



Louisiana Independent Tire Dealers Association
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FOR IMMEDIATE RELEASE

LITDA Announces 2020 Hall of Fame Honorees, Peggy Simon and David Ross

Baton Rouge, La. – The Louisiana Independent Tire Dealers Association (LITDA) is excited to announce its two Hall of Fame recipients for 2020, Peggy Simon, New Roads, La. and David Ross, Lafayette, La.

Peggy Morel Simon was born and raised in New Roads, La., she is the 5th of seven children. She is married to Bill Simon; together they own & operate 2 Simple Simon Stores on Airline Highway. Peggy handles payroll, accounting and orders tires for stock. Bill runs stores with 30 families, trains employees and handles marketing.

They have been married for over 40 years. Together they have 4 children, seven grandchildren and seven great grandchildren. Peggy was treasurer of LITDA in the early years of the association. They have been LITDA members since it was formed.

David Ross is a native of Alexandria, Louisiana, and has lived in Lafayette since 1973. He began working in the tire business in 1971 for Firestone Tire & Rubber Company. After a twenty-five-year career with that company, he founded Ross Tire & Service in Lafayette in 1997, and, several years later, in New Iberia. He was privileged to serve on the board of the Independent Tire Dealers Association until his retirement in 2016 when he sold the business. He believes in giving back to the community which was so important to the success of his business. He has served on the board for the Rotary Club, Ways to Work, Salvation Army, Better Business Bureau, Lafayette Chamber of Commerce, and Goodwill of Acadiana. He has also been active in Special Olympics, Habitat for Humanity, and First Baptist of Lafayette.

The LITDA Hall of Fame is given to the individuals who have played a significant role in the growth and development of the Tire Industry and the Louisiana Independent Tire Dealers Association. The Hall of Fame Inductees will be honored at the Hall of Fame Banquet during LITDA's Annual Convention once it is rescheduled.

For more information on the rescheduled Annual Convention & Tradeshow, please visit the LITDA website at www.litda.org or contact the LITDA office at (225) 767-7640 or litda@tاتمangroup.com.

About LITDA

The Louisiana Independent Tire Dealers Association serves as a benefit to all Independent Tire & Automotive Service Dealers along with their suppliers and employees. The purpose of LITDA is to encourage an exchange of ideas, technical knowledge, and retailing/wholesaling procedures, while improving the quality and standards of the products in the new tire and automotive industry. Additionally, LITDA promotes standards of ethics of its members and the tire industry, while promoting harmony, good will, and understanding among its members.

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