



## Membership Committee

CO-CHAIRMAN: Mike Eggleton, Jr., Vice President, Raider Express, Inc.  
CO-CHAIRMAN: Glynn Spangenberg, Chairman, Chief Advisor, Spangenberg Partners  
TCA STAFF LIAISON: Marli Hall and Jim Schoonover

### MINUTES:

MEETING DATE: Sunday, March 25, 2018  
TIME: 8:00 a.m.- 9:15 a.m. EDT  
PLACE: Destin, Gaylord Palms Resort & Convention Center

#### Committee Members in Attendance

Al Anderson  
Roy Cox  
Dan Doran  
Mike Eggleton, Jr.  
Tom McLeod

Mylene Patterson  
Kim Richardson  
Glynn Spangenberg

#### Guests in Attendance

Chris Henry  
Matt Richardson

Lisa Spangenberg  
Geoff Topping

#### TCA Staff in Attendance

Marli Hall  
Jim Schoonover

#### **I. Call to Order**

Glynn Spangenberg, co-chair, welcomed committee members and guests. He called the meeting to order at 8:09 a.m. EDT as projector was not functioning. The list of attendees is above. A motion to accept the antitrust guidelines and Minutes from our previous meeting in October was made and approved. Spangenberg introduced Mike Eggleton, committee co-chair, and gave a high-level overview of the agenda items.

#### **II. Kickoff Reception**

Spangenberg thanked everyone who attended the Kickoff Reception the night prior at the Wreckers Sports Bar on the south lawn and gave kudos to the event sponsor, Joe Morten & Son, for their continued support. During the event, TCA's Ambassador Club members, first-time exhibitors and new members were recognized. Conversation ensued about the importance of branding this event as open to all members to encourage participation.

#### **III. Membership Report**

Spangenberg shared a membership report with the committee members and guests citing TCA's total member count as of March 20 as 339 For-Hire Carriers, 8 Private Fleets, 252

Associates and 12 Schools for a total of 611. To date this fiscal year, TCA has recruited 32 new members – 15 For-Hire Carriers and 17 Associates. He also touted that of 94 January renewals, TCA retained 58 of 59 For-Hires and 31 of 32 Associates which yields a 98% overall retention rate for the month; February also had great results: 64 membership renewals of which all 25 For-Hire members were retained bringing total retention to 92% for the month as 5 Associates cancelled.

#### **IV. Membership Initiatives**

Spangenberg brought forth the reinstatement of an Advisory Committee intended to attract carrier professionals who have interest in a leadership role or who have demonstrated the potential to be in a leadership role within their business operation and within the association.

#### **V. Membership Committee Projects**

Eggleton shared the importance of each committee designating a new member liaison. He reiterated the liaison's role and how he/she will guide a new member in their journey to being successful in TCA. Eggleton also shared that TCA will be hosting its second annual Bridging Border Barriers event in October and gave brief overview of last year's event in Mississauga. A conversation ensued with committee members and guests about the importance of the Canadian event, and discussed the need for multiple event sponsors and that Associate members should be invited as well.

#### **VI. TCA Profitability Program**

Eggleton invited TCA inGauge Program Manager Chris Henry to give an update on the TCA Profitability Program, also known as TPP. He went through the current prospect pipeline, the prospect funnel, and the data mapping tool. The group talked about the importance of outreach tools, such as TPP's e-newsletter, and the need to share carriers' success stories. The committee members and guests also noted the need for keeping users engaged and the importance of learning tracks in the users' dashboard. Tom McLeod offered a segment/commercial spot to teach carrier how inGauge works.

#### **VII. Old Business**

There was no old business to discuss.

#### **VIII. New Business**

Eggleton mentioned that the goal this year is for TCA to revamp its Young Transportation Executives (YTE) Program. TCA has tasked each committee to choose two rising stars to join its TCA Advisory Group. The two committee members will help to make key decisions regarding the association's marketing and act as a sounding board. Conversation ensued about the need for educational tracks or Trucking in the Round workshops geared toward associate members. Eggleton asked Al Anderson to spearhead this with the appropriate TCA staffers and/or committee. The group also discussed a TPP but for suppliers which would consolidate frequently asked questions or issues facing associates.

#### **IX. Executive Session**

Eggleton informed committee members and guests that TCA had set aside time for each committee to have an executive session which would include all eligible voting members of the Board. The committee did not have items to be brought forth to the Board.

**X. Adjournment**

Eggleton thanked committee members and guests for attending. The meeting adjourned after a motion was made and seconded at 8:59 a.m. EDT.

DRAFT