



TRUCKLOAD 2025: Phoenix - *Delivering Opportunities*

Saturday, March 15 – Tuesday, March 18 - Phoenix Convention Center

Saturday, March 15

12:00 p.m. – 1:00 p.m.

NATMI Board of Directors
By Invitation Only

1:00 p.m. – 2:00 p.m.

TCA Scholarship Trustees
By Invitation Only

2:30 p.m. – 3:30 p.m.

First-Time Attendee Orientation

2:30 p.m. – 4:30 p.m.

TCA Officers
By Invitation Only

4:00 p.m. – 5:00 p.m.

TCA Membership Committee and New Member/
First-Time Attendee Reception
Sponsored By Tenstreet

5:00 p.m. – 7:00 p.m.

TCA Block Party, *Sponsored by Pilot Flying J and Volvo*
Kick off the convention with friends in the Trucking Community!

Sunday, March 16

7:00 a.m. – 8:00 a.m.

Attendee Networking Breakfast

7:30 a.m. – 8:00 a.m.

Inspirational Session

8:00 a.m. – 11:00 a.m.

TCA Policy Committees

8:00 a.m. – 9:00 a.m. Highway

*Sponsored by National Interstate
Insurance*

9:00 a.m. – 10:00 a.m. Independent Contractor Practices

Sponsored by TrueNorth Companies

10:10 a.m. – 11:00 a.m. Recruitment, Retention and HR

Sponsored by Marsh McLellan

11:15 a.m. – 12:30 p.m.

Luncheon with Presentations

- TCA Chairman, John Culp, Welcome Remarks
- Elevate Class Presentation 2025/2026
Sponsored by Tenstreet and Drivers Legal Plan
- Champions Club Award
Sponsored by Peterson Manufacturing
- Ambassadors Club Awards

Sunday, March 16, continued

- 12:30 p.m. – 4:00 p.m. Spouse/Guest Activity - Tour Taliesin West
Guided tour of the iconic architectural masterpiece of Frank Lloyd Wright.
- 12:45 p.m. – 2:30 p.m. TCA Policy Committees
12:45 p.m. – 1:50 p.m. Regulatory
Sponsored by J.J. Keller & Associates
2:00 p.m. – 2:30 p.m. Communications & Image
- 2:45 p.m. – 4:00 p.m. TCA Board of Directors, *Sponsored by Transforce*
- 4:15 p.m. – 7:30 p.m. Exhibit Hall Opening Reception
Come explore the latest in innovative technology and products & services to enhance your business.
- 7:30 p.m. – 8:30 p.m. TCA Chairmans' Special Reception
Sponsored by Hudson Insurance Group
By Invitation Only

Monday, March 17

- 7:00 a.m. – 8:00 a.m. Attendee Networking Breakfast, *Sponsored By CAT Scale Company*
- 8:00 a.m. – 9:30 a.m. General Session
- Chairman, John Culp, presents Chairman's Choice Award
 - *Guest Speaker.* Bob Costello, Chief Economist & Sr. Vice President, International Trade & Security Policy, ATA "2025 Economic Industry Review"
- 9:30 a.m. – 9:45 a.m. Refreshment Break, *Sponsored by Geotab*
- 9:45 a.m. – 10:45 a.m. Small Carrier General Session
Small carriers face unique challenges, from rising operational costs to complex regulations. This session brings together leaders from small fleets who share creative solutions to market pressures and strategies for building resilience. Learn how to tackle resource constraints and thrive in today's competitive and economic landscape.
- Panelists:*
- Amber Edmondson, President & CEO, Trailiner Corporation and TCA At-Large Officer
 - Michelle Koch, President & Owner, K & J Trucking, Inc.
 - Graig Morin, President & Co-Founder, Brown Dog
- Moderator:*
Adam Blanchard, Co-Founder & CEO, Double Diamond Transport and TCA At-Large Officer
- 10:30 a.m. – 12:00 p.m. Allied Committee for the Trucking Industry (ACT 1) Meeting
ACT 1 Members Only

Monday, March 17, continued

- 11:00 a.m. – 12:00 p.m. Industry Round Table Discussion Groups:
Human Resources, Maintenance, Operations, Safety,
and Young Executives Succession Planning
- 11:00a.m. – 12:15 p.m. Press Conferences
- 12:15 p.m. – 1:30 p.m. Luncheon with Presentations
Sponsored by PrePass Safety Alliance
- Elite Fleets
Sponsored by EpicVue, Samsara, TruckRight
 - Highway Angels of the Year
*Sponsored by EpicVue and Supporting Sponsors
DriverFacts and Northland Insurance*
 - TCA Past Chairmen's Award
- 1:30 p.m. – 3:30 p.m. Exhibit Hall and Learn & Go Sessions
St. Patrick's Day Celebration
Special appearance by Oz Pearlman, National Mentalist
Sponsored by International
- 3:45 p.m. – 4:45 p.m. General Session
Keynote Speaker: Oz Pearlman
Sponsored by International
Drawing from his captivating performances of America's Got Talent, his Emmy Award winning TV special, and engagements with top-tier clients, Oz will deliver a dynamic and thought-provoking presentation that will leave you amazed and inspired.
- 5:00 p.m. – 6:00 p.m. Attendee Networking Reception, *Sponsored by Daimler Truck*
- 6:00 p.m. – 9:30 p.m. Truckload Strong - Casino Night
Separate Ticket Purchase Required – \$275
Hosted by Daimler Truck

Join us for a lively evening of networking and camaraderie where partners, competitors, suppliers, and fleets come together to be part of the greater trucking community.

Proceeds help to support TCA's major initiatives and programs such as the TCA Scholarship Fund, Vietnam Veterans Memorial Fund, Wreaths Across America, Highway Angel, the U.S. Capitol Christmas Tree, and other programs which help positively promote the trucking industry.

Sponsor a gaming table for \$4000, contact Amelia Rose Taylor at Arose@truckload.org

Tuesday, March 18

7:00 a.m. – 8:00 a.m.

Attendee Networking Breakfast, *Sponsored by Great Dane and FleetPulse*

8:00 a.m. – 9:30 a.m.

General Session

- TCA President, Jim Ward, Industry Remarks
- *Featured Speaker:* Jeremy Gutsche, MBA, CFA
“Create the Future – Tactics for Disruptive Thinking”
New York Times Bestselling Author *Better and Faster*, award-winning innovation expert, and CEO, Trend Hunter AI

The 7 Traps of Path Dependency. These traps cause us to repeat our past decisions, and Jeremy knows how to watch out for them, leap over them, and claim the rewards that we’ve been missing. Identify these traps for yourself by putting into practice a series of savvy tactics for change. You’ll learn how to realize your full potential faster and take advantage of every possible opportunity. Audiences walk away excited, energized, and ready to create the future.

9:30 a.m. – 9:45 a.m.

Refreshment Break, *Sponsored by AON Risk Services*

9:45 a.m. – 10:45 a.m.

Large Carrier General Session

Hear from top executives as they share strategies for addressing workforce development, navigating regulatory challenges, and maintaining competitiveness in the current economic landscape. Gain actionable insights to lead your organization with vision and resilience.

Panelists:

- Joe Beacom, Vice President and Chief Safety & Operations Officer, Landstar
- Steve Brookshaw, Senior Executive Vice President, TFI International
- Dave Williams, Senior Vice President, Equipment & Government Relations, Knight-Swift Transportation and TCA Past Chairman 2023-2024

Moderator:

Mark Seymour, President & CEO, Kriska Transportation Group and TCA Officer

11:00 a.m. – 12:00 p.m.

TCA Elevate Young Leadership General Session

Rising leaders, from TCA’s Elevate Program, will share unique insights into the challenges and opportunities facing the industry today, career paths and lessons learned, solutions to tackle current economic pressures, and their vision for the future of trucking.

Tuesday, March 18, continued

11:00 a.m. – 12:00 p.m.

TCA Elevate Young Leadership General Session Continued

Panelists: Members of the TCA Elevate Class of 2024

- Samantha Bodnar, President, D.M. Bowman Inc. and Executive Officer, The Bowman Group LLC
- Jason Douglas, Vice President, Operations & Recruiting, James H. Clark and Son
- Ryan Whelan, Fleet Sales Representative, Volvo Trucks Canada

Moderator: Brad Klepper, President, Driver's Legal Plan, Ltd.

11:00 a.m. – 12:15 p.m.

Press Conferences

12:00 p.m. – 2:00 p.m.

Exhibit Hall Lunch and Learn & Go Sessions

2:00 p.m. – 3:00 p.m.

Workshops

- Real-World AI In The Trucking Industry
Artificial intelligence (AI) has become an overhyped term, often generating excitement without clarity or substance. But what does AI really mean for the trucking industry, and how can it be applied to solve real problems? In this session we'll cut through the noise with unique perspectives from carriers, technology providers, and legal experts, focusing on practical applications of AI that deliver measurable results.

Valuable Takeaways:

- How AI is transforming trucking: From automating and optimizing operations to improving decision-making and profitability.
- The human element: Understanding how these technologies are reshaping roles and empowering teams.
- Navigating change: Strategies for successfully managing the shift to advanced technologies, ensuring adoption and alignment across your organization.

Speakers:

Mark Scanlan, Vice President, Operations & Safety, D.M. Bowman Inc.

Zach Schuchart, Head of Sales, Optimal Dynamics

Jonathan Todd Esq., Vice Chair, Transportation & Logistics, Benesch Law

- ATRI Issues & Economics in Trucking: A View from the Road
In depth discussion on the most critical issues that motor carriers will face in 2025, and economic insights that can help the industry better manage the bottom line in the coming years.

Speaker: Dan Murray, Senior Vice President, ATRI

Tuesday, March 18, continued

2:00 p.m. – 3:00 p.m.

Workshops continued

▪ Impairment Testing-What Is It?

This panel will examine hands-on, practical applications for measuring impairment in the workplace. We will discuss what objectively measuring impairment risk looks like, what the results look like, how responding to impairment risk is handled, and how to leverage the power of impairment risk testing in your organization. We will also discuss the current regulatory environment around cannabis and how technology can help us solve this problem. Attendees will also have an opportunity to complete the assessment for themselves.

Panelists:

PJ Barclay, President, Impirica

Garth Pitzel, Associate Vice President, Safety & Driver Development, Bison Transport

Moderator: Alix Miller, PH. D., President & CEO, Florida Trucking Association

▪ Top Legal Issues Facing Trucking Executives

A change in administration brings new priorities and perspectives on regulation and enforcement but has little effect on state and private plaintiff enforcement. Trucking executives will gain critical insights into the legal challenges impacting the trucking industry today. Designed for C-suite executives and senior managers, this workshop will provide executives with an awareness of current legal issues to better allow you to prepare and protect your company.

Speakers: Greg Feary Esq., Managing Partner, and Prasad Sharma Esq., Scopelitis, Garvin, Light Hanson & Feary P.C.

3:15 p.m. – 4:15 p.m.

Maintenance Analytics & Best Practices

This important session will cover topics relevant to your business and bottom line.

Valuable Takeaways:

- What maintenance metrics are relevant?
- What are your maintenance metrics telling you.
- How do your metrics compare to other fleets
- What are your maintenance best practices?

Panelists:

Mike Jeffress, Vice President of Maintenance, Maverick Transportation

Dan Porterfield, Senior Vice President of Maintenance & Equipment Control, Covenant Logistics

Tuesday, March 18, continued

4:15 p.m. – 5:00 p.m.

Private Reception Honoring TCA Elite Fleets
By Invitation Only

5:00 p.m. – 6:00 p.m.

Annual Reception
Sponsored by ACT 1

6:00 p.m. – 10:30 p.m.

Annual Banquet and Entertainment
Sponsored by ACT 1

- ❖ Fleet Safety Awards
Sponsored by Great West Casualty and Assured Partners
- ❖ Professional Drivers of the Year Presentations
Sponsored by Cummins Inc. and Loves Travel Stops

Banquet Entertainment, the Gin Blossoms
Grammy Nominated and quadruple platinum album award,
New Miserable Experience