

# 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  
Non-Attendee Price: \$34.95

#### **Session 2: A Briefing, the Global Strategic Market**

Dr. Thomas PM Barnett, Partner, Enterra Solutions  
70 minutes. Speaker video includes PowerPoint images throughout  
**Note:** This Presentation Available Only to HD Dialogue '08 Registered Attendees.

#### **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  
Non-Attendee Price: \$34.95

#### **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  
Non-Attendee Price: \$34.95

#### **Session 5: The Global Commercial Vehicle**

Dee Kapur, President, International Truck  
45 minutes. Speaker video includes PowerPoint images throughout  
Non-Attendee Price: \$34.95

#### **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  
Non-Attendee Price: \$34.95

#### **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  
Non-Attendee Price: \$34.95

#### **Session 8: A Reason for Optimism**

Derek Kaufman, president, C3 Network Inc.  
40 minutes. Speaker video  
Non-Attendee Price: \$34.95