



ATA Management Conference  
& Exhibition ★ Las Vegas  
October 1-4, 2016

## **SCHEDULE OF EVENTS**

**As of September 27, 2016**

### **FRIDAY, SEPTEMBER 30**

12:00 pm – 3:00 pm     **LEAD ATA Overview and 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 1**

7:00 am – 8:00 am     **ATA Golf Continental Breakfast**  
*Bear's Best Las Vegas*  
*Sponsored by TrueNorth Companies*

8:00 am – 2:00 pm     **ATA Annual Golf Tournament**  
*Bear's Best Las Vegas*  
*Proceeds to benefit the ATA Insurance Task Force and Trucking Moves America Forward*  
*Sponsored by TrueNorth Companies*

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*

3:30 pm – 4:30 pm     **ATA Independent Contractor Task Force Meeting**  
*By Invitation Only*

3:30 pm – 5:30 pm     **ATA Hazardous Materials Policy Committee Meeting**  
*All MCE Registrants Welcome*

3:30 pm – 5:30 pm     **ATA Hours of Service Subcommittee Meeting**  
*All MCE Registrants Welcome*

3:30 pm – 5:30 pm     **ATA Insurance Task Force Meeting**  
*All MCE Registrants Welcome*

5:30 pm – 6:30 pm     **ATA Chairman's Membership Committee Meeting**

**SATURDAY, OCTOBER 1 (continued)**

6:30 pm – 8:00 pm      **ATA Grand Opening Reception**  
*All MCE Registrants Welcome*  
*Sponsored by HELP, Inc.-Provider of PrePass*

**SUNDAY, OCTOBER 2**

7:00 am – 8:30 am      **ATA Small Carrier Networking Breakfast & Meeting**  
*Open to all carriers with less than \$25.5 million in revenue*  
*Sponsored by U.S. Bank*

8:30 am – 9:30 am      **Interfaith Service**  
*All MCE and ITLC/NAFC Registrants Welcome*

9:45 am – 11:15 am      **ATA Litigation Center Board of Directors Meeting**  
*All MCE Registrants Welcome*

9:45 am – 11:15 am      **ATA Policy Committee Meetings**  
*All MCE Registrants Welcome*  
-Communications & Image  
-Environmental & Energy  
-Tax

9:45 am – 11:15 am      **Intermodal Motor Carriers' Conference (IMCC) Annual Meeting**  
*All MCE and ITLC/NAFC Registrants Welcome*

11:30 am – 1:00 pm      **ATA Leadership & Awards Luncheon**  
*All Full MCE and All ITLC/NAFC Registrants Welcome*  
*Sponsored by Noregon Systems*

LEAD ATA Class Recognition, *Sponsored by PeopleNet*

**ATA Award Presentations:**

2016 NTDC Grand Champion, *Sponsored by Bendix Commercial Vehicle Systems, LLC*  
2016 TMCSuperTech Grand Champion  
ATA National Driver of the Year  
ATA President's Trophy Awards  
ATA TAEC Service Awards

*Special Guest Speaker:*

John Bozzella  
President & CEO  
Global Automakers

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

## SUNDAY, OCTOBER 2 (continued)

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:*

Diane Swonk  
Founder & CEO  
DS Economics

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

6:30 pm – Evening      **2016 Truck PAC Gala**  
*By Invitation Only*  
**Sponsored by Lytx DriveCam**

## MONDAY, OCTOBER 3

7:00 am – 7:45 am      **ATA Continental Breakfast**  
*All MCE and ITLC/NAFC Registrants Welcome*

7:00 am – 8:00 am      **ATA Revenue Committee Meeting & Continental Breakfast**  
*Committee Members Only*

8:00 am – 10:00 am      **ATA General Session**  
*All MCE and ITLC/NAFC Registrants Welcome*  
**Sponsored by Shell LNG**

ATA President’s TAEC Leadership  
2016 SmartWay Excellence Awards for Carriers  
ATA Share the Road Acknowledgement, **Sponsored by Mack Trucks**  
ATA America’s Road Team Acknowledgement, **Sponsored by Volvo Trucks**

*“Leadership – Challenges and Choices”*

*Special Guest Speakers:*

Andrew Card  
President, Franklin Pierce University  
White House Chief of Staff (2001-2006)

Kent Lindner  
Senior Vice President & COO  
Consumer Risk Analytics  
Bank of America

*“State of the Industry and the Future of ATA”*

Chris Spear  
President & CEO  
American Trucking Associations, Inc.

**MONDAY, OCTOBER 3 (continued)**

- 10:00 am – 12:15 pm    **ATA Exhibit Hall Review with Refreshments**  
*All MCE and ITLC/NAFC Registrants Welcome*
- 10:15 am – 11:15 am    **Joint ITLC/NAFC Opening Session**  
*“Trucking Economics: The Big Picture” (CPE 1)*
- 11:30 am – 12:30 pm    **ITLC Session #1**  
*“At the Intersection of Technology & Regulation” (CPE 1)*
- 11:30 am – 12:30 pm    **NAFC Session #1**  
*“Nuclear Verdicts” (CPE 1)*
- 12:30 pm – 2:15 pm    **ATA Advocacy & Government Affairs Luncheon**  
*All Full MCE and All ITLC/NAFC Registrants Welcome*  
***Sponsored by AT&T***
- ATA Award Presentations:*  
Highway to Victory  
Mike Russell Trucking Industry Image, ***Sponsored by HireRight***
- Guest Speakers:*  
T.F. Scott Darling, III  
Administrator  
Federal Motor Carrier Safety Administration  
U.S. Department of Transportation
- Congressman Jeff Denham (R-CA)
- “The National Political Update”*
- Speakers:*  
Peter D. Hart  
Founder  
Hart Research Associates
- Neil Newhouse  
Partner & Co-Founder  
Public Opinion Strategies
- 2:30 pm – 3:30 pm    **ITLC Session #2**  
*“To Build or to Buy...That is the Question” (CPE 1)*
- 2:30 pm – 3:30 pm    **NAFC Session #2**  
*“Three Contracts You Must Get Right: 3PL, Telematics, Owner/Operator” (CPE 1)*
- 2:30 pm – 4:00 pm    **Agricultural & Food Transporters Conference (AFTC) Board of Directors Meeting**  
*All MCE and ITLC/NAFC Registrants Welcome*

**MONDAY, OCTOBER 3 (continued)**

- 2:30 pm – 4:00 pm     **ATA Educational Sessions**  
*All MCE Registrants Welcome*  
- “*Catching Up on E-Logs: Trouble-Saving Tips from Early Adapters*”  
- “*Combatting Human Trafficking: Trucking Delivers the Solutions*”  
- “*Diesel Technicians: The Other Looming Personnel Shortage*”  
- “*It’s Not Just the Feds: Navigating the Maze of State Regulations*”  
- “*The Promise of IoT: “The Internet of Things” Information Integration*”
- 2:30 pm – 4:00 pm     **ATA Policy Committee Meetings**  
*All MCE Registrants Welcome*  
-Labor & Regulatory  
-Safety
- 2:30 pm – 4:00 pm     **Automobile Carriers’ Conference (ACC) Board of Directors Meeting**  
*All MCE and ITLC/NAFC Registrants Welcome*
- 3:45 pm – 4:45 pm     **ITLC Session #3**  
*“Getting Your Message Across: EDI vs. API” (CPE 1)*
- 3:45 pm – 4:45 pm     **NAFC Session #3**  
*“After The Merger” (CPE 1)*
- 4:00 pm – 4:30 pm     **ATA Refreshment Break**  
*All MCE Registrants Welcome*  
*Sponsored by Hyundai Translead*
- 4:15 pm – 5:15 pm     **ATA Truck PAC Board of Directors Meeting**  
*All MCE Registrants Welcome*
- 4:15 pm – 5:45 pm     **American Transportation Research Institute (ATRI) Board of Directors Meeting**  
*Board Members Only*
- 4:15 pm – 5:45 pm     **ATA Educational Sessions**  
*All MCE Registrants Welcome*  
- “*Food Safety Shipping Regulations: Your New Responsibilities and How to Avoid Problems*”  
- “*More Regulations – What You Should Expect Next, When and Why*”  
- “*Natural Gas – A Game Changer Or a Passing Fad?*”
- 4:15 pm – 5:45 pm     **ATA Government Freight Conference Meeting**  
*All MCE Registrants Welcome*
- 4:15 pm – 5:45 pm     **ATA Policy Committee Meetings**  
*All MCE Registrants Welcome*  
-Highway  
-Supply Chain Security  
-Technology & Engineering
- 4:15 pm – 5:45 pm     **Regional & Distribution Carriers’ Conference (RDCC) Meeting**  
*All MCE and ITLC/NAFC Registrants Welcome*
- 4:30 pm – 6:00 pm     **Transport Topics Reception**  
*By Invitation Only*

**MONDAY, OCTOBER 3 (continued)**

5:00 pm – 6:00 pm     **ITLC/NAFC Reception**  
*ITLC/NAFC Registrants Only*

**TUESDAY, OCTOBER 4**

7:00 am – 8:00 am     **ATA Continental Breakfast**  
*All MCE and ITLC/NAFC Registrants Welcome*

7:00 am – 8:00 am     **LEAD ATA Class Breakfast**  
*By Invitation Only*  
***Sponsored by PeopleNet***

8:00 am – 9:00 am     **ITLC Session #4**  
*“Remote Diagnostics and Asset Monitoring...Phone Home!” (CPE 1)*

8:00 am – 9:00 am     **NAFC Session #4**  
*“Road Map to GAAP Compliance” (CPE 1)*

8:00 am – 9:30 am     **ATA General Session**  
*All MCE Registrants Welcome*  
***Presented by Transport Topics and Sponsored by Freightliner Trucks and Omnitracs, LLC***

*“Autonomous and Platooning Trucks: How Soon? How Disruptive?”*

*Moderator:*  
Neil Abt  
Editorial Director  
Transport Topics

*Panelists:*  
Jude Hurin  
Administrator  
Management Services & Programs Division  
Nevada Department of Motor Vehicles

Michael Roeth  
Executive Director  
North American Council for Freight Efficiency

Josh Switkes  
Co-Founder & CEO  
Peloton Technology Inc.

Sean Waters  
Director of Compliance & Regulatory Affairs  
Daimler Trucks North America

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

9:30 am – 11:00 am    **ATA Strategic Action Committee Meeting**  
*Committee Members Only*

**TUESDAY, OCTOBER 4 (continued)**

- 9:30 am – 11:30 am     **ATA Spouse/Guest Annual Business Meeting & Program**  
*All MCE Registrants Welcome*
- “Never Gonna Keep Me Down”*
- Guest Speaker:*  
Lara Logan  
Correspondent, *60 Minutes*  
Veteran & Award Winning Foreign Affairs Journalist Reporting from War Zones
- 9:30 am – 12:30 pm     **ATA Exhibit Hall Grand Finale & Walk-Around Luncheon**  
*All MCE and ITLC/NAFC Registrants Welcome*
- 12:00 pm – 2:00 pm     **ATA Executive Committee Meeting**  
*All MCE Registrants Welcome*
- 12:45 pm – 1:45 pm     **ITLC Session #5**  
*“Ensuring Data Quality” (CPE 1)*
- 12:45 pm – 1:45 pm     **NAFC Session #5**  
*“Mamas, Don’t Let Your Babies Grow Up to Be Fiduciaries” (CPE 1)*
- 2:00 pm – 3:00 pm     **Joint ITLC/NAFC Closing Session**  
*“Future Freight Delivery”*
- 2:30 pm – 3:15 pm     **ATA Refreshment Break**  
*All MCE Registrants Welcome*
- 3:00 pm – 4:30 pm     **ATA Board of Directors Meeting & General Membership Meeting**  
*All MCE and ITLC/NAFC Registrants Welcome*  
***Speaker Sponsored by U.S. Legal Services***
- Speaker:*  
Major Dan Rooney, USAF  
Pilot, PGA Professional, Philanthropist and Author
- 5:30 pm – 9:00 pm     **ATA Annual Reception & Banquet**  
*All Full MCE Registrants Welcome*  
***Sponsored by Vigillo***
- Featuring:*  
John Fogerty, Grammy Award Winning Rock & Roll Artist