

**JOIN THE TIRE INDUSTRY
ASSOCIATION AS WE
CELEBRATE THE
55TH ANNIVERSARY OF THE
OFF-THE-ROAD
(OTR) TIRE
CONFERENCE
FEBRUARY 17-20, 2010**



TIA's OTR Conference is the premier event for executives and business owners in the Off-The-Road Tire Industry.

Those who manufacture, sell, service, repair, or retread OTR tires are in attendance. The conference agenda is filled with timely presentations, insightful business sessions, and extraordinary networking opportunities. TIA's OTR Conference provides tremendous value for companies that want to stay on the leading edge of the industry.

**The Westin La Paloma Resort & Spa
3800 East Sunrise Drive • Tucson, AZ 85718**

OFF-THE-ROAD TIRE CONFERENCE GENERAL INFORMATION

HOTEL INFORMATION

The Westin La Paloma Resort & Spa – Conference Headquarters
3800 East Sunrise Drive
Tucson, AZ 85718



The Westin La Paloma reflects superior service and outstanding amenities in an elegant, serene setting. The resort and country club is nestled on 250 acres in the high Sonoran Desert foothills of

the Santa Catalina Mountains with picturesque mountain, desert, and golf course views amidst intriguing desert landscape and wildlife. La Paloma, meaning “dove” in Spanish, is the perfect haven for the OTR Conference. The Tucson International Airport is located just 30-40 minutes and about 18 miles from the Resort.

Reservations can be made by calling:

1-800-WESTIN1 (1-800-937-8461)

520-742-6000 (Ask for Reservations)

(Mention Tire Industry Association/

OTR Conference to get Conference Room Rate)

Single/Double: \$193.00 plus tax

Room Block Cut-Off Date: January 18, 2010

Elizabeth Arden Red Door Spa

Rejuvenate and find your balance at the transformative Red Door Spa at The Westin La Paloma. This serene sanctuary incorporates a holistic approach to wellness, health and beauty, so your spa or salon treatment brings harmony to your body as well as your spirit. Our professional staff – sensitive, knowledgeable, and skilled – customizes services to suit your personal preferences and indulge your desire for pampering. The Red Door Spa is offering conference attendees a 10% discount on spa services. Advanced reservations recommended by calling 520-742-7866.

GOLF TOURNAMENT



Thursday, February 18, 2010
La Paloma Golf & Country Club
12:30 p.m. – Tee-Off

Escape to our 27-hole Jack Nicklaus Signature Golf Course, with greens &

bunkers – newly redesigned by the Golden Bear himself. This magnificent private course, one of Jack’s original creations, is the perfect spot to energize all aspects of your game, and it’s available exclusively to resort guests and La Paloma Country Club members. With stunning vistas and impressive fairways, you’ll soon discover why it’s won a litany of national awards, including:

- ‘Top 75’ Resort Courses in the U.S., and one of the ‘Top 10’ courses in Arizona – *Golf Digest*

- Silver Medal Award – *Golf Magazine*
- ‘America’s Best’ – *Golf Week Magazine*
- ‘Top 25’ courses in the U.S. and Mexico – *Golf Resort Guide*
- ‘Top 100’ Women-Friendly Courses – *Golf for Women Magazine*

This truly unique course, with its distinctive desert-scape of flowering cacti, palo verde, yucca, agave, and other native vegetation promises to recharge and refresh like never before!

SPOUSE PROGRAM

THURSDAY, FEBRUARY 18, 2010

12:30 p.m. – 2:00 p.m.

Southwestern Jewelry Exhibition & Lunch

\$35.00/Person

Native American Jewelry is one of the fastest growing trends in the United States. These hand-made pieces are unique in that no two pieces are identical. The exhibit showcases pieces made by Native Americans of the Southwest and offers guests a chance to experience this special culture, art, and history. Following the presentation, guests have the opportunity to purchase their favorite piece.

FRIDAY, FEBRUARY 19, 2010

11:30 a.m. – 4:30 p.m.

Lunch at Ironwood Terraces

with Arizona Sonoran Desert Museum Tour

\$100.00/Person

Guests will enjoy lunch at the Ironwood Terraces, located at the Arizona Sonoran Desert Museum. Following lunch guests will tour the museum, considered a world-class natural history museum, and is one of Tucson’s best loved treasures. Noted as “the most distinctive zoo in the United States,” it is a combination zoological park, natural history museum and botanical garden. It is a delightful place for visitors to view and enjoy the area’s collage of desert wonders – bird, animal, plant, gemstone, mineral, reptile, and insect.

Our tour guide will escort you through the museum where you’ll experience a variety of exhibits that re-create the natural landscape of the Sonoran Desert Region. Cat Canyon is so realistic you find yourself eye-to-eye with Mountain Lions. These stunningly beautiful animals can be viewed this close, thanks to a glass partition that allows us into the cats’ dens. Other displays include Prairie Dogs, Gila Monsters, and a Humming Bird aviary. A “life underground” exhibit features desert animals such as Kit Foxes, Kangaroo Rats, Ringtails, Tarantulas, and a variety of snakes that only appear at night during the desert summer after the ground has cooled. Within the Museum grounds, you will see more than 300 animal species and 1,200 kinds of plants. There are almost two miles of paths traversing 21 acres of beautiful desert.

Docents are on hand to answer questions and often have a bird, reptile, or mammal out for guests to meet face to face. The above mentioned exhibits only scratch the surface of all the wonders that await you at the Arizona Sonoran Desert Museum.

OFF-THE-ROAD TIRE CONFERENCE SCHEDULE OF EVENTS

Due to the popularity of the conference, demonstration, and golf tournament, please register early.

WEDNESDAY, FEBRUARY 17, 2010

5:00 p.m. – 8:00 p.m.

Kick-Off Gathering & Early Registration featuring Sponsor Tabletop Displays, Light Hors D'oeuvres, Cocktails & Networking

THURSDAY, FEBRUARY 18, 2010

6:30 a.m. – 8:00 a.m.

Morning Breakfast featuring Sponsor Tabletop Displays & Registration

8:00 a.m. – 8:20 a.m.

Call to Order & Opening Remarks by Wayne Crosswell, TIA President; Dr. Roy Littlefield, TIA Executive Vice President; and Robert Foord, TIA OTR Group Chairman and Vice President, Mining and Commercial Sales, Kal Tire

8:20 a.m. – 8:30 a.m.

Comments by George Bishop, Consultant, Truflex/Pang – Tech

8:30 a.m. – 8:40 a.m.

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

8:40 a.m. – 8:55 a.m.

OTR Conference 2010 by Tom Formanek, TIA Events Chair and Manager, Tire Service Products, Stellar Industries

8:55 a.m. – 9:20 a.m.

2009 USA Industry OTR Tire Production Numbers, OE and Replacement by Angie Jones, General Manager, Marketing, Bridgestone Americas, Off Road Tires

9:20 a.m. – 9:45 a.m.

MSHA Technician Certification Update by Kevin Rohlwing, TIA Senior Vice President of Training

9:45 a.m. – 10:05 a.m.

Coffee Break

10:05 a.m. – 11:30 a.m.

Tire Manufacturers Panel moderated by Marvin Bozarth, TIA Senior Technical Consultant

Panel: Roger Lucas, Vice President Earthmover Division, Michelin North America; Nelson Richards, National Sales Manager, Yokohama Tire Company; Shawn Rasey, President, Bridgestone Americas, Off Road Tires; Paul Hawkins, Vice President OTR Sales, Titan Tire; Richard Schuelke, VP Global Marketing, Eurotire, Inc.; and Rongsheng Sheng, General Manager, Techking Tires Limited

12:30 p.m.

Golf Tournament Tee-Off, Shotgun Scramble, Best Ball Format at La Paloma Golf & Country Club

12:30 p.m. – 2:00 p.m.

Spouse Program – Southwestern Jewelry Exhibition & Lunch

7:30 p.m. – 9:00 p.m.

Welcome Reception featuring Hors D'oeuvres, Cocktails & Entertainment (Attendees, Delegates, Spouses and Invited Guests)

FRIDAY, FEBRUARY 19, 2010

6:30 a.m. – 8:00 a.m.

Morning Breakfast & Registration

8:00 a.m. – 8:15 a.m.

Call to Order & Opening Remarks by Robert Foord, TIA OTR Group Chairman and Vice President, Mining and Commercial Sales, Kal Tire

8:15 a.m. – 8:30 a.m.

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



8:30 a.m. – 9:15 a.m.

Keynote Presentation – A Global Look at the OTR Industry

by Roger Lucas, Vice President Earthmover Division, Michelin North America

9:15 a.m. – 5:15 p.m. (See complete details on next page)

Caterpillar Presentations, Demonstration, Mine Tour & Lunch**

11:30 a.m. – 4:30 p.m.

Spouse Program – Lunch at Ironwood Terraces with Arizona Sonoran Desert Museum Tour

7:00 p.m. – 7:30 p.m.

Cocktail Reception

7:30 p.m. – 10:30 p.m.

Gala Dinner featuring Full Course Meal & Live Entertainment

SATURDAY, FEBRUARY 20, 2010

7:30 a.m. – 8:30 a.m.

Morning Breakfast

8:30 a.m. – 8:45 a.m.

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

8:45 a.m. – 9:15 a.m.

TIA OTR Group Business Session & Golf Awards presented by Robert Foord, TIA OTR Group Chairman and Vice President, Mining and Commercial Sales, Kal Tire; and Mike Baggett, Eastern OTR Products Manager, Yokohama Tire Co.

9:15 a.m. – 9:45 a.m.

Shearography Inspection of Off-the-Road Tire Casings by Mike Berra, Jr, Vice President, Community Tire Retreading, and **\$500.00 Cash Giveaway***

9:45 a.m. – 10:05 a.m.

China OTR Industry Update by Rongsheng Sheng, General Manager, Techking Tires Limited



10:05 a.m. – 11:00 a.m.

Motivational Presentation – Building and Leading a World Class Sales Organization

by Jack Daly, CEO, Professional Sales Coach, Inc. and **\$500.00 Cash Giveaway***

11:00 a.m. – 11:30 a.m.

Preserving the American Dream – Keeping the Family Business Alive by Mike Russell, National Account Executive, Association Risk Management Services, Federated Insurance Companies, and **\$500.00 Cash Giveaway***

11:30 a.m.

Closing Remarks & Adjournment by Robert Foord, TIA OTR Group Chairman and Vice President, Mining and Commercial Sales, Kal Tire

* Cash Giveaways open to all TIA Dealer & Retreader Members with full conference registration. Must be present to win.

CATERPILLAR PROGRAM SCHEDULE

PRESENTATIONS, DEMONSTRATION & LUNCH SPONSORED BY CATERPILLAR INC.**

SIERRITA COPPER MINE TOUR HOSTED BY FREEPORT-MCMORAN COPPER & GOLD INC. *(in conjunction with Caterpillar)*

For more than 80 years, Caterpillar has been the industry leader in building the world's infrastructure and, in partnership with a network of Cat® dealers worldwide, has helped drive positive and sustainable change on every continent.

Conference attendees will be hosted by Caterpillar Inc. at their state-of-the-art Tinaja Hills Training and Demonstration Center located in Green Valley, Arizona.



FRIDAY, FEBRUARY 19, 2010

9:15 a.m. - 9:30 a.m.	Load Buses
9:30 a.m.	Depart Westin La Paloma
10:30 a.m.	Arrive at Caterpillar Tinaja Hills Training & Demonstration Center
10:45 a.m. - 12:00 p.m.	Presentations
12:00 p.m.	Depart to Demonstration Area
12:30 p.m. - 1:30 p.m.	Full-Line Equipment Demonstration & Boxed Lunch
1:30 p.m. - 2:00 p.m.	Walk-Around Demonstration Area and Photo-Op
2:00 p.m.	Depart to Sierrita/Freeport-McMoRan Mine
2:15 p.m. - 4:00 p.m.	Bus Guided Sierrita/Freeport-McMoRan Mine Tour with Lookout Point (Four Station Tour)
4:00 p.m. - 4:15 p.m.	Load Buses
4:15 p.m.	Depart from Sierrita/Freeport-McMoRan Mine Tour
5:15 p.m.	Arrive at Westin La Paloma

**** Program Limited
to 180 Attendees.
Register Today!**

**** Caterpillar Presentations, Demonstration and Mine Tour is open to non-competing conference representatives on a first-come, first-serve basis at no additional charge. Spouse/Guest not permitted to attend due to limited space. **Please note:** Long pants and closed toe shoes required.**

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 IV 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 *(Registrations received after January 13, 2010, will be charged an additional \$100.)*

- TIA Member (First Representative)* \$395 Nonmember* \$595 Children 12 and under** \$95
 TIA Member (Additional Representatives)* \$295 Spouse/Guest** \$195

*(*Includes General Sessions, Caterpillar Demonstration & Mine Tour, Breakfasts, Welcome Reception & Gala Event. **Includes Welcome Reception & Gala Event only. Must be registered to attend.)*

IV. CATERPILLAR DEMONSTRATION & MINE TOUR* *(Some restrictions may apply.)*

- I/we (# attending: _____) will attend the Caterpillar Demonstration & Mine Tour on Friday, February 19, 2010. *(*Included in Conference Registration Fee for First Representative, Additional Representative, and Nonmember Representative. Please confirm your attendance.)*

V. GOLF TOURNAMENT

Thursday, February 18, 2010 • Shotgun Start: 12:30 p.m. *(Includes sponsored box lunch and beverage carts.)*

La Paloma Country Club	<input type="checkbox"/> Attendee Golf	\$150	<input type="checkbox"/> Club Rental - <input type="checkbox"/> Left <input type="checkbox"/> Right	\$50
<i>No shoe rental available.</i>	<input type="checkbox"/> Additional Registrant Golf	\$150	<input type="checkbox"/> Club Rental - <input type="checkbox"/> Left <input type="checkbox"/> Right	\$50
<i>Please bring your own shoes -</i>	<input type="checkbox"/> Spouse/Guest Golf	\$150	<input type="checkbox"/> Club Rental - <input type="checkbox"/> Left <input type="checkbox"/> Right	\$50
<i>soft spike course.</i>	<input type="checkbox"/> Spouse/Guest Golf	\$150	<input type="checkbox"/> Club Rental - <input type="checkbox"/> Left <input type="checkbox"/> Right	\$50

List playing partner/team member names: _____

VI. SPOUSE PROGRAM

Thursday, February 18, 2010 • 12:30 p.m. - 2:00 p.m.

Southwestern Jewelry Exhibition & Lunch \$35/person x _____ = Total Due _____

Friday, February 19, 2010 • 11:30 a.m. - 4:30 p.m.

Lunch at Ironwood Terraces with Arizona Sonoran Desert Museum Tour \$100/person x _____ = Total Due _____

VII. TOTAL OF SECTIONS III, V AND VI

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

VIII. 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.

OFF-THE-ROAD TIRE CONFERENCE SPONSORS

31 Incorporated
Airboss Rubber Compounding
AME International
American Crane, Inc.
Arnco
ASA Tire Systems
B & J Manufacturing Company
B R Retreading
Bridgestone Americas, Off Road Tires
Caterpillar Corporation
Central Marketing, Inc.
Colorado Tire Corporation
Community Tire Retreading
Double Coin/CMA, LLC
Equipment Data Associates
ESCO
Eurotire, Inc.

Exactra, Inc.
Federated Insurance Companies
Fleet Equipment
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Iowa Mold Tooling Co., Inc.
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McCarthy OTR Retreading, Inc.
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RDH Tire & Retread Company
Rema Tip Top/North America, Inc.
RIMEX Supply Ltd.
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A Division of Craft Tire, Inc.
Stellar Industries
TCF Equipment Finance Inc.
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Techking Tires Limited
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Tucson Convention & Visitors Bureau
Yokohama Tire Corp.

Sponsors as of 1/19/10

**Visit www.tireindustry.org (click Events) for more information or to register online.
MAKE YOUR RESERVATIONS NOW TO ATTEND THE 2010 OTR CONFERENCE.**



WORKING FOR THE INDUSTRY...WORKING FOR YOU.

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

REGISTRATION MATERIALS ENCLOSED