

AMERICAN TRUCKING ASSOCIATIONS
 **MCE20**
MANAGEMENT CONFERENCE & EXHIBITION
OCTOBER 19-23 & 26-28
★ A VIRTUAL EVENT ★

As of October 22

Note: Times listed in the schedule are U.S. Eastern Daylight Time Zone

MONDAY, OCTOBER 19

- 11:00 a.m. – 12:00 noon **Agricultural & Food Transporters Conference (AFTC)
Board of Directors
Sponsored by ACT 1**
- 11:00 a.m. – 12:00 noon **Automated Truck Subcommittee**
- 1:00 p.m. – 2:00 p.m. **Controlled Substance and Driver Health & Wellness Subcommittee**
- 1:00 p.m. – 2:00 p.m. **Government Freight Conference Board of Directors
Sponsored by ACT 1
Guest Speakers:
Harold “Buzz” Bailey, Federal Contracts Attorney, Bailey FedK Consulting
Prasad Sharma, Partner, Scopelitis, Garvin, Light, Hanson & Feary, P.C.**
- 3:00 p.m. – 4:00 p.m. **Intermodal Motor Carriers Conference (IMCC) Board of Directors
Co-Sponsored by ACT 1 and CIE Manufacturing**
- 3:00 p.m. – 4:00 p.m. **Diversity Working Group**
- 4:15 p.m. – 4:45 p.m. **Truck PAC Virtual Happy Hour and
Fall Sweepstakes Drawing, sponsored by Lytx
Must be a Truck PAC Member to attend**

TUESDAY, OCTOBER 20

- 11:00 a.m. – 12:00 noon **Highway Policy Committee
Guest Speaker: Dr. Patricia G. Hendren, PhD., Executive Director,
The Eastern Transportation Coalition**
- 11:00 a.m. – 12:00 noon **Educational Session A: Employing Effective Driver
Engagement Strategies to Improve Safety & Driver Retention
Sponsored by Idelic
Panelists:
Hayden Cardiff, Founder & Chief Executive Officer, Idelic, Inc.
Ronnie Holland, Director of Safety, TCW, Inc.
Gregg Troian, President, PGT Trucking, Inc.**

One of the most common beliefs today is that high driver turnover is inevitable in the trucking industry, but this idea is a huge misconception. There are effective driver engagement strategies any fleet can implement today to make a difference with their drivers. Through pre-hire, onboarding, safety culture, and full driver lifecycle, there are small changes to how you are engaging with your drivers that will help improve your driver retention and make safety a top priority. In this session you will learn various ways to engage your drivers to improve retention, other effective strategies that will help

reduce your driver turnover, and how to use your technology to better engage, understand, & retain your drivers.

TUESDAY, OCTOBER 20, CONTINUED

- 1:00 p.m. – 2:00 p.m. **Communications & Image Policy Committee**
Sponsored by ACT 1
- 1:00 p.m. – 2:00 p.m. **Technology & Engineering Policy Committee**
Sponsored by Lytx
- 3:00 p.m. – 4:00 p.m. **Independent Contractor Policy Committee**
- 3:00 p.m. – 4:00 p.m. **Tax Policy Committee**
Guest Speakers:
Marc Goldwein, Senior Vice President & Senior Policy Director,
Committee for a Responsible Federal Budget
Erica York, Economist, Center for Federal Tax Policy, at Tax Foundation
- 4:30 p.m. – 5:30 p.m. **Small Carrier Committee**
Sponsored by US Bank
Open to all carriers with less than \$27.5 million in revenue
- 4:30 p.m. – 5:30 p.m. **Automobile Carriers Conference (ACC) Board of Directors**
Board Members Only

WEDNESDAY, OCTOBER 21

- 11:00 a.m. – 12:00 noon **Insurance Task Force**
Sponsored by Sentry Insurance
- 11:00 a.m. – 12:00 noon **Environmental & Energy Policy Committee**
- 1:00 p.m. – 2:00 p.m. **Hazardous Materials Policy Committee**
Guest Speaker: William Quade, Deputy Associate Administrator for Hazardous
Materials Policy and Programs, Pipeline and Hazardous Materials Safety Administration
(PHMSA)
- 1:00 p.m. – 2:00 p.m. **ACT 1 Meeting**
Members Only
- 1:00 p.m. – 2:00 p.m. **Workforce Development Policy Committee**
- 3:00 p.m. – 4:00 p.m. **Safety Policy Committee**
Sponsored by Pre-Pass Safety Alliance
Guest Speakers:
Dennis Dellinger, President, Cargo Transporters, Inc.
Scott George, Chief Executive Officer, TCW, Inc.
- 5:00 p.m. – 6:00 p.m. **Moving & Storage Conference Membership Meeting**

WEDNESDAY, OCTOBER 21, CONTINUED

4:30 p.m. – 5:30 p.m.

Educational Session C: Finding Affordable Insurance in a Hard Market

Panelists:

Ryan Erickson, Executive Vice President, McGriff
Jim Millar, Vice President, Transportation Group, Cottingham & Butler
Jeffrey Toole, Partner, Scopelitis, Garvin, Light, Hanson & Feary, P.C.

As insurance costs continue to skyrocket, what can be done to prevent premiums from taking over your bottom line? This session will offer a sneak peek of the in-depth guide, "Finding Affordable Insurance for a Trucking Business in the Hard Insurance Market." The full guide, which will be released at NAFC's Conference on November 18th, offers concrete steps that motor carrier professionals can take to achieve the best renewal outcomes or alternative coverage options, such as getting safety and loss documentation organized well in advance of renewal, developing a risk retention strategy and creating the best possible case to present to underwriters.

THURSDAY, OCTOBER 22

11:00 a.m. – 12:00 noon

Strategic Priorities Committee

Committee Members Only

11:00 a.m. – 12:00 noon

Educational Session D: Leading the Charge with E-Mobility

Sponsored by Freightliner

Panelists:

Nathan Hill, Head of Charging Infrastructure, Daimler Trucks North America
Jim O'Leary, VP Fleet Services, NFI
Jed Proctor, Manager of Customer Consulting, eMobility, Daimler Trucks North America
Paul Rosa, Sr. VP Procurement & Fleet Planning, Penske
Craig Sieber, Manager New Products, Penske
Alex Voets, Sales and Marketing Manager, eMobility, Daimler Trucks North America
Moderator: Ross Froat, Director of Technology & Engineering Policy, ATA

Despite the many unexpected challenges that 2020 has brought to every industry, progress towards electrification continues in the trucking industry. Taking this progress into account, medium- and heavy-duty fleet electrification remains to be of focus for the next stage of equipment evolution. Join this session and connect with key stakeholders through their e-mobility planning and experience for the next electric truck.

12:30 p.m. – 1:30 p.m.

Infrastructure Funding Task Force

12:30 p.m. – 1:30 p.m.

Educational Session E: Blueprint to the Future: Connected and Integrated Technologies

Sponsored by International Truck

Panelists:

Reynolds Boyd, Director, Customer Uptime, Southland Transportation Group
Brian Mulshine, Director, Aftermarket Customer Experience, Navistar International Corporation
Chintan Sopariwala, Vice President, Aftersales Operations & Connected Vehicle, Navistar International Corporation
Scott Sutarik, Vice President, Commercial Vehicle Solutions, Geotab
Moderator: Ross Froat, Director of Technology & Engineering Policy, ATA

Connected intelligent businesses succeed, and the trucking industry improves every year through this logic. As truck manufacturers continue to leverage onboard vehicle data and off-board IoT services, the future of connected and integrated technologies is

significant to fleets. Join this session for fleet, dealer, and manufacturer perspectives on architecting integrations between factory-installed telematics, service communications, fleet management solutions and more into one seamless workflow designed to maximize uptime and simplify fleet management operations.

THURSDAY, OCTOBER 22, CONTINUED

2:00 p.m. – 3:00 p.m.

Trucking Cares Foundation Board of Directors
Foundation Members Only

2:00 p.m. – 3:00 p.m.

Truck PAC Board of Directors
Sponsored by Lytx

4:00 p.m. – 5:00 p.m.

Supply Chain Security Policy Committee
Guest Speaker: Jose Gomez-Urquiza, Chief Executive Officer, Visa Solutions

The ATA Supply Chain Security Policy Committee will discuss immigration policy issues heading into 2021 and the possibilities for comprehensive immigration reform. The committee will host a discussion on how trucking and the supply chain could be affected by this key policy issue.

4:00 p.m. – 5:00 p.m.

Educational Session F: Planning, Building, and Bracing for COVID-19's Continuing Impact on HR Issues in the Trucking Industry
Guest Speaker: Katharine Weber, Principal, Jackson Lewis P.C.

Join us for a look at the continuing challenges trucking companies face as they plan and build processes and procedures to minimize the risk of spread of COVID-19 in their employee and customer communities. In this session we'll show you how to operationalize your obligation to provide a safe workplace in light of the patchwork of federal and state laws, orders and agency guidance. We'll also talk about how to tackle the most current HR COVID-19 challenges trucking companies are facing.

5:00 p.m. – 6:00 p.m.

ATA Chairman's Membership Committee
Sponsored by TransForce Group

FRIDAY, OCTOBER 23

October 23 - 25

Fourth Annual Virtual 5K Fun Run/Walk
Sponsored by Rolling Strong & Velociti
Additional Registration Required

11:00 a.m. – 12:00 noon

Revenue Committee
Committee Members Only

11:00 a.m. – 12:00 noon

Educational Session G: Accelerating the Future of Logistics Through Open Innovation
Sponsored by Uber Freight
Panelists:

Scott Auslund, Chief Executive Officer, Gulf Relay
Jack Kennedy, Chief Executive Officer, Platform Science
Cameron Ramsdell, President, Variant
Lior Ron, Chief Executive Officer, Uber Freight

Moderator: Ross Froat, Director of Technology & Engineering Policy, ATA

With so much complexity and fragmentation emerging in logistics systems, companies are starting to adopt a more open approach to innovation to produce better (and faster) outcomes. Lior Ron, CEO of Uber Freight, and former head of Google Maps will lead this education session on how a new level of openness between carriers, brokers, hardware

and software providers is accelerating the speed of innovation in logistics. Join him and several leaders in the trucking industry who will share their insights on active collaboration, and their outlook on what is to come.

FRIDAY, OCTOBER 23, CONTINUED

12:30 p.m. – 1:30 p.m. **Labor & Regulatory Policy Committee**

12:30 p.m. – 1:30 p.m. **Educational Session H: Improving Performance and Safety through Targeted Driver Coaching**

Sponsored by Omnitracs

Panelists:

Steve Fields, America's Road Team Captain, Professional Truck Driver with YRC Freight

Lisa Gonnerman, Vice President, Safety & Security, Transport America

Paul Ruiz, Manager, Safety Policy, ATA

Moderator: Mike Ahart, Vice President, Regulatory Affairs, Omnitracs

Join industry experts for a panel discussion on driver coaching and best practice techniques. Panel members will discuss the use of safety technologies, such as camera monitoring systems and the use of electronic logging devices to improve driver safety. Hear from safety professionals and a professional driver as they discuss the different viewpoints surrounding driver coaching. Panelists will also discuss the importance of diverse industry feedback through the regulatory process.

2:00 p.m. – 3:00 p.m. **American Transportation Research Institute (ATRI)**

Board of Directors

Board Members Only

2:00 p.m. – 3:00 p.m. **Educational Session I: FMCSA Update**

Sponsored by Netradyne

Special Guest Speaker: Wiley Deck, Deputy Administrator, FMCSA

Join FMCSA Deputy Administrator Wiley Deck for an informative session on the latest regulatory matters taking place at FMCSA. Deputy Administrator Deck will provide an update on latest rulemakings, including, Hours-of-Service, Drug and Alcohol Testing, Entry Level Driver Training, CSA, and much more. Attendees will have the opportunity to participate in the Q&A session at the end.

4:00 p.m. – 5:00 p.m. **Litigation Center Board of Directors**

MONDAY, OCTOBER 26

Virtual Exhibit Hall Available to Visit

11:00 a.m. **ATA President & CEO Address**

Sponsored by ACT 1

Highlights of ATA Image Programs

**The Honorable Elaine L. Chao
United States Secretary of Transportation**

ATA President & CEO, Chris Spear

MONDAY, OCTOBER 26, CONTINUED

1:00 p.m.

**Top Pollster Results: America's Rankings
Sponsored by Freightliner**

**Highway to Victory Award
Mike Russell Trucking Industry Awards**

**Guest Speaker:
Neil Newhouse, Partner & Co-Founder,
Public Opinion Strategies**

3:00 p.m.

**Diversity in the Workplace Session
Sponsored by DriverReach**

**ACT I Presentation
LEAD ATA Recognition**

Diversity in the Workplace Discussion

Panelists:

Cari Baylor, President, Baylor Trucking

John Esparza, President & CEO, Texas Trucking Association

Alphonso Lewis, America's Road Team Captain, Professional Truck Driver with YRC Freight

James Reed, President & Chief Executive Officer, USA Truck

John Stomps, President & Chief Executive Officer, Total Transportation MS

With the trucking industry facing short and long term challenges with regards to filling open positions and replacing retiring workers, the Diversity in the Workplace session will include important perspectives from member CEOs, state executives and employees. They will discuss ways to attract, recruit and retain a diverse workforce, not only in our driver/technician community, but in the ranks of industry management/leadership as well.

4:30 p.m.

**Educational Session: EPA vs CARB Regulations: What does this Mean for a Fleet in 2022 and Beyond
Sponsored by ACT 1**

Panelists:

Melina Kennedy, Vice President, Product Compliance & Regulatory Affairs, Cummins

Steve Slesinski, Director, Global Product Management, Dana Inc.

Doug Powell, Director of Fleet Management, Kenworth

Dave Williams, Senior Vice President Equipment & Government Relations, Knight-Swift Transportation

Moderator: Rence Oliphant, Vice President Global Sales, Hendrickson

California recently approved a sweeping regulation mandating truck manufacturers sell a rising number of zero-emission trucks starting in 2024 with the goal of every new truck sold in the state being zero-emission by 2045. CARB also just adopted an ultra-low NOx emissions rule for trucks that will take effect in 2024 and will be finalizing new requirements for zero-emission truck purchases, refrigerated trailer electric stand-by, and a statewide truck inspection and maintenance program. In addition, new mandated extended warranty requirements are coming into play in California beginning in 2022. As the world's fifth largest economy, California's regulatory agenda often creates a precedent and template for other states to follow. In this session, we will take a deep dive into CARB's impact on interstate commerce and why fleets nationwide need to pay particular attention to the policies coming out of Sacramento.

TUESDAY, OCTOBER 27

Virtual Exhibit Hall Available to Visit

11:00 a.m.

**Bridging Division, Putting America Ahead of Politics
*Sponsored by PrePass Safety Alliance***

TAEC President's Award

Special Guest Speakers:

The Honorable Norman Y. Mineta, Former Transportation Secretary
The Honorable Alan Simpson, Former Senator

Moderator:

Chris Spear, ATA President & CEO

1:00 p.m.

**The Big Reveal 2020: ATRI's Top Industry Issues
*Sponsored by Freightliner***

2019 Safety Director of the Year

**Trucking Association Executives Council (TAEC)
Service Awards**

ATRI's Big Reveal 2020

Panelists:

Eric Fuller, President & Chief Executive Officer, U.S. Xpress
Bob Costello, Chief Economist & Senior Vice President, International Trade
Policy & Cross-Border Operations, ATA
Danny Smith, America's Road Team Captain, Professional Truck Driver with Big
G Express

Moderator: Rebecca Brewster, President & Chief Operating Officer, ATRI

3:00 p.m.

**COVID-19 Session: Navigating the Challenges and Emerging Stronger
*Sponsored by TrueNorth Companies***

Transport Topics Trucking's Frontline Heroes Award

Sponsored by TrueNorth Companies

COVID-19: Navigating the Challenges and Emerging Stronger

Panelists:

Sherri Garner Brumbaugh, President and CEO, Garner Transportation
TJ England, Chief Legal Officer, C.R. England, Inc
John McKown, Professional Road Team Captain, UPS Freight
Joseph Metzger, Senior Vice President of Transportation, Walmart
Transportation Inc.

Moderator: Dan Horvath, Vice President of Safety Policy, ATA

COVID-19 has impacted every segment of the trucking industry and has led to long-term impacts that will remain for some time. This general session will feature professionals from the trucking industry as they discuss the impacts of COVID-19 on their operations. Hear from a broad perspective of leaders, including a professional driver, as they discuss these impacts and the how they

adapted during the onset of the pandemic. Panelists will discuss these impacts both during the pandemic and the potential implications in a post-pandemic world.

4:30 p.m. – 5:30 p.m.

**Educational Session: Digital Best Practices for
Tire Life Cycle Management
Sponsored by ACT 1**

Panelists:

Brian Cunningham, Vice President, Fleet Solutions, Bridgestone Commercial Solutions, Bridgestone Americas, Inc.

Shaun Hartoog, Advanced Customer Consulting, Digital Solutions Specialist, Dana Incorporated

Donna Murphy, Initiative Lead, Connected Pressure (BVCM), Services and Solutions Business Line (SES), Michelin North America, Inc.

Micah Tindor, Connect Fleet Product Manager, Goodyear Tire and Rubber Company

Moderator: Robert Braswell, Executive Director, Technology & Maintenance Council (TMC), ATA

What people, process and technology improvements are necessary to implement a consistent and effective tire management program? Learn from industry experts on how to define and execute a digital tire life cycle management program. Hear how to leverage best practices of process improvement and use digital tools and technology to capture valuable data inputs that return improved organizational efficiency. This discussion will explore the tangible steps needed to accelerate the time to value of digital solutions, focusing on inspection level process improvement and the long-term tire management program performance.

WEDNESDAY, OCTOBER 28

Virtual Exhibit Hall Available to Visit

11:00 a.m.

Executive Committee Meeting

Environmental Protection Agency (EPA) SmartWay Excellence Awards

2:00 p.m.

Board of Directors Meeting

Sponsored by International Truck

Roll Call of the States

Board of Directors Meeting

Unveiling of the ATA Chairman's Portrait, ***Sponsor Double Coin Tires***

Changing of the Gavel:

ATA Chairman Randy Guillot to

Incoming Chair Sherri Brumbaugh