



# CCJ Symposium Agenda

*Agenda is subject to change. All times listed are in Eastern Time Zone.*

## Monday, May 21, 2018

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| 9:00 a.m.        | <b>Golf Tournament Begins</b>  |
| 4:00 – 5:00 p.m. | <b>Opening Address</b>   |
| 5:00 – 5:15 p.m. | <b>Break</b>   |
| 5:15 – 6:00 p.m. | <b>Town Hall Panels</b><br>Technology and the Driver<br>Revolutionizing Fuel Costs |
| 6:00 p.m.        | <b>Reception &amp; Dinner</b>  |

## Tuesday, May 22, 2018

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| 7:00 – 7:45 a.m. | <b>Breakfast</b> |
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### **Game Changers: e-Commerce & Final Mile Logistics**

The rapid growth of online retail and emergence of final mile logistics already are changing the way some carriers deliver freight. Discover ways to leverage technologies and reposition your freight model and equipment mix to take advantage of these new opportunities.

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|-------------------|---|
| 7:45 – 8:30 a.m.  | <b>The Next Big Thing in Trucking</b><br>Tim Denoyer – Vice President and Senior Analyst, ACT Research  |
| 8:30 – 9:15 a.m.  | <b>The Rise of Online Retail</b><br>Moderator: Tim Denoyer – Vice President and Senior Analyst, ACT Research<br>Lance Dearborn – CEO, Fast Mile Logistics<br>Craig Stoffel – Vice President of Global Logistics, Werner Enterprises<br>Woody Lovelace – Senior Vice President of Corporate Planning and Development, Southeastern Freight Lines, Inc. |
| 9:30 – 10:00 a.m. | <b>The Future of Logistics Management</b><br>Tim Manning – Vice President of North American Surface Transportation, C.H. Robinson   |

## Getting Started with Final Mile

Clay Holmes – CIO Cardinal Logistics

## Opportunities in e-Commerce

Lance Dearborn – CEO, Fast Mile Logistics

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**10:15 – 10:30 a.m.**

### Break

**10:30 – 12:00 p.m.**

### Solution Sessions

A session of supplier consultations focusing on solving your problems. Indicate your biggest challenges on the registration form and the CCJ Symposium team will pair you with suppliers that can help you mitigate your challenges and maximize your profits.

**12:00 – 1:00 p.m.**

### Lunch & Peer-to-Peer Discussions

Join breakout session speakers and industry experts for a round table, small group discussion about trucking's biggest issues and find solutions that work best for you. Come prepared with questions, concerns and potential talking points because you will have the chance to join the conversation.

**1:00 – 2:15 p.m.**

### Free Time

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## The Dawn of Electrics

Alternative powertrains are not new to trucking, but few have held the promise to permeate the truck market as electric powertrains. Separate fact from fiction as traditional truck OEMs and new players quickly launch solutions and draw new battle lines in the race to challenge diesel's dominance.

**2:15 – 3:00 p.m.**

### Hype vs. Hope

**Bill Brentar** – Senior Director of Maintenance and Engineering, UPS

**Mike Roeth** – Executive Director, North American Council for Freight Efficiency

**3:00 – 3:45 p.m.**

### The Rise of Electric Trucks

**Julie Furber** – Director of Electrification Business, Cummins Inc.

**Giordano Sordoni** – COO and Co-Founder, Thor Trucks

**Chris Nordh** – Senior Director of Advanced Vehicle Technologies and Global Fuel Products, Ryder

**Bill Brentar** – Senior Director of Maintenance and Engineering, UPS

**3:45 – 4:00 p.m.**

### Break

**4:00 – 4:45 p.m.**

### Evaluating Alternative Powertrain Performance

**Mike Roeth** – Executive Director, North American Council for Freight Efficiency

With so many alternative power options, from compressed and liquefied natural gas to the emergence of all-electric, it's easy to be hypnotized by potential fuel savings. But picking the wrong alternative powertrain can be disastrous for your fleet if it's not the right fit for the application.

### **Mixed Fleet Maintenance Challenges**

**Chris Nordh** – Senior Director of Advanced Vehicle Technologies and Global Fuel Products, Ryder

It's hard enough to develop a consistent maintenance cycle for multiple units, but when you add various nameplates – or even different powertrains and alternative fuels – things get even more complex.

### **The Benefits of Being a Green Carrier**

**Bill Brentar** – Senior Director of Maintenance and Engineering, UPS

UPS has more than 7,500 alternative fuel vehicles in its fleet worldwide, operating on seven different types of fuel, including electricity. Find out which fuels, in which applications and in which lanes are working best for one of the nation's largest carriers.

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**4:45 – 5:00 p.m.**

**Break**

**5:00 – 5:45 p.m.**

### **Learning to Live with ELDs**

**Annette Sandberg** – CEO, TransSafe Consulting

As of April 2018, enforcement is under way for the 2018 mandate requiring the use of electronic logging devices for motor carriers. Learn how the ELD mandate is impacting carrier operations and how fleets just now transitioning from paper to electronic logs can use them to improve productivity.

**5:45 p.m.**

**Reception & Free Night in Hilton Head**

# Wednesday, May 23, 2018

7:00 – 7:45 a.m.

Breakfast

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## Driving the Next Generation

As the driver shortage reaches critical mass, old methods of driver recruiting are not enough to keep pace with freight demand. Discover what matters when appealing to new sources and generations of drivers and ensure a steady pipeline of talent for years to come.

7:45 – 8:30 a.m.

## Driving the Next Generation

**Dan Murray** – Vice President, American Transportation Research Institute

Unpredictable work hours, time away from home and minimum age restrictions are just a few of the challenges facing the trucking industry. Learn what carriers and the industry need to accomplish to tip the balance of power in their favor.

8:30 – 9:15 a.m.

## When Pay is Not Enough

**Don Lefevé** – Executive Director, Commercial Vehicle Training Association

**Mike Fisk** – Director of Marketing, Hiring and Development, Roadmaster Group

**Joel Pladson** – President, Star Fleet Trucking

As the driver shortage reaches critical mass, old methods of driver recruiting are not enough to keep pace with freight demand. Discover what matters when appealing to new sources and generations of drivers and ensure a steady pipeline of talent for years to come.

9:15 – 9:30 a.m.

## Break

9:30 – 10:15 a.m.

## Are Drivers Finally in the Driver Seat?

**Linda Longton** – Senior Vice President of Content Media Brands, Randall-Reilly

The driver shortage is for real. Technology has many benefits and may help alleviate it, but how do you maintain the important human element? Gain insights from original research into drivers' greatest wants and needs.

## Build a Pipeline

**Rick Todd** – President and CEO, South Carolina Trucking Association

**Don Lefevé** – Executive Director, Commercial Vehicle Training Association

The current federal law restricting interstate trucking to CDL holders 21 years and older exacerbates the problems the trucking industry faces in attracting young labor. Learn how carriers can work with training schools and state associations to develop programs to interest vocational- and high school-level students in a career in the trucking industry.

## **Increasing Recruiting's Role in Your Organization**

**Mike Fisk** – Director of Marketing, Hiring and Development, Roadmaster Group

When turnover is high and drivers are in demand, recruiting costs can quickly skyrocket. Without highly trained and educated recruiting department personnel, carriers often spend more than necessary to fill demand. Learn what it takes to create and operate a lean and efficient recruiting department that improves driver qualifications and lowers costs per hire.

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**10:15 -10:30 a.m.**

**Break**

**10:30 – 11:15 a.m.**

**Closing Keynote**

**Ken Gronbach** – Demographer and President, KGC Direct

**11:15 a.m.**

**CCJ Symposium Adjourns**