



Schedule of Events

As of September 20, 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 Rolling Strong and Velociti, Inc.
- 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
- 2:00 pm – 4:00 pm **ATA Educational Session: ELD Implementation**
- 2:30 pm – 4:00 pm **Automobile Carriers' Conference (ACC) Board of Directors Meeting**
All MCE 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 Registrants Welcome

Performance by Out of the Dust
- 9:45 am – 10:45 am **ATA Educational Sessions**
All MCE Registrants Welcome
 - Automated Trucks
 - Infrastructure Funding
 - Big Data
 - Compliance, Safety, Accountability
- 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

SUNDAY, OCTOBER 22 (Continued)

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 Registrants Welcome

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
ATA First Annual 5K Run Award Winners

1:00 pm – 3:30 pm **ATA Exhibit Hall Grand Opening & Ribbon Cutting Ceremony**

All MCE Registrants Welcome

2:15 pm – 3:45 pm **Agricultural & Food Transporters Conference (AFTC) Board of Directors Meeting**

All MCE Registrants Welcome

3:45 pm – 5:15 pm **ATA General Session**

All MCE Registrants Welcome

Sponsored by Bendix Commercial Vehicle Systems, LLC

"How Do Your Numbers Stack Up?"

6:00 pm – Evening **2017 Truck PAC Reception & Dinner**

Location: The House of Blues

By Invitation Only

Sponsored by Lytx®

Entertainment: Blues Traveler

Entertainment Co-Sponsored by Greenberg Traurig LLP and Signal Group

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

MONDAY, OCTOBER 23 (Continued)

8:00 am – 10:00 am **ATA General Session**
All MCE Registrants Welcome
Sponsored by Shell Lubricants

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

Chris Spear
President & CEO
American Trucking Associations, Inc.

"State of the Industry"

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

10:15 am – 11:15 am **TAEC Regional Meetings**

10:15 am – 11:15 am **NAFC Advisory Board Meeting**

11:30 am – 12:30 pm **NAFC Session: Update on Lease Accounting Rule Changes**

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

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

2:30 pm – 3:30 pm **NAFC Session: NAFTA Renegotiations and Its Impact on Trucking**

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

3:45 pm – 4:45 pm **NAFC Session: How to Improve Overall Insurance and Loss Costs**

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 Educational Sessions**
All MCE Registrants Welcome
- Cybersecurity
- Millennials in Trucking
- Global Safety Trends

MONDAY, OCTOBER 23 (Continued)

- 4:15 pm – 5:45 pm **ATA Policy Committee Meetings**
All MCE Registrants Welcome
- Safety
- Supply Chain Security
- Independent Contractor
- 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: Auto Liability Defense**
- 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 Registrants Welcome
Co-Sponsored by DriverReach and Freightliner

“Industry Legends”
- 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 & Luncheon**
All MCE Registrants Welcome
- 12:45 pm – 1:45 pm **NAFC Session: Problem Solving and Profitability**

TUESDAY, OCTOBER 24 (Continued)

1:30 pm – 4:00 pm **ATA Board of Directors Meeting & General Membership Meeting**
All MCE Registrants Welcome
Speaker Sponsored by U.S. Legal Services

Guest Speaker: Mark Jenkins, Staff Writer
National Geographic
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, a SambaSafety Company

Entertainment: Brad Paisley
Entertainment Co-Sponsored by Hyundai Translead, Old Dominion Freight Line, SkyBitz,
U.S. Legal Services

WEDNESDAY, OCTOBER 25

7:00 am – 2:30 pm **ATA MCE Golf Outing & Luncheon**
Location: Grand Cypress Golf Club
Sponsored by TrueNorth Companies