



Membership Committee

CHAIRMAN: Glynn Spangenberg, Chairman, Chief Advisor, Spangenberg Partners
TCA STAFF LIAISON: Zander Gambill and Laura Martin

MINUTES:

DATE: Wednesday, September 26, 2018
TIME: 9:30 a.m. to 10:45 a.m. EDT
PLACE: Crystal Gateway Marriott, Arlington, Virginia

Committee Members in Attendance

Mylene Patterson
Glynn Spangenberg

Guests in Attendance

Mike Bash
Zac Brumbaugh
Roy Cox
Dan Doran
Ben Greenberg

Ray Haight
David King
Lisa Spangenberg
Christine Vantisse

TCA Staff in Attendance

Zander Gambill
Laura Martin

I. Call to Order

Glynn Spangenberg, chair, welcomed committee members and guests. He called the meeting to order at 9:32 a.m. Glynn mentioned that the committee is looking for a Carrier Co-Chair then he introduced and welcomed Zander and Laura. Ben Greenberg mentioned that the anti-trust rules applied. Motion to approve the minutes from the March 2018 meeting was passed.

II. Membership Initiatives

Glynn outlined John Lyboldt's TCA vision which contained four goals:

1. Increasing membership total volume
2. Improve balance sheets
3. Retain highly skilled workforce
4. Government Affairs

Zander shared a membership report with the committee members and guests citing TCA's total member count as:

563 Members with 51 child organizations
93% renewal rate
96% For-Hire renewal rate
95% Renewal rate from June-August

Plan from September 2017-September 2018 was to gain 80 new Members. Currently at 65.
Since Zander joined TCA 12 new members and 12 invoiced.

III. TCA Profitability Program

Ray Haight gave an update on the TPP program which included a new mapping tool that will help bring more carriers on board for TPP. It will streamline the amount of time they spend on the process.

A new Brokerage Best Practice Group is also in the works which will have a separate fee. TPP has not a lost a customer yet because they did not see the value. Testimonial videos are also available and the creation of a YouTube channel was discussed.

Spangenberg proposed a working a group for TPP to help organize and promote the message to be chaired by Haight.

A motion was made, seconded and approved to create the working group.

IV. Membership Committee Projects

New Member Liasion Project – the project of onboarding of new members never took off in the past. Zander reviewed a project outline. Membership makes an on-boarding call that lasts 15-20 minutes to new members. Liasion would take it from there to tell them how they got involved with TCA. It was tasked to the TCA Director of Membership to create a New Member Liasion Program.

Motion to adopt the structure and content of a New Member Liasion program was passed.

Reminder: The TCA Building Border Barriers meeting will be held November 14th, 2018 in Brampton, ON. Goal is 100 in attendance.

V. Old Business

There were a few more comments about the New Member Liasion program and the Transportation Executive Program was to be incorporated into Truckload Academy which is being retooled in 2019. There was also a brief mention of having a program for associates to align them with carrier goals

VI. New Business

There was no new business to discuss

VII. Executive Session

The committee now has two items to be brought to the attention of the Board of Directors. The TPP Working Group and the Restructure of the New Member Liasion Program.

VIII. Adjournment

Spangenberg thanked committee members and guests for attending. The meeting adjourned after a motion was made and seconded at 10:42 a.m. EDT.

DRAFT