sector to take over with the collection and contracting with processors for recycling. Overall costs would be cheaper and it would be more convenient for individuals to drop their tires at a tire dealer's place of business. It would take 6-12 months for this concept to take hold, but at that point the county would drop out and the private system takes over.

Alan Knowles with Hamilton County agreed that tire dealers should be the point of collection/disposal and not counties. He stated that the current system requires local taxpayers to fund shortfalls for processing tires.

Both county and tire dealer representatives were concerned with the timeliness of processors picking up tires and moving them off the dealers' sites.

Tom Carter with MTR Recycling, Inc. indicated that his company

works with all sorts of haulers and sub-contractors and moving the tires efficiently is just a matter of establishing regular collection routes that works for both the tire dealers and his company. The task force modified some of the language dealing with registration/permitting and bonding of haulers and processors. This requirement would not eliminate the local business licenses that are currently required. Some of the task force members were concerned that the bonding requirement would place an undue hardship on legitimate small haulers. The task force discussed that small haulers do provide a beneficial service to tire dealers across the state.

Rubber Manufacturer's Association said that from a national perspective, most illegal dumping is done by small haulers. This new market driven system sets the bar high and gets folks out of the business that shouldn't be in business to begin with. Larger companies that can comply with State rules and regulations are the players wanted in this new system.

After the group modified language to the New (Market Driven) Approach, Mr. McCain directed the group to look at considerations to be made to the Modifications to the Existing System proposal. The Waste Tire Task Force discussed additions and changes to be made to the proposal concerning Modifications to the Existing System. Subsequent to the discussion, changes were also made to the Modifications to the Existing System proposal.

Mr. McCain then explained that the Waste Tire Task Force and stakeholders would have to vote choosing between the *(Cont. page 7)*

Tennessee Waste Tire Task Force Meeting Summary, *Continued from Page 6* November 4, 2009

better of the two proposals discussed today with the groups' changes added. He added that leaders from the Waste Tire Task Force would be needed to push the chosen proposal toward legislative implementation. He also explained that support from the group would also be needed to back the leaders taking the proposal forward. Prior to voting on a specific proposal, members of the Waste Tire Task Force and stakeholders requested, and were granted, time to view the two proposals with all changes and additions.

Votes were then taken. By majority, the Waste Tire Task Force and stakeholders voted to go forward with the New (Market Driven) Approach to Waste Tire Management.

Don McCain then thanked the members of the Waste Tire Task Force and

stakeholders for their cooperation and participation in this process and turned the meeting over to Deputy Commissioner Paul Sloan to close.

Deputy Commissioner Sloan extended thanks to the Waste Tire Task Force and stakeholders on behalf of the Commissioner and himself.

Commissioner Sloan went on to say that the TDEC was committed to facilitating these meetings and bringing the parties together to discuss tire issues. He said the Department had hoped for unanimity within the members of the Waste Tire Task Force and stakeholders. Had that been the case, the next steps would have been much easier to determine. He added that the Department would take the proposal, discuss it with individual groups, and decide how to move forward.

He also stated that he wanted to provide more information to the Tennessee Municipal League, Farm Bureau, and the individual's concerns that voted against the Market Driven Approach so they would feel more comfortable. He added that the Department wants to move quickly for any legislation for this year's legislative session.

He again thanked the Waste Tire Task Force and stakeholders for all the hard work and man hours that had been devoted to the process.

The meeting was adjourned.

UPDATE:

As an outcome of the November 4, 2009, Tennessee Waste Tire Task Force Meeting a new program will be proposed. Legislation is currently being drafted by other stakeholders. Tire dealers need to be prepared to evaluate the new proposals and react

Questions? Contact Steve Heath, TTDA
Scrap Tire Task Force Liaison,
at (931) 967- 3880 or
steve@heathoil.com.



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How to Prepare for a Scrap Tire Audit

By Don Hyman, TTDA Legislative Committee Chair



The Tennessee Department of Revenue is currently conducting audits of scrap tire fees paid in by tire dealers. Audits are initiated by the Solid Waste Department when there is a discrepancy in the number of tires paid in compared to the number of tires manifested.

Many of you might have already experienced an audit and hopefully everything turned out well. However, there are a few steps that I would like to share with you that may help protect your business if audited:

- 1. Know exactly how many tires you are manifesting.** This number may be checked by comparing to the amount paid.
- 2. Know the mix.** Passenger and light truck, medium truck, farm rears and keep on file.
- 3. Notify you county solid waste office if your businesses takes in tires from outside your normal operation, especially neighborhood and customer cleanups.** The county solid waste office should in turn notify the state who will make a note of this exception. Per the Tennessee Solid Waste Department, necessary adjustments can not be Made if they are not notified of any exceptions beforehand.

4. Communicate with your local solid waste department. Keep them aware of your issues.

TTDA is currently working with representatives from several groups who have a stake in the tire disposal process. Our goal is to bring awareness to the burdens that are being placed upon the tire dealer and create a program that is consistent throughout the state.

However, I implore **EACH** of you to reach out to a fellow tire dealer to join TTDA. We need numbers to make a change. If unheard, dealers might be left with a program created by someone who knows nothing about the tire industry!

There are also many other exciting things happening with the association. **GET INVOLVED** and see for yourself!



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Tennessee Tire Dealers Association

2010 Hall of Fame Nominations

Purpose:

To honor those individuals who played a significant role in the growth and development of the Tire Industry and the Tennessee Tire Dealers Association (TTDA). Membership in the Hall of Fame is to recognize and honor those individuals who have achieved success within this industry, as well as, public service for the community at large where they work and live. Either regular and/or honorary members, suppliers, or associate members from TTDA are eligible.

Qualifications:

One must have been a dealer or supplier and a member of the TTDA in good standing for the period of contribution; provided outstanding advancement within the Tire Industry and TTDA through personal achievement, leadership, and example.

Rules:

1. The annual quota for inductees will be two per year.
2. Candidates must have served within the Tire Industry and TTDA for a minimum overall length of time totaling five years.
3. The Hall of Fame committee will present candidates to the board of TTDA, a majority of 2/3 vote is needed for induction.
4. All direct participation in the selection decisions will be handled by the Hall of Fame Committee

This completed form along with other background data such as resumes, photos, etc. should be submitted to the address below.

Deadline for application is **February 26, 2010**

Tennessee Tire Dealers Association, P.O. Box 82531, Baton Rouge, LA 70884

Nominee's Name: _____

Company: _____ Title: _____

Nominee's Address: _____ City: _____ State: _____ Zip: _____

Business Phone #: _____ Date of Birth: _____

Spouse's Name: _____ Number of Children: _____

Submitted by: _____ Phone Number: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Date Submitted: _____

Major Tire Industry contributions/achievements give basic resume, dates, and accomplishments): (use attachment if needed)

How many years has nominee been in the Tire Industry? _____

Other major contributions/achievements including business, civic, religious, etc.

For use by the Hall of Fame Committee
Date Received: _____ Date Reviewed: _____
Date Verified: _____
Nominee Accepted: _____
By Committee (signature): _____



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I hear it often: “I tell my people what they need to do, and they just don't get it.” One reason I find that prevents employees from fully engaging while at work is that they may not understand the behaviors required of them day-to-day that would cause your organization to achieve its top priorities and goals.

Routinely, business owners/leaders tell me -- “I shouldn't have to tell them but once.” The reality is, however, telling your employees what you expect of them one time and assuming they *understand* how to meet your expectations on a continuing basis just does not happen.

It is imperative to set *clear* expectations. Whether a new employee or a seasoned veteran, it is extremely important that all your employees know exactly what is expected of them. Taking the time to clearly explain your performance expectations of the tasks that they are to perform to each employee will reduce stress, tension and anxiety. Defining clear expectations also saves time and energy. Regular one-on-one reviews with each employee are imperative.

One-on-one meetings – what to discuss:

- Job description & scorecard performance
- Productivity (hours worked / work produced)
- Efficiency (work done in prescribed time)
- Work quality (comeback rate)
- Dependability
- Adherence to policies
- Team player (works well with others)
- Attitude and initiative

After a discussion of your expectations, obtain consensus that they can meet them. If you cannot agree, the reason will usually be in one of three areas; skills, knowledge, or attitude. At this time, you need to discuss exactly what skills, how much and what kind of knowledge, and the proper attitude that need to be displayed in order to meet your expectations. I think it's safe to say that, in business, when we look for someone with a *good* attitude, we are looking for someone that will embrace our business mission, vision, goals and objectives, and become engaged with us to meet them. While discussing what skills are necessary for excellent performance, you may have to agree to in-depth training in order to equip the employee to perform to your standards. It may be that the

tools or equipment needed aren't in place.

The employee may feel you haven't worked with him or her enough in the past. I have had employees interpret my “hands off” approach as an attitude of dislike for them.

Also, be sure to clearly identify the employee's personal needs. Some employees need a higher level of feedback than others. Ask them what their expectations are of you, as the owner/manager, so you can determine how much feedback to provide and how often to provide it.

Some employees just want you to communicate with them, not only about performance, but have some casual conversation with them on a routine basis. Some employees need a higher level of reinforcement than others. If you are a driven, focused individual, you may see this activity as a waste of time; however, your employees will feel more accepted and secure.

If the employee can meet your expectations, and all they need is an occasional comment acknowledging a “good job” to begin to work to their fullest potential, give it to them. Don't give it unless it is justified; but, if it is, show the appreciation they need to feel accepted as a valuable team member and know that they are contributing to the attainment of the company's most important goals and objectives.

One important way to continue to define expectations and keep employees on track is to conduct regular shop meetings. I recommend weekly meetings in order to keep the team on track and informed about your progress toward your most important goals and objectives.

Open shop meetings - what to discuss:

- Overall company performance (sales, productivity, efficiency)
- Customer satisfaction feedback
- Service strategies and any upcoming advertising incentives
- Training de-briefs
- Vacations pending

(Cont. page 12)

Once expectations are made clear, and the job process is demonstrated and understood, then the leader's responsibility is to help each employee reach their maximum potential. This should be done through *mentoring*, *teaching* to build skills, and *demonstrating* through clear processes how the job assignment is to be completed. A mentor is said to be someone who is wise and can be trusted. One who is wise is said to have wisdom, or is one who has accumulated knowledge. I believe a mentor is someone who can be described as a "Life-long" learner. A teacher is said to be one who trains by example, practice or exercise. A teacher may convey information and demonstrate a skill without explaining the "how" or "why"; however, when you combine the talents of both, a mentor and a teacher, you have a powerful leader.

A successful business owner wants their employees to know the "how" and "why" so they can develop their own problem-solving techniques. When you can mentor and teach simultaneously, your employees will grow to their fullest potential. The successful owner/manager *describes* the processes, directs by *teaching* the skills necessary, and *mentors* the employees to maximum performance through *consistent demonstration* of the desired behaviors, while explaining "how" and "why" throughout the process. Now, you are not only talking about expectations, you are demonstrating expectations.

Once understanding is achieved or increased, most employees will commit to the actions requested of them. Resentment is created when you demand that everything be done your way simply because you're the boss. While I realize there are some things that *must* be done a certain way, when the way you want it done is subjective or can be altered, then allow some room for discussion.

The following list reveals the most common points of customer contact in a business that provides products and services. Review the list and add any more points of contact that you utilize in your business practice.

- Initial Greeting – via telephone or in person.
- Receiving Area – who greets, meets and engages the customer in the initial in-person conversation?
- Information gathering – communicating with the customer when the dialogue begins in which they describe why they are present.
- Selling cadence – how you (or your employee) begins the diagnosis, finds the problem and then articulates the possible solutions available to the customer.
- Estimate delivery – when the investment necessary to solve their problem is described (the close).

- Delivery of product or service – when the product (new, repaired unit or repaired vehicle) is delivered. This is an excellent time to gather feedback about the sales and/or service *experience*.
- Follow-up – when satisfaction with the *service or product* is measured and monitored.

Your call to action:

Ask yourself if you have communicated to each employee the expectations; that is, the things they need to do at each point of customer contact that will create the results that will move your organization toward your top priorities and objectives.

Ask yourself if you have clearly described to each employee how you want the customers to *feel* about you, them and your company after doing business with you?

Ask your employees if they are completely clear about their actions at each point of contact that will create the results that you desire with each customer that will move your organization toward your top priorities and objectives.

If you are presuming that all your employees know the correct behaviors, you're like a large percentage of business owners/managers, and most likely your employees are not actively engaged in helping you move toward your top priorities and objectives.

We all feel more secure and confident when we know exactly what is expected of us and how we will be judged or how our performance will be measured. Employees who have a high level of security will work more confidently and efficiently than those who aren't very secure. Setting clear expectations in the areas of skills, knowledge and attitude with all your employees, along with communicating how you will measure their performance in these areas will help them feel more secure and confident in the workplace, improving engagement.

Need help? We help companies just like yours to build policy and procedure manuals, clear job descriptions with scorecards that help your employees understand how to win while at work and we also coach owners and managers to become more Cultivational™ in their leadership style.

Perhaps it is time for you to Revolt & Reinvent your communication strategy to improve your results. Remember, we are in the business of *fueling change to transform business results*.

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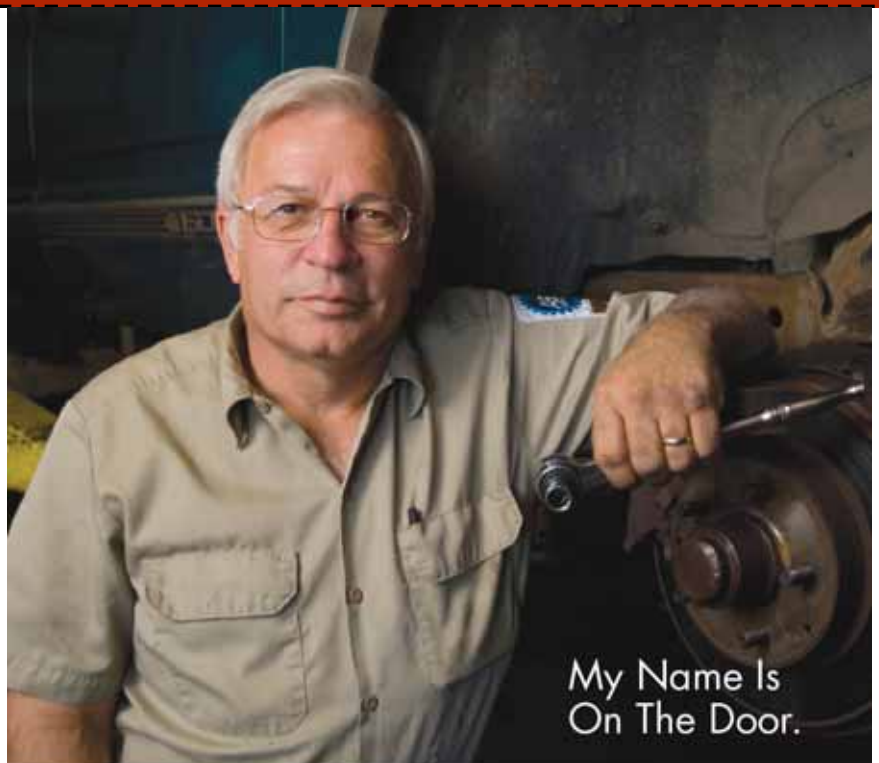
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