



NEWSLETTER

May 2022

Please forward our Tire Society newsletters to any colleagues and friends you think might be interested in learning more about the Tire Society and our mission to increase and disseminate knowledge of the science and technology of tires.

Theme: New Horizons in Tire Evaluation

Speakers are announced for 2022 Tire Society Conference

The [Tire Society](#) is pleased to announce that **Alexis Garcin, Chairman and President, Michelin North America** will keynote this year's [41st Conference on Science and Technology](#), to be held September 12th and 13th. Since 2019, Mr. Garcin has been responsible for coordinating all activities of Michelin in North America, with more than \$8 billion in sales and approximately 22,500 employees across Canada and the United States.

Mr. Garcin began his Michelin career in 2002 as sales director of the car dealer channel in France and progressed through several sales and retail management positions. From 2011 through 2017, he served as Michelin's worldwide strategic marketing director for the truck and bus division and most recently led the global long-distance transportation business line.

He holds a degree in Economical Sciences from University Lumière in Lyon, France, and Saint-Etienne Business School in France, where he earned a master's degree in Business and Management. Mr. Garcin serves on the board of the United States Tire Manufacturers Association (USTMA).



Alexis Garcin, Chairman and President, Michelin NA

This year's Plenary Lecture will be delivered by **Tracey Norberg, Senior Vice President & General Counsel, US Tire Manufacturers Association**. USTMA members operate manufacturing facilities in 17 states, employ nearly 100,000 workers and generate annual sales of more than \$27 billion.

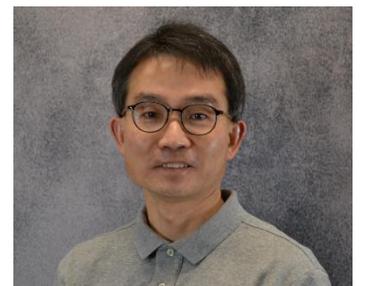
She is responsible for management, legal and public policy in the areas of manufacturing, transportation, product safety, antitrust, industry litigation, innovation, sustainability and trade. She spearheaded USTMA's policy, technical and scientific contributions to a National Academy of Sciences study on tire efficiency and defeated several congressional proposals and state bills that would have been onerous for tire industry.

The title of her lecture is ***"The Road Ahead - Technology and Policy in the Tire Industry"***



Tracey Norberg, Senior VP & General Counsel, USTMA

The Conference would not be complete without the Annual Awards Banquet including an engaging speaker and this year is no exception with the talk of **Dr. Nohoon Ki, Engineering Manager at John Deere**. Dr. Ki's team is responsible for dynamic system simulation and design analysis of John Deere tractors, including vehicle dynamics, drivetrain, and tire/track/soil. He has particular expertise in Multibody Dynamics and is the holder of 2 patents. He has 22 years of industry experience, all with Deere, since earning his Ph.D. from Purdue University. Dr. Ki's talk is entitled ***"Round and Green: Engineering for Agriculture"***



Dr. Nohoon Ki, Engineering Manager at John Deere

Tire Society Conference touches Home Base

Highly significant this year is that the Conference will be held at The University of Akron, where it was hosted from the first conference in 1982 through 1997. Highlighting that return to its roots, the Welcoming Address will be delivered by **Dr. Gary L. Miller**, president of The University of Akron. Under Dr. Miller's leadership, The University of Akron has reaffirmed its reputation as a leading public urban research university, committed to fulfilling its long-standing promises to the people of Akron and Northeast Ohio.

President Miller joined UA in 2019 after serving as chancellor of the University of Wisconsin-Green Bay (2014-2019), where he led a campus-wide planning and visioning process called "Invent the Future of the University." Before that, he was chancellor at the University of North Carolina Wilmington, provost and vice president for academic affairs and research at Wichita State University and dean of the College of Arts and Sciences at the University of the Pacific.



**Dr. Gary L. Miller, President
University of Akron**

This year, the Tire Society is being held at the University of Akron near downtown Akron. In the last 12 years, the Conference has only been held downtown once. With the return of the Conference in September to its historical home where it was held for the first 28 years, it is fitting that the Awards Banquet will be kicked off by an address from **Mayor Dan Horrigan**.

Mayor Horrigan was first elected in 2016 and began his second term in 2020. Since 1999, he has been a dedicated public servant to Summit County and the City of Akron serving as a City Councilman and as the Summit County Clerk of Courts. After earning a BA in Economics from Kent State University, Mayor Horrigan earned an education degree from the University of Akron. On the Mayor's watch, Akron celebrated its roots as an industrial powerhouse with the dedication of the iconic Rubber Worker Statue downtown, while providing the enabling infrastructure to be a highly creative and innovative center of excellence.



**Daniel Horrigan,
Mayor of Akron**

With the return downtown to the University of Akron and being aligned in the same week as the International Tire Exhibition and Conference (ITEC) to be held at the John S. Knight Center, this "**Tire Week in Akron**" provides a nostalgic and informative homecoming.

Last call for Call for Papers

As the world's leading membership organization for tire science and research, engineering, technology and innovation, the Tire Society welcomes all interested individuals to join our annual forum. One can expect 20+ presentations by the original authors of groundbreaking research, however, the deadline is coming up fast: May 30th, for the submission of an Abstract for consideration for presentation at the Tire Society Conference in September. Won't you share your original research at our annual forum of technical excellence and relevance? For details, see the [Call for Papers](#) on our Website.

In addition to the original papers, two panel discussions on Tire Evaluation are scheduled, focused on the future of tire testing and tire testing requirements for new regulatory purposes. As with previous years, there will be an opportunity for students to submit papers and, as we are hosted by the University of Akron, there will be other opportunities for student involvement. New this year will be a Student Poster Session that is being organized by University of Akron Professor Jae-Won Choi. This is a great opportunity for students to interact directly with the Technical experts attending the Conference.

Membership has its rewards

The Tire Society is more than just an organization that holds a Conference, and members receive many more benefits in addition to the opportunity to attend the Conference. Members get unlimited online, searchable access to articles from the authoritative Journal of [Tire Science and Technology](#) which is published quarterly. **Tire Science and Technology** serves as one of the society's primary platforms of communication with its membership as the world's only peer-reviewed technical journal dedicated to tire science and technology. Additional benefits include access to our Archive of Newsletters and a Members Directory. Membership fees are very economical at \$140. Renew by June 1 and save \$10, after which the membership fee will increase.

Conference Volunteers, Sponsors and Partners help us roll

The non-profit Tire Society's core mission is to disseminate knowledge and to stimulate scientific and engineering development in the science and technology of tires. At the heart of this noble enterprise is the all-volunteer Board and cadre of hardworking volunteers that fuel the Conference. If that interests you, be sure to visit the [Volunteer](#) page on our Website to learn which Committees interest you and on which you'd like to serve. Also, if you are a member, at the end of April you should have received your invitation to vote for the Executive Committee members who will serve a two-year term that starts immediately after the Conference. Check your spam folder if you don't remember reading it; the title of the email is "Tire Society Leadership Elections". The link to vote will be open until August 10th.

While our focus right now is on delivering the best conference possible, did you know that the authoritative, critically reviewed Journal of [Tire Science and Technology](#) predated the first conference by nine years? First under the auspices of ASTM, and then in 1980 when incorporated in its current form as The Tire Society, dozens of technical experts, including many giants in the field, have served and are serving in yeoman-like fashion on the Editorial Board to aid authors in publishing groundbreaking, well written research for the permanent literature. The first conference was launched in 1982, as our first Board for the newly incorporated Tire Society brainstormed that a conference would be a good way to generate a steady stream of top-quality papers. They worked with the University of Akron to organize the Conference where it was held from 1982 through 1997. So, the return of the venue this year to the "U" is particularly poignant for veteran members and we thank the University for their hospitality and support.

Another critical way to contribute to the Tire Society is as a Conference Sponsor. Our sponsors help underwrite the many costs involved in delivering the annual Conference, which supports our efforts to keep registration fees low in order to encourage attendance. This year's Conference offers potential sponsors a great opportunity to reach many of the top scientists and tire industry thought leaders including benefits to the sponsor commensurate with the level of support – ZR-Rated through S-Rated – which are detailed on the [Conference Site Sponsorship](#) webpage. Sponsors play a central, visible role, as the Tire Society is a non-profit, volunteer organization with the core mission to disseminate knowledge and stimulate scientific and engineering development in the science and technology. **Let's all take a moment to review this year's Conference sponsors listed on the next page and thank and support them.** And please consider becoming a Sponsor or pass this information along to any organizations that may be interested in this opportunity.

Relatively new on the scene, in view of our connected environment, is the Tire Society's collaboration with our *Media Partners*. Crain Communications, publisher of [Rubber News](#) and [Tire Business](#), is a key partner who will host the [International Tire Exhibition and Conference](#) (ITEC), the largest tire manufacturing trade show in North America, on September 13-15 in Akron. Crain has been very supportive in spreading our message, which is greatly appreciated. And as it takes a global village, our media partner in Asia is PIN365, publisher of [TyreTrends](#) and host of the [Global Tyre & Rubber Conference](#) to be held June 9-10 in Chennai India.

2022 Conference Sponsors:
Information on conference sponsorship
opportunities may be found [HERE](#).

ZR-Rated Platinum



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Media Partners

