

Memory

I was a newly promoted senior assistant manager, and at my first major outing (SEMA 2002). I had the pleasure of actually chatting with Mr. Halle. During our conversation at the Michelin dinner, Mr. Halle made me feel like I was the most important person in the room. He took time to speak with me as an equal and when I asked him for some advice and Mr. Halle gave me advice that I have cherished for every day since. Happy Birthday Mr. Halle. I am sending all my love to you sir.

I was honored to be awarded with the title Manger of the Year in 2012, but it was even more special that Mr. Halle was at our party that year and he was there to congratulate me with both a handshake and a hug. I will forever be grateful for the legacy he left us and for those memories of that special day. Happy Birthday Mr. Halle!!

I remember meeting Mr. Halle for the first time at my first annual party. He acknowledged my wife and really took the time to appreciate her presence and get to know her. I thought that was very thoughtful.

Met him at the company party on the way up for the night in the elevator with my wife. Amazing experience but the best part was the next morning he remembered BOTH me and my wife's name. Thousands of employees and all the people he met that night he remembered us. He makes us all feel so special to be a part of the Discount Tire FAMILY. Happy Birthday Mr. Halle.

I achieved the MOTY award while Mr. Halle attended our annual company party and he gave me some words of inspiration. It was one of my greatest memories of Mr. Halle! Happy Birthday Sir. You are truly missed.

Never had the pleasure to meet Bruce to have any memory's but because of him I will be able to make great memories with Discount Tire.

Not long after I started at Discount Tire Mr. Halle came to our brand-new store in Oswego, IL. (1997) He was gracious and very appreciative of what we do every day. He was in town for our regional party. I introduced myself, shook his hand, and like everyone else made some small talk before his departure a few minutes later. That evening, I went to introduce my wife to him, and to my amazement, he remembered me, my name and what store I worked at. Again, he was gracious and kind. My wife, Cindy, is a great judge of character, and even she said that Bruce amazed her. That he genuinely showed empathy and kindness. I will never forget that day. It is one of the fondest memories I have of DTC.

My favorite memory of Mr. Halle, well there is simply to many, but I'd have to say when he called our store and said "congrats to you atta boy Trip" and the first 200k in a new store and how proud he was of each employee in our store. Made our entire day.

Steve Willis will tell the story the best, but the story of when he was a new AVP and was instructed to tell Mr. Halle that they should get going because the plane is leaving soon. Reaction is priceless. Happy Birthday, Mr. Halle. We love you!!

Memory

Talking one on one on the bleachers in Lake Tahoe about family and Mr. Halle asked if I had seen any of our NASCAR drivers still around because he had not spoken to one yet. I had just seen Brad Keselowski prior to talking with Mr. Halle when I was in the refreshment area so I said "Yes" and went and grabbed Brad so he could sit and have conversation with Mr. Halle that evening. I remember thinking how at the time I was talking to the number one tire changer "Mr. Halle" and then connected him with the number one NASCAR driver "Brad Keselowski" and when I was walking away after bringing Brad to him, I was like "That just happened"...Just one of many great memories I have had the pleasure of in the last 25 years with this amazing company. Happy Birthday Mr. Halle you're with us forever!

One of my only memories of Mr. Halle was at the Pit Crew Challenge in Las Vegas. Four of us were taking a lunch break and sitting at a picnic table in the middle of the event. This individual started making his way towards us and we thought nothing of it until he arrived at our table...and it was Mr. Halle! We were none-the-wiser as he was dressed exactly like us: blue jeans, black polo, black baseball cap, and even a lanyard with his credentials! He asked us how lunch was and if we were enjoying ourselves. Just small talk. He was truly one of us through and through. Happy birthday, Mr. Halle.

My favorite memory of Mr. Halle would have to be the first time he visited COG 02 in Glenwood Springs, CO. He walked in through the back handing out hats and pins thanking everybody for their hard work and especially for keeping his Colorado friends and family safe.

I only have two memories with Mr. Halle, the one that I am so glad that I made point to make was at our company party in AZ. He was attending ours that year and after giving an incredibly inspiring speech (like Bruce does) about us, and how we make Discount Tire, the dance floor opened up and sure enough he was out there getting down. I told my wife that I HAVE to go and meet him and give him a hug and say thank you. I was nervous to ask to give this incredibly inspiring man a hug, but I asked him and his wife politely if I could give him a hug and they accepted graciously. He is a giant in the tire industry, but to me he was just like me, trying to provide for his family. He gave me the opportunity to live the dream, for that, I thank you Bruce! Happy Birthday!

At an awards party , I can't remember which exact year, but I ran into Mr. Halle at the snack table , he was by himself and I got the opportunity to thank him , and he thanked me for what I DO, AND JUST HAD A BREIF CONVERSATION, WITH HIM AND LET HIM ENJOY HIS SNACK .

The way he always remembers my name! Of course, he always looked at my Shirt!! hahaha... I would cover it from time to time. Love you PAPA!

Mr. Halle going above and beyond not only building a successful company in which caring for people comes first, but also helping my family through health issues my mom is still going through. More than any amount of financial gains he is there to listen which is unique in this world. He gave us hope, a shoulder to lean on, and most important FAMILY. Happy birthday chief we are going to make you even more proud. Let's GO. We do this together

Memory
My favorite memory of Mr. Halle is interacting with him at our company party. He was surrounded by people, but he made sure to acknowledge and talk to every person. Happy birthday Mr. Halle!
Tahoe for the 50th year anniversary. So kind and great to be around. You would never know that he was this billionaire, he seemed just like another super nice guy
It was never about Bruce... I had the good fortune to meet Mr. Halle twice. Both times I thanked him from the bottom of my heart for all that he has done to grow our company and help my family. With sincerity in his voice and love in his heart, he replied both times with, it's me who should be thanking you. Thank you for all the wonderful work you do each and every day! We do this together.
His leadership is of one who knows the way, goes the way, and shows the way. Thank you HBD Bruce.
My wife and I met him at a company party. He was very humble and had this radiance about him. Miss you sir!!!
HAPPY BIRTHDAY!
My first company party, me and my store were standing in a circle having some pre dinner drinks and my manager at that time says "there's Bruce" I was like where. he was standing right beside me and I was stunned!!! He started talking to us like he knew us for years. There was no shame, and he treated us like his own. I loved that about him. I had another encounter with him at Lake Tahoe and I wanted to take a selfie with him and make a funny face and he was up for it. amazing man and I will always try to be Bruce Like!!! Thank you for your blessings and many encouraging words of wisdom to me and the entire Discount Tire family.
I share the same birthday with Mr. Halle and I'm always grateful and honored to work this day to share it with him. Mr. Halle always had the biggest smile on his face anytime you seen him. He was always so thankful and caring the second he walked in, by far one of the greatest experiences to receive!
We were opening MNM 14 and I received a visit from Bruce. Mr. Wendell and Mr. Halle pulled into bay one. Mr. Halle grabbed my hand and we skipped across the bays like we were kids. I will never forget the time we spent with him. My hero!!!!
In 2014, I was invited to go to Tahoe. He came up to me and congratulated me on my promotion to Sr. He asked later in the conversation if I had won a trip. I told him NO, but later that night when names were being called, He was the one to call mine. AMAZING TRIP!!!! Thank you Bruce and DTC.
Bruce, thank you for sharing your dream with us, HAPPY BIRTHDAY!!!!!!!!!!!!
My favorite memory of Mr. Halle was in 2002, I moved to Lake Havasu to open the new store. Two months after we were open Mr. Halle and his fellow brothers had stopped by to check out the new store. It was around noon-ish when he arrived. He said to everyone just like the book says He's starts from the backroom first then up front. Mr. Halle says "I'm hungry" let's go next door and grab a hotdog which is one of his favorite food to eat. Here I am thinking we are going to a fancy restaurant guess again just a simple hot dog is all Mr. Halle wanted. Happy Birthday Mr. Halle! We miss you!
Mr. Halle was a guest speaker at a gathering @ my father's company. He recognized my father's last name and ask him if he had a son named Larry, then proceeded to tell him how happy and proud he was to have me in his Discount Tire family. That made my dad's day. He was always putting his people first! Happy birthday Mr. Halle.

Memory

My favorite memory of Mr. Halle was when I had just started with the company in 1995. I was working at AZT 04. I was in the backroom training on flat repairs. Mind you, I was covered in dirt from head to toe. Mr. Halle showed up to the store. After talking to some of the other guys, Mr. Halle walked up to me and put his hand out to shake my hand. I did not know how to respond to that because my hands were filthy. He said to shake his hand because we all do this together. That had a huge impact on me. This man in a suit and tie took the time to walk up and shake my hand covered in dirt. That is something that has stuck with me all these years. I think of Mr. Halle every day. Thank you for all that you did for so many people.

Meeting Bruce changed my life. Being able to shake his hand and meet the man that started this all. His eye contact and his caring about you and your family. His dream made it possible for a guy like me to be where I am today with Discount Tire.

The first time I met Mr. Halle was at the NorCal company party. My son had just won an award for his school district and he quoted the 5 lessons to end his speech, I told Bruce about this and also how jealous my son was that I was meeting him tonight. So, Mr. Halle unexpectedly told me to give him a call!! Well he was asleep...so then he said well let's record him a video. How amazing for him to go the extra mile for my family and it be his idea. This is the type of person we should all strive to be. We love you Mr. Halle!!

My favorite memory of Mr. Halle is Tahoe 2012, when he was addressing us before handing out trips.

My favorite memory was in 2016 at AZP 45 when Mr. Halle visited the store. I went into the office to grab my things to go to the break room for lunch. Mr. Halle invited me to stay and have my lunch with him and asked me questions about myself and my family. 15 years prior Bruce did lots of work with my dad and remembered him clearly. I was able to snap a picture with Bruce and I'll never forget that experience. Happy Birthday Mr. Halle!!!!

The conversation we had in his office about the restoration of the Vatican and Mr. Halle putting his business card behind the painting.

Many years ago, when I was an asst mgr., I asked if there was a possibility of getting a discount on tickets to the Arizona Pro tennis tournament. I received a call from Marlene Ambrose to let me know Mr. Halle wanted to give me his tickets, to make a long story short. Mr. Halle asked me to meet him at the Az country club and hit a few balls with him. My friend and I did, and we hit with him for about 10 minutes. He asked us to stay and play as long as we would like after he left. He handed us his tickets and we went that afternoon and night to the tournament and sat courtside in the front row. I will remember his generosity and smile to this day. God Bless and Happy Birthday.

I was a fresh tech and had only worked for Discount Tire for about 4 months, Bruce flew into town to do some store visits here in Oregon and when he arrived the first thing he did was walk right into the bays to shake my hand and introduce himself. As a young tech it was an amazing feeling getting to meet him and really feel his love for his Family(us).

Memory

The best memory I have with Mr. Halle was when he stopped into CAS 12. We did not know he was in town. Mr. Halle pulled into the parking lot got out the car and did what everyone says he does. He went into the store with open arms and shook hands with everyone and just talked with us. The huge heart Mr. Halle has was just overwhelming. He stayed for about 2 hours just to understand us nothing about work. I am very lucky to have Mr. Halle as a role model and a leader. Thank you to the family for keeping it that way. If I was to lose this company I do not know where I would go and what I would do. I cannot think of any company treating me with as much respect as Mr. Halle and Discount Tire. Thank you, Mr. Halle, and lots of love to the family.

Mr. Halle came to visit my new store that I had just opened (CAS 25). My VP at that time picked Mr. Halle up from the airport. It was my first day back from a short vacation, my wife had just given birth to our baby daughter. When Mr. Halle arrived at my store, first thing he asked me to do was to put the name of my daughter and my home address on the back of my business card. A few weeks later we received a beautiful gift from Mr. Halle to my daughter.

I remember Mr. Halle walking around the building at Christmas time. He took the time to talk to so many people that day. It showed me that he really did care about everyone!

One of the last Christmas parties we had at the Marriot I had the privilege to meet Mr. Halle and he gave me a hug and said "we do this together" it was truly inspiring coming from the man that made this possible for us! I just want to say THANK YOU and Happy Birthday Bruce!

I remember eating lunch with Mr. Halle and Vern Roberson during Tahoe 2016. We were sitting at the picnic table, just us three. The best part of that memory was, no matter how I tried to thank him for everything he's done for me and my family, he made sure I not only felt, but knew we did this together.

Happy Birthday! I loved the way he always greeted me with a big smile and a twinkle in his eye while asking, "Are you having fun?" Which was always a resounding, "Yes!"

Mr. Halle visited CAN 07 to see the crew. When he made his way into the showroom, I asked him if he would mind autographing one of the posters. He asked me "Can I do that". I responded, "Mr. Halle you have my permission."

We Love You Bruce!! Thank You for everything you have done for me & my family. Happy Birthday!!

Bruce, thank you for making my dreams come true!

I did not have the pleasure of meeting Mr. Halle. I have heard amazing things about Mr. Halle. He sounds like a WONDERFUL man and human being!

HAPPY BIRTHDAY MR. HALLE FIRST TIME I MET YOU WAS DURING THE REMODEL OF CAS_21 BACK IN THE LATE 90'S, YOU ASKED ME IF I LOVED WHAT I DO? I ANSWERED "ABSOLUTELY" HE THANKED ME FOR HANGING IN THERE DURING THIS TOUGH REMODEL. OUR SHOWROOM AT THE TIME WAS NO BIGGER THAN ONE OF OUR RESTROOMS WHICH MADE IT EXTREMELY HARD FOR US AND CUSTOMERS. THIS IS JUST THE BEGINNING "YOUNG ONE" HE SAID JUST BELIEVE IN THE DREAM! HE GAVE ME A HUGE HUG AND LEFT TO THE NEXT STORE. YOU'VE BEEN THE ONLY REASON WHY I'M STILL HERE! THE HUG AND EVERYTHING YOU'VE DONE FOR ME AND MY FAMILY OVER THE YEARS... I CAN'T THANK YOU ENOUGH... miss you.

Memory
Met him at Tahoe in 2015. He called out my name when I won a trip. He signed my DTC Tahoe hat. I also talked to him and Diane for about 20 minutes at DTC party in Michigan for the 49th party in 2009. It was an amazing conversation.
Meeting him as an apprentice tech at TXH 74 the day of the company party back in 2016. Got to talk to him for a few, while doing air checks :)
The first thing Mr. Halle would ask when you went into his office for a meeting is "Hi, what can I do for you?" It was never about him; it was always about the employee. He is missed tremendously.
I have a very fond memory of Bruce and a plethora of other people including myself, volunteering for Habitat for Humanity. We were in the process of building a home out in Guadalupe for a family. When I arrived, he was already there, and he greeted me with (to this day) one of the kindest greetings I have ever had. He handed me a hammer and said, "Let's help some people today". We alongside Bruce worked all morning on this house and when lunch came around Bruce and many others sat under a pop-up tent and ate lunch. Him and I had a very heartfelt and long conversation about my dreams. At that very moment in my career is when I realized that we do this together. I have achieved the dreams Bruce and I spoke about and I am now dreaming bigger because of that conversation. I will always have an unwavering commitment to help others achieve their dreams too. I miss him terribly and I wish I had an opportunity to know him better. Happy Birthday Bruce!!!!!!
Every day we had with Mr. Halle is a special memory. I will remember Mr. Halle most for his kindness. Happy Birthday Mr. Halle. I sure do miss you!
Getting to shake the hand of the most important person in my career who helped make all my dreams and my family's dreams come true! We miss you and wish you a truly HAPPY BIRTHDAY BRUCE!
He always asked how your family was doing and if you needed anything.... anything just say it.
Mr. Halle was the same hero whether the camera was on or off.
I never had the opportunity to meet Mr. Halle... however from EVERY story I've heard, Bruce was the most caring, loving and happy man that you could ask for! His spirit lives on through his family and through the dream. Thank you Mr. Halle! Happy Birthday!
My favorite is when I was 16 yrs. old; he paid NMA 02 a visit and shook every techs hand. I thanked him for everything. He told me we do this together. I had just become a father, that visit made everything in our culture achievable and that's when I decided to make this my career.
Although I never met Mr. Halle in person, my favorite memory I know about him is how much he loved his people. I was when I was invited to an award dinner. I was an apprentice tech, and got invited with all the full timers, since we had hit a record month the month before, to a dinner with some corporate people that were in town. At this dinner, I was promoted to full time and was told to keep keeping the dream alive just like Mr. Halle did with me. So now as a Sr. Assistant Manager I get to share that same dream with all my techs the way it was shared with me. Thank you Bruce! Happy Birthday!!
Taking a photo with Mr. Halle at Lake Tahoe after he greeted me having breakfast alone.
I started in October 2017. I was blessed to meet him at the Caring For Our Own Fundraiser Event. It was him smiling and watching his DT family having fun together.

Memory

We have been blessed by this wonderful company and specifically Mr. Halle directly. We have many memories of this man but my favorite Memory of Mr. Halle's was circa 1997, my Daughter was born with a rare heart and lung defect, I was a new assistant MGR (3yrs F/T), our medical bills were extremely abundant after her numerous open heart and lung surgeries.. Mr. Halle called me on my cell phone, out of the blue, to ask how my daughter was doing after spending 4 months in the hospital, keep in mind I had only met him 1 time previous to his call. He also asked how we were able to manage the many hospital bills, and if I would "fax" them to his attention so he could "look them over", and if I was okay with him doing that. Just a few days later, Mr. Halle sent over, personal checks, made out to each provider with the exact amounts, to pay our outstanding hospital debts. There is so much more to this wonderful memory... This is my best way to share a personal story that illustrates my "WHY", this wonderful man, his caring servant hood, and the wonderful company he has left us all with. I'm inspired to share this very personal story of my favorite memory of Great man. My promise is to always share the many memories that's helped to make me who I am today. Happy Birthday Mr. Halle, I miss you!

Mr. Halle welcomed my 3-year old grandchildren into his office... enjoying their wonder and laughter... giving each one an Angel Pin of their own. He called me 'Grama' every time he saw me after that. His Intensely Caring Spirit is my warmest memory.

About 10 years ago at Lake Tahoe, 13 of us from the San Antonio region got to the stage about 45 minutes early so that we could be in the very front. Bruce arrive 15 minutes later and said, " Do you think you guys are going to win a trip because you got here early? I sure hope you do!" A couple hours later my name was called, and I went on the stage to thank everyone. When I made it to Bruce, he remembered my face and said to me, " I told you you would win." I will never forget his awareness and his heart.

Never had the chance to meet Mr. Halle but thank you for everything you have given, me and my family would not be where I am at without Discount Tire. Thank you and Happy Birthday.

My greatest memory was him handing me my Manager of the Year award. The words he spoke with me at that moment have forever stayed with me.

One of my most favorite memories of Mr. Halle came back in the early 80's when I was a PT Tire Tech at AZP 06. I was mounting some new tires and tubes by hand on some old MG wire wheels that would not fit on the tire machine. Mr. Halle made one of his store visits that day and walked up asking what I was doing working by myself. I explained that I was mounting these tires myself and that the rest of the guys were handling all of the other cars we had in line that day. Mr. Halle then took off his suit jacket and rolled up his shirt sleeves and said "Well, let's get these done then" and proceeded to help me finish the rest of the tires I had left to do. This was definitely one of those moments with Mr. Halle that I will always cherish to this day.

Starting at AZP 53 shortly after opening, being 23 tickets down. and seeing the biggest smile come into our store shaking hands and keeping the dream alive. Thank you Mr. Halle!

The kind genuine person he was is one of my memories. I loved when he was in a Halloween skit and danced with the best of them.

Memory
I was fortunate to go on a property tour with Mr. Halle and responsible for driving him and the team around. I was just a tad nervous. On the way back I missed the exit to the airport, which by the way Mr. Silhasek was sure to let me know about. I felt terrible and had to confess my mistake to Mr. Halle. By the way, this added about 25 additional minutes to the trip. " Mr. Halle I'm very sorry but I missed the exit to the airport and it's going to take a little longer to get back". To which Mr. Halle replied in his own special way "That ok, I know the guy that owns the plane. It'll be ok ". And just like that, he was able to make it all better. Thank You and Happy Birthday Mr. Halle. We Love and miss you.
I will never forget the first time I met Bruce. Like so many of you can share it didn't feel like it was my first time meeting him. I will never forget his genuine sense of making you feel like you had been friends for a lifetime and were just catching up.
Being at the Cinco De Mayo calibration in Scottsdale cooking BBQ for the Staff.
TAHOE TRIP COMING IN ON AN AIR BOAT HE IS THE BEST!! THE MOST CARING PERSON IVE EVER ENCOUNTERED MISS YOU!!
When I was at Tahoe eating breakfast he could have sat anywhere and he choose to sit next to me. I felt honored and he just kept thanking everyone at the table how proud he was of us. It was an honor.
Happy Birthday Bruce!
First time I met Bruce I was a newly promoted manager. Bruce came into my store was only interested in my people and me it was a great experience for myself and a great visit for him because after he left my store my VP called me later to tell me Bruce wanted to do something special for me.
There are many but this one is the best for me and my family. Taking the time to make an impact on my 3 children's lives at the Rising Starr Events.
One of the trips down to the SEMA event, Mr. Halle said our group looked like a bunch of rock stars. He then let us get a group picture with him in the middle. Such a great man that truly loved and cared for his people. Thank you Bruce.
It always amazed me that Mr. Halle would remember my name and ask about my family when I met him. At the Tahoe event he asked me if he could cut into line for dinner. I was speechless and of course let him. He then invited me to join him for dinner. It was an amazing experience and one that I will never forget.
When I was working at the college station store, he came in to meet the entire crew. He started in the backroom and shook every techs hand until he made it to my manager. He was a very humble man that was truly genuine. I will never forget the way that he treated his people.
His genuine smile!! He always put you first.
Not one memory but over the 30 years or so I worked for Bruce all the many times I saw his amazing generosity to all sorts of people, truly the most generous man ever was. Happy bday Bruce!
One time, he bought out an entire Girl Scout cookie stand. Those little girls and their moms were so excited!
When he come by to open exel in Parris Calf, and the 2 times he was at the L.A. comp. party, a man with a real outlook for all the family
I love how he would say (We will do this together)
Thank you, Mr. Halle for blazing a trail for all of us to follow. I miss you, love you, Happy Birthday and keep smiling from above.

Memory

I NEVER MET MR. HALLE; HOWEVER, I WISH HIM A HAPPY BIRTHDAY AND ALSO, I THANKS HIM FOR GIVING ME THE OPPORTUNITY TO MAKE MY DREAMS COME TRUE!

My favorite thing about Mr. Halle is that he would walk around the building, give people hugs, and ask if we were having fun. He truly cared about each employee.

My first year working for America's Tire, I met Bruce and thanked him for all he's done for me and my family. He had the humblest response, "We're in this together." I was taken back by how appreciative he was that I was on his team. I'm forever grateful and beyond thankful to be "in this together" with my America's Tire family.

I never got the pleasure of meeting the great Mr. Halle but I have always admired his culture that he left behind and has entrusted within his people and his family. I was a recipient of the founder's award and I hold that close to me and will continue to strive to be the best with the knowledge that has been left with the Discount Tire Family. Thanks so much and HAPPY BIRTHDAY MR. HALLE!!

MEETING MR HALLE AT LAKE TAHOE 2015 WAS AMAZING, HE WAS SUCH A HUMBLE PERSON. WE MISS YOU MR HALLE. HAPPY BIRTHDAY!!!

I was at Tahoe 2016 and Bruce was waiting in line and I put him in front of me so he could get some food Love you Bruce Our Angel in Heaven.

My Memory of Bruce was when we built the three houses in Guadalupe for Habitat for Humanity. Bruce was just like one of us hammering away, measuring for cuts to be made. He was such a special human being and there will never be anyone like him. I am very grateful to have met and had a couple of conversations with him in Tahoe as well as at our Christmas party. Happy Birthday Bruce and thank you for this opportunity.

My fondest Memory of Mr. Halle was meeting him at our company party for the first time. For myself I was star struck!!! But once I was introduced the nerves were gone and I felt like I was talking to a family member that I spoke to all the time. He had this thing that is hard to explain that just let you know he cared about you, your family and loved you truly.

My favorite memory of Mr. Halle is when I met him for the first time. I felt that this a super star to me and my family.

I was invited with a few managers to the corporate office for a Culture Meeting. We all showed up early and Joe Molera (now an AVP) thought it would be cool to see if Mr. Halle was in his office. As we made our way to his office we were naturally created by Marlene. We asked if he was available to say hi too. Since we had about 45 minutes to kill. Marlene replied, "He is eating his lunch, but let me see if he's finished". When she opened the door to his office, he clearly wasn't finished by the looks of the amount of food left. She came back to us and said, "Mr. Halle will see you gentlemen". I was blown away. We sat and talked with Mr. Halle for longer than 45 minutes. I looked at my watch and mentioned we were late to the meeting. Mr. Halle looked at me and said, "how about I walk you guys there, that way you won't get talked to for being late". So, there we were, being escorted by "The Man" himself to a conference room. The experience and feelings I had from the interaction with my brothers and the dad to us all, will be a story I can tell for the rest of my life. What stuck out the most with the continuation of the meeting was listening to Mr. Halle speak about our culture and what it means to him. It was one word....LOVE. You will be missed! I promise I will LOVE your people the way you intended. In doing so, I hope they see a piece of you in me so they too can carry on your legacy of LOVE.

Memory

San Diego's Holiday Party 2010, Discount Tires 50th Anniversary, I received the Manager of the Year Award, My Presidents ring, \$500K Award and Bruce was there to present me with the awards!! Love that man and miss him dearly!

Probably my favorite memory of Mr. Halle was when he showed up unannounced to my store to after looking at some property nearby. He made it a point to meet every one of my guys, shake their hands, and personally tell each employee that if there is anything, they needed from him to help make their dreams come true, not to hesitate and ask. He actually took the time to listen and have a conversation with everyone. That was special to me and all of my guys. He showed how caring he was as an owner and his words supported everything we promised our team. That was a special day!

I started with Americas Tire in 2013, when I started I just needed a job to support my kid. Eventually I learned about Mr. Halle and the amazing company that I was working for. I never had the opportunity to meet Mr. Halle, but everyone that I met through the company that did have a chance to meet him all had the same story to tell. They said that he was as humble and as amazing that the videos showed he was. The people that met him thanked Mr. Halle, and Mr. Halle thanked them back saying we do this together. I remember watching my first dream video of Mr. Halle and it brought me so many feelings, proudness, joyfulness, tears coming down my cheeks and just a feeling of responsibility to make sure that I don't fail Bruce and to make sure I help keep the legacy of Discount Tire and pay it forward to new guys joining the Discount Tire Family. I never had a chance to shake Mr. Halle's hand or to thank him for the opportunities that he has brought to me and my family but I will make sure to pass his legacy on because there's a little Bruce inside of me....and inside all of us. Happy Birthday Bruce!

In 2010 at Sema, I met Mr. Halle and I thanked him for everything he does for us, and in a very cheerful response he said don't ever forget that "we do this together" then he asked what's your store # after I gave him the store # he responded with the city and streets of that store I was pleasantly surprised that out of all his stores he knew exactly where the store was located! Happy B-Day Mr. Halle, We Love you and Miss you! Thank you for everything you have provided for us. Love the Ortega Family!

When I was managing AZP 41 Mr. Halle came in and visited me and spent 30 minutes with me discussing my business and our store. Our team was fired up and went on to make more sales and more profit than ever before. Love and miss you Mr. Halle.

I went to SEMA 2017 and met him, and this was the best time of my entire career because I was so grateful to have that moment with him. He was willing to trade my fellow Virginian/co-worker a pair of shoes because he admired Mr. Halle's. Great time!!!

My favorite memory with Mr. Halle is when I went to SEMA and met him during the Michelin bowling tournament.

Coming into the Galleria ballroom at the Dallas party on a Texas Longhorn.

Memory

My first memory of Mr. Halle was when I was working for Pearson tire and two Lincoln town cars pulled up and a bunch of guys got out, came in and told us to lock the doors. We were being bought out. Mr. Halle came up to me as I was helping the Mechanic work on a transmission filter change, and as Bruce walked up, I dropped the pan and oil spilled all over me. He said, " you're not much of a mechanic, are you?" I explained that I was helping to get the car done so we could close as requested. Mr. Halle then said " you know that we don't plan to keep any employees during this transition, right? I said yes. He then said what do you know about Discount Tire? I told him that I have never heard of them and would like to know what's going on. He invited me to come into the office for an interview with the guys. I agreed and walked in with him and he introduced all the guys and had each of them ask me questions. After that one of them asked me if I had any questions and I said yes, just two. 1- Who do I talk to about a job 2- Who is the boss here? They all looked at me kind of weird and then looked at Bruce. I about died because he and I had a very personal conversation about me and my family on the way to the interview and he just told me that they were not keeping any of us. So, at that point I felt like there was no chance of being hired and I got up to leave. Bruce stopped me at the door and said where are you going? I brought you in here to introduce our newest asst mgr. to my team and you're going to walk out? I didn't know what to say except thank you Mr. Halle and he quickly corrected me by saying call me Bruce. That was 35 years ago on June 1, 2020 and I have never forgotten how warm, caring, humble, and friendly he was. The last time I saw and talked to Bruce was 2010 during our awards banquet and he remembered everything that happened that day, and even my mother's name. I was blown away again when he said to me " Thank you for not making me look bad for putting my name on you "

I have had the honor of talking with him several times...At Tahoe in 2005, at meeting at corporate, and as an assistant at a store! Every time, his light shined!!!!

I just want to say Happy Birthday to a legend! What an inspiration of a human you were and still are throughout this great company. Thank you.

I got to sit next to Mr. Halle and Mr. Van Brunt at SEMA a few years ago and while sitting there Mr. Halle just talked to me and my region about how much the times have changed and how proud he was of us. Just knowing this man who created all these opportunities still wanted to sit with us and share stories with us was truly amazing.

Meeting him in Tahoe... And Just wanting to know about me and my story... I am truly blessed to have met him and had dinner with him.

I remember meeting him many years ago at the Daytona 500 race. Mr. Halle was someone that was a larger than life figure when he walked in the room, it was very amazing how he wanted to focus all his attention on the family's that were there, and really build some cool memories.

What a gift to be able to know and meet Mr. Halle. A person that brightens a room. A smile that is so contagious. A wonderful personality. An inspiration to everyone. I have been blessed to work for the company but more importantly had the honor to talk and meet Mr. Halle. We love and miss you sir; you will never be forgotten. Happy Birthday!

My personal favorite memory of Mr. Halle is when he started this wonderful company, to help people customers and employees. My favorite thing about this company is growth and I am so thankful to be a part of helping people grow much like Mr. Halle helped millions grow. Thank you Mr. Halle.

Memory
I was probably 7 or 8 years old. My dad and I were at Mr. Halle's house to pick up his vehicle to repair. My father was a mechanic before working for DTC. We were sitting in Mr. Halle's kitchen, when his dog, named Duke came in. Duke was a monster, part Great Dane and part St. Bernard. He was 3 times my size. Duke came up to me and I tried to pet him. He let out a really nasty growl. In a second, Mr. Halle punched Duke in the side of the head and told him to get out of the kitchen. Mr. Halle saved my life!! I'll never forget that.
I just wanted to wish a great man a Happy Birthday. Also, for give me a chance at a great life and to help others with making their dream come true. Thank you so much for everything.
The first time I met Bruce was on my Tahoe trip. He came to Phoenix to pick us up in his jet. The nicest person I ever met, a true gentleman.
I got married in 2015 right before our Regional party. Mr. & Mrs. Halle attended our party that year. Mr. Halle sought us out at the newlyweds and was so excited for the new chapter of our lives that was beginning. He encouraged us and wished us well along with Mrs. Halle and it was truly special and unexpected.
Lunch in Lake Tahoe. He really asked a lot about me and my family. When I showed my appreciation he would say, " We do this together".
I was attending a luncheon in our corporate office parking lot as a contractor at the time. Mr. Halle was walking down an aisle I was seated in and he stopped for an unknown reason to me and extended his hand as a handshake gesture as I was standing up he attempted to imply I didn't have to. However, I insisted as I was so excited, respectfully wanted to shake the hand of the founder of the greatest company on earth. I will cherish that moment forever. Happy birthday Mr. Halle R.I.H. tell my Mother Virginia White I love her, and I will see her later.
The opportunity to work for an amazing company to make mine and my families dreams come true. Happy birthday Bruce you are missed. Thank you for the 5 life lessons you have definitely made an impact on my life to be better and continue to do so. love you Bruce.
I want to thank Mr. Halle for the opportunity to provide for my family and to pursue The Dream.
Being on the jet with Mr. Halle and he gave me some personal advice about living life after a life-threatening event in my life.
The first time I met Mr. Halle was at my first company party. He shook my hand and knew my name before I had the chance to introduce myself. I love and miss you Bruce!
My 1st year going to PIT CREW 2017 I met him and talking to him was amazing and the advice he gave to me changed my whole mindset on my career with Discount Tire. Thank you we miss you! Happy Birthday!
After meeting Bruce at an annual party, he asked about my family. I have 4 Sons and talked about all of them. Matthew has stage 4 stomach cancer. Approx. 5 years later I saw Bruce again...He asked how Matthew was BY NAME!! He was amazing. My wife also loved sharing his birthday!!
THE MOST GENEROUS AND KINDEST PERSON YOU COULD EVER MEET.
MY 1ST TAHOE TRIP AND MY 1ST CHRISTMAS PARTY! MY 1ST TAHOE TRIP WE ENDED UP WINNING AND HE CAME OVER AND CONGRATULATED US, "WELL DONE, YOU WORKED HARD, ENJOY THE FRUITS OF YOUR LABOR, CONGRATULATIONS" B.H..THANK YOU FOR INGRAINING IN US TO WORK HARD, HAVE FUN , AND PAY IT FORWARD

Memory

When I was blessed to go to Lake Tahoe in 2016, as soon as I got off the bus Mr. Halle was there to greet me. He had that huge smile and gave me a genuine handshake. I got my picture taken with him and I cherish that. Happy Birthday Bruce!

Meeting Mr. Halle At My First Company Party.

I never had the opportunity to meet him, but when so many people have nothing but great things to say about someone, you know for certain they were special. Thank you, Mr. Halle for Discount Tire and the family it has created.

Holiday party hotel lobby checking in Mr. Halle did not know me. but he knew I was part of his family. He introduced himself and made sure I was being taken care of.

His generosity, his interaction with employees, his smile and the example he set for our culture. I still tear up every time I see any video in honor of Mr. Halle. He still is and will be truly truly missed.

Happy birthday Mr. Halle I couldn't share a birthday with anybody better than you.

While Bruce Halle visited ILC 18 in 2010 he promoted my great friend Stephen S. He stopped by for a pre-party store visit and spent 30 minutes hanging out with him. I was coordinating a man down, but knew it was well worth it after seeing Steve step back in the play to be a beast with his newfound energy from being so excited. Bruce thank you, every day I work hard to prove my worth to this company and I just can't thank you enough for the opportunity.

1997, working at AZP27, Scottsdale and Shea, Bruce walked in with an older lady he met next door at Jiffy Lube, yes Bruce was getting his own oil changed. The lady was raving about our company to Bruce not knowing who Bruce was. Bruce came into our store with the lady and introduced himself, as the owner, and asked me to take care of the lady and give her any tires for her car that she desired, she got Michelins. The lady was on a fixed income and couldn't afford tires which touched Bruce. I felt honored to be a part of helping this nice lady and keeping her safe. Bruce knew how to make customers for life and give back.

My favorite memory was having lunch with Mr. Halle not once but twice and I got to sit next to him both times, he is such an amazing man. I adored him; he is truly missed.

We were at a holiday party in SD, we were standing and watching people talking about the marines and life and he whispered over to me "I LOVE THIS" he was talking about people dancing, having fun and celebrating success. He made me smile:)