

IN MEMORIUM, BOOG LOTTRIDGE 1949-2010



Former President of Prema Canada, **Boog Lottridge**, recently passed away.

As we have all been reflecting on his life and his accomplishments, we have come to the realization that he has made some significant contributions to the tire industry in Canada. We have always known this, but this time of reflection has really given us a perspective on things.

In Boog's early days with Loomis Root, he and his brother Len took it upon themselves to challenge some of their father's business and Distribution philosophies. In the beginning, Bill Sr was reluctant. But he eventually allowed them to implement their vision across Canada. What resulted was a network of independent, exclusive Distributors, each of whom were educated in sales, demonstration and training techniques on the variety of tire repair materials. This alone was not different than many of their contemporaries in the industry. However, it was Boog's charm and natural ability to teach and inspire these distributors that had the greatest impact on the industry in Canada.

Boog believed that the best way to grow business was to provide the best possible products and solutions to his customer base. And over the past 15 to 20 years, Boog spent countless hours, days, weeks and months educating, promoting and reinforcing his message to Distributors - "get your customers to repair their tires according to industry standards". He was relentless in this pursuit.

I recall reading a short story in one of the US tire industry publications recently that stated 88% of tires inspected in scrap piles across the country had been improperly repaired. I guarantee you that if the same study were to be done in Canada, this rate would be much, much lower. I believe it is a fact that tire repair manufacturers today sell many more patch-plug or combi style repairs in Canada than they do in the US. This is due almost entirely to Boog Lottridge's efforts and conviction to stay the course these past 15 or 20 years.

Today, tire supply distributors in Canada must have a good patch-plug option in their offering to succeed. The customers demand it as a result of Boog's efforts over the years. Although he is no longer around, the organization he built with his brother Len continues to base its business around this founding principle.

Boog will be deeply missed.

WILLIAM NELSON LOTTRIDGE (BOOG)

January 19 1949 – July 30, 2010

William Nelson Lottridge was born in Hamilton, Ont. on 19 January 1949. Despite an illustrious name, he was known to all as Boog. He spent his early childhood in rural Greensville, but his family moved to Hamilton on the cusp of his teen years. It was here that he felt his life truly began—Boog majored in friendship, and he did not just dabble in it—it was the vocation in which he excelled all through school and university and working life. He attended St. Mary's University in Halifax and later the University of Toronto where his life was enriched by the people he met and the experiences he lived. He tackled difficult challenges, one summer, for example, riding his bike from Halifax to Victoria to raise money for the Canadian Mental Health Association. Later in life, when commended for this act, he deflected the praise saying he had done it to impress a girl, and it hadn't worked! He had other varied experiences: teaching for a year on a reserve in Northern Quebec, working as a tree-cutter for Abitibi, and building his beloved log cabin on Kabenung Lake, where for 17 years he brought his wife Mary and dear children Matthew and Kate, and where they learned to love the Canadian Shield and one another. His innate confidence was strengthened by such accomplishments, so that when he embarked on a career running his father's business in Dundas, he was ready. Although his capabilities extended to all areas of the business, it was in sales that he truly thrived. Here was a man who loved the cold call for the opportunity it provided to meet somebody new. He was entrepreneurial, and had as well the long-term vision and endurance to succeed—and succeed he did. Happily, his working life brought him great satisfaction. He had other interests of course: playing the drums (loudly), sports (running, canoeing and golfing—never too seriously), building decks (not always to code). He was a superb natural athlete all his adult life. He was never tedious in his advice, but felt a few things did matter quite a lot: always reach for the bill, always ask people questions about themselves, and always eat a little bit of everything offered, preferably of different colours. On July 30 this lovely man with such a zest for life died at home on Pender Island, BC and we feel our loss acutely. Deeply missed by his children and wife, and by his brother Len (Diane), his sisters Liz (Robb), Debbie (Bill) and a force of nieces and nephews, extended family and friends beyond compare. A memorial will be held on Sat., Sept. 4 from 4 pm – 7:30 pm (Remarks at 5 pm), at Shadbolt Centre, 6450 Deer Lake Ave, Burnaby, BC <http://www.shadboltcentre.com> for directions. A further celebration to be held on Sat, Sept. 11 from 4 pm – 7 pm at Stonewalls, 339 York Blvd, Hamilton, Ont. Additional info can be obtained at the 'Boogie Wonderland' Facebook group or by emailing rememberboog@premacanada.ca