



Schedule of Events

As of August 10, 2017

FRIDAY, OCTOBER 20

- 12:00 pm – 3:00 pm **LEAD ATA Overview and Activity**
By Invitation Only
Sponsored by PeopleNet
- 3:00 pm – 5:30 pm **LEAD ATA Meeting**
By Invitation Only
Sponsored by PeopleNet
- 6:30 pm – 8:30 pm **LEAD ATA Reception & Dinner**
By Invitation Only
Sponsored by PeopleNet

SATURDAY, OCTOBER 21

- 7:00 am – 9:00 am **ATA First Annual 5k Fun Run/Walk**
Sponsored by Velociti and Rolling Strong
- 9:30 am – 11:30 am **LEAD ATA Meeting**
By Invitation Only
Sponsored by PeopleNet
- 10:00 am – 11:30 am **LEAD ATA Graduate Class Meeting**
By Invitation Only
Sponsored by PeopleNet
- 11:30 am – 1:00 pm **LEAD ATA Luncheon**
By Invitation Only
Sponsored by PeopleNet
- 1:00 pm – 3:00 pm **ATA Automated Truck Subcommittee**
All MCE Registrants Welcome
- 2:30 pm – 4:00 pm **Automobile Carriers' Conference (ACC) Board of Directors Meeting**
All MCE and NAFC Registrants Welcome
- 3:00 pm – 5:00 pm **ATA Hazardous Materials Policy Committee Meeting**
All MCE Registrants Welcome

SATURDAY, OCTOBER 21 (Continued)

- 3:00 pm – 5:00 pm **ATA Insurance Task Force Meeting**
All MCE Registrants Welcome
- 3:00 pm – 5:00 pm **ATA Strategic Priorities Committee Meeting**
Committee Members Only
- 5:00 pm – 6:00 pm **ATA Chairman’s Membership Committee Meeting**
- 6:00 pm – 6:30 pm **MCE First-Time Attendees & LEAD ATA Reception**
Hosted by the LEAD ATA
By Invitation Only
- 6:30 pm – 7:30 pm **ATA Grand Opening Reception**
All MCE Registrants Welcome
Sponsored by HELP Inc. – Provider of Prepass

SUNDAY, OCTOBER 22

- 7:00 am – 8:30 am **ATA Small Carrier Networking Breakfast & Meeting**
Open to all carriers with less than \$25.5 million in revenue
Sponsored by U.S. Bank
- 7:00 am – 8:30 am **ATA Infrastructure Task Force Meeting**
Task Force Members Only
- 8:30 am – 9:30 am **Interfaith Service**
All MCE and NAFC Registrants Welcome

Performance by Out of the Dust
- 9:45 am – 10:45 am **ATA (4) Educational Sessions**
All MCE Registrants Welcome
- 9:45 am – 11:15 am **ATA Litigation Center Board of Directors Meeting**
All MCE Registrants Welcome
- 9:45 am – 11:45 am **ATA Government Freight Conference Meeting**
All MCE Registrants Welcome
- 9:45 am – 11:15 am **ATA Truck PAC Board of Directors Meeting**
All MCE Registrants Welcome
- 9:45 am – 11:15 am **ATA Policy Committee Meetings**
All MCE Registrants Welcome
- Communications & Image
- Environmental & Energy
- Tax
- 9:45 am – 11:15 am **Intermodal Motor Carriers’ Conference (IMCC) Annual Meeting**
All MCE and NAFC Registrants Welcome

SUNDAY, OCTOBER 22 (Continued)

11:30 am – 1:00 pm **ATA Leadership & Awards Luncheon**
All Full MCE Registrants Welcome

LEAD ATA Class Recognition

ATA Award Presentations:
2017 NTDC Grand Champion
2017 TMCSuperTech Grand Champion
ATA National Driver of the Year
ATA President's Trophy Awards
ATA TAEC Service Awards

1:00 pm – 3:30 pm **ATA Exhibit Hall Grand Opening & Ribbon Cutting Ceremony**
All MCE and NAFC Registrants Welcome

2:15 pm – 3:45 pm **Agricultural & Food Transporters Conference (AFTC) Board of Directors Meeting**
All MCE and NAFC Registrants Welcome

3:45 pm – 5:15 pm **ATA General Session**
All MCE and NAFC Registrants Welcome
Sponsored by Bendix Commercial Vehicle Systems, LLC

"How Do Your Numbers Stack Up?"

6:00 pm – Evening **2017 Truck PAC Gala**
Location: The House of Blues
Entertainment: Blues Traveler
By Invitation Only
Sponsored by Lytx®

MONDAY, OCTOBER 23

7:00 am – 7:45 am **ATA Continental Breakfast**
All MCE Registrants Welcome

7:00 am – 8:00 am **ATA Revenue Committee Meeting**
Committee Members Only

8:00 am – 10:00 am **ATA General Session**
All MCE and NAFC Registrants Welcome

2017 SmartWay Excellence Awards
ATA President's TAEC Leadership Award
ATA Share the Road Acknowledgement
ATA America's Road Team Acknowledgement

"State of the Industry"
Chris Spear
President & CEO
American Trucking Associations, Inc.

10:00 am – 12:00 pm **ATA Exhibit Hall Review with Refreshments**
All MCE and NAFC Registrants Welcome

MONDAY, OCTOBER 23 (Continued)

10:15 am – 11:15 am **NAFC Opening Session**

11:30 am – 12:30 pm **NAFC Session**

12:30 pm – 2:15 pm **ATA Advocacy & Government Affairs Luncheon**
All Full MCE Registrants Welcome
Sponsored by AT&T

ATA Awards:
Highway to Victory
Mike Russell Trucking Industry Image Award, Sponsored by HireRight

2:30 pm – 3:30 pm **NAFC Session**

2:30 pm – 4:00 pm **ATA Policy Committee Meetings**
All MCE Registrants Welcome
- Labor & Regulatory
- Safety

3:45 pm – 4:45 pm **NAFC Session**

4:15 pm – 5:45 pm **American Transportation Research Institute (ATRI) Board of Directors Meeting**
Board Members Only

4:15 pm – 5:15 pm **ATA (4) Educational Sessions**
All MCE Registrants Welcome

4:15 pm – 5:45 pm **ATA Policy Committee Meetings**
All MCE Registrants Welcome
- Highway
- Supply Chain Security
- Technology & Engineering

4:15 pm – 5:45 pm **Regional & Distribution Carriers' Conference (RDCC) Meeting**
All MCE and NAFC Registrants Welcome

4:15 pm – 5:45 pm **ATA Independent Contractors Subcommittee Meeting**
All MCE Registrants Welcome

5:00 pm – 6:30 pm **Transport Topics Reception**
By Invitation Only

5:00 pm – 6:00 pm **NAFC Annual Conference Reception**

TUESDAY, OCTOBER 24

- 8:00 am – 9:00 am **ATA Continental Breakfast**
All MCE Registrants Welcome
- 8:00 am – 9:00 am **NAFC Session**
- 9:00 am – 11:00 am **ATA Executive Committee Meeting**
All MCE Registrants Welcome
- 9:30 am – 11:30 am **ATA Spouse/Guest Program**
All MCE Registrants Welcome
- Guest Speaker: Elizabeth Smart
Abduction Survivor, Founder of Elizabeth Smart Foundation, Inspiring Communicator of Hope*
- 11:00 am – 12:45 pm **Allied Committee for the Trucking Industry (ACT I) Meeting**
Committee Members Only
- 11:15 am – 12:15 pm **ATA General Session**
All MCE and NAFC Registrants Welcome
- 12:00 pm – 2:00 pm **ATA Past Chairman's Spouses' Luncheon**
By Invitation Only
- 12:15 pm – 1:30 pm **ATA Exhibit Hall Grand Finale & Walk-Around Luncheon**
All MCE and NAFC Registrants Welcome
- 12:45 pm – 1:45 pm **NAFC Session**
- 1:30 pm – 4:00 pm **ATA Board of Directors Meeting & General Membership Meeting**
All MCE Registrants Welcome
Speaker Sponsored by US Legal Services
- Guest Speaker: Mark Jenkins, National Geographic Staff Writer and Author: *The Hard Way: Stories of Danger, Survival, and the Soul of Adventure**
- Necessary, Prudent & Dangerous Risks:
Strategic and Intelligent Risk Taking When the Future is Now
- 2:00 pm – 3:00 pm **NAFC Closing Session**
- 5:30 pm – 10:00 pm **ATA Annual Reception & Banquet**
All Full MCE Registrants Welcome
Sponsored by Vigillo
- Entertainment: Brad Paisley*

WEDNESDAY, OCTOBER 25

- 7:00 am – 2:30 pm **ATA MCE Golf Outing**
Location: Grand Cypress Golf Club

Sponsored by TrueNorth Companies