

OTR CONFERENCE

FEBRUARY 23-25, 2006



*Join Us in Orlando – When the OTR Group
Gathers for the Annual OTR Conference*

Omni Orlando Resort
at ChampionsGate
1500 Masters Boulevard
Orlando (ChampionsGate), Florida





GENERAL INFORMATION

HOTEL INFORMATION

Omni Orlando Resort at ChampionsGate
1500 Masters Boulevard
Orlando (ChampionsGate), Florida 33896

Hotel reservations can be made by calling **800.843.6664**.

Attendees must identify themselves as participants in the Tire Industry Association/OTR Conference. Reservations must be made no later than January 22, 2006, to receive the TIA discounted rate of \$189 plus tax, single/double.

Check-in time is 3:00 p.m. Check-out time is 11:00 a.m.

MAKE YOUR HOTEL RESERVATIONS NOW! The cutoff date is January 22, 2006.

GOLF TOURNAMENT

This year's tournament will be held at the **ChampionsGate International Golf Course** and will feature a Shotgun, Best Ball Format.

This Greg Norman-designed championship golf course, surrounded by acres of natural wetlands, is a daunting, authentic links-style course. ChampionsGate has been honorably mentioned in Golf Magazine's "10 Most Distinctive Places to Play." Golf clubs can be rented for an additional fee (see the Registration Form on for more information). Transportation to and from the Resort will be provided. Lunch and beverage carts will be sponsored.

If you have a playing partner or wish to make a special team arrangement, contact John Buettner by February 1, 2006 at 888.754.8372.

MEALS

TIA will provide the following meals to Conference attendees. Should you have special dietary requirements, please e-mail info@tireindustry.org.

Thursday: Continental Breakfast
Golf Tournament Lunch*
Welcome Reception

Friday: Continental Breakfast
Dealer/Supplier Lunch*
Gala Reception

Saturday: Continental Breakfast

**Registration required*

ATTIRE

Dress at the TIA OTR Conference is business casual.

Tire Industry Association:

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

800.876.8372
301.430.7280
301.430.7283 f



WORKING FOR THE INDUSTRY...WORKING FOR YOU.

The OTR Conference is the largest gathering of executives in the OTR market. Those who manufacture, service, and suppliers who support this industry should attend.

OTR CONFERENCE PROGRAM

WEDNESDAY, FEBRUARY 22, 2006

6:00 p.m. – 7:30 p.m. **Early Registration**

THURSDAY, FEBRUARY 23, 2006

6:45 a.m. – 7:45 a.m. **Continental Breakfast/Registration**

7:45 a.m. – 8:05 a.m. **Call to Order and Opening Remarks**
Bob Malerba, TIA President;
Dr. Roy Littlefield, TIA Executive Vice
President; and Dick Dempster, TIA OTR
Group Chair and Owner Dempster Tire
Sales, Inc.

8:05 a.m. – 8:30 a.m. **“Industry Numbers, OE and
Replacement”**
Jack Fenner, Director of Dealer Sales,
Continental Tire North America

8:30 a.m. – 10:00 a.m. **Keynote Seminar I
“Becoming the Obvious Choice –
A Guide to Your Next Opportunity”**
Bryan Dodge, Owner,
Dodge Development, Inc.
*Brian is an international author and
educational speaker who will help you
and your employees enhance your
productivity and well being.*

10:00 a.m. – 10:30 a.m. **Coffee Break**

10:30 a.m. – 11:30 a.m. **Keynote Seminar II
“Global Commodity Usage and
Affect on Tire Demand”**
Pete Holman, Senior Consultant,
Global Mining Group,
Caterpillar Corporation

11:30 a.m. **Golf Shuttle Service**
(Meet for Golf Shuttle Service)

12:30 p.m. **Golf Tournament Tee-Off at
International Golf Course**
*(Greg Norman Signature Design Masterpiece
18-hole links style golf course)*
Shotgun Scramble, Best Ball Format
*(Box Lunch provided on cart & beverage
carts on course)*

5:30 p.m. – 6:30 p.m.

Golf Shuttle Service Returns to Hotel

7:30 p.m. – 9:00 p.m.

Welcome Reception

Light Food, Drink and Music
*(Attendees, Delegates, Spouses and
Invited Guests)*

FRIDAY, FEBRUARY 24, 2006

7:00 a.m. – 8:00 a.m. **Continental Breakfast/Registration**

8:00 a.m. – 8:15 a.m. **Call to Order, Remarks/Housekeeping**
Dick Dempster, TIA OTR Group Chair

8:15 a.m. – 9:00 a.m. **Key Note Presentation
“The Future of the OTR Tire Buyer”**
David Cionek, Vice President
Earthmover Sales,
Michelin North America

9:00 a.m. – 9:30 a.m. **“Preservation of Tires”**
Tom Klinge, Owner,
Klinge Tyre Management Systems

9:30 a.m. – 10:00 a.m. **“Washington Update”**
Becky MacDicken, TIA Director of
Government Affairs

10:00 a.m. – 10:30 a.m. **Coffee Break**

10:00 a.m. – 10:45 a.m. **“Earthmover Tire Service
Training and Certification”**
Kevin Rohlwing, TIA Senior Vice
President of Education & Technical
Services

10:45 a.m. – 11:45 a.m. **Service Trucks –
“Purchasing the Right Truck and
Accessories” and “Lease Program
Opportunities – Lease or Buy”**
Tom Formanek, Manager Tire Service
Products, Stellar Industries; Mark Zipse,
Global Accounts Manager, Iowa Mold
Tooling; and Don Hunter, Vice President
Sales, TFC Equipment Finance, Inc.

12:00 Noon – 2:00 p.m. **Dealer/Supplier Luncheon
Networking Opportunity**
*(New This Year! Supplier Sponsored
Table Top Displays)*

**atives and business owners
repair or retread tires, and
end this Conference.**

7:00 p.m. – 7:30 p.m. **Cocktail Reception**
7:30 p.m. – 11:00 p.m. **Gala – Special Evening Event**
Dinner, Entertainment and Dancing –
featuring the Blues Brothers Revue
and 9-Piece Band
*(Attendees, Delegates, Spouses and
Invited Guests)*

SATURDAY, FEBRUARY 25, 2006

7:00 a.m. – 8:00 a.m. **Continental Breakfast**
8:00 a.m. – 8:45 a.m. **TIA OTR Group Business Session
and Golf Awards**
Dick Dempster, TIA OTR Group Chair,
and Jack Fenner, Director of Dealer Sales,
Continental Tire North America
8:45 a.m. – 9:30 a.m. **“Modern Day Equipment
for the OTR Shop”**
Edd Burlesson, President,
Central Marketing, Inc.
9:30 a.m. – 10:30 a.m. **“Tire Manufacturers Panel”**
Moderator:
Greg Smith, Publisher,
Modern Tire Dealer
Panelists:
Jack Fenner, Director of Dealer Sales,
Continental Tire North America; John
Funke, Director of Marketing, Michelin
North America; Tim Good, Manager Global
Customer Accounts-OTR Tires, The
Goodyear Tire & Rubber Company; Gary
Nash, Director OTR Sales, Yokohama Tire
Company; Jim Pearl, Senior Vice President
Sales and Marketing, Denman Tire
Corporation; and Shawn Rasey, Director
of North American Sales, Bridgestone/
Firestone Off Road Tire Company
10:30 a.m. **Closing Remarks**
Dick Dempster, TIA OTR Group Chair
Adjournment

OTR Conference Sponsors

American Crane Inc.
ASA Tire Systems
B R Retreading, Inc.
Bridgestone/Firestone Off Road Tire Co.
Carpenter Company
Central Marketing, Inc.
Community Tire Retreading
Continental Tire North America, Inc.
Dempster Tire Sales
Denman Tire Corp.
Fuller Brothers, Inc.
Haltec Corporation
International Marketing, Inc.
Iowa Mold Tooling Co., Inc.
KLINGE Tyre Management Systems
Michelin North America
Oliver Rubber/Cooper Tire
Patch Rubber Company & Myers Tire Supply
Purcell Tire & Rubber Company
REMA Tip Top/North America, Inc.
RIMEX Supply, Ltd.
Solideal Tire, Inc.
Stellar Industries
TCF Equipment Finance, Inc.
Tech International (Truflex/Pang)
The Goodyear Tire & Rubber Co.
Yokohama Tire Co.

(As of 10/14/05)

OFF-THE-ROAD TIRE CONFERENCE REGISTRATION FORM FEBRUARY 23-25, 2006



WORKING FOR THE INDUSTRY...WORKING FOR YOU.

I. WAYS TO REGISTER

| MAIL | PHONE | FAX | WEBSITE |
|--|------------------------------|--------------|---|
| Tire Industry Association 1532 Pointer Ridge Place, Suite G Bowie, Maryland 20716-1883 | 301.430.7280 800.876.8372 | 301.430.7283 | www.tireindustry.org click on "Events" |

II. ATTENDEE INFORMATION

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____ Website _____
 Spouse/Guest Name _____

III. HOTEL INFORMATION *(All attendees must contact the hotel directly to secure a hotel room reservation)*

| ADDRESS | PHONE | CUT-OFF DATE | ROOM RATE |
|---|---|------------------|---|
| Omni Orlando Resort at ChampionsGate 1500 Masters Boulevard Orlando (ChampionsGate), FL 33896 | 800.843.6664 <i>(Mention Tire Industry Association/OTR Conference to get Conference Room Rate)</i> | January 22, 2006 | Standard Rooms Single/Double \$189 plus tax |

IV. REGISTRATION FEES *(Registrations received after January 13, 2006, will be charged an additional \$100)*

- | | | | |
|--|-------|--|-------|
| <input type="checkbox"/> TIA Member (First Representative) | \$375 | <input type="checkbox"/> Nonmember | \$575 |
| <input type="checkbox"/> TIA Member (Additional Representatives) | \$275 | <input type="checkbox"/> Spouse/Guest* | \$150 |
- (*Includes Welcome Reception and Gala Event.)*

V. COMPLIMENTARY DEALER/SUPPLIER LUNCH *(Registration required to attend.)*

- I will attend the Complimentary Dealer/Supplier Lunch on Friday, February 24, 2006.

VI. GOLF TOURNAMENT/"\$25,000 HOLE-IN-ONE CONTEST"

(Includes transportation, sponsored box lunch and beverage carts)

| | | |
|---|--|--|
| The International Golf Course Thursday, February 23, 2006 Shotgun Start: 12:30 p.m. | <input type="checkbox"/> Attendee Golf \$150 <input type="checkbox"/> Club Rental – <input type="checkbox"/> Left <input type="checkbox"/> Right \$48 | <input type="checkbox"/> Spouse/Guest Golf \$150 <input type="checkbox"/> Club Rental – <input type="checkbox"/> Left <input type="checkbox"/> Right \$48 |
|---|--|--|

No shoe rental available. Please bring your own shoes – soft spike course.

- I will need transportation to and from the Golf Tournament.

Contact John Buettner at 888.754.8372 by February 1st if you have a playing partner or wish to make a special team arrangement.

VII. TOTAL OF IV AND VI

SUBTOTAL FOR REGISTRATION FEES \$ _____ + SUBTOTAL FOR GOLF \$ _____ = 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 _____



Join Us in Orlando – When the OTR Group Gathers for the Annual OTR Conference



WORKING FOR THE INDUSTRY...WORKING FOR YOU.

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

REGISTRATION MATERIALS ENCLOSED