



**MTA Leadership Summit: Conquer the Road Ahead**  
**April 15, 2025 – Vadnais Heights Commons, Vadnais Heights, MN**

**PROGRAM AND SCHEDULE**

- 7:30 – 8:30 a.m. Registration, Hot Breakfast, Networking, and Exhibitor Expo
- 7:30 – 8:30 a.m. NEXTLEADER Breakfast with Executives Session (Willow Room)
- 8:30 – 8:40 a.m. Welcome and Opening Remarks – Joe Hammer – Cool Fuel Transportation, Conference Chair
- 8:40 – 9:30 a.m. **SESSION 1**  
**Empathy: A Generational Divide or a Key to Success**  
Craig Howse, Founder & Attorney, Conext, LLC  
In a time of workforce shortages and shifting expectations, understanding the human side of leadership is critical to retention and productivity. During this session, you will learn how to see the true generational differences, identify the resulting conflicts, understand empathy, and learn how to utilize empathy to enhance generational relationships and promote business success.
- 9:30 – 9:45 a.m. Networking Break / Exhibitor Expo
- 9:45 – 10:25 a.m. **SESSION 2**  
**Ride the Wave: Adapting and Growing in a Fluctuating Market Panel:**  
Joyce Brenny, CEO, Brenny Specialized & Brenny Transportation  
Kevin Vierkant, Operations Manager, Rock On Enterprises  
Mark Cossack, CEO, Timberland Transportation  
**Facilitator:** Brenton Balvin, Great West Casualty Company  
In today's unpredictable market, adapting and growing is key to staying competitive. During this session, you will hear from three business leaders as they share proven strategies for navigating economic challenges, optimizing revenue streams, and uncovering new opportunities for expansion. Gain the insights you need to lead your business through change and position it for sustainable growth.
- 10:25 – 11:00 a.m. **SESSION 3**  
**The State of Trucking**  
Jon Pearson, President, Momentum Truck Group  
In this session, you'll walk away with a better understanding of the factors influencing truck production trends, how to predict production peaks and valleys, and gain practical insights into the past and present freight market dynamics. You'll have a clearer understanding of how these trends impact your business' growth and profitability and the actionable insights you need to make informed decisions that will drive success.
- 11:00 – 11:15 a.m. Networking Break / Exhibitor Expo

- 11:15 – 11:20 p.m. **Topic Discussions:** Introduce Facilitated Solutions Roundtable Discussions
- 11:20 – 12:00 p.m. **SESSION 4 - Facilitated Discussions** – Discuss solutions to top issues impacting your business  
**Pick 2 Topics**  
**[NEXTLEADERS FACILITATE]**
1. Controlling healthcare costs
  2. D&A Clearinghouse
  3. People development into management
  4. Managing communication with your drivers
  5. Driver Health – supporting their physical and mental wellbeing
  6. How are people using AI in their roles to make their jobs better
  7. Optimizing fleet maintenance & reducing downtime
  8. Enhance driver retention & reduce turnover
  9. Compliance & navigating changing regulations
  10. Streamlining load planning & increase profitability
- 12:00 – 1:00 p.m. **LUNCH / Exhibitor Expo**
- 1:00 – 1:45 p.m. **SESSION 5**  
**Harnessing Your Personality to Lead and Impact Your Organization**  
Joe Hammer, General Manager, Cool Fuel Transportation  
This session will provide a deeper understanding of your unique personality type, offering valuable insights into how you can harness your natural strengths to elevate your leadership capabilities. You'll learn how to apply these strengths to enhance team dynamics, foster collaboration, and cultivate a positive, high-performance work environment. By the end of the session, you'll be equipped with practical strategies to create lasting impact within your organization, empowering you to lead with authenticity, confidence, and influence.
- 1:45 – 2:00 p.m. Networking Break/Exhibitor Expo
- 2:00 – 2:50 p.m. **SESSION 6 – Closing Keynote**  
**Driving Profits During Tough Times in Trucking**  
Sam Anderson, President & CEO, Bay & Bay Trucking  
During this session, you will learn how building a strong company culture can drive success, gain a deeper understanding of the trucking cycle to maximize profits in the up cycle and protect your bottom line in the down cycle, learn how to leverage your P&L statement effectively, and the key financial ratios that will help you boost profitability and make smarter decisions for your brokerage. This session is packed with actionable insights to enhance your business performance and ensure long-term success.
- 2:50 – 3:00 p.m. Closing