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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
</table>
| 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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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</thead>
</table>
| 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**

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**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 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 11, 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.
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
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*

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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

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