



Communications & Image Committee

CHAIR: Lori Teders, Director of Administration, Hoekstra Transportation
VICE CHAIR: Lisa Spangenberg, CEO, Spangenberg Partners, LLC
TCA STAFF LIAISON: Marli Hall

MINUTES:

MEETING DATE: Sunday, March 20, 2022
TIME: 10:45 a.m. – 12:00 p.m. ET
PLACE: Montrachet 2, Wynn Las Vegas

Committee Members in Attendance

Rebecca Anderson
Dennis Dellinger
Susan Fall
Rick Larkin
Nicky Morrison

Mylene Abrego
Steve Ponder
Lisa Spangenberg
Marilyn Surber
Lori Teders

Guests in Attendance

Alex Abdulle?
Yousef Akil
Steve Binkley
Clay Brown
Tim Chrulski
Finch Fulton
Crystal Hill
Glen Horack
Jane Jazrawy
Tim Jones
Trent Loverude
Graig Morin
Jody Massey

Daniel Patterson
Jake Pollock
Brian Runners
Rick Schugel
Jerry Sigmon, Jr.
Glynn Spangenberg
Tim Tetz
Lindsey Trent
Mark Walker
Jim Ward
David Williams
Lane Williams

TCA Staff in Attendance

Marli Hall
Hunter Livesay

I. Call to Order

Lori Teders, chair, welcomed committee members and guests and asked that members of the press to leave the meeting. She called the meeting to order at 10:45 a.m. PT. The list of attendees who participated is above. A motion to accept the antitrust guidelines and minutes from the committee's previous meeting in September 2021 was made, seconded, and passed.

Teders introduced Lisa Spangenberg, the vice chair, and gave a high-level overview of the agenda items.

II. Communications Outreach

Teders welcomed TCA's Marli Hall and Hunter Livesay to give a report about the association's marketing and communications efforts. Hall shared that TCA is becoming a household name and a trusted source as we've appeared on numerous media segments. She continued that TCA's Highway Angel program continues to gain traction outside the industry, in local communities. Livesay shared TCA's top 10 most clicked webpages and a brief update on a members-only benefit - Capitol Recap.

III. Highway Angel

Teders shared that this year, for the first time in the program's history, the public was encouraged to vote for the 2021 Highway Angel of the Year. In an effort to expand the reach of the program, TCA encouraged members of the motoring public, as well as our family and friends, to cast their vote for the professional truck driver, or team, who best embodied the spirit of the program. She shared that the TCA team received 1,600 votes, some of which came from Australia, Norway, South Africa, the United Kingdom, and numerous provinces in Canada. She encouraged those in attendance to not miss Tuesday morning's general session as one deserving driver is recognized. Teders also shared that TCA has received an influx in nominations, 100 recipients have been awarded in the past year.

IV. Contests & Awards

Teders welcomed CarriersEdge's CEO Jane Jazrawy to share more about this year exciting program. Jazrawy announced the newly-launched Hall of Fame category and encouraged those in attendance to be at Monday's general session to watch as this year's Top 20 winners are recognized, as well as the overall category winners and Hall of Fame recipients are announced and recognized. Teders thanked Jazrawy and shared that TCA, Overdrive, and Truckers News, encourage carriers and family members of owner-operators to nominate a deserving driver, or team, for the Driver of the Year Contests this Fall. She encouraged those finalists in attendance to be recognized. Teders encouraged those in attendance to join us for Tuesday evening's closing banquet as TCA, partners, and sponsors crown the grand prize winners who each will receive \$25,000 from long-time sponsors, Love's Travel Stops and Cummins Inc.

V. Truckload Strong Campaign

Teders introduced committee member and LaunchIt Public Relation's Susan Fall to share TCA's Truckload Strong initiative and how those in attendance could get involved. Fall encouraged those in attendance to register for an upcoming webinar hosted by TCA to learn how their company could host an Our Nations Roll Strong event the Saturday before National Truck Driver Appreciation Week in mid-September.

VI. U.S. Capitol Christmas Tree

Spangenberg welcomed Choose Outdoors' Jodi Massey to share more about this year's program. Massey shared more about TCA's ten-year partnership, the 2022 national forest team and that the tree's route would be shortened as the national forests in North Carolina will be providing the tree. Spangenberg encouraged those from D.M. Bowman, Inc. and Chairman Ward, as well as contacts from System Transport who transported the 2021 tree to join for a

photo. Unfortunately, the Town of Williamsport and Visit Hagerstown in Maryland – two of our whistle stop hosts - couldn't be in attendance but did send photos posing with their award which were shown on the large screen.

VII. VVMF's The Wall That Heals

Spangenberg introduced VVMF's Director of Outreach Tim Tetz to address the committee. He shared more about the 2022 The Wall That Heals schedule, how TCA membership really stepped up last month and answered the call to haul, and how companies can get involved with the initiative.

VIII. Wreaths Across America

Spangenberg then welcomed WAA's Director of Transportation and Mobile Educational Exhibit Don Queeney. He shared more about the program, how those in the room could get involved, and asked those Honor Fleet members (10 years or more transporting wreaths) to join him for a photo. He presented a token of appreciation to each fleet.

IX. Next Generation Trucking Association

Spangenberg introduced NGTA's President and Co-Founder Lindsey Trent to share more about the initiative, its successes, and how TCA members could help support the program.

X. Old Business

Spangenberg asked for any old business.

XI. New Business

Spangenberg asked for any new business. Hearing now, she shared more about the committee's book donation drive happening during the event. New this year, with the help of her co-chair, Teders, TCA is collecting new children's books for a local children's hospital. Teders shared more about UMC Children's hospital and how attendees can leave a lasting impact even after the event.

XII. Executive Session

Spangenberg shared with 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.

XIII. Adjournment

Spangenberg thanked committee members and guests for attending and encouraged participants to mark calendars for TCA's Fall Business Meetings and Call on Washington, set for September 12 and 13, in Washington, DC. She requested a motion to adjourn the meeting. A motion was made, and the meeting was adjourned at approximately 11:58 a.m. PT.