

WHAT DOES "GREEN" MEAN TO YOU?

TIA'S ENVIRONMENTAL SYMPOSIUM GETTING GREEN...

will explore what it means for the tire industry as a whole and for its businesses from manufacturing to retailing to recycling. Going green takes commitment, planning, and a set of well-defined goals.



The Tire Industry Association's (TIA) two-day educational program, which will feature environmental exhibits, will be held in conjunction with the Washington, Maryland & Delaware Service Station and Automotive Repair Association's (WMDA) Annual Convention & Mega Trade Show and the Chesapeake Automotive Business Association ("The Maryland Tire Dealers").

SEPTEMBER 30 - OCTOBER 2, 2010
Ocean City Convention Center • Ocean City, Maryland

Greetings!

Are you going "green?" It's more than just a fad... it's a revolution.

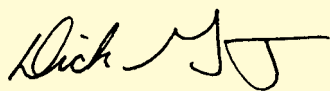
If you'd like to learn how to become green and do it in an effective manner, we would like to extend to you a personal invitation to join us in Ocean City, Maryland, for TIA's first Environmental Symposium, which will be held in conjunction with events sponsored by the Washington, Maryland & Delaware Service Station and Automotive Repair Association, the Chesapeake Automotive Business Association, and the Service Station Dealers of America and Allied Trades.

The interesting and informative two-day educational program will provide helpful tricks of the trade and insight on how to make your business green. You'll learn from top experts on how you can make getting green practical and cost-effective in informative and lively sessions. Anyone who manufactures tires, operates a tire dealership, recycles tires, produces products from the tire raw material, or consumes recycled tire products should attend.

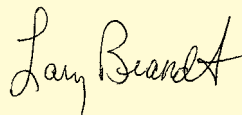
The symposium also offers several networking opportunities, where you can learn from, and exchange ideas with colleagues; and environmental/recycling exhibits will be featured at the Mega Trade Show.

We look forward to seeing you in Ocean City, Maryland.

Sincerely,



Dick Gust
EAC Co-Chair



Larry Brandt
EAC Co-Chair

SCHEDULE AT A GLANCE

THURSDAY, SEPTEMBER 30, 2010

9:00 a.m. – 2:00 p.m.	Golf at the Beach/Golf Tournament – 10:00 a.m. Shotgun Start**	Rum Pointe
7:00 p.m. – 10:00 p.m.	Welcome Reception/Jamaican Beach Party**	Secrets

FRIDAY, OCTOBER 1, 2010

8:00 a.m. – 8:30 a.m.	TIA Goes Green*	O.C. Convention Center
8:30 a.m. – 9:15 a.m.	Orange Is the New Green*	O.C. Convention Center
9:30 a.m. – 10:15 a.m.	Environmental Best Practices for the Tire and Service Station Dealer*	O.C. Convention Center
10:15 a.m. – 11:00 a.m.	Michelin and Sustainability*	O.C. Convention Center
11:15 a.m. – 12:00 noon	Maryland Scrap Tire Program*	O.C. Convention Center
12:00 noon – 1:00 p.m.	Grille on the Bay Luncheon	O.C. Convention Center
1:00 p.m. – 2:30 p.m.	Greening Highways Means Saving Money and the Environment*	O.C. Convention Center
2:45 p.m. – 3:30 p.m.	Superfund Issues Affecting the Tire Industry*	O.C. Convention Center
3:30 p.m. – 4:00 p.m.	Separating Myths from Facts Concerning the Use of Recycled Rubber Products*	O.C. Convention Center
4:00 p.m. – 7:30 p.m.	Mega Trade Show featuring TIA Environmental Exhibits	O.C. Convention Center
8:30 p.m. – 11:30 p.m.	Hospitality Suites sponsored by WMDA Supplier Companies	Clarion Resort Fontainebleau Hotel

SATURDAY, OCTOBER 2, 2010

8:30 a.m. – 9:00 a.m.	Continental Breakfast	O.C. Convention Center
9:00 a.m. – 9:45 a.m.	What Dealers Can and Should Do to Become Greener*	O.C. Convention Center
10:00 a.m. – 10:45 a.m.	One Team, One Planet: Thinking Green for a Better Tomorrow*	O.C. Convention Center
10:45 a.m. – 11:30 a.m.	Eco-Friendly Tire and Auto Care*	O.C. Convention Center
11:30 a.m. – 3:30 p.m.	Mega Trade Show featuring TIA Environmental Exhibits	O.C. Convention Center
3:15 p.m.	Grand Prize Drawing	O.C. Convention Center
3:30 p.m. – 5:00 p.m.	Environmental Networking Reception	O.C. Convention Center
7:00 p.m. – 11:00 p.m.	Crab & Seafood Feast	Higgins Crab House North

* Seminar topics subject to change. Conference registration fee applies (\$225 member and \$325 non-member). ** Optional events available at additional cost.

SEMINAR DESCRIPTIONS

FRIDAY, OCTOBER 1

8:00 a.m. – 8:30 a.m.

TIA Goes Green

The Tire industry Association, long a leader in tire and rubber recycling, broadened its scope this year with the creation of the Environmental Advisory Council (EAC). In this opening session, EAC Co-Chair Dick Gust and TIA President Wayne Crosswell will introduce this new program and the EAC's plans to bring you the products, services, and programs to help you institute various green measures and increase your profits. Learn how TIA's EAC can provide the resources you need to build your own team to work towards environmental responsibility in your operation.

Speakers: *Dick Gust*

Co-Chair, Environmental Advisory Council (EAC)

Wayne Crosswell

President, Tire Industry Association

8:30 a.m. – 9:15 a.m.

Orange Is the New Green

Yokohama Tire Corporation's Dan Guiney will lead off the Symposium's opening session with a look at how Yokohama's use of an alternative renewable material – orange oil – reduces their environmental footprint without compromising product performance. Yokohama's orange-oil infused technology (first developed for racing tires) combines sustainable oil from orange peel and natural rubber to dramatically cut the use of petroleum. Hear how Yokohama has incorporated this technology together with a unique inner liner to produce a breakthrough passenger tire that is 80% petroleum-free, has superb grip, and saves gas. Learn more about these eco-friendly tires and

Yokohama's Green Initiative – an overall company campaign to produce world-class products while protecting the environment, beginning with the design of environmentally-friendly products and manufacturing with zero emissions.

Speaker: *Dan Guiney*

Director of Technical Services

Yokohama Tire Corporation

9:30 a.m. – 10:15 a.m.

Environmental Best Practices for the Tire and Service Station Dealer

Today, it's not enough to be on the best corner and be competent; you have to be fast, clean, and environmentally friendly. Atlanta, Georgia-based Sierra Piedmont, Inc. brings two leading automotive service experts to show you how. In this high-charged session, the pair will discuss environmental best management practices drawn from their experience serving thousands of retail automotive facilities over the past 15 years. This presentation will allow you to create an improved environmental image, protect profits, and it may be THE competitive differentiator you're looking for.

Speakers: *Scott Pate*

President/CEO

Sierra Piedmont, Inc.

Debbie Strawhand

Auto Services Program Manager

Sierra Piedmont, Inc.

10:15 a.m. – 11:00 a.m.

Michelin and Sustainability

Today, through the combined efforts of car makers, engine builders, and tire manufacturers, new vehicles are less and less polluting. For tire maker Michelin, this commitment to the environment is carried out through the company's sustainable mobility program. Michelin's Don Baldwin will take you through the activities that support Michelin's sustainable transportation and

freight movement. These include the operation of Michelin's manufacturing plants to limit their impact on the environment, as well as control of the materials and suppliers the company uses. Also, it will explore how Michelin encourages the design and performance of its products to incorporate characteristics to reduce fuel usage and emissions and how the company looks for recycling and other end of life activities for its products to reduce the overall impact on the environment.

Speaker: Don Baldwin
*Product Marketing Manager
Michelin North America*

11:15 a.m. – 12:00 Noon

Maryland Scrap Tire Program: Tire Stockpile Cleanups and Recycled Tire Market Development Efforts

A presentation of the Maryland Scrap Tire Program's efforts to eliminate tire stockpiles throughout the state and to develop and grow markets for recycled tires through demonstration projects, including rubber asphalt paving, playground and walking path installations, green roofs, and other beneficial uses of scrap tires.

Moderator: Allan Lassiter
*Waste Tire Program Manager
Virginia Department of Environmental Quality*

Speaker: James Woods
*Associate Engineer
Maryland Environmental Service*

1:00 p.m. – 2:30 p.m.

Greening Highways Means Saving Money and the Environment

A panel of asphalt rubber experts will present information on the most common methods of using end-of-life tires as a beneficial engineering material in asphalt pavements, including the benefits of using scrap tire rubber as a thin friction course surfacing on aged concrete, the performance of rubberized asphalt in New Jersey, and manufacturing and placing rubberized asphalt to achieve green pavements and black budgets. This is a great opportunity for tire dealers, rubber recyclers, and public works officials to meet with, and learn from the leading experts experienced in all aspects of rubber pavement technology. Learn how you can play a role in making scrap tire rubber a key part of achieving sustainable and eco-friendly pavements in your community.

Moderator: Doug Carlson
*Vice President of Asphalt Products
Liberty Tire Recycling*

Speakers: Cliff Ashcroft
*Vice President
FNF Construction*
Tom Bennert
*Senior Research Engineer
Rutgers Center for Advanced Infrastructure
and Transportation*
Bob Sauber
*Supervising Engineer
New Jersey Department of Transportation*

2:45 p.m. – 3:30 p.m.

Superfund Issues Affecting the Tire Industry

The federal Environmental Protection Agency (EPA) recently notified over 100 tire dealers in Kentucky, Ohio, and West Virginia that they may be liable for clean-up costs from a 2006 tire fire at the former Cooksey Brothers Landfill in Ashland, Kentucky. This is the fourth time in the last two years that EPA has sought to recover cleanup costs from tire dealers and others business under the "Superfund" program. The Superfund law has potentially severe legal and monetary consequences for tire generators, collectors, recyclers, and disposers of scrap tires. Get briefed on the current status of Superfund liability for tires, oil, and other discarded automotive materials. Hear some case histories and possible resolutions to legal challenges the tire industry faces from Superfund determinations.

Speaker: Gary R. Letcher, Esquire
Law Office of Gary R. Letcher, PC

3:30 p.m. – 4:00 p.m.

Separating Myths from Facts Concerning the Use of Recycled Rubber Products

Environmental activists and others continue to perpetuate myths and misconceptions concerning the use of recycled rubber in various rubber-based products. Industry advocacy groups, associations, and leading tire recycling companies are launching proactive campaigns to bring the facts to the forefront and reveal how study after study has concluded that the use of crumb rubber in products such as synthetic turf or playground surfaces poses no health or environmental risk. If you want to know more about the scientific, performance, and environmental facts concerning recycled rubber products, don't miss this workshop.

Speaker: Mike Wezel
*Vice President Sales & Marketing
Liberty Tire Recycling*

SATURDAY, OCTOBER 2

9:00 a.m. – 9:45 a.m.

What Dealers Can and Should Do to Become Greener

Bridgestone has made environmental practices an integral part of its everyday retail business. While it's easy to embrace the concept of a "green shop," it's not as easy to know which practices offer the best opportunities to reduce the environmental impact of typical tire, battery, and automotive service facilities. This presentation draws upon practical approaches to understanding air, water, solid, and hazardous waste impacts in a retail facility and how to reduce them (especially considering cost, secondary effects, and energy and greenhouse gas implications). Discover how these successful approaches can help you help your customers go green.

Speaker: John Sheerin
*Retail Environmental Director
Bridgestone Retail Operations, LLC*

10:00 a.m. – 10:45 a.m.

One Team, One Planet: Thinking Green for a Better Tomorrow

Bob Handlos will discuss how Bridgestone Americas is taking a leadership role in environmental outreach and programs under a global initiative called "One Team, One Planet." Mr. Handlos will highlight why being "green" isn't just the right thing to do; it also makes good business sense.

Speaker: Bob Handlos
*Vice President, Product Development
Bridgestone Americas Tire Operations*

10:45 a.m. – 11:30 a.m.

Eco-Friendly Tire and Auto Care

If your job or company's operation doesn't revolve around environmental protection, what can you do to be green? You may even ask what exactly "green" is anyway. If you are not totally certain how to get going on going green – or if you are not clear exactly what this subject has to do with your tire and auto service operation – don't miss this session. Curry's Auto Service, Inc., with five locations in Virginia, has a list of ideas and an impressive track record in eco-friendly operations. Curry's recycles almost everything that comes in the door – oils, antifreeze, chemicals, refrigerants, metals, tires, coffee cups, paper, and more. The shop has also partnered with national and community-based environmental and recycling programs for everything from retail rebate coupons, to hybrid vehicles, to alternative fuels, to consumer education on reducing emissions and increasing gas mileage. From basic to visionary, this session has what you need to start your own green program.

Speaker: Matt Curry
*President
Curry's Auto Service, Inc.*

Seminar topics and speakers subject to change.

GENERAL INFORMATION

TRAVEL

The Salisbury-Ocean City Wicomico Regional Airport (SBY) is the closest airport to Ocean City, Maryland. SBY is located approximately 30 minutes from Ocean City. **Please Note:** US Airways Airlines is currently the only carrier offering service into SBY. The Baltimore Marshall (BWI) is the closest international airport and is located approximately two and one-half (2.5) hours by car from Ocean City.



Rental Cars

Avis, Hertz, and Enterprise rental car companies are located onsite at the airport.

Driving directions from Salisbury-Ocean City Wicomico Regional Airport to Ocean City Convention Center (4001 Coastal Highway)

1. Head west on Lear Jet Way toward Citation Drive 0.1 mi
2. Turn right at Citation Drive 0.3 mi
3. Turn right at Fooks Road 0.7 mi
4. Turn right at Airport Road 1.1 mi
5. Turn right at Walston Switch Road 0.9 mi
6. Continue onto Walston Switch Road 1.6 mi
7. Turn right at US-50 E/Ocean Gateway 12.7 mi
8. Slight right to merge onto MD-90 E/Ocean City Expressway toward Ocean City N 11.7 mi
9. Turn right at MD-528 S – Destination will be on the right 1.3 mi

OCEAN CITY

Ocean City stretches along 10 miles of beach from the Inlet to the Delaware state line. The classic wooden boardwalk offers nearly three miles of food, games, and shopping. The Roland E. Powell Convention Center is a highly popular site for meetings of all sizes. And, with more than 10,000 hotel rooms and 21,000 condominiums, Ocean City has accommodations for every need and taste.



HOST HOTEL

Clarion Resort Fontainebleau Hotel

The Clarion Resort Fontainebleau Hotel is an **All Non-Smoking** hotel featuring spacious hotel rooms, a fitness center, two oceanfront restaurants, and a bar lounge. It is located directly on the beach and overlooks the Atlantic Ocean (the hotel is located approximately 3 miles from the convention center).

Call 1-800-638-2100 by September 13 to make reservations. Mention WMDA/ The Mega Show to receive the Convention Room Rate.

SPECIAL EVENTS

THURSDAY, SEPTEMBER 30

Golf at the Beach Tournament at Rum Pointe Seaside Golf Links

Join us at Rum Pointe Seaside Golf Links for a day of fun in the sun. Scramble format, 10:00 a.m. shotgun start. Continental breakfast, lunch, drink tickets and goodie prize included. Club rental available by request. The cost is \$160.00 per golfer.

Welcome Reception/ Jamaican Beach Party at Seacrets

Experience Ocean City's home of the true Jamaican Party at Seacrets! DJ, heavy hors d'oeuvres, open bar, games and prizes. Come dressed in your favorite beach attire. Tickets are available at \$45.00 per person.

FRIDAY, OCTOBER 1

Grille on the Bay Behind the Ocean City Convention Center

Take in the beautiful views of the Chesapeake Bay while enjoying a delicious three-course lunch served on the bayside terrace of the Ocean City Convention Center.

Hospitality Suites at Clarion Resort Fontainebleau Hotel

Meet and network with suppliers and your industry peers in an informal, relaxed atmosphere.

SATURDAY, OCTOBER 2

Environmental Networking Reception at the Ocean City Convention Center

The reception provides the perfect setting to meet new business partners, visit with colleagues, and reconnect with former acquaintances (held at the convention center directly after the closing of the trade show).

Crab & Seafood Feast at Higgins Crab House North

Join us for a fun-filled evening of music, dancing, friends, and all of the Maryland Blue Crabs and seafood you can eat!

JUST FOR KIDS

Children's Area at the Mega Show

The Children's Area will feature video games, music, air hockey, a moon bounce, cartoon characters sponsored by Six Flags, snacks, and more. We hope this will make it easier for you to visit with your current vendors and suppliers, make new contacts, inquire about new products and services, and enjoy the trade show.

Children under the age of 18 must be accompanied by an adult on the trade show floor at all times if not in the Children's Area.



TIA ENVIRONMENTAL SYMPOSIUM REGISTRATION FORM

September 30 - October 2, 2010 • Ocean City Convention Center • Ocean City, Maryland



I. WAYS TO REGISTER

MAIL

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

PHONE

301.430.7280, ext. 104
800.876.8372, ext. 104

FAX

301.430.7283

WEBSITE

www.tireindustry.org
click on "Events"

II. ATTENDEE INFORMATION

First Registrant _____ Title _____

Additional Registrant _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Country _____ Postal Code _____

Phone _____ Fax _____

Website _____

First Registrant E-mail _____

Additional Registrant E-mail _____

III. HOTEL INFORMATION *(You must make your own hotel reservations. Mention WMDA/Mega Show to receive Convention Room Rate.)*

TIA HOST HOTEL

Clarion Resort Fontainebleau Hotel
10100 Coastal Highway
Ocean City, MD 21842

PHONE

1-800-638-2100

ROOM RATES (All rates per night plus tax.)

Double/Double	\$139.00	1 Bedroom Condo	\$159.00
Executive King	\$159.00	2 Bedroom Condo	\$184.00
Studio King	\$169.00	3 Bedroom Condo	\$299.00

DEADLINE: Reservations must be made by phone by September 13, 2010 in order to guarantee convention rates.

IV. REGISTRATION FEES *(per person)*

- | | | | | | |
|---|-------|--|-------|--|------|
| <input type="checkbox"/> TIA Member Rate | \$225 | <input type="checkbox"/> Non-Member Rate | \$325 | <input type="checkbox"/> Grille on the Bay Lunch – Friday, October 1 | \$30 |
| <input type="checkbox"/> Golf Tournament – Thursday, September 30 | \$160 | <input type="checkbox"/> Continental Breakfast – Saturday, October 2 | \$15 | <input type="checkbox"/> Crab & Seafood Feast – Saturday, October 2 | \$45 |
| <input type="checkbox"/> Welcome Reception – Thursday, September 30 | \$45 | | | | |

(Registration includes Trade Show Admission, Seminar Sessions, Hospitality Suites, Grille on the Bay Luncheon, Saturday Continental Breakfast, Environmental Networking Reception, and Crab & Seafood Feast. Additional event tickets can be purchased a la carte.)

V. TOTAL REGISTRATION FEES

Member Registration	_____ x \$225/person = \$ _____	Grille on the Bay Lunch	_____ x \$30/person = \$ _____
Non-Member Registration	_____ x \$325/person = \$ _____	Continental Breakfast	_____ x \$15/person = \$ _____
Golf Tournament	_____ x \$160/person = \$ _____	Crab & Seafood Feast	_____ x \$45/person = \$ _____
Welcome Reception	_____ x \$45/person = \$ _____	Total Registration Fees \$ _____

VI. METHOD OF PAYMENT

Check (Make payable to TIA) VISA MasterCard AMEX

Credit Card Number _____ Expiration Date ____/____/____

Card Holder Name (Please print) _____

Card Holder Signature _____