

2025 SCHEDULE AT A GLANCE (SUBJECT TO CHANGE)

DAY 1 Wednesday, February 19: *MAXIMIZING GROWTH THROUGH TRAINING*

12:00 p.m. – 8:00 p.m.
2:00 p.m. – 5:00 p.m.

CONFERENCE REGISTRATION – Gifting Experience 12:00 p.m. – 2:00 p.m.

GENERAL SESSION

2:00 p.m. – 2:15 p.m. Opening Remarks
2:15 p.m. – 2:20 p.m. 2026 OTR Tire Conference Location Announcement
2:20 p.m. – 2:30 p.m. Safety Tip: Killer Communication
2:30 p.m. – 3:15 p.m. 5 Things That Help Your Service Truck and 5 Things That Hurt
3:15 p.m. – 4:15 p.m. Live Demonstration
4:15 p.m. – 5:00 p.m. Earthmover Tire Service Training

KICK-OFF GATHERING (Heavy Hors d'Oeuvres, Open Bar, and Networking) — Featuring Tabletop Displays

*All Meetings and Events are
Located in the Conference Center,
2nd Floor, Unless Otherwise Noted.*

*Conference Badge Required to
Access All Events.*

DAY 2 Thursday, February 20: *MAXIMIZING GROWTH THROUGH INDUSTRY INSIGHT*

6:00 a.m. – 11:00 a.m.
6:00 a.m. – 7:30 a.m.
7:30 a.m. – 10:15 a.m.

CONFERENCE REGISTRATION

BREAKFAST & CONVERSATION (Buffet) – Lobby Bar, Lobby Level

GENERAL SESSION

7:30 a.m. – 7:35 a.m. Opening Remarks
7:35 a.m. – 7:45 a.m. Safety Tip: Psychological Safety
7:45 a.m. – 7:55 a.m. 2025 Legislative Outlook for the OTR Tire Industry
7:55 a.m. – 8:40 a.m. U.S. Economic Forecast
8:40 a.m. – 8:55 a.m. Coffee Break
8:55 a.m. – 9:15 a.m. Canadian Economic Forecast
9:15 a.m. – 10:00 a.m. Autonomous Trucks and Tire Wear

LEISURE PROGRAMS*:

12:00 p.m. – Until

Golf Tournament (12:00 p.m. shotgun start) – Rio Mar Ocean Course (*shuttles depart at 10:30 a.m.*)

Golf Happy Hour – Iguanans, Club House, 2nd floor

El Yunque Rainforest Hiking Experience – El Yunque National Forest

Lagoon Fishing Experience – Marina

Horseback Riding – Hacienda Campo Rico

ATV Nature Adventure – Hacienda Campo Rico

MIX & MINGLE RECEPTION – (Heavy Hors d'oeuvres, Open Bar & Entertainment) *Pool Deck, Sheraton room key required to access 4th floor.*

DAY 3 Friday, February 21: *MAXIMIZING GROWTH THROUGH PROFESSIONAL DEVELOPMENT*

6:30 a.m. – 8:00 a.m.
8:00 a.m. – 12:00 p.m.

BREAKFAST & CONVERSATION (Buffet) – Lobby Bar, Lobby Level

GENERAL SESSION

8:00 a.m. – 8:05 a.m. Opening Remarks
8:05 a.m. – 8:15 a.m. Safety Tip: The Wheel Deal - Safety Quiz
8:15 a.m. – 9:00 a.m. Attracting & Retaining Top Tire Industry Talent
9:00 a.m. – 9:45 a.m. Leading Through Change & Disruption – Exemplary Leadership Practices
9:45 a.m. – 10:00 a.m. Coffee Break
10:00 a.m. – 10:45 a.m. Ensuring Relevance in a Changing Industry
11:00 a.m. – 12:00 p.m. Embrace Uncertainty to Ignite Opportunity

NETWORKING SOCIAL (Light lunch) Final Tabletop Viewing

BREAKOUT SESSIONS

2:30 p.m. – 3:30 p.m. TAT and Bridgestone: Partnerships Leading the Way in the Fight Against Human Trafficking
3:30 p.m. – 4:30 p.m. Increasing Your Throughput, Efficiencies and Profits with Robotics
4:30 p.m. – 5:30 p.m. Sustainability in the Tire Business?

COCKTAILS & PORTRAITS (Interact with Peers & Take Professional Photos)

FRIDAY NIGHT FINALE (Buffet Dinner Dance & Open Bar)

12:00 p.m. – 2:00 p.m.
2:30 p.m. – 5:30 p.m.

7:00 p.m. – 7:30 p.m.
7:30 p.m. – 10:00 p.m.

DAY 4 Saturday, February 22: *FAREWELL*

7:30 a.m. – 9:30 a.m.

BREAKFAST & CONVERSATION (Buffet) – Lobby Bar, Lobby Level

FIND THE LATEST SCHEDULE ON THE CONFERENCE APP.

**Leisure Program Shuttles depart from the lobby. Golf course is located approx.
35 min. from the Sheraton. Golf Shuttles depart when full, starting at 10:30 a.m.*

Session Descriptions

WEDNESDAY, FEBRUARY 19

"Maximizing Growth Through Training"

5 Things That Help Your Service Truck and 5 Things That Hurt

Presenters: Charlie Pearson, Sales Manager, Fleet Equipment Corp.; Thomas G. Formanek, Regional Sales Manager, Stellar Industries, Inc.

OTR tire and rim service requires a major investment in a truck that can lift, support, and move assemblies that weigh hundreds and thousands of pounds. Like any piece of equipment, the level of maintenance is a factor, along with how it is used. Stellar Industries and Fleet Equipment Corporation (FEC) will present the top five things that dealers can do to help their OTR service trucks last longer and then contrast it with the five things operators do that reduce the life of the truck. The discussion will include the compressor, crane, handler, and other components vital to servicing OTR tires and rims.

Live Demonstration

Moderator: Kevin Rohlwing, Chief Technical Officer, TIA

Presenters: Jeff Faubion, Consultant; and Matt White, Director of Off-Road Tire Service, TIA

What started as an opportunity to try something new has turned into a staple of the OTR Tire Conference. The live demonstration has taken the audience to various places for topics like wheel torque and chain installation. This year, it will be a little closer than normal, but the subject has a direct impact on technician safety.

Earthmover Tire Service Training

Moderator: Kevin Rohlwing, Chief Technical Officer, TIA

Presenters: Roy Galyer, Training Manager, KLINGE; and Russ Devens, Director, Safety & Risk Management, McCarthy Tire Service

When the Earthmover Tire Service (ETS) came out in 2008 it changed the way that tire technicians were trained. For the first time, there was a comprehensive training program that covered every aspect of off-the-road (OTR) tire service. A lot has changed since then, and TIA will release a new 200-Level Basic ETS program this year to set a new standard for tire technician training. Attendees will get a preview of what to expect from the new Basic ETS program and the role that it will play moving forward. 300 and 400-Level Certified ETS was launched in 2017, which raised the bar by putting the focus on hands-on skills by grading the ability to service a single-piece, three-piece, and five-piece tire and rim assembly. With a new Basic ETS program soon to be in place as the foundation for OTR technician training, Certified ETS will also evolve. This session will set the stage for the future of training and education for the technicians who service the world's largest and heaviest tires and rims.

THURSDAY, FEBRUARY 20

"Maximizing Growth Through Industry Insight"

2025 Legislative Outlook for the OTR Tire Industry

Presenter: Roy Littlefield IV, Vice President of Government Affairs, TIA

With Republicans controlling the presidency and both chambers of Congress in the 119th Congress, new legislative possibilities emerge for the OTR tire industry. Key areas of focus include potential tax reforms, expanded infrastructure funding, and the reduction of regulatory pressures. Roy Littlefield IV, TIA's VP of Government Affairs, will provide insights into federal and state legislative developments and regulatory shifts likely to impact the industry's future.

U.S. Economic Forecast

Presenter: Kevin Rohlwing, Chief Technical Officer, TIA

Kevin Rohlwing, Chief Technical Officer of TIA, will use an array of resources, references and reports, to provide an economic forecast for the mining and construction industries for 2025.

Canadian Economic Forecast

Presenter: Carol Hochu, President & CEO, Tire & Rubber Association of Canada

The Tire and Rubber Association of Canada (TRAC) will provide an economic forecast for Canada nationally and individually by province.

Autonomous Trucks and Tire Wear

Presenter: Jeff Kurtz, Global Market Consultant, Caterpillar

Caterpillar has been a leading earthmoving and mining equipment manufacturer with autonomous trucks in operation for years. Driver input has always been a major factor in tire wear and autonomous vehicles remove that variable. Caterpillar will share their experiences with autonomous trucks and tire wear so the industry will know the impact of this technology.

FRIDAY, FEBRUARY 21

"Maximizing Growth Through Professional Development"

Attracting & Retaining Top Tire Industry Talent

Presenter: Mike Cioffi, Founder, Tire Talent

Join Mike Cioffi, founder of Tire Talent, for an insightful discussion on current employment trends including macro employment trends featuring insights from the Bureau of Labor Statistics and other key sources. Attendees will gain a deeper understanding of the current market conditions and explore strategies that companies can use to attract and retain the best generational talent in 2025 and beyond.

Leading Through Change & Disruption - Exemplary Leadership Practices

Presenter: Mike Evans, Author, Speaker

We are amidst a brawl with few rules, where the **fast, adaptive, resilient and agile** will be rewarded. Those unwilling or unable to evolve risk vulnerability and obsolescence. In this New World of Work, leveraging **ideas, speed, talent, distinction** and **leadership** at all levels will separate top performing individuals and organizations from the laggards. Drawing from real-world examples and cutting-edge research, this keynote experience equips guests with relevant, pragmatic, memorable ideas, tools, models and principles to allow them to thrive and excel in the new world of work.

Ensuring Relevance in a Changing Industry

Presenters: Shawn Rasey, Director of Global Business Development Earthmover, Continental Tire; and Matthew Futrelle, Head of Business Field Earthmoving Business Area Specialty Tires, Continental Tire

Shawn Rasey, Director of Global Business Development Earthmover, and Matthew Futrelle, Head of Business Field Earthmoving Business Area Specialty Tires with Continental Tire, will use examples of companies that did not stay relevant and some that did to demonstrate what it takes for companies to succeed in a changing world. Their stories will frame a discussion on the mining and construction industries, talent acquisition and retention, tire industry consolidation, and TIA itself, including the annual OTR Tire Conference with a long legacy since 1955.

Embrace Uncertainty to Ignite Opportunity

Presenter: Dave Sanderson, Author, Speaker

Dave Sanderson is a nationally recognized leadership speaker, accomplished author, and inspirational survivor of what is known as "The Miracle on the Hudson." As the last passenger off US Airways Flight 1549, which had to ditch into the river, he took the lessons he learned from that profound experience in the frigid water. He emerged from the wreckage with a mission to encourage others to do the right thing and share coping skills to address any adversity you may face.

FRIDAY AFTERNOON BREAKOUT SESSIONS

TAT and Bridgestone: Partnerships Leading the Way in the Fight Against Human Trafficking

Presenters: Debra Hamlin, Director of Bridgestone Commercial Dealer Network, Bridgestone Americas, Inc.; and Esther Goetsch, Executive Director of Truckers Against Trafficking, Bridgestone Americas, Inc.

Founded in 2009, TAT (formerly called Truckers Against Trafficking) works to educate, equip, empower, and mobilize members of key industries and agencies to combat human trafficking. From the outset, TAT recognized that members of the trucking and bus industries — once trained — can play a critical role in spotting and reporting human trafficking. As the eyes and ears of our highways, roadways, and communities, they compose a mobile army that can alert law enforcement when and where this crime occurs.

Through partnerships in the trucking, bus, dealership, truck stop, manufacturing, and energy industries, TAT has now trained over 2 million industry professionals, and drivers alone have made thousands of calls to law enforcement, aiding in the recovery of hundreds of victims of human trafficking. TAT is proud to work alongside tire industry leaders, like Bridgestone and others, to spread awareness about this crime. By training their employees, leveraging their networks, and encouraging or requiring employed or contracted carriers to implement free TAT training, dealerships and manufacturers are impacting the fight to end human trafficking. Come learn how you, too, can help drive change to end this egregious human rights abuse.

Increasing Your Throughput, Efficiencies and Profits with Robotics

Presenter: Daniel Zeledon, President, Tesco-Italmatic LLC

The world is evolving at an unprecedented pace, and AI technology is increasingly embedded in our daily lives and work environments. While many industries have embraced automation, labor-intensive sectors still face challenges in finding qualified personnel to perform physically demanding and monotonous tasks. In OTR tire repair, operators often contend with grueling tasks—such as the repetitive action of skiving, exposure to loud tool noises, rubber debris, smoke, and fatigue from working on large tire areas. This not only affects physical well-being but also diminishes mental clarity, making it harder to detect subtle tire anomalies that might go unnoticed due to mental fatigue. Italmatic Robotics technologies include AI-powered systems such as Shearography and Laser Analysis for precise tire anomaly detection, a Laser Profilometer to accurately measure and replicate tread patterns for regrooving, Laser Point systems for precise skiving—even on sidewalls—and Robotic Cementing for casing repairs. Additionally, our solutions feature automated chamber loading and much more, all designed to optimize efficiency, precision, and ease of use. These innovations not only increase productivity and throughput but also significantly reduce downtime and operator fatigue. With an average return on investment (ROI) of approximately 4.5 years.

Sustainability in the Tire Business?

Presenter: Enrico Fiore, Chairman Steering Committee, Rover Research SRL

Retreading is still the #1 tire recycling method, and the #2 is Rover Research's patented WaterJet technology. Rover Research, Italy, developed a line of industrial machines using his own WaterJet Technologies that implement retreading solutions for tires (OTR & TB) and for ELT, a recycling process through innovative and patented methodologies. An excellent cost/quality ratio and a significant reduction in environmental impact characterize these machines. Come find out how to have a highly profitable retreading and recycling business.