Get the answers you need to run your company safely, efficiently and profitably
During 1776, fifty-six people changed the course of history in Philadelphia. In 2015, thousands more will gather at the American Trucking Associations’ Management Conference & Exhibition to determine the future of trucking.

Founded in 1682, Philadelphia has from the beginning been at the heart of America’s emergence as a nation and rise as an industrial and commercial superpower. Its unique character as one of America’s most historic – and at the same time, hardest working – cities makes Philadelphia a perfect host for the most important meeting for trucking executives.

Philadelphia’s name, means “city of brotherly love” in Greek, but it is the ghost of Benjamin Franklin and the echoes of 1776 and 1787 that haunt the city today. America has many historic shrines, only one is home to both the Declaration of Independence and the Constitution. Philadelphia and its environs is where our nation was founded and it is where ATA members will gather to discuss and solve import issues of our industry – where tradition meets innovation.

Dear Colleague:

On behalf of the American Trucking Associations’ Board of Directors, officers, and dedicated employees, I’d like to cordially invite you to attend ATA’s 2015 Management Conference & Exhibition in Philadelphia, October 17-20.

This year’s agenda is dedicated to helping you find the answers you need to run your fleet safely, efficiently and profitably. We will have a host of industry experts and executives examining key business challenges that directly affect your company’s performance.

I hope you’ll take a moment to explore the details of our General Sessions, policy committee meetings, educational sessions and networking opportunities we have scheduled for you. I also hope you’ll review the Program At-A-Glance, as we have updated the schedule to kick off this year with an Opening Reception Saturday and the awards breakfast on Sunday.

Please join us in Philadelphia for the most important meeting for trucking executives this year.

Sincerely,
Duane Long
ATA Chairman
Chairman, Longistics

Why is MCE the most important meeting for trucking executives this year?

We will have a host of industry experts and trucking executives exploring such important issues as:

- **Driver Recruitment**: The industry needs 40,000 more drivers to meet capacity demands. Where can your company find the drivers you need?

- **Truck Design and Technology in the Future**: Throughout the years, advances in truck design, equipment, and technology have been driving forces behind the success of our industry. What are the next big innovations that will transform the way fleets accomplish their work?

- **Trucking is Only as Strong as the Broader Economy**: What direction is the economy going and how will it impact the trucking industry and your fleet?

- **Safety Benchmarking**: How much effort and money do trucking companies invest in safety? How does your company stack up?

- **Driver Retention**: How can you create a company culture that improves driver retention?

- **Federal Regulations**: What happens in D.C. affects every fleet. What key Federal regulations will impact your company’s operations and profitability?

In addition, MCE will deliver a one-of-a-kind opportunity to share common experiences, concerns and solutions with colleagues from across the country. It also features the largest, most comprehensive exhibition of products and services for trucking executives.

Get the answers you need to run your company safely, efficiently and profitably.

Register for MCE today by visiting http://mce.trucking.org
SUNDAY MORNING

ATA Awards Breakfast
All Full MCE Registrants Welcome

ATA will recognize and honor the recipients of industry awards:

- ATA President’s Federation Award, sponsored by J.J. Keller
- 2015 ATA National Truck Driving Championship (NTDC) Grand Champion, sponsored by Bendix
- 2015 Technology & Maintenance Council (TM C) SuperTech Grand Champion
- ATA Highway to Victory Award
- ATA Mike Russell Trucking Industry Image Award, sponsored by HireRight
- ATA Trucking Association Executive Council (TAEC) Service Awards

SUNDAY LUNCHEON

ATA General Luncheon
All Full MCE and ITLC/NAFC Registrants Welcome
Introduction of LEAD ATA Class
Sponsored by PeopleNet

“STATE OF THE INDUSTRY”

Bill Graves gives his always highly anticipated “State of the Industry” that examines the issues, events, and trends driving the trucking industry today and in the future.

SUNDAY AFTERNOON

ATA Exhibit Hall Grand Opening & Ribbon Cutting Ceremony
All MCE and ITLC/NAFC Registrants Welcome
Sponsored by Lytx DriveCam

ATA General Session
All MCE and ITLC/NAFC Registrants Welcome
Sponsored by Bendix Commercial Vehicle Systems, LLC

“THE ECONOMY AND ITS IMPACT ON TRUCKING”

Some things will never change. The MCE has been modernized and streamlined in response to member feedback, but the key features that make it the most important trucking meeting of the year still command center stage. Led by Bob Costello, ATA’s Senior Vice President and Chief Economist, this annual, always-packed session is the place to be for an informed look ahead at the economy and its likely impacts on the trucking industry in the year to come.

The economics of trucking is a complex subject, so the session will again feature two top economists with complementary perspectives from their respective fields. Costello will provide an insider analysis on current data and trends for truck freight demand, tractor capacity, driver availability and turnover. At the end of the day, however, trucking is only as strong as the broader economy.

To provide the macro-economic outlook will be Dr. Nariman Behravesh, Chief Economist at IHS, where he directs a team of more than 400 professional analysts and directs the entire economic forecasting process.

Costello and Behravesh are experts at translating arcane econometric data into understandable terms and...
**MONDAY MORNING**

**ATA General Session**

All MCE and ITLC/NAFC Registrants Welcome

**Sponsored by Shell LNG**

Share the Road

Sponsored by Mack Trucks & Michelin North America

America’s Road Team

Sponsored by Volvo Trucks

**“LESSONS IN LEADERSHIP”**

Leadership is a force multiplier – and as an intangible blend of character, commitment, skill, and energy, it can be the most challenging attribute for complex organizations to find, develop, nurture, and sustain. That is true in business, and it is true in the military. The core values that translate into success in uniform enhance business organizations as well – a lesson reinforced every day by the “Hiring Our Heroes” campaign, in which the trucking industry has pledged to hire 100,000 veterans over the next two years.

In 34 years of active duty following his graduation from West Point, General Stan McChrystal gained a reputation as one of the Army’s finest combat leaders – a reputation earned on the toughest of tracks, as a ranger, an airborne and special forces commander, and ultimately as commander of the U.S. and international forces in Afghanistan. His career in uniform spanned the post-Vietnam era through the fall of the Berlin Wall, the first and second gulf wars, and the campaigns in Afghanistan and Iraq.

Special Guest Speaker:

**General Stan McChrystal**

Former Commander of U.S. & International Forces in Afghanistan,
Senior Fellow, Yale University’s Jackson Institute of Global Affairs,
Co-Founder, McChrystal Group

**Allied Committee for the Trucking Industry (ACT 1) 2015 Membership**

ACT 1 is a Premier Sponsor of the 2015 ATA Management Conference & Exhibition

Allison Transmission, Inc.
Bendix Commercial Vehicle Systems LLC
Bridgestone Commercial Solutions
Castrol Heavy Duty Lubricants
Cummins Inc.
Dana Holding Corporation
Detroit Diesel Corporation
Eaton
GE Capital, Transportation Finance
The Goodyear Tire & Rubber Company
Great Dane Trailers
Great West Casualty Company
Hendrickson
J. J. Keller & Associates, Inc.
Kenworth Truck Company
Love’s Travel Stops
Mack Trucks, Inc.
McLeod Software
Meritor, Inc
Michelin North America
Omnitracs, LLC
Pegasus TransTech Corporation
Peterbilt Motors Company
Randall Reilly Trucking
TMW Systems
Volvo Trucks
ZF TRW Active & Passive Safety Technology–Global Commercial Steering Systems

Elite Suppliers to the Trucking Industry
It also spanned a revolution in technology. Military leaders today routinely operate in dispersed, networked environments in which face to face meetings are the exception, not the norm. They routinely manage missions involving many nationalities and assets from all branches of the service, in activities requiring integration with intelligence and civilian agencies, with real-time communications between headquarters and the field and at a tempo of operations that is historically unprecedented. Business leaders will find these pressures familiar. McChrystal’s reflections on the importance of listening … teamwork … building trust … leader integrity … and an unyielding commitment to excellence … will broaden your management perspective today, just as the “Hiring Our Heroes” initiative will enhance your operations for years to come.

**MONDAY LUNCHEON**

**ATA Advocacy & Government Affairs Luncheon**

All Full MCE and ITLC/NAFC Registrants Welcome

*Sponsored by AT&T*

Chairman Shuster will discuss the outlook for the next highway reauthorization bill and what it means for the trucking industry.

Guest Speaker:

**The Honorable Bill Shuster**
Chairman, Committee on Transportation & Infrastructure

**MONDAY AFTERNOON**

**ATA Educational Sessions**

*Please refer to pages 9-10 for details*

**ATA Policy Committee Meetings**

*Please refer to pages 11-12 for details*
TUESDAY AFTERNOON

ATA Plenary Session

All MCE Registrants Welcome

“LESSONS FROM THE COCKPIT OF US AIRWAYS #1549: WAS IT REALLY A MIRACLE ON THE HUDSON?”

Presented by
Transport Topics and ATRI

What can we learn from aviation on our path to autonomous vehicles?

Hear from Jeff Skiles, First Officer of US Airways #1549, about the benefits and limitations of safety technologies in augmenting human performance. With our industry moving in the direction of autonomous vehicles, what we can learn from the interplay of airline safety technologies and pilot skills that saved one hundred and fifty lives when they landed on the Hudson.

Advances in computing power and connectivity are enabling a new path for our industry, with technologies ranging from driver accident avoidance systems to platooning and autonomous driving vehicles. What technologies, attributes and skills will make for a safe driver in a world where control is shared with the machine?

We are not the first industry to experience this change - the airline industry has maintained pilot skills and cockpit vigilance despite the adoption of technologies such as the autopilot to reduce operator workload. What lessons can we learn from an industry whose safety record exceeds all other forms of transport?

First Officer Jeff Skiles invites you to a firsthand account of the cockpit of US Airways #1549 on the day his flight suffered a bird strike and dual-engine failure three thousand feet above New York City. He reflects on the elements of safety that enabled those in the cockpit to succeed with their miracle landing on the Hudson.

After his recap he will be joined by a panel of industry leading safety experts to share their vision on the technology changes that are upon the driving profession, and what it will take to maximize the safety performance of vehicles that integrate human and machine.

Panelist:
Rob Penner
Executive Vice President & COO
Bison Transport

Panelist:
Greg Pawelski
Senior Director of Safety
Con-way Freight

Panelist:
Brian Kinsey
President & CEO
Brown Logistics

Moderator:
Seth Clevenger
Staff Reporter
Transport Topics Publishing Group

Guest Speaker:
Captain Jeff Skiles
1st Officer - US Airways #1549
SUNDAY MORNING

**Interfaith Service**

*All MCE and ITLC/NAFC Registrants Welcome*

**“WE ARE NOT ALONE – GOD’S PLAN FOR US”**

God’s desire is for us to be happy. Though life can bring incredible joys, it can also bring disappointments and heartaches. By understanding God’s eternal plan for us we can grow in faith and wisdom, even as we experience life’s ups and downs. It is God’s purpose “to bring to pass the immortality and eternal life of man”. Great comfort and happiness come in knowing of God’s deep love for us.

Dan England is a lay minister in the Church of Jesus Christ of Latter-Day Saints. He holds the position of Stake President, where he presides over seven congregations comprising approximately 3,000 people.

SUNDAY EVENING

**Truck PAC Reception & Dinner**

*By Invitation Only*

*Sponsored by Lytx DriveCam*

Headhouse Tower
Liberty Ballroom

Watch for your invitation in the mail, and join your fellow friends and leaders who make Truck PAC a powerfully effective voice in the national political arena.

If you are not already a member of Truck PAC, you still have time to become a contributor. Please contact ATA’s Legislative Office at (202) 544-6245 for information and mark your calendar for a memorable evening.

“Whether you’ve got 5 trucks, 500 trucks or 5,000 trucks, you inherently have the same problems. MCE is going to give you all of the perspectives of what you are facing out there as a company and as an industry.”

John Stomps
President & CEO
Total Transportation of MS

TUESDAY MORNING

**ATA Spouse/Guest Annual Business Meeting & Program**

*All MCE Registrants Welcome*

**“IMPOSSIBLE ODDS: A STORY OF STRENGTH AND SURVIVAL”**

Jessica Buchanan shares her story of the impossible odds facing her during her 93 days of captivity by Somali land pirates and her determination and efforts to survive the harrowing and most painful experience of her life. In sharing her story with audiences she provides to use in everyday life to help find strength in any situation or challenge. They will be surprised to find that you can scrape out just enough to get through that day. It may not be more than enough—but just enough has got to be ok, and as Buchanan experienced day after day after day—just enough will do just fine.

TUESDAY AFTERNOON

**ATA Executive Committee Meeting**

*All MCE Registrants Welcome*

**ATA Board of Directors Meeting & General Membership Meeting**

*All MCE Registrants Welcome*

**“UPDATE ON PERCEPTIONS OF THE TRUCKING INDUSTRY”**

Speaker: Neil Newhouse
Partner & Co-Founder
Public Opinion Strategies
TUESDAY EVENING

ATA Banquet

All Full MCE Registrants Welcome
**Tickets available at additional charge for ITLC/NAFC Registrants

Featuring Entertainment by:
CHICAGO

Chicago is that rarest of big bands: in an industry of imitators, a band whose sound is as unique today as when it burst onto the scene in 1967. In the years that followed, the legendary “rock and roll band with horns” became one of America’s most formidable hit machines, with a parade of songs – Color My World***, 25 or 6 to 4, Saturday in the Park, and dozens more – that stretched the boundaries of rock and are as unforgettable today as when they were new.

100 million record sales, Chicago trails only the Beach Boys as America’s all-time top selling musical group. With 36 albums (25 of them platinum), 21 Top Ten singles, five consecutive Number One albums, eleven Number One singles, are a total of 47 gold and platinum awards, Chicago is one of the iconic bands that wrote the soundtrack not only of the boomer generation, but of their children as well.

Great music is a tradition of the MCE, and Chicago joins a long list of legendary artists and groups that have performed at the ATA Annual Banquet. No matter how often you may have seen them over the years – and no matter how many miles you have logged to their tunes – this is a show you don’t want to miss. So mark your calendar, and make your plans today for an evening that will be as unforgettable as Chicago’s music itself!

ATA EXHIBIT HALL INFORMATION

The ATA Exhibit Hall is better than ever this year, in addition to our exhibitors showcasing state-of-the-art technology and resources to help you improve your business productivity and bottom line. All the ATA general sessions will be taking place in the exhibit hall giving you an even greater opportunity to visit the companies exhibiting at the show. Also visit the ATA Pavilion, where you can learn about the services offered by ATA and see what we’re doing to support the trucking industry and especially our members. No MCE is complete without a visit to the exhibit hall, so make sure to spend some time in the ATA Exhibit Hall in the Pennsylvania Convention Center. The ATA Exhibition Hall is open to all MCE and ITLC/NAFC Registrants.

Exhibit Hall Hours

SUNDAY
1:00 pm – 3:30 pm
ATA Exhibit Hall Grand Opening & Ribbon Cutting Ceremony
Sponsored by Lytx DriveCam

MONDAY
7:00 am – 7:45 am
Continental Breakfast
10:00 am – 12:15 pm
ATA Exhibit Hall Review

TUESDAY
7:00 am – 7:45 am
Continental Breakfast
9:30 am – 12:00 pm
ATA Exhibit Hall Grand Finale & Walk-Around Luncheon

LIMITED EXHIBIT SPACE

Don’t miss this opportunity to join your competition at Trucking’s Premier Show.
Reserve Your Exhibit Space Today!
Contact Dan Duggan, ATA Exhibit Manager at (703) 838-1756 or dduggan@trucking.org
HIRING VETERANS: SMART BUSINESS … 
AND A LOT MORE

America’s best training program wears khaki. Veterans come with a well-honed mission focus, a can-do attitude and team orientation, and acceptance of personal responsibility. Many have strong technical training. Some have already been trained as operators of trucks or other heavy equipment in the military and may be qualified to bypass the CDL skills test and transition quickly into driving positions. Others will require training, but all are an invaluable resource a trucking industry that needs to hire nearly 100,000 new drivers a year over the next ten years to meet demand.

Many motor carriers have already built strong partnerships with the armed services. If you have not, be sure to attend this session to learn what you have been missing – and how to best approach and recruit these champion employees. A panel of experts will discuss their own successful experience with vets, as well as government programs that provide pay and training assistance to help veterans transition into post-active duty careers. Over a million service members are expected to return to civilian life in the next decade as part of currently planned force reductions. The time to act is now. You can play an important part in “hiring our heroes,” while strengthening your business at the same time. Don’t miss it!

DIRTY SECRETS, STEALING DRIVERS, AND SECRET WEAPONS

In this talk we’ll outline how owners, executives and recruiters will grow their fleets by exploring the dirty secrets of online driver recruiting, revealing shocking tactics used to steal your drivers and announcing our Top 3 New Secret Weapons that will change the way our industry recruits. As an added bonus, we’ll share success stories and strategies learn from our acclaimed military hiring program with the U.S. Chamber of Commerce Hiring Our Heroes Initiative.

Presented by FAST PORT, LLC and the ATA Communications & Public Affairs Department

CONTINUOUS SAFETY IMPROVEMENT: 
27 (YES, 27) -- THINGS YOU CAN DO TODAY

Here is something we guarantee the public doesn’t know: over the past decade, the number of large truck-related fatalities has dropped 21 percent, and the large truck fatality rate has dropped 37 percent. That didn’t happen by accident. The safety advances are driven by ongoing investments in safety, including improved equipment and specialized management practices with proven safety benefits.

This session will feature a panel of trucking executives with hands-on experience in implementing successful safety programs, adapting new technologies, managing a rapidly changing driver pool, and staying ahead of constantly changing regulatory requirements. In addition,
Laurel Leitner of ATA’s Economics Research department will review recent research identifying no fewer than 27 specific management practices with identifiable safety benefits. Continuous safety improvement starts with great managers – and this session is packed with practical tips to put you among the leaders!

Presented by ATA’s Economics and Safety Departments

CARGO THEFT 101: THE HOT SPOTS, WHAT IT COSTS, AND HOW TO TRY TO CONTAIN IT

Cargo theft and other compromises to the supply chain is a multi-billion dollar a year challenge for trucking companies, and is a problem that will probably always be confronting the supply chain from end to end. In addition to the usual considerations that come as a result of thieves compromising a truck load of freight or breaking into a warehouse, carriers also need to worry about increased insurance premiums, damage to their reputations, loss of client’s confidence and, even worse, a cargo theft carried out in an attempt to do harm through product tampering or utilization as a weapon.

This session, will review the sobering statistics of cargo theft – what’s stolen, where the hot spots are, what it costs the economy, and who the “usual” perpetrator is. Also discussed will be common methods that carriers can employ to mitigate cargo theft, an overview of the patchwork of state laws and penalties for cargo theft, and a case study on a successfully implemented deterrent plan.

Presented by the ATA Transportation Security Council

COMPANY CULTURE AND ITS IMPACT ON DRIVER RECRUITMENT AND RETENTION

Excellent drivers are one of the most important assets of a successful trucking company. This innovative education session will examine how company culture impacts a fleet’s ability to maintain a strong team of drivers. Lance Platt, President and CEO of EpicVue, and Steve Bryan, President and CEO of Vigillo, will reveal one-of-a-kind research prepared specifically for this session and examine the positive programs and approaches some of the nation’s most successful fleets use to gain and retain top quality drivers.

HACKED! A TRUCKING COMPANY’S CYBERCRIME HORROR STORY

In June 2015, Outwest Express was the victim of cybercrime. Hackers infiltrated Outwest’s online brokerage system, changed the accounts receivable bank account information, accepted several loads shippers had requested, and asked the shippers to pay in advance. The shippers paid and Outwest had no idea its online system had been complicit in defrauding its shippers until they started calling Outwest and asking why the guaranteed trucks they’d pre-paid for hadn’t shown up. By the time Outwest’s management was aware of what had happened, the criminals were long gone with the shippers’ funds. Local law enforcement couldn’t help so the FBI’s cybercrime experts had to step in.

This educational session features management from Outwest Express telling the story of what happened. Officials from the U.S. Department of Justice will talk about how federal agents can assist motor carriers in securing their networks and tracking down perpetrators that hack them. Finally, a representative from the U.S. Department of Homeland Security will discuss cybercrime insurance. Most companies don’t know that business interruption insurance policies usually don’t cover cyber-attacks. DHS officials will help carriers understand their risks and whether cybercrime insurance policies are right for them.

IMPROVING DRIVER PERFORMANCE AND YOUR COMPANY’S CSA SCORE

A trucking company is only as good as its drivers, especially in today’s highly competitive and regulated industry. With CSA, your drivers’ scores impact your day-to-day operations and your company’s ability to generate and keep customers. Several innovative programs can help your fleet improve driver performance and reduce your CSA score. Discover how video event recorders and a complementary coaching program can enhance your company’s operations and safety record. In addition, learn how to prepare successful CSA DataQs Challenges to repair your drivers’ and company’s CSA scores.

“I attend MCE for improvements that I can bring back to my business. I keep up to date on key regulatory issues, learn about important recommended practices, and share solutions to common problems. I won’t learn these things sitting in my office.”

Sherri Garner Brumbaugh
President & CEO
Garner Transportation Group
ATA Policy Committee Meetings are key to establishing the legislative and regulatory priorities of ATA and the entire trucking industry. All MCE registrants are welcome and encouraged to attend the following meetings:

**Communications & Image Policy Committee**

This committee provides member input to ATA leadership and staff in their efforts to improve the image of the trucking industry and enhance ATA’s communications with its members, the news media, public officials, business and community leaders, and the general public. The committee also provides input in the development of communication strategies for ATA’s initiatives, such as essentiality, safety and sustainability. The committee monitors the Trucking Moves America Forward image campaign, as well as other top image and outreach programs such as America’s Road Team, Share the Road, National Truck Driving Championships, National Truck Driver Appreciation Week and the Safety Belt Partnership efforts.

**Environmental & Energy Policy Committee**

The Environmental & Energy Policy Committee directs ATA’s activities on environmental and energy matters including sustainability, truck fuel efficiency standards, vehicle emission standards, anti-idling and diesel engine retrofit measures, fuel standards, hazardous waste issues, storm water and vehicle washing requirements, fuel storage and energy efficiency improvements.

**Government Traffic Policy Committee**

The Committee finds solutions to the challenges facing motor carriers who haul freight for any federal agency. Government Traffic Policy Committee analyzes the rules, regulations, laws, policies and logistics of the General Services Administration, and those unique to the Department of Defense under the Military Surface Deployment Distribution Command and the United States Transportation Command.

**Hazardous Materials Policy Committee**

This Committee is responsible for developing policies and actions on issues governing the transportation of hazardous materials. Committee members provide direct input on ATA’s comments to the executive agencies and on position papers for use in ATA’s lobbying efforts. The current agenda includes reauthorization of the federal hazardous materials transportation law, working with DOT and DHS on the implementation of hazardous materials safety and security initiatives, harmonizing the U.S. hazardous materials regulations with international standards and ensuring uniformity of state regulations in order to promote the safe, secure and efficient transportation of these critical materials. The committee receives additional support from the Safety Management Council’s hazardous materials committee.

**Highway Policy Committee**

The Highway Policy Committee is responsible for considering and recommending policies and actions
on all issues relating to highways and bridges, highway access, commercial vehicle size and weight, Intelligent Vehicle System technology and highway user fees, tolls and taxes that impact the efficient movement of commercial truck traffic on the nation’s highways.

Supply Chain Security Policy Committee

This new committee combines the former Cross-Border Operations and Homeland Security committees. This committee acts as ATA’s clearinghouse for all strategy related to the Department of Homeland Security and related agencies. The committee directs ATA’s advocacy efforts regarding all issues pertaining to transportation security and international trade via commercial motor vehicle. Current issues include the NAFTA border opening, customs automation, driver immigration, security background credentialing, and trusted trader programs. The committee also receives support from the Transportation Security Council’s homeland security committee for research, analysis and policy development.

Labor & Regulatory Policy Committee

This committee addresses legal, legislative and regulatory issues related to labor and the financial operations of trucking companies. Issues within the committee’s jurisdiction include: independent contractor classification, workers’ compensation, ergonomics, insurance and risk management, driver shortage, tort reform, transportation contract matters, transportation brokers, cargo liability and multi-employer pension plan reform. The committee receives support from the National Accounting & Finance Council and the Safety Management Council for research, analysis and policy development.

Safety Policy Committee

The Safety Policy Committee is responsible for developing policies and actions on driver, carrier and occupational safety and health issues. The current agenda includes, among other issues, hours of service, electronic on-board recorders, CSA, CDL regulatory and program changes, improvements to the drug testing and medical certification programs and speed related initiatives. It has one standing subcommittee: Hours of Service. The committee also receives support from the Safety Management Council for research, analysis and policy development.

Tax Policy Committee

The Committee is responsible for developing policy relating to federal and state taxes affecting the trucking industry, the Tax Policy Committee addresses business taxes (such as corporate income and franchise taxes), excise taxes, estate taxes, sales and use taxes and license fees. In addition, the committee considers operating taxes such as fuel taxes, tire taxes, vehicle registration fees and heavy-vehicle use taxes. The committee coordinates with the Highway Policy Committee on highway user fee and tax issues. The committee receives support from the National Accounting & Finance Council for research, analysis and policy development.

Technology & Engineering Policy Committee

The Technology & Engineering Policy Committee develops and recommends ATA policy on issues related to engineering and design, vehicle, intelligent transportation systems, information technology, telecommunications and related topics. The committee oversees the efforts of ATA staff in these areas as they respond to federal government legislation, rulemakings, and other actions. The committee has three advisory groups, the Technical Advisory Group, the Technology & Maintenance Council, and the IT & Logistics Council.

“I’ve been a small, regional carrier all of my career. I go to MCE to understand all of the things that impact my business. MCE allows me to meet with other trucking executives and see what they are doing in other parts of the country.”

Randy Guillot
President
Southeastern Motor Freight
The ITLC/NAFC 2015 Annual Conference is a must-attend event for any IT, finance, tax, logistics, trucking or transportation executive. Brought to you by the American Trucking Associations, in conjunction with the ATA MCE and open to all fully-registered MCE attendees, the ITLC/NAFC 2015 Annual Conference features 10 in-depth educational sessions in two tracks, covering topics ranging from truck routing software and sensor technology to federal and state tax issues and accounting updates. True industry experts are the featured speakers and attendees are eligible to receive up to seven Continuing Professional Education (CPE) credits, conferred by the National Association of State Boards of Accountancy (NASBA). Only ATA’s IT & Logistics Council and National Accounting & Finance Council brings you the trucking-specific information you need to succeed in the worlds of IT and Finance!

October 18-20, 2015
Philadelphia, PA

2015 MCE SPONSORS

The following companies deserve special recognition and thanks for sponsoring various aspects of this year’s conference.

ACT I
ALK Technologies, Inc.
Aon Risk Solutions
ASA Electronics/Jensen
ATA Featured Products
AT&T
Bendix Commercial Vehicle Systems, LLC
BKD, LLP
Daimler Truck Financial
DDC FPO
Double Coin Tires
Emerge Diagnostics
ExtenData
FASTPORT
Freightliner Trucks
HELP, Inc.
HireRight
Lytx DriveCam
Omnitracs, LLC
PEAK Commercial and Industrial
Shell LNG
SkyBitz, Inc.
SmartDrive Systems, Inc.
Spireon
Trans Plus Systems
Trillium CNG
US Bank
Verizon Networkfleet
Vigillo
Volvo Trucks
FRIDAY, OCTOBER 16

12:00 pm – 3:00 pm
LEAD ATA Activity
By Invitation Only
Sponsored by PeopleNet

3:00 pm – 5:30 pm
LEAD ATA Meeting
By Invitation Only
Sponsored by PeopleNet

6:30 pm – 8:30 pm
LEAD ATA Reception & Dinner
By Invitation Only
Sponsored by PeopleNet

SATURDAY, OCTOBER 17

9:00 am – 12:00 pm
LEAD ATA Meeting
By Invitation Only
Sponsored by PeopleNet

12:00 pm – 1:30 pm
LEAD ATA Luncheon
By Invitation Only
Sponsored by PeopleNet

2:30 pm – 3:30 pm
ATA Independent Contractor Task Force Meeting
By Invitation Only

2:30 pm – 3:30 pm
ATA Chairman’s Membership Committee Meeting
By Invitation Only

4:00 pm – 5:30 pm
ATA Insurance Task Force Meeting
All MCE Registrants Welcome

4:30 pm – 5:45 pm
ATA Hours of Service Subcommittee Meeting
All MCE Registrants Welcome

6:00 pm – 7:30 pm
ATA Grand Opening Reception
All Full MCE Registrants Welcome
Sponsored by HELP Inc.

SUNDAY, OCTOBER 18

7:00 am – 8:30 am
ATA Awards Breakfast
All Full MCE Registrants Welcome

ATA Award Presentations:

ATA President’s Federation Award
Sponsored by J.J. Keller

2015 NTDC Grand Champion
Sponsored by Bendix
TMCSuperTech 2015 Grand Champion

Highway to Victory
Mike Russell Trucking Industry Image
Sponsored by HireRight

8:15 am – 10:15 am
ATA Safety Policy Committee Meeting
All MCE Registrants Welcome

8:45 am – 10:15 am
ATA Policy Committee Meetings
All MCE Registrants Welcome
• Hazardous Materials
• Tax Policy

8:45 am – 10:15 am
ATA Litigation Center Board of Directors Meeting
All MCE Registrants Welcome

10:30 am – 11:30 am
Interfaith Service
All MCE and ITLC/NAFC Registrants Welcome

“I We Are Not Alone – God’s Plan for Us”

Guest Speaker:
Daniel E. England
C.R. England Inc.

11:45 am – 1:00 pm
ATA General Luncheon
All Full MCE and ITLC/NAFC Registrants Welcome

MONDAY, OCTOBER 19

7:00 am – 7:45 am
Continental Breakfast in the ATA Exhibit Hall
All MCE and ITLC/NAFC Registrants Welcome

Introduction of LEAD ATA Class
Sponsored by PeopleNet

“State of the Industry”

Keynote Address by:
Bill Graves
President & CEO
American Trucking Associations, Inc.

1:00 pm – 3:30 pm
ATA Exhibit Hall Grand Opening & Ribbon Cutting Ceremony
All MCE and ITLC/NAFC Registrants Welcome
Sponsored by Lytx DriveCam

3:45 pm- 5:15 pm
ATA General Session
All MCE and ITLC/NAFC Registrants Welcome
Sponsored by Bendix Commercial Vehicle Systems LLC

“The Economy and Its Impact on Trucking”

Speakers:
Bob Costello
Senior Vice President & Chief Economist
American Trucking Associations, Inc.

Nariman Behravesh Ph.D.
Chief Economist
IHS, Inc.

5:30 pm – 6:30 pm
ITLC/NAFC Opening Reception
ITLC/NAFC Registrants Only

6:00 pm – Evening
2015 Truck PAC Reception & Dinner
By Invitation Only
Sponsored by Lytx DriveCam
8:00 am – 10:00 am
ATA General Session
All MCE and ITLC/NAFC Registrants Welcome
Sponsored by Shell LNG

Presentations:
Share the Road Acknowledgement
Sponsored by Mack Trucks & Michelin
North America

America’s Road Team
Acknowledgement
Sponsored by Volvo Trucks

“Lessons in Leadership”
Speaker:
General Stan McChrystal
Former Commander of U.S. & International Forces in Afghanistan,
Senior Fellow at Yale University’s Jackson Institute of Global Affairs,
Co-Founder of the McChrystal Group

10:00 am – 12:15 pm
ATA Exhibit Hall Review
All MCE and ITLC/NAFC Registrants Welcome

10:15 am – 11:15 am
ITLC/NAFC Opening Session

11:30 am – 12:30 pm
ITLC Session
“Operational Power of Predictive Analysis”

11:30 am – 12:30 pm
NAFC Session
“State Tax & Government Finance Update” (CPE 1)

12:30 pm – 2:15 pm
ATA Advocacy & Government Affairs Luncheon
All Full MCE and ITLC/NAFC Registrants Welcome
Sponsored by AT&T

2:30 pm – 3:30 pm
ITLC Session
“Journey to a Modern Trucking Enterprise”

2:30 pm – 3:30 pm
NAFC Session
“Trucking M&A: Who’s Buying, What It Means to You and How to Prepare” (CPE 1)

2:30 pm – 4:00 pm
ATA Policy Committee Meetings
All MCE Registrants Welcome
• Environmental & Energy
• Highway
• Labor & Regulatory

2:30 pm – 4:00 pm
Automobile Carriers’ Conference (ACC) Board of Directors Meeting
All Registrants Welcome

2:30 pm – 4:00 pm
Agricultural & Food Transporters Conference (AFTC) Board of Directors Meeting
All Registrants Welcome

2:30 pm – 4:00 pm
ATA Educational Sessions
All MCE Registrants Welcome
• “Dirty Secrets, Stealing Drivers, and Secret Weapons”
• “Hacked!”
• “Company Culture”
• “Improving Driver Performance”

3:45 pm – 4:45 pm
NAFC Session
“Transportation Data Mining: The Case for Data Analytics” (CPE 1)

3:45 pm – 4:45 pm
ATA Truck PAC Board of Directors Meeting
All MCE Registrants Welcome

4:15 pm – 5:15 pm
ATA Policy Committee Meetings
All MCE Registrants Welcome
• Communications & Image
• Government Traffic
• Supply Chain Security
• Technology & Engineering

4:15 pm – 5:45 pm
American Transportation Research Institute (ATRI) Board of Directors Meeting
ATRI Board Members Only

4:15 pm – 5:45 pm
ATA Educational Sessions
All MCE Registrants Welcome
• “Hiring Veterans: Smart Business”
• “The Hot Spots, What it Costs and How to Contain it”
• “Continuous Safety Improvement”

4:15 pm – 5:45 pm
Regional & Distribution Carriers’ Conference (RDCC) Meeting
All MCE Registrants Welcome

4:30 pm – 6:00 pm
Transport Topics Reception
By Invitation Only

TUESDAY, OCTOBER 20

6:30 am – 8:00 am
ATA Small Carrier Networking Breakfast & Meeting
Open to all carriers with less than $25.5 million in revenue
Sponsored by US Bank

Register @ http://mce.trucking.org | Questions, Contact ATA Event Services Toll Free (866) 729-3932 or (703) 838-1755 or mce@trucking.org
TUESDAY, OCTOBER 20

7:00 am – 7:45 am
Continental Breakfast in the ATA Exhibit Hall
All MCE and ITLC/NAFC Registrants Welcome

7:00 am – 8:00 am
LEAD ATA Meeting & Breakfast
By Invitation Only
Sponsored by PeopleNet

8:00 am – 9:30 am
ATA General Session
All MCE and ITLC/NAFC Registrants Welcome
Presented by ATA’s Technology & Maintenance Council (TMC) and ATRI
“Visions and Opportunities in Truck Transportation”
Speakers:
Praveen Chandraseker
Consulting Director, Automotive & Transportation
Frost & Sullivan
Brian McLaughlin
President
PeopleNet
Paul Menig
Chief Executive Officer
Tech-I-M

9:00 am – 11:30 am
Allied Committee for the Trucking Industry (ACT I) Meeting
Committee Members Only

9:30 am – 12:00 pm
ATA Exhibit Hall Grand Finale & Walk-Around Luncheon
All MCE and ITLC/NAFC Registrants Welcome

10:00 am – 11:30 am
ATA Spouse/Guest Annual Business Meeting
All MCE Registrants Welcome
“Impossible Odds: A Story of Strength and Survival”
Guest Speaker:
Jessica Buchanan
Best-Selling Co-Author, Impossible Odds: The Kidnapping of Jessica Buchanan and her Dramatic Rescue by SEAL Team Six, and Humanitarian Aid Worker
Moderator:
Seth Clevenger
Staff Reporter
Transport Topics Publishing Group
Panelists:
Rob Penner
Executive Vice President & COO
Bison Transport
Brian Kinsey
President & CEO
Brown Logistics
Greg Pawelski
Senior Director of Safety
Con-way Freight

12:00 pm – 2:30 pm
ATA Executive Committee Meeting
All MCE Registrants Welcome

1:00 pm – 2:00 pm
ITLC Session
“Video Intelligence: Big Data for Smart Decision Making”

1:00 pm – 2:00 pm
NAFC Session
“Paving A Better Road to Lower Workers’ Compensation Costs” (CPE 1)

2:15 pm – 3:15 pm
ITLC Session
“The Road Ahead for Trucking Telematics”

2:15 pm – 3:15 pm
NAFC Session
“Addressing Cybersecurity Risk: Protecting Your Business” (CPE 1)

2:30 pm – 3:15 pm
ATA Refreshment Break

3:00 pm – 4:30 pm
ATA Board of Directors Meeting & General Membership Meeting
All MCE Registrants Welcome
“Update on Perceptions of the Trucking Industry”
Speaker:
Neil Newhouse
Partner & Co-Founder
Public Opinion Strategies

3:30 pm – 4:30 pm
ITLC/NAFC Closing Session
“The ROI of Driver Technology”

5:30 pm – 9:00 pm
ATA Annual Reception & Banquet
All Full MCE Registrants Welcome
**Tickets available at additional charge for ITLC/NAFC Registrants
Featuring Entertainment By:
Chicago
Adult Contemporary Rock Group

Schedule Subject to Change
HOTEL RESERVATIONS

In order to book your hotel room at the Philadelphia Marriott, Courtyard Philadelphia, or Ritz-Carlton Philadelphia, you must register for the MCE first. Once your registration has been processed, you will receive a confirmation email from ATA that contains your personal hotel reservation link. No reservations will be accepted by contacting the hotels directly. If you need to make changes to your hotel reservation at the Marriott or Courtyard, please make them through the “Edit/Modify Reservation” link which can be found in your hotel confirmation email. The Ritz-Carlton will accept changes by contacting them directly. If you have any questions, please contact Marsha Barninger, ATA Registration & Housing Manager, via email at mbarninger@trucking.org or by phone at (407) 359-6934.

The deadline to secure your reservation at the Philadelphia Marriott, Courtyard Philadelphia, or Ritz-Carlton Philadelphia at the discounted ATA rate is September 18th.

Room rates listed below are per night and automatically given, via your personal hotel reservation link.

Headquarter Hotel: Philadelphia Marriott

(Connected to Pennsylvania Convention Center via skywalk)
1201 Market Street
Philadelphia, PA 19107
(215) 625-2900

MCE Room Rate: Single/Double Occupancy
$243 plus applicable taxes

With an incomparable Center City location and a wealth of luxury amenities, the Philadelphia Marriott has established itself as a premier hotel destination for both business and leisure travelers. The hotel is connected to Pennsylvania Convention Center via a skywalk and superbly designed, intuitively appointed rooms and suites encourage both relaxation and productivity, with high-speed Internet access, spacious work desks, and plush bedding. Many of the hotel rooms also feature beautiful downtown Philadelphia views.

Courtyard Philadelphia

(1 block from Pennsylvania Convention Center)
21 North Juniper Street
Philadelphia, PA 19107
(215) 496-3200

MCE Room Rate: Single/Double Occupancy
$232 plus applicable taxes

Located in the heart of the Business District across from City Hall, the hotel accommodations reflect the grandeur of the 1926 origins and feature 11’ ceilings, i-Home radio docking stations and complimentary Wi-Fi access. The Courtyard Philadelphia is listed on the “National Register of Historic Places” and stands as a charming testament to time with unique architectural details.

Marriott and Courtyard Suites: If you wish to reserve a suite at the Philadelphia Marriott or Courtyard Philadelphia, please contact Marsha Barninger, ATA Registration & Housing Manager, at mbarninger@trucking.org or by phone at (407) 359-6934.

The Ritz-Carlton Philadelphia

(4 blocks from Pennsylvania Convention Center)
10 Avenue of the Arts
Philadelphia, PA 19102
(215) 523-8000

MCE Room Rate: Single/Double Occupancy
$259 plus applicable taxes

One-Bedroom Executive Suite $399 plus applicable taxes

A neo-classical landmark that lives up to the grace and grandeur of its stately surroundings, this meticulously restored hotel is located within steps of Independence Hall and the Liberty Bell, and within the midst of Philadelphia’s Business District. From the striking domed marble lobby of this former bank building, guests will enter a realm of urban sophistication and modern comforts, where inventive dining options, pampered spa services and soothingly quiet guest rooms leave them with landmark memories of their own.

Ritz-Carlton Suites: If you wish to reserve a suite at The Ritz-Carlton Philadelphia, please contact Marsha Barninger, ATA Registration & Housing Manager, at mbarninger@trucking.org or by phone at (407) 359-6934.

Important Note: Please be aware that miscellaneous housing companies are contacting ATA attendees and exhibitors claiming to offer special hotel rates in Philadelphia. ATA does not have a relationship with these companies and cannot guarantee any room reservation made is valid. If you have any questions, please contact Marsha Barninger, ATA Registration & Housing Manager for MCE, at mbarninger@trucking.org or by phone at (407) 359-6934.
Airline Reservations
Special discount fares have been arranged exclusively for MCE travelers with Delta and United airlines. To take advantage of these special fares, please contact ATA’s official Travel Agency, MacNair Travel, Monday to Friday, 8:30 a.m. to 7:00 p.m. ET, at (866) 826-9259, or via email to trucking@macnairtravel.com, and refer to the discount code listed next to your desired airline.

Delta - Code: NMKFH
United - Code: 309530 + Z code: ZTPH

Philadelphia International Airport is 10 miles from Philadelphia Marriott.

Airport Transfer Information:
Taxi estimated fare: $26 (one way) $8 by subway.

Car Rental Information
To obtain MCE discounts for car rentals with AVIS Rent-a-Car, call (800) 331-1600. Tell the agent you’re attending the 2015 ATA Management Conference & Exhibition and mention the AVIS Discount Code: A683199

Recommended Attire
The conference dress code is business casual during the day. For the ATA Annual Banquet, a jacket and tie for the men and suits or cocktail dresses for the women are recommended.

Weather
The average high temperature for Philadelphia in October is 66 degrees and average low is 48 degrees.

The City
Philadelphia, the city of brotherly love...

Philadelphia is at the center of it all. It’s the second-most populous city in the East, conveniently located just 90 minutes from New York City and two hours from Washington, D.C., by train and served by 1,400 daily flights from more than 120 cities worldwide.

You will be captivated by this 21st-century city where a combination of inspired, young, creative culture exists along with a reverence to its historical importance and a spirit of independence is giving birth to a new generation of energized people designing this Modern Renaissance City. Feel like a Philadelphian as you walk day and night through the vibrant streetscape and immerse yourself in America’s Old and New World. Picturesque and friendly streets are lined with parks, rivers, shops, public art, restaurants and museums. Everything is within walking distance from downtown and the convention center.

Start making your plans to visit Philadelphia today!

The Venue
Pennsylvania Convention Center: A great space in a great city...

Located in the heart of the City of Philadelphia -- both geographically and culturally -- this award-winning, architectural gem completed a major expansion in 2011.

Within a short walk of the Pennsylvania Convention Center are famed landmarks; Reading Terminal Market, Independence Hall in America’s most historic square mile, Chinatown and its stunning Friendship Gate, Rittenhouse Square and the Museum Mile stretching along Benjamin Franklin Parkway.
Important Information

Registering online at http://mce.trucking.org is the fastest and easiest way to register for the 2015 ATA Management Conference & Exhibition and secure your hotel room. Only those registered for the conference may request a room reservation.

For your username and password or if you need assistance registering online, please call ATA Registrations at (866) 821-3468 from 8:30am - 5:30pm ET Monday-Friday.

If registering by fax or mail, once your registration is successfully processed by ATA Registrations, you will receive an email confirmation of your conference registration which will also contain your hotel reservation link. If you are interested in reserving a suite, please call Marsha Barninger at (407) 359-6934.

If you need to cancel your Conference Registration, please send written notification of cancellation to be received at ATA (ATA Event Services, P.O. Box 101360, Arlington, VA 22210), on or before September 18, 2015, and you will receive a full refund less a $100.00 per person administrative fee. No refunds for registration fees will be processed for cancellations post-marked after this date.

ATA Mobile App
Navigating the most important meeting for trucking executives this year just got easier.

The ATA app for your phone or tablet is your complete guide to the 2015 MCE.

The ATA app gives you access to the following:
- Easy access to the entire conference schedule, sorted by day and topic
- Full list of exhibitors and a map of the exhibit hall
- Real-time conference alerts and updates
- General conference information
- Facility maps
- Create your own personalized conference calendar

FREE download from the iTunes App Store or Google Play
Search for “American Trucking Associations” or “ATA Mobile Services”
Compatible with:
- iPhone/iPad/iPod Touch
- Android

The 2015 MCE content on the ATA Mobile App is sponsored by Shell LNG
Save the Date!

Upcoming ATA Management Conference & Exhibitions

LAS VEGAS

2016

2016 ATA Management Conference & Exhibition • Las Vegas, NV
October 1 - 4 • Mandalay Bay Resort & Casino

ORLANDO

2017

2017 ATA Management Conference & Exhibition • Orlando, FL
October 22 - 24 • Orange County Convention Center & The Hyatt Regency Orlando

American Trucking Associations • Event Services
950 N. Glebe Road • Suite 210 • Arlington, VA 22203
Questions: Call (866) 821-346 • Show Website: http://mce.trucking.org