

Conference Agenda



WEDNESDAY, APRIL 19

P/LT RETAIL TRACK (CONFERENCE ROOM 2)

- 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" (Conference Room 1)

11:00 Ribbon Cutting and Opening of Expo Hall

11:00 - 5:00 Expo Hall Open

5:30- 7:30 Inaugural Reception at BB King's Blues Club - New Orleans

THURSDAY, APRIL 20

P/LT RETAIL TRACK (CONFERENCE ROOM 2)

- 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, "Victors or Victims – 'This is not your father's tire business!..."

11:00 - 5:00 Expo Hall Open

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

FRIDAY, APRIL 21

P/LT RETAIL TRACK (CONFERENCE ROOM 2)

- 9:00-9:30 David Zielasko, Publisher and Editorial Director, *Tire Business* "Competing in Tires in an Online World, Tire Industry - 10 Years of Change"
- 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

WEDNESDAY, APRIL 19

COMMERCIAL TIRE TRACK (CONFERENCE ROOM 1)

- 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

COMMERCIAL TIRE TRACK (CONFERENCE ROOM 1)

- 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; Doug Conley Jr., Shamrock Marketing

FRIDAY, APRIL 21

COMMERCIAL TIRE TRACK (CONFERENCE ROOM 1)

- 9:00-10:00 The Safety Panel—Moderator Peggy Fisher, President, TireStamp. Panelists: Randy Haas, T.O. Haas Tire; Tom Herrmann, Dunn Tire; Wilfred Hebert, OSHA; Russell Devens, McCarthy Tire
- 10:00- 10:30 Hugo Sandberg, Sr. Sales Manager, Molded Products & Business Development, Robbins LLC, "Envelope Management – How to Minimize Costs"
- 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"