

# The OTR Conference is Returning to the East Coast!

*Registration is now open for the  
63rd Off-the-Road Tire Conference  
February 21-24, 2018*



**Sawgrass Marriott Golf Resort & Spa**  
Ponte Vedra Beach, FL  
*34 miles from Jacksonville International Airport.*

**Room Rate:** Run of House \$210, plus reduced resort fee of \$13 per night.

Conference registration required, prior to reserving a room, **NO EXCEPTIONS!** A special reservation link will be provided once registration is received and payment processed. One room per registered delegate.

Group Room Block Expires: January 12, 2018



## TENTATIVE SCHEDULE

### WEDNESDAY, FEBRUARY 21, 2018

12:00 p.m. - 8:00 p.m. Conference Registration  
2:00 p.m. - 5:00 p.m. General Session  
5:00 p.m. - 8:00 p.m. Kick-Off Gathering—Featuring Supplier Sponsored Tabletop Displays

### THURSDAY, FEBRUARY 22, 2018

6:30 a.m. - 8:00 a.m. Breakfast & Conference Registration  
8:00 a.m. - 11:00 a.m. General Session  
12:00 p.m. - 6:00 p.m. Golf Tournament & Happy Hour  
**Leisure Programs:**  
*St. Augustine Historical Tour*  
*Deep Sea Fishing*  
*Paint Party*  
**Mix & Mingle Reception**

### FRIDAY, FEBRUARY 23, 2018

7:00 a.m. - 8:30 a.m. Breakfast  
8:30 a.m. - 12:00 p.m. General Session  
12:00 p.m. - 2:00 p.m. Networking Social—Featuring Supplier Sponsored Tabletop Displays  
**Consecutive Breakout Sessions**  
**Cocktail Reception**  
**Friday Night Finale**

### SATURDAY, FEBRUARY 24, 2018

7:30 a.m. - 9:30 a.m. **Farewell Breakfast**

**[www.tireindustry.org](http://www.tireindustry.org)**  
*On-line registration to open soon.*

*Sponsorships available, for information contact  
LaKisha Pindell at [lpindell@tireindustry.org](mailto:lpindell@tireindustry.org).*

# 2018 OTR CONFERENCE

# Leisure Programs

THURSDAY, FEBRUARY 22, 2018



## St. Augustine Historical Tour

**\$100 per person; 11:30 a.m. – 5:00 p.m. (Box Lunch Included)**

Get ready for a fun and exciting afternoon in St. Augustine, the oldest city in America.

Your tour of the city will include such sites as the Mission of Nombre de Dios, birthplace of Christianity on this continent. When you arrive at the Castillo de San Marcos, you will be invited to step off for a few moments to walk around this fort which is the oldest of our national monuments. Next, your group will see the heart of the city with its magnificent Spanish Renaissance architecture. In the late 19th century when oil baron Henry Morrison Flagler was past the mortality age of the day, he left Standard Oil in the hands of John D. Rockefeller and headed to Florida. Flagler spared no expense as he turned the little town of St. Augustine into a destination for the rich. Flagler developed land and built railroads in Florida, establishing agriculture and tourism as the state's leading industries. After hearing his complete life story, you can pay your respects to Mr. Flagler when you visit his mausoleum behind the college named for him.

Now that you know the more than 400 years of history in the area, let's celebrate with shopping! St. George Street, a shopping "mecca" well-known as a pedestrian walking street with over 240 gift shops, ice cream parlors, and restaurants, is just four short blocks long. Choose to get something to eat, shop, or just relax until it's time to board the coach once more for your return trip.

### St. Augustine Tour timeline:

11:30 a.m.	Buses to depart Sawgrass Marriott
11:30 a.m. – 12:15 p.m.	Buses to drive to St. Augustine
12:15 p.m.	Tour begins
12:15 p.m. – 3:15 p.m.	St. Augustine Historical tour
3:15 p.m. – 4:15 p.m.	Free time for St. Augustine tour
4:15 p.m. – 5:00 p.m.	Return to Sawgrass Marriott

## Quotes on Canvas Paint Party

**\$50 per person; 1:00 p.m. – 4:00 p.m.**

Join in, for an afternoon of painting laughter and fun! Find your inner Picasso, with step-by-step guidance and direction, from a seasoned talented artist. All age's welcome and no prior experience is required!

Create your very own personalized quote on canvas.

Refreshments, canvas, supplies and instruction provided.

A masterpiece created by you.....yours to design & take home too!



# 2018 OTR CONFERENCE

# Leisure Programs

THURSDAY, FEBRUARY 22, 2018



## Deep Sea Fishing

**\$175 per person; 11:30 a.m. – 6:15 p.m. (Box Lunch Included)**

Cruise offshore to catch the big one! Enjoy a half day of this fun-in-the-sun activity... and come back with dinner! Vessel offers extreme trolling action offshore for sailfish, wahoo, king mackerel, dolphin (mahi-mahi), or even a tremendous blue marlin. For the bottom-fishing enthusiast, we offer a chance at genuine red snapper, vermillion snapper, pink snapper, grouper, triggerfish, amberjack, and cobia.

This 70 foot long vessel is licensed to carry 61 passengers. She is powered by twin 800 horsepower, 3406 caterpillar engines, and cruises up to 18 knots. She has two heads with running water. A nice feature of the SEA LOVE II is the sun deck which offers a great view of the ocean and all the fishing action. Two mates and a licensed captain will attend to all your fishing needs aboard.

Upon completion of fishing trip. You'll have a few drinks at the Conch House.

### Deep Sea Fishing Charter timeline:

11:30 a.m.	Buses to depart Sawgrass Marriott
11:30 a.m. – 12:15 p.m.	Buses to drive to St. Augustine
12:30 p.m.	Deep Sea Charter begins
12:30 p.m. – 4:30 p.m.	Fishing Charter
4:45 p.m. – 5:30 p.m.	Drinks at Conch House
5:30 p.m. – 6:15 p.m.	Return to Sawgrass Marriott



## Golf Tournament & Happy Hour – The Players Stadium Course

**\$255 per person (Inclusive of Fore Caddy Fees), Club Rental \$75; 12:00 p.m. – 6:00 p.m.**

THE PLAYERS Stadium Course, beautiful, challenging, and immaculately manicured. A perfectly balanced game experiences like no other.

Named one of the Top 50 Golf Courses in the World by *GOLF Magazine*, THE PLAYERS Stadium Course is revered as the home of one of professional golf's most prestigious competitions—THE PLAYERS Championship. Opened in 1980, the course was built to challenge the pros like no other golf course had done before, and become the first true "Stadium Course" to provide an unprecedented experience for spectators. With its contoured fairways and confounding angles, Pete Dye's masterpiece left players wide-eyed with wonder...and over 30 years later, it still does.

Face the same challenges that have tested the skill and resolve of the game's greatest players—including the formidable par-3 17th "Island Green"—one of the world's most photographed holes, and arguably the signature hole for the entire sport of golf.

Happy Hour immediately following tournament.



# Registration Form

## CONFERENCE REGISTRATION FEES

	Member*	Non-Member
Delegate Registrant	\$445	\$745
Guest (includes breakfast)	\$375	\$675
Child (under 18)	\$155	\$455

\*Must be a member in good standing to receive member rate.  
Registrations processed with lapsed membership, will be reclassified to non-member status and charged accordingly.

## LEISURE PROGRAM FEES

Thursday, February 22		
Golf (inclusive of Fore Caddy fees)	\$255	
Club Rental	\$75	
Deep Sea Fishing	\$175	
Paint Party	\$50	
St. Augustine Historical Tour	\$100	



Ponte Vedra Beach, FL

Sawgrass Marriott Golf Resort &amp; Spa

February 21-24, 2018

Registration is for the Conference only. Once registration payment is processed, you'll receive a reservation link to secure lodging. One room per registered delegate permitted.

**Delegate Registration** includes all conference activities with exclusion of leisure programs. **Guest/Child Registration** have limited access to meal functions only. Guest must be registered in order to attend events. No exceptions. Please email [cedson@tireindustry.org](mailto:cedson@tireindustry.org) if a **Group Registration Form** is needed. **Registrations received after January 2, 2018 will not appear in Conference Directory or app. Please enter names and job titles as you would like them to appear in conference materials.**

**Delegate Registrant:** \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Golf — Club Rental  Left  Right

Deep Sea Fishing  Paint Party  St. Augustine Historical Tour

**Guest:** \_\_\_\_\_

Golf — Club Rental  Left  Right

Deep Sea Fishing  Paint Party  St. Augustine Historical Tour

**Child:** \_\_\_\_\_

Golf — Club Rental  Left  Right

Deep Sea Fishing  Paint Party  St. Augustine Historical Tour

Grand Total of Registration and Leisure Program Fees ..... \$ \_\_\_\_\_

List Golf pairing request: \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country (Other than US) \_\_\_\_\_ Postal Code \_\_\_\_\_

Emergency Contact: \_\_\_\_\_ Relationship: \_\_\_\_\_ Phone: \_\_\_\_\_

Dietary Restrictions:  Vegan  Vegetarian  Gluten Free  Other \_\_\_\_\_

**Registration fee forfeited for cancellations received after January 2, 2018.**

Check (Make payable to TIA)  VISA  MasterCard  AMEX      **Total amount due: \$** \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_ Card Holder Signature: \_\_\_\_\_

Electronic Signature:  Checking this box represents my electronic signature and payment authorization.

*Disclaimer: By submitting my registration I agree to abide by the conference rules as outlined..... regarding fees, payments, deadlines, etc. "I allow payment for all changes and additions to the card provided at purchase."*

## MAIL

Tire Industry Association  
1532 Pointer Ridge Place, Suite G  
Bowie, Maryland 20716-1883 USA

## PHONE

301-430-7280, ext. 104  
800-876-8372, ext. 104 (U.S. only)

## FAX

301-430-7283

## WEB

[www.tireindustry.org](http://www.tireindustry.org)

## EMAIL

[lpindell@tireindustry.org](mailto:lpindell@tireindustry.org)

Registration Packets will be available for pick-up on-site, at the conference. Badges will not be mailed in advance.

**PLEASE NOTE:** Private meetings and engagements are not permitted during scheduled events. Photos, video taping, or audio taping of conference sessions is prohibited.

**Photo and Video Release:** The Tire Industry Association (TIA) and its legal representatives retain the right and permission to publish, without charge (fees, royalties, or other compensation), photographs and video taken during the aforementioned event. These photographs and video may be used in publications (including electronic), press, or in audio-visual presentations, promotional literature, advertising, or in other similar ways to promote the TIA.