



REGISTRATION NOW OPEN!

OFF-THE-ROAD TIRE CONFERENCE

Maximizing Growth Through Training, Industry Insight & Professional Development

FEB. 23-26, 2022 ■ MIRAMAR BEACH, FLORIDA



Register today to attend the annual Off-the-Road Tire Conference

The Tire Industry Association's Off-the-Road Tire Conference is heading East in 2022. The 67th annual gathering of the OTR tire industry will move to the Emerald Coast, Miramar Beach, Fla., for three days of educational sessions, business meetings, networking and leisure activities.

The OTR Tire Conference has become the go-to event for the movers and shakers of the global OTR tire business, attracting leading retreaders, tire dealers, manufacturers, suppliers and service providers. See for yourself why TIA's OTR Tire Conference is the premier gathering for the earthmover tire industry. Join your colleagues at the 2022 event in Florida.

Interested in sponsorship opportunities?
Contact lpindell@tireindustry.org
www.tireindustry.org

OTR Tire Conference Schedule at a Glance (subject to change)

**WEDNESDAY
FEB. 23** 12:00 p.m.–8:00 p.m. **Conference Registration**
2:00 p.m.–5:00 p.m. **General Session**
–Opening Remarks/Legislative Update
–Safety Tip: Inflation/Deflation Discipline
–Managing the Future of OTR End of Life Tires
–Jacking and Cribbing
–Virtual OTR Tech Panel
5:00 p.m.–8:00 p.m. **Kick-Off Gathering (Reception)** – Featuring Tabletop Displays

**THURSDAY
FEB. 24** 6:00 a.m.–7:30 a.m. **Breakfast (Buffet)**
7:30 a.m.–11:00 a.m. **General Session**
–Safety Tip: Component Matching
–U.S. Economic Forecast
–Canadian Economic Forecast
–Tire Repair Panel
–Women in Industry Panel
11:00 a.m.–1:45 p.m. **Private Dolphin Cruise**
12:00 p.m.–5:00 p.m. **Golf Tournament** – Burnt Pine Golf Club
2:00 p.m.–4:00 p.m. **Bingo, Beer & Bites**
7:30 p.m.–9:00 p.m. **Mix & Mingle Reception (Heavy Hors d'oeuvres and Entertainment)**

**FRIDAY
FEB. 25** 6:30 a.m.–8:00 a.m. **Breakfast (Buffet)**
8:00 a.m.–12:00 p.m. **General Session**
–Safety Tip: Micro Risk Assessments
–10 Big Tech Trends Affecting Businesses This Year... And Beyond
–Attracting, Developing & Retaining Top Tire Industry Talent
–Essential Leadership for Crucial Moments
11:00 a.m.–12:00 p.m. **Motivational Speaker: Jeff Glasbrenner**
12:00 p.m.–2:00 p.m. **Networking Social & Final Tabletop Viewing (Light lunch)**
2:30 p.m.–5:30 p.m. **Consecutive Breakout Sessions**
–The Future of Robotics in the Retread Plant is Here!
–Advancing OTR Recycling, New Markets and Sustainability Solutions
7:00 p.m.–7:30 p.m. **Cocktail Reception (Interact with Peers)**
7:30 p.m.–10:00 p.m. **Friday Night Finale (Buffet Dinner Dance)**

**SATURDAY
FEB. 26** 7:30 a.m.–9:30 a.m. **Breakfast (Buffet)**

Hilton Sandestin Beach Golf Resort & Spa | 4000 Sandestin Blvd. South, Miramar Beach, Fla. 22 miles from Destin-Fort Walton Beach Airport (VPS). 30 miles from Northwest Florida Beaches International Airport (ECP). 80 miles from Pensacola International Airport (PNS)

OTR GROUP ROOM-BLOCK: Exclusive Discounted Room Rate: \$195, with complimentary resort fee (only if reservation is secured through OTR Group Room-Block), a savings of \$30 per night.* A two (2) night deposit required at time of reservation. Full pre-payment due Jan. 7, 2022. Reservations secured after Jan. 7, 2022, require full pre-payment and are non-refundable. *OTR Room-Block Policy Applies.

NOTE: You MUST be registered for the conference in order to reserve a room in the OTR Group Room-Block (1 room per registered delegate). Once the conference registration is processed and payment received, a private hotel reservation link will be provided. OTR Group Room-Block Expires: Jan. 7, 2022.

Thank You to Our 2022 Sponsors! As of Jan. 10, 2022

- | | |
|--|--|
| 31 INC. XtraSeal | Magna Tyres Group |
| Affiliated Agency, Trade Insurance Brokerage, Inc. | Maxam Tire |
| AirBoss Rubber Solutions | Michelin North America, Inc. |
| AME International | Modern Tire Dealer |
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| Ken-Tool | Triangle Tire, USA |
| KLINGE | Vipal Rubber Corporation |
| | Yokohama Off-Highway Tires America, Inc. |

Session Lineup



WEDNESDAY, FEB. 23

Jacking and Cribbing

Presenters: *Jeff Faubion, TIA/MSHA Compliance Specialist, Bridgestone Americas Inc.; Roy Galyer, Training Manager, Klinge Holdings Pty Limited; Matt White, Director of Tire Service, Tire Industry Association*

Hazards are part of the job for an OTR tire technician, but the risks related to raising and supporting earthmoving and construction equipment have led to serious accidents. Besides the switch from oak to composite cribbing material, there have been a number of advancements in tools and equipment in recent years. This session will focus on the proper procedures for positioning hydraulic jacks and cribbing material under the machine to help ensure it is stable before any work is performed.

Managing the Future of OTR End of Life Tires

Presenters: *John Sheerin, Director, End-of-life Tire Program, U.S. Tire Manufacturers Association (USTMA); Leigh-Ann Stewart, Director of Health and Safety, Kal Tire; Debra Hamlin, Director of Commercial Business, Environmental, Health, Safety and Sustainability, Bridgestone Americas Tire Operations.*

Unlike small tires on cars and trucks, the recycling process and market for end of life OTR tires is very different with a unique set of challenges and obstacles. This panel of industry leaders will provide a high-level overview of the current state of OTR recycling in the United States. Panelists will also address efforts to grow markets collectively by providing a value proposition related to end of life tires. Attendees will hear three perspectives on actions that are being taken to create a better environment for current and future generations. The USTMA will approach it from the industry perspective, an OTR tire manufacturer will share examples of corporate sustainability initiatives, and an international OTR tire dealer will provide insight into the management of end of life OTR tires in different markets around the world. Collectively, this session will deliver valuable information related to the steps that tire manufacturers and dealers are taking to manage the future of OTR tires after they are permanently removed from service.

Virtual OTR Tech Panel

Presenters: *Jeff Faubion, TIA/MSHA Compliance Specialist, Bridgestone Americas Inc.; Roy Galyer, Training Manager, Klinge Holdings Pty Limited; Mark Shimko, Safety Trainer, McCarthy Tire Service; Matt White, Director of Tire Service, Tire Industry Association*

The emphasis on video conference technology has changed the way the OTR industry works and lives. It has allowed us to visually communicate with others without the constraints of being in the same physical location at the same time. This session will use video conferencing for a panel discussion with experienced OTR technicians in the field to get their thoughts on the tools, equipment and procedures that they use to protect themselves when servicing earthmover tire and rim assemblies every day.

Legislative Update

Presenter: *Roy Littlefield, IV, Director of Government Affairs, Tire Industry Association*

TIA anticipates a busy year in government affairs on both the state and federal level as we face a wrath of legislation aimed at OTR tire industry. With an ongoing pandemic, tensions between states, and the mid-term elections; the year ahead is likely to be as tumultuous as the last 12 months have been with supply chain solutions, labor shortages, and high inflation. Roy Littlefield IV, TIA's Director of Government Affairs will provide an update on the latest legislative activities impacting the tire industry from Washington and around the Country.

THURSDAY, FEB. 24

U.S. Economic Forecast

Presenter: *Kevin Rohlwing, Senior Vice President of Training, Tire Industry Association*

Uncertainty has become a way of life since the beginning of the COVID-19 pandemic, making business forecasts more important than ever as companies try to plan for the months ahead. The new federal infrastructure bill will have a significant impact on the construction and mining industries. Housing starts are another factor that affect the OTR tire and retread markets. This session will look at forecasts from various sources to give attendees a better idea of what to expect for the OTR tire market in 2022.

Canadian Economic Forecast

Presenter: *Kevin Rohlwing, Senior Vice President of Training, Tire Industry Association - on behalf of Tire and Rubber Association of Canada*

Experts predict growth in the Canadian economy for 2021 and 2022 as the country recovers from the COVID-19 pandemic. This session will focus on mining, oil and other segments that will have the greatest impact on OTR tires, providing attendees with an outlook on where growth can be expected.

Tire Repair Panel

Presenters: *Robbie Bushnell, Vice President of Tire Repair Products, 31 Inc. XtraSeal; Brian Laughlin, Key Account Manager, TECH; Jeff Young, Vice President OTR and Retread Products, Rema Tip Top North America*

OTR tire repair has become a hot topic for mining and construction companies looking to control costs as rising energy and raw material costs put pressure on new and retreaded tire prices. This panel of leading OTR tire repair material manufacturers will share their thoughts on the technology and techniques that service providers and retreaders can use to improve the quality and profitability of their repair departments.

Women in the Industry Panel

The tire industry is recognizing that a diverse workforce helps drive productivity and innovation. Skills and abilities are the keys to success, and finding the right people is a challenge every company faces. The question is, how can businesses expand their female workforce and tap into a pool of talent that traditionally has not considered a career in the tire industry? This panel of accomplished women in the OTR tire industry will discuss why they chose to invest in their careers, the biggest challenges they face and the strategies that companies can use to encourage more females to join the industry.



FRIDAY, FEB. 25

10 Big Tech Trends Affecting Businesses This Year ... And Beyond

Presenter: Gene Marks, CPA, Marks Group PC

Technology's impact on business is undeniable. Mobile tech, office collaboration technology, customer relationship management, artificial intelligence (AI), augmented reality, cyber-security...these are just a few of the major technology trends impacting how we do business, generate leads and sell and service our customers, both now and in the future. This enlightening presentation will discuss how successful businesses in the OTR tire industry can use these technologies to increase sales, control finances, expand their online presence, find/manage/compensate people and service customers. Additionally, it will include a look forward at up-and-coming technologies, such as cyber-security, AI, robotics and augmented reality, that will affect the OTR tire industry over the next decade.

Attracting, Developing & Retaining Top Tire Industry Talent

Presenter: Mike Cioffi, Founder, Tire Talent

The "new normal" has made finding your next employee or teammate more challenging than ever. Join Mike Cioffi, the founder of Tire Talent, as he discusses strategies and tactics in attracting, developing and retaining top talent. Posting on job boards and hoping for inbound candidates isn't enough. Join in on the discussion on how some companies are winning the war on talent. By the end of the presentation you will be able to take action in implementing new strategies and tactics within your own organization.

Essential Leadership for Crucial Moments

Presenter: Mike Acker, Communication coach, ADVANCE, Coaching and Consulting LLC

After a devastating championship loss to the Philadelphia Eagles, the Green Bay Packers spent the offseason thinking of their failure. When training camp started that summer of 1961, Coach Vince Lombardi called his team together, paused, held up a football and declared, "Gentlemen, this is a football." This legendary coach knew that the height of football success depended on the most simple and obvious object of the game. Leadership is the same. Whether experienced executives, mid-level managers or rising stars, the essentials are never too simple to revisit, rehearse and reinforce. This presentation will discuss five essential leadership lessons: 1) How to Direct Direct-Reports; 2) How to Make Teams Feel Appreciated; 3) How to Keep People Focused; 4) How to Create Superstars; and 5) How to Model Leadership.

Motivational Speaker: Overcoming Obstacles and Achieving Goals

Presenter: Jeff Glasbrenner, Paralympian, Two-Time World Champion

Jeff Glasbrenner learned to overcome obstacles at an early age when, at eight years old, he was involved in a farming accident that left him a below-the-knee amputee. While most would call this a tragedy, he considers this his greatest opportunity. Told he would never play sports again, Glasbrenner is a three-time Paralympian and two-time World Champion (gold medal) in wheelchair basketball, and has completed 25 Ironman distance triathlons. He's even reached the summit of Mount Everest, becoming the first American amputee to do so. An author and motivational speaker, Glasbrenner will share his story of overcoming obstacles and achieving goals.

BREAK-OUT SESSIONS:

The Present Future of Robotics in Today's Retread Production Plants

Presenter: Daniel Zeledon, President, Tesco-Italmatic LLC

"The future becomes present and we are here now." As we still find ourselves in this new year with a challenging labor market, not only in America but all around the globe. Italmatic has a solution for long term increased productivity that translates into customer retention and profits for those companies who realize that "the future has become the present", and embrace innovation and investment in their production plants which is essential to the commitment to the customer, future growth and profitability. Italmatic has over 270 people working in three factories with 35 of those working in R&D with mechanical, computer and electrical engineers diligently working to assist our customers with the most advanced innovations and remote services around the globe. Italmatic is the leader in robotic skive machines for Truck and OTR tires up to 63". Join us to discuss the present future of OTR repairs.

Advancing OTR Recycling, New Markets and Sustainability Solutions

Presenter: Genti Bardhi, Head of Business Development & Government Affairs - North America, Salvadori

As we look toward new markets for OTR recycling in 2022, we are presented with unique opportunities. TRC/Salvadori is inspired in its key 4R vision - Repair, Reuse, Recycle, Repurpose - to create value from tires that have reached the end of their useful life.

Salvadori, a TRC company, has built its legacy by creating custom-made recycling equipment, operated in more than 40 countries, that develops unique products. From downsizing to molding and coloring plants, equipment is specially made to serve our clients' purpose. Our engineering and R&D team, headquartered in Italy, work with local universities for innovative ideas on how to give tires a second life and make the environment cleaner and safer.

Join the discussion on how companies around the world are using OTR tire recycling solutions to advance new markets and opportunities.

Leisure Programs

Thursday, Feb. 24, 2022



Golf Tournament & Happy Hour

Burnt Pine Golf Club

12:00 p.m. Shotgun Start, Best Ball Format, Thursday, Feb. 24

Transportation provided. (\$185 per person; Club Rental \$75)

Burnt Pine Golf Club is a golf experience unrivaled on Florida's northwest coast. Course architect Rees Jones proves in this 7,000-yard layout why he is one of the most respected architects in the world. Burnt Pine's rolling fairways and strategically placed bunkers invite golfers to out-duel the course by using a different approach to every hole.

Breathtaking views along the Choctawhatchee Bay highlight the back nine, while the front side brings golfers through the pine forests and wetlands of the Emerald Coast. Side by side with Sandestin's Raven Golf Club, it is the only place in the world where Rees and Robert Trent Jones Jr. courses meet.

Deemed the "Crown Jewel of Florida Golf" by *Golf Magazine*, twice recognized as one of the "Top 30 Courses in Florida" by *Golf Digest* and named three times to *Golfweek's* list of "America's Best Resort Courses," Burnt Pine is a true treasure of golf.



Private Dolphin Cruise

The Hannah Marie

11:00 a.m. - 1:45 p.m. Thursday, Feb. 24 (\$100 per person)

Join us for a fun, family-friendly cruise aboard the Hannah Marie glass bottom boat! Guests will be transported for the short ride to the Destin Harbor.

The Hannah Marie is a double-deck glass bottom vessel which features an indoor climate-controlled space, a covered upper deck and restrooms for guests' comfort. Guests will enjoy a narrated adventure along the beautiful emerald-green waters of the Gulf of Mexico and experience close-up views of dolphins, seabirds and other marine wildlife.

INCLUDES:

- Roundtrip transportation
- Private charter of the Hannah Marie
- One-and-a-half-hour cruise
- Professional captain and mates to assist guests throughout the trip.
- Boxed lunch



Bingo, Beer and Bites

Hilton Sandestin Beach Golf Resort & Spa

2:00 p.m. - 4:00 p.m. Thursday, Feb. 24 (\$40 per person)

Looking for something fun to do without leaving the hotel? Join us for an afternoon of Bingo. Led by a Bingo professional, this networking activity will include beer, wine, soft drinks, tasty bar food and, of course, everyone's favorite game - Bingo. Join in for a chance to win prizes and maybe even make a few new friends.



OFF-THE-ROAD TIRE CONFERENCE REGISTRATION

Registration is for the Conference only. Once registration payment is processed, you'll receive a private reservation link to secure lodging.



REGISTRATION FEES	MEMBER*	NON-MEMBER	LEISURE PROGRAM FEES	THURS., FEB. 24
Delegate (conference attendee)	\$485	\$785	Dolphin Cruise	\$100
Guest (meal functions only)	\$375	\$675	Bingo, Beer & Bites	\$40
			Golf	\$185
			Club Rental	\$75

*Must be a member in good standing to receive member rate. Registrations processed with lapsed membership will be reclassified to non-member status and charged accordingly.

Hilton Sandestin Beach
Golf Resort & Spa

Feb. 23-26, 2022

Delegate Registration includes all conference activities with exclusion of leisure programs. **Guest Registration** includes access to meal functions only. Guest must be registered in order to attend events. No exceptions. **Please email lpindell@tireindustry.org if a Group Registration Form is needed. Registrations received after Jan. 7, 2022, will not appear in Conference Directory or app. Please enter names and job titles as you would like them to appear in conference materials.** The act of registering for the conference is your affirmative consent. Delegate contact information will be accessible via conference directory and app. **Unique email address required for each registered delegate, in order to receive conference communications and to access app.**

Delegate Name: _____
 Title or Position: _____
 Phone: _____
 Delegate Email: _____
 Cruise Bingo Golf - Club Rental Men Women Left Right

Delegate Name: _____
 Title or Position: _____
 Phone: _____
 Delegate Email: _____
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Guest Name: _____
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Guest Name: _____
 Cruise Bingo Golf - Club Rental Men Women Left Right

Grand Total of Registration and Leisure Program Fees..... \$ _____

Company _____
 Address _____
 City _____ State/Prov. _____ Postal Code _____
 Country (Other than U.S.) _____
 Emergency Contact: _____ Relationship: _____ Phone: _____
 Dietary Restrictions: Vegan Vegetarian Gluten Free Allergies _____ Other _____

Registration fee non-refundable after Jan. 7, 2022.

Check (Make payable to TIA) VISA MasterCard AMEX **Total amount due: \$** _____
 Credit Card Number _____ Expiration Date _____ CVV _____
 Card Holder Name _____ Card Holder Signature _____
 (Please print) Checking this box represents my electronic signature
 Cardholder Billing Address _____ City/State/Zip _____
 (If different from above)

Disclaimer: By submitting my registration I agree to abide by the conference terms.

MAIL Tire Industry Association **PHONE** 301-430-7280, ext. 104 **FAX** 301-430-7283
 1532 Pointer Ridge Place, Suite G 800-876-8372, ext. 104 (U.S. only) **WEB** www.tireindustry.org
 Bowie, MD 20716-1883 USA **EMAIL** lpindell@tireindustry.org

Registration Packets will be available for pick up on site, at the conference. Badges will not be mailed in advance.

PLEASE NOTE: Private meetings and engagements are not permitted during scheduled events. Photography, videotaping or audiotaping of conference sessions is prohibited.

Photo Release: TIA and its legal representatives and assignees retain the right and permission to publish, without charge, photographs taken during this event. These photographs may be used in publications, including electronic and print publications, or in audiovisual presentations, promotional literature, advertising or in other similar ways.

Medical Release: An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. With registration, attendees agree and acknowledge they are participating in the conference on their own free will and assume all risks related to exposure to COVID-19. While TIA does its best to provide the safest possible environment for events, the attendee acknowledges freely and knowingly that as a result of their registration and participation, they hereby assume responsibility for their own well-being and safety, releasing TIA or any of their affiliates, directors, officers, employees, agents or contractors of any harm.

Registration fee non-refundable after Jan. 7, 2022. **Note:** Special cancellation exceptions will be made for conference registration and hotel reservations if participation is impacted due to COVID-19 that will supersede Jan. 7 cancellation policy.