

TIRE INDUSTRY ASSOCIATION'S

Off-the-Road TIRE CONFERENCE

FEBRUARY 24-27, 2027

New Orleans.

Maximizing Growth Through Training, Industry Insight & Professional Development

Registration
OPEN!

[www.tireindustry.org/
events/otr-2027](http://www.tireindustry.org/events/otr-2027)

WEDNESDAY, FEBRUARY 24, 2027

12:00 p.m.–2:00 p.m. **Registration & Welcome Networking**
12:00 p.m.–8:00 p.m. **Registration Desk Open**
2:00 p.m.–5:00 p.m. **GENERAL SESSION – Maximizing Growth Through Training**
2:20 p.m.–2:30 p.m. Daily Safety Tip
2:30 p.m.–3:30 p.m. Live OTR Tire Service Demonstration
3:30 p.m.–4:30 p.m. OTR Tire Repair & Retreading
4:30 p.m.–5:00 p.m. Valve Stem Selection & Installation
5:00 p.m.–8:00 p.m. **Kick-Off Gathering** (Heavy Hors d'oeuvres & Open Bar) – Tabletop Viewing

THURSDAY, FEBRUARY 25, 2027

6:00 a.m.–7:30 a.m. **Breakfast & Conversation** (Buffet)
6:30 a.m.–8:00 a.m. **Conference Registration**
7:30 a.m.–10:30 a.m. **GENERAL SESSION – Maximizing Growth Through Industry Insight**
7:45 a.m.–7:55 a.m. Navigating the New Landscape: Federal Policy Priorities for the OTR Tire Industry in 2027
7:55 a.m.–9:15 a.m. U.S. and Canada Economic Forecasts
9:15 a.m.–9:35 a.m. Coffee Break
9:35 a.m.–10:20 a.m. The Future of Technology and AI in Equipment
10:30 a.m.–until **LEISURE PROGRAMS:**
10:30 a.m.–until **Golf Tournament & Happy Hour** (12:00 p.m. Shotgun Start and Four-person Scramble) – TPC Louisiana (off site, shuttles staged at 10:30 a.m., depart as they fill; final departure at 11:50, please plan accordingly.)
11:00 a.m.–3:00 p.m. **Cajun Swamp Airboat Tour & Box Lunch**
12:00 p.m.–5:00 p.m. **New Orleans City Tour & Lunch**
8:00 p.m.–9:30 p.m. **Mix & Mingle Reception** (Heavy Hors d'oeuvres, Open Bar & Entertainment)

FRIDAY, FEBRUARY 26, 2027

6:30 a.m.–8:00 a.m. **Breakfast & Conversation** (Buffet)
8:00 a.m.–11:00 a.m. **GENERAL SESSION – Maximizing Growth Through Professional Development**
8:15 a.m.–9:00 a.m. TBD
9:00 a.m.–9:45 a.m. TBD
9:45 a.m.–10:05 a.m. Coffee Break
10:05 a.m.–11:00 a.m. Technician Training: What Works and What Doesn't
11:00 a.m.–2:00 p.m. **Networking Social** (Light Lunch) – Final Tabletop Viewing
3:00 p.m.–5:00 p.m. **BREAKOUT SESSION:**
3:00 p.m.–4:00 p.m. From Risk to Resilience: Cybersecurity Starts with Your Team
4:00 p.m.–5:00 p.m. (TBD)
7:00 p.m.–7:30 p.m. **Cocktails & Portraits** (Interact with Peers)
7:30 p.m.–10:30 p.m. **Together We Roll Celebration** (Open Bar, Great Food, Live Entertainment, Casino Table Games, and Interactive Experiences)

SATURDAY, FEBRUARY 27, 2027

7:30 a.m.–9:30 a.m. **Farewell Breakfast** (Buffet)

TENTATIVE SCHEDULE AS OF 08/03/26, SUBJECT TO CHANGE



SCAN TO REGISTER OR
LEARN MORE

HOST HOTEL

Hyatt Regency New Orleans: 601 Loyola Ave. • New Orleans, LA
Group Rate: \$249/night (Run of House) • Destination fee waived
Airport: MSY (15 miles) • Uber/Lyft available; hotel shuttle not provided

Session Descriptions

(Tentative)

WEDNESDAY

Live OTR Tire Service Demonstration

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

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

Join TIA Director of Off-Road Tire Service Matt White as he leads the conference's live OTR tire and wheel service demonstration. This popular session provides valuable insight into the techniques, tools, and best practices used to safely service a variety of off-road equipment. Watch as Matt and his team tackle the everyday challenges technicians face, offering practical tips and expert guidance you can apply in the field.

OTR Tire Repair & Retreading

Damage to OTR tires is inevitable, and with the high cost of replacement, repair is an essential part of any effective tire maintenance program. OTR tire repair is a highly specialized segment of the industry that requires significant investments in technician training, specialized tools, equipment, and repair materials.

In this session, a panel of OTR tire repair experts and retread professionals will discuss what types of tire damage can be repaired, the methods and processes used to perform those repairs, and the key factors that determine repairability. Attendees will also learn how dealers can help customers set realistic expectations by evaluating tire injuries based on their size, application, and wheel position.

Valve Stem Selection & Installation

The valve stem is a critical component of every OTR tire and wheel assembly, playing an essential role in maintaining proper inflation and overall tire performance. Selecting the correct valve assembly is just as important as following proper installation procedures. In this session, attendees will explore the various types of OTR valve assemblies, their intended applications, and best practices for selection and installation. The discussion will also highlight the critical role proper torque plays in maximizing valve stem performance, reliability, and service life.

THURSDAY

Navigating the New Landscape: Federal Policy Priorities for the OTR Tire Industry in 2027

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

With a new Congress taking office and a new policy agenda emerging, the OTR tire industry faces both opportunities and challenges in 2027. From trade and tariffs to tax policy, infrastructure, and regulatory reform, Roy Littlefield IV will provide an update on the key legislative and regulatory developments shaping the industry, examine where momentum is building, and highlight potential roadblocks businesses should be prepared to navigate.

U.S. and Canada Economic Forecasts

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

The OTR tire industry is controlled by a number of different factors including construction, mining, and infrastructure investments. TIA Chief Technical Officer Kevin Rohlwing will compile data and information from various sources to provide attendees with an industry forecast for the U.S. and Canada that will help attendees plan for the rest of 2027.

The Future of Technology and AI in Equipment

Earthmoving equipment continues to evolve as technology and AI change how it is designed, manufactured, operated and maintained. CAT is the world's largest manufacturer of earthmoving and construction equipment and technological advances are shaping the future of the market. This session will discuss those changes and what it means for the future of the tire and wheel industry as the next generation of equipment is introduced.

FRIDAY

Technician Training: What Works and What Doesn't

Well-trained technicians work safer and effectively partner with sales personnel to provide the customer with the best value for OTR tires and wheels. A panel of OTR tire dealers will discuss their experiences with different types of technician training and how it has impacted their safety performance, operating costs and sales.

Risk to Resilience: Cybersecurity Starts with Your Team

Presenter: Dean Rhoades, First Vice President, Director of Special Projects - Risk Management, Federated Insurance

Cybercrime is no longer a distant threat—it's a daily risk. From phishing scams to ransomware, the majority of breaches stem from employee actions, whether accidental or uninformed. In this high-impact session, Dean Rhoades of Federated Insurance will spotlight the crucial role employees play in safeguarding operations and outline the training strategies every business should implement before the inevitable strikes. Don't miss this eye-opening session to learn how you can turn today's vulnerabilities into tomorrow's resilience.

Leisure Programs

OPTIONAL ACTIVITIES ▪ THURSDAY, FEBRUARY 25

(Not Included in Registration Fee)

Cajun Swamp Airboat Tour & Box Lunch

Best For: Outdoor experience • Unique Louisiana landscape • Small-group exploration

11:00 a.m. – 3:00 p.m. | Off-Site | \$150 per person

Venture beyond the city for a small-group exploration of Louisiana's coastal wetlands—an environment that feels worlds away from downtown New Orleans. Travel by airboat across open marshland and through cypress-lined waterways, where the landscape shifts from wide, open water to narrow bayou passages.

An airboat provides access to areas that traditional boats can't reach, operating in shallow water and gliding seamlessly across marsh and vegetation. The experience moves between faster stretches of open water and quieter pockets of the bayou, offering an immersive way to take in the surroundings.

Led by a local captain with deep ties to the region, the tour blends storytelling, regional history, and firsthand knowledge of the ecosystem. Wildlife sightings are common, and the pace allows for both movement and moments to take in the landscape's stillness.

Following the airboat tour, transition into a more relaxed setting aboard a stationary paddlewheel boat, where you'll enjoy a cocktail or mocktail. It's a comfortable, social setting to connect, take photos, and unwind before returning.

A boxed lunch is included, ensuring a seamless, well-paced experience.

INCLUSIONS

- Guided airboat tour with local captain
- Round-trip transportation
- Boxed lunch
- Paddlewheel cocktail/mocktail experience

Important Information:

- Pregnant participants are not permitted to ride the airboat for safety reasons.
- Closed-toe shoes are required.
- Sunscreen and sunglasses are recommended.

Annual Golf Tournament

Best For: Client engagement • Relationship building • Competitive & casual play

10:30 a.m. – Until | 12:00 p.m. Shotgun Start | Off-Site

Four-Person Scramble | \$175 per person (without clubs)

\$250 per person (with club rental)

(Shuttles staged at 10:30 a.m.; depart as they fill; final departure at 11:15 a.m.—please plan accordingly.)

Spend the afternoon at TPC Louisiana, home of the Zurich Classic of New Orleans. Designed by Pete Dye in collaboration with PGA TOUR professionals Steve Elkington and Kelly Gibson, the course offers a thoughtfully designed layout set across 250 acres of Louisiana wetlands.

Designed for first-time attendees, client engagement, and registered guests, these curated experiences offer a relaxed, social way to explore the destination. All programs feature support from conference sponsors.

Capacity is Limited. Advance registration is required. Registration closes two weeks prior to the conference.

- **City Tour & Airboat:** 50 guests each
- **Golf Tournament:** 136 players

Programs typically fill in advance. Open to registered conference attendees only. Subject to change.

This outing balances play and connection—equally suited for competitive golfers and those looking to enjoy a relaxed round with peers. The format creates natural opportunities for conversation throughout the day.

On-course contests, including longest drive and longest putt, add a layer of friendly competition, followed by a post-round happy hour.

INCLUSIONS

- Green fees and golf cart
- Bag drop service
- Boxed lunch
- Transportation
- Beverage carts (beverages only)
- Post-tournament happy hour
- Additional sponsor-supported amenities
- Opportunity drawings during the post-tournament reception

Foursomes coordinated for individual players.

New Orleans City Tour & Hosted Lunch

Best For: First-time attendees • Destination overview • Client-friendly experience

12:00 p.m. – 5:00 p.m. | Off-Site | \$125 per person

Explore New Orleans through a guided, small-group experience highlighting the city's most recognizable and historically significant neighborhoods.

Begin in the French Quarter, where nearly 300 years of history are reflected in the architecture, public squares, and daily rhythm of the neighborhood. Visit Jackson Square and view landmarks such as St. Louis Cathedral while your guide—an experienced, licensed New Orleans historian—shares the stories that shaped the city.

Continue to a historic above-ground cemetery for insight into New Orleans' distinctive burial traditions, where centuries-old tombs—often referred to as “cities of the dead”—reflect the city's unique approach to interment, shaped by its geography and culture.

A stop at the iconic Café du Monde—a New Orleans institution since 1862—offers a chance to enjoy freshly made beignets, a local specialty of warm, pillowy fried dough generously dusted with powdered sugar, served alongside café au lait.

The tour continues Uptown along St. Charles Avenue and into the Garden District, where historic homes and oak-lined streets offer a contrast to the Quarter's energy.

Midway through the experience, enjoy a hosted lunch at a local restaurant, featuring regional cuisine in a relaxed setting.

INCLUSIONS

- Licensed New Orleans tour guide with local historical expertise
- Round-trip transportation
- City tour (French Quarter, City Park, Uptown, Garden District)
- Cemetery visit with guided commentary
- Beignets and café au lait at Café du Monde
- Hosted lunch

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