



SCHEDULE FOR ATTENDEES

 **MTA's 92nd Annual Conference – Empower your business, ignite your success.**

Presenting Sponsor – Blaine Brothers Family of Companies

Cragun's Resort on Gull Lake

11000 Craguns Dr, Brainerd, MN 56401

July 30 – Aug 1, 2024

THANK YOU TO THE ANNUAL CONFERENCE PLANNING COMMITTEE:

Tom Kuehl – Kuehl Transit (Chair), Anthony Book – Long Haul Trucking, Libby Wagner – Service Plus Transport, Clint Larby – BMT, Inc., Terri Wood – Woody's Trucking, Brian Honrud – Dedicated Logistics, Jennifer Herning – Kottke Trucking, Jana Schindele – Spee-Dee Delivery, Brian Yager – Munson Lakes Nutrition, John Penton – Truck writers, and Tucker Dally – Blaine Brothers Family of Companies.

TUESDAY, July 30, 2024

6:00 AM – 8:00 PM **Conference Registration Open** (Main Resort Lobby)

Pickup Your Badge for Conference Access

Journal Sponsored by Workforce QA

9:30 AM **Golf Registration Opens**

11:00 AM – 4:00 PM **Shot-Gun Start** - Golf at Tom Lehman Course & Dutch Course

Presenting Sponsor – Allstate Peterbilt Group

***Golf Winners announced at the Welcome BBQ** (must have conference ticket to attend - Tuesday Only Ticket available)

1:00 - 4:00 PM **Hospitality Lounge Open** – (Bear Trap Lounge by Main Lobby)

Complimentary Beverages

Sponsored by TBD

4:00 – 5:30 PM **First Time Attendee Gathering** (Bear Trap Lounge)

Complimentary Beverages

Sponsored by TBD

5:30 – 7:00 PM **Welcome BBQ – CASH BAR** (North Beach)

Golf Winner Announcements

Sponsored by Sherman Insurance

ATTENDEES MOVE TO SPORTS CENTRE (Shuttle or Walk)

7:00 – 9:30 PM **Welcome Party & EXPO** - (Sports Centre & Adjacent Parking Lot)

Sponsored by Trimble Transportation

Complimentary Beer & Wine sponsored by TBD

Sponsor Expo, Truck Expo, Door Prizes, PAC Silent Auction Begins, Dessert Tables
9 PM – 11:00 PM **Hospitality Lounge Open** – (Bear Trap Lounge)
Complimentary Beverages/Food
Sponsored by TBD

WEDNESDAY, July 31, 2024

6:00 – 7:00 PM Conference Registration OPEN
7:00 – 8:00 AM **MTA Board Meeting & Breakfast** (Bear Trap Lounge)
7:00 – 8:15 AM **NEXTLEADER Council & Breakfast** (Lakeshore Room 3)
Sponsored by Acuity Insurance
7:00 – 8:15 AM **Attendee Breakfast** – (Lakeside Dining Room)
Sponsored by TBD

ATTENDEES MOVE TO SPORTS CENTRE

Wi-Fi Sponsored by Conext LLC
8:00 AM **Exhibits Open** (Sports Centre)
8:30 – 8:45 AM **Morning Welcome** (Sports Centre)
NEXTLEADER Speakers
8:45 – 9:45 AM **Opening Session – Building Teams That Trust: The Secret to Leading & Retaining Talent** (Sports Centre)
James Robilotta, professional speaker, leadership author, comedian
Great teams require great coaches. Great coaches pour trust into their talent. In this powerful session, attendees will learn where they fall on an innovative supervision spectrum and identify ways to balance performance and team dynamics. If you're ready to see dramatic performance and development gains in your teams, this session is for you.
Sponsored by Barna Guzy Steffen
9:45 – 9:50 AM **NEXTLEADER Speakers** (Sports Centre)
9:50 – 9:55 AM **Education Mini Session** (Sports Centre)
Andy Bollman and Brandon Knight, Clifton Larson Allen
Sponsored by Clifton Larson Allen
9:55 – 10:05 AM Break (**Exhibits Open** – Coffee will be served in Exhibit Area)
10:05 – 10:10 AM **MTA Foundation & Advocacy Work**
10:10 – 10:50 AM **Session #2 – Economic & Industry Update** (Sports Centre)
Speaker: Emily Clayton, Senior Economic Analyst, American Trucking Associations
Join ATA's Emily Clayton, Senior Economic Analyst, for an updated look at the 2024 economy and what it means for the trucking industry. In her presentation, Clayton will highlight the current economic and trucking trends and explain what it means for your business.
Sponsored by TBD

MINNESOTA TRUCKING ASSOCIATION

6160 Summit Dr. N #330, Brooklyn Center, MN 55430
www.mntruck.org | mta@mntruck.org | 651.646.7351

- 10:50 – 10:55 AM **NEXTLEADER Speakers**
- 10:55 – 11:00 AM **Education Mini Session** (Sports Centre)
Adam Peterson, Kwik Trip
Sponsored by Kwik Trip
- 11:00 – 11:10 AM Break (**Exhibits Open** – Coffee will be served in Exhibit Area)
- 11:00 AM – 1:00 PM **Spouse Event** – (Marina) – Hosted by TBD
- Pontoon ride across the lake to a restaurant for lunch
 - Sign-up at Conference Registration Table Upon Check-in
 - No Kids Allowed on Boat Ride
- 11:10– 12:00 PM **Session #3 Keynote** – ANNOUNCEMENT COMING SOON!
Sponsored by ProCircular
- ATTENDEES MOVE BUILDINGS (Lunch Downstairs in Main Lobby Building)**
- 12:15 – 1:15 PM **Safety Awards Luncheon** – (Lakeside Dining Room) – Lori Coutts Fraase
Sponsored by Great West Casualty Company
Emcee – Jeff Reeves (Safety Council Chair)
Keynote Speaker: Winsome Lenfert – Regional Field Administrator (Midwest Region)
- NEXTLEADER SPEAKERS*
- 1:15 – 1:30 PM Break
- 1:30 – 2:30 PM **Session #4: Executives Talk Business - Roundtable Discussions** – (Paul Bunyan Room)
Sponsored by Nuss Truck & Equipment
Executive Announcement Coming Soon!
- 2:30 – 2:45 PM Break
- 2:45 – 3:30 PM **Session Option 1A: The 12 Traits of Highly Profitable Trucking Companies**
(Lakeshore Room 3&4)
Speakers: David Roush, President of KSM Transport Advisors & Chris Henry, COO of KSM Transport Advisors
Expanding upon their popular twelve-article series which identifies the hallmark characteristics of highly profitable carriers, Chris Henry and David Roush from KSM Transport Advisors will delve into the insights and strategies behind adopting these traits to enhance execution, margins, and overall organizational performance. This presentation will include recent operational and cost benchmarks to reinforce the value of these traits to the bottom line.
- Session Option 1B: Rolling in the Grey: How to avoid mistakes as a Broker/Carrier** (Lakeshore Room 1&2)
Panel: Carole Clark Isakson, Barna Guzy Steffen, Tom Wintz, CEO, Total Logistics, Todd Waldron, CEO, Q Carriers, TBD, Insurance
Moderator: Clint Larby, President, BMT, Inc.
Sponsored by TBD

3:30 – 3:45 PM

In this session you will learn how to avoid mistakes and navigate broker/carrier agreements, relationships, and shipper liability.

3:45 – 4:30 PM

Break (Coffee served in breakout rooms)

Session Option 2A: Strengthening Your Safety Culture Through the Ups and Downs of Trucking (Lakeshore Room 3&4)

Presented by the MTA Safety Council Leadership Team

Learn from leading trucking safety experts on how safety culture and training go hand in hand, how to align your safety culture through all areas of your business, how to bring new drivers into your safety culture, and how to keep your safety culture going through the ups and downs of trucking.

Session Option 2B: The Spec Off Rumble - Kevin versus Steve

(Truck Expo – Parking Lot Adjacent to Sports Centre)

Speakers: Kevin Otto, CFO, Otto Transfer and Steve Yaggy, President, Steve Yaggy Specialized Truck Service

Learn from two trucking industry executives who are also mechanics at heart. This session will help you understand your next truck purchase from a carrier perspective: what to think about when spec'ing your next truck purchase, what dealer lingo means, and what is important for a profitable resale.

4:30 – 6:00 PM

Conference Attendee Free Time

ATTENDEES GATHER IN SPORTS CENTRE PARKING LOT

6:00 – 7:00 PM

Truck EXPO Cocktail Hour (parking lot adjacent to Sports Centre)

Complimentary Beverages

Sponsored by Allstate Peterbilt Group

7:00 – 9:00 PM

Evening Banquet (Sports Centre)

Sponsored by Great West Casualty Company

Volunteer & Industry Awards, Pass the Gavel, NEXTLEADERS, PAC Silent Auction

9:00 – 9:30 PM

PAC Auction Pickup, Formal Pictures of NEXTLEADERS & Award winners after Banquet

9:00 – 11:00 PM

Banquet After Party (Outside Sun Deck) – Complimentary Beverages/Food
Sponsored by TBD

THURSDAY, August 1, 2024

ATTENDEES GATHER IN SPORTS CENTRE

8:00 AM

Breakfast Buffet (Sports Centre)

Sponsored by TBD

8:15 – 9:00 AM

Membership Business Meeting (all MEMBERS are invited) (Sports Centre)

Learn what MTA is working on, share your voice on issues impacting your business and learn how you can impact the industry and your business.

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9:00 – 10:00 AM

Closing Session – Do More, Better Together

Speaker: Tripp Crosby – comedian and filmmaker

Sponsored by TBD

Today's workforce is feeling pressure to innovate faster than ever before, but not enough people have the confidence or skill set required to think creatively, much less present new ideas with confidence. And very few teams operate in an environment that encourages creativity. Fortunately, there are a few small practices that, if implemented, can have big results on how well companies, teams, and individuals develop more, better ideas together. In this hilarious and interactive presentation Tripp will teach 3 basic practices to help anyone in any position learn how to discover new ideas, better collaborate with others, and ultimately find more meaning in their endeavors.

10:00 AM

Adjourn