

# Off-the-Road TIRE CONFERENCE



**2026 Schedule at a Glance** (SUBJECT TO CHANGE)

**FEB. 18-21, 2026 • ROSEN SHINGLE CREEK • ORLANDO, FLORIDA**

**Day 1:  
Wed. Feb. 18**

**MAXIMIZING  
GROWTH THROUGH  
TRAINING**

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

5:00 p.m.–8:00 p.m.

**Conference Registration**

**General Session – Maximizing Growth Through Training**

2:00 p.m.–2:10 p.m. Opening Remarks  
2:15 p.m.–2:20 p.m. 2027 OTR Tire Conference Location Announcement  
2:20 p.m.–2:30 p.m. Daily Safety Tip  
2:30 p.m.–3:15 p.m. Maximizing Hydraulic Tool Life and Performance  
3:15 p.m.–4:30 p.m. Live Demo  
4:30 p.m.–5:00 p.m. Safety and Sales Benefits of Rim Gauges

**Kick-Off Gathering Reception** (Heavy Hors d'oeuvres, Open Bar & Networking) – Featuring Tabletop Displays

**Day 2:  
Thurs. Feb. 19**

**MAXIMIZING  
GROWTH THROUGH  
INDUSTRY INSIGHT**

6:00 a.m.–8:00 a.m.  
6:30 a.m.–7:30 a.m.  
7:30 a.m.–10:30 a.m.

7:30 p.m.–9:00 p.m.

**Conference Registration**

**Breakfast & Conversation** (Buffet)

**General Session – Maximizing Growth Through Industry Insight**

7:30 a.m.–7:35 a.m. Opening Remarks  
7:35 a.m.–7:45 a.m. Daily Safety Tip  
7:45 a.m.–7:55 a.m. Legislative Update  
7:55 a.m.–8:55 a.m. Industry & Economic Outlook: Navigating What's Now and What's Next  
8:55 a.m.–9:10 a.m. Coffee Break  
9:10 a.m.–9:45 a.m. Certified ETS  
9:45 a.m.–10:30 a.m. Interactive Audience Survey with Al Klinge

**OPTIONAL LEISURE PROGRAMS:** (additional fee applies)

11:00 a.m.–5:30 p.m. **Discover the Charm of Winter Park**  
12:10 p.m.–5:30 p.m. **Tree Trek Adventure Park**  
12:30 p.m.–5:30 p.m. **Golf Tournament & Happy Hour** (12:30 p.m. Shotgun Start; On-property)  
2:00 p.m.–4:00 p.m. **Floral Fun Workshop: Focal. Filler. Flair.** (On-property)

**Mix & Mingle Reception** (Heavy Hors d'oeuvres, Open Bar & Entertainment)

**Day 3:  
Fri. Feb. 20**

**MAXIMIZING  
GROWTH THROUGH  
PROFESSIONAL  
DEVELOPMENT**

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

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.

**Breakfast & Conversation** (Buffet)

**General Session – Maximizing Growth Through Professional Development**

8:00 a.m.–8:05 a.m. Opening Remarks  
8:05 a.m.–8:15 a.m. Daily Safety Tip  
8:15 a.m.–9:00 a.m. Unshakable Resilience  
9:00 a.m.–9:45 a.m. How AI Can Help, Not Hinder Your Work  
9:45 a.m.–10:00 a.m. Coffee Break  
10:00 a.m.–11:00 a.m. TBD  
11:00 a.m.–12:00 a.m. Unlocking The *Inner Advantage*

**Networking Social** (Light Lunch) – Final Tabletop Viewing

**Breakout Sessions** (TBD)

**Cocktails & Portraits** (Interact with Peers)

**Together We Roll Celebration** (Open bar, great food, live entertainment, and interactive experiences—the perfect finale to OTR 2026)

**Day 4:  
Sat. Feb. 21**

**FAREWELL**

7:30 a.m.–9:30 a.m.

**Breakfast & Conversation** (Buffet)

Most up-to-date schedule can be found at  
[www.tireindustry.org/events/otr-2026/](http://www.tireindustry.org/events/otr-2026/)





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## WEDNESDAY, FEB. 18 / *Maximizing Growth Through Training*

### Maximizing Hydraulic Tool Life and Performance

**OTR tire and wheel assemblies** cannot be serviced without jacks, bead breakers, rams, and the hydraulic pumps that supply the power to operate those tools. It takes a major investment to service earthmover tires, and failing to protect that investment results in higher costs and reduced productivity. This session will focus on the maintenance steps that technicians can take to maximize the life and performance of the hydraulic tools that they depend on every day.

### Safety and Sales Benefits of Rim Gauges

Multi-piece rims present additional hazards to technicians that cannot be avoided. Like all mechanical assemblies, the rim components will eventually wear out and require replacement. Rim gauges are available to help technicians determine when a component is damaged so it can be replaced before it results in a separation or failure in service. These gauges can also be used to show the customer that a component is out of specification, which drives sales while improving safety. This **panel of rim manufacturers and dealers** will discuss the advantages of equipping technicians with gauges that identify rim components in need of replacement.

## THURSDAY, FEB. 19 / *Maximizing Growth Through Industry Insight*

### Industry & Economic Outlook: Navigating What's Now and What's Next

In a market where the pace of change is accelerating, the most successful dealers aren't just reacting to trends; they're anticipating them. This keynote takes you beyond the day-to-day to explore the bigger forces shaping the earthmover/OTR tire and service landscape, from shifting economic currents to the evolving expectations of the mines, quarries and construction companies served by dealers and manufacturers.

You'll gain a clear, confident view of the market and economic forces impacting the market now, what's on the horizon, and how to turn uncertainty into opportunity. Through a blend of industry data, economic insight, and real-world application, this forward-looking forecast will help you plan smarter, adapt faster, and position your business to thrive, no matter what the next three years bring.

#### What You'll Take Away from this session:

- **The Big Picture Now** – Current economic and market indicators influencing demand, margins, and service volume for dealers, manufacturers and suppliers.
- **The Road Ahead** – Key economic and industry shifts likely to shape the tire and service sectors in the next 12–36 months.
- **Emerging Opportunities** – New technologies, service models, and revenue streams gaining traction.
- **Customer Evolution** – How decision-makers' buying habits, service expectations, and loyalty drivers are changing.
- **Strategic Moves** – Practical actions to strengthen competitiveness, resilience, and long-term profitability.

### Interactive Audience Survey with Al Klinge

The invention of smartphones has changed how people communicate and conduct business. With the literal world at your fingertips, there is unprecedented access to information on the internet. Smartphones also make it possible to gather information quickly and relay the results instantaneously. Al Klinge will host an interactive session that poses questions and tests the knowledge of attendees to identify trends, pain points, and informational gaps so the audience can learn from each other in real time.



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## FRIDAY, FEB. 20 / *Maximizing Growth Through Professional Development & Manufacturer Keynote*

### Unshakeable Resilience

**Rory Gardiner**, an authority in creativity and resilience, shares powerful strategies to transform challenges into opportunities, and shift perspectives using sublimation. With his unique blend of humor and experience, Rory inspires audiences to embrace change and help teams get comfortable in uncomfortable situations.

As a former corporate software consultant turned comedian and musician, Rory brings a fresh and relatable perspective that resonates with corporate audiences. He blends comedic talent with practical insights on resilience, making him a highly sought-after speaker for conferences, corporate events, and mental health awareness programs.

#### You Will Learn How To:

- Reframe change and challenges as opportunities
- Perform under pressure and develop coping mechanisms for setbacks
- Change your perspective through sublimation
- Get comfortable in the uncomfortable

### How AI Can Help, Not Hinder Your Work

**Artificial intelligence isn't here to replace you**—it's here to empower you. In this session, Brian will show you where AI truly adds value in the workplace. From practical tools to real-world examples, you'll learn how to integrate AI in ways that save time, improve efficiency, and support better decision-making. Whether you're curious about emerging trends or ready to apply AI to your daily work, this session will equip you with strategies to embrace the future with confidence.

### Unlocking The Inner Advantage: Elevate Potential, Expand Possibility, Restore Well-Being

In this transformational keynote, former NFL player and West Point graduate **Caleb Campbell** offers a powerful new way forward. He introduces **The Inner Advantage**—an untapped inner edge that helps us show up stronger, expand what's possible, and restore what life's pressures have worn down: our well-being. The Inner Advantage isn't about escaping pressure. It's about transforming how we meet it—so that pressure becomes fuel, performance feels like purpose, and success starts to feel good again.

This keynote is a call to return to what matters and reclaim what the noise of life has buried—not just for ourselves, but for our teams, workplaces, and families. Because when you fill a room with people who are connected to their Inner Advantage—people who are fully here, fully engaged, and fully alive—you don't just get better results. You build cultures of contagious energy, human connection, and real momentum.

This isn't just motivation. It's a roadmap back to yourself—and forward to something greater. After all, what becomes possible when your team—or your entire organization—operates from their Inner Advantage?

**Caleb is here to help you find out.**

#### You Will Leave With:

- A clear framework to transform pressure into purposeful performance, rather than burnout
- Learn how to identify the eligible moments that expand you in everyday life.
- Activate the mindset shift that revives passion, restores morale, and inspires others.
- A transformational step taken together.

*Tentative: Subject to Change*

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