

Off-the-Road TIRE CONFERENCE



Conference Badge Required to Access All Events.

2026 Schedule at a Glance (SUBJECT TO CHANGE)

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

DAY 1: Wednesday, February 18 *MAXIMIZING GROWTH THROUGH TRAINING*

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

CONFERENCE REGISTRATION – SPONSORED BY BRIDGESTONE AMERICAS, INC. – Panzicola Foyer

GENERAL SESSION – Panzicola Ballroom

2:00 p.m. – 2:10 p.m. Opening Remarks
2:10 p.m. – 2:15 p.m. Marvin Bozarth ETS Technician of the Year Recognition
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 – Injuries Don't Retire – PRESENTED BY KLINGE®
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

5:00 p.m. – 8:00 p.m.

KICK-OFF GATHERING – SPONSORED BY CONTINENTAL TIRE THE AMERICAS, LLC (Heavy Hors d'Oeuvres, Open Bar, and Networking) – Featuring Tabletop Displays – Panzicola Ballroom

DAY 2: Thursday, February 19 *MAXIMIZING GROWTH THROUGH INDUSTRY INSIGHT*

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

CONFERENCE REGISTRATION – SPONSORED BY BRIDGESTONE AMERICAS, INC. – Panzicola Foyer

BREAKFAST & CONVERSATION – SPONSORED BY YOKOHAMA OFF-HIGHWAY TIRES AMERICA, INC. (Buffet) – Panzicola Ballroom

GENERAL SESSION – Panzicola Ballroom

7:30 a.m. – 7:35 a.m. Opening Remarks
7:35 a.m. – 7:45 a.m. Daily Safety Tip – 6 Nevers of OTR – PRESENTED BY KLINGE®
7:45 a.m. – 7:55 a.m. Policy and Progress: 2026 Legislative Update for the OTR Tire Industry
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 – SPONSORED BY GALAXY TIRE – Foyer
9:10 a.m. – 9:45 a.m. Certified ETS
9:45 a.m. – 10:30 a.m. Interactive Audience Survey with Al Klinge – PRESENTED BY KLINGE®

OPTIONAL LEISURE PROGRAMS* (fee applies; check app for details):

11:00 a.m. – 5:30 p.m. **Discover the Charm of Winter Park** (off-site, transportation provided)

12:10 p.m. – 5:30 p.m. **Tree Trek Adventure Park** (off-site, transportation provided)

12:30 p.m. – 5:30 p.m. **Annual Golf Tournament** – BEVERAGE CARTS SPONSORED BY BKT USA, INC. & LUNCH SPONSORED BY TECH/SALVADORI (12:30 p.m. shotgun start; on-property)

Golf Happy Hour – SPONSORED BY BRIDGESTONE AMERICAS, INC. (golfers only)

7:30 p.m. – 9:30 p.m.

MIX & MINGLE RECEPTION – SPONSORED BY ZC AMERICA, INC. (Heavy Hors d'oeuvres, Open Bar & Entertainment) – Timucua Patio

DAY 3: Friday, February 20 *MAXIMIZING GROWTH THROUGH PROFESSIONAL DEVELOPMENT*

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

BREAKFAST & CONVERSATION – SPONSORED BY YOKOHAMA OFF-HIGHWAY TIRES AMERICA, INC. (Buffet) – Panzicola Ballroom

GENERAL SESSION – Panzicola Ballroom

8:00 a.m. – 8:05 a.m. Opening Remarks
8:05 a.m. – 8:15 a.m. Daily Safety Tip – Mental Health – PRESENTED BY KLINGE®
8:15 a.m. – 9:00 a.m. Unshakable Resilience – SPONSORED BY DILL AIR CONTROLS
9:00 a.m. – 9:45 a.m. How AI Can Help, Not Hinder Your Work – SPONSORED BY COMMUNITY TIRE RETREADING
9:45 a.m. – 10:00 a.m. Coffee Break – SPONSORED BY GALAXY TIRE – Foyer
10:00 a.m. – 11:00 a.m. The Whole Package: Where Professional Growth Meets Market Demand – PRESENTED BY YOKOHAMA OFF-HIGHWAY TIRES AMERICA, INC.
11:00 a.m. – 12:00 p.m. The Inner Advantage: How To Grow Through Pressure, Reignite Passion, and Expand What's Possible – SPONSORED BY BKT USA, INC.

12:00 p.m. – 2:00 p.m.

NETWORKING SOCIAL – SPONSORED BY FULLER BROTHERS, INC./TIRE LIFE (Light Lunch) Final Tabletop Viewing – Panzicola Ballroom

3:00 p.m. – 3:45 p.m.

BREAKOUT SESSION: Thermography for OTR Equipment – NTCWEB3T – PRESENTED NEUMA PERU CONT. GRLES. SAC – Panzicola Ballroom

7:00 p.m. – 7:30 p.m.

COCKTAILS & PORTRAITS – COCKTAIL RECEPTION SPONSORED BY STELLAR INDUSTRIES & PORTRAITS SPONSORED BY PURCELL TIRE & RUBBER CO. (Interact with Peers & Take Professional Photos) – Panzicola Foyer

7:30 p.m. – 10:00 p.m.

TOGETHER WE ROLL CELEBRATION – SPONSORED BY RUD CHAIN INC. (Open Bar, Great Food, Live Entertainment, and Interactive Experiences—the Perfect Finale to OTR 2026) – Panzicola Ballroom

DAY 4: Saturday, February 21 *FAREWELL*

7:30 a.m. – 9:30 a.m.

BREAKFAST & CONVERSATION – SPONSORED BY YOKOHAMA OFF-HIGHWAY TIRES AMERICA, INC. (Buffet) – Panzicola Ballroom

Most up-to-date schedule can be found at www.tireindustry.org/events/otr-2026/



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

Maximizing Hydraulic Tool Life and Performance

Moderator: Kevin Rohlwing, IOM, Chief Technical Officer, Tire Industry Association

Presenters: Brett Waggoner, VP - ACME Division, AME International, LLC; Ryan Palka, International Sales Manager, ESCO

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.

Live Demonstration

Moderator: Kevin Rohlwing, IOM, Chief Technical Officer, Tire Industry Association

Presenter: Matt White, Director of Off-Road Tire Service, Tire Industry Association

TIA's Director of Off-Road Tire Service Matt White will lead a live demonstration of OTR service to point out the safety guidelines and procedures when servicing tires and wheels on a piece of equipment commonly found in the field. Matt will also take questions from the audience for a fully interactive experience.

Safety and Sales Benefits of Rim Gauges

Moderator: Kevin Rohlwing, IOM, Chief Technical Officer, Tire Industry Association

Presenters: Len Hensel, Sr. Wheel Systems Engineer, OTR Engineered Solutions; Tyler James, VP Sales and Marketing, RIMEX Supply, Ltd.; Pete Kearney, Sales Dir Global OTR Tires & Wheels, Titan International; Darren Hulm, Wholesale Manager, Northwest Tire; Mark Shimko, OTR Trainer, McCarthy Tire Service

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*

Policy and Progress: 2026 Legislative Update for the OTR Tire Industry

Presenter: Roy Littlefield IV, Vice President of Government Affairs, Tire Industry Association

As the 119th Congress enters its final year, the off-the-road (OTR) tire industry faces opportunities in taxes, infrastructure funding, and regulatory relief, while tariffs and trade issues remain in flux. In this pivotal election year, Roy Littlefield IV will provide a detailed update on federal and state legislative and regulatory developments, highlighting the policies most likely to shape the industry's future and offering insights for businesses to navigate the evolving landscape.

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

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

Presenter: Michael Bennett, MasterMind CEO Program Manager, Automotive Training Institute

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 Learn:

- **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.

Certified ETS

Presenter: Kevin Rohlwing, IOM, Chief Technical Officer, Tire Industry Association

TIA has two levels of training programs to meet the educational needs of new and experienced OTR technicians. With the upcoming release of the updated Basic Earthmover Tire Service (ETS) program, which outlines step-by-step procedures for servicing OTR tires and wheels, Certified ETS will place greater emphasis on the reasons behind established industry safety guidelines. TIA's Chief Technical Officer, Kevin Rohlwing, will outline the modules in the new Certified ETS program currently under development.

Interactive Audience Survey with AI Klinge

PRESENTED BY
KLINGE

Presenter: Alex Klinge, CEO & Managing Director, 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. AI 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

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DILL AIR CONTROLS

Presenter: Rory Gardiner, Professional Speaker

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

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COMMUNITY TIRE RETREADING

Presenter: Brian V. Matson, Founder, Globe24 Productions LLC.

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.

The Whole Package: Where Professional Growth Meets Market Demand

PRESENTED BY YOKOHAMA OTR

Presenters: AJ Amburn, Sales Director for North America - OTR, Yokohama; Eric Matson, Director Global Quality & Field Engineering - OTR, Yokohama.

The OTR industry continues to raise the bar, and expectations for the professionals who support the industry are rising alongside it. While technical skill and field experience remain critical, today's market increasingly rewards individuals who bring the whole package—communication, collaboration, problem-solving, and leadership presence. As customers demand premium, expertise-driven solutions, this session connects personal growth with market opportunity, showing how developing presence and deep expertise creates measurable value for customers and lasting impact for careers.

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

The Inner Advantage: How To Grow Through Pressure, Reignite Passion, and Expand What's Possible

SPONSORED BY
BKT USA, INC.



Caleb Campbell

Presenter: Caleb Campbell, Inspirational Speaker

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.

BREAKOUT SESSION / Friday, February 20

Thermography for OTR Equipment - NTCWEB3T

PRESENTED BY
NEUMA PERU CONT.
GRLES. SAC

Presenter: Rory Quijada Saavedra, Director de Servicio, Neuma Peru Cont. Grles. Sac

This presentation focuses on innovation in tire safety. Neuma has implemented thermography as an improvement tool that enables the early identification of tire failures and the definition of appropriate solutions to prevent premature tire losses.

The presentation includes real images of damage detected in tires used in mining operations. In addition, it introduces and explains **NTCWEB3T**, a system we have developed for tire and vehicle fleet management, thermographic image analysis, and temperature recording.

Tentative: Subject to Change

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