

MEDIA RELEASE

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Chamber Names 2015 Board of Governor Recipient



The Campbell River Chamber has announced Kermit Dahl, Owner Associated Tire, as the recipient of the 2015 Board of Governors Award for the Business Awards of Distinction. The Board of Governors award is presented by the Chamber's Board of Directors and honors a business person who displays a significant commitment to the success of both their business and the community as a whole; demonstrates business leadership and vision; and serves as a positive role model or mentor for other business people in

the community.

"We are pleased to honor Kermit as this year's recipient in recognition of his hard work, commitment to the success of his business, team and clients and his overall dedication to making Campbell River a great community to live and work in." stated Corby Lamb, Chamber Board Chair.

When Kermit was finishing high school in Red Deer, Alberta, he knew his career would either be in cars or cooking. He didn't realize that a life with cars could also mean a life with cooking. But that's how Kermit's Campbellton business, Associated Tire and Auto, demonstrates community spirit and service: through donations of summer barbeques, popcorn and slushies.

Kermit's father was a mechanic and that's the path he chose, too. Having married his high school sweetheart, Betty, he followed his dad to Campbell River in 1985. After arriving here, he began his automotive apprenticeship, completing it at Fountain Tire in 1991. He is a Red Seal Interprovincial Automotive licenced technician.

In the mid-90's, Kermit worked for Pacific Regeneration Technologies, better known as the tree nursery. He was responsible for maintaining and developing all of their equipment, both for the silviculture and the nursery operations, across BC. In 1997, he returned to Fountain Tire where he worked until 2010. His reputation as a skilled, personable, trustworthy expert blossomed there.

His move to entrepreneurship came in March, 2011 when he bought the Big O Tire store in Campbellton, reopening it as Associated Tire and Auto, a franchise of OK Tire which has over 400 stores in Canada. He jokes that the bank did not want to lend him start-up money, judging that a tire business

with sales under half a million dollars was not a good risk. Now, four years later, annual sales have reached nearly three million dollars.

His formula for success is simple. He says, “We do what our competition says they’ll do.” His staff is experienced and believes in what they do and sell. He wants people “to come in as a customer and leave as a friend.” A key component of the daily work is taking time to build trusting relationships with customers, giving advice about the perfect tire for the application, never going for the biggest sale.

Staff become like family, spending many hours working together. In fact, part of Kermit’s staff is family. Betty helps out at times in the office. Son David, a tire technician specializing in commercial tires, is learning everything he can about operating the business so he can step into his father’s shoes when Kermit retires. Daughter Madison begins her third year of Education at UVic this fall.

Kermit’s philosophy regarding service is clear. He does what “we should all be doing – serving people in the community and around the world, giving what people want, need and deserve.” He belongs to Noon Hour Rotary Club, an organization dedicated, suitably, to “service before self.”

It’s in Kermit’s community service that the unique combination of cars and cooking is expressed. The Associated Tire barbeque, popcorn maker and slushie machine appear at many summer fundraisers and non-profit events. Sometimes they are on loan, sometimes operated by Kermit and his staff. The organizations supported by Associated Tire include Cameryn’s Cause, Cops for Cancer, the CR Community Foundation, Shoreline Arts and Radiant Life Church.

This is the first major award for Kermit. He has never worked for recognition, instead remaining true to his value, “We do we what do, awards or not, never aiming for acclaim.”

“Congratulations Kermit, our community looks forward to celebrating and honoring your success at the 2015 Business Awards of Distinction,” added Colleen Evans, Chamber President & CEO.

The Board of Governors Award will be presented to Kermit at the Business Awards of Distinction event on Saturday, September 19 at the Tidemark Theatre. The event includes 14 award categories, a gala appetizer reception and food stations, specialty cocktails and a sumptuous dessert reception.

Tickets to this prestigious event are now on sale at www.campbellriverchamber.ca. Be sure to get your tickets soon, this event sells out every year.