



Membership Committee

CHAIRMAN: Glynn Spangenberg, Vice Co-Chairman, Chief Advisor, Spangenberg Partners
TCA STAFF LIAISON: Zander Gambill

MINUTES:

MEETING DATE: Sunday, March 10, 2019
TIME: 10:45 a.m. – 11:45 a.m. PT
PLACE: Wynne Resort, Las Vegas, Nevada

Committee Members in Attendance

Tim Almack
Al Anderson
Mylene Patterson
Kim Richardson
Glynn Spangenberg

Guests in Attendance

Roy Cox
Dan Doran
Ray Haight
Chris Henry
Ed Nagle
Matt Richardson
Geoff Topping
Wayne Snow
Lisa Spangenberg

TCA Staff in Attendance

Zander Gambill

I. Call to Order

Glynn Spangenberg, co-chair, welcomed committee members and guests. He called the meeting to order at 10:45 a.m. Glynn mentioned that the committee is still looking for a Carrier Co-Chair and asked attendees for suggestions. Motion to approve the minutes from the September 2018 meeting was passed. The agenda for the meeting was outlined and the following reports were given.

II. Membership Report

Zander Gambill, TCA staff liaison, gave his report which included the following highlights:

Total member count as of March 1 was 613 vs. last September meeting's number of 563 which is a 9% increase. Child accounts (members that have been acquired by another member company) stand at 84. If you include this number, membership comes in at 697. Oct 2017 – Sept 2018 (TCA's fiscal year) saw 70 new members join and since that time to present (the last five months), we are averaging 12 new members per month. Yearly goal is 150 new members. Renewals remain strong at 91% overall – 94% for hire carriers and 91% for associate members. Zander talked about TPP and how he and Chris Henry have worked well together and he gave a quick overview of TruckIndexes.com and TCA's partnership with FreightWaves. He also mentioned that he is currently looking for a full time coordinator after Laura Martin left earlier in the year.

III. Membership Initiatives

Zander talked about his recent business travels that included trips to Nashville, Ohio, Texas, Toronto and Birmingham. He outlined his travel plans for the rest of the year and the conferences where TCA will have a presence. Kim Richardson gave a recap on the Bridging Border Barrier event that took place in November in Mississauga Canada. He suggested that we allow associate members to attend the event this year and that we require them to bring a for-hire carrier company. Zander mentioned that in addition to the Canadian event this November, TCA was looking at a Texas/Mexico southern border event.

There was also discussion on the following to help drive membership:

1. a membership recruitment video with testimonials from current members
2. Reenergizing the rigster program
3. Identifying/nurturing prospects & comps at annual convention and other events
4. Surveying members to get input on what TCA benefits they value most

IV. TCA Profitability Program

Chris Henry gave an overview of TPP which included company profile counts, the sales process and the formation of new brokerage and tanker groups. Chris also talked about the FreightWaves partnership (TruckloadIndexes.com) and how that has positively affected TPP.

V. Old Business

No old business was discussed.

VI. New Business

Zander mentioned that TCA will be offering live webinars to non-members with the hope of increasing prospects and members. Only members will be able to watch the recorded version of the webinars. Zander also talked about TCA's Academy program which is currently under development. This should enhance TCA's value add and help recruit and retain members.

VII. Executive Session

Nothing was discussed

VII. Adjournment

Spangenberg thanked committee members and guests for attending. The meeting adjourned after a motion was made and seconded at 11:40 a.m. PT.

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