



***TPP Profitability Seminar –  
“Filling the GAP Between KNOWING and DOING”***

***Agenda***

Tuesday, December 4, 2018  
Katz, Sapper & Miller Conference Center, Indianapolis, IN

**Meeting Facilitators/Presenters:** Tim Almack, Partner, Katz, Sapper & Miller  
Chris Henry, TCA Profitability Program  
John Lyboldt, Truckload Carriers Association  
Jason Miller, Partner, Katz, Sapper & Miller  
Jack Porter, TCA Profitability Program  
David Roush, President KSM Transport Advisors  
Karen Smerchek, President, Veriha Trucking, Inc.

**Meeting Room Opens at 7:30am with Breakfast**

- **Call to Order at 8AM (Jack Porter)**
  - Opening Comments – Setting the Stage for a Profitable 2019
  - Anti-Trust Review
  - Roundtable Introductions:
    - Name, Role
    - Business Attributes: Location, # of Trucks, Operating Mode(s)
    - What are your Expectations from this Meeting?
- **“Hot Topics”** - Opportunity to go around the room and have attendees discuss what they are seeing in their respective markets **(Chris Henry)**
  - Current market conditions vs Q1 and Q2
  - inGauge trends
  - Economic indicators for 2019
  - Detention: The biggest obstacle to a productive workforce. Geographic analysis
- **The Knowing-Doing Gap Survey – Part 1 (Tim Almack)**
  - Communicating your company’s mission vision
  - Balancing profit and purpose
  - Screening for the ideal employee in a competitive market

- Effective employee onboarding
  - Ongoing training and workforce development
- **Your Ideal Freight Network (David Roush)**
  - What is Network Engineering?
  - How to rate your shippers and lanes
  - Market indexing
  - Applying the math
  - Ongoing monitoring
  - **Open Discussion with Q&A from the attendees**
- **The Knowing-Doing Gap Survey – Part 2 (Chris Henry)**
  - Idea management
  - Scheduled time to work ON instead of IN business
  - Customer service standards
  - Competitive intelligence
  - Up to date Job Descriptions (Roles & Responsibilities)
  - Incentive compensation
- **Building Your Strategic Plan (Jack Porter & Tim Almack):**
  - An unbiased review of the five forces:
    - Competition
    - Supplier Power
    - Buyer Power (despite current conditions)
    - Threat of Substitution
    - New Entrants
  - Where you are today versus the market
  - How do you establish a competitive advantage in trucking and logistics?
  - Setting a timeline
  - Who's accountable?
  - Breaking strategy down into repeatable tactics and habits
  - **Open Discussion with Q&A from the Attendees**
- **Lunch / Networking 12:00 PM to 12:50 PM**
- **The Knowing-Doing Gap Survey – Part 3 (Tim Almack)**
  - Execution: Where you are, versus where you should be
  - Job/Task redundancy
  - Efficient completion of work
  - Physical work environment
  - Empowered employees: delegating decisions to frontlines
  - Transparency
- **Tax and Regulatory Update (Jason Miller)**
  - Revenue recognition changes
  - Tax code changes
  - To Be Determined
  - Depreciation methods
  - **Open Discussion with Q&A from the Attendees**

- **The Knowing-Doing Gap Survey – Part 4 (Chris Henry)**
  - Balance scorecard – comparing the overall aggregated results
  - Measuring optimism
  - System support
  - Employee / Owner alignment
  - Managing family relationships within companies
  
- **Executing in 2019 (Chris Henry)**
  - Overview of Getting Things Done (David Allen) & Four Disciplines of Execution (Franklin Covey)
  - Making a Tactical Plan
  - Preventing overload
  - Software options to manage both
  
- **Panel Discussion: The Trucking Company of the Future**
  - **Thom Albrecht, CFO, Celadon Group**
  - **Karen Smerchek, President, Veriha Trucking**
  - **Jack Porter**
  - The Crystal Ball – trucking in 5, 10, 15 years
  - Market and regulatory forces
  - Managing the workforce squeeze
  - **Open Discussion with Q&A from the Attendees**
  
- **How TCA Can Enhance Your Ability to Retain a Better Workforce (John Lyboldt)**
  - The new Truckload Academy
  - Advocacy efforts to help widen the net for recruiting
  
- **Open Question & Answer Session**
  
- **ADJOURN @ 5PM**