



MANAGEMENT CONFERENCE & EXHIBITION

SCHEDULE OF EVENTS

Events/Meetings will take place at the San Diego Convention Center (SDCC), unless noted at the Marriott Marquis (Marriott).

ATA Policy Meetings are open to ATA Members only, except where noted.

FRIDAY, OCTOBER 4

3:00 pm – 5:30 pm

LEAD ATA

By Invitation Only

Sponsored by Trimble

Location: Marriott, Cardiff
3rd Level, South Tower

6:00 pm – 7:30 pm

LEAD ATA Reception

By Invitation Only

Sponsored by Trimble

Location: Marriott, Pool Patio
Ground Level

SATURDAY, OCTOBER 5

7:00 am – 9:00 am

ATA Third Annual 5K Fun Run/Walk

Sponsored by Rolling Strong and Velociti

Separate registration required

Location: Marriott, Marina Terrace
Ground Level, North Tower (beyond pool gate)

10:00 am – 12:00 pm

LEAD ATA

By Invitation Only

Sponsored by Trimble

Location: Marriott, Cardiff
3rd Level, South Tower

10:30 am – 12:00 pm

LEAD ATA Graduate Class

By Invitation Only

Sponsored by Trimble

Location: Marriott, Carlsbad
3rd Level, South Tower

10:00 am – 4:00 pm

MCE HUB

All Registrants Welcome

Location: Attendee Experience Area, Hall A
Ground Level

Visit the HUB to network and relax with a beverage.

10:00 am – 11:00 am

Strategic Priorities Committee

Committee Members Only

Location: Room 1A, Upper Level

11:00 am – 12:30 pm

Infrastructure Funding Task Force

Location: Room 11, Upper Level

12:00 pm – 1:00 pm

LEAD ATA Luncheon

By Invitation Only

Sponsored by Trimble

Location: Marriott, Mission Hills
3rd Level, South Tower

12:00 pm – 1:30 pm

Automated Truck Subcommittee

Location: Room 2, Upper Level

Saturday, continued

12:30 pm – 2:00 pm

Trucking Cares Foundation

Foundation Members Only

Location: Room 1A, Upper Level

1:30 pm – 3:00 pm

Insurance Task Force

Location: Room 11, Upper Level

1:30 pm – 3:00 pm

Truck PAC Board of Directors

Location: Room 8, Upper Level

2:00 pm – 3:00 pm

Controlled Substance and Driver Health & Wellness Working Group

Working Group Members Only

Location: Room 1B, Upper Level

3:00 pm – 4:00 pm

FMCSA Update Session

All Registrants Welcome

Location: Room 3, Upper Level



Guest Speaker:

FMCSA Administrator

Raymond Martinez

4:00 pm – 5:00 pm

ATA Chairman's Membership Committee

All Registrants Welcome

Location: Room 5, Upper Level

5:00 pm – 5:45 pm

Hear from Supply Chain Logistics Students Session

All Registrants Welcome

Location: Room 3, Upper Level

6:00 pm – 6:30 pm

MCE First-Time Attendees & LEAD ATA Reception

By Invitation Only

Location: Marriott, Presidio

Lobby Level, North Tower

6:30 pm – 7:30 pm

ATA Grand Opening Reception

All Registrants Welcome

Sponsored by PrePass Safety Alliance

Location: Marriott, Marina Terrace

Ground Level (beyond pool gate)

SUNDAY, OCTOBER 6

7:00 am – 8:30 am

Small Carrier Breakfast Meeting

Open to all carriers with less than \$25.5 million in revenue

Sponsored by U.S. Bank

Location: Room 4, Upper Level

7:30 am – 8:30 am

Workforce Development Policy Committee

Location: Room 11, Upper Level

8:00 am – 4:00 pm

MCE HUB

All Registrants Welcome

Location: Attendee Experience Area

Hall A, Ground Level

Stop by the HUB to network and relax with a beverage.

8:30 am – 9:30 am

Interfaith Service

All Registrants Welcome

Location: Room 3, Upper Level

Featuring: LA RAISE Choir

Sunday, continued

9:45 am – 11:00 am

Are You Ready for the ELD Conversion?

Hosted by ATA Safety Policy Department

All Registrants Welcome

Location: Room 3, Upper Level

Industry experts will discuss the timeline implementation for ELDs. You will hear about the progress, pitfalls and challenges in converting fleets with ELDs by the December deadline.

9:45 am – 11:00 am

Augmented Reality for Maintenance

Hosted by ATA's Technical Maintenance Council

All Registrants Welcome

Location: Room 9

This session will present the latest developments in the application of virtual reality/augmented reality technology for trucking maintenance personnel. Panelists will describe how these training advancements can revolutionize the training process, bring greater efficiencies to personnel development and assist in attracting the next generation of trucking technicians.



9:45 am – 11:00 am

Cyber Security: Don't Be the Next Victim!

Hosted by ACT I

All Registrants Welcome

Location: Room 5, Upper Level

Computer security breaches have reached epidemic proportions today, and transportation companies have become primary targets. Learn from the experience of others, current industry best practices, and take away the solutions to be sure that you are not the next victim.

Panelists:

Sharon Reynolds, Chief Information Security Officer
Omnitracs

Joseph Saunders, Chief Executive Officer
RunSafe Security, Inc.

Harold Sumerford, Chief Executive Officer
J&M Tank Lines

Moderator:

Ken Craig, Vice President, Special Projects
McLeod Software

9:45 am – 11:00 am

ATA Policy Committees

All Registrants Welcome

Communications & Image

Location: Room 2, Upper Level

Environmental & Energy

Location: Room 10, Upper Level

Hazardous Materials

Location: Room 8, Upper Level

Tax

Location: Room 1B, Upper Level

9:45 am – 11:00 am

Litigation Center Board of Directors

All Registrants Welcome

Location: Room 11, Upper Level

Sunday, continued

11:15 am – 1:00 pm

The Dynamic Supply Chain: What Shippers Want to Discuss with Truckers Luncheon Session

All Full Registrants Welcome

Sponsored by DriverReach

Location: Ballroom 6, Upper Level

The supply chain is now on a digital clock. E-commerce is shifting distribution patterns. Shipment visibility has gone from “nice to have” to “must have at all time” in transit. Shippers are tightening delivery windows and service levels with programs such as “on-time” and “in-full”. Calls for collaboration between shippers and carriers are taking place with discussions on “shipper of choice” programs. Attend this lunch to hear from a distinguished panel.

Panelists:



Jess Baumhoff
Strategic Carrier Partnerships & Performance
Wayfair Logistics



Yone Dewberry
Chief Supply Chain Officer
Land O’Lake, Inc.



Bob Welsh
Senior Director, Transportation Sourcing &
Procurement
Walmart Transportation

Moderator:



Darren Hawkins
Chief Executive Officer
YRC Worldwide, Inc.

LEAD ATA Class Recognition

1:00 pm – 3:30 pm

ATA Exhibit Hall Grand Opening & Ceremony

All Registrants Welcome

Sponsored by Hyundai Translead

Location: Exhibit Hall, Ground Level

1:00 pm – 5:00 pm

Class Action Roundtable

By Invitation Only

Location: Room 11, Upper Level

2:00 pm – 3:30 pm

Agricultural & Food Transporters Conference

All Registrants Welcome

Location: Room 10, Upper Level

2:00 pm – 3:30 pm

Automobile Carriers’ Conference

All Registrants Welcome

Location: Room 1B, Upper Level

2:00 pm – 3:30 pm

Government Freight Conference

All Registrants Welcome

Location: Room 1A, Upper Level

2:00 pm – 3:30 pm

Intermodal Motor Carriers’ Conference

All Registrants Welcome

Location: Room 8, Upper Level

Sunday, continued

3:45 pm – 5:00 pm

The Big Reveal Session

All Registrants Welcome

Sponsored by Idelic

Location: ATA Exhibit Hall, Ground Level

Each year the trucking industry ranks its top challenges through the ATRI annual Top Industry Issues Survey. ATRI's analysis of the survey results is a critical input to ATA's Strategic Priorities Committee, the industry's advocacy efforts a, as well as guiding the identification of top research priorities. The survey identifies the top priorities of motor carrier executives and professional drivers and with its 15-year history, the results are key indicators of rising, falling and emerging priorities in the trucking industry. This top-tier plan will discuss the survey results.

Panelists:



Gary Helms
ATA America's Road Team Captain
and Professional Driver
Covenant Transport, Inc.



James Reed
President & Chief Executive Officer
USA Truck



Bob Costello
Chief Economist & Senior Vice President
ATA

Moderator:



Rebecca Brewster
President & Chief Operating Officer
American Transportation Research Institute
(ATRI)

Awards Presentations:

ATA 5K Run/Walk Winners

ATA President's Trophy

5:45 pm – 6:45 pm

Truck PAC Reception

7:00 pm – Evening

Truck PAC Gala

By Invitation Only

Ticketed event

Sponsored by Lytx®

Location: Hotel Del Coronado

Attire: Cocktail

Transportation departs

5:15-6:00 pm

from the Marriott, Pacific

Drive, South Tower.

****Tickets must be purchased before
Sunday, Oct. 6th at 12:00 noon.**

**Please visit the Truck PAC Ticket Desk to purchase or
pick-up tickets, located at the San Diego Convention Center,
Hall A Foyer, Ground Level, during the following schedule:**

Saturday, Oct 5th - 8:00 am – 5:00 pm

Sunday, Oct 6th - 8:00 am – 5:00 pm



MONDAY, OCTOBER 7

7:30 am – 8:00 am

Continental Breakfast

All Registrants Welcome

Sponsored by Wreaths Across America

Location: Attendee Experience Area

Hall A, Ground Level

8:00 am – 4:00 pm

MCE HUB

All Registrants Welcome

Location: Attendee Experience Area

Hall A, Ground Level

Monday, continued

8:00 am – 9:30 am

FACTS. ACTION. RESULTS

ATA President & CEO Address

All Registrants Welcome

Sponsored by Bendix Commercial Vehicle Systems

Location: ATA Exhibit Hall, Ground Level

Award Presentations:

2019 SmartWay Excellence

TAEC Service

ATA President's TAEC Leadership

2019 ATA National Driver of the Year

2019 National Truck Driving Championships (NTDC) Grand Champion, sponsored by Bendix Commercial Vehicle Systems

2019 TMCSuperTech Grand Champion

Special Presentations:

ATA America's Road Team Acknowledgement

Share the Road Acknowledgement

Trucking Cares Foundation

Workforce Heroes Program

9:30 am – 12:00 pm

ATA Exhibit Hall Review with Refreshments

All Registrants Welcome

Location: Exhibit Hall, Ground Level

11:00 am – 12:15 pm

Revenue Committee

Committee Members Only

Location: Room 1B, Upper Level

12:30 pm – 2:15 pm

Luncheon Session

All Full Registrants Welcome

Location: Ballroom 6, Upper Level

Award Presentations:

Highway to Victory

Mike Russell Trucking Industry Image Award, sponsored by HireRight

Truckers Against Trafficking

2:00 pm – 4:00 pm

ATA Spouse/Guest Program

All Registrants Welcome

Location: Marriott,

San Diego Ballroom A

Lobby Level, North Tower

Details on Page 20

Refreshments will be served.

Guest Speaker:

Major Lisa Jaster

"Don't Let the Quit In"

2:30 pm – 4:00 pm

ATA Policy Committees

All Registrants Welcome

Independent Contractor

Location: Room 11, Upper Level

Safety

Location: Room 9, Upper Level

Supply Chain Security

Location: Room 1B, Upper Level

2:30 pm – 4:00 pm

National Accounting & Finance Council Task Force

Task Force Members Only

Location: Marriott, Rancho 2

Lobby Level, North Tower

4:00 pm – 6:00 pm

National Accounting & Finance Council Reception

By Invitation Only

Location: Marriott, Presidio

Lobby Level, North Tower

4:15 pm – 5:45 pm

American Transportation Research Institute (ATRI)

Board of Directors

Board Members Only

Location: Room 1A, Upper Level

Monday, continued

4:15 pm – 5:45 pm

FMCSA Drug and Alcohol Clearinghouse Industry Update

Hosted by ATA Safety Department

All Registrants Welcome

Location: Room 3, Upper Level

January 6, 2020 is the compliance date for the long anticipated Drug and Alcohol Clearinghouse. Motor carriers will be required to perform a query in the clearinghouse when hiring a driver and on an annual basis. During this session, FMCSA staff experts will discuss the responsibilities of the motor carrier for complying with this new requirement. Additionally, FMCSA staff will provide an overview of the registration process for drivers and carriers.

4:15 pm – 5:45 pm

Looking Ahead: Machine Vision & Artificial Intelligence

Hosted by ACT 1

All Registrants Welcome

Location: Room 4, Upper Level

Attendees will learn how advances in machine vision and artificial intelligence (MV+AI) can help make their fleets safer and more productive. Learn about the basics of MV+AI; applications and limitations of current technology; importance of data quality and variety; measuring effectiveness; evolution of algorithms; and the future of MV+AI.

4:15 pm – 5:45 pm

Improving Back Office Efficiency:

Robotic Process Automation

Hosted by ATA's National Accounting & Finance Council

All Registrants Welcome

Location: Room 5, Upper Level

Robotic process automation (RPA), is the use of a software “robot” that replicates the actions of a human being interacting with the user interface of a computer system. RPA connects multiple systems through automation without changing the existing IT landscape. It is a rule-based system that executes processes without the need for constant human supervision. When applied to the right tasks, RPA can provide significant time and money savings. Some of the key applications of RPA include: back-office tasks in finance, supply chain management, accounting, customer service and human resources, such as data entry and purchase order issuing.

4:15 pm – 5:45 pm

ATA Policy Committees

All Registrants Welcome

Highway

Location: Room 9, Upper Level

Labor & Regulatory

Location: Room 8, Upper Level

Technology & Engineering

Location: Room 11, Upper Level

5:00 pm – 6:30 pm

Transport Topics Reception

By Invitation Only

Location: Marriott,

San Diego Ballroom C

Lobby Level, North Tower

TUESDAY, OCTOBER 8

7:00 am – 9:00 am

Allied Committee for the Trucking Industry (ACT I)

Committee Members Only

Location: Room 11, Upper Level

7:30 am – 9:00 am

North American Chassis Pool Cooperative Board of Directors

Board Members Only

Location: Room 1B, Upper Level

Tuesday, continued

9:00 am – 10:15 am

Leaders On The Cutting Edge Session

All Registrants Welcome

Sponsored by DriverReach

Location: ATA Exhibit Hall, Ground Level

We've hosted industry legends the last two years at MCE to learn from their experiences. This year, hear from rising trucking leaders made up of LEAD ATA members to gain insights into the future of the industry.

Panelists:



Heath Arnold
Senior Manager, Safety
ABF Freight Systems, Inc.



Wes Davis
Chief Financial Officer
Big M Transportation



Anna Faford
Vice President, Strategy
C&K Trucking



Jeff First
Vice President, Northwest Regional Operations
FedEx Freight

Moderator:



Craig Harper
Chief Operations Officer
J.B. Hunt

10:15 am – 12:30 pm

ATA Exhibit Hall Grand Finale & Luncheon

All Registrants Welcome

Location: Exhibit Hall, Ground Level

Lunch served at 11:30 am

11:30 am – 1:00 pm

ATA Past Chairman's Spouses Luncheon

By Invitation Only

Location: Marriott, The Porch

Marina Kitchen, South Tower

11:45 am – 1:30 pm

ATA Executive Committee

All Registrants Welcome

Location: Ballroom 6B, Upper Level

1:45 pm – 3:30 pm

**ATA Board of Directors &
General Membership Meeting**

All Registrants Welcome

Location: Ballroom 6A, Upper Level

5:30 pm – 6:00 pm

ATA Annual Reception

All Full Registrants Welcome

Location: Marriott, Grand Ballroom Foyer

Lobby Level, North Tower

Tuesday, continued



6:00 pm – Evening

ATA Annual Banquet

All Full Registrants Welcome

Location: Marriott, Grand Ballroom

Lobby Level, North Tower

Entertainment: Jason Bonham's Led Zeppelin Evening

Title Sponsor: PowerFleet

Sponsors: FedEx Freight, Lytx, and UPS

Contributor Sponsors: Pressure Systems International and Velociti

WEDNESDAY, OCTOBER 9

7:00 am – 2:30 pm

ATA MCE Golf Outing & Luncheon

Location: Riverwalk Course

Sponsored by TrueNorth Companies

Separate registration required

**Transportation departs 6:00 am from the Pacific Drive,
Ground Level, South Tower**

**ACT 1 is the premier sponsor of the
2019 ATA Management Conference & Exhibition (MCE).**



Elite Suppliers to the Trucking Industry