



Communications & Image Committee

CHAIR: Brenda Dittmer, Vice President, Weinrich Truck Line, Inc.
VICE CHAIR: Lisa Spangenberg, CEO, Spangenberg Partners
TCA STAFF LIAISON: Marli Hall

MINUTES:

MEETING DATE: Sunday, March 1, 2020
TIME: 9:15 a.m. – 10:30 a.m. ET
PLACE: Osceola 2, Gaylord Palms Resort
Kissimmee, Florida

Committee Members in Attendance

Jeff Crissey
Brenda Dittmer
Susan Fall
Nicky Morrison
Mylene Patterson

Steve Ponder
Jon Russell
Lisa Spangenberg
Marilyn Surber
Lori Teders

Guests in Attendance

Barry Andersen
Lisa Arsenaeu
Elisabeth Barna
Kevin Bergman
Kevin Burch
Shashunga Clayton
Shelley Dellinger
Barry Dittmer
George Fieser
Jim Guthrie
Ray Haight
Brian Hall
Greg Jenkins
Annett Jensen
Rob Jensen

Brian King
Courtney Muir
Garth Pitzel
Meredith Priestley
Rodney Rade
Jamie Richardson
Kim Richardson
Matt Richardson
Tim Tetz
Joe Weaver
Lori Widly
Jim Wilkins

TCA Staff in Attendance

Zander Gambill
Marli Hall
Alice Turner

I. Call to Order

Brenda Dittmer, chair, welcomed committee members and guests. She called the meeting to order at 9:16 a.m. ET. Dittmer asked for roll call; the list of attendees is above. A motion to accept the antitrust guidelines and minutes from the committee's previous meeting in September was made and approved. Dittmer introduced Lisa Spangenberg, vice chair, and gave a high-level overview of the agenda items.

II. Driver of the Year Contests

Dittmer gave a brief overview of the annual Driver of the Year contests and shared that a driving team will be recognized on the stage during Tuesday evening's awards presentation. She shared accomplishments and awards this year's finalists have received as upstanding citizens in their respective communities. Dittmer asked for finalists in the room to stand and be recognized; Fremont Contract Carriers' driver Rob Jensen were in attendance, accompanied by his wife Annette. Dittmer encouraged committee members and guests to nominate a deserving driver in the Fall 2020.

III. Highway Angel

Dittmer shared current number of Highway Angel recipients for 2019 into 2020 and shared that the 2019 Highway Angel of the Year awards presentation would be during Tuesday's general session. She thanked committee members and guests who casted a vote in February. Dittmer revealed the wireframes for the robust and dynamic Highway Angel microsite and shared the launch date of April 1. She thanked TCA for their hard work to make this website a reality.

IV. Best Fleets to Drive For

Dittmer gave brief overview of the 2020 Best Fleets to Drive For contest and its Top 20 winners. She congratulated colleagues in the room who had received this honor. She shared that the Top 20 winners will take the stage during Monday's general session where two overall grand prize winners will be announced. Dittmer congratulated Motor Carrier Service as their company was deemed a winner for the 10th consecutive year, a first in the program's 13-year history.

V. Vietnam Veterans Memorial Fund's The Wall That Heals

Dittmer shared TCA's involvement with the Veterans Memorial Fund (VVMF) and introduced VVMF's Director of Outreach, Tim Tetz. Tim shared how the partnership with TCA is stronger than ever, and the importance of experiencing The Wall That Heals firsthand. Tetz also shared with committee members and guests more about the initiative, recent heartfelt stories, and how trucking companies and communities can get involved.

VI. Wreaths Across America

Spangenberg gave a brief overview of the Wreaths Across America event in Arlington, Virginia last December. TCA and Pilot Flying J once again recognized more than 90 professional truck drivers. TCA Chairman Josh Kaburick, as well as Pilot Flying J and Past Image Committee Co-Chair Wendy Hamilton, addressed the audience of nearly 800 people as well as personally thanked each driver as they crossed the stage. Each driver received a one-of-a-kind, commemorative challenge coin which Spangenberg passed around the committee meeting.

She shared this year's National Wreaths Across America Day will be held Saturday, December 19 and for more information on historic loads, or participating cemeteries to visit the WAA website.

VII. FMCSA's Our Roads, Our Safety Initiative

Spangenberg gave a brief overview of TCA's involvement in the Federal Motor Carrier Safety Administration's Our Roads, Our Safety program. She introduced FMCSA's Director at the Office of Outreach and Education, Shashunga Clayton, who shared more about the partnership, the importance of the trucking industry's involvement, thanked TCA for their support and collaboration, and encouraged committee members and guests to get involved.

VIII. U.S Capitol Christmas Tree

Spangenberg touted TCA's involvement in the U.S. Capitol Christmas Tree program. She shared that the 2019, 60-foot Blue Spruce, was harvested in Carson National Forest in New Mexico and hauled throughout the southern United States by Wilbanks Trucking Services, a heavy hauler based in New Mexico. She shared that because of their sponsorship, TCA hosted a public, free event in Music City — Nashville — November 21 at the Bridgestone Arena just steps from Broadway. Hundreds of people had the opportunity to sign the tree's banner, hear Christmas carols by numerous Nashville country singers, learn more about FMCSA's OROS initiative, purchase commemorative ornaments and more. She thanked TCA Chairman Josh Kaburick and Highway Angel Spokesperson Lindsay Lawler for making this whistle stop a success. Spangenberg and Dittmer presented Kaburick, in attendance, with a wooden, commemorative plaque.

IX. Discussion Topics

Spangenberg thanked those committee members who submitted ideas for the meeting: High school/trade initiative and ways in which we can promote the image of the truck driver as a profession. Conversation ensued as committee members and guests brainstormed how the association and the industry can showcase the positive aspects of trucking. Ideas such as carriers participating in career days; removal of driver's education in high school's is an opportunity to partner; taking a look into "Tomorrow's Truckers" offering by TCA member Covenant Transport; inviting local schools to walk through TCA, ATA, and large trade shows, as well as attend workshops and sessions; utilizing Bestpass's "Touch-A-Truck" offering; partnering with CVTA, NAPFTDS, KRTS, to have counselors come to talk with associations' officers and members; compiling and distributing a one-pager about the industry; inviting students and counselors to Truckload 2021: Nashville; and secure truck in a state fair. Spangenberg and Dittmer thanked the group for the discussion.

X. Old Business

Spangenberg asked for any old business. There was no old business to discuss. Dittmer addressed the committee members, guests, Spangenberg and TCA's Marli Hall, thanking them for their support throughout her chairmanship.

XI. New Business

Spangenberg asked for any new business. There was no new business to discuss. Spangenberg welcomed Hoekstra Transportation's Lori Teders, incoming chair, to the committee.

XII. Executive Session

Spangenberg shared with 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. The committee did not have items to be brought forth to the Board.

XIII. Adjournment

Spangenberg thanked committee members and guests for attending. The meeting adjourned after a motion was made and seconded at 10:06 a.m. ET.

DRAFT