

lastword!

THE LAST WORD IS THE FIRST WORD!

Usually this column truly is the Last Word — closing each issue by appearing in the back of the magazine. However, this is a special occasion for me, and we needed to shuffle a few pages around so I could make the proper introduction of someone that I'm sure you will come to know and appreciate.

Over the past three months, *Tire Review* has been involved in an intense search for an editor. Within our industry, one of the single largest concerns of a tire dealer is finding employable talent that can make a difference. Not only do you want to bring someone into your dealership that is talented, but you want someone that cares about the people you serve, their fellow employees, and the industry they are a part of.

Fortunately for *Tire Review*, we found an individual that not only meets all of the mentioned qualities but also does it with enthusiasm and style. And what's more refreshing is the fact that his style is unique.

With 16-plus years of experience in the tire, automotive and trucking industries, our new editor has had the opportunity to work for a leading tire manufacturer, an industry trade journal and an advertising agency which focused on the tire, automotive and trucking markets.

The new editor of *Tire Review* magazine, I assure you, will at the very least, challenge you with thought-provoking ideas and concepts on how you currently do business. And, more importantly, how you can successfully be doing business in the future.

Our new editor will ... wait just a darn minute here! I've been blabbing on about our new editor this and our new editor that, that I've completely forgotten to introduce him. Our new editor, I am proud to say, is Jim Smith.

Each and every month from this point on, Jim will be opening the pages of *Tire Review*. I encourage you to take the time to get to know him and read what he has to say. I promise you that he and the editorial staff will not leave any rock unturned in an effort to assist your dealership's success and help you work towards greater profitability.

I've known of Jim's fine qualities for better than eight years, and as *Tire Review* approaches its 100th anniversary in the year 2001, we are ecstatic to have Jim onboard leading our editorial charge.

Jim, welcome back to Akron!



DAVID MONIZ

