SCHEDULE OF EVENTS

Events/Meetings will take place at the San Diego Convention Center (SDCC), unless noted at the Marriott Marquis (Marriott).

ATA Policy Meetings are open to ATA Members only, except where noted.

FRIDAY, OCTOBER 4

12:00 pm – 3:00 pm
LEAD ATA Overview & Activity
By Invitation Only
Sponsored by Trimble

3:00 pm – 5:30 pm
LEAD ATA
By Invitation Only
Sponsored by Trimble
Location: Marriott, Cardiff
3rd Level, South Tower

6:00 pm – 7:30 pm
LEAD ATA Reception
By Invitation Only
Sponsored by Trimble
Location: Marriott, Pool Patio
Ground Level

SATURDAY, OCTOBER 5

7:00 am – 9:00 am
ATA Third Annual 5K Fun Run/Walk
Sponsored by Rolling Strong and Velociti
Separate registration required
Location: Marriott, Marina Terrace
Ground Level, North Tower (beyond pool gate)

10:00 am – 12:00 pm
LEAD ATA Meeting
By Invitation Only
Sponsored by Trimble
Location: Marriott, Cardiff
3rd Level, South Tower

10:00 am – 4:00 pm
MCE HUB
All Registrants Welcome
Location: Attendee Experience Area, Hall A, Ground Level
Visit the HUB to network and relax with a beverage.

10:00 am – 11:00 am
Strategic Priorities Committee
Committee Members Only
Location: Room 1A, Upper Level

10:30 am – 12:00 pm
LEAD ATA Graduate Class
By Invitation Only
Sponsored by Trimble
Location: Marriott, Carlsbad
3rd Level, South Tower

11:00 am – 12:30 pm
Infrastructure Funding Task Force
Location: Room 11, Upper Level

12:00 pm – 1:00 pm
LEAD ATA Luncheon
By Invitation Only
Sponsored by Trimble
Location: Marriott, Mission Hills
3rd Level, South Tower
Saturday, continued

12:00 pm – 1:30 pm
Automated Truck Subcommittee
Location: Room 2, Upper Level

12:30 pm – 2:00 pm
Trucking Cares Foundation
Foundation Members Only
Location: Room 1A, Upper Level

1:30 pm – 3:00 pm
Insurance Task Force
Location: Room 11, Upper Level

1:30 pm – 3:00 pm
Truck PAC Board of Directors
Location: Room 8, Upper Level

2:00 pm – 3:00 pm
Controlled Substance and Driver Health & Wellness Working Group
Working Group Members Only
Location: Room 1B, Upper Level

3:00 pm – 4:00 pm
FMCSA Update Session
All Registrants Welcome
Location: Room 3, Upper Level

Guest Speaker:
FMCSA Administrator
Raymond Martinez

4:00 pm – 5:00 pm
ATA Chairman’s Membership Committee Meeting
All Registrants Welcome
Location: Room 5, Upper Level

5:00 pm – 5:45 pm
Hear from Supply Chain Logistics Students Session
All Registrants Welcome
Location: Room 3, Upper Level

6:00 pm – 6:30 pm
MCE First-Time Attendees & LEAD ATA Reception
By Invitation Only
Location: Marriott, Presidio
Lobby Level, North Tower

6:30 pm – 7:30 pm
ATA Grand Opening Reception
All Registrants Welcome
Sponsored by PrePass Safety Alliance
Location: Marriott, Marina Terrace
Ground Level (beyond pool gate)

SUNDAY, OCTOBER 6

7:00 am – 8:30 am
Small Carrier Breakfast Meeting
Open to all carriers with less than $25.5 million in revenue
Sponsored by U.S. Bank
Location: Room 4, Upper Level

7:30 am – 8:30 am
Workforce Development Policy Committee
Location: Room 11, Upper Level

8:00 am – 4:00 pm
MCE HUB
All Registrants Welcome
Location: Attendee Experience Area
Hall A, Ground Level
Stop by the HUB to network and relax with a beverage.

8:30 am – 9:30 am
Interfaith Service
All Registrants Welcome
Location: Room 3, Upper Level

Featuring: LA RAISE Choir
9:45 am – 11:00 am

**Are You Ready for the ELD Conversion?**
*Hosted by ATA Safety Policy Department*
*All Registrants Welcome*
*Location: Room 3, Upper Level*

Industry experts will discuss the timeline implementation for ELDs. You will hear about the progress, pitfalls and challenges in converting fleets with ELDs by the December deadline.

**Speaker:**
Wayne Crowder, America’s Road Team, FedEx Freight

**Moderator:**
Daniel Horvath, Vice President, Safety Policy, American Trucking Associations

9:45 am – 11:00 am

**Augmented Reality for Maintenance**
*Hosted by ATA’s Technical Maintenance Council*
*All Registrants Welcome*
*Location: Room 9*

This session will present the latest developments in the application of virtual reality/augmented reality technology for trucking maintenance personnel. Panelists will describe how these training advancements can revolutionize the training process, bring greater efficiencies to personnel development and assist in attracting the next generation of trucking technicians.

**Panelists:**
Kenneth Calhoun, Fleet Optimization Manager, Altec Industries
Matthew Johnston, Div. Head, Commercial Solutions, Design Interactive Inc.

**Moderator:**
Ken Craig, Vice President, Special Projects McLeod Software

9:45 am – 11:00 am

**Cyber Security: Don’t Be the Next Victim!**
*Hosted by ACT I*
*All Registrants Welcome*
*Location: Room 5, Upper Level*

Computer security breaches have reached epidemic proportions today, and transportation companies have become primary targets. Learn from the experience of others, current industry best practices, and take away the solutions to be sure that you are not the next victim.

**Panelists:**
Sharon Reynolds, Chief Information Security Officer Omnitracs
Joseph Saunders, Chief Executive Officer RunSafe Security, Inc.
Harold Sumerford, Chief Executive Officer J&M Tank Lines

9:45 am – 11:00 am

**ATA Policy Committees**
*All Registrants Welcome*

- **Communications & Image**
  *Location: Room 2, Upper Level*

- **Environmental & Energy**
  *Location: Room 10, Upper Level*

- **Hazardous Materials**
  *Location: Room 8, Upper Level*

- **Tax**
  *Location: Room 1B, Upper Level*

9:45 am – 11:00 am

**Litigation Center Board of Directors**
*All Registrants Welcome*
*Location: Room 11, Upper Level*
The supply chain is now on a digital clock. E-commerce is shifting distribution patterns. Shipment visibility has gone from “nice to have” to “must have at all time” in transit. Shippers are tightening delivery windows and service levels with programs such as “on-time” and “in-full”. Calls for collaboration between shippers and carriers are taking place with discussions on “shipper of choice” programs. Attend this lunch to hear from a distinguished panel.

Panelists:

Jess Baumhoff  
Strategic Carrier Partnerships & Performance  
Wayfair Logistics

Yone Dewberry  
Chief Supply Chain Officer  
Land O’Lake, Inc.

Bob Welsh  
Senior Director, Transportation Sourcing & Procurement  
Walmart Transportation

Moderator:

Darren Hawkins  
Chief Executive Officer  
YRC Worldwide, Inc.

10:00 am – 11:15 am
ATA Exhibit Hall Grand Opening & Ceremony  
All Registrants Welcome  
Sponsored by Hyundai Translead  
Location: Exhibit Hall, Ground Level

1:00 pm – 5:00 pm
Class Action Roundtable  
By Invitation Only  
Location: Room 11, Upper Level

2:00 pm – 3:30 pm
Agricultural & Food Transporters Conference  
All Registrants Welcome  
Location: Room 10, Upper Level

2:00 pm – 3:30 pm
Automobile Carriers’ Conference  
All Registrants Welcome  
Location: Room 1B, Upper Level

2:00 pm – 3:30 pm
Government Freight Conference  
All Registrants Welcome  
Location: Room 1A, Upper Level

2:00 pm – 3:30 pm
Intermodal Motor Carriers’ Conference  
All Registrants Welcome  
Location: Room 8, Upper Level

LEAD ATA Class Recognition
Sunday, continued

3:45 pm – 5:00 pm

The Big Reveal Session
All Registrants Welcome
Sponsored by Idelic
Location: ATA Exhibit Hall, Ground Level

Each year the trucking industry ranks its top challenges through the ATRI annual Top Industry Issues Survey. ATRI’s analysis of the survey results is a critical input to ATA’s Strategic Priorities Committee, the industry’s advocacy efforts as well as guiding the identification of top research priorities. The survey identifies the top priorities of motor carrier executives and professional drivers and with its 15-year history, the results are key indicators of rising, falling and emerging priorities in the trucking industry. This top-tier plan will discuss the survey results.

Panelists:

Gary Helms
ATA America’s Road Team Captain and Professional Driver
Covenant Transport, Inc.

James Reed
President & Chief Executive Officer
USA Truck

Bob Costello
Chief Economist & Senior Vice President
ATA

Moderator:

Rebecca Brewster
President & Chief Operating Officer
American Transportation Research Institute (ATRI)

Awards Presentations:
ATA 5K Run/Walk Winners
ATA President’s Trophy

5:45 pm – 6:45 pm

Truck PAC Reception

7:00 pm – Evening

Truck PAC Gala
By Invitation Only
Ticketed event
Sponsored by Lytx®
Location: Hotel Del Coronado

Attire: Cocktail
Transportation departs 5:15-6:00 pm
from the Marriott, Pacific Drive, South Tower.

**Tickets must be purchased before Sunday, Oct. 6th at 12:00 noon.

Please visit the Truck PAC Ticket Desk to purchase or pick-up tickets, located at the San Diego Convention Center, Hall A Foyer, Ground Level, during the following schedule:
Saturday, Oct 5th - 8:00 am – 5:00 pm
Sunday, Oct 6th - 8:00 am – 5:00 pm

MONDAY, OCTOBER 7

7:30 am – 8:00 am

Continental Breakfast
All Registrants Welcome
Sponsored by Wreaths Across America
Location: Attendee Experience Area
Hall A, Ground Level

8:00 am – 4:00 pm

MCE HUB
All Registrants Welcome
Location: Attendee Experience Area
Hall A, Ground Level

Awards Presentations:
ATA 5K Run/Walk Winners
ATA President’s Trophy
**Monday, continued**

### 8:00 am – 9:30 am
**FACTS. ACTION. RESULTS**
*ATA President & CEO Address*
*All Registrants Welcome*

*Sponsored by Bendix Commercial Vehicle Systems*

Location: ATA Exhibit Hall, Ground Level

**Award Presentations:**
- 2019 SmartWay Excellence
- TAEC Service
- ATA President’s TAEC Leadership
- 2019 ATA National Driver of the Year
- 2019 National Truck Driving Championships (NTDC) Grand Champion, *sponsored by Bendix Commercial Vehicle Systems*
- 2019 TMCSuperTech Grand Champion

### 9:30 am – 12:00 pm
**ATA Exhibit Hall Review with Refreshments**
*All Registrants Welcome*

Location: Exhibit Hall, Ground Level

### 11:00 am – 12:15 pm
**Revenue Committee**
*Committee Members Only*

Location: Room 1B, Upper Level

### 2:00 pm – 4:00 pm
**ATA Spouse/Guest Program**
*All Registrants Welcome*

Location: Marriott, San Diego Ballroom A
Lobby Level, North Tower
Details on Page 20
Refreshments will be served.

**Guest Speaker:**
Major Lisa Jaster
“Don’t Let the Quit In”

### 2:30 pm – 4:00 pm
**ATA Policy Committee Meetings**
*All Registrants Welcome*

- **Independent Contractor**
  Location: Room 11, Upper Level
- **Safety**
  Location: Room 9, Upper Level
- **Supply Chain Security**
  Location: Room 1B, Upper Level

### 2:30 pm – 4:00 pm
**National Accounting & Finance Council (NAFC) Task Force**
*Task Force Members Only*

Location: Marriott, Rancho 2
Lobby Level, North Tower

### 4:00 pm – 6:00 pm
**National Accounting & Finance Council (NAFC) Reception**
*By Invitation Only*

Location: Marriott, Presidio
Lobby Level, North Tower

### 4:15 pm – 5:45 pm
**American Transportation Research Institute (ATRI) Board of Directors Meeting**
*Board Members Only*

Location: Room 1A, Upper Level

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**Award Presentations:**
- Highway to Victory
- Mike Russell Trucking Industry Image Award, *sponsored by HireRight*
- Truckers Against Trafficking
Monday, continued

4:15 pm – 5:45 pm
FMCSA Drug and Alcohol Clearinghouse Industry Update
Hosted by ATA Safety Department
All Registrants Welcome
Location: Room 3, Upper Level
Panelists: Barbara Baker, Transportation Specialist and Gian Marshall, Management Analyst, Federal Motor Carrier Safety Administration
Moderator: Abigail Potter, Manager, Safety & Occupational Health Policy, American Trucking Associations

January 6, 2020 is the compliance date for the long anticipated Drug and Alcohol Clearinghouse. Motor carriers will be required to perform a query in the clearinghouse when hiring a driver and on an annual basis. During this session, FMCSA staff experts will discuss the responsibilities of the motor carrier for complying with this new requirement. Additionally, FMCSA staff will provide an overview of the registration process for drivers and carriers.

4:15 pm – 5:45 pm
Looking Ahead: Machine Vision & Artificial Intelligence
Hosted by ACT 1
All Registrants Welcome
Location: Room 4, Upper Level
Speaker: James Taylor, Vice President, Rear DriveTrain, Meritor, Inc.
Attendees will learn how advances in machine vision and artificial intelligence (MV+AI) can help make their fleets safer and more productive. Learn about the basics of MV+AI; applications and limitations of current technology; importance of data quality and variety; measuring effectiveness; evolution of algorithms; and the future of MV+AI.

4:15 pm – 5:45 pm
Improving Back Office Efficiency: Robotic Process Automation
Hosted by ATA’s National Accounting & Finance Council
All Registrants Welcome
Location: Room 5, Upper Level
Speaker: Isaac R. Gastelum-Munoz, Advisory Services Senior Manager, Ernst & Young LLP
Robotic process automation (RPA), is the use of a software “robot” that replicates the actions of a human being interacting with the user interface of a computer system. RPA connects multiple systems through automation without changing the existing IT landscape. It is a rule-based system that executes processes without the need for constant human supervision. When applied to the right tasks, RPA can provide significant time and money savings. Some of the key applications of RPA include: back-office tasks in finance, supply chain management, accounting, customer service and human resources, such as data entry and purchase order issuing.
9:00 am – 10:15 am
**Leaders On The Cutting Edge Session**
*All Registrants Welcome*
*Sponsored by DriverReach*
Location: ATA Exhibit Hall, Ground Level

We’ve hosted industry legends the last two years at MCE to learn from their experiences. This year, hear from rising trucking leaders made up of LEAD ATA members to gain insights into the future of the industry.

**Panelists:**

- **Heath Arnold**  
  Senior Manager, Safety  
  ABF Freight Systems, Inc.

- **Wes Davis**  
  Chief Financial Officer  
  Big M Transportation

- **Anna Faford**  
  Vice President, Strategy  
  C&K Trucking

- **Jeff First**  
  Vice President, Northwest Regional Operations  
  FedEx Freight

**Moderator:**

- **Craig Harper**  
  Chief Operations Officer  
  J.B. Hunt

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10:15 am – 12:30 pm
**ATA Exhibit Hall Grand Finale & Luncheon**
*All Registrants Welcome*
*Sponsored by Hyundai Translead*
Location: Exhibit Hall, Ground Level
Lunch served at 11:30 am

11:30 am – 1:00 pm
**ATA Past Chairman’s Spouses Luncheon**
*By Invitation Only*
Location: Marriott, The Porch  
Marina Kitchen, South Tower

11:45 am – 1:30 pm
**ATA Executive Committee**
*All Registrants Welcome*
Location: Ballroom 6B, Upper Level

1:45 pm – 3:30 pm
**ATA Board of Directors & General Membership Meeting**
*All Registrants Welcome*
Location: Ballroom 6A, Upper Level

5:30 pm – 6:00 pm
**ATA Annual Reception**
*All Full Registrants Welcome*
Location: Marriott, Grand Ballroom Foyer  
Lobby Level, North Tower
6:00 pm – Evening

ATA Annual Banquet
All Full Registrants Welcome
Location: Marriott, Grand Ballroom
Lobby Level, North Tower

Entertainment: Jason Bonham’s Led Zeppelin Evening
Title Sponsor: PowerFleet®
Table Sponsors: CIMC Intermodal, FedEx Freight, Lytx® and UPS
Contributing Sponsors: Pressure Systems International, SkyBitz and Velociti

WEDNESDAY, OCTOBER 9

7:00 am – 2:30 pm

ATA MCE Golf Outing & Luncheon
Location: Riverwalk Course
Sponsored by TrueNorth Companies
Separate registration required

Transportation departs 6:00 am from the Pacific Drive,
Ground Level, South Tower

ACT 1 is the premier sponsor of the
2019 ATA Management Conference & Exhibition (MCE).