

THE 37TH ANNUAL CONVENTION & MEGA TRADE SHOW

*featuring the
TIA ENVIRONMENTAL SYMPOSIUM
with Environmental Exhibits*



ATTENDEE BROCHURE

OCEAN CITY CONVENTION CENTER
OCEAN CITY, MARYLAND

SEPTEMBER 30 – OCTOBER 2, 2010

MESSAGE FROM THE WMDA PRESIDENT

Greetings!

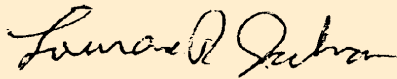
On behalf of the WMDA and SSDA-AT, we would like to extend to you a personal invitation to join us in Ocean City, Maryland, for the **37th Annual Convention and Mega Trade Show**.

You can help make this year's convention and trade show another big success. Check out the educational seminars! Come join us at the Breakfast Awards Ceremony! Enjoy great food and music at our beach bash Welcome Reception at Seacrets! Get out on the links for a round of golf at Rum Pointe golf course. Enjoy some good old-fashioned hospitality at the Hospitality Suites, and make sure to save room for the crabs, shrimp, and ribs at the Seafood Feast at Higgins Crab House North! There is something for everyone – from the young to the young at heart – we just need YOU to make it the best show ever.

And, we've added something new this year! The Tire Industry Association (TIA) is presenting a two-day educational program in conjunction with the Annual Convention & Mega Trade Show, which will feature environmental exhibits. TIA's Environmental Symposium, Getting Green, will explore what it means for the tire industry as a whole and for its businesses from manufacturing to retailing to recycling.

We look forward to seeing you and your family in Ocean City!

Sincerely,



Larry Jackson
WMDA President



SCHEDULE AND SEMINAR DESCRIPTIONS

THURSDAY, SEPTEMBER 30

9:00 a.m. – 2:00 p.m.

Golf Tournament at Rum Pointe Seaside Golf Links

Join us at Rum Pointe Seaside Golf Links for a day of fun in the sun. Scramble format, 10:00 a.m. shotgun start. Continental breakfast, lunch, drink tickets and goodie prize included. Club rental available by request. The cost is \$160.00 per golfer.

3:00 p.m. – 4:30 p.m.

SSDA-AT Board of Directors Meeting

4:30 p.m. – 5:30 p.m.

Legislative Workgroup

The Legislative Workgroup has historically been an excellent venue for the sharing of legislative information at both the state and federal level. Attendees typically represent state and national associations, state and federal agencies, advocacy organizations and the occasional attorney will also be present. Topics are open to any issue that will impact gasoline retailing and automotive repair and run the gamut from environmental regulations to tax and highway issues to supplier relationships.

Speakers: Panel TBA

7:00 p.m. – 10:00 p.m.

Welcome Reception/Jamaican Beach Party at Seacrets

Experience Ocean City's home of the true Jamaican Party at Seacrets! DJ, heavy hors d'oeuvres, open bar, games and prizes. Come dressed in your favorite beach attire. Tickets are available at \$45.00 per person.

FRIDAY, OCTOBER 1

8:00 a.m. – 8:30 a.m.

Federal PAC Breakfast

8:00 a.m. – 8:30 a.m.

TIA Goes Green

The Tire Industry Association, long a leader in tire and rubber recycling, broadened its scope this year with the creation of the Environmental Advisory Council (EAC). In this opening session, EAC Co-Chair Dick Gust and TIA President Wayne Croswell will introduce this new program and the EAC's plans to bring you the products, services, and programs to help you institute various green measures and increase your profits. Learn how TIA's EAC can provide the resources you need to build your own team to work towards environmental responsibility in your operation.

Speakers: **Dick Gust**
Co-Chair, Environmental Advisory Council
Wayne Croswell
President, Tire Industry Association

8:30 a.m. – 9:15 a.m.

Orange Is the New Green

Yokohama Tire Corporation's Dan Guiney will lead off the Symposium's opening session with a look at how Yokohama's use of an alternative renewable material – orange oil – reduces their environmental footprint without compromising product performance. Yokohama's orange-oil infused technology (first developed for racing tires) combines sustainable oil from orange peel and natural rubber to dramatically cut the use of petroleum. Hear how Yokohama has incorporated this technology together with a unique inner liner to produce a breakthrough passenger tire that is 80% petroleum-free, has superb grip, and saves gas. Learn more about these eco-friendly tires and

Yokohama's Green Initiative – an overall company campaign to produce world-class products while protecting the environment, beginning with the design of environmentally-friendly products and manufacturing with zero emissions.

Speaker: **Dan Guiney**
Director of Technical Services
Yokohama Tire Corporation

9:30 a.m. – 10:15 a.m.

Environmental Best Practices for the Tire and Service Station Dealer

Today, it's not enough to be on the best corner and be competent; you have to be fast, clean, and environmentally friendly. Atlanta, Georgia-based Sierra Piedmont, Inc. brings two leading automotive service experts to show you how. In this high-charged session, the pair will discuss environmental best management practices drawn from their experience serving thousands of retail automotive facilities over the past 15 years. This presentation will allow you to create an improved environmental image, protect profits, and it may be THE competitive differentiator you're looking for.

Speakers: **Scott Pate**
President/CEO
Sierra Piedmont, Inc.
Debbie Strawhand
Auto Services Program Manager
Sierra Piedmont, Inc.

10:15 a.m. – 11:00 a.m.

Michelin and Sustainability

Today, through the combined efforts of car makers, engine builders, and tire manufacturers, new vehicles are less and less polluting. For tire maker Michelin, this commitment to the environment is carried out through the company's sustainable mobility program. Michelin's Don Baldwin will take you through the activities that support Michelin's sustainable transportation and freight movement. These include the operation of Michelin's manufacturing plants to limit their impact on the environment, as well as control of the materials and suppliers the company uses. Also, it will explore how Michelin encourages the design and performance of its products to incorporate characteristics to reduce fuel usage and emissions and how the company looks for recycling and other end of life activities for its products to reduce the overall impact on the environment.

Speaker: **Don Baldwin**
Product Marketing Manager
Michelin North America

11:00 a.m. – 11:30 a.m.

WMDA Board of Directors & Membership Meeting

11:15 a.m. – 12:00 Noon

Maryland Scrap Tire Program: Tire Stockpile Cleanups and Recycled Tire Market Development Efforts

A presentation of the Maryland Scrap Tire Program's efforts to eliminate tire stockpiles throughout the state and to develop and grow markets for recycled tires through demonstration projects, including rubber asphalt paving, playground and walking path installations, green roofs, and other beneficial uses of scrap tires.

Moderator: **Allan Lassiter**
Waste Tire Program Manager
Virginia Department of Environmental Quality
Speaker: **James Woods**
Associate Engineer
Maryland Environmental Service

11:30 a.m. – 12:00 Noon

General Membership Meeting

12:00 Noon – 1:00 p.m.

Grille on the Bay

Behind the Ocean City Convention Center

Take in the beautiful views of the Chesapeake Bay while enjoying a delicious three-course lunch served on the bayside terrace of the Convention Center.

1:00 p.m. – 2:00 p.m.

Thinking Inside the Box – Maximizing Profits

This one-hour workshop will help you maximize your C-store profits through operational efficiencies, and show you how to get the most out of your “box” in this challenging economic environment.

Speaker: **Fazal Sirhandi**
Convenience Marketing and Consulting, Inc.

1:00 p.m. – 2:00 p.m.

Internet Marketing for Repair Facilities

More people are using the internet to find repair businesses than ever before. Find out how to keep your shop on the “front page,” and learn how to market your shop on the internet.

Speaker: **Christopher Sewell**
Google

1:00 p.m. – 2:30 p.m.

Greening Highways Means Saving Money and the Environment

A panel of asphalt rubber experts will present information on the most common methods of using end-of-life tires as a beneficial engineering material in asphalt pavements, including the benefits of using scrap tire rubber as a thin friction course surfacing on aged concrete, the performance of rubberized asphalt in New Jersey, and manufacturing and placing rubberized asphalt to achieve green pavements and black budgets. This is a great opportunity for tire dealers, rubber recyclers, and public works officials to meet with, and learn from the leading experts experienced in all aspects of rubber pavement technology. Learn how you can play a role in making scrap tire rubber a key part of achieving sustainable and eco-friendly pavements in your community.

Moderator: **Doug Carlson**
Vice President of Asphalt Products
Liberty Tire Recycling

Speakers: **Cliff Ashcroft**
Vice President
FNF Construction
Tom Bennert
Senior Research Engineer
Rutgers Center for Advanced Infrastructure
and Transportation
Bob Sauber
Supervising Engineer
New Jersey Department of Transportation

2:00 p.m. – 4:00 p.m.

Murf's Turf Town Hall Meeting

Murf's Turf Town Hall Meeting continues its long tradition as a forum for industry experts to discuss the latest issues and challenges facing our businesses today. You'll want to be sure not to miss this important program.

2:45 p.m. – 3:30 p.m.

Superfund Issues Affecting the Tire Industry

The federal Environmental Protection Agency (EPA) recently notified over 100 tire dealers in Kentucky, Ohio, and West Virginia that they may be liable for clean-up costs from a 2006 tire fire at the former Cooksey Brothers Landfill in Ashland, Kentucky. This is the fourth time in the last two years that EPA has sought to recover cleanup costs from tire dealers and others business under the “Superfund” program. The Superfund law has potentially severe legal and monetary consequences for tire generators, collectors, recyclers, and disposers of scrap tires. Get briefed on the current status of Superfund liability for tires, oil, and other discarded automotive materials. Hear some case

histories and possible resolutions to legal challenges the tire industry faces from Superfund determinations.

Speaker: **Gary R. Letcher, Esquire**
Law Office of Gary R. Letcher, PC

3:30 p.m. – 4:00 p.m.

Separating Myths from Facts Concerning the Use of Recycled Rubber Products

Environmental activists and others continue to perpetuate myths and misconceptions concerning the use of recycled rubber in various rubber-based products. Industry advocacy groups, associations, and leading tire recycling companies are launching proactive campaigns to bring the facts to the forefront and reveal how study after study has concluded that the use of crumb rubber in products such as synthetic turf or playground surfaces poses no health or environmental risk. If you want to know more about the scientific, performance, and environmental facts concerning recycled rubber products, don't miss this workshop.

Speaker: **Mike Wezel**
Vice President Sales & Marketing
Liberty Tire Recycling

4:00 p.m. – 7:30 p.m.

Grand Opening of the Mega Show Ribbon Cutting Ceremony

8:30 p.m. – 11:30 p.m.

Hospitality Suites at Clarion Resort Fontainebleau Hotel

Meet and network with suppliers and your industry peers in an informal, relaxed atmosphere.

SATURDAY, OCTOBER 2

7:45 a.m. – 10:00 a.m.

Awards Breakfast

Harry T. Murphy Customer Service Contest Awards Presentation at Clarion Resort Fontainebleau Hotel

9:00 a.m. – 9:45 a.m.

What Dealers Can and Should Do to Become Greener

Bridgestone has made environmental practices an integral part of its everyday retail business. While it's easy to embrace the concept of a “green shop,” it's not as easy to know which practices offer the best opportunities to reduce the environmental impact of typical tire, battery, and automotive service facilities. This presentation draws upon practical approaches to understanding air, water, solid, and hazardous waste impacts in a retail facility and how to reduce them (especially considering cost, secondary effects, and energy and greenhouse gas implications). Discover how these successful approaches can help you help your customers go green.

Speaker: **John Sheerin**
Retail Environmental Director
Bridgestone Retail Operations, LLC

10:00 a.m. – 10:45 a.m.

One Team, One Planet:

Thinking Green for a Better Tomorrow

Bob Handlos will discuss how Bridgestone Americas is taking a leadership role in environmental outreach and programs under a global initiative called “One Team, One Planet.” Mr. Handlos will highlight why being “green” isn't just the right thing to do; it also makes good business sense.

Speaker: **Bob Handlos**
Vice President, Product Development
Bridgestone Americas Tire Operations

10:15 a.m. – 11:30 a.m.

Maryland Department of Environment (MDE) – Daily Inventory Reconciliation

This class is a must for anyone who has underground storage tanks for petroleum products. Don't let any of your locations become a liability that could cost you millions of dollars! Send your location managers to this seminar to learn:

- Basic Areas of the MDE Compliance Outline
- What MDE looks for in Significant Operational Compliance (SOC's Spill, Overfill, Corrosion Protection, Release Detection and Financial Responsibility)
- Testing Requirements (annually or other)
- Importance of Daily Inventory Reconciliation

Speaker: **TBA**
*Oil Control Program
Maryland Department of the Environment*

10:15 a.m. – 11:30 a.m.

Improving Wheel Retention – The Facts on Torque

It doesn't matter what type of automotive service you provide. If you remove the tire and wheel assembly from the vehicle for any reason, it becomes a candidate for a wheel-off accident. For years, the solution has focused on proper torque, so the industry has developed a number of different methods for applying it to fasteners. From the impact wrench with a torque limiting adaptor to the standard torque wrench, technicians use a number of tools and techniques to tighten the lug nuts. This seminar will examine the role that torque plays in wheel retention and will outline the procedures for ensuring that the correct clamping force is created after the lug nuts are tightened. Every shop owner, manager, and tech must understand the consequences of a sub-standard wheel torque program, so don't miss this seminar.

Speaker: **Kevin Rohlwing**
Tire Industry Association

10:15 a.m. – 11:30 a.m.

Profit Spike System: Proven Profit Building

The Profit Spike System enables you to grow your business, at speed and with a degree of control and a degree of competency that you probably never heard about before, let alone witnessed. The system is based on four key factors, **Attract, Convert, Leverage, and Retain**. Attract them; convert them from suspect, into prospect, from prospect into customer, from customer into raving fan. Each attendee will receive a copy of Kereakos Zuras's book, "How to Succeed When Everyone is Failing."

Speaker: **Kereakos Zuras**
Author

10:45 a.m. – 11:30 a.m.

Eco-Friendly Tire and Auto Care

If your job or company's operation doesn't revolve around environmental protection, what can you do to be green? You may even ask what exactly "green" is anyway. If you are not totally certain how to get going on going green – or if you are not clear exactly what this subject has to do with your tire and auto service operation – don't miss this session. Curry's Auto Service, Inc., with five locations in Virginia, has a list of ideas and an impressive track record in eco-friendly operations. Curry's recycles almost everything that comes in the door – oils, antifreeze, chemicals, refrigerants, metals, tires, coffee cups, paper, and more. The shop has also partnered with national and community-based environmental and recycling programs for everything from retail rebate coupons, to hybrid vehicles, to alternative fuels, to consumer education on reducing emissions and increasing gas mileage. From basic to visionary, this session has what you need to start your own green program.

Speaker: **Matt Curry**
*President
Curry's Auto Service, Inc.*

11:30 a.m. – 3:30 p.m.

Mega Trade Show

3:15 p.m.

Grand Prize Drawings

3:30 p.m. – 5:00 p.m.

Environmental Networking Reception

The reception provides the perfect setting to meet new business partners, visit with colleagues, and reconnect with former acquaintances (held at the Convention Center directly after the closing of the Mega Trade Show).

7:00 p.m. – 11:00 p.m.

Crab & Seafood Feast at Higgins Crab House North

Join us for a fun-filled evening of music, dancing, friends, and all of the Maryland Blue Crabs and seafood you can eat!

All events take place at the Ocean City Convention Center unless otherwise specified.

Program schedule and speakers subject to change.

WMDA sessions listed in red.

Environmental Symposium sessions listed in green.

HOTEL INFORMATION

Clarion Resort Fontainebleau Hotel
10100 Coastal Highway
Ocean City, MD 21842

WMDA Member Rates (Single/Double):

Double/Double	\$139.00	1 Bedroom Condo	\$159.00
Executive King	\$159.00	2 Bedroom Condo	\$184.00
Studio King	\$169.00	3 Bedroom Condo	\$299.00
Cabana	\$187.00	<i>All rates per night plus tax.</i>	

**Make reservations by calling 1-800-638-2100. The cut-off date is September 13, 2010.
Mention WMDA/The Mega Show to receive Convention Room Rate.**

ANNUAL CONVENTION & THE MEGA SHOW

REGISTRATION FORM

SEPTEMBER 30 - OCTOBER 2, 2010 • Ocean City Convention Center • Ocean City, Maryland

WEEKEND REGISTRATION RATE*

Includes Meal Functions, The Mega Show, All Educational Seminars, Association Events and Hospitality Suites

Fee/Per Person:

- \$225.00/Member
- \$175.00/Spouse/Guest/Employee
- \$115.00/Children (14 & under)

Welcome Reception at Seacrets Restaurant
 Continental Breakfast – Friday & Saturday
 Legislative Workgroup
 Board of Directors Meeting
 Membership Meeting
 Grille on the Bay
 Educational Seminars – Friday & Saturday
 Murf's Turf Town Hall Meeting
 The Mega Show
 Hospitality Suites at Clarion Resort Fontainebleau Hotel
 Awards Breakfast
 Crab/Seafood Feast at Higgins Crab House North

SATURDAY REGISTRATION RATE*

Fee/Per Person:

- \$125.00/Member
- \$85.00/Spouse/Guest/Employee
- \$75.00/Children (14 & under)

Continental Breakfast
 Educational Seminars
 The Mega Show
 Awards Breakfast
 Crab/Seafood Feast at Higgins Crab House North

REGISTRATION FEES*

Member

_____ x \$ _____ = \$ _____

Spouse/Guest/Employee

_____ x \$ _____ = \$ _____

Children (14 & under)

_____ x \$ _____ = \$ _____

Total Registration Fees \$ _____

INDIVIDUAL TICKETS*

Golf Tournament† (before September 10)
 # _____ x \$160.00 = \$ _____

Welcome Reception at Seacrets Restaurant
 # _____ x \$45.00 = \$ _____

Continental Breakfast – Friday
 # _____ x \$15.00 = \$ _____

Legislative Workgroup
 # _____ x \$25.00 = \$ _____

Educational Seminars – Friday & Saturday
 # _____ x \$30.00 = \$ _____

Educational Seminars – Friday Only
 # _____ x \$15.00 = \$ _____

Educational Seminars – Saturday Only
 # _____ x \$15.00 = \$ _____

Grille on the Bay
 # _____ x \$30.00 = \$ _____

The Mega Show
 # _____ x \$10.00 = \$ _____

Murf's Turf Town Hall Meeting
 # _____ x \$15.00 = \$ _____

Hospitality Suites at Clarion Resort Fontainebleau Hotel
 # _____ x \$15.00 = \$ _____

Continental Breakfast - Saturday
 # _____ x \$15.00 = \$ _____

Awards Breakfast
 # _____ x \$25.00 = \$ _____

Crab/Seafood Feast at Higgins Crab House North
 # _____ x \$45.00 = \$ _____

Total Individual Tickets \$ _____

*Non-Member Rates are 50% higher.
 †Golf Tournament is NOT included in Registration Packages.

FRIDAY REGISTRATION RATE*

Fee/Per Person:

- \$99.00/Member
- \$59.00/Spouse/Guest/Employee
- \$49.00/Children (14 & under)

Continental Breakfast
 Legislative Workgroup
 Board of Directors Meeting
 Membership Meeting
 Grille on the Bay
 Educational Seminars
 Murf's Turf Town Hall Meeting
 The Mega Show
 Hospitality Suites at Clarion Resort Fontainebleau Hotel

**Please return completed form
and payment to:**

WMDA
1532 Pointer Ridge Place, Suite G
Bowie, MD 20716

or fax to: 301-390-3161

**For additional information,
please call 301-390-0900
or visit www.wmda.net**

ATTENDEE INFORMATION (PLEASE PRINT OR TYPE)

Attendee Name: _____
 Spouse/Guest/Employee Name: _____
 Child/Children Name(s) 14 & under: _____
 Please List Golf Partners: _____
 Business: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Fax: _____ E-mail: _____

I am interested in attending TIA Environmental Symposium Educational Sessions (No additional cost applies)

PAYMENT INFORMATION

Check Enclosed (Payable to WMDA) Bill my credit card: Visa MasterCard American Express Exp. Date: _____
 Zip Code of Billing Address for Charge Card: _____
 Registration Total: \$ _____ Account # _____ CVV Code: _____
 Individual Ticket Total: \$ _____ Account Name (print) _____
Total Balance Due: \$ _____ Signature _____