



**TRUCKLOAD
CARRIERS
ASSOCIATION**

Recruitment and Retention Human Resources Committee

CO-CHAIR: Geoff Topping, Vice President, Human Resources, Challenger Motor Freight, Inc.
CO-CHAIR: Mike Bash, Vice President Britton Transport
TCA STAFF LIAISON: Jim Schoonover

MINUTES:

MEETING DATE: Sunday, March 10, 2019
TIME: 7:45 a.m. – 9:00 a.m. PT
PLACE: St. Julien, Wynn Las Vegas Resort

Members in Attendance:

Mike Bash
Laura Gates
Lee Gentry
Ben Greenberg
Jim Guthrie
Ray Haight
Jane Jazrawy
Dirk Kupar
Jeff Martin
Bob Perry
Garth Pitzel
Kim Richardson
Matt Richardson
Wayne Snow
Lori Teders
Geoff Topping
Joe Weaver
Tom Weisenbach
Jay Winegardner

Guests in Attendance:

Mylene Patterson

TCA Staff in Attendance:

John Lyboldt
Tom Robb
Jim Schoonover

I. Call to Order

Geoff Topping, co-chair, welcomed committee members and guests. He called the meeting to order. 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. Mike Bash, co-chair, reminded the committee of the minutes being posted online for review and a motion was made by TCA Profitability Program (TPP) Retention Coach Ray Haight, seconded by Jim Guthrie to accept the minutes from the 2018 Fall Business meeting. The motion carried and was approved.

II. Review of Initiatives and Offerings

Geoff introduced TCA's Associate Director of Education Tom Robb. He discussed the webinar topics, timing, and progress with sponsorship.

In addition, Tom reviewed:

a. Webinars

- i. The change in registration process with emphasis on member benefits remaining intact through viewership on-demand (up-count)
- ii. Webinar offerings through the remainder of the year (count, cadence, and general topic areas) and the potential sponsorships.
- iii. The Workforce Solutions Sponsorship – through the Recruiting Retention and Human Resources Committee (Recognizing the efforts of Jeremy Reymer) and the participants of the group. The topics being covered by the consortium and the remaining offerings for the year.

b. Truckload Academy Online Learning Center: (Formally on demand)

- i. Shared that there has been a facelift of the site that provides a cleaner interface for the end user. He also addressed how TCA continues to explore platforms that will complement the additional educational programs being developed. We are updating 4 of 7 sessions are within the Fleet Manager Program to address:
 1. ELD updates
 2. FMCSA updates

Members of the committee suggested the content components from the Fleet Manager program be made available on a topic by topic basis. In addition, TCA should continue to provide the access to the total course package with platform updates that allow for the user to progress through courseware and exams without the need of contacting TCA to gain access at various points of progression.

c. TPP (TCA Profitability Program):

TCA's Vice President of Education and Operations Jim Schoonover described TPP from a high level perspective and the three levels of engagement and included the following information:

- Make up of group
- Evaluation of metrics
- Best operational practices
- Performance improvement practices

Peer Accountability

TPP Playbook

The playbook was circulated for the committee members to be introduced to the concept and collected prior to the close of the meeting.

TPP Retention Project

Jim introduced Ray as the provider of the Recruiting and Retention Program now available to carriers. Ray provided an overview of the program to include the structure, benefits and implementation within a carrier operation.

d. TCA Safety & Security Division Meeting

i. June 2-4, 2019

ii. 5 Session addressing RRHR issues in the workplace

Geoff shared how there is successful integration of RRHR topics into the Safety & Security Division Meeting. During the June meeting there will be five sessions having RRHR relevancy. This is the first attempt to intentionally integrate the content and TCA will continue to look for these opportunities across future meetings.

e. New Academy Program

Jim reviewed the vision and findings from prior meetings with the committee including the use of an LMS and outside consultative services. The blended learning approach was shared as the model we are designing for – and the timeline was shared for quarter three – four for the initial content build and model.

II. Old Business

There was no new business to discuss.

III. New Business

CarriersEdge CEO Jane Jazrawy recommended the segmenting of content from FreightWaves into a more intentional manner. The idea being that readers identify the content they want or need easily. TCA President John Lyboldt shared the conceptual model and objectives for the microsite. TCA Chairman Dan Doran emphasized the target of the educational initiatives and how the committee can contribute through the selection of topics and speakers for our annual meeting and for webinars. There was discussion regarding the RRHR committee becoming the group who participates in the selection process for Trucker in the Round sessions. The intent is to ensure the content is timely and relevant for our members attending the sessions. Additionally this inclusion will provide an opportunity to request new perspectives be provided for ongoing industry issues that our carrier and associate members experience on a daily basis.

IV. Adjournment

Topping thanked committee members and guests for attending. The meeting adjourned after a motion was made and seconded at 8:50 a.m. PT.