



MCE22

MANAGEMENT CONFERENCE & EXHIBITION

October 22-25 ★ San Diego, CA

San Diego Convention Center and Marriott Marquis

SCHEDULE

as of September 23, 2022

FRIDAY, OCTOBER 21

12:00 p.m. – 5:00 p.m. **LEAD ATA Meeting**
Sponsored by DriverReach
By Invitation Only

6:00 p.m. – 7:30 p.m. **LEAD ATA & Graduate Reception**
Sponsored by DriverReach
By Invitation Only

SATURDAY, OCTOBER 22

7:00 a.m. – 9:00 a.m. **5k Fun Run/Walk**
Sponsored by Rolling Strong, Velociti
Optional-additional registration fee required

10:00 a.m. – 12:00 p.m. **LEAD ATA Meeting**
Sponsored by DriverReach
By Invitation Only

10:00 a.m. – 12:00 p.m. **LEAD ATA Graduate Meeting**
Sponsored by DriverReach
By Invitation Only

11:00 a.m. – 6:00 p.m. **Registration Open**
Sponsored by Samsara

11:00 a.m. – 12:15 p.m. **ATA Subcommittee Meetings:**

- **Automated Truck Subcommittee**
Sponsored by Plus
- **Diversity, Equity and Inclusion Subcommittee**
Sponsored by Freightliner

12:00 p.m. – 1:00 p.m. **LEAD ATA Luncheon**
Sponsored by DriverReach
By Invitation Only

Saturday, October 22 continued

- 12:30 p.m. – 1:45 p.m. **ATA Committee Meetings and Conference Meetings:**
- Controlled Substances, Driver Health & Wellness Subcommittee
 - Automobile Carriers Conference
 - Intermodal Carriers Conference
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- 2:00 p.m. – 3:00 p.m. **Saturday Session: ATRI's Big Reveal**
- Join us for the big reveal – the results of the 2022 Top Industry Issues Survey! For 18 years the American Transportation Research Institute (ATRI) has conducted an annual survey asking trucking industry stakeholders to rank their top issues of concern for the industry, as well as the potential solutions for addressing these issues. This panel of industry experts will discuss the results of this year's survey, focusing on each issue – from 10 down to 1. We'll hear from a motor carrier and a professional driver, as our speakers share their perspectives on each issue. This data is critical to the industry and you won't want to miss this popular session.
- Sponsored by Idelic*
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- 2:00 p.m. – 6:00 p.m. **Trucking U Meeting and Orientation**
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- 3:10 p.m. – 4:10 p.m. **Federal Motor Carrier Safety Administration (FMCSA) Update**
- Sponsored by Freightliner*
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- 4:15 p.m. – 5:00 p.m. **ATA Chairman's Membership Meeting & Awards**
- Sponsored by ISAAC Instruments*
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- 5:00 p.m. – 6:00 p.m. **MCE VIP Partner Recognition and Reception**
- By Invitation Only*
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- 6:30 p.m. – 7:45 p.m. **Welcome Reception**
- Sponsored by PrePass Safety Alliance*

SUNDAY, OCTOBER 23

- 7:00 a.m. – 6:00 p.m. **Registration Open**
- Sponsored by Samsara*
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- 7:30 a.m. – 8:30 a.m. **ATA Policy Committee Meeting:**
- Strategic Priorities
- Committee Members Only*

Sunday, October 23 continued

8:30 a.m. – 9:45 a.m.

ATA Committee Meetings:

- **Safety Policy**
Sponsored by PrePass Safety Alliance
- **Independent Contractor Policy**
Sponsored by Independent Carrier Safety Association

Education Sessions:

- **How the Future Regulatory Environment Will Impact Your Equipment Purchasing Decisions and Technology Pathways**
Are you prepared for the environmental challenges that lie ahead for trucking? The regulatory landscape is shifting rapidly and unevenly as EPA and CARB continue to propose and finalize an unprecedented number of new mandates. This session will explore what roadmaps EPA and CARB are heading down and what it means for your business planning ahead. Don't be left behind!
Sponsored by ACT 1
- **Tax and Economic Legislative Concerns for Families and Family Business**

9:45 a.m. – 11:00 a.m.

Educational Session:

- **California AB 5: What Does It Mean, What's Next, And What Should We Do About It?**
As a result of the United States Supreme Court refusing to hear the challenge to California's AB 5, the injunction preventing enforcement against the trucking industry was recently lifted, and the risk of liability for noncompliance is now a reality for many trucking companies operating in California. Join a panel of Scopelitis attorney experts – Greg Feary, Shannon Cohen, and Prasad Sharma – and an ATA motor carrier as they discuss the law's history, the "business-to-business" exemption, the trucking industry's options for compliance, application of the law beyond motor carriage, and changes owner-operators are making to comply!
Sponsored by Scopelitis, Garvin, Light, Hanson & Feary

10:00 a.m. – 11:15 a.m.

ATA Policy Committee, Conference Meetings & Board Meetings

- **Agricultural and Food Transporters Conference**
- **ATRI Board of Directors**
- **Communications & Image Policy**
- **Tax Policy**

Sunday, October 23 continued

10:00 a.m. – 11:15 a.m.	<p>Education Session:</p> <ul style="list-style-type: none"> • How Your Driver’s Health Is Affecting Your Bottom Line <i>Sponsored by ACT 1</i>
11:15 a.m. – 1:15 p.m.	<p>Luncheon Session <i>Sponsored by Drivewyze</i> <i>Full Registrants Welcome</i></p>
1:15 p.m. – 3:45 p.m.	<p>MCE Exhibit Hall Grand Opening & Ceremony <i>Sponsored by ISAAC Instruments</i> <i>All Registrants Welcome</i></p>
1:30 p.m. – 2:30 p.m.	<p>ATA Revenue Committee Meeting <i>Committee Members Only</i></p>
4:00 p.m. – 5:30 p.m.	<p>General Session: Casting a Wide Net to Prepare for Trucking Decarbonization, Emissions Reductions, and Sustainability Planning Now, more than ever, trucking remains in the bullseye of federal and state legislators and regulators on the environmental and energy fronts. Whether it is EPA or CARB advancing regulations to reduce fleet greenhouse gas and NOx emissions, state zero-emission vehicle sales and purchase mandates, internal combustion engine bans, or greenhouse gas reporting mandates, tomorrow’s fleet operations will look far different than they do today. Hear from a distinguished panel of leading industry executives as they share their views and plans on the multitude of changes that are just around the corner. Don’t be left behind! <i>Sponsored by Alvys</i> <i>All Registrants Welcome</i></p>
6:30 p.m. - Evening	<p>Truck PAC Reception & Dinner <i>Sponsored by Lytx • Scopelitis, Gavin, Hanson & Feary</i> <i>Ticket purchase required</i></p>

MONDAY, OCTOBER 24

7:00 a.m. – 6:00 p.m.	<p>Registration Open <i>Sponsored by Samsara</i></p>
7:00 a.m. – 8:15 a.m.	<p>ATA Small Carrier Committee Breakfast <i>Sponsored by U.S. Bank</i> <i>Open to all carriers with less than \$27.5 million in revenue</i></p>

Monday, October 24 continued

- 8:00 a.m. – 8:30 a.m. **Breakfast in the Attendee Experience Area**
Sponsored by National Interstate Insurance Company
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- 8:30 a.m. – 10:00 a.m. **General Session:**
ATA President's State of the Industry & Association
Sponsored by Transtar Insurance Brokers, Inc.
All Registrants Welcome
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- 10:00 a.m. – 11:00 a.m. **Trucking Cares Foundation**
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- 10:00 a.m. – 12:30 p.m. **MCE Exhibit Hall Review with Refreshments**
All Registrants Welcome
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- 12:30 p.m. – 2:30 p.m. **Luncheon Session**
Sponsored by Samsara
Full Registrants Welcome
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- 2:30 p.m. – 4:00 p.m. **Allied Committee for the Trucking Industry (ACT 1)**
Committee Members Only
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- 2:45 p.m. – 4:00 p.m. **ATA Policy Committee Meetings:**
- **Environmental and Energy Policy**
Sponsored by International Truck
 - **Hazardous Materials Policy**
 - **Legal Reform Advisory Committee**
Sponsored by Sentry Insurance
 - **Supply Chain Security Policy**
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- 2:45 p.m. – 4:00 p.m. **Education Sessions:**
- **Managing Cash Flow in an Uncertain Economy**
Join us Monday afternoon to discuss the current challenges facing the industry during these unique times. The discussions will focus on identifying best practices for billing, collecting, equipment purchasing, driver-retention, utilization of telematics to improve efficiencies and cash flow, and strategically positioning your company now to take advantage of opportunities arising from the next economic upswing
Sponsored by DDC FPO

Monday, October 24 continued

- **The Future of Safety: Preparing Your Fleets for Emerging Risks**
Today's fleets are faced with navigating roadways that include new dangers and rising risks. Understanding these risks has become more vital than ever before. How can drivers and fleet managers best prepare for what's around the bend? During this session you will learn the current state of safety, future safety trends and potential risks on the rise, understanding and utilizing data and technology, effective techniques to retain the next generation of drivers and how to "future proof" fleets against new and emerging risks.

Sponsored by Lytx

2:45 p.m. – 4:00 p.m.

Spouse/Guest Program

Fallbrook Cellar, San Diego Wine & Culinary Center
(across the street from San Diego Convention Center, no transportation needed)

Wine Blending Challenge: Discover the science behind wine making and marketing and then put your talents to the test to create your small group's signature blend. The optimum result is determined by how much fun you have with your fellow teammates! A wine expert will be on-site to answer any questions. Snacks and wine tastings will be provided.

4:15 p.m. – 5:30 p.m.

ATA Policy Committee and Conference Meetings:

- Government Freight Conference
- Highway Policy Committee
- Technology & Engineering Policy
Sponsored by Lytx
- Workforce Development Policy

5:00 p.m. – 6:30 p.m.

Transport Topics Reception

Sponsored by Shell Lubricant Solutions
By Invitation Only

5:45 p.m. – 7:15 p.m.

National Accounting & Finance Council (NAFC) Reception

By Invitation Only

TUESDAY, OCTOBER 25

7:00 a.m. – 4:30 p.m.

Registration Open

Sponsored by Samsara

Tuesday, October 25 continued

8:00 a.m. – 9:00 a.m.

Board Meetings:

- Litigation Center Board of Directors
- Truck PAC Board of Directors

9:00 a.m. – 10:30 a.m.

General Session:

The Economy in a New World Order

Nearly every major economy across the globe has transitioned into a new period of decelerating growth and rising inflation. How will interest rates, geopolitical tensions, and commodity prices affect the US economy and the trucking industry? Join Tom Joyce, Managing Director & Global Head of Investment Banking Capital Markets Strategy at MUFG Bank and Bob Costello, ATA's Chief Economist. Moderator: ATA Second Vice Chairman Andrew Boyle, Co-President, Boyle Transportation.

Sponsored by Pilot Flying J

All Registrants Welcome

10:30 a.m. – 1:45 p.m.

MCE Exhibit Hall Final Review and Walk-Around Luncheon

All Registrants Welcome

11:00 a.m. – 12:30 p.m.

ATA Executive Committee Meeting

Sponsored by Kodiak

All ATA Members Welcome

12:30 p.m. – 1:30 p.m.

ATA Executive Committee and ACT 1 Luncheon

Executive Committee and ACT 1 Members Only

1:45 p.m.

ATA Board of Directors Meeting

Sponsored by Plus

All ATA Members Welcome

5:45 p.m. – 6:30 p.m.

MCE Annual Reception

Sponsored by TuSimple

Full Registrants Welcome

6:30 p.m. – 10:30 p.m.

MCE Annual Banquet

Title Sponsor: TuSimple

Table Sponsor: TrueNorth Companies

Table Contributors: SkyBitz, Velociti

Chairman's Portrait Sponsor: Double Coin Tires

Full Registrants Welcome

Entertainment: Walker Hayes