

TRUCKLOAD LIVE SUMMIT

December 4th & 5th
Chattanooga, TN



MEETING AGENDA

DECEMBER 5th

7:30 A.M.

Breakfast

8:00 A.M.

Welcome Remarks

John Lyboldt, President, Truckload Carriers Association

8:45 A.M. - 9:45 A.M.

Market Conditions & The State of Trucking

Join Chris Henry and Jack Porter from TCA's Profitability Program for this hour-long session. Their collective analysis and expertise will provide hard hitting information addressing today's Market Conditions and their impacts from the C-suite to the driver's seat. A comprehensive overview of The State of Trucking to include capacity, fuel, and the economic influencers across the industry will be provided.

9:45 A.M. - 10:30 A.M.

Managing by the Numbers

Attend this session to gain an understanding of key business metrics to measure performance, establish goals, and tactically lead a carrier to a higher level of profitability. Join Chris Henry for this 45-minute session as he exposes you to key business metrics and trends while augmenting them with the management techniques and tactics related to the weekly operating control report, conducting effective management meetings and implementing an action item process.

10:45 A.M. - 11:15 A.M.

Operations Review

Join Jack Porter with special guest speakers for this 45-minute session as they discuss the importance of operations faced daily in trucking. This session is designed to introduce you to operational metrics you can control, and the how-to's for improving your yield on existing customers, enhancing your customer commitment management, instilling the best practices for customer service and grasping the 12 steps to becoming a preferred shipper.

11:15 A.M. - 12:00 P.M.

Keep Your Driving Force

Monitoring key business metrics is an important way to measure the performance of your business operations including the performance of your most important asset, your Driving Force. Join Shepard Dunn, TPP Consultant for this 45-minute session which reviews the key metrics to track for revenue and miles and shares strategies to keep the drivers engaged and informed through advisory boards, driver CRM, newsletters, social media training and mentorships.

DECEMBER 4TH

3:00 - 5:00 P.M. - **BPG Chair/Vice Chair Meeting**
Invite only

5:00 - 7:00 P.M. - **Networking Reception**
Open to all registrants



12:00 P.M. - 1:00 P.M.

Lunch & Networking

1:00 P.M. - 1:45 P.M.

Lean Staffing Solutions

Join David Bell, CEO of Lean Tech, Robert Cadena CEO of Lean Staffing, and Alfonso Quijano, COO/CTO of Lean Tech as they discuss the features, benefits and services offered as a business solution to the transportation industry.

1:45 P.M. - 2:30 P.M.

Prioritizing “Right-Sizing” in a Challenging Market

“Right-sizing” is a proactive and constant process of managing a business or organization. With the right analysis, insight and planning you can remain a cohesive business unit configured in a way that insures the effective execution of your business strategy. Join Shepard Dunn, TPP Consultant for this 35-minute session as he discusses the critical components, including preserving and generating cash, task force reviews of the billing process, DSO comparisons, A/R best practices, credit card policies, procurement, and handling layoffs.

2:30 P.M. - 4:00 P.M.

Taking Control of Your Data and Processes - *Back Office Automation*

More executives are looking to Robotic Process Automation (RPA) as a way to eliminate tedious tasks while allowing employees to focus on higher value work. Join Chris Henry for this 90-minute discussion focused on use cases within the transportation industry and the use of TMS automation tools.

4:00 P.M. - 4:30 P.M.

How to Benchmark & Best Utilize Data Analysts and Data Engineers

4:30 P.M. - 5:00 P.M.

Town Hall - Open Forum

5:00 P.M.

Adjournment

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