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## Welcome to the Tire Industry Association Executives (TIAE) Leadership Conference

On behalf of the Tire Industry Association (TIA),  
we would like to welcome you to the  
TIAE Leadership Conference.

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**AUGUST 22-24, 2007**

**Historic Inns of Annapolis  
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# TIAE LEADERSHIP CONFERENCE SCHEDULE OF EVENTS

## WEDNESDAY, AUGUST 22, 2007

- 11:00 a.m.**                    **Registration**                    **Duke of Gloucester – Maryland Inn**
- 1:00 p.m. – 2:00 p.m.**        **Welcome Luncheon**            **Crown and Crab – Maryland Inn**  
*Opening Remarks*  
 Reece Hester, TIAE Chair  
 Steve Akridge, TIAE Co-Chair, State Association Executives  
 Tom Wright, TIAE Co-Chair, State Association Executives  
 Paul Hyatt, President, TIA  
*Guest Speaker – Working on It, Not in It*  
 Chris “Chubby” Frederick, President,  
 Automotive Training Institute (ATI)
- 2:00 p.m. – 2:15 p.m.**        **Break**                                **Anne Arundel – Maryland Inn**
- 2:15 p.m. – 3:00 p.m.**        **Seminar**                            **Duke of Gloucester – Maryland Inn**  
*Developing a Working Relationship with  
 Your Legislature*  
 Roy Littlefield, Executive Vice President, TIA  
 Ellen Valentino, National Federation of  
 Independent Business
- 3:00 p.m. – 3:15 p.m.**        **Break**                                **Anne Arundel – Maryland Inn**
- 3:15 p.m. – 5:00 p.m.**        **Seminar**                            **Duke of Gloucester – Maryland Inn**  
*Federal Legislative Update with  
 UST Regulation/Waste Oil Update*  
 Paul Fiore, Director of Government &  
 Business Relations, TIA  
 Tom Schruben, Environmental Consultant
- 6:00 p.m. – 7:00 p.m.**        **Welcome Reception**            **Atrium – Calvert Inn**

## THURSDAY, AUGUST 23, 2007

- 8:30 a.m. – 9:00 a.m.**        **Continental Breakfast**        **Anne Arundel – Maryland Inn**
- 9:00 a.m. – 10:30 a.m.**        **Seminar**                            **Duke of Gloucester – Maryland Inn**  
*Millennium Membership: How to Attract and  
 Keep Members in the New Marketplace*  
 Mark Levin, Certified Association Executive (CAE),  
 Certified Speaking Professional (CSP)
- 10:30 a.m. – 10:45 a.m.**        **Break**                                **Anne Arundel – Maryland Inn**
- 10:45 a.m. – 12:15 p.m.**        **Seminar**                            **Duke of Gloucester – Maryland Inn**  
*Leading the Organization and Helping It Grow*  
 Mark Levin, Certified Association Executive (CAE),  
 Certified Speaking Professional (CSP)

## THURSDAY, AUGUST 23, 2007 (continued)

- 12:15 p.m. – 1:00 p.m.**        **Luncheon**                            **Crown and Crab – Maryland Inn**
- 1:00 p.m. – 2:00 p.m.**        **Seminar**                            **Duke of Gloucester – Maryland Inn**  
*Leading the Organization and Helping It Grow*  
 Mark Levin, Certified Association Executive (CAE),  
 Certified Speaking Professional (CSP)
- 2:00 p.m. – 2:15 p.m.**        **Break**                                **Anne Arundel – Maryland Inn**
- 2:15 p.m. – 3:00 p.m.**        **Seminar**                            **Duke of Gloucester – Maryland Inn**  
*Regional Training and Certification*  
 Kevin Rohlwing, Senior Vice President of Training, TIA  
 Panel of TIAE Members
- 3:00 p.m. – 4:00 p.m.**        **Seminar**                            **Duke of Gloucester – Maryland Inn**  
*Implementing a Branded Communications Program*  
 Ralph Ringler, Partner, Visionmark Design & Communications
- 6:00 p.m. – 10:00 p.m.**        **Crab Feast & Chesapeake Boat Cruise**        **City Dock**

## FRIDAY, AUGUST 24, 2007

- 9:00 a.m. – 10:00 a.m.**        **Buffet Breakfast**                **Crown and Crab – Maryland Inn**  
*How to Navigate the Information Highway*  
 Bob Ulrich, Editor, *Modern Tire Dealer*
- 10:00 a.m. – 11:00 a.m.**        **Seminar**                            **Duke of Gloucester – Maryland Inn**  
*Growing Your Association from the Inside Out*  
 Stephanie Peters, Regional Vice President,  
 SESCO Management Consultants
- 11:00 a.m. – 11:45 a.m.**        **Seminar**                            **Duke of Gloucester – Maryland Inn**  
*How to Orchestrate Successful Events*  
 LaKisha Pindell, Director of Meetings, TIA
- 11:45 a.m. – 12:30 p.m.**        **Seminar**                            **Duke of Gloucester – Maryland Inn**  
*Key Challenges and Opportunities Facing the  
 Independent Tire Dealer During the Next Five Years*  
 Ron Sinclair, American Tire Distributors
- 12:30 p.m. – 1:30 p.m.**        **Seminar**                            **Duke of Gloucester – Maryland Inn**  
*Roundtable Discussion*
- 1:30 p.m.**                            **Adjournment**                    **Duke of Gloucester – Maryland Inn**  
*Closing Remarks*  
 Reece Hester, TIAE Chair  
 Steve Akridge, TIAE Co-Chair, State Association Executives  
 Tom Wright, TIAE Co-Chair, State Association Executives