

TCA 35th Annual

REFRIGERATED DIVISION MEETING

July 11 – 13, 2018

Suncadia Resort | Cle Elum, Washington



**TRUCKLOAD
CARRIERS**
ASSOCIATION

TCA 35th Annual REFRIGERATED DIVISION MEETING

July 11 – 13, 2018
Suncadia Resort | Cle Elum, Washington

PROGRAM

— WEDNESDAY, JULY 11, 2018 —

Gifts Provided by:

Wine Loves Travel Stops
Starbucks Gift Card Great Dane
Registration Bag Great Dane
Portfolio Comdata

2:00 p.m.-6:00 p.m.

Registration Reception

Hosted by: McLeod Software Corporation

7:00 p.m.-10:00 p.m.

Reception & Dinner

Hosted by: Thermo King Corporation

— THURSDAY, JULY 12, 2018 —

6:45 a.m.-8:30 a.m.

Breakfast

Hosted by: Vanguard National Trailer Corporation

7:15 a.m.-8:15 a.m.

Trucking in the Round

■ Social Media and Trucking – Finding Presence

Michael Eggleton, Jr., *Vice President, Raider Express*
Wade Palmer, *Vice President, Kool-Pak*
Carl Svendsen, *Chief Strategy Officer, Halvor Lines*
Abby Will, *Digital Marketing Specialist, Raider Express*

■ Recruiting and Retaining the Right People

Sam Burrer, *Vice President, Operations*
Dutch Maid Logistics
Ryan Fraley, *President, Halvor Lines*
Tom Pirnie, *President, Grand Island Express*

■ Gross Profit as the Key Benchmark

Jack Porter, *Managing Director, Truckload*
Profitability Program

8:30 a.m.-9:45 a.m.

■ General Session

Refrigerated Division Chair Welcoming Remarks
Clay Murdoch, *CEO, Doug Andrus Distributing*

■ TCA Chairman's Remarks

Dan Doran, *President, Doran Logistics Services*

- **Refrigerated Truck Freight Market Outlook**
Avery Vise, *Vice President – Trucking Research*
FTR Transportation Intelligence

9:45 a.m.-10:00 a.m.

Break

Hosted by: ORBCOMM

10:00 a.m.-11:00 a.m.

General Session (continued)

“Find a Way”

Merril Hoge, *Former NFL Player, ESPN Sportscaster,*
Author of “Find a Way”, Cancer Survivor

Hosted by: The Allied Committee for the Trucking Industry

12:00 p.m.-5:00 p.m.

Golf

Hosted by: Hendrickson, Utility Trailer Mfg. Company

7:00 p.m.-8:00 p.m.

Reception

Hosted by: Carrier Transicold & ORBCOMM

8:00 p.m.-10:00 p.m.

Dinner

Hosted by: Carrier Transicold

— FRIDAY, JULY 13, 2018 —

6:45 a.m.-8:30 a.m.

Breakfast

Hosted by: TravelCenters of America/Petro

7:15 a.m.-8:15 a.m.

Trucking in the Round

■ Driver Pay – What Models Work?

Beth Carroll, *Managing Principal, Prosperio Group*

■ Social Media and Trucking – Finding Presence

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■ Recruiting and Retaining the Right People

Sam Burrer, *Vice President, Operations,*
Dutch Maid Logistics
Ryan Fraley, *President, Halvor Lines*
Tom Pirnie, *President, Grand Island Express*

8:30 a.m.-10:00 a.m.

■ General Session

Annual Business Meeting

Clay Murdoch, *CEO, Doug Andrus Distributing*

■ TCA's President's Remarks

John Lyboldt

■ Attributes of a Good Shipper/Receiver – A Trucker's Perspective

Sam Anderson, *President, Bay & Bay Transportation*
Wendell Erb, *President and CEO, Erb Group*