



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 Cragun's 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 Hering – 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 Check-in Open** (Main Resort Lobby)

Pickup Your Badge for Conference Access

Journal Sponsored by Workforce QA

9:30 AM

Golf Check-in Opens (Separate Registration Required)

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 – (Canoe & Paddle Pub by Main Lobby)

Complimentary Beverages

Sponsored by GLCS

4:00 – 5:30 PM

First Time Attendee Gathering (Canoe & Paddle Pub)

Complimentary Beverages

5:30 – 7:00 PM

Welcome BBQ – CASH BAR (North Lawn)

Sponsored by Sherman Insurance

ATTENDEES MOVE TO TAMARACK EVENT CENTRE (Shuttle or Walk)

7:00 – 9:30 PM

Welcome Party & EXPO - (Tamarack Event Centre & Adjacent Parking Lot)

Sponsored by Trimble Transportation

Sponsor Expo, Truck Expo, Door Prizes, PAC Silent Auction Begins, Dessert

9 PM – 11:00 PM

Hospitality Lounge Open – (Canoe & Paddle Pub)

Complimentary Beverages & Food

Sponsored by GLCS

WEDNESDAY, July 31, 2024

- 6:00 – 7:00 PM Conference Registration OPEN
- 7:00 – 8:00 AM **MTA Board Meeting & Breakfast** (Canoe & Paddle Pub)
- 7:00 – 8:15 AM **NEXTLEADER Council & Breakfast** (Pine Ballroom)
Sponsored by Acuity Insurance
- 7:00 – 8:15 AM **Attendee Breakfast** – (Lakeside Dining Room)

ATTENDEES MOVE TO TAMARACK EVENT CENTRE

- Wi-Fi Sponsored by Conex LLC
- 8:00 AM **Exhibits Open** (Tamarack Event Centre)
- 8:30 – 8:45 AM **Morning Welcome** (Tamarack Event Centre)
- NEXTLEADER Speakers**
- 8:45 – 9:45 AM **Opening Session – Building Teams That Trust: The Secret to Leading & Retaining Talent** (Tamarack Event 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** (Tamarack Event Centre)
- 9:50 – 9:55 AM **Education Mini Session** (Tamarack Event Centre)
Sponsored by Clifton Larson Allen
- 9:55 – 10:05 AM Break (**Exhibits Open** – Coffee will be served in Exhibit Area – Sponsored by North Central Int'l) (Tamarack Event Centre)
- 10:05 – 10:10 AM **MTA Foundation & Advocacy Work** (Tamarack Event Centre)
- 10:10 – 10:50 AM **Session #2 – Economic & Industry Update** (Tamarack Event 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 Isaac Instruments
- 10:50 – 10:55 AM **NEXTLEADER Speakers** (Tamarack Event Centre)
- 10:55 – 11:00 AM **Education Mini Session** (Tamarack Event Centre)
Sponsored by Kwik Trip
- 11:00 – 11:10 AM Break (**Exhibits Open** – Coffee will be served in Exhibit Area – Sponsored by North Central Int'l) (Tamarack Event Centre)
- 11:00 AM – 1:00 PM **Spouse Event** – (Marina)

MINNESOTA TRUCKING ASSOCIATION

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

- 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 – Building Strong Partnerships to Achieve Supply Chain Success (Tamarack Event Centre)

Speaker: Jackie Bailey, Senior Vice President Transportation, CHS

Sponsored by ProCircular

Jackie Bailey, senior vice president of transportation, is currently leading CHS through an evolution of its transportation function to develop an enterprise-wide strategy supporting its ag and energy supply chain. Central to that work is building partnerships across CHS and with carrier partners while balancing price, service and capacity as a shipper of choice. Core to this work is selecting the right tools and technology to digitize the supply chain while focusing on how to sustainably support CHS and its customers' needs to deliver goods across the globe. Learn about the key role provider partnerships play in delivering transformational change.

ATTENDEES MOVE BUILDINGS (Lunch Downstairs in Main Lobby Building)

12:15 – 1:15 PM

Safety Awards Luncheon – (Lakeside Dining Room)

Sponsored by Great West Casualty Company

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 – (Pine Ballroom)

Sponsored by Nuss Truck & Equipment

Executive Announcement Coming Soon!

2:30 – 2:45 PM

Break

2:45 – 3:30 PM

Session #5 - Option A: The 12 Traits of Highly Profitable Trucking Companies (Cedar Ballroom)

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 #5 - Option B: Rolling in the Grey: How to avoid mistakes as a Broker/Carrier (Pine Ballroom)

Panel: Carole Clark Isakson, Barna Guzy Steffen, Tom Wintz, CEO, Total Logistics, Todd Waldron, CEO, Q Carriers

Moderator: Clint Larby, President, BMT, Inc.

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

3:30 – 3:45 PM

Break

3:45 – 4:30 PM

Session #6 - Option A: The Spec Off Rumble - Kevin versus Steve

(Truck Expo – Parking Lot Adjacent to Tamarack Event 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.

Session #6 - Option B: Strengthening Your Safety Culture Through the Ups and Downs of Trucking(Pine Ballroom)

Presented by the MTA Safety Council Leadership Team

Facilitator: Lisa Gonnerman – TA Dedicated

Panelists: Steve Lubbert – FedEx, Kim Heins – Pro Drivers, Karol Smith – EFW, and Katie Talcott – Dedicated Logistics

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.

4:30 – 6:00 PM

Conference Attendee Free Time

ATTENDEES GATHER IN TAMARACK EVENT CENTRE PARKING LOT

6:00 – 7:00 PM

Truck EXPO Cocktail Hour (parking lot adjacent to Tamarack Event Centre)
Complimentary Beverages

Sponsored by Allstate Peterbilt Group

7:00 – 9:00 PM

Evening Banquet (Tamarack Event 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 North Central Utility

THURSDAY, August 1, 2024

ATTENDEES GATHER IN TAMARACK EVENT CENTRE

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| 8:00 AM | Breakfast Buffet (Tamarack Event Centre) |
| 8:15 – 9:00 AM | All Member Business Meeting (Tamarack Event 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. |
| 9:00 – 10:00 AM | Closing Session – Do More, Better Together (Tamarack Event Centre) Speaker: Tripp Crosby – comedian and filmmaker 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 |