ATA Executive Leadership Forum

Omni Nashville Hotel

Monday, February 29, 2016

8:00-8:15 am
Introductory Remarks

ATA Chairman Pat Thomas, UPS

8:15-9:00 am
Differentiating Your Trucking Company in a Competitive Marketplace: How to Become a Carrier of Choice Among the Shipping Community

Moderator: Carl Kirk, American Trucking Associations, Inc.
Panelists: Ben Cubitt, Transplace, Inc.
Erika Matias – Goodman, USG Corporation

9:15-10:00 am
Purchasing Power: Financing, Corporate Cards and Group Buying Leverage

Moderator: Warren Hoemann, American Trucking Associations
Panelists: Rich Voreis, Marquette Transportation Financial
Kevin Albritten, U.S. Transactions
Danielle Vidaurre, Truckers B2B

10:15-11:00 am
The Pros and Cons of Cloud Computing: Which Trucking Functions are Appropriate for the Cloud?

Moderator: Carl Kirk, American Trucking Associations, Inc.
Panelists: Marc Mitchell, McLeod Software
Mauricio Paredes, PS Logistics

11:15-Noon
Improving Business Processes Among Fleets, Dealers and OEMs

Moderator: Carl Kirk, American Trucking Associations, Inc.
Panelists: Duke Fancher, Summit Truck Group
Paul Higgins, Prime, Inc.

Noon-1:30 pm
Industry Luncheon Speaker

Jim Hebe

1:45-2:30 pm
Effectively Dealing with Brokers and Third-Party Logistics Providers

Moderator: Jeff Mason, American Trucking Associations / *Transport Topics*
Panelists: Rob Moseley, Smith Moore Leatherwood, LLP
Ben Armistead, Greenwich Transportation Underwriters
Chris McLoughlin, C.H. Robinson Worldwide

2:45-3:30 pm
Fleet Executive's Guide to Disaster Recovery and Business Resiliency Planning

Moderator: Carl Kirk, American Trucking Associations, Inc.
Panelists: Mike Webb, Old Dominion Freight Line, Inc.
Robert Desiato, AT&T, Inc.

3:45-4:30 pm
The Evolution of Truck Safety: Lane Departure, Electronic Stability Control, and Data/Video Capture Technologies

Moderator: Carl Kirk, American Trucking Associations, Inc.
Panelists: Alan Korn, Meritor WABCO
Kara Kerker, Lxtx DriveCam

4:45-5:30 pm
Company Security and the Ins and Outs of Background Checks: Guidelines for Performing a Corporate-wide Risk Assessment

Moderator: Warren Hoemann, American Trucking Associations
Panelists: Jessica Guinn, HireRight
Josh Lovan, ABF Freight System

5:30-6:30 pm
VIP Reception
Music City Center

6:30-9:00 pm
TMC Exhibition Grand Opening
Music City Center