

CONFERENCE AGENDA

REGISTER TODAY: USATIREEXPO.COM

Free admission to all tire, service and retread industry professionals. (Registration required.)

Have Questions or Need More Info?

usatireexpo.com

email: info@usatireexpo.com

WEDNESDAY, APRIL 19

RETAIL TRACK*

9:00-9:30 Mike Hudgins, Director of Sales, Mighty Auto Parts, "12 Ways to Grow Service Profits in 2017"

9:30-10:00 Jody DeVere, CEO, Ask Patty.com, "Insights into Marketing and Advertising to Women"

10:00-10:45 KEYNOTE: Joseph Saoud, President, TBR and Retread, Bridgestone Americas, "Reinvigorating the Sustainable Business Model"

11:00 Ribbon Cutting and Opening of Expo Hall

11:00 - 5:00 Expo Hall Open

COMMERCIAL TRACK*

9:00-9:30 Alexei Nicolini, President & CEO, Budini Inc., "How an Effective Tire Management Program can Reduce Tire and Fuel Consumption"

9:30-10:00 Paul Dvorak, CEO, America Industrial Tire Corp., "Profiting from Solid Industrial, Skid Steer, and Telehandler Tires"

THURSDAY, APRIL 20

RETAIL TRACK*

9:00-9:30 John Zentz, VP of Sales, Hunter Engineering Co., "The Tire Store of the Future, How to Win the Tire Replacement Business"

9:30- 10:15 John Rice, Director of TPMS Products and Support, 31 Inc., "Servicing TPMS Has Never Been Easier..... No, Really"

10:15- 11:15 Bob Bittner, Director of Store Operations, Tire Pros, "Measure Twice, Cut Once"

11:00 - 5:00 Expo Hall Open

3:00 - 4:00 Miss Retread Truck Tire Contest

COMMERCIAL TRACK*

9:00-9:30 Kevin Carr, Director, Tire Division, TravelCenters of America, TA Truck Service Commercial Tire Network, "Providing More Solutions for the Commercial Tire Marketplace"

9:30- 10:00 Clif Armstrong, CEO Industrial NAFTA, TP Commercial Solutions, Pirelli, "Competitive Factors in the North American Commercial Tire Industry"

10:00-11:00 The Retread Panel, Moderated by David Stevens, Managing Director, TRIB. Panelists: Tim Bevier, Tech International; Darin Weber, Transworld Casing Supply; Rick Majewski, Wilson County Tire & Retreading; Bill Waerzeggers, Pomp's Tire; Douglas Engle, Tredroc Tire Service

FRIDAY, APRIL 21

RETAIL TRACK*

9:00-9:45 Pam Oakes, Principal, USAuto Training, "Tech vs. Service Writer: Making Money & Keeping Peace in the Bays"

9:45- 10:45 Art Blumenthal, Principal, Art Blumenthal LLC, "What Can I Do Now to Ensure the Highest Value of My Business Whenever I Want to Sell It?"

10:45- 11:15 Greg Spence, CEO and founder, and Peter Mikhail, VP Business Development, TreadHunter, "Tire Selling Opportunities in an Online World"

11:00 - 4:00 Expo Hall Open

COMMERCIAL TRACK*

9:00-10:00 The Safety Panel—Moderator TBD. Panelists: Randy Haas, Safety Director, T.O. Haas Tire; Tom Herrmann, Assistant Director of Continuous Improvement, Dunn Tire

10:00- 10:30 Hugo Sandberg, Sr. Sales Manager, Molded Products & Business Development, Robbins LLC, "Envelope Management—Making Your Investment Last"

10:30- 11:00 Peggy Fisher, President, TireStamp, "Telematics in the Commercial Tire Industry"

11:00-11:30 Noll Saunders, Risk Management Consultant, Euler Hermes, "Protect Your Clients & Grow Your Business"

*Schedule subject to change.

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