

**For Immediate Release:**  
October 19, 2011

**Press Contacts:** Mark Cook, Roy Littlefield  
301-430-7280

## **Association Names New Director of Communications**

### ***Transportation Official Joins TIA***

**Bowie, MD** – The **Tire Industry Association (TIA)**, one of the leading global authorities on tires, named Maryland Transportation official, Mark Cook as its new Director of Communications. As the Manager of Operations Research for a State Agency, Mark's responsibilities included writing and producing the agency's first annual report, managing federal grants, responding to press inquiries and establishing the agency's performance measurement system.

"Mark brings 20 years of experience in the public and private sectors; extensive experience in transportation, communications, Internet and broadcast media, public policy know-how and strong working relationships with federal elected officials," says Roy Littlefield, TIA Executive Vice President.

Mark is looking forward to increasing TIA's brand awareness as he joins the highly effective staff and Board of Directors as they take the group to the next level.

Mark's previous experience includes being a chief information officer for a large, Washington, DC based international trade association where he provided strategic leadership and vision. He has also served as Co-Chair of the Public Affairs Group of a regional chamber of commerce educating state and local elected officials on issues of economic development. Mark produced and broadcasted a weekly radio segment on *Voice of America* as an expert commentator on technology and its societal impact.

#### **About TIA:**

*The Tire Industry Association, with a 90 year history representing all segments of the national and international tire industry, is the leading advocate, as well as, instructor in technical training of tire service technicians. For more information, visit [www.tireindustry.org](http://www.tireindustry.org) or call 800-876-8372.*

###



Maryland Office:

1532 Pointer Ridge Place 800.876.8372  
Suite G 301.430.7280  
Bowie, Maryland 301.430.7283 f  
20716-1883