

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 TIRE CHARACTERIZATION - IT TAKES A LITTLE TO SAVE A LOT

James F. Cuttino, Ph.D.

President and CEO | Camber Ridge, LLC

9:40 AM WE WANT IT ALL - AND WE WANT IT NOW

John Evankovich

Director, Tire and Battery Centers | Sam's Club

David Martin

Director of Sales | American Tire Distributors

10:20 AM REFRESHMENT BREAK

10:35 AM ESTIMATION AND GUARANTEE ON ENTIRE LIFE TIRE PERFORMANCE

Kozaburo Nakaseko

Senior Executive Officer | Sumitomo Rubber Industries R & D Division, Kobe, Japan

11:15 AM SESSION 1 PANEL DISCUSSION

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 ACTIVE SAFETY SYSTEMS IN CARS
Gene Peterson
Tire Program Leader | Consumer Reports
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- 1:50 PM POSITIONING THE TIRE MANUFACTURING INDUSTRY FOR FUTURE SUCCESS
Anne Forristall-Luke
President & CEO | Rubber Manufacturers Association
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- 2:25 PM DISRUPTIVE TRENDS SHAPING THE TIRE AUTOMOTIVE INDUSTRY
Brent Gruber
Global Automotive Supplier Division | J.D. Power
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- 3:20 PM A LOOK TO THE FUTURE: AUTONOMOUS VEHICLE FORECASTS AND CHALLENGES
FOR VALIDATION AND TRADITIONAL BUSINESS MODELS
James A. Popio, Ph.D.
Vice President | Smithers Rapra
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- 3:55 PM SOUTH CAROLINA: THE TIRE CAPITOL OF THE WORLD
Ted Pitts
President and CEO | South Carolina Chamber of Commerce
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- 4:30 PM SESSION 2 PANEL DISCUSSION
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- 5:15 PM CONFERENCE ADJOURNS FOR NETWORKING SOCIAL
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- 5:45 PM NETWORKING SOCIAL
Sponsored by **Smithers Rapra**

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SESSION 3: INNOVATIONS IN TIRE MATERIALS

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

Moderated by:

Lynn Bryant

Account Manager | ARLANXEO Tire and Specialty Rubber

7:00 AM	HOT BREAKFAST Sponsored by ExxonMobil
8:15 AM	ADVANCED MATERIALS FOR TIRE REINFORCEMENTS Steven F. Sherriff Technical Associate, Field Technical Service DuraFiber Technologies
8:50 AM	ALTERNATIVE NATURAL RUBBER PRODUCTION Daniel Swiger Chief Executive Officer Kultevat, Inc.
9:25 AM	SUPPLYING PRODUCTS THAT WILL IMPROVE TIRE PERFORMANCE Dr. Wolfgang Pille-Wolf Principal Scientist Arizona Chemical
10:00 AM	REFRESHMENT BREAK
10:15 AM	ENHANCING TRUCK TIRE PERFORMANCE BY USING SYNTHETIC RUBBER Judy Douglas, Ph.D. Director, Technical Service Development Group ARLANXEO
10:50 AM	TIRE ISSUES FROM A LEGAL PERSPECTIVE - DO AUTONOMOUS VEHICLES CHANGE THE LANDSCAPE Joseph Ruscak & Chad Mowery Partners Roetzel & Andress
11:25 AM	SESSION 4 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: TIRE INNOVATION AND MOBILITY

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

Moderated by:
Mike Wischhusen
Michelin North America

1:30 PM THE INTERSECTION OF CHANGING MOBILITY AND INNOVATION IN THE TIRE INDUSTRY

Steve Charles

Vice President, Product Development | Bridgestone Americas, Inc.

2:05 PM THE ROLE OF DIGITALIZATION AND INNOVATION

Eric Chanoit

Chief Digital Officer | Michelin Group

2:40 PM THE FUTURE OF THE CONNECTED TIRE

Jay Spears

Director of Standards and Regulations | Continental Tire, The Americas

3:15 PM REFRESHMENT BREAK

3:30 PM EFFICIENT AND EFFECTIVE INNOVATION AT COOPER TIRE

Jeff Endicott

Director, Global Technical Center | Cooper Tire & Rubber Company

4:05 PM THE EFFECT OF INFLATION PRESSURE ON TIRE PERFORMANCE

Chris Napier

Global Specialty Polymers Application Engineer | ExxonMobil

4:40 PM SESSION 4 PANEL DISCUSSION

5:10 PM CONFERENCE ADJOURNS FOR THE DAY

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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

7:15 AM	CONTINENTAL BREAKFAST Sponsored by: DuraFiber Technologies
8:00 AM	REAL WORLD ADOPTION OF SUSTAINABLE TIRE MATERIALS - FACT OR FICTION? Kedar Murthy Vice President & General Manager Lehigh Technologies, Inc.
8:35 AM	BEYOND THE DRIVING TEST Jennifer Smith Director of Image and Brands Michelin NA
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
10:15 AM	EPA TIRE TECHNOLOGY ASSESSMENT: 2017 AND BEYOND Joseph Bachman & Anthony Erb Environmental Scientists The U. S. Environmental Protection Agency
10:50 AM	FUELING DATA-DRIVEN DECISION IN THE TIRE RETAIL MARKETPLACE Neil Portnoy Managing Director of POS Tracking Team North America GfK
11:25 AM	SESSION 5 PANEL DISCUSSION
12:00 PM	CONFERENCE ADJOURNS