



## MTA's 93rd Annual Conference: Let's Roll!

Arrowwood Resort  
2100 Arrowwood Lane  
Alexandria, MN 56308  
July 29-31, 2025

### TUESDAY, July 29, 2025

6:00 AM – 8:00 PM **Conference Registration Open** (Conference Center Entrance)  
8:30 AM **Golf Check-in Opens** (separate registration)  
10:00 AM – 5:00 PM **Shot-Gun Start** - Golf at Atikwa Golf Club (Arrowwood)  
**\*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** – (Rafters) – Complimentary Beverages  
4:00 – 5:30 PM **First Time Attendee Gathering** (Rafters) – Complimentary Beverages  
5:30 – 7:00 PM **Welcome BBQ – CASH BAR** (Lawn Area)  
**Golf Winner Announcements**

#### **ATTENDEES MOVE TO TENNIS CENTER (Shuttle or Walk)**

7:00 – 9:30 PM **Welcome Party & EXPO** - (Tennis Center & Adjacent Parking Lot)  
Complimentary Beer & Wine, Dessert  
Sponsor Expo, Truck Expo, Door Prizes, PAC Silent Auction Begins  
9 PM – 11:00 PM **Hospitality Lounge Open** – (Rafters) - Complimentary Beverages/Food

### WEDNESDAY, July 30, 2025

6:00 – 7:00 PM **Conference Registration OPEN** (Conference Center Entrance)  
7:00 – 8:00 AM **MTA Board Meeting & Breakfast** (Lake Le Homme Dieu)  
7:00 – 8:15 AM **NEXTLEADER Council & Breakfast** (Lake Nokomis)  
7:00 – 8:15 AM **Attendee Breakfast** – (Lake Itasca)

#### **ATTENDEES MOVE TO TENNIS CENTER**

8:00 AM **Exhibits Open** (Tennis Center)  
8:30 – 8:45 AM **Morning Education Sessions Begin** (Tennis Center)  
NEXTLEADER Speakers  
8:45 – 9:45 AM **Session #1 Opening Session** (Tennis Center)  
**“Keep On Truckin’: Staying Driven When the Road Gets Rough”**  
April Lewis, President and CEO, A. Lewis Academy, Inc.  
With her signature humor, energy, and truth-telling style, April will rev your engines and remind you why leadership in trucking isn't just about freight loads and fuel costs—it's about staying steady when the industry

swerves. This session is a motivational pit stop designed for fleet owners navigating one of the longest industry downswings in recent memory. April will explore how to keep your teams engaged, your people loyal, and your culture resilient—even when the economy, competition, and personal capacity work against you. You'll walk away with fresh ideas for employee retention beyond "money and merch," new ways to tell your company's story to attract talent, and a serious boost of energy to help you lead through uncertainty.

Because no matter the season, trucking doesn't stop—and neither do you. Let's roll!

9:45 – 9:55 AM **Education Mini Session** (Tennis Center)

NEXTLEADER Speakers

9:55 – 10:05 AM **NETWORKING/BREAK** (Exhibits Open)

10:05 – 10:10 AM MTA Foundation

MTA Celebrating Our Strength

10:10 – 10:50 AM **Session #2** (Tennis Center)

**From Doom to Boom and Now Gloom? Or is it Time for Pessimists to Become Optimists?**

Thom Albrecht, Chief Revenue Officer, Reliance Partners

The freight market has been on a wild ride—from crisis to recovery and now uncertainty. Is the current gloom justified, or is it time to shift toward optimism? This session will dive into the critical factors shaping the industry, from consumer demand to freight capacity and the broader economic forces at play. Tom will tackle key questions during his session:

- What's the real state of consumer demand, and what does it mean for freight?
- When will trucking supply and demand return to equilibrium?
- What's missing in the freight equation, and where will growth come from?
- How have past tariff policies influenced economic activity, and what lessons apply today?
- With housing showing signs of life after a prolonged slump, is this rebound sustainable?

10:50 – 11:00 AM **Education Mini Session** (Sports Centre)

NEXTLEADER Speakers

11:00 – 11:10 AM **NETWORKING/BREAK** (Exhibits Open)

11:00 AM – 1:00 PM **Spouse Event** – (Marina)

11:10– 12:00 PM **Session #3 Keynote** (Tennis Center) – To Be Announced

**ATTENDEES MOVE ACROSS HALL (LOWER LEVEL CONFERENCE ROOMS)**

12:15 – 1:15 PM **Safety Awards Luncheon** – (Miltona/Osakis/Minnewaska)

NEXTLEADER Speakers

1:15 – 1:30 PM Break

## MINNESOTA TRUCKING ASSOCIATION

6160 Summit Dr. N #330, Brooklyn Center, MN 55430  
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1:30 – 2:30 PM	<b>Session #4 - Executives Talk Business - Roundtable Discussions</b> – (Tennis Center) During this roundtable session, each trucking executive will share their expertise and lead discussion on a topic of their choice.
2:30 – 2:45 PM	<b>NETWORKING/BREAK</b>
2:45 – 3:30 PM	<b>Session 5 – Breakout Session Option A</b> (Osakis/Minnewaska) Industry Conversations – Pick 2 topics to discuss best practices with your peers. [Two 20-minute facilitated discussions] Table Topics: <ol style="list-style-type: none"> <li>1) FMLA</li> <li>2) OSHA</li> <li>3) In Office Technology (dispatch software)</li> <li>4) Mitigating Fraud (vetting carriers, brokers, and shippers)</li> <li>5) Driver Recruiting</li> <li>6) Enhancing Driver Relationships</li> <li>7) Improving CSA Scores</li> <li>8) Customer Relationships</li> <li>9) Recruiting More Women</li> <li>10) Work/Life Balance</li> </ol>
	<b>Session 5 – Breakout Session Option B</b> (Miltona) <b>Navigating Customer Contracts</b> Mike Glover, Partner, DeWitt LLP During this session you will learn, how to understand the “core” components of a transportation contract, how to identify and push back on “out of the ordinary” or predatory provisions, know if you should have your own contract, and how to negotiate / renegotiate a contract.
3:30 – 3:45 PM	<b>NETWORKING/BREAK</b>
3:45 – 4:30 PM	<b>Session 6 – Breakout Session Option A</b> (Lake Miltona) Safety Self Audit: Preventing nuclear verdicts from process failure Presented by the Safety Council <b>Session 6 – Breakout Session Option B</b> (Osakis/Minnewaska) Title: How to Prepare for GHG 2027 Panel of Experts Facilitator: Mike Krueger, Krueger Trucking During this session, you will understand the purchasing implications and maintenance requirements to prepare for GHG 2027.
4:30 – 6:00 PM	<b>Conference Attendee Free Time</b> <b>ATTENDEES GATHER IN TENNIS CENTER PARKING LOT</b>
6:00 – 7:00 PM	<b>Truck EXPO Cocktail Reception</b> (parking lot adjacent to Tennis Center) Complimentary Beverages

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7:00 PM	Registration Closes
7:00 – 9:00 PM	<b>Evening Banquet</b> (Tennis Center) Volunteer & Industry Awards, Pass the Gavel, NEXTLEADERS, PAC Silent Auction
9:00 – 9:30 PM	<i>PAC Auction Pickup, Formal Pictures of NEXTLEADERS &amp; Award winners after Banquet</i>
9:00 – 11:00 PM	Banquet After Party (Outside Sun Deck) – Complimentary Beverages/Food

## **THURSDAY, July 31, 2025**

### **ATTENDEES GATHER IN TENNIS CENTER**

8:00 AM	<b>Breakfast Buffet</b> (Tennis Center)
8:15 – 9:00 AM	<b>All Member Business Meeting</b> (Tennis Center) 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	<b>Closing Session</b> (Tennis Center) <b>Life-Undeferred: Unlock the Dream Life Already Inside</b> Jerrid Sebesta In this transformative closing session, Jerrid Sebesta unveils the powerful philosophy behind <i>Life-Undeferred</i> , empowering individuals to break free from mediocrity and embrace their most authentic, exciting lives. Drawing from his experiences as a TV meteorologist, Jerrid delivers a high-energy presentation that challenges attendees to stop deferring their dreams and start living boldly.
10:00 AM	Adjourn

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