

2008

HEAVY DUTY DIALOGUE



“Insight: The Global Commercial Vehicle Industry” Presented by the Heavy Duty Manufacturers Association (HDMA)

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Individual HD Dialogue '08 Presentation DVDs Descriptions:

Session 1: Welcome and HDMA Leadership Opening Remarks

Timothy Kraus, HDMA President and COO
Robert McKenna, MEMA President and CEO
Dennis Kline, VP, Worldwide Truck Sales and Mktg, Arvin Meritor CVS
Joseph McAleese, president and CEO of Bendix CVS
Includes HDMA Chairman Joe McAleese Closing Comments
35 minutes. Speaker video
Attendee Price: \$19.95

Session 2: A Briefing, the Global Strategic Market

Dr. Thomas PM Barnett, Partner, Enterra Solutions
70 minutes. Speaker video includes PowerPoint images throughout
Attendee Price: \$29.95

Session 3: Economic Forecast and Trends Driving the Industry

Dr. Martin Regalia, VP, Chief Economist, US Chamber of Commerce
45 minutes. Speaker video includes PowerPoint images throughout
Attendee Price: \$19.95

Session 4: Panel Discussion: Global Branding Trends, Challenges and Possible Solutions

Moderator: Sally Staab, Vice President, Weyforth-Haas Marketing
Panelists:

- Mike Brown, VP Strategic Marketing, YRC WW;
- Walter Delevich, VP, SKF Marketing Communications and Branding,
- John Beering, director, Global Marketing, Truck Components Group, Eaton Corp.

75 Minutes. Speakers' video includes PowerPoint images throughout
Attendee Price: \$19.95

Session 5: The Global Commercial Vehicle

Dee Kapur, President, International Truck
45 minutes. Speaker video includes PowerPoint images throughout
Attendee Price: \$19.95

Session 6: NHTSA/DOT and Safety Related Products: How is the Industry Doing?

Stephen Kratzke, Associate Administrator for Rule Making, NHTSA
40 Minutes. Speaker video includes PowerPoint images throughout
Attendee Price: \$19.95

Session 7: The 2008-2013 Industry/Market Forecast

Moderators:

- Wendy Leavitt, Editorial Director
- Jim Mele, Editor in Chief, Fleet Owner Magazine.

Panelists:

- Chris Brady, principal, CMVC Consulting;
- Martin Labbe, president, ML Associates;
- Stu MacKay, president, MacKay & Co.;
- Kenny Vieth, partner, A.C.T. Research

75 minutes. Speaker video includes PowerPoint images throughout
Attendee Price: \$19.95

Session 8: A Reason for Optimism

Derek Kaufman, president, C3 Network Inc.
40 minutes. Speaker video
Attendee Price: \$19.95