

TRUCKING'S MOST INNOVATIVE AND ENTERTAINING EXECUTIVE PUBLICATION

OFFICIAL PUBLICATION OF THE TRUCKLOAD CARRIERS ASSOCIATION

TRUCKLOAD authority



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TRUCKLOAD authority
AUGUST/SEPTEMBER 2018

MIDTERM ELECTION TURMOIL
CAN DEMOCRATS REGAIN CONTROL OF CONGRESS?

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Recruits, discounts play pivotal role in preventing driver turnover

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Industry recharged by the endless possibilities

DON'T LEAN ON ME
New drivers need to step up with GPS, develop navigational skills

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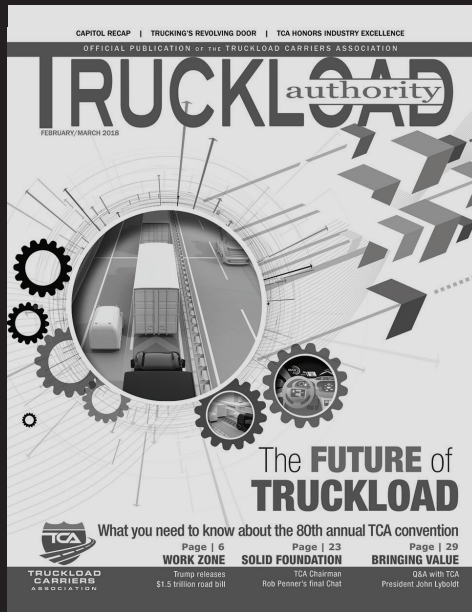
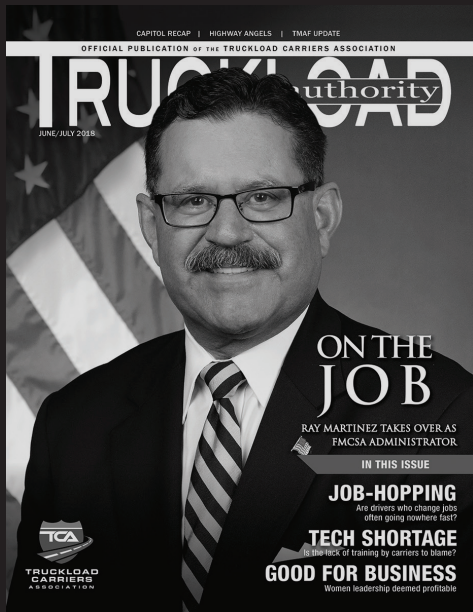
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2019 Media Guide



TRUCKLOAD CARRIERS ASSOCIATION

MAGAZINE OVERVIEW



WELCOME TO WHAT IS HAILED AS,
“THE **MOST INNOVATIVE** AND **ENTERTAINING** EXECUTIVE
PUBLICATION IN ALL OF TRANSPORTATION.”

- *Truckload Authority* is the **official publication of the Truckload Carriers Association (TCA)**
- **Five issues** in 2019 (March, May, July, September and November)
- **Directly mailed** to executive TCA members, plus upper level management at hundreds of companies in the trucking industries
- **Bonus distribution** at all TCA events
- Digital edition available at **Truckload.org** and **TheTrucker.com**

OVERVIEW

PRESIDENT'S PURVIEW - The TCA president provides an update on the focus of the TCA and important industry-related information.

LEGISLATIVE UPDATE - Take an enlightening look at major legislative and regulatory issues facing transportation executives and delve into the solutions the TCA has identified.

TRACKING THE TRENDS - Explore the latest advancements in transportation technology. Gain valuable economic forecasts, investment & business analysis and executive management insight.

NATIONAL NEWS MAKER - Explores the latest national issues that are affecting the transportation industry.

A CHAT WITH THE CHAIRMAN - Learn more about the chairmen of the TCA and their views. Also get insight on important TCA initiatives straight from the source.

MEMBER MAILROOM - An updated recap of TCA events

TALKING TCA - Provides in-depth coverage and analysis of TCA events, educational programs and national initiatives. Readers can see the difference TCA is making in the transportation industry.

EDITORIAL CALENDAR

MARCH/APRIL: Benchmarking: A Successful Tool

MAY/JUNE: Driver Recruitment and Retention Practices

JULY/AUGUST: Safety Systems: Now a Necessity

SEPTEMBER/OCTOBER: Do's and Don'ts of Growing Your Fleet

NOVEMBER/DECEMBER: Spec'ing Your Next Tractor

JANUARY/FEBRUARY: Advances in Aerodynamics

SPECIALITY OFFERS



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STRATEGIZING FOR THE SECOND HALF

FORWARD AND INTERVIEW BY LINDON FINNEY

Halftime at a football game is a time for the players to rest and replenish themselves and a time for coaches to review the opposition's game plan for the first half and strategize changes for the second half. While the first half of Chairman Dan Deane's term is over, there won't be any formal halftime breaks. Retiring, accomplishments and strategizing will have to be done on the run. In today's *Chairman's Column*, Deane reviews the accomplishments of the first six months and discusses the many regulatory challenges facing the industry in the days and weeks ahead.

MR. CHAIRMAN, YOU ARE NOW IN THE ADJUDICATORY PHASE OF THE AGENDA TO RE-ELECT TARGET MEDIA PARTNERS FOR THIS PROGRAM. THE VOTE IS PENDING. REINTEGRATED DIVISION MEETINGS HAVE BEEN HELD IN CHICAGO, WITH A LOT OF NEW IDEAS BEING BROUGHT FORWARD. THERE ARE THE MATERIALS, VERY OPEN AND TRANSPARENT. THE MEETING WAS A SUCCESSFUL ONE AND OPEN TO ALL WHO WANTED TO PARTICIPATE. THE AGENDA FOR THE MEETING IS BEING REVIEWED BY THE BOARD.

FROM THE MEETING TO THE AGENDA TO RE-ELECT TARGET MEDIA PARTNERS FOR THIS PROGRAM. THE VOTE IS PENDING. REINTEGRATED DIVISION MEETINGS HAVE BEEN HELD IN CHICAGO, WITH A LOT OF NEW IDEAS BEING BROUGHT FORWARD. THERE ARE THE MATERIALS, VERY OPEN AND TRANSPARENT. THE MEETING WAS A SUCCESSFUL ONE AND OPEN TO ALL WHO WANTED TO PARTICIPATE. THE AGENDA FOR THE MEETING IS BEING REVIEWED BY THE BOARD.

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A YEAR AGO AT THE TIME, THE ASSOCIATION WAS PREPARING TO LAUNCH AN INNOVATION PROGRAM. HOW WOULD THAT PROGRAM BE RECEIVED BY THE MEMBERSHIP AND SHAPED INTO SOME OF THE OUTCOMES?

Very well received. A new "light" version of the program was introduced to encourage new members to get involved. Jack Porter and Chris Henry do an excellent job of producing and organizing the program and events. John Lyden brings his experience in forming a business structure and business plan for the program. The first online meeting was held in late June in Chicago. The theme of that meeting was recruiting and retention. A lot of new ideas were introduced and there was a very strong discussion on what is working, what isn't, and how to improve. The program is a solid extension of our best practice groups and provides a level of participation for all interest levels. We are excited about where the program is going.

AS WE SPEAK, YOU ARE IN BEND, OREGON, FOR THE ANNUAL OFFICERS MEETING. TALK ABOUT THE VALUE OF THIS MEETING AND SOME OF THE DISCUSSION POINTS ON THE AGENDA.

As I have said before, it is truly an honor to be asked to serve as an officer of the TCA. The nomination comes from our peers, and no one takes the position lightly. So to get together with the other officers for a day to discuss the experience. As Bob Penner likes to say, when you get a team full of "A" personalities together, anything can happen. The executives in the room over the years have been an elite team in trucking. The meeting mainly focuses on the upcoming year and the budget. Each staff leader presents a budget for their department, and now has accountability for their own area and its budget and success. All current programs are discussed as well as potential programs and events.



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LAST YEAR, TCA INITIATED WHAT TURNED OUT TO BE A SUCCESSFUL CALL ON WASHINGTON CONCERNING THE RECENT BUREAU WITH THE TCA FALL BUSINESS MEETING AND THE ANNUAL MEETING ACROSS AMERICA. CHAIRMAN DAN DEANE'S VISIT TO THE MEETING PLACE AT THE CAPITAL GATEWAY MANSION IN ARLINGTON, VIRGINIA, WAS THE HIGHLIGHT OF THE MEETING. THE CALL ON WASHINGTON AND WHY IT'S IMPORTANT TO HAVE AN OFFICE WITH DECISIONMAKERS ON CAPITOL HILL. SECOND, SHARE WITH US THE AGENDA FOR THE FALL BUSINESS MEETING AND FINALLY FOR THOSE MEMBERS WHO'VE NEVER BEEN TO THE WHEELS ACROSS AMERICA CALL ME AT 877.362.5362 FOR MORE INFORMATION.

I cannot put enough stress on the importance of meeting with your representatives at the state level as well as in Washington, D.C. Any citizen, business person, or association member should make it a point to go and get to know their representatives. State and federal representatives don't meet with their constituents and believe it or not, they do listen. They may not agree or act in the way you wish, but they do listen. If we do not make our voices heard, we have no one to blame but ourselves. Members of the TCA have a unique voice that pertains to a specific part of our industry. There has been given the opportunity to tell the story of the truckload segment of trucking and we need to build on that success. We need to get to know our representatives that come from Capitol Hill and the DOT. We have a great schedule in the works for the year. Call us at 877.362.5362 for more information on the luncheon on Capitol Hill. It is an event that should not be missed.

Secondly, the Fall Business Meeting agenda will consist of committee meetings and those committees see the topics that are current and developing; those issues get pushed up to the board for consideration. We also deal with association business matters that are pressing.

Lastly, the Wheels Across America Gala is a fundraising event. TCA has been involved with Wheels Across America from the very beginning and TCA has helped build the program to what it is today. Wheels is a great fundraising source for our industry and we are proud to be an integral part of such a magnificent event. TCA members have participated in the program financially and via logistical support from the reception and will continue to do so. Our members help drive the wheels, so it is critical that we stay involved.

LET'S SHIFT TO SOME INDUSTRY ISSUES. YOU HAD A BANNER YEAR FOR MOST CARRIERS IN TERMS OF GOOD RATES, RATES AND OPERATIONAL EFFICIENCY. HOW DO YOU EXPECT THIS TYPE OF ENVIRONMENT TO CONTINUE?

The current economic conditions, as well as stress on capacity in our industry, have proven to be a positive environment. There are several issues that may affect the current conditions such as tariffs, regulations and modern elections. Financing will also be a factor. I would think that we have two years or so of this current environment.



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