



Welcome

37th Annual Conference on Tire Science and Technology

September 11, 2018



Thank You Conference Chairs

Nathan Billy - Chair

Nexen Tire

Anudeep Bhoopalam - Co-Chair

GITI Tire



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Thank You Authors and Speakers

You Make the Conference



WHY ARE WE HERE?

- **We want to contribute to the technical knowledge base pertaining to tires**
- **We want our knowledge to endure**
 - Journal of Tire Science and Technology
- **We want to explore**
 - Find new challenges faced by tire makers and users
 - Find methods of overcoming these challenges
- **We want to show technical competence**
 - Our employers
 - Institutions of learning
- **We like the social interaction**



WE WANT TO IMPROVE

Renewal Effort:

“Becoming More Relevant”

- **Seek new conference topics and themes**
- **Seek challenges facing tire customers**
 - Customers drive needs that we can solve
- **Expand “newness” to make Tire Society participation valued by our employers or learning centers**
- **Seeking member and presenter ideas in discussion about “Future of the Society”**



NEW LOGO – A SIGN OF RENEWAL



The Society thanks Allen Press for taking the initiative to produce this new logo



Thank You Volunteers

You Make the Tire Society Possible



Welome to All

Presenters & Authors
Registrant Members



GUEST SPEAKERS

- [Keynote Address](#)

Dr. Jim Popio

Smithers Rapra

- [Plenary Lecture](#)

Gene Petersen

Consumer Reports

- [Banquet](#)

Dr. Santo A. Padula

NASA Glenn



OUR KEYNOTE ADDRESS

Dr. Jim Popio



- Vice President of Operations
- Smithers Rapra and Smithers Pira, North America
- Expertise:
 - Force and moment, rolling resistance, and characterization for modeling
 - Endurance, aging, compliance
 - Indoor wear
- Ph.D. in Engineering
- Master's & Bachelor's degrees in Mechanical Engineering
University of Akron

How Global Automotive Trends Will Shape Innovation in the Tire Industry.