

him for the \$1,000 check Halle sent when Martinez got married the prior year. Halle asks about the wedding and how things are working out for Martinez and his wife.

For the next hour, Halle will burn up all the calories from the burrito as he works his way through the crowd, thanking each person for making the company great and smiling for one more picture.

He moves through a display of old advertisements and photos, mostly from the 1960s, and reappears at the back of the lodge, where the swimming pool is adorned with life-size cutouts of Bruce in various items of beachwear. He doesn't look exactly like Sean Connery in *Dr. No*, but he does appear to be having fun.

As tire store conferees line up for poolside massages, Jason Henderson, an assistant vice president from the Los Angeles region, challenges Halle to take a photo with him under an LA Lakers banner, but the diehard Phoenix Suns fan declines with a laugh.

Halle's son and company president Bruce Jr. shows him the stage the team has set up for evening programs, designed to mimic the first Discount Tire store at 2266 Stadium Boulevard in Ann Arbor, Michigan. Halle notes that the mock-up looks somewhat better than the first store.

The sun is bright and the lake is a glorious blue as hundreds of warriors gather on the beach for the kickoff of Discount Tire's fiftieth anniversary celebration at Tahoe. An airboat zips across the water and makes it only partially up the shore as the Marine Corps Hymn plays and Staff Sergeant Bruce Thomas Halle storms the beachhead. The old Marine clambers up the steps to the stage, pulls a cord to light up the "OPEN" sign on the door, and the party is officially begun.

As he will do dozens or hundreds of times over the next sixty hours, Halle credits the employees for making the company great, for making him proud, and for making each other successful. Gratitude rolls downhill at Discount Tire, with everyone dependent on the success of individual stores, and Halle wants everyone to know the rolling begins with him.

Dinner is early, as the interregional volleyball tournament begins at 6:00 p.m. and most teams are hoping for an upset over perennial winner San Diego. Bob Seger's "Old Time Rock and Roll" blares across the beach