



## Communications & Image Committee

CO-CHAIR: Brenda Dittmer, Vice President, Weinrich Truck Line, Inc.  
CO-CHAIR: Wendy Hamilton, Sr. Mgr. Marketing and Training, Pilot Flying J  
TCA STAFF LIAISON: Marli Hall

### MINUTES:

MEETING DATE: Sunday, March 10, 2019  
TIME: 9:15 a.m.- 10:30 a.m. PT  
PLACE: Monrchet 2, Wynn Las Vegas Resort

#### Committee Members in Attendance

Jeff Crissey  
Brenda Dittmer  
Alison Knowlton  
Bob Kretsinger

Ed Nagle  
Mylene Patterson  
Lisa Spangenberg

#### Guests in Attendance

Elisabeth Barna  
Kevin Bergman  
Lori Borgan  
Don Bowman  
Mary Bowman  
Ben Brumbaugh  
Steve Bryan  
Tim Chrulski  
Anne Doran  
Dan Doran  
Ryan Doran  
Norm Ellis  
Lee Gentry  
Jim Guthrie  
Brian Hall

Hollie Hall  
David King  
Jean Mason  
Nicky Morrison  
Bill Reed III  
Robert Roth  
Tracy Roth  
Tracy Solarek  
Lori Teders  
Tim Tetz  
Joe Weaver  
Tom Weisenbach  
Jim Wilkins  
Rick Williams

#### TCA Staff in Attendance

Marli Hall  
John Lyboldt  
Jim Schoonover

#### **I. Call to Order**

Brenda Dittmer, co-chair, welcomed committee members and guests. She called the meeting to order at 9:17 a.m. PT. The list of attendees is above. A motion to accept the antitrust guidelines and Minutes from our previous meeting in September was made and approved.

Dittmer introduced the committee's incoming co-chair, Lisa Spangenberg, as outgoing co-chair, Wendy Hamilton, could not be in attendance. Dittmer then gave a high-level overview of the agenda items.

## **II. Driver of the Year Contests**

Dittmer highlighted the six professional truck drivers that were amongst the attendees at the Annual Convention and recognized one finalist which was at the committee meeting. Dittmer urged committee members and guests to congratulate the finalists if they saw them during the event, and to attend Tuesday evening's Annual Awards Banquet as the overall winners would be revealed.

## **III. Highway Angel**

Dittmer encouraged committee members and guests to attend Tuesday's general session as TCA and EpicVue would be recognizing its 2018 Highway Angel of the Year. She thanked the committee for casting their vote earlier in the year and urged everyone to nominate a deserving driver for the year-round program and to "Like" the Highway Angel Facebook page.

## **IV. Best Fleets to Drive For**

Dittmer congratulated the numerous 2019 Best Fleets to Drive For Top 20 winners which were in the committee meeting and encouraged committee members and guests to attend Monday morning's general session to learn who would be taking home the overall small and large carrier category awards.

## **V. Truckload Indexes**

Dittmer shared that in the Summer of 2018, TCA and FreightWaves, an informative logistics news site, launched Truckload Indexes. She encouraged the group to visit [truckloadindexes.com](http://truckloadindexes.com), a unique microsite that tells the story of truckload while providing visitors with a timely pulse of this value transportation segment. Dittmer also revealed that since its launch in November, the site averages 9,000 page views per month; 6,000 unique visitors per month; and that the top three metro markets is Chicago (7%), Washington, DC and Dallas (5%).

## **VI. Wreaths Across America**

Dittmer touted TCA's fundraising total from the Sixth Annual Wreaths Across America Gala which was held in September 2018 in Arlington, Virginia and thanked the National Association of Independent Truckers (NAIT) and David King for its \$50,000 donation to the transportation fund for yet another year. She gave a brief overview of Gala speakers and takeaways, as well as 2018 WAA Appreciation Rally successes. Dittmer thanked the countless members who deliver wreaths each December. She shared that TCA has opted to not host a fundraising Gala this Fall. As with the Friday night Driver Appreciation Dinner, WAA is considering hosting its own fundraising Gala. She mentioned that TCA will share more information if/once available.

## **VII. U.S. Capitol Christmas Tree**

Spangenberg shared that for the sixth year in a row, TCA will be a supportive partner of the U.S. Capitol Christmas Tree initiative. The 2019 tree will derive from Carson National Forest in New Mexico. She thanked Central Oregon Truck Company for their involvement hauling

the tree in 2018. Spangenberg also thanked Meritor, Inc. and Searcy Specialized for hosting 2018 whistle stops in their respective cities last November. Spangenberg and Dittmer presented commemorative, wooden plaques to company representatives.

**VIII. Vietnam Veterans Memorial Fund — “The Wall That Heals”**

Spangenberg shared that for the fourth year in a row, TCA will be the logistics partner of the Vietnam Veterans Memorial Fund (VVMF). She encouraged committee members and guests to attend Hoekstra Transportation’s event, June 27-30 at Perry Farm in Bourbonnais, Illinois. She shared VVMF has eight routes in need of hauling and encouraged those interested to volunteer. Spangenberg mentioned that during Sunday’s Board of Directors meeting, 2018 haulers would be recognized by VVMF.

**IX. Trucking Moves America Forward**

Spangenberg shared with the committee that TCA has completed its five-year commitment (\$125,000) with Trucking Moves America Forward initiative. She introduced American Trucking Associations’ Elisabeth Barna to give an update on TMAF. Barna touted the successes of the initiative, shared the news of a revised “Safety Sammy” (TMAF mascot), as well as promoted a new suite of resources and marketing collateral which partners can use to tell our story to members. She said she would share the 2018 annual report with TCA’s Marli Hall to send to committee members after the meeting. Barna also mentioned that TMAF would be celebrating five years at Mid-America Trucking Show (MATS) in Louisville the end of March. At MATS, successes would be highlighted, trucking community would be encouraged to get involved in a multitude of ways.

**X. National Truck Driver Appreciation Week**

Spangenberg shared the dates of the National Truck Driver Appreciation Week in the United States (September 8-14, 2019) and in Canada (September 1-7). During TCA’s Fall Business Meetings in September, committee members and guests shared ways in which they show/have shown their appreciation for professional truck drivers. Spangenberg recapped numerous insights from the meeting and discussion ensued about additional ways to thank drivers for 2019 such as inviting members of the press to attend driver events; hosting a Touch-a-Truck event; creating a “Thank You” advertisement in local newspaper; hosting a BBQ and raffle off grill to drivers; encouraging shippers/customers to thank drivers; and adding NTDAW to email signatures to raise awareness.

**XI. Additional Initiatives**

Spangenberg informed committee members and guests of a new initiative that TCA is supporting: Federal Motor Carrier Safety Administration’s Our Roads, Our Safety initiative. She also shared how members can support Touch-A-Truck by hosting events which inform the public of how to navigate around and to become familiar with larger vehicles and trucks.

**XII. Old Business**

There was no old business to discuss.

**XIII. New Business**

Dittmer asked the group if there was any new business to discuss; committee members and guests talked about initiatives brought forth by police departments to teach new, teen drivers the importance of navigating around large trucks on our nation’s highways and roads. Also

discussed was ways the industry and public can give kudos to professional truck drivers who are driving safely; a Twitter campaign (quick way for public to recognize drivers); ways to utilize ATA's Share the Road truck; importance of working with veterans and high schoolers to share importance of careers in trucking (warehousing logistics and dispatching jobs); etc.

**XIV. Executive Session**

Dittmer informed 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. As the committee did not have items to be brought forth to the Board, Dittmer moved on to Adjournment portion of meeting.

**XV. Adjournment**

Dittmer thanked committee members and guests for attending. She encouraged attendees to download the event smartphone app. The meeting adjourned after a motion was made and seconded at 10:24 a.m. PT.

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