



Happy New Year!

Dear Readers,

Welcome to the January 2014 edition of The Rubber Association of Canada's official e-Newsletter. We sincerely hope that you all enjoyed the holiday season, and we wish you all the best with the New Year upon us.

As we are all marking our calendars with dates and important information about upcoming events taking place throughout 2014, we encourage you to keep us in the loop so that we may inform our readers of any important information you may want to share.

We look forward to a successful 2014 and all that it may bring!

Sincerely,

The Rubber Association of Canada

RAC and CATRA Support Funding for Tire Study in Canada

The Rubber Association of Canada and the Canadian Association of Tire Recycling Agencies recently awarded a contract to Desrosiers Automotive Consultants, Inc. to conduct a study on the grey market and non-RAC member share of the tire market in Canada.

By Carolyn Goard
RAC Communications
Specialist

The Rubber Association of Canada is pleased to announce that together with Canadian Association of Tire Recycling Agencies (CATRA), we have agreed to support funding to undertake a study on the grey market and non-RAC member share of the tire market in Canada. Desrosiers Automotive Consultants Inc., the premier automotive researcher in Canada, was recently awarded the contract and

research is already underway. The purpose of this study is to develop a more comprehensive quantitative and qualitative understanding on the parameters and size and scope of the grey market and non-RAC member imports of car and truck tires in Canada. We believe that this is a significant issue that is impacting

the tire industry in Canada, as well as potentially reducing revenues for the various tire stewardship programs across the country. Desrosiers is currently in the process of completing the study's fieldwork, which includes scheduling interviews with RAC's tire company members.



News This Month

2014 Call for Presentation Papers

The Rubber Association of Canada is now accepting papers for its biennial Rubber Recycling Symposium to be held October 22 to 24, 2014 in Montreal, Canada at the Montréal Marriott Château Champlain Hotel.

This symposium brings together international experts and professionals from the tire and rubber manufacturing sectors, the rubber recycling industry including processors, transporters, equipment manufacturers and stewardship organizations, as well as government and academia. While our Symposium focuses on a number of important issues, we are welcoming papers in the following areas of interest:

- *Innovations in Rubber Recycling Processing & Products*
- *New Technology and/or Equipment*

To be considered for the program, please send a short abstract (250-300 words) and speaker bio to The Rubber Association of Canada no later than **March 15, 2014**. Speakers that are invited to attend the Symposium will have their registration fee waived. Please call us for more information at (905) 814-1714 or send your submission to Carolyn Goard at: carolyn@rubberassociation.ca We thank all interested applicants for their submissions, however we will only be contacting individuals with paper proposals that we are interested in pursuing further.

Emterra Group Founder Emmie Leung Named 2013 Canadian Executive of the Year

Emterra Group Press Release

Emmie Leung, Founder and CEO of Emterra Group made headlines in the last few weeks when the Canadian Waste Sector (CWS) named her Canadian 2013 Executive of the Year in the large private business category. But the accolades didn't stop there. In the same week, Leung and Emterra Group received a second national honour in the inaugural Private Business Growth Prize sponsored by The Canadian Chamber of Commerce and Grant Thornton LLP. Grant Thornton and the Chamber of Commerce introduced the Private Business Growth Prize to recognize and celebrate privately held Canadian businesses with revenues of \$5 million or more that create growth "beyond the top or bottom line." Emterra was short listed as one of the top 10 privately held companies in Canada.

In a special section published in the Globe and Mail, Peggy Cunningham, dean of the faculty of management at Dalhousie University and a member of the competition jury, said: "The founders (of the 10 short listed companies) all had crystal clear goals and a vision for where they wanted to take their organization, and yet there were no "I's" in these submissions – the closeness of the people in the management teams who worked together through thick and thin, was amazing to me." The candidates for the prize were measured against eight metrics including a culture of innovation; development of products and services; expansion into new domestic or international markets; development of people and culture; improving internal processes; improving stakeholder relations; improvements in financial measure or governance; and leadership. In addition to these two notable events, Leung was also recently

named one of the top ten women in Canada who show extraordinary leadership on sustainability, clean technology and social innovation by Corporate Knights magazine. Emterra Group, a waste and recycling solutions company, has operations in British Columbia, Saskatchewan, Manitoba and Ontario, as well as the State of Michigan. Leung, an immigrant from China, started the company 37 years ago, when, as a one-person operation, she did everything from slinging recyclables into the back of a van, to driving the forklift truck. Today, the company encompasses a network of 21 material recovery facilities and other waste management operations, more than 550 waste and recycling collection vehicles and over 1,000 employees. Emterra markets more than 500,000 tonnes of recyclables annually selling about 70 per cent to North American markets.



Emmie Leung, Founder of Emterra Group

OTS's 2013 RecycleDrive Collects 5,204 Used Tires

By Ontario Tire Stewardship

We recently wrapped up a very successful RecycleDrive, and for the third

year in a row, community members cleaned out their garages and contributed to a greener Ontario. Each October, Ontario Tire Stewardship (OTS) partners with CAA South

Central Ontario to host RecycleDrive, a program that encourages Ontarians to gather their used tires, motor oils, and dead household, automotive and marine batteries and drop them off for free to be responsibly recycled. This year's third annual RecycleDrive had 29 participating CAA garage locations across Ontario. The increased number of locations and a tremendous amount of community engagement resulted in staggering collection numbers. During the two week event, participating locations collected:

- 1,480 batteries
- 2,532 litres of oil
- 5,204 tires!

The collection is a testament to the commitment Ontarians have to keeping

our environment clean. But of course there's nothing like a little friendly competition to get the items rolling! The location that collected the most tires during the event was eligible to win a \$20,000 re-greening package to donate to a local school. The winner of this year's re-greening package is... Auto Guys in St. Thomas, Ontario! Owners Lynda Groom and Bob Ward raised awareness for the event by holding a media day with the help of their mayor and local MPP. We look forward to working with the Auto Guys team to revitalize an outdoor space at a local St. Thomas school. As we wrap up another successful RecycleDrive, we thank all participating collectors and community members for their commitment to greener spaces!



BeTireSmart.ca

Our National Flagship Consumer Education Program

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