

The 26th Annual Tire Industry Conference

**For the Domestic and International
Tire Industry - Including Suppliers
and Allied Industries**

April 7-9, 2010

**The Westin Hilton Head Island
Resort & Spa • Hilton Head, SC**

**Interaction of Design & Performance,
Regulatory Compliance, Technology and
Global Challenges**

More Than 1,600 of Your Colleagues Have Attended

**For 25 Years Tire Industry Pros Have
Been Coming to this Conference to...**

Delve into Issues and Critical New Ideas of Development, Network, Gauge Market Trends and Capture Groundbreaking New Ideas . . . It's Your Turn to Participate . . . Don't Let Another Year Pass Without Joining Your Colleagues in Beautiful, Warm Hilton Head!

"Clemson University's Tire Industry brings together a great cross-section of the tire world that would not otherwise ever meet. Even with opposing views, it is a great forum to see different sides of topical issues."

—Jay Spears, Technical Product Manager,
Continental Tire NA, Lancaster, SC

"The Question and Answer segment at the end of each session was great! Clemson – keep up the good work!"

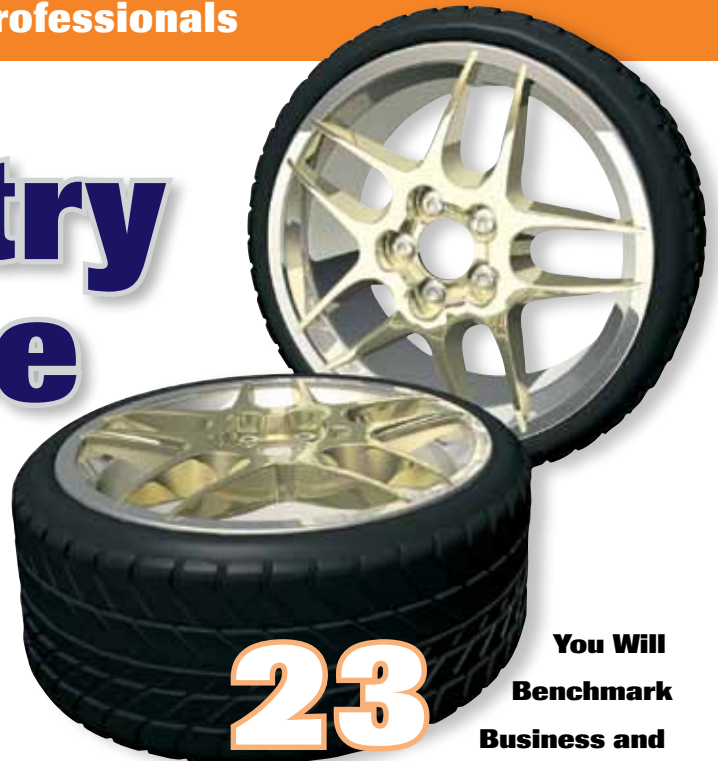
—Carl Caputo, National Sales Manager,
American Chemet Corporation, Deerfield, IL

"Excellent venue and very well run. Clemson continues to balance the program with every topic from new technologies to scrap and disposal issues."

Jennifer Stockburger, Senior Test Engineer,
—Consumers Union, Colchester, CT

"One of the most enjoyable, informative, tire related conference around. It offers an opportunity to consider aspects of tires you rarely think about."

—John Ruthven, COO,
Lyna Manufacturing, N. Vancouver, Canada



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**You Will
Benchmark
Business and**

**Technical Sessions Guaranteed to
Increase Your Market Presence...**

- Tire Industry Association
- Rubber Manufacturers Association
- US EPA, SMARTWAY Transport Partnership
- Bridgestone/Firestone North America, Inc.
- National Highway Traffic Safety Administration
- US Department of Transportation Standards Testing Labs
- Goodyear Tire & Rubber Company
- Tire Retread & Repair Information Bureau
- LANXESS Corporation
- Alliance Tire Company USA, Ltd.
- TireStamp, Inc
- Michelin Americas Research & Development
- Clemson University
- Sid Richardson Carbon & Energy Co.
- Consumers Reports
- Camber Ridge, LLC
- Smithers Scientific Services, Inc.
- Pressure Systems International, Inc.
- Office of Defects Investigations
- Michelin North America, Inc.
- Coral Group
- Tech International

**ENROLL TODAY! Call Kay James at 864.656.2200 or
Reserve Your Space Online www.clemson.edu/success**

The Twenty Sixth Annual Tire Industry Conference

Interaction of Technology and Business

"A great conference that gives everyone the ability to engage in a good debate."

*Konrad Mech, Vice President,
Drexan Corporation, Burnaby, BC*

April 7-9, 2010 - The Westin Hilton Head Island Resort & Spa, Hilton Head, SC

Chairpersons: Laurie Haughey, Director, Professional Advancement and Continuing Education, Clemson University, and James C. Burns, Consultant

Why You Should Attend

This is a comprehensive, interdisciplinary conference designed to address developments throughout the field of tire design, research, and manufacturing in all allied industries... whether directly or indirectly involved in tiremaking. If you—or another member of your organization—is involved with tires or tire materials, this conference is for you... especially:

- Product designers
- Product developers
- Fiber producers
- Industrial fabric weavers
- Product converters
- Plant engineers
- Quality control personnel
- R & D personnel
- Marketing researchers
- Rubber compounders
- Industrial fabric users
- Chemical manufacturers
- Industrial suppliers
- Production managers
- Scrap tire users
- Scrap tire dealers

Here's What Others Have Said...

"This conference gives you the opportunity to meet and interact with people from all parts of the tire industry. Very well done!"

*Doug Major, Director - Product Support,
Sumitomo Rubber Industries Ltd., Torrance, California*

"Very Informative conference with a great format. It covered the critical issues, both technically and politically, that are facing our tire industry."

Robert Fogal, President, IMI, Chamberburg, PA

Your Conference Agenda

Day 1: Wednesday, April 7, 2010

12 Noon *Pre-registration:*

Check in and receive materials at the Westin Hilton Head Island Resort Spa

12:45 pm

Welcome to the Conference and Opening Remarks

Laurie Haughey, Director, Center for Professional Advancement and Continuing Education (PACE), Clemson University and James C. Burns, Conference Chairman, Clemson University

SESSION I

Moderator: Harvey Brodsky, Managing Director Tire Retread and Repair Information Bureau

1:00 pm

Keys to Success for Manufacturing Carbon Black

Sid Richardson Carbon & Energy Company, William R. Jones, President

Not unlike any manufacturing concern, to successfully manufacture Carbon Black, an aggressive energy reduction program must be in place. A secondary benefit of an aggressive energy production strategy is a significantly informed environmental footprint. Learn the

facts of this company's aggressive energy reduction program during this informative session.

1:35 pm

Acquisition Integration: Alliance and GPX

Alliance Tire Company USA, Ltd., Manny Cicero, President

The purchase of GPX's pneumatic tire business caused unique challenges and opportunities to Alliance Tire Company, a leading developer and supplier of OTR tires. The combination of Alliance and GPX manufacturing resources provides Alliance with a large, diverse and highly global sourcing platform that will provide competitive products in all segments of the off-the-road tire industry. This presentation will address some of the challenges of the acquisition and how the company has dealt with the integration since its' late December 2009 close - learn from our mistakes.

2:10 pm

Issues ODI Has Observed in RV Vocation Affecting Tire Performance

Office of Defects Investigation - National Highway Traffic Safety Administration-US Department of Transportation

Tom Bowman, Safety Defects Engineer

Review the role and processes that NHTSA's

Office of Defects Investigations (ODI) follows to investigate potential safety issues. Explore case studies of past NHTSA investigations that addressed front tire failures in Class A recreational vehicles. Tom will also share the results of a recent field survey conducted on selected vehicles, the axle-tire loads, tire inflation practices, and other issues pertinent to ODI-NHTSA recreational vehicle tire applications and issues.

2:45 pm *"Faces and Places"*

Get to know each other and improve the quality of your networking during the conference.

3:15 pm

Regulations in the Second Decade of the 21st Century

Michelin North America, Inc Michael Wischhusen, Director, Industry Standards & Government Regulations

Already a big part of the first decade, regulatory issues will continue to increase in importance for our industry. We still need to develop, digest and implement the final parts of the TREAD Act regulations for passenger car and light truck tires and begin the whole process for Truck and Bus tires. Learn how environmental regulations will become a much more prominent part of our world. Michael will explore what the next decade holds in store for us on the legislative and regulatory fronts.

3:50 pm

Tire Industry's Current Regulatory Landscape

Rubber Manufacturers Association, Tracey Norberg, Senior Vice President

The legislative and regulatory landscape affecting the tire industry is very dynamic and fluid given the one party control of both the House and Senate. The tire industry continues to actively participate in several public policy issues through the Rubber Manufacturers Association. During Tracey's presentation, explore key public policy issues currently facing the tire industry.

4:30 pm

REACH—The Impact On Your Business

Smithers REACH Services, J. David Brinkman, Director

When REACH (Registration, Evaluation, Authorization and Restriction of Chemical Substances) was enacted, there was no understanding of its full impact on organizations. Gain an understanding of this new global presence so your organization's product development aligns to REACH standards. Designed in theory to collect hazard data on all substances being produced and imported into the EU, in practice the implementation of the regulation has led to changes throughout the global supply chain and throughout organizations. Explore how what was thought to be potential minor items regarding record keeping and data sharing led to new industries, new services and other governments making sweeping changes to their own chemical regulatory legislation.

5:05 pm Panel Discussion

Share your most pressing issues and gain meaningful insight from today's speakers.

5:30 pm

Networking Social

Day 2: Thursday, April 8, 2010

7:45 am *Continental Breakfast*

Session II

Moderator: Michael Wischhusen, Director of Industry Standards and Government Regulations North America, Michelin North America, Inc.

8:15 am

Tire Testing For Consumers

Consumer Reports,

Eugene A. Petersen, Tire Program Leader

Using *Consumer Report's Annual Tire Report*, Gene will remove the mystery out of tire purchasing. This presentation will:

- Review the philosophy in rating tire performance
- Offer valuable suggestions and careful considerations in making a tire purchase
- Offer an overview of all-weather performance, safety, value, and tips on tire care and replacement.

8:50 am

Economic and Political Challenges to the Tire Industry

Tire Industry Association, Roy Littlefield, Executive Vice President

The two greatest challenges facing the tire industry are economic and political. Facing the greatest economic challenges of the past seven decades, a company's profitability represents the largest economic challenge. We all need to investigate our options. Roy will discuss Chinese tariffs, card check, cap and trade, proposed employer mandates and environmental regulations which may be obstacles to your business' success. Explore next steps you may need to take to lobby your lawmakers to make decisions which best suit the goal of competing in a global economy and how you can contribute in these efforts.

9:25 am

Synchronize Your Supply Network to Maximize Network-Wide Profitability

Clemson Apparel Research, Clemson University, Joseph W. (Bill) Kernodle, Site Director

Supply chains are dysfunctional because business practices, metrics, and information systems were designed for local optimization before global optimization was possible. Explore how Clemson University integrated the best concepts from Six Sigma, Lean Enterprises, and Constraints Management to create the next generation 'synchronized supply network' for the Department of Defense used to field its new combat uniform in record time at a minimum cost. Learn the basic laws of supply chain science and the operational parameters of supply chain execution that enable focused collaboration and optimization across extended supply networks. See how other companies have used this novel approach to eliminate stock outs while reducing inventory investments and management resources by 50 to 90% and costs by 5 to 20%.

10:00 am *Refreshment Break*

10:15 am

Market Based Efforts to Promote Environmentally Conscious Shipping for the Tire Industry

SmartWay Transport Partnership, Cheryl Bynum, Acting Group Manager

The trucking industry transports nearly 70 percent of all goods and services in the United States--moving all that freight accounts for 20 percent of all energy consumed. In an effort to develop environmentally cleaner, more fuel-efficient transportation options and identify products and services that reduce transport-related emissions, the EPA launched the SmartWay program. This partnership is a voluntary program that recognizes partners for setting and achieving greenhouse gas (GHG) reduction goals in freight transport. Currently, member companies are conserving almost 600 million gallons of diesel fuel per year, saving the trucking industry at least \$2.5 billion in annual fuel and maintenance costs, and eliminating an estimated 6.8 million

tons of carbon dioxide emissions that contribute to global warming. During this presentation, Cheryl will offer solutions for environmentally conscious carriers by showing them cost-saving, fuel efficient strategies that reduce both pollution and energy consumption.

10: 50 am

To Inflate or Not To Inflate, Is That Even An Option?

Pressure Systems International, Inc, Al Cohn, Director of New Market Development & Engineering Support

Inflation pressure has been the #1 maintenance issue facing fleets. Low air pressure leads to lower fuel economy, early removal miles, and roadside-relate service calls. All will address osmosis, punctures, valve core leaking and sidewall damage—the four reasons tires lose air pressure. He will also share current inflation systems available in the market. Discover how to differentiate between manual systems, central tire inflation, tire pressure monitoring, and automatic tire inflation systems.

11:25 am Panel Discussion

Your expert speakers from today will provide insights into your specific problems.

12:00 Noon Luncheon—Speaker

Green House Gas Emissions and the Tire Industry's Need for Involvement To Shape Regulations

LANXESS Corporation,

Randy Dearth, President and CEO

Randy will openly discuss his thoughts toward finding a common sense and balanced approach to the energy policies discussed in Washington. He will focus on what makes the most sense for the Tire Industry and how CEO's need to be more vocal in Washington with their legislators by advocating domestic production of natural gas before it is too late. A frequent visitor to Washington, DC, Randy will share his approach to increasing his visibility on The Hill. Also, Randy will share his thoughts on using platforms such as Twitter, Facebook and Blogging to stay up-to-date on legislation and political activities.

Session III

Moderator: Guy Walenga, Engineering Manager, North American Commercial Products, Bridgestone/Firestone North American Tire, LLC

1:30 pm

The Federal Tire Fuel Efficiency Program

National Highway Traffic Safety Administration,

Mary Versailles, Senior Policy Advisor

The Energy Independence and Security Act of 2007 (EISA) required NHTSA to develop a national tire fuel efficiency consumer information program to educate consumers about the effect of tires on automobile fuel efficiency, safety, and durability. Adjusting consumers' tire purchases would bring about a reduction in average rolling resistance of replacement tires, reducing the 135 billion gallons of motor fuel consumed annually in the US by light duty vehicles. EISA requires this program

to include a replacement tire fuel efficiency rating system for consumers and a national tire maintenance consumer education program. This presentation will discuss the recent final rule for the rating system and NHTSA's plans for the complimentary consumer education program.

2:05 pm

Reincarnation of Used Tires With Innovative SOFT Pyrolysis

Coral Group, *Roman Berezin, Director of International Bureau of Coral Group*

Worn Out Automobile Tires (WAT,) despite their wealth of hydrocarbons, are commonly treated as waste and disposed of in dumps and landfills or treated with recycling methods that do not unlock the full tire value potential. Pyrolysis, a well-known technology that decomposes materials using heat offers very limited economical success to extract reusable material from WAT. Attend this presentation to explore how the cutting-edge method of SOFT pyrolysis solved this problem and hear the success secret that allows for further reprocessing of the pyrolysis by-products into highly qualitative materials, all of which are commodities with wide and highly stable markets.

2:40 pm

Greenhouse Gas Rules and Truck Tire Retreads

Michelin North America, Inc.,
Stan Lew, Manager, Industry Standards & Government Regulations

For quite some time truck tire retreads have been the pillar of sound recycling practices, reducing vast quantities of tires from being disposed of after the original tread has served its' useful life. Multiple retread lives of each tire represents savings, value and has been a major key to truck fleet and operators' operational efficiencies. The focus on truck fuel efficiency and reduced consumption, when combined with the reduction of greenhouse gas and other emissions, places the retread truck tire into a new environmentally-favorable role in Federal and State initiatives. This presentation will discuss the new demands on an already environmentally-positive retread truck tire initiative and the considerations for its future role in the greenhouse gas and emissions initiatives.

3:15 pm *Refreshment Break*

3:30 pm

How Do Truck Tire Repairs Work? Analysis of Tire Repair Mechanics

Michelin Americas Research Corporation,
Cesar Zarak, Senior Research Engineer

Is truck tire repair work an art or science? Undeniably being able to repair truck tires lowers the cost of ownership and helps the environment. In this presentation we will shed some light into how repairs work, including some finite element analysis results. Different ways to repair tires will also be discussed.

4:15 pm

Preventing Wheel-Off Accidents

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

When an inflated tire and wheel assembly is

separated from a vehicle, the result can be devastating for the driver and other motorists. The Tire Industry Association recently completed a new training program that specifically addresses this issue and provides the industry with valuable information on how wheel-off accidents can be prevented. This presentation will examine the damage that occurs when a standard truck tire and wheel assemble strikes a stationary vehicle at 55 mph. It will also outline the procedures that service providers and fleets must follow to improve wheel retention including a look at the various types of tools and equipment that are used to torque fasteners and lug nuts.

4:40 pm *Panel Discussion*

Gain expert advice and clarification on the important issues that you can take back to your organization.

5:15 pm *Adjourn*

Day 3: Friday, April 9, 2010

7:45 am

Meet your conference colleagues at your host hotel property for continental breakfast sponsored by Clemson University

Session IV

Moderator: Peggy J. Fisher
President, TireStamp, Inc.

8:15 am

Advancing the State-of-the-Art in Tire Testing

Camber Ridge, LLC, *James F. Cuttino, President*

Attend this presentation and hear how a consortium of automotive and tire manufacturers are creating a tire testing facility in the heart of the car-racing world. Designed to advance the current state-of-the-art in tire force and moment measurement in order to facilitate shorter development cycles and costs for the automotive industry, the facility seeks to improve tire and simulation technologies. Specifications include not only an expansion of typical capabilities, but the identification of new parameters and test conditions that have not been previously obtainable.

8:50 am

Computational Modeling of Wheels Traveling on Sand Using Discrete Element Methods and Finite Element Methods

Clemson University, *Sherrill Biggers, Professor of Mechanical Engineering*

Accurate prediction of the available traction and resistance to rolling that a wheel has on a particular sandy soil is an important need in the design of wheels and tires for many applications including military vehicles in desert regions, lunar exploration vehicles and off-road recreational vehicles. The ability to perform required missions and the ability to operate with good energy efficiency rests on this analysis/design process. In related activities at Clemson sponsored by NASA, SC EPS-CoR, and the Automotive Research Center, a

large team is addressing the modeling process. Explore Clemson's modeling efforts to date and the research which will be conducted in future months and years.

9:25 am

A Contemporary Look at Tire Rolling Resistance

Smithers Scientific, *James A. Popio, General Manager & Director of Engineering*

A major oil embargo of 1973 forced Congress to enact Corporate Average Fuel Economy (CAFE) to help reduce energy consumption. Recent oil prices and a renewed focus on energy efficiency resulted in new CAFE requirements. Explore how for 10 years the California Energy Commission has aggressively evaluated methods to conserve energy and reduce emissions. Discover that while energy-efficient tires continue to be a strong focus, energy efficiency and safety regulations seem to cycle every 20 years. Jim will share the reasons consumers are largely unaware of the essential role played by tires. With the bewildering array of tire sizes and options available to today's consumer, learn why the need to provide fair, accurate, and clear measures of tire performance has gained support among legislators and how this will be presented to future consumers.

10:00 am *Refreshment Break*

10:15 am

An Update on Retreading With Two Subjects: Rolling Resistance and SmartWay

The Tire Retread and Repair Information Bureau, *Harvey Brodsky, Managing Director*

The retread industry is very much aware of the focus on the issue of rolling resistance and there is much work being done by the major retread tire tread rubber manufacturers in this regard. We are also working with the appropriate people in our industry and with those government officials involved with the SmartWay program to assure that the retread industry is included in any SmartWay tire program, provided we can meet their criteria, and we know we can.

10:50 am

The Importance of Proper Tire Repairing—That Include Small Tires

Tech International, *Buck Blair, Vice President—National Account Business Development*

The Tire Industry has published tire repair limitations which declare the difference between a proper and improper tire repair. While these publications should be available to anyone, tire repair training and education are also available. During this presentation, Buck will discuss ways the tire industry can support consumer education and awareness—effective measures for truly spreading the word.

11:25 am *Panel Discussion*

Learn from the experience and best practices of this outstanding panel of speakers.

11:50 am

Conference Adjournment

Meet Your Speakers & Moderators

SHERRILL B. BIGGERS, PhD, is Professor of Mechanical Engineering at Clemson University and has over 28 years of experience in teaching engineering mechanics, including statics, dynamics, and strength of materials at Clemson University and the University of Kentucky. His research is in computational mechanics and optimal design. Applications include advanced composite materials and structures, stability and post-buckling, and nonlinear mechanics. He developed advanced structural mechanics design methods while with Lockheed Martin for over 10 years. Sherrill wrote the course textbook used to teach the integrated Statics and Dynamics course for sophomore Mechanical Engineering majors and has been instrumental in the course's design.

ROMAN BEREZIN has worked as a manager in several companies in the Ukraine. Berezin has a Bachelor of Science degree in Economics and Management from the Israeli Institute of Technology—Technion and a Master of Science degree in Statistics and is pursuing his doctorate degree in Mathematics in his current position as Director of International Bureau of Coral Group. Berezin manages international negotiations and public relations for all the companies of the Coral Group.

BUCK BLAIR started in the tire industry with the Retread Division of the Firestone Tire & Rubber Company. Since 1981, he has been employed in the tire repair industry by the Truflex/Pang Rubber Company and for the last 25 years with Tech International. Buck has also served the industry as a participant on committees, Chairman and /or Board member with the Tire Industry Association, Tread Rubber and Tire Repair Materials Manufacturers' Group, Rubber Manufacturers Association and Tire Retread & Repair Information Bureau.

TOM BOWMAN is the National Highway Traffic Safety Administration's Safety Defects Engineer within US DOT's Office of Defects Investigation (ODI.) He specializes in safety issues relating to heavy trucks, trailers, recreational and specialty vehicles. Tom has been responsible for various NHTSA investigations primarily pertaining to Class A and towable recreational vehicles. Specific projects have addressed wheel separations in towable RV's and tire performance (failures) in Class A motor homes. Prior to joining NHTSA, Tom was employed by Arvin Meritor in reliability engineering, quality, safety and field service activities.

J. DAVID BRINKMAN is Director of REACH Services with Smithers Scientific and has worked fifteen years in the polymer and rubber industry. He is focused on assisting businesses understand the full impact of REACH (Registration, Evaluation, Authorization and Restriction of Chemical substances) and how new regulatory concerns will change the way companies conduct business in the future.

HARVEY BRODSKY is a world-renowned speaker who has written numerous articles concerning retreading and has been a featured weekly guest on "The Open Road Café" radio program. Also, Harvey is a featured monthly talk show host on Midnight Trucking Radio Network. Harvey is Managing Director of the Tire Retread and Repair Information Bureau. He began his career in the retread tire industry with one of the world's largest suppliers of retread equipment and went on to become Director of Operations for a large chain of tire stores.

CHERYL L. BYNUM is the Acting Group Manager of the US Environmental Protection Agency's flagship partnership with the freight industry—the SmartWay™ Transport Partnership. The program brings together thousands of shippers and motor carriers and provides them with tools, methods and incentives to accelerate the use of advanced technologies and best practices to reduce greenhouse gas and other emissions from the global supply chain. Earlier, Cheryl led the technology group within SmartWay™, conducting test programs, developing a test methodology to evaluate the performance of commercial trucks and equipment, and designing the requirements for SmartWay™-certified vehicles and equipment.

MANNY CICERO is a 31-year veteran of the Tire Industry, having been in sales with Michelin and Bridgestone. Manny was a key member of the transition team when Bridgestone purchased Firestone. After leaving Bridgestone/Firestone, he joined Alliance Tire Company of President of North and South American Operations to spearhead their aggressive

growth plans.

AL COHN is a 32-year veteran of the trucking industry—28 years of which was spent working with Goodyear Tire in commercial tire design and trouble shooting here and in Europe. In 2006, Al joined Pressure Systems International (PSI) as Director of New Market Development & Engineering Support. Al is an active member of SAE, TTMA (Truck Trailer Manufacturers Association) IANA (Intermodal Association of North America), ATA, and TMC (Technology Maintenance Council). TTMC awarded Al the Silver Spark Plug Award, the highest award for contribution to the tire industry.

JAMES (JIM) F. CUTTINIO, PhD, is the President and Founder of Camber Ridge, LLC. Prior to starting the company, he served as the founding Director of the Motorsports and Automotive Research Center at UNC, Charlotte where he taught and conducted research. Previously, he taught at The University of Alabama and was later employed with Michelin Americas Research and Development Corporation. In his role at UNC, Charlotte, he was heavily involved in the state and local motorsports and automotive industries, having served on the NC governor's Motorsports Advisory Committee. His research activities include research in vehicle dynamics and chassis/suspension systems, motorsports instrumentation, and precision engineering.

RANDY DEARTH was named President and CEO of LANXESS Corporation in 2001, and the company's Canadian service operations were added to Randy's responsibilities in 2008. Previously he had been President and CEO of Bayer Chemicals Corporation. Randy sits on several important boards, including but not limited to the American Chemistry Council and Calgon Carbon Corporations' Board of Directors. He was recognized as an emerging top CEO with a Pittsburgh Business Times Diamond Award. Recently, he won a PRSA Renaissance Award as CEO Communicator of the Year.

PEGGY FISHER is President of TireStamp, Inc. and is among the leaders of the Technology & Maintenance Council of the American Trucking Association. A full member of the Society of Automotive Engineers since 1983 and President of the Tire Association, Peggy writes a column for Crain's Tire Business. Prior to joining TireStamp, Peggy was recognized as North America's leading independent truck tire and wheel expert, and she regularly consulted with fleets, suppliers, and manufacturers.

WILLIAM "BILL" R. JONES is President and CEO of Sid Richardson Carbon & Energy Company and has 32 years of experience in the carbon black industry. As Vice President in the same company, Bill modernized the operations, set a strategic direction, developed new products and improved the company's quality. Bill started his career with Phillips Petroleum Company where he worked at plants in Texas and Mexico as a Process Engineer, Technical Director in R & D and Engineering. He worked at Columbian Chemicals Company where he introduced a standard design used to build carbon black plants in Hungary, Korea, India, and Columbia.

JOSEPH W. (BILL) KERNODLE has extensive experience at all levels of retail and wholesale logistics as well as production planning and scheduling. For 14 years, he has operated a model factory at Clemson University and conducted advanced supply chain research, demonstrations, and supply chain synchronization primarily for the Department of Defense of the United States Army. A retired military officer who had multiple assignments in logistics, R & D, and acquisition, Bill is the Site director for the Clemson University's Apparel Research Center. He has extensive experience in Total Quality Management and Lean Manufacturing.

STAN LEW, PE, has been involved in the tire industry since 1973, starting with The BF Goodrich Company Tire Division, and is currently the Manager of Industry Standards & Government Regulations for Michelin North America, Inc. Stan is currently serving on several technical committees of the Society of Automotive Engineers, ASTM International, Tire and Rim Association, and Rubber Manufacturers Association.

ROY LITTLEFIELD, PhD, worked 5 years on Capitol Hill for Senator Thomas McIntyre (D-NH) and US Sergeant-at-Arms F. Nordy Hoffman. He joined the National Tire Dealers and Retreaders Associations in 1979. Roy has represented NTDRA, the American Retreaders Association, the Tire and Rubber Association, the Service Station Dealers Association and the Tire Industry Association on Capitol Hill. In 2003, he was named Executive Vice President of the Tire Industry Association.

TRACEY NORBERG, JD, is Senior Vice President of the Rubber Manufacturers Association where she manages policy, technical and legal issues and serves on the association's senior management team. Tire and environmental policies are among the diverse issues on which she works, representing the tire and rubber industry in state and federal regulatory agencies and state legislatures. Earlier, she served on the regulatory affairs staff at the American Forest & Paper Association.

EUGENE A. PETERSEN has more than 30 years of experience in tire testing, working for Armstrong Rubber Company and Pirelli Tire—now at Consumers Union. For the past 14 years, he's published Consumer Reports. Gene works out of the Auto Test Center Division where he serves as Tire Program Leader. Directly responsible for tire testing, Gene is one of several engineers that evaluate automobiles for Consumer Reports.

JAMES (JIM) A. POPIO, PhD, is the General Manager and Director of Engineering at Smithers' Ravenna Laboratory at Smithers Scientific and has 15 years experience in the tire industry. Jim has spent his professional career working for and/or with the tire companies, automotive OEMs, standards organizations, and government agencies.

KEVIN ROHLWING is the Senior Vice President of Training for the Tire Industry Association and has more than 28 years of experience in the tire industry, starting as a technician at his family's tire dealership. He is the author and architect of TIA's training and certification programs for automotive, commercial and earthmover tire service technicians that have reached more than 45,000 individuals in North America. Kevin is an active member of the Technology and Maintenance Council of the American Trucking Associations and is a monthly columnist with Fleet Owner magazine. He sits on numerous industry councils and committees.

MARY VERSAILLES, recipient of Vice President Al Gore's Plain Language Award, is Senior Policy Advisor in the Office of International Policy, Fuel Economy and Consumer Programs, the US delegate to the Working Party on Passive Safety (GRSP) under the World Forum for the Harmonization of Vehicle Regulations at the UNECE, and is the Leader of the Tire Fuel Efficiency Team at NHTSA. During her career at NHTSA, she's been responsible for a number of critical issues including school bus, air bag, light vehicle rollover and tire standards and consumer information programs.

GUY J. WALENGA is Engineering Manager, North American Commercial Products for Bridgestone/Firestone North American Tire, LLC. He is a representative for truck and bus issues at the Tire and Rim Association and Rubber Manufacturers Association. Guy is also a task force chairman and presenter for TMC and an active member of SAE and ASTM.

MICHAEL WISCHHUSEN is the Director of Industry Standards and Government Regulations at Michelin and has 26 years experience with Michelin in both technical (tire design) and marketing roles. He is responsible for the management of Michelin's North America and Groupe Michelin's standards and regulatory activity. Previously, Mike worked for the fuel systems division of General Motors.

CESAR ZARAK, PhD, is a Senior Research Engineer for Michelin Americas Research and Development Corporation. He started work with Michelin in 1989 and spent many years developing simulation tools for tire performance analysis, as well as tire testing methods. From there he worked in truck tire research, and for the last 4 years focused on retreading and repair. Prior to Michelin, Cesar worked in the fiberglass, powder metallurgy and engineering industries.

Call Kay James at (864) 656-2200 to enroll. Or register online at www.clemson.edu/success

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**The Westin Hilton Head Island Resort & Spa
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"Great Conference! The conference provided an informed cross section of industry speakers who shared their knowledge openly and was exceptional! I really enjoyed the panel discussion and networking!"

—Tom Klinge, CEO,
Klinge Group of Companies,
Brisbane, Australia

5 Easy Ways to Register



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Your Registration Fee Includes . . .

tuition, workbook, program materials, continental breakfasts, refreshment breaks, networking luncheon and social reception. Lodging and other meals are not included. A registration desk will be located outside the meeting room at 12:00 pm the first day of the program.

Your Benefits Are Guaranteed!

We are confident your organization will gain important insights from this program. If you're not satisfied with this conference, you will receive an immediate refund of your entire registration fee.

Cancellation Policy

A \$25 processing fee will be applied should you need to cancel and want a refund. Registration payments will be held on account for one year for cancellations received less than 5 business days before the conference. Substitutions can be made at any time.



Accommodations

Room and meals except for the luncheon and continental breakfasts are at the participant's expense. A block of rooms is being held at The Westin Hilton Head Island, Two Grasslawn Avenue, Hilton Head, SC. Call the Westin at 1-843-681-4000 and mention that you are attending this Clemson University event to get the special room rate of \$129 before March 15, 2010. A \$15 taxi ride of only 10 minutes from Hilton Head Airport delivers you to this four-diamond resort.

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Registration Request

Tire Industry Conference • (TI)

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FEE: \$995 \$895 each (for 2 or more from the same company registered at the same time)

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