36th Annual Meeting and Conference on Tire Science and Technology

			Day 1 - Tuesday September 12, 2017			
			All Sessions take place in Akron/Summit Ballroom			
7:00 AM		Registration (Fairlawn Hilton until 5pm)				
8:00 AM			me (Akron/Summit Ballroom)	Randy Jenniges, President of Society		
8:10 AM	60	Keynote Speaker				
			The Future of Mobility: How Customer Requirements will Shape Tire Technology	Continental AG VP Sales, OE Passenger & Light Truck Tires, The Americas Tire Division		
9:10 AM	5	•	ng Remarks	Joshua Herron, Conference Chair		
9:15 AM	5	Session 1: Tire Performance Brian Steenwyk, Bridgestone				
9:20 AM	30	1.1	3-D Modal Analysis of a Loaded Tire	Ipar Ferhat Virginia Tech		
9:50 AM	30	1.2	Experimental Investigation of the Tractive Performance of Pneumatic Tires on Ice	Emilio Jimenez Virginia Tech		
10:20 AM	20	Break	/ Refreshments			
10:40 AM	5	Sessio	n 2: Material Technology	Janice Tardiff, Ford Motor Co.		
10:45 AM	30	2.1	A Study of Compounding and Mixing methodology for Good Performance of EPDM in Tyre Sidewalls	Zhaoya Qiu <i>ARLANXEO USA</i>		
11:15 AM	30	2.2	Characterizing the Intrinsic Strength of Natural Rubber / Butadiene Rubber Blends	Chris Robertson Endurica		
11:45 AM	30	2.3	Modified Soybean Oil as a Processing Oil for SBR Tire Tread Compounds	Dean C. Webster North Dakota State Univ.		
12:15 PM	75	Lunch	(Provided)			
1:30 PM	5	Sessio	n 3: New Light on Tire Technology	Celal Batur, Univ. of Akron		
1:35 PM	30	3.1	A Calculation Aero-Acoustic Study of Spokes of an Isolated Non-Pneumatic Tire	Mufeng Huang <i>Jiangsu University</i>		
2:05 PM	30	3.2	Designing a New Dynamic Mechanical Analysis (DMA) System for Testing Viscoelastic Materials at High Frequencies	Roja Esmaeeli University of Akron		
2:35 PM	30	3.3	On Isogeometric Analysis for Tire Simulation at Steady State Rolling	Mario A. Garcia Univ. Dresden		
3:05 PM	20	Break / Refreshments				
3:25 PM	5	Session 4: New Light on Tire Technology Bart Kimble, Goodyear				
3:30 PM	30	4.1	Tire Contact Stress/Health Assessment using Acoustic Emissions	Arash Nouri Virginia Tech		
4:00 PM	30	4.2	Tire particle emissions: demand on reliable characterization	Maria E. Dalmau Technische Universität Ilmenau		
4:30 PM	30	4.3	The Effect of Rubber Hardness and Tire Size on Tire-Pavement Interaction Noise	Tan Li <i>Virginia Tech</i>		
5:00 PM	60	Reception				
6:00 PM			Awards Banquet			
			Racing toward perfection (R2P) 50+ Years of Winning at Team Penske	J ohn Moloeny General Manager - Penske Racing Team		

8:00 PM

5 Close of Day 1

All Sessions take place in Akron/Summit Ballroom Septimation (Fairlawn Hilton until 5pm) Joshua Herron, Conference Chair	Day 2 - Wednesday September 13, 2017							
8:00 AM 5 Opening Remarks Joshua Herron, Conference Chair 8:05 AM 20 State of the Society Randy Jenniges, President of Society 8:25 AM 5 Session Simulations Kejing Li, Hankook Tire Co. 8:30 AM 30 5.1 Accounting for Thermal Effects in Tire Durability via a Critical-Plane-Analysis-compatible Microsphere Model Will Mars Endurica 9:00 AM 30 5.2 Effect of cam parameters in the tandem cam enveloping model on short obstacles using DOE approach Vikas Birajdar Remarks 9:30 AM 30 5.3 Optimization of tire design and construction parameters for cornering stiffness of temporary spare tires in passenger car vehicle category Deepti Soni JK Tyre 10:20 AM 5 Session 6: Simulations Chris Robertson, Endurica 10:20 AM 5 Session 6: Simulations Chris Robertson, Endurica 10:20 AM 5 Session 6: Simulations Chris Robertson, Endurica 10:25 AM 30 6.1 On the development of creep law for rubber in the Parallel G. Sagar Continental Continental 10:25 AM 30 6.2 Viscoelastic Material Calibration Procedure for Rolling Resistance Calculation	All Sessions take place in Akron/Summit Ballroom							
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Speakers and times are subject to change