



# Program At-A-Glance

As of September 30, 2014

## FRIDAY, OCTOBER 3

- 3:00pm – 5:30pm**    **LEAD ATA General Overview & Team Building**  
*By Invitation Only*  
*Sponsored by PeopleNet*
- 4:00pm – 6:30pm**    **Truckload Carriers Association (TCA) Officers' Meeting**  
*Officers Only*
- 6:30pm – 8:30pm**    **LEAD ATA Cookout**  
*By Invitation Only*  
*Sponsored by PeopleNet*

## SATURDAY, OCTOBER 4

- 7:00am – 6:00pm**    **ATA Registration**
- 7:30am – 2:00pm**    **ATA Annual Golf Tournament & Luncheon**  
Rancho Bernardo Inn Golf Course  
*All Registrants Welcome \*separate registration & fee required*  
*Proceeds to Benefit the ATA Insurance Task Force*  
*Sponsored by SmartDrive*
- 9:00am – 12:00pm**    **LEAD ATA Meeting**  
*By Invitation Only*  
*Sponsored by PeopleNet*
- 12:00pm – 1:00pm**    **LEAD ATA Luncheon**  
*By Invitation Only*  
*Sponsored by PeopleNet*
- 2:00pm – 4:00pm**    **TCA Committee Meetings**
- 2:30pm – 3:30pm**    **ATA Independent Contractor Task Force Meeting**  
*By Invitation Only*
- 3:30pm – 5:00pm**    **ATA Hours of Service Subcommittee Meeting**  
*Open to ATA Members Only*

## SATURDAY, OCTOBER 4 (continued)

- 4:00pm – 5:30pm**    **ATA Insurance Task Force Meeting**  
*Open to ATA Members Only*
- 4:15pm – 5:30pm**    **TCA Board of Directors Meeting**
- 5:30pm – 7:00pm**    **First-Time Attendees Orientation & ATA Chairman's  
Membership Committee Social**  
*By Invitation Only*
- Sponsored by the Allied Committee for the Trucking Industry (ACT I)*

## SUNDAY, OCTOBER 5

- 7:00am – 6:00pm**    **ATA Registration**
- 7:00am – 7:45am**    **Continental Breakfast**  
*All Registrants Welcome*
- Sponsored by Vigillo, LLC*
- 7:00am – 8:30am**    **ATA Small Carrier Networking Breakfast & Meeting**  
*Open to all carriers with less than \$25.5 million in revenue*
- 7:30am – 9:00am**    **ATA Policy Committee Meetings**  
*Open to ATA Members Only*
- Communications & Image Policy Committee
  - Cross-Border Operations Policy Committee
  - Hazardous Materials Policy Committee
- 9:15am – 10:15am**    **Interfaith Service**  
*All Registrants Welcome*
- 10:15am – 10:45am**    **Refreshment Break**  
*Sponsored by Vigillo, LLC*
- 10:30am – 11:45am**    **Educational Sessions**
- Driving Up Profits: Make Yourself A Winner in the Fuel Efficiency Game
  - Next Generation Trucking: Tomorrow's Technology, Workers, and Workplace
  - Telling Your Story The Right Way So the Media Listens
- 10:30am – 12:00pm**    **ATA Chairman's Membership Committee Meeting**  
*By Invitation Only*
- 10:30am – 12:00pm**    **ATA Litigation Center Board of Directors Meeting**  
*All Registrants Welcome*
- 10:30am – 12:00pm**    **ATA Policy Committee Meetings**  
*Open to ATA Members Only*
- Safety
  - Tax
- 10:30am – 12:00pm**    **Intermodal Motor Carriers' Conference (IMCC) Annual Meeting**  
*All Registrants Welcome*

## SUNDAY, OCTOBER 5 (continued)

- 12:15pm – 1:45pm** **ATA Advocacy & Government Affairs Luncheon**  
*All Full Conference Registrants Welcome*  
  
*Regulatory & Legislative Updates*  
  
*The Luncheon is Sponsored by U.S. Legal Services*
- 2:00pm – 5:30pm** **ATA Exhibit Hall Grand Opening & Ribbon Cutting Ceremony**  
*All Registrants Welcome*  
  
*Sponsored by Lytx, Inc.*
- 6:30pm – Evening** **2014 Truck PAC Reception & Dinner**  
*By Invitation Only*  
  
*Sponsored by Rand McNally*

## MONDAY, OCTOBER 6

- 7:00am – 6:00pm** **ATA Registration**
- 7:00am – 7:45am** **Continental Breakfast in the Exhibit Hall**  
*All Registrants Welcome*  
  
*Sponsored by Southern California Gas Company and San Diego Gas & Electric*
- 7:00am – 8:00am** **ATA Revenue Committee Meeting & Continental Breakfast**  
*Committee Members Only*
- 8:00am – 10:00am** **ATA Opening General Session**  
*All Registrants Welcome*  
  
*“State of the Industry”*  
*Keynote Address:*  
*Bill Graves*  
*President & CEO*  
*American Trucking Associations, Inc.*  
  
*The Opening General Session is Sponsored by Shell LNG*
- 10:00am – 12:15pm** **ATA Exhibit Hall Review**  
*All Registrants Welcome*

**MONDAY, OCTOBER 6 (continued)**

**12:30pm – 2:15pm ATA General Luncheon**  
*All Full Conference Registrants Welcome*  
  
*“The Economy and Its Impact on Trucking – A Panel Discussion”*

*Moderated by:*  
*Bob Costello*  
*Senior Vice President & Chief Economist*  
*American Trucking Associations, Inc.*

*Panelists:*  
*John Felmy*  
*Chief Economist*  
*American Petroleum Institute*

*Jack Kleinhenz, Ph.D.*  
*Chief Economist*  
*National Retail Federation*

*Chad Moutray*  
*Chief Economist*  
*National Association of Manufacturers*

*The Luncheon is Sponsored by DDC FPO*

*The Panel Discussion is Sponsored by*  
*Bendix Commercial Vehicle Systems, LLC*

**2:30pm – 4:00pm ATA Policy Committee Meetings**  
*Open to ATA Members Only*  
- Environmental & Energy Policy Committee  
- Highway Policy Committee  
- Labor & Regulatory Policy Committee

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

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

**2:30pm – 4:00pm Educational Sessions**  
- New Transportation Paradigm Demands Carriers Adopt  
“Supply Chain” Mentality  
- Schemes, Scams, and Swindlers: Insights into Organizational Fraud  
- Recruiting and Operations Alignment: Getting the Driver Relationship  
In the Right Gear

**4:00pm – 4:30pm Refreshment Break**  
*Sponsored by Vigillo, LLC*

**4:15pm – 5:15pm ATA Truck PAC Board of Directors Meeting**  
*All Registrants Welcome*

## MONDAY, OCTOBER 6 (continued)

- 4:15pm – 5:45pm**    **ATA Policy Committee Meetings**  
*Open to ATA Members Only*  
- Government Traffic Policy Committee  
- Homeland Security Policy Committee  
- Technology & Engineering Policy Committee
- 4:15pm – 5:45pm**    **American Transportation Research Institute (ATRI)  
Board of Directors Meeting**  
*Board Members Only*
- 4:15pm – 5:45pm**    **Educational Sessions**  
- Next Generation Trucking: Tomorrow's Freight Market  
- (Un) Common Compensation: New Trends in Driver Pay
- 4:15pm – 5:45pm**    **Regional & Distribution Carriers' Conference (RDCC) Meeting**  
*All Registrants Welcome*
- 5:00pm – 6:00pm**    **Transport Topics Reception**  
*By Invitation Only*
- 5:00pm – 6:00pm**    **LEAD ATA Reception**  
*By Invitation Only*  
  
*Sponsored by PeopleNet*
- 7:00pm – Evening**    **Free Night**

## TUESDAY, OCTOBER 7

- 7:00am – 6:00pm**    **ATA Registration**
- 7:00am – 7:45am**    **Continental Breakfast in the Exhibit Hall**  
*All Registrants Welcome*  
  
*Sponsored by Lytx, Inc.*
- 8:00am – 9:30am**    **ATA General Session**  
*All Registrants Welcome*  
  
*"Living with Congestion – Is There a Light at the End of this Tunnel?"*
- 9:00am – 11:30am**    **Allied Committee for the Trucking Industry (ACT I) Meeting**  
*Committee Members Only*
- 9:30am – 12:30pm**    **ATA Exhibit Hall Grand Finale & Walk-Around Luncheon**  
*All Registrants Welcome*

**TUESDAY, OCTOBER 7 (continued)**

**10:00am – 11:30am ATA Spouse/Guest Annual Business Meeting**  
*All Registrants Welcome*

*“Life is Calling”*

*Guest Speaker:*

*Jane Pauley*

*Co-Host, NBC Today Show*

*Deputy Anchor, NBC Nightly News*

*Author, Skywriting: A Life Out of the Blue*

**12:00pm – 2:30pm ATA Executive Committee Meeting**

**2:30pm – 3:15pm Refreshment Break**  
*Sponsored by Vigillo, LLC*

**3:00pm – 4:30pm ATA Board of Directors Meeting & General Membership Meeting**  
*All Registrants Welcome*

**5:30pm – 9:00pm ATA Annual Reception & Banquet**  
*All Full Conference Registrants Welcome*

*Featuring:*

*Michael Cavanaugh*

*Pianist, Grammy & Tony Award Nominee, and*

*Piano & Lead Vocals in Broadway’s Movin’ Out*

*Reception, Banquet, and Entertainment Sponsored by  
the Allied Committee for the Trucking Industry (ACT I)*

*Schedule Subject to Change*