



# 2010 Annual Convention



**AUGUST 6-7, 2010  
HILTON NASHVILLE DOWNTOWN  
NASHVILLE, TN**

***Visit [www.TNTDA.org](http://www.TNTDA.org) to Register Online!***

## TTDA 2010 CONVENTION TENTATIVE AGENDA

### Friday, August 6, 2010

9:00 a.m. - 3:00 p.m. **Golf Tournament** (Lunch provided) Vanderbilt Legends Club

1:00 p.m. - 5:00 p.m. **Exhibitors Set Up**

3:00 p.m. - 5:00 p.m. **TTDA Board Meeting**

5:00 p.m. - 6:00 p.m. **Registration**

6:00 p.m. - 7:30 p.m. **Tabletop Exhibitors**

*Heavy Hors D'oeuvres will be served and Cash Bar*

7:30 p.m. - 10:30 p.m. **Casino Night**

### Saturday, August 7, 2010

7:30 a.m. - 8:30 a.m. **Breakfast and Registration**

8:30 a.m. - 8:45 a.m. **General Membership Meeting**

8:45 a.m. - 9:15 a.m. **Tennessee Scrap Tire Update,**

Joyce Dunlap, Tennessee Division of Solid Waste

9:15 a.m. - 9:45 a.m. **Risk Management: Finding and Hiring Quality People,**

Tim Newell, Federated Insurance

9:45 a.m. - 10:00 a.m. **Break**

10:00 a.m. - 11:00 a.m. **Let's Get Social: Using social media as a strategic business tool,** John Taylor, JTMarCom

11:00 a.m. - 1:00 p.m. **Lunch; How to Build a Better You: Personal and Professional Development,** Bryan Dodge, Dodge Development Inc.

1:00 p.m. - 3:00 p.m. **Tabletop Exhibitors**

3:00 p.m. - 5:00 p.m. **Exhibitor Breakdown**

7:00 p.m. **Hall of Fame Induction and Dinner,**

The Standard at Smith House

167 Rosa L. Parks Blvd. (8th Ave.), Nashville, TN 37203

## ADDITIONAL INFORMATION

The Convention will be held at the Hilton Nashville Downtown in Nashville, TN. The room block is discounted to \$159.00 per night for a suite for Thursday, August 5, through Saturday, August 7, 2010. The deadline for receiving this rate is July 16, 2010. After this deadline, rooms will be based on current rates and availability. Reservations can be made by calling the Hilton Nashville Downtown at (615) 620-2150. Please mention 'TTDA' in order to receive the discounted room rate!

## 2010 SPEAKER BIOGRAPHIES

### **Bryan Dodge**

Professional speaker, radio personality, and author Bryan Dodge probably holds the record of being the busiest communicator in America. For over 20 years, he has been a popular choice for corporate events, conferences, and conventions. Last year alone he made well over 250 speaking appearances all across the United States and Canada. His inspirational keynotes are on the subjects of personal and professional development, success habits of the wealthy, and leadership principles. The underlying thesis of all of Bryan Dodge's teachings is that "Life is too short not to be happy, and life is too long not to do well." His programs are designed to accelerate your personal and professional growth and produce the favorable results you're looking for in life.

*The Good Life Rules: Eight Keys to Being Your Best at Work and at Play* is his latest book, and is published by McGraw-Hill. He is also the author of three professional development audio programs, *How to Build a Better You*, *How to Build a Complete Sales Person*, and *How to Build a Purpose Guided Life* as well as being the co-author of the book *Becoming the Obvious Choice* which has sold over 200,000 copies. Bryan is also the host of the "Build a Better You" Radio Show on Dallas/Fort Worth's premier Radio Station, WBAP 820 AM.

At all of his events, he continually stresses the importance of keeping your professional life and personal life in balance. Bryan practices what he teaches when he says that he goes home to his most important job: being an involved and dedicated husband and father. Bryan and his wife Margaret have three children: Nicole, Johnathan, and Zachary.

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**Joyce Dunlap** is the Program Manager for the Solid Waste Assistance programs in the Division of Solid Waste Management. She has been with the Solid Waste Assistance Programs since February 1992.

Tennessee's counties recycled 59,433 tons of tires in fiscal year 2008. Ms. Dunlap's staff monitored the expenditure of \$4.5 million to 95 counties and evaluated approximately 23,000 manifests from 2,000 tire dealers.

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**Tim Newell**, Account Executive for Federated Insurance, was born and raised in Bryan, Ohio. He graduated from Bowling Green State University with a degree in Marketing. He joined Federated Insurance in February, 2008 as a Marketing Representative for the Columbus, Ohio area, where he won 2 Chairman Council awards and various other achievements. In April 2010, he began working in the Association Risk Management Department where he currently manages over 26 recommending trade associations for the South Central Region - Tennessee, Louisiana, Mississippi, North Carolina, and Arkansas.

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### **John Taylor**

A 20-year veteran of the tire industry, John Taylor founded JTMARCom ([www.jtmar.com](http://www.jtmar.com)) in January 2009. The Nashville-based agency helps companies integrate increasingly powerful social media, Web and digital technologies into their traditional marketing programs to achieve bottom-line business results.

Taylor served as PR manager and then PR director for Nashville-based Bridgestone/Firestone during the 90's. Taylor continued to work in the tire industry during the last decade at the Trone marketing agency in North Carolina.

Taylor remains very involved in the tire industry. JTMARCom works with several major tire manufacturers, and Taylor writes columns regarding social media and web marketing for tire industry publications and speaks at industry events.

## TTDA SPONSORSHIP OPPORTUNITIES

### Platinum Level - \$5,000 and above

- Two Exhibitor Registrations
- Full page ad in the Convention Program
- Recognition in TTDA Newsletter
- Logo on all printed materials
- Recognition throughout the Convention

**Plus one of the following 2 designations:**

- Hall of Fame Induction & Dinner: Sign placed at entrance and on tables designating the company as the reception sponsor
- Friday Night Reception: Sign placed at entrance and on table designating the company as the reception sponsor

### Gold Level - \$2,500

- One Exhibitor Registration
- 1/2 page ad in the Convention Program
- Recognition in the TTDA Newsletter
- Logo on all printed materials
- Recognition throughout the Convention

**Plus one of the following 2 designations:**

- Speaker Sponsor: Sign placed during general session
- Golf Sponsor: Recognition as the golf sponsor

## TTDA SPONSORSHIP OPPORTUNITIES

### Silver Level - \$1,000

- Recognition in TTDA Newsletter
- 1/4 page ad in the Convention Program
- Listing on all printed materials
- Recognition throughout the Convention

**Plus one of the following 3 designations:**

- ~~Saturday~~ Lunch Sponsor: Sign placed at lunch area
- ~~Drink~~ Sponsor: Recognition at golf outing
- Breakfast Sponsor: Sign placed at breakfast area

### Bronze Level - \$500

- Recognition in the TTDA Newsletter
- 1/4 page ad in the Convention Program
- Listing on all printed materials
- Recognition throughout the Convention

### Hole Sponsor-\$125

- Sign placed at Golf Tournament on the hole

### Door Prizes & Miscellaneous Sponsor

- Recognition in the Convention Program
- Recognition throughout the Convention
- Recognition on any miscellaneous prizes

**Door prizes welcome! Please contact Christy Marino  
at (888) 858-3721 or [Christy@tatmangroup.com](mailto:Christy@tatmangroup.com).**

**PROGRAM INCLUSION DEADLINE FOR ALL SPONSORS: July 20, 2010**

# TTDA MEMBER REGISTRATION

\* \* Please fill out a registration form for each registrant. \* \*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

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

<b>Registration Type</b>	<b>Amount</b>	<b>Total</b>
<b>Member Registration</b> <i>(Includes Casino Night, Breakfast, Lunch &amp; Banquet)</i> ____ I will attend the Hall of Fame Banquet.	\$170 x _____	\$ _____
<b>New Member Joining registration</b> <i>(Includes 2011 dues payment, Casino Night, Breakfast, Lunch &amp; Banquet)</i> ____ I will attend the Hall of Fame Banquet.	\$345 x _____	\$ _____
<b>Guest/Spouse Registration</b> <i>(Includes Casino Night, Breakfast, Lunch &amp; Banquet)</i> Guest Name(s): _____ ____ I will attend the Hall of Fame Banquet.	\$120 x _____	\$ _____
<b>Golf Registration</b>	\$125 x _____	\$ _____
<b>Saturday only registration</b>	\$95 x _____	\$ _____
<b>Hall of Fame Banquet</b> <i>(per additional person)</i>	\$85 x _____	\$ _____
<b>Total Amount Owed</b> <i>(full payment required)</i> <i>After July 20, 2010 a late fee of \$25.00 will be charged</i>		\$ _____

Please check here if you have any special needs

## **Payment Information**

Method of payment:     Credit Card    or     Check

MasterCard     Visa     AMEX     Discover

**Total Enclosed:** \$ \_\_\_\_\_

CC Account Number: \_\_\_\_\_

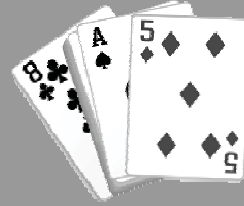
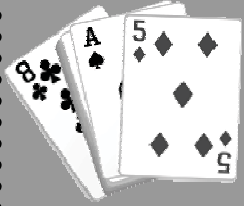
## **Cancellation Policy**

The full amount of the registration fee will be refunded until July 20, 2010. There will be no refunds after July 20, 2010

If you are registering two or more people please fill out a form for each person.

For more information on the Annual Golf Tournament, please turn to the *Golf Tournament Page on page 9.*

MAIL OR FAX THE  
COMPLETED FORM TO  
TTDA  
P.O. Box 82531  
Baton Rouge, LA 70884  
Phone (888) 858-3721  
Fax (225)767-7648  
(Fax credit card payments only)



# CASINO NIGHT

**Try your Luck!**

**Meet Vendors!**

**Friday, August 6, 2010  
Hilton Nashville Downtown**

**Tabletop Exhibitors**

**6:00 p.m. - 7:30 p.m.**

**Casino Night**

**7:30 p.m. - 10:30 p.m.**

**(Heavy Hors D'oeuvres will be served and Cash Bar )**

*Win a one night stay at the Harrah's Metropolis Casino, \$100 in chips and dinner for 2 at Harrah's Steakhouse!!*

*Plus many more prizes donated by vendors!*

*If you would like to donate a prize, please call Christy at (888) 858-3721*

**Blackjack - Poker - Craps - Slot Machines**



# TTDA VENDOR REGISTRATION

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

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

Registration Type	Amount	Total
<b>Exhibitor Registration</b> <i>(TTDA Member)</i> <i>(Includes all scheduled events for one person and a booth. The golf tournament is not included)</i> <input type="checkbox"/> I will attend the Hall of Fame Banquet.	\$500 x _____	\$ _____
<b>New Member Joining Exhibitor Registration</b> <i>(Same as above and includes your 2011 dues payment)</i> <input type="checkbox"/> I will attend the Hall of Fame Banquet.	\$675 x _____	\$ _____
<b><u>Other Type Registrations:</u></b>		
<b>Each Exhibitor Assistant Registration</b> <input type="checkbox"/> I will attend the Hall of Fame Banquet.	\$125 x _____	\$ _____
<b>Guest/Spouse Registration</b> Guest Name(s): _____ <input type="checkbox"/> I will attend the Hall of Fame Banquet.	\$120 x _____	\$ _____
<b><u>Extra Options:</u></b>		
<b>Golf Registration</b>	\$125 x _____	\$ _____
<b>Hall of Fame Banquet</b> <i>(per additional person)</i>	\$85 x _____	\$ _____
<b>Booth Electricity</b> <i>(each booth)</i>	\$25 x _____	\$ _____
<b>Sponsorship Levels:</b> <i>(Please see pages 3 &amp; 4)</i>		
<b>Sponsorship Amount</b>		\$ _____
<b>Total Amount Owed</b> <i>(full payment required)</i>		\$ _____

## Payment Information

Method of payment: \_\_\_\_\_ CC or \_\_\_\_\_ Check

\_\_\_\_\_ MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ AMEX \_\_\_\_\_ Discover

**Total Enclosed:** \$ \_\_\_\_\_

CC Account Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ V-Code \_\_\_\_\_ (3-5 digit number on the back of your credit card)

Signature: \_\_\_\_\_

# Exhibitor Opportunities

Each Exhibitor will have one 6-foot table with skirting, linens and 2 chairs. The Exhibitor registration fee is \$500, which includes one full registration, your exhibitor table, and attendance to all convention functions. Additional persons at each exhibitor table must register at \$125 per person, which includes all convention functions.

Exhibitor set up will be Friday, August 6, 2010 from 1:00 p.m. to 5:00 p.m. in the Boone & Crockett ballroom. Breakfast will also be served in this area. As an exhibitor you will have plenty of opportunities to meet with attendees in this high-traffic area.

Specific exhibitor times have also been set aside in the program. Exhibits will be open Friday, August 6, 6:00 p.m. - 7:30 p.m. before the Casino Night, Saturday, August 7, 1:00 p.m. - 3:00 p.m. and during breaks and breakfast. Exhibitor break down will be Saturday, August 7, from 3:00 p.m. -5:00 p.m.

**TTDA CANNOT ASSURE THE SECURITY OF YOUR EXHIBIT OVERNIGHT**

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## **CANCELLATION POLICY**

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*The full amount of registration fee will be refunded until July 20, 2010. All registrations after July 20, 2010 will be charged a \$25 late fee. There will be no refunds after July 20, 2010. If you are registering two or more people please fill out a form for each person.*

Please mail or fax (with credit card info) the Vendor Registration and Additional Registrant Form to: TTDA, P.O. Box 82531, Baton Rouge, LA 70884 or fax to (225) 767-7648. For additional information call Christy Marino at (888) 858-3721.

# GOLF TOURNAMENT

Friday, August 6, 2010  
9:00 a.m. Shotgun Start

Vanderbilt Legends Club  
1500 Legends Club Lane  
Franklin, TN 37069



Tucked between rolling hills and breathtaking panoramas, Vanderbilt Legends Club's private facility features two championship courses co-designed by Hall of Fame golfer Tom Kite and renowned golf course architect Bob Cupp. Each course is designed to challenge golfers of all skill levels as they meander through scenic ponds and lush, contoured countryside.

Since opening in 1992, Vanderbilt Legends Club has been widely recognized as Middle Tennessee's premier golf facility and has played host to numerous marquee events, including LPGA Tour tournaments, U.S. Senior Open Qualifying and U.S. Girls Junior Championship. The Club is also the home of the prestigious Vanderbilt University Men's and Women's golf teams. Alongside the tournament-caliber courses is a state-of-the-art, 19-acre practice facility equipped with double tees, two putting greens and a short game area with practice bunkers.

**Modified Shotgun start will begin at 9:00 a.m.**

**Golf course green fees \$125.**

**Lunch & Refreshments provided.**

**Prizes will be given for 1st, 2nd, and 3rd place**

**DRESS CODE- Appropriate golf attire is required by all players and volunteers. Guests are permitted to wear shirts with collars and sleeves, slacks or Bermuda shorts. Tank tops, tee shirts, blue jeans, fishnet tops, cut-offs, sweat pants, short shorts or athletic shorts are not permitted. Soft spikes only.**

**Contact Christy with team assignments by phone  
(888) 858-3721, Fax (225) 767-7648 or  
Christy@tatmangroup.com**

*Tennessee Tire Dealers Association*

## HALL OF FAME BANQUET

**Saturday, August 7, 2010  
7:00 p.m.**

**Standard at Smith House  
167 Rosa L. Parks Blvd (8th Ave.)  
Nashville, TN 37203**

### **2010 Hall of Fame Inductees:**



**Lewis Wexler, Sr.**



**Johnny Huddleston**

Join us in honoring these individuals who have played a significant role in the growth and development of the Tire Industry and the Tennessee Tire Dealers Association.

Please turn to the Member registration page or the Vendor Registration page to register!

Please contact Christy Marino at (888) 858-3721 with any special dietary needs or requirements by July 20, 2010

**TTDA Hall of Fame Banquet**  
*August 7, 2010 at 7:00 p.m.*  
**The Standard at Smith House**

Please join TTDA in honoring our  
2010 Hall of Fame Inductees:

- Johnny Huddleston
- Lewis Wexler, Sr.

***See page 10 for more details!***

TTDA  
P.O. Box 82531  
Baton Rouge, LA 70884  
Toll Free Phone (888) 858-3721  
Fax (225) 767-7648  
[www.TNTDA.org](http://www.TNTDA.org)