



Presented By:



OFFICIAL PROGRAM

Glass City Center, August 8, 2026

85 YEARS

ToledoJeepFest.com     #ToledoJeepFest

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Committed To Caring For Our Community

Mercy Health is proud to support the 2026 Toledo Jeep Fest — a celebration of our city’s rich history and the people who bring that legacy to life every day.

For over 170 years, we have served the Toledo community with a mission of caring for the sick and uplifting the vulnerable. Likewise, Jeep’s founding purpose — to build a vehicle in service of our country during wartime — reflects those same values of commitment, resilience, and purpose.

Together, our institutions represent the very best of Toledo: a city built on hard work, shared values, and a deep responsibility to care for one another.

- Join us in the Healthcare Corner for:
- EMS education and demonstrations
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SPEAKER SERIES



12:30 p.m.
Tedd Long
The Workers Who Forged the Jeep

Tedd Long, curator and chief storyteller, will present “The Workers Who Forged the Jeep,” a compelling look at the people behind one of the world’s most iconic vehicles. While Jeep is recognized globally, its legacy was built by generations of Toledo workers whose skill, determination, and pride shaped automotive history. Through this presentation, Tedd will share their stories and honor the workforce that helped define both a brand and a city.



1:00 p.m.
Walt Middleton
Jeeping with a Purpose

Walt Middleton will share stories from his extensive travels and how they inspired him to begin “Jeeping With a Purpose.” Drawing from his experiences on and off the trail, Walt will encourage Jeep owners to consider the impact their outdoor and off-road recreation has on the environment and public lands. He will address land-use advocacy, responsible recreation, and the importance of stewardship within the Jeep community. Attendees will leave motivated to “do their part” and go above and beyond—whether through volunteering for trail projects or simply committing to leave every place better than they found it.



1:30 p.m.
Sorin Cioc, Ph.D.
Clinical Professor, Undergraduate Program Director and Associate Chair
COLLEGE OF MECHANICAL, INDUSTRIAL, AND MANUFACTURING ENGINEERING – THE UNIVERSITY OF TOLEDO

Dr. Sorin Cioc will discuss the educational opportunities available through The University of Toledo’s College of Mechanical, Industrial, and Manufacturing Engineering, with a special focus on the Mechanical Engineering and Mechanical Engineering Technology programs. He will highlight the college’s hands-on learning approach, industry partnerships, and nationally recognized cooperative education program. Dr. Cioc will also explore the strong relationship between The University of Toledo and Jeep and how these connections help prepare the next generation of engineering and manufacturing professionals for successful careers in the automotive industry.



2:00 p.m.
Doug Johnson
Dealer Experience Manager

Doug Johnson has spent decades immersed in off-roading, having learned to drive in four-wheel drive long before he ever touched pavement. With more than 30 years of experience, he has explored many of the most iconic trails across the United States and around the world.

His professional background includes time as a Jeep accessory product planner for Mopar and work with a leading aftermarket interior supplier. Today he is a partner in a company that specializes in consulting auto dealership parts departments through inventory optimization and reclaiming idle capital. He also serves as a consultant to America’s Most Wanted 4x4 and Sherrod Custom Trucks.

Drawing on both deep industry expertise and a lifelong passion for the vehicles, Doug shares insights into what makes driving a Jeep unique—and the strong sense of community that comes with it.



2:30 p.m.
James Boyd
Tread Lightly!

Protecting the future of off-road recreation requires more than a capable vehicle—it requires responsible enthusiasts. In this talk, James Boyd will explore how education, stewardship, and community involvement are essential to preserving trail access, protecting natural resources, and ensuring that off-road adventures remain available for generations to come. Attendees will leave with a greater understanding of how individual actions can make a lasting impact on the future of the off-road community.



3:30 p.m.
Brad Kowitz
TRAILRECON

Brad Kowitz is the founder and host of TrailRecon, one of the most recognized off-road and overlanding media brands in the country. A retired U.S. Navy Master Chief, Brad launched TrailRecon in 2015 to document adventures with his family and share a passion for exploring America’s backroads and remote destinations. Since then, TrailRecon has grown into a leading resource for Jeep and overland enthusiasts, featuring vehicle builds, gear reviews, trail guides, and adventure travel content that has inspired hundreds of thousands of followers worldwide. Through his travels, Brad has explored some of the most scenic and challenging routes across North America while promoting safe, responsible, and enjoyable off-road recreation. Join Brad as he shares stories, experiences, and insights from a lifetime of adventure on and off the trail.

HISTORIC SECTION

Bob Bochi

Celebrating 250 Years of the American Flag

Bob Bochi, a retired Jeep electrician and former leader of the Toledo Assembly apprentice program, will present a special exhibit inside the Glass City Center commemorating the 250th anniversary of the United States. Now an active member of the Greater Maumee Bay Exchange Club, Bob has curated a unique display featuring every official U.S. flag—from the original Betsy Ross design to the present-day flag. This one-of-a-kind presentation highlights the evolution of the American flag and its historical significance, offering attendees a meaningful and patriotic experience as part of this year's Toledo Jeep Fest.



Toledo Jeep Fest is funded in part by the America 250-Ohio Commission. Any views, findings, conclusions or recommendations expressed in this program do not necessarily represent those of the America 250-Ohio Commission.

» OFFICIAL PROGRAM 4:00 P.M.

Hosted By: Justin Feldkamp, Buckeye Broadband BCSN Anchor

- **Pete Gerken**, Lucas County Commissioner and Founding Board Member
- **Jerry Huber**, Former Jeep Plant Manager and Founding Board Member
- **Brian Sims**, President of UAW Local 12
- **Brad Kowitz**, TrailRecon
- **Wade Kapszukiewicz**, Mayor, City of Toledo
- **Paula Hicks-Hudson**, Ohio Senate

- **Elgin Rogers**, State Representative
- **Michele Grim**, State Representative
- **Cerssandra McPherson**, Toledo City Council
- **George Sarantou**, Toledo City Council
- **Sheena Barnes**, Toledo Board of Education
- **Representative of Governor DeWine**
- **Representative of State Auditor Faber**

**Program subject to change*

OVERLAND DEMO AREA

Overland Adventure Trail Experience

The Overland Demo Area inside the Glass City Center returns for 2026, bigger and better than ever. New this year is the Overland Adventure Trail, where attendees can embark on a self-guided mini adventure through a series of interactive displays. Along the way, guests can connect with longtime Toledo Jeep Fest instructors Dean Shirley of East Coast Overland Adventures, Walt Middleton of M4 Expeditions, and John Jacobs of New Horizons Overland, along with first-time attendee Jonathan Blackmon. The team will be available to answer questions, provide walk-arounds of their Jeeps and trailers, discuss gear and overlanding techniques, and share stories from their adventures. **Be sure to stop by and pick up a limited-edition Overland Adventure Trail sticker—while supplies last.**



THANK YOU VOLUNTEERS!

A huge shout-out to the awesome volunteers that help make Toledo Jeep Fest a success! This event is powered by many helping hands – nearly 300 people are giving their time to help in the Kids Zone, parade staging and assistance, recycling, traffic flow, beer garden and many other key festival areas. Our volunteers help bring smiles to thousands of Toledoans and many first-time visitors to our city. We appreciate all they do each and every year.

If you need help, look for people wearing military green TJF volunteer shirts. They can help answer questions, point you in the right direction, or share helpful information to make your TJF experience easier.



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**TAKE THE DRIVER'S SEAT
AND PICTURE WHAT'S NEXT.**

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Rev Up The Fun!

AUGUST 7 – 9

There's an exciting, FREE activity to do at Toledo Jeep Fest this year – Toledo Jeep Fest Quest!
This is a scavenger hunt designed to reward loyal TJF fans. It's fun and easy to use – you just need our digital passport to get started.

Embark on an adventure throughout the festival footprint with TJF Quest, a scavenger hunt presented by Destination Toledo. The quest is designed to reward loyal festival fans. Stop at a variety of vendors, restaurants, businesses and more to win exciting free prizes, access exclusive offers, support local, and enjoy Toledo Jeep Fest in a whole new way.



TJF Quest lasts just three days so hit as many spots as quickly as you can for your chance to unlock exclusive offers and giveaways, and to be entered to win raffle prizes.

TJF Quest Participants:

- Gervelis Law
- Circle K
- Med1Care
- Clarios
- Ohio Lottery
- Hollywood Casino
- Thunderer
- Adrian Steel
- Bubba's 33
- Assembly Restaurant (Hilton)
- University of Toledo
- Destination Toledo / America 250
- Whiskey Red Saloon

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- All check-ins must be completed by 2 pm on August 9, 2026.

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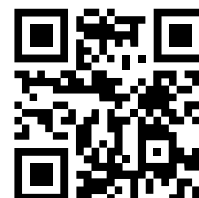
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