

# Tire Leadership 21

## Developing 21st Century Leaders in the Tire and Service Market

Tire Leadership 21 is a management and business skills leadership development program created specifically for management-potential/management-track professionals in tire sales and service environments.



### Class of 2015 Program Dates

**Session I: March 22-27, 2015**

Northwood University campus,  
Midland, MI

**Session II: September 13-18, 2015**

Northwood University campus,  
West Palm Beach, FL

**Participants must attend both sessions.**

NOTE: An individual project will be completed by each participant at the conclusion of Session II. This project is required to deliver an annual \$25,000 in revenue or savings to the participant's business.

# Tire Leadership 21

## Building a Future for the 21st Century

Is there someone in your company who is destined for bigger things, but doesn't yet have all the business and management tools? Are you looking for the next generation of leaders at your company, and want to provide a solid foundation for the transition?

Tire Leadership 21 was designed by the tire industry to increase the knowledge, professionalism, perspective and management skills of these key employees. By sending your key personnel to Tire Leadership 21, you are making an investment in your company's future.

The program focuses on a range of university-level tire dealer focused business, management and leadership subjects, all designed to drive your business into the future.



## Who Should Attend?

Any management-potential, management-track or current management professional who works in a tire and service environment. Although the program content is "university-level," there are no formal educational prerequisites.

## SUBJECTS

Finance  
Accounting  
Business Strategy  
Management  
Leadership  
Operations  
Industry Trends  
Marketing & Social Media  
Team & Corporate Culture  
The Customer Experience  
Critical Thinking



## FOR MORE INFORMATION:

NORTHWOOD UNIVERSITY  
Sloan Family Building for Aftermarket Studies  
4000 Whiting Dr.  
Midland, MI 48640  
[www.universityoftheaftermarket.com](http://www.universityoftheaftermarket.com)

## Program Setting

The program's host is Northwood University, a private, nonprofit, accredited business university. Tire Leadership 21 will be held on the university's beautiful campuses in Midland, MI (Spring Session) and West Palm Beach, FL (Fall Session).

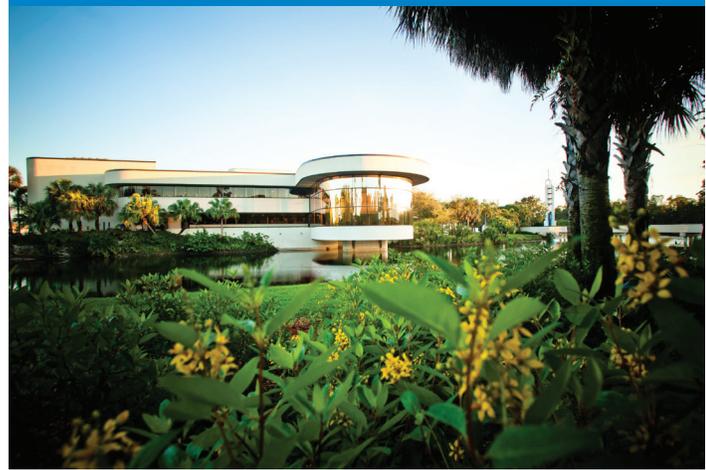
Tire Leadership 21 is based on Northwood's Executive MBA program, combined with industry-specific faculty and subjects.

## Faculty

Program instructors are a blend of Northwood's DeVos Graduate School of Management faculty and subject-matter experts from within the tire and service industry. The top names in the tire industry serve as guest speakers throughout the program. It's a winning combination of the academic and practical you can't find anywhere else.

## Project Details

Note: An individual project will be completed by each participant at the conclusion of Session II. This project is required to deliver an annual \$25,000 in revenue or savings to the participant's business. The program more than pays for itself!



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## Registration & Payment Information

**Program Cost:** \$5,995

(includes tuition, all meals and class materials)

Note: On-campus conference hotel accommodations are available for \$65/night (Michigan only).

To register:

Please visit [www.universityoftheaftermarket.com](http://www.universityoftheaftermarket.com).

Click the Course Calendar tab, go to "Tire Leadership 21 Session I" and follow the registration instructions.

The class is limited to 30 participants.

Or, you may talk to a live university representative (8:00 a.m.-5:00 p.m, weekdays). Call 800-551-2882 to register or get more information.

*"The first Tire Leadership 21 program, which concluded in April, was a great success. The program is the perfect venue for developing future leaders in any tire dealer business."* - Kim Sigman

Community Tire Pros • Phoenix, AZ

*"This isn't a program to learn about tires or tire technology - that kind of program exists in lots of places. This is a unique program about working on your business, rather than in it. It forces you to think about the big picture and how your leadership fits into it."*

- Bart Proper

Rice Tire • Washington, DC

## Center for Tire & Service Education Advisory Board

Tire Leadership 21 was created by the tire industry for the tire industry.

Richard Brahler, Brahler's Truckers Supply

Wayne Crowell, WECnology

Thomas Gyuriak, Strategic Alliance Group

Steve Hamilton, US Auto Force

Mike McGee, McGee Auto Service & Tire

Dan Northdurft, Tires Tires Tires

Marc Pons, Chapel Hill Tire Car Care Center

Darrell Rowe, Rowe & Assoc. Consulting

Kim Sigman, Community Tire Pros & Auto Repair

Jim Smith, Editor, Tire Review Magazine

Stu Zurcher, Strategic Alliance Group

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Amherst, NH

Granger, IN

Appleton, WI

Lakeland, FL

Sioux City, IA

Chapel Hill, NC

Chicago, IL

Phoenix, AZ

Akron, OH

Indianapolis, IN

Private, nonprofit, and accredited, Northwood University specializes in managerial and entrepreneurial education at two full-service, residential campuses located in southern Florida and mid-Michigan. The University of the Aftermarket – an operating unit of Northwood University – provides business, management and leadership education to professionals in the motor vehicle aftermarket through online, custom, conference and partnership educational opportunities.