

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](mailto:lpindell@tireindustry.org)

[www.tireindustry.org](http://www.tireindustry.org)

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

<b>WEDNESDAY</b> FEB. 23	12:00 p.m.–8:00 p.m.	<b>Conference Registration</b>
	2:00 p.m.–5:00 p.m.	<b>General Session</b> –Opening Remarks/Legislative Update –Safety Tip –Recycling –Jacking and Cribbing –Virtual OTR Tech Panel
	5:00 p.m.–8:00 p.m.	<b>Kick-Off Gathering (Reception)</b> – Featuring Tabletop Displays
<b>THURSDAY</b> FEB. 24	6:00 a.m.–7:30 a.m.	<b>Breakfast (Buffet)</b>
	7:30 a.m.–11:00 a.m.	<b>General Session</b> –Safety Tip –U.S. Economic Forecast –Canadian Economic Forecast –Tire Repair Panel –Women in Industry Panel
	11:00 a.m.–1:45 p.m.	<b>Private Dolphin Cruise</b>
	12:00 p.m.–5:00 p.m.	<b>Golf Tournament</b> – Burnt Pine Golf Club
	2:00 p.m.–4:00 p.m. 7:30 p.m.–9:00 p.m.	<b>Bingo, Beer &amp; Bites</b> <b>Mix &amp; Mingle Reception</b> (Heavy Hors d'oeuvres and Entertainment)
<b>FRIDAY</b> FEB. 25	6:30 a.m.–8:00 a.m.	<b>Breakfast (Buffet)</b>
	8:00 a.m.–12:00 p.m.	<b>General Session</b> –Safety Tip –10 Big Tech Trends Affecting Businesses This Year... And Beyond –Essential Leadership for Crucial Moments
	10:00 a.m.–11:00 a.m. 11:00 a.m.–12:00 p.m. 12:00 p.m.–2:00 p.m. 2:30 p.m.–5:30 p.m.	<b>Tire Manufacturer Keynote</b> <b>Motivational Speaker: Jeff Glasbrenner</b> <b>Networking Social &amp; Final Tabletop Viewing</b> (Light lunch) <b>Consecutive Breakout Sessions</b> –Attracting, Developing & Retaining Top Tire Industry Talent
	7:00 p.m.–7:30 p.m. 7:30 p.m.–10:00 p.m.	<b>Cocktail Reception</b> (Interact with Peers) <b>Friday Night Finale</b> (Buffet Dinner Dance)
<b>SATURDAY</b> FEB. 26	7:30 a.m.–9:30 a.m.	<b>Breakfast (Buffet)</b>

### 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!

31 INC. XtraSeal  
Affiliated Agency, Trade Insurance Brokerage, Inc.  
AirBoss Rubber Solutions  
Armadillo Tire  
B&J Rocket America Inc.  
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Maxam Tire  
Modern Tire Dealer  
Mohawk Rubber Sales, Inc.  
Monaflex Tyre Repair Systems  
MULTI SEAL  
OTR Wheel Engineering  
Pewag Chain Inc.  
Polar Rubber Products Inc.  
REMA TIP TOP/North America, Inc.  
RIMEX Supply, Ltd.  
Rubber Inc.  
Stellar Industries, Inc.  
TECH  
Tire Business  
Tire Talent  
Topy America, Inc.  
Trelleborg Wheel Systems Americas, Inc.  
Yokohama Tire Corp.  
As of Nov. 17, 2021

# OFF-THE-ROAD TIRE CONFERENCE

# Session Lineup



## WEDNESDAY, FEB. 23

### Jacking and Cribbing

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.

### Virtual OTR Tech Panel

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.

## THURSDAY, FEB. 24

### U.S. Economic Forecast

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

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

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

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.

### Essential Leadership for Crucial Moments

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

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 SESSION:

### Attracting, Developing & Retaining Top Tire Industry 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.

# 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](mailto: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

**Guest Name:** \_\_\_\_\_

Cruise  Bingo  Golf - Club Rental  Men  Women  Left  Right

**Delegate Name:** \_\_\_\_\_

Title or Position: \_\_\_\_\_

Phone: \_\_\_\_\_

Delegate Email: \_\_\_\_\_

Cruise  Bingo  Golf - Club Rental  Men  Women  Left  Right

**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  
1532 Pointer Ridge Place, Suite G  
Bowie, MD 20716-1883 USA

**PHONE** 301-430-7280, ext. 104  
800-876-8372, ext. 104 (U.S. only)

**FAX** 301-430-7283  
**WEB** [www.tireindustry.org](http://www.tireindustry.org)  
**EMAIL** [lpindell@tireindustry.org](mailto: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.