

JOIN THE TIRE INDUSTRY ASSOCIATION AT THE 2011 OFF-THE-ROAD TIRE CONFERENCE

Wednesday, February 16 – Saturday, February 19, 2011

Doral Golf Resort & Spa • 4400 NW 87th Avenue • Miami, Florida



CONFERENCE PROGRAM



SCHEDULE AT A GLANCE

WEDNESDAY, FEBRUARY 16, 2011

5:00 p.m. – 9:00 p.m.
Kick-Off Gathering & Conference Registration
Featuring Tabletop Displays

THURSDAY, FEBRUARY 17, 2011

7:30 a.m. – 8:30 a.m.
Breakfast & Conference Registration

8:30 a.m. – 9:00 a.m.
Call to Order

9:00 a.m. – 9:10 a.m.
Today's Safety Tip

9:10 a.m. – 9:20 a.m.
Announcement of 2012 OTR Conference Location

9:20 a.m. – 9:45 a.m.
**2010 USA Industry OTR Tire Production Numbers:
OE and Replacement**

9:45 a.m. – 10:00 a.m.
Coffee Break

10:00 a.m. – 11:00 a.m.
Tire Manufacturers Panel

10:00 a.m. – 6:00 p.m.
Spouse Program

11:00 a.m. – 12:30 p.m.
Retread Plant Video, Presentations & Panel

1:30 p.m.
Golf Tournament

7:30 p.m. – 9:00 p.m.
Welcome Reception

FRIDAY, FEBRUARY 18, 2011

7:30 a.m. – 8:30 a.m.
Breakfast

8:30 a.m. – 8:45 a.m.
Call to Order, Remarks/Housekeeping

8:45 a.m. – 8:55 a.m.
Today's Safety Tip

8:55 a.m. – 9:40 a.m.
Keynote Presentation

9:40 a.m. – 10:10 a.m.
TPMS for Giant OTR Tires

FRIDAY, FEBRUARY 18, 2011 (continued)

10:10 a.m. – 10:30 a.m.
Coffee Break

10:30 a.m. – 11:10 a.m.
Tire Repair Video, Presentations & Panel

11:10 a.m. – 11:50 a.m.
Service Equipment Presentations & Panel

11:50 a.m. – 12:00 noon
Housekeeping Notes

12:00 noon – 1:30 p.m.
Networking Social & Tabletop Viewing

7:00 p.m. – 7:30 p.m.
Cocktail Reception

7:30 p.m. – 10:30 p.m.
Gala Dinner & Show

SATURDAY, FEBRUARY 19, 2011

8:00 a.m. – 9:00 a.m.
Morning Breakfast

9:00 a.m. – 9:15 a.m.
Call to Order, Remarks/Housekeeping

9:15 a.m. – 9:25 a.m.
Today's Safety Tip

\$500.00 Cash Giveaway*

9:25 a.m. – 9:55 a.m.
Ingredients Found in Rubber Compounds

\$500.00 Cash Giveaway*

9:55 a.m. – 10:25 a.m.
OTR Tire Recycling

10:25 a.m. – 11:25 a.m.
Motivational Speaker

iPad Giveaway* (Sponsored by Federated Insurance Companies)

11:25 a.m.
Closing Remarks

** Prize drawings open to all tire dealers & retreaders with full conference registration. Must be present to win. You must bring your business cards to enter drawing.*

Conference Attire: Business Casual

**Sessions and speakers are subject to change.
No recordings or photos permitted at presentations.**

DAILY SCHEDULE OF EVENTS

WEDNESDAY, FEBRUARY 16, 2011

5:00 p.m. – 9:00 p.m.

BACK BY POPULAR DEMAND!
Kick-Off Gathering & Conference Registration
Featuring Tabletop Displays
(Sponsored by Techking Tires Limited)

The Kick-Off Gathering is a unique social networking opportunity where attendees can enjoy drinks and light hors d'oeuvres while viewing tabletop displays that feature a wide range of products and services. With more than 40 manufacturers and suppliers scheduled to display, every aspect of the OTR tire retreading, repairing, and servicing markets will be represented.

THURSDAY, FEBRUARY 17, 2011

7:30 a.m. – 8:30 a.m.

Breakfast & Conference Registration *(Sponsored by Yokohama Tire Corp.)*

8:30 a.m. – 9:00 a.m.

Call to Order
Mike Berra, President, TIA
Dr. Roy Littlefield, Executive Vice President, TIA
Robert Foord, TIA OTR Group Chair and President, Kal Tire

9:00 a.m. – 9:10 a.m.

Today's Safety Tip
Tom Klinge, President, KLINGE Tyre Management Systems

9:10 a.m. – 9:20 a.m.

Announcement of 2012 OTR Conference Location
Tom Formanek, TIA Events Chair
and Manager, Tire Service Products, Stellar Industries

9:20 a.m. – 9:45 a.m.

2010 USA Industry OTR Tire Production Numbers: OE and Replacement



Bruce Besancon
Marketing Director,
Michelin North America, Inc.

9:45 a.m. – 10:00 a.m.

Coffee Break *(Sponsored by Patch Rubber Company & Myers Tire Supply)*

10:00 a.m. – 11:00 a.m.

Tire Manufacturers Panel
Moderator: Greg Smith, Publisher, *Modern Tire Dealer*
Panel: Shawn Rasey, President, Bridgestone Americas Off Road Tires
Roger Lucas, Vice President, Marketing & Sales, Earthmover Tires, Michelin North America, Inc.
James Wang, Sales & Marketing Director, Techking Tires Limited
Paul Hawkins, Vice President OTR Tires, Titan Tire Corp.
Nelson Richards, National OTR Sales Manager, Yokohama Tire Corp.

Join five of the leading OTR tire manufacturers in a panel discussion on the current and future state of the industry. TIA surveyed attendees for questions ahead of time, so each of the

DAILY SCHEDULE OF EVENTS

THURSDAY, FEBRUARY 17, 2011 (continued)

Tire Manufacturers Panel (continued)

panelists will be prepared to answer these questions and more from the audience:

- What impact will the rising cost and limited inventory of natural rubber have on new tire and tread rubber prices and availability?
- Are there any other raw material costs or availability concerns that will impact pricing and/or production?
- What initiatives are being implemented to increase tire life, as opposed to simply producing more tires?
- What is your company doing to assist end users in recycling scrap OTR tires, as opposed to disposing of them in landfills?
- Will your company be introducing any new technology or additional sizes in an existing line over the next 12 months?

It's a great chance to get answers directly from the tire manufacturers, and the answers to these questions alone are sure to be valuable for everyone in attendance.

10:00 a.m. – 6:00 p.m.

Spouse Program

Enjoy a day in South Beach for shopping, and more.

11:00 a.m. – 12:30 p.m.

Retread Plant Video, Presentations & Panel

Moderator: Marvin Bozarth, Senior Technical Consultant, TIA

Presenters: Kelly Cook, Sales, B R Retreading, Inc.

Noah Hickman, President, H & H Industry

Ken Samborsky, OTR Plant Operations Coordinator, Kal Tire

Jim Walters, Vice President OTR Retread Marketing, McCarthy OTR Retreading, Inc.

Brian Hayes, Vice President Manufacturing, Purcell Tire & Rubber Co.

Ed Petros, Sales, RDH Tire & Rubber Co.

OTR retreading has been the lifeblood of the industry for decades. But, unlike the truck tire market, there are a number of different methods and technologies that are available. This seminar will feature presentations from six of North America's largest OTR retreaders. Each of them will address everything from the sizes that they can retread, to the technology that they use to inspect, build, and cure OTR tires. Following the presentations, there will be a brief panel discussion, with the following questions submitted in advance:

- Have you added any new equipment in the past 12 months? If so, have any of the features and benefits made a positive impact on the production or profitability?
- What piece of retreading equipment is the most important to your plant, and why?

1:30 p.m.

Golf Tournament

Lunch (*Sponsored by Tech International (Truflex/Pang)*)

Beverage Carts (*Sponsored by Titan Tire Corp.*)

Golf Awards Directly After Tournament (*Sponsored by Yokohama Tire Corp.*)

7:30 p.m. – 9:00 p.m.

Welcome Reception (*Sponsored by Bridgestone Americas Off Road Tires*)

DAILY SCHEDULE OF EVENTS

FRIDAY, FEBRUARY 18, 2011

7:30 a.m. – 8:30 a.m. **Breakfast** (Sponsored by Yokohama Tire Corp.)

8:30 a.m. – 8:45 a.m. **Call to Order, Remarks/Housekeeping**
Robert Foord, TIA OTR Group Chair and President, Kal Tire

8:45 a.m. – 8:55 a.m. **Today's Safety Tip**
Tom Klinge, President, KLINGE Tyre Management Systems

8:55 a.m. – 9:40 a.m. **Keynote Presentation**



Shawn Rasey
President,
Bridgestone Americas Off Road Tires

Innovation. Disruption. Opportunities! The Future of OTR. This presentation provides some fascinating insights into where the off road tire industry might be headed, and why, and what issues off road tire manufacturers and their distribution partners will likely face to sustain profitable growth in the future.

9:40 a.m. – 10:10 a.m. **TPMS for Giant OTR Tires**
Maurice Robitaille, President, Exactra, Inc.

The Dill Air Controls/Exactra, Inc. TPMS system is specifically designed to monitor the internal temperature and inflation pressure of giant OTR tires. The prime benefits are safety and extended tire life. The units of measure can be set in PSI, KPA, or BAR. You are cordially invited to come and see it at the Exactra tabletop display at the Kick-Off Gathering and during the Networking Social.

10:10 a.m. – 10:30 a.m. **Coffee Break** (Sponsored by Patch Rubber Company & Myers Tire Supply)

10:30 a.m. – 11:10 a.m. **Tire Repair Video, Presentations & Panel**
Moderator: Marvin Bozarth, Senior Technical Consultant, TIA
Presenters: Wayne Jackson, President, International Tire Repair Solutions, Inc.

Topic – Inspection

David Rimmer, Director of OTR Sales, Patch Rubber Company

Topic – Patch Selection and Application

John Garrett, Technical Director, Rema Tip Top/North America, Inc.

Topic – Skiving

Ron Reiring, OTR Sales Manager, North America, Tech International (Truflex/Pang)

Topic – Final Inspection and Finish

OTR tire repair requires specialized tools, equipment, materials, and training. Four of the leading tire repair material manufacturers will each provide their insight on topics such as inspection, repair unit selection/application, skiving, and final inspection/finish. Following the presentations, the presenters will participate in a panel discussion and accept questions from the audience.

DAILY SCHEDULE OF EVENTS

FRIDAY, FEBRUARY 18, 2011 (continued)

11:10 a.m. – 11:50 a.m.

Service Equipment Presentation & Panel

Moderator: Kevin Rohlwing, Senior Vice President of Training, TIA

Presenters: Keith Jarman, President, AME International

John Collins, President, American Crane, Inc.

Panel: Travis Glidden, Regional Sales Manager, Stellar Industries
Bill Burns, Regional Sales Manager, Iowa Mold Tooling Co., Inc.
Scott Pearson, Vice President, Fleet Equipment Corporation

Without service trucks and portable hydraulic tools, the OTR tire industry would grind to a halt. It takes a significant investment to purchase the necessary equipment to service OTR tire and wheel assemblies, and regular maintenance plays a pivotal role in the performance and lifecycle cost. One of the leading service truck manufacturers will address the best practices to increase the life and performance of mobile cranes, tire handlers and compressors. Following that presentation, a top tool supplier will cover the necessary maintenance practices for portable hydraulic pumps and bead breakers.

11:50 a.m. – 12:00 noon

Housekeeping Notes

Kevin Rohlwing, Senior Vice President of Training, TIA

12:00 noon – 1:30 p.m.

Networking Social & Tabletop Viewing (*Sponsored by Exactra, Inc.*)

Social networking opportunity where attendees can enjoy a light lunch while viewing tabletop displays.

7:00 p.m. – 7:30 p.m.

Cocktail Reception (*Sponsored by Stellar Industries*)

7:30 p.m. – 10:30 p.m.

Gala Dinner & Show (*Sponsored by Michelin North America, Inc.*)

The evening begins with soft background music for socializing from 7:30 p.m. – 9:00 p.m. Entertainment featuring a live band will follow.

SATURDAY, FEBRUARY 19, 2011

8:00 a.m. – 9:00 a.m.

Morning Breakfast (*Sponsored by Yokohama Tire Corp.*)

9:00 a.m. – 9:15 a.m.

Call to Order, Remarks/Housekeeping

Robert Foord, TIA OTR Group Chair and President, Kal Tire

9:15 a.m. – 9:25 a.m.

Today's Safety Tip

Tom Klinge, President, KLINGE Tyre Management Systems

\$500.00 Cash Giveaway*

DAILY SCHEDULE OF EVENTS

SATURDAY, FEBRUARY 19, 2011 (continued)

9:25 a.m. – 9:55 a.m.

Ingredients Found in Rubber Compounds

Presenters: George Papazotos, Lead Technical Segment Manager, Airboss Rubber Compounding
Shawn Anderson, Account Manager – Retread Tires, Airboss Rubber Compounding

The presentation will address tire applications where dynamic properties of rubber compounds are pushed to their limits. A breakdown of the ingredients that are found in the rubber compounds and the properties that they develop to ensure this performance will be highlighted. Raw material streams, wherein these ingredients come from, will also be discussed.

\$500.00 Cash Giveaway*

9:55 a.m. – 10:25 a.m.

OTR Tire Recycling

Harvey Buhr, President, Hitec, LLC

Like most industries, the emphasis on “going green” has become increasingly important. Recycling large OTR tires has proven to be difficult, because the size and weight of these products makes them poor candidates for the technology that is used to recycle smaller tires like passenger, light-truck, and medium-truck tires. Hitec, LLC has developed an innovative method to recycle large OTR tires in an environmentally-friendly manner. Harvey Buhr is the innovator behind this technology. He will outline his process for solving the problem of scrap OTR tires and demonstrate how the industry can use pyrolysis to convert waste materials into renewable energy, alternative fuels, and other valuable products.

10:25 a.m. – 11:25 a.m.

Motivational Speaker



Don Yaeger

Award-winning motivational speaker Don Yaeger, a *New York Times* best-selling author, and long-time Associated Editor for *Sports Illustrated*, has interviewed and covered some of the greatest sports legends in the world over the past 20 years. Don will use stories of his interactions with major sports stars to demonstrate how businesses can use the lessons he has learned from the world's greatest athletes to excel in any field. He has appeared on numerous media outlets over his career, from *Oprah*, to *Nightline*, to *CNN*, to *Good Morning America*. Don is often called the “The Speaker of Champions.”

iPad Giveaway* (Sponsored by Federated Insurance Companies)

11:25 a.m.

Closing Remarks

Robert Foord, TIA OTR Group Chair and President, Kal Tire

* *Prize drawings open to all tire dealers & retreaders with full conference registration. Must be present to win. You must bring your business cards to enter drawing.*

Sessions and speakers are subject to change.

No recordings or photos permitted at presentations.

Spouse Program

Thursday, February 17, 2011

10:00 a.m. – 6:00 p.m.

South Beach Shuttle – Lincoln Road and Washington Avenue

\$30.00 Per Person

Enjoy a day in South Beach.

Lincoln Road is an open-air pedestrian mall, considered South Beach’s premiere shopping area. It is home to many restaurants and several night clubs, such as Score and Funktion, as well as many retail outlets. Located between Alton Road and Washington Avenue, Lincoln Road offers unique shopping, sidewalk cafes, bars, galleries, and fine dining. People watching is also a favorite pastime.

There plenty more to do in walking distance, including the beach!



Shuttle Departs from Doral Every Two Hours:

10:00 a.m. 2:00 p.m.
12:00 p.m. 4:00 p.m.

Shuttle Departs from South Beach Every Two Hours:

11:00 a.m. 3:00 p.m.
1:00 p.m. 5:00 p.m.

REGISTRATION FORM

Name: _____

Name: _____

Name: _____

Company: _____

Cell Phone (for emergency use only): _____

Total Due: _____

Method of Payment: VISA MasterCard AMEX

Credit Card Number _____ Expiration Date ____/____/____

Card Holder Name (Please print) _____

Card Holder Signature _____

Fax to: 301-430-7283

OTR CONFERENCE SPONSORS

31 Incorporated	Iowa Mold Tooling Co., Inc.
Advance Tire Inc.	Kal Tire
Advantage ID, LLC	Kirkhill Manufacturing Company
Airboss Rubber Compounding	KLINGE Tyre Management Systems
AME International, LLC	Marangoni Tread NA
American Crane Inc.	McCarthy OTR Retreading, Inc.
Arnco	Michelin North America, Inc.
ASA Tire Systems	<i>Modern Tire Dealer</i>
B R Retreading, Inc.	Ohio Machine & Manufacturing Co., Inc.
B&J Manufacturing Company	Patch Rubber Company & Myers Tire Supply
Bridgestone Americas Off Road Tires	Pathway Polymers
Central Marketing, Inc.	Pewag Chain Inc.
Community Tire Retreading	Purcell Tire & Rubber Co.
CWS Industries (Mfg) Corp.	RDH Tire & Retread Co.
Double Coin/CMA, LLC	Rema Tip Top/North America, Inc.
Equipment Data Associates	RIMEX Supply, Ltd.
Eurotire, Inc.	Schrader-Bridgeport
Exactra, Inc.	Shamrock Marketing, Inc.
Federated Insurance Companies	Shrader Retreading – A Division of Craft Tire Inc.
Fleet Equipment	Stellar Industries
Fuller Brothers, Inc.	TCF Equipment Finance, Inc.
H&H Industries	Tech International (Truflex/Pang)
Haltec Corporation	Techking Tires Limited
HM Life Insurance Company, Trade Insurance Brokerage, Inc. & First National Administrators	Tire Lyna
IMS Fabrication, Inc.	Titan Tire Corp.
International Tire Repair Solutions Inc.	Yokohama Tire Corp.

Sponsors as of 1/24/2011

2011 OFF-THE-ROAD TIRE CONFERENCE REGISTRATION FORM



I. WAYS TO REGISTER

MAIL

Tire Industry Association
1532 Pointer Ridge Place, Suite G
Bowie, Maryland 20716-1883 USA

PHONE

301-430-7280, ext. 104
800-876-8372, ext. 104

FAX

301-430-7283

WEB

www.tireindustry.org
click on "Events"

II. ATTENDEE INFORMATION *(See Section III for Registration Fees.)*

First Registrant _____ Title _____
Spouse/Guest Name _____ Child _____
Additional Registrant _____ Title _____
Spouse/Guest Name _____ Child _____
Company _____
Address _____
City _____ State _____ Zip _____
Country *(Other than US)* _____ Postal Code _____
Phone _____ Fax _____
First Registrant Email _____ Additional Registrant Email _____

III. CONFERENCE REGISTRATION FEES

- | | | | | | |
|---|-------|--|-------|--|------|
| <input type="checkbox"/> TIA Member (First Representative)* | \$495 | <input type="checkbox"/> Nonmember* | \$795 | <input type="checkbox"/> Children 12 and under** | \$95 |
| <input type="checkbox"/> TIA Member (Additional Representatives)* | \$395 | <i>(*Includes General Sessions, Welcome Reception & Gala Event.)</i> | | | |
| <input type="checkbox"/> TIA Member (Spouse/Guest)** | \$195 | <i>(**Includes Welcome Reception & Gala Event only. Must be registered to attend.)</i> | | | |

IV. GOLF TOURNAMENT

Thursday, February 17, 2011 • Shotgun Start: 1:30 p.m. *(Includes sponsored box lunch and beverage carts.)*

Blue Monster Golf Course* – Full	<input type="checkbox"/> Attendee Golf	\$175	<input type="checkbox"/> Club Rental – <input type="checkbox"/> Left <input type="checkbox"/> Right	\$60
<i>No shoe rental available.</i>	<input type="checkbox"/> Additional Registrant Golf	\$175	<input type="checkbox"/> Club Rental – <input type="checkbox"/> Left <input type="checkbox"/> Right	\$60
<i>Please bring your own shoes –</i>	<input type="checkbox"/> Spouse/Guest Golf	\$175	<input type="checkbox"/> Club Rental – <input type="checkbox"/> Left <input type="checkbox"/> Right	\$60
<i>soft spike course.</i>	<input type="checkbox"/> Spouse/Guest Golf	\$175	<input type="checkbox"/> Club Rental – <input type="checkbox"/> Left <input type="checkbox"/> Right	\$60

List playing partner/team member names: _____

*Overflow will tee off on the Great White Course.

V. SPOUSE PROGRAM

Thursday, February 17, 2011 • 10:00 a.m. – 6:00 p.m. • \$30.00 per person

Enjoy a day in South Beach for shopping, dining, and more.

Please indicate number participating _____.

VI. TOTAL OF SECTIONS III, IV AND V

REGISTRATION \$ _____ + GOLF \$ _____ + SPOUSE PROGRAM \$ _____ = TOTAL DUE \$ _____

VII. METHOD OF PAYMENT

Check (Make payable to TIA) VISA MasterCard AMEX
Credit Card Number _____ Expiration Date ____/____/____
Card Holder Name (Please print) _____
Card Holder Signature _____

Registration Packets will be available for pick-up at the conference. Registration fees will not be refunded if cancellation is within 30 days prior to conference. PLEASE NOTE: Private meetings and engagements are not permitted during scheduled events.