

2017 CONFERENCE AGENDA *

SESSION 1: PREPARING TIRES FOR THE FUTURE

WEDNESDAY, APRIL 19, 2017 | 9:00am - 12:00pm

Moderated by:

Dr. Roy Littlefield

Executive Vice President, Tire Industry Association

-
- 9:05 AM **ADVANCED REAL-WORLD TIRE TESTING**
James F. Cuttino, Ph.D.
President and CEO of Camber Ridge, LLC
-
- 9:40 AM **SOUTH CAROLINA ECONOMIC TIRE FLAVOR**
Ted Pitts
President and CEO, South Carolina Chamber of Commerce
-
- 10:20 AM **REFRESHMENT BREAK**
-
- 10:35 AM **THE NEXT GENERATION OF TIRE SIMULATION TECHNOLOGY TO ASSURE ENTIRE
TIRE LIFE PERFORMANCE**
Kozaburo Ndakaseko
Senior Executive Officer | Sumitomo Rubber Industries R & D Division, Kobe, Japan
-
- 11:15 AM **SESSION 1 PANEL DISCUSSION**
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- 12:00 PM **LUNCH**
Sponsored by: **Sid Richardson Carbon & Energy Company**

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SESSION 2: FUTURE SHOCK VEHICLE TRANSPORTATION

WEDNESDAY, APRIL 19, 2017 | 1:15PM - 5:30PM

Moderated by:

James F. Cuttino, Ph.D.

President and CEO, Camber Ridge, LLC

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- 1:20 PM ELECTRIC AND AUTONOMOUS VEHICLES AND THEIR TIRE NEEDS
Gene Peterson
Tire Program Leader, Consumer Reports
-
- 1:50 PM BEYOND THE DRIVER'S TEST
SPEAKER TBD
Michelin North America
-
- 2:25 PM THE INFLUENCE OF TECHNOLOGY ON THE FUTURE OF AUTOMOBILES AND DRIVERS
Brent Gruber
Global Automotive Supplier Division, J.D. Power
-
- 3:20 PM TIRE DESIGN AND SELECTION IMPLICATIONS FOR AUTONOMOUS VEHICLES
James A. Popio, Ph.D.
Vice President, Smithers Rapra
-
- 5:15 PM SESSION 2 PANEL DISCUSSION
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- 5:45 PM NETWORKING SOCIAL
Sponsored by **Smithers Rapra**

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SESSION 3: INNOVATION AND MOBILITY

THURSDAY, APRIL 20, 2017 | 8:15AM - 12:00PM

Moderated by:
Mike Wischhusen
Michelin North America

7:00 AM	HOT BREAKFAST Sponsored by ExxonMobil
8:20 AM	PRESENTATION FROM GOODYEAR TIRE Speaker TBD Vice President, Product Development Bridgestone Americas, Inc.
8:55 AM	PRESENTATION FROM COOPER TIRE Jeff Endicott Director of Process Improvement, Cooper Tire
9:30 AM	PRESENTATION FROM CONTINENTAL TIRE Speaker TBD Position, Company
10:05 AM	REFRESHMENT BREAK
10:25 AM	PRESENTATION FROM BRIDGESTONE AMERICAS Steve Charles Position, Company
10:50 AM	PRESENTATION FROM MICHELIN TIRE Eric Chaniot Chief Digital Officer, Michelin
11:25 AM	SESSION 3 PANEL DISCUSSION
12:00 PM	KEYNOTE LUNCHEON Sponsored by: ARLANXEO Speaker: Richard Smallwood President & CEO, Sumitomo Rubber North America

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SESSION 4: INNOVATIONS IN TIRE MATERIALS

THURSDAY, APRIL 20, 2017 • 1:30PM - 5:10PM

Moderated by:

Lynn Bryant

Account Manager | ARLANXEO Tire and Specialty Rubber

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- 1:30 PM **ADVANCED MATERIALS FOR TIRE REINFORCEMENTS**
Steven F. Sherriff
DuraFiber Technologies
-
- 2:05 PM **DEVELOPING A "NEW" NATURAL RUBBER FROM DANDELIONS**
Daniel Swiger
Chief Executive Officer, Kultevat, Inc.
-
- 2:40 PM **TIRE SAFETY AND AIR PRESSURE**
Chris Napier
Global Specialty Polymers Application Engineer, ExxonMobil
-
- 3:15 PM **REFRESHMENT BREAK**
-
- 3:30 PM **ENHANCING TRUCK TIRE PERFORMANCE BY USING SYNTHETIC RUBBER**
Judy Douglas, Ph.D.
Technical Service Development Group, ARLANXEO
-
- 4:05 PM **SUPPLYING PRODUCTS THAT WILL IMPROVE TIRE PERFORMANCE**
Dr. Wolfgang Pille-Wolf
Principal Scientist, Arizona Chemical
-
- 4:40 PM **SESSION 4 PANEL DISCUSSION**

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SESSION 5: THOUGHTS FOR THE FUTURE

FRIDAY, APRIL 21, 2017 • 8:00AM - 11:45AM

Moderated by:
Mike Wischhusen
Michelin North America

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- 7:15 AM CONTINENTAL BREAKFAST
Sponsored by: **DuraFiber Technologies**
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- 8:05 AM AVOIDING RISK FACTORS WITH AUTONOMOUS VEHICLES
Joseph Ruscak
Attorney at Law | Roetzel & Andress
-
- 8:35 AM THE LATEST HIGHWAY LEGISLATION AND WHAT IT MEANS TO THE TIRE INDUSTRY
Anne Forestall Luke
President & CEO | Rubber Manufacturers Association
-
- 9:10 AM SUSTAINABILITY IN THE TIRE INDUSTRY
Maureen Kline
Vice President, Public Affairs and Sustainability | Pirelli Tire North America
-
- 9:45 AM DRAWING FOR SET OF TIRES
Sponsored by: **Michelin** and **Bridgestone**
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- 10:05 AM PRESENTATION FROM THE EPA
Joseph Bachman & Anthony Erb
Environmental Scientists | The U. S. Environmental Protection Agency
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- 10:40 AM PRESENTATION FROM GfK
Neil Portnoy
Managing Director of POS Tracking Team North America | GfK
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- 11:15 AM SESSION 5 PANEL DISCUSSION
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- 11:45 AM CONFERENCE ADJOURNS