



Communications & Image Committee

CO-CHAIRMAN: Brenda Dittmer, Vice President, Weinrich Truck Line, Inc.
CO-CHAIRMAN: Wendy Hamilton, Sr. Mgr. Marketing and Training, Pilot Flying J
TCA STAFF LIAISON: Marli Hall

MINUTES:

MEETING DATE: Wednesday, September 26, 2018
TIME: 11:00 a.m.- 12:15 p.m. EDT
PLACE: Jackson, Crystal Gateway Marriott
Arlington, Virginia

Committee Members in Attendance

Dennis Dellinger	Ed Nagle
Brenda Dittmer	Mylene Patterson
Sherri Garner Brumbaugh	Lisa Spangenberg
Wendy Hamilton	Randy Vernon

Guests in Attendance

Elisabeth Barna	David King
Mike Bash	Dean Newell
Zac Brumbaugh	Bill Reed, Jr.
Kevin Burch	Glynn Spangenberg
Barry Dittmer	Jim Stokeland
Dan Doran	Geoff Topping
Jeff Friess	Christine VanHise
Lee Gentry	R. Eddie Wayland
Ray Haight	

TCA Staff in Attendance

Zander Gambill	John Lyboldt
Marli Hall	Jim Schoonover
David Heller	

I. Call to Order

Wendy Hamilton, co-chair, welcomed committee members and guests. She called the meeting to order at 11:02 a.m. EDT. The list of attendees is above. A motion to accept the antitrust guidelines and Minutes from our previous meeting in March was made and approved. Hamilton introduced Brenda Dittmer, committee co-chair and gave a high-level overview of the agenda items.

II. Wreaths Across America

Hamilton gave brief background about TCA's involvement with the organization and encouraged attendees to purchase tickets for the Sixth Annual Wreaths Across America Gala which was being held that evening. She shared fundraising items that would be available to purchase during the event. Hamilton updated the group as this year, WAA would be assisting with the Friday load-in day at Arlington National Cemetery (ANC) as well as hosting the 2018 WAA Rally (driver appreciation dinner). Carriers were encouraged to haul a truckload of wreaths this December.

III. National Truck Driver Appreciation Week

Dittmer briefly highlighted submitted images from 2018 NTDAW events and encouraged committee members and guests to share how they honored professional truck drivers. Conversation ensued and more than eight attendees xxx.

IV. Driver of the Year Contests

Dittmer urged attendees to nominate a company driver or owner operator for the 2018 Driver of the Years Contests. She highlighted the sponsors and shared that six finalists would receive an all-expense paid trip to TCA's 2019 Annual Convention as well as prize money.

V. U.S. Capitol Christmas Tree

Dittmer touted TCA's involvement with 2018 U.S. Capitol Christmas Tree and shared that this year's tree will derive from the Willamette National Forest in Oregon. She highlighted 2018 Best Fleets to Drive For Small Carrier Category Winner, Central Oregon Truck Company, would be transporting the tree. She encouraged attendees to visit two TCA member-sponsored whistle stops this November.

VI. Highway Angel

Dittmer urged committee members and guests to nominate a deserving professional truck driver for TCA's Highway Angel program. She reminded the committee that they'd be asked to cast their vote after the first of the year for the 2019 EpicAngel award. Conversation ensued about ways to promote the image program outside of the industry and way to collaborate with other industry partners.

VII. Vietnam Veterans Memorial Fund's "The Wall That Heals"

Dittmer thanked the members for their support of the VVMF's The Wall That Heals as the organization was able to cover their entire 2018 schedule shortly after TCA's 2018 Annual Convention. She gave a brief background of the mobile education unit and encouraged those interested hauling TWTH to review the 2019 tour schedule in January online.

VIII. Trucking Moves America Forward

Hamilton shared personal remarks about her involvement as a TMAF board member and shared goals for the movement has established. She highlighted the #ThankATrucker social media campaign and the initiatives' successes to date. Conversation ensued about ways in which not only carriers but the entire industry could show their support for the initiative.

IX. Old Business

Conversation ensued as committee members and guests brainstormed how the association and the industry can showcase the positive aspects of trucking.

X. New Business

There was no new business to discuss.

XI. Executive Session

Dittmer 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.

XII. Adjournment

Dittmer thanked committee members and guests for attending. She encouraged attendees to register for TCA's 2019 Annual Convention in March. The meeting adjourned after a motion was made and seconded at 11:58 a.m. EDT.