



SCHEDULE FOR ATTENDEES

MTA's 91st Annual Conference – Confidence in Chaos

Cragun's Resort on Gull Lake, 11000 Craguns Dr, Brainerd, MN 56401

August 8-10, 2023

Presenting Sponsor - Blaine Brothers Family of Companies

TUESDAY, August 8, 2023

- 6:00 AM – 8:00 PM **Conference Registration Open** (Main Resort Lobby) – Lauren Grady
Pickup Your Badge for Access
- 9:30 AM **Golf Registration Opens** at Legacy Courses for MTA Golf Tournament
- 11:00 AM – 4:00 PM **Shot-Gun Start** - Golf at Tom Lehman Course & Overflow Course
Presenting Sponsor – Allstate Peterbilt
- 1:00 - 4:00 PM **Hospitality Lounge Opens** – (Bear Trap Lounge by Main Lobby) –
Complimentary Beverages
Sponsored by TrueTMS
- 4:00 – 5:30 PM **First Time Attendee Gathering** (Bear Trap Lounge) – Complimentary
Beverages
Sponsored by Otto Transfer
- 5:30 – 7:00 PM **Welcome BBQ** (North Beach)
Cash Bar
Sponsored by Sherman Insurance
Golf Winner Announcements

ATTENDEES MOVE TO SPORTS CENTRE

- 7:00 – 9:30 PM **Welcome Party & EXPO** - (Sports Centre & Adjacent Parking Lot)
Welcome Party Sponsored by Trimble Transportation
Complimentary Beer & Wine sponsored by Collins Brothers Towing of St.
Cloud
Sponsor Expo, Truck Expo, Door Prizes, Dessert Tables
- 9 PM – 11:00 PM **Hospitality Lounge Opens** – (Bear Trap Lounge) - Complimentary
Beverages/Food
[BARTENDER]
Sponsored by TrueTMS

WEDNESDAY, August 9, 2023

- 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** (Dutch Room)

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- Sponsored by Acuity Insurance
- 7:00 – 8:15 AM **Attendee Breakfast** – (Lakeside Dining Room)
Sponsored by Yahara Software
- ATTENDEES MOVE TO SPORTS CENTRE**
- 8:00 – 8:30 AM **Exhibits Open** (Sports Centre)
- 8:30 – 8:40 AM **Morning Education Sessions Begin** (Sports Centre)
Emcee – John Hausladen, president MTA
Welcome & NEXTLEADER speakers
- 8:40 – 9:40 AM **Opening Keynote – Innovation in a Time of Chaos** (Sports Centre)
Speaker: Stephen Shapiro, Founder – The Invisible Solutions Institute
Sponsored by Barna Guzy Steffen
- 9:40 – 9:45 AM **Education Mini Session** (Sports Centre)
Sponsored by Clifton Larson Allen
- 9:45 – 9:50 AM NEXTLEADER speakers
- 9:50 – 10:05 AM Break (**Exhibits Open** – Coffee will be served in Exhibit Area)
- 10:05– 11:05 AM **General Session –** Assessing 2023 Trends and Will 2024 be a Robust Freight Party?
Thom Albrecht, CFO & CRO – Reliance Partners (Sports Centre)
Sponsored by Alvys
- 11:00 AM – 1:00 PM **Spouse Event** – (*Marina*)
Pontoon ride across the lake to a restaurant for lunch
- No Kids Allowed on Boat Ride
- 11:05 – 11:10 AM NEXTLEADER speakers
- 11:10 – 11:15 AM **Education Mini Session** (Sports Centre)
Sponsored by Kwik Trip
- 11:15 – 11:45 AM Break (**Exhibits Open** – Coffee will be served in Exhibit Area)
- ATTENDEES MOVE BUILDINGS (Lunch in Main Lobby Building)**
- 11:45 – 1:15 PM **Safety Awards Luncheon** – (Lakeside Dining Room) – Lori Coutts Fraase
Sponsored by Great West Casualty Company
Emcee – Lisa Gonnerman, Chair MTA Safety Council
NEXTLEADER *speakers*
Special Guest & Keynote Speaker: FMCSA Administrator Robin Hutcheson
- 1:15 – 1:25 PM Break
- 1:25 – 2:25 PM **CEOs Talk Business - Roundtable Discussions** – (Paul Bunyan Room)
Sponsored by Nuss Truck & Equipment
Facilitator: Todd Waldron, Q Carriers
Executives & Topics
Mel Simon, President, Styer Transportation - Time Management/Operational Task Organization
Perry Olson, CEO, Fortune Transportation - What I Follow/Read to Make Decisions

Joyce Brenny, CEO & Founder, Brenny Transportation - Team Building, Trucking Style

Liz Otto, CEO, Otto Transfer – Brand Storytelling and Employee Engagement

Jason Michels, CEO, Long Haul Trucking - Succession/ESOP

Eric Anson, President, TA Dedicated - Leading through Change and Economic Hardship

Kari Rihm, President/CEO, Rihm Family Companies - Importance of Advocacy on the State and Federal Level

Bob Nuss, President, Nuss Truck and Equipment - Charitable Giving/Working with Banks

Mike Cafarelli, President, The Dart Network - Customer Engagement & Experience

Special Roundtable on Managing Cybersecurity Threats & Planning for the Business Owner with Wade Anderson- (Bay&Bay), Bonnie Ramsay (Halvor Lines), Bill Holmberg (Wayne Transports)

2:25 – 2:35 PM

Break

2:35 – 3:15 PM

Session Option 1: Evolving the driver job with the modern workforce
(Lakeshore Room 3&4)

Speaker: Leah Shaver, President - The National Transportation Institute

While the freight market has been in a correction period for over a year and recruiting needs have loosened slightly, entrenched labor supply constraints remain — and competition for professional drivers remains persistent internally from other fleets and externally from other industries. For-hire carriers and private fleets will continue to contend with these macro labor market dynamics, as job opportunities remain plentiful in industries that compete against trucking for available workers and as the needs and attitudes of the modern workforce shift. What can fleets do? The solution lies in meeting drivers where they are, listening to and heeding the demands of the new economy, and evolving your driving job opportunities and your relationships with drivers. In this session, attendees will hear from Leah about how to effectively re-tool and market professional driving jobs and about compensation strategies for long-term recruiting and retention success.

Session Option 2: Succession Planning – Succession Stories – Why some family business successions succeed, and others don't (Lakeshore Room 1&2)

Speaker: Craig Howse, Founder – Conext, LLC

Session Sponsored by Conext, LLC

Learn through others why intentional family business succession planning is important for your family and your business and how to do it well. During this session you will learn what's at stake in succession planning for all generations, seven common mistakes, and elements of a successful succession plan.

3:15 – 3:30 PM

Break

- 3:30 – 4:10 PM **Session Option 3: Managing Profitability Through a Safety Driven Culture brought to you by MTA Safety Council**
(Lakeshore Room 3&4)
Learn best practices to drive safety as a priority from the top down and bottom up to manage risk and enhance overall profitability of the company.
Facilitated by: Jeff Reeves, Fortune Transportation
Panel:
Lisa Gonnerman, President, Bay & Bay Transportation (Executive)
Katie Talcott, Safety Director, Dedicated Logistics (LTL)
Nathaniel Leis, Safety Director, ATS (OTR)
Karol Smith, Safety Directory, SBS Transportation (Intermodal)
Todd Haag, Logistics Safety & Training Specialist, Coborn's (Private)
- Session Option 4: Making Equipment Purchase Decisions with Alternative Fuel Technology brought to you by the MTA Maintenance Council**
(Lakeshore Room 1&2)
Learn from a panel of fleets using trucks powered by alternative fuels and how this has impacted operations, maintenance cycles, and equipment purchase decisions.
- 4:10 – 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]
Cocktail Hour sponsored by Allstate Peterbilt
- 7:00 – 9:00 PM **Evening Banquet** (Sports Centre)
Sponsored by Great West Casualty Company
DRESS IS CASUAL
Volunteer & Industry Awards, Pass the Gavel, PAC Silent Auction,
NEXTLEADER
- 9:00 – 11:00 PM **Banquet After Party** (Outside Sun Deck) – Complimentary Beverages/Food
Sponsored by North Central Utility

THURSDAY, AUGUST 10, 2023

ATTENDEES GATHER IN SPORTS CENTRE

- 7:30 AM **Breakfast Buffet** (Sports Centre)
Sponsored by Spee-Dee Delivery
- 8:15 – 9:00 AM **Membership Business Meeting (all MEMBERS are invited)**
(Sports Centre)
- 9:00 – 10:00 AM **Closing Session – Breaking Through Barriers**
Speaker: Johnny Quinn, 2014 U.S. Olympian Bobsledder
Sponsored by ProCircular

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Breaking Through Barriers explores the challenges and obstacles that can hold us back in life and work, and shows how to overcome them. This talk will cover the importance of resilience, determination, and a growth mindset in facing and conquering challenges, and will provide practical tools and techniques for developing these qualities. Through inspiring stories and expert insights, attendees will learn how to break through their own barriers and achieve their full potential. Whether you are looking to overcome personal or professional challenges, this speech is a must-see for anyone looking to break through to the next level.

10:00 AM

Adjourn