

\$20,000 ITEC scholarship and charity program supports tire industry

The International Tire Exhibition & Conference (ITEC) is supporting the tire industry through a new \$20,000 scholarship and charity program that will debut at next year's ITEC Show, Sept. 18-20, 2012, in Cleveland, Ohio.

"ITEC is taking an active approach by giving back to the tire industry," said David Zielasko, editor and VP/publisher of *Tire Business*, and publisher of *Rubber & Plastics News*, ITEC organiz-



ers. "ITEC is pledging \$10,000 in scholarship money to support the scholarship efforts of the industry's state tire dealer associations. In addition, the ITEC Charity Program will provide \$10,000 to tire manufacturers' charitable funds."

"This donation of \$20,000 is a great way for ITEC to contribute to the tire industry," Zielasko said. "Especially today, when many students are struggling to pay for college tuitions, this donation from ITEC could mean the difference for some of them attending college, or not."

The \$10,000 in scholarship money earmarked for the aftermarket segment and the \$10,000 in charity donations for the manufacturing segment could grow even larger through matching funds as

aftermarket companies and suppliers will be invited to become sponsors in the new program.

Distribution of money from the ITEC Scholarship Program will be based on the top three state and provincial tire dealer associations that send the most members from their association to ITEC 2012. Distribution of money from the ITEC Charity Program will be based on the highest employee attendance among tire manufacturers at ITEC 2012.

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Tire Society to hold 2012 meeting in conjunction with ITEC



Dale Moseley

The Tire Society Inc., an organization dedicated to the science and technology of tires, will hold its 2012 annual conference on tire science and technology in conjunction with ITEC. Both events will take place at the International Exposition Center (I-X Center) in Cleveland, Ohio, with the

Tire Society meeting taking place Sept. 18-19, 2012, while the ITEC Show runs Sept. 18-20, 2012.

"This is a great opportunity for tire professionals worldwide to come together in the same city at the same time and the same place for these important tire industry events," said Dale Moseley, 2011/2012 president of the Tire Society. "The Executive

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BKT renews corporate sponsorship for 2012



Rami Bitran

ITEC is pleased to announce the return of BKT (Balkrishna Ind. Ltd.) as a valued corporate sponsor.

According to Rami Bitran, BKT general manager, North American team, the company is pleased to return to the 2012 event as it correlates well with BKT's own growth patterns.

"BKT is proud to participate in ITEC 2012 once

again as a corporate sponsor. We view ITEC as a natural extension of how we want to participate in the tire industry. ITEC continues to grow and in just two years, BKT has grown market share from zero to double digit numbers. Our goal is to use ITEC as a viable forum to promote and continue that growth."



ITEC program supports tire industry

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Chris Harris

“ITEC is emerging as a show that supports the tire industry through charitable causes and student education – as well as continuing education programs for all tire professionals,” said Chris Harris, associate publisher of *Tire Business* and ITEC’s

aftermarket sales director.

“Our exhibitors stand to benefit from increased dealer attendance, but we don’t think the benefits are one-sided—the state and provincial tire dealer associations stand to gain additional members as they encourage dealers in their states to join their organizations, attend ITEC and in turn become one of the associations to receive a substantial contribution to their scholarship funds.”

There is no charge to visit the ITEC exhibit floor for tire industry delegates, which according to Brent Weaver, ITEC tire manufacturing sales director, should help encourage tire manufacturing personnel to attend the show and possibly help contribute to their company’s charitable fund-raising efforts, in addition to visiting with hundreds of exhibitors.

“The ITEC conference is a successful, multi-faceted educational program for those who

wish to learn how to make their dealerships even better and more profitable, as well as offering one of the most comprehensive technical conferences on tire manufacturing and tire production in the tire industry,” said Jeff Mundson, ITEC’s show manager. “For just \$50, dealers, distributors, tire manufacturers and suppliers can attend all three days of presentations, content-rich panels and targeted workshops as well as have unlimited access to the exhibit floor.”

EXHIBITOR VIEWS *“There wasn’t a tire show... now there is.”*



Tom Babb

In this regular feature of Exhibitor Views we talk to Tom Babb, president of Tyres International, a major distributor of specialty tires in North America.

Tom, what was your motivation for exhibiting at ITEC 2010?

of Tyres International, a major distributor of specialty tires in North America.

The driving force behind that decision was that ITEC was a tire show. We wanted to be a part of that because we realized the value in bringing together tire people. Not aftermarket people. It’s pretty simple really. All we want is a show that brings our customers and prospects to the venue and that’s the reason we were interested in ITEC and invested in it. We’ll be there again at ITEC 2012.

What is the value of the conference to an exhibitor like Tyres International?

There has to be a reason why the guy from Los Angeles comes to Cleveland, Ohio. They are not going to be attracted to a specific booth on a convention floor. It can’t be just a booth and products venue, you have to have a business venue...a tire business venue. Your

seminars are very tire specific. The exhibitor needs the education presentations to pull the people to the event. You have to have a tire show that attracts people and it has to be a business-related feature. ITEC does that for us.

And how do you like the midwestern venue of Cleveland, Ohio, for ITEC?

We like the show being in Cleveland because we think dealers are there for a reason...to find the answers to the questions they have for their tire businesses without all the distractions. At other shows if I get 10 minutes of a guy’s time I’m lucky, and then I won’t see him again at that show, and chances are I won’t run into him either. At ITEC, everywhere you go at that show you are going to see the people you want to see, several times, in different circumstances. At the cocktail reception I saw people that I knew, or wanted to meet, from one end of the party to the other. It’s a much more intimate venue.

Retread Tire Association (RTA) selected as coordinator of retread workshop and pavilion



Harvey Brodsky

Retreaders and tire dealers are in business to make a profit. Retreaded tires can have a higher profit margin than comparable new tires. The ITEC Passenger and Light Truck Retread Workshop will study how bead-to-bead retreaded tires can be produced as a top quality high-performance product.

The workshop program will cover molds designed to accommodate the sidewall design; how non-destructive testing (Shearography, X-Ray, NDT, Differometry) will enable retreaders to have greater assurance that the tires to retread are really suitable for a full second life; environmental and federal government rules and regulations; and whether casings sold as OE passenger and light truck tires are suitable for a second life?



Additional workshop programs on commercial truck tire and OTR retreading will be announced at a later date.

Harvey Brodsky, managing director of the Retread Tire Association, is the ITEC Retread Workshop

director and also will be responsible for exhibit sales in the Retread Pavilion.

"The Retread Workshop and exhibits pavilion will be an important addition to ITEC 2012 for all retreaders who want to learn about the latest in retreading equipment and machinery, and to hear a number of interesting presentations by experts in the field of retreading and tire repair," Brodsky said.

OTAA to hold meeting at ITEC

The Ohio Tire & Automotive Association (OTAA) will hold its 2012 annual meeting in conjunction with ITEC at the I-X Center.

"We are excited about the opportunity of having our annual meeting in conjunction with ITEC again," said OTAA President Tom White, co-owner of Dawson/White Management, Inc. doing business as Tire Source. "The ITEC show, which includes an extensive educational program and trade show, presents an exciting venue for tire dealers. We encourage all tire dealers in Ohio to attend the ITEC show and to join us at OTAA's



annual meeting."

In addition to the meeting, the OTAA will have a registration and information table in the lobby of the I-X Center, home of the ITEC show where Ohio tire dealers can learn more about the association.

For more information about the OTAA and the group's annual meeting, contact the association at 614-221-7950.

New Aftermarket Advisory Council developing 2012 conference topics

The real experts of the tire industry are the dealers, sales people and service technicians who daily are confronted by the issues that impact the frontlines of the tire industry. ITEC has enlisted the help of some of these seasoned veterans to form the ITEC 2012 Aftermarket Advisory Council to recommend subjects and speakers for ITEC's aftermarket educational program and assist in the selection of aftermarket/distribution topics and presentations.

What's the benefit to you? The Aftermarket Advisory Council members are helping put together arguably the most comprehensive educational program in North American

tire history with one thing in mind – the success of tire dealers.

"With the experience of our returning Council members, Peggy Fisher, president of TireStamp Corp., Ron Lautzenheiser, owner of two Big O Tire stores and two Grease Monkey franchises, and Paul Hyatt, owner of Superior Tire & Auto in Canada, and the addition of the newest members to the Aftermarket Advisory Council, we are going to develop a curriculum that promises to focus on the real-world demands you face and the solutions you need to compete," said Aftermarket Conference Chairman Ray Evans.

See Aftermarket Page 6

New ideas to boost exhibit traffic

Exhibitors will be excited to see that ITEC is routing all delegate traffic through the exhibition hall for all of the activities. The conference presentations, panel discussions, special activities and drawings all must be accessed through the exhibits hall. Even the big networking cocktail reception will be on the exhibit floor. As we continue to build on the success of ITEC 2010, our plans and strategies for the 2012 event are anything but static as dozens of new ideas are being implemented to drive traffic to the exhibits floor.

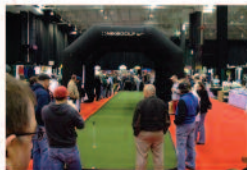
You can view the current exhibit floor and purchase your exhibit space online at www.itec-fireshow.com. Click on the navigation link: EXHIBIT BOOTH SALES



Exhibitors as of October 20, 2011



**Performance Tire Café
Fine Dining At Affordable Prices**



Long-Putt Contest



Internet Café



ITEC Demonstration Theater



**Technical Presentations
And Education Program On
Lower Level**



**Open Registration Leads
Right To Exhibit Floor**



**Food Court
outlets Right
Exhibit Floor**

- 01db-Metravib / Areva
- Akron Rubber Development Lab
- AME Intl.
- American Sealants Marketing Intl.
- Arnco
- ASA Tire Systems
- ATEQ Corp.
- BG Products, Inc.
- BKT-Balkrishna Industries Inc.
- Boschert, LLC
- Branick Industries/Hawkinson Co.
- C.A. Litzler Co., Inc.
- Central Marketing
- CIMS Inc.
- Counteract Balancing Beads Inc.
- CustomerLink Systems Inc.
- Davis-Standard, LLC
- FACTS, Inc.
- Fives North American Combustion, Inc.
- Guiding Systems
- Flitz International Ltd.
- FreedomSoft
- Haltec Corp.
- Haweka USA/Allpart Supply
- Herbert Maschinenbau GmbH & Co.
- HF Mixing Group
- Hofmann Maschinen und Anlagenbau GmbH
- International Marketing, Inc. (IMI)
- Intralox LLC
- Lakin Tire
- Liberty Tire Recycling
- McCoy Machinery Corp.
- McNeil/NRM
- Micro-Poise Measurement Systems, LLC
- Mighty Distributing System of America
- Net Driven
- NFM/Welding Engineers
- Ohio Rack Inc.
- O'Reilly Auto Parts
- Orion Engineered Carbons LLC
- Pannier Corp.
- Pioneer Industrial Systems
- Polymer Industrial Products
- QMI
- Regloplas Corp.
- Rim Guard Inc.
- Sage Automation Inc.
- SDS Systemtechnik GmbH
- Smithers Scientific Services Inc.
- Sprinter Marking
- Standards Testing Labs
- Struktol Company of America
- Sutong China Tire Resources
- Taray International Corp.
- Tekscan, Inc.
- Tire Centers, LLC
- Tire Group International
- Trelleborg Wheel Systems Americas Inc.
- Troester Machinery, Ltd.
- TSD Logistics
- Tyres International
- VMI Americas
- Wholesale Tire Distributors
- Yxlon
- Zeppelin Systems USA, Inc.

New Aftermarket Advisory Council developing 2012 conference topics



Tom White



John Kreidel



Paul Sullivan



Stu Zurcher



Paul Hyatt



Ron Lautzenheiser



Peggy Fisher



John McCarthy, Jr.

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The new Aftermarket Advisory Council members are:

Tom White is co-owner of Dawson/White Management, Inc. doing business as Tire Source, Copley, Ohio. White left Goodyear in 1991 to help start Tire Source, a collection of five independent Goodyear Tire & Automotive Service Centers in the Akron, Canton and Medina, Ohio, area. His responsibilities include the management of personnel, finance, operations, marketing, advertising and growth and expansion.

White also is president of the Ohio Tire & Automotive Association (OTAA). The OTAA will be meeting with ITEC in 2012. (See story on page 3)

John Kreidel is the CEO of Tire Factory, a Portland,

Ore.-based member-owned tire dealer cooperative with more than 200 members operating more than 250 outlets in 14 states with end user sales exceeding \$300 million. He has led over 15 business combinations or mergers in his career with his solid understanding of finance, operational integration and down-to-earth leadership style.

Paul Sullivan is the vice president and director of marketing at Sullivan Tire Co. He believes that the legacy of his late father, Robert J. Sullivan, is what has made the company a success. The business has grown from one shop in Rockland, Mass., to more than 80 locations in five states.

Stu Zurcher, the former co-owner and co-founder of “20

Group” Dealer Strategic Planning Inc., recently created and is the head of a new 20-group company, Strategic Alliance Group Inc., targeting commercial tire dealers. He is enthusiastic about ITEC and especially encouraged to hear that plans are to strengthen the commercial tire emphasis at ITEC 2012.

John McCarthy, Jr. is president of McCarthy Tire Service Co., Inc., based in Wilkes-Barre, Pa. McCarthy Tire ranked as the 11th largest commercial tire dealership in North America in 2011 with \$151 million in commercial sales. It also ranked as the 13th largest retreader of medium and heavy truck tires in North America.

Returning Aftermarket Advisory Council members are:

Ron Lautzenheiser is owner of two Big O Tire stores and two Grease Monkey franchises in Ft. Collins Colo. Lautzenheiser is a past member of the board of directors of the Tire Industry Association (TIA) and a former vice president of marketing for the former General Tire Co.

Peggy Fisher is president of TireStamp Corp., U.S. with headquarters in Troy Mich. Fisher is a former president of TIA and served on the TIA executive committee as a past president. She is past president of the Roadway Tire Co. and past president of Fleet Tire Consulting.

Paul Hyatt is owner of Superior Tire, Scarborough, Ontario, Canada. Hyatt is a past president of TIA and the first TIA president from Canada.

We're here to help!

Your ITEC staff is ready to assist you:

David Zielasko
Editor and V.P./Publisher
Tire Business
Publisher
Rubber & Plastics News
330-865-6131
dzielasko@crain.com

Jeff Mundson
ITEC Show Manager
330-865-6169
jmundson@crain.com

Chris Harris
Aftermarket Sales Director
330-865-6108
charris@crain.com

Brent Weaver
Tire Manufacturing
Sales Director
330-865-6119
bweaver@crain.com

Pete McNeil
Exhibit Sales Representative
330-865-6109
pmcneil@crain.com

Jennifer Hazen
Exhibit Sales Representative
330-865-6117
jhazen@crain.com

Mark Holman
Exhibit Sales Representative
330-865-6118
mholman@crain.com

Brad Glazer
Exhibit Sales Representative
216-233-6943
bsgrep@aol.com

Lori DiFrancesco
ITEC Sales Assistant
330-865-6121
ldifrancesco@crain.com
www.itec-tireshow.com

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ITEC Manufacturers' Exhibitor Advisory Council goal: Improve 2012 show



Brent Weaver

Arie Kroeze

Ramona Ayers

Brent Weaver, ITEC's tire manufacturing sales director, wants to let potential exhibitors know that ITEC has put together a council to help make ITEC's manufacturing program and exhibits bigger and better than ever before.

The first meeting of the ITEC 2012 Manufacturers' Exhibitor Advisory Council was held at the end of July and the members, Ramona Ayers from Struktol and Mike Slone representing Arie Kroeze from VMI included discussions on the following topics:

- What can be done to make the ITEC 2012 experience even more beneficial to exhibitors and attendees.
- Ideas to encourage attendees/key customers to attend the show.
- Ideas on presentations that touch every facet of tire manufacturing including wheels, modeling / suspensions and OE issues.
- Organizing a panel to discuss the new tire labeling laws.

- Having a panel on the Toxic Substance Control Act (TOSCA) to discuss the rules and regulations, especially from an international perspective.

"We have discussed these suggestions with Harold Herzlich, ITEC's tire manufacturing conference chairman, and he is in favor of including the presentations and panels in the 2012 program," Weaver said.

"I am looking for two or three additional exhibitors to serve on the panel. The panel meets roughly every two months by conference call that lasts no more than 90 minutes. If you are interested, please call me at 330-865-6119, or email me at bweaver@crain.com," Weaver said.

The panel members to date are:

Arie Kroeze, a 21-year veteran of Dutch rubber machinery manufacturer VMI Group. He became president and CEO of VMI Americas Inc. July 1, 2009.

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Luchini, Majors, Labuda and Mowdood join Harold Herzlich in leading manufacturing conference program development



Harold Herzlich



Sy Mowdood

Harold Herzlich, former director of tire engineering and product safety at Pirelli Armstrong, has been ITEC's tire manufacturing conference chairman since 1994.

Since the introduction of ITEC, he personally has been responsible for soliciting more than 550 carefully vetted papers covering valuable technical insights into tire development and tire manufacturing.

Herzlich, the heart of ITEC for years, has enlisted a team of tire experts to serve on the ITEC Tire Manufacturing Advisory Council.

These individuals will help Herzlich recommend subjects and speakers for ITEC's manufacturing educational program and assist in the selection of technical and manufacturing topics and presentations.

The ITEC 2012 Tire Manufacturing Advisory Council members are:

John Luchini, a former president of the Tire Society and recently retired as the principal research scientist at Cooper Tire & Rubber Co. in Findlay, Ohio.

Sy Mowdood, retired R&D design engineer with Pirelli Tire, and a consultant to Pirelli Tire, residing in Akron, Ohio.

Raymond Labuda, vice president of tire technology at Hankook Tire America, at its research facility in Uniontown, Ohio.

Doug Majors, director of product support at Sumitomo Rubber Industries in the Los Angeles office.

"The ITEC 2012 Tire Manufacturing Advisory Council gives us the best combination of experience blended with hard science and technology in helping select the best combination of papers and presentations that are compatible with our attendees search for that 'better way' to manufacture tires for today and into the next decade," Herzlich said.

Why ITEC continues to be the best value in the tire industry

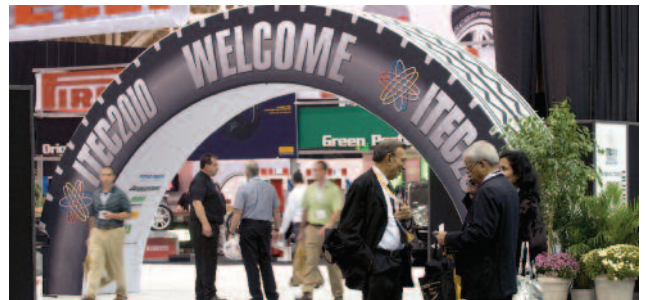
No Charge – for tire dealers, distributors, manufacturers and suppliers to the tire industry to visit the exhibit hall all three days and participate in all the panel discussions on the exhibit floor. The exhibits-only registration after Sept. 14, 2012, will be \$50.

For \$35 – tire dealers, distributors, manufacturers and suppliers to the tire industry can attend the educational presentations on the day selected. In addition, there is no charge to participate in all the panel discussions on the exhibit floor all three days and **there is no charge to visit the exhibit floor all three days**. After Sept. 14, 2012, the single-day technical presentations registration will be \$75.

For \$50 – tire dealers, distributors, manufacturers and suppliers to the tire industry can attend all three days of the more than 100 educational presentations and in-depth seminars, in addition to the content-rich panel discussions. **Plus free access to the exhibit floor all three days**. This full conference registration will be \$100 after Sept. 14, 2012.

All registrations include:

- **Three days of visiting with hundreds of exhibitors and other related activities**
- **Wednesday's complimentary cocktail reception, refreshments and other sponsored events**
- **All interactive panel discussions, special presentations and demonstrations on the show floor**
- **Opportunities to win ITEC daily drawings and other sponsored prize drawings**
- **On Thursday, Sept. 19, everyone who attends ITEC will receive:**
 - Free Parking – an \$8.00 value
 - Vouchers for \$15 redeemable for food and beverage at the I-X Center
 - Inclusion in Thursday's ITEC 2012 Grand Prize drawing



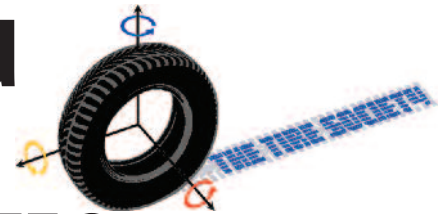
ITEC Manufacturers' Exhibitor Advisory Council goal: Improve 2012 show

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Kroeze, who has worked with VMI Americas since 1999, has filled many positions within the VMI Group, both in the Netherlands and the U.S. His background is in mechanical engineering, and he has worked within VMI in scheduling, as a project manager and as a project director.

Ramona Ayers has been actively involved in the rubber industry for 23 years with Struktol Company of America, a global industry leader in processing additives for the rubber, plastics, PVC and WPC industries. She has been involved in sales, marketing and customer service. Her responsibilities include coordinating product specific literature, trade show exhibits, advertising, website design and maintenance.

Tire Society to hold 2012 meeting in conjunction with ITEC



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Committee of the Tire Society and ITEC show management are working together to add an exhibits pavilion tailored to Tire Society attendees' interests in research topics such as new measurement technologies, simulation, data management and visualization. The agenda will provide time for attendees to walk through exhibits and to see presentations covering the state of the art of tire technology, from tire science research all the way through manufacturing, distribution, and recycling," Moseley said.

David Zielasko, publisher of *Rubber & Plastics News* and editor/VP publisher of

Tire Business, said: "Over the last 30 years, the Tire Society has brought scientists together annually to review new technology that can be applied to tire analysis and design. These two conferences will include a mix of application-oriented presentations, scientific reviews and reports on scientific research. By developing a stronger relationship with the Tire Society, we hope to create a unique tire industry forum that will provide greater value to the attendees of both events."

The Tire Society is an Ohio not-for-profit corporation with worldwide membership, whose charter is to increase and disseminate knowledge as it per-

tains to the science and technology of tires. In addition to its annual conference, the Tire Society publishes the peer-reviewed journal, *Tire Science & Technology*, on a quarterly basis. The Tire Society will also continue to rely on the Rubber Division of the American Chemical Society for office administration.

**The
of University
Akron**

The University of Akron's Tire Mechanics Short Course for 2012 will be held concurrently with the ITEC program, Sept. 18-20, 2012, at the I-X Center, Cleveland, Ohio.