

Zielasko joins TIA in communications/marketing role



BOWIE, Md. – The Tire Industry Association (TIA) has named David Zielasko, former *Tire Business* editorial director and publisher, as vice president of marketing and communications.

In his new role, Zielasko will be responsible for coordinating the association's communications activities to its membership and to the tire industry community as well as promoting TIA's many offerings centering around tire safety and political lobbying. In addition, he will help in membership recruitment and spreading the word about TIA's well-respected certified training programs, its Global Tire Expo at the Specialty Equipment Market Association (SEMA) show and the annual Off-the-Road Tire Conference.

Zielasko also will play a role in the association's plans for TIA's 100th anniversary celebration in 2020.

"We are delighted to have Dave join TIA and bring his many years of tire industry experience and knowledge of independent tire dealers to the association," said Roy Littlefield III, TIA CEO. "As we prepare to recognize the association's centennial, we look to Dave to help us in developing the many exciting events we are planning for this milestone."

Zielasko spent nearly 35 years reporting on the tire industry and tire dealers for *Tire Business* and Crain Communications Inc., where he was most recently a company vice president. In addition to his roles at *Tire Business*, he also served as publisher of *Rubber & Plastics News* and *European Rubber Journal*.

"I am honored to be joining TIA, an association that I have long respected and that plays a pivotal role in the success of independent tire dealers," Zielasko said. "It is especially exciting, too, to be working with TIA as it prepares to celebrate 100 years of serving the tire industry and tire dealers."

Dave can be reached via email at dzielasko@tireindustry.org.

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About Tire Industry Association: The Tire Industry Association (TIA), with a 99-year history representing all segments of the national and international tire industry, is the leading advocate, as well as, instructor in technical training of tire service technicians. For more information, visit www.tireindustry.org or call 800-876-8372.