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AMERICAN BUSINESS THE "SKANDER" METHOD



MAN LEFT TO RIGHT ARE RANDY SKANDER, JOHN AND RICK SKANDER—PHOTOGRAPH BY NANCY THIES.

When you stand next to a tire that you can just touch to the top of it if you stretch, that is a big tire. But to Rick Skander and his two boys, Rick and Randy, it's just another tire. For 17 years Skander Tire has been doing business in Evans City, PA, and growing every year. "I started out of my home with a truck and compressor," Rick told us. "Recently we set down with Rick to learn a little more about a business built on honesty and a man everyone seems to respect."

Rick laughed easily when we asked him how you create a successful tire business. "Two things I don't tell anyone are my business secrets and my god system. It all really boils down to 17 years experience in knowing

Speed is one of the things we absorbed at every amount of Skander Tire. "Speed doesn't come from making a job," Rick told us. "It comes from concentrating on doing one thing— tires, and doing them right."

Skander Tire does tires alright! They retail and wholesale tires. They stock commercial tires, farm tires, off road tires, as well as a full line of automotive tires. Skander Tire sells tires, tube tires, manufacturer tires, and service tires with a fleet of eight service trucks including an off-the-road service truck for those really wet out there. All the trucks are well equipped and Randy and Rick keep them moving.



RICK SKANDER AND RANDY, ONE OF SKANDER TIRE'S SUBSIDIARIES BY NANCY THIES. RICK SKANDER WAS ON AN EMERGENCY ROAD CALL. PHOTOGRAPH BY NANCY THIES.

what products are good and where to buy them, long hours, top notch service and a real desire to give an honest return for a dollar spent.

If you go to Skander Tire and take a little time to look around, you will be amazed at what you see. There are, of course, tire stacks of tires, new tires and retread tires. "We manufacture our own retreads," Randy said as he showed us the retreading room, "and we guarantee our retreads just like new tires."

Randy seemed himself to take care of a customer that had just come in, and while waiting for Rick Skander to finish up a phone call and get back to us, we studied the paintings of Rick's wife, Norma, on the walls of the next, clean waiting room. They were good paintings, and a nice way to spend the few minutes it takes the "skander machine" to fix or change a tire.

"My sons are the only 23 year olds with 17 years experience in the tire business," Rick told us with a smile. "They worked here part time throughout their school years and know the business inside and out."

Skander Tire is obviously well run and profitable, and so we naturally wondered about the prospects of other outlets in new locations. "No," Rick told us, "We would not be able to keep this sort of quality. Here we have all our expertise under one roof and we are big enough to take care of any problem, yet small enough to honestly care."

In spite of Rick Skander's declining to tell us the "secret" of his business success, we think his "secret" was quite obvious to anyone who has spent any time at Skander Tire. Rick Skander's secret of success lies in his well deserved reputation as the "Tire Man with a Conscience," hard work, and his two sons.

30 Years ago, the article to the left was published. Not much has changed and we still take pride as "The tireman with a conscience."



COOPERTIRES

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Left to right: Randy, Alex, Rick