



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, Kim Grimmick

Minutes from Recruiting, Retention, Human Resources Committee

MEETING DATE: Tuesday, September 22, 2020
TIME: 3:30 p.m. – 4:45 p.m.
PLACE: Virtual Meeting (Zoom)

I. Call to Order

- Welcome to Our New Members, 1st-Time Attendees and Visitors
- Geoff Topping called the meeting to order and welcomed all committee members and new attendees to the virtual meeting,
- Geoff also reviewed meeting expectations addressing antitrust. There was a motion to proceed following antitrust guidelines from George Fieser seconded by Marilyn Surber and the committee accepted and approved conduct guidelines for the meeting.

- Approval of Prior Meeting Minutes:
 - Mike Bash asked the committee to approve and accept the minutes from the prior meeting
A motion to accept the minutes was made by Jane Jazrawy and seconded by George Fieser. The committee approved the prior minutes.

- Review Committee Successes: Geoff transitioned the conversation to Kim Grimmick and Jim Schoonover
 - Takeaways from Annual Convention: Kim Grimmick and Jim Schoonover shared the highlights of the 2020 convention noting the convention recordings were placed on a new platform with CarriersEdge as the host. Kim and Jim added that the views of videos had increased, and we now have the capability to better track view rates to see what resonates best with the members and attendees. Additionally, Kim and Jim remarked on how the sessions were becoming less promotional and more content focused as requested by the session attendees and as indicated on the post-convention surveys from prior years. There was also mention of revising the selection process for the Trucking in the Round sessions in a manner that would involve members of the RRHR Committee.

- Roll Out of Additional Content: Kim Grimmick and Jim Schoonover shared that the new educational content being rolled out from TCA has been primarily focused on three areas. The first has been the response and support of the COVID 19 initiative. All content from those sessions is available online to the public at Truckload.org. The second initiative is continuing the sponsored webinar sessions. The demand for content has focused on the communication and maintaining the “people touch” given the state of the pandemic and the disbursement of non-driver staff and the need to intensify and be responsive to driver needs. There is also a heightened need for safety content given the conditions of the industry.
- Certificate of Fleet Management: Kim Grimmick shared that TCA will continue to offer this certificate program to carriers. Kim reminded the committee that the content had been revised as well as the level of interaction for the learner. She shared that more than 300 users are now accessing the content. Geoff reminded the committee of the pricing model and that it has changed and is now a rooftop model making the content accessible across as many staff as desired at no additional cost.
- Safety Content: Kim and Jim shared the webinar attendance when content addresses safety. They then shared the roll out of a new program that would be six sessions in length and led by Brian Fielkow. The session would focus primarily on developing a culture of safety across a carrier’s operations. As a TCA member benefit, TCA members would have access to a VIP experience that involves the course content as well as separate meeting sessions.
- Committee Engagement:
 - Ongoing engagement: Geoff and Mike addressed the requests for more webinars covering a span of topics across the carrier operations. They reminded the committee that, historically, the educational sessions focused primarily on the Recruiting and Retention aspect of the industry and now the content spans across all aspects of the business. They questioned the committee members on potential topics and the feedback received addressed content to address how to stay connected with staff and still provide the personal experience of being in the office and communicating eye to eye.
 - Annual Convention selection: Mike, Geoff, Jim and Kim then proposed a modification of how speakers would be selected for the Trucking in the Round Sessions. The concept being that the committee would have a task force making the selection of the speakers based upon the proposal submittals across as many as nine different content areas. Volunteers for the selection process were then requested based upon their area of comfort and expertise. It was also shared that this would be an ongoing part of the committee role going forward on an annual basis.

Committee members:

Charlie John Grisley
Brian Dagliano
Jeremy Reymer
Mike Hedstrom
Alice Turner
George Fieser
Tim May
Eddie Wayland
Marilyn Surber
Tiffany Cancian
Amanda Schuier
Chris Petersen
Gene Schultz
Tim Chrulski
Dave Widly
Jane Jazrawy
Karen Smerchek
Cindy Nelson
Glynn Spangenberg
Mehdi Arradizadeh
Lisa Spangenberg
Kim Grimmick
John Lyboldt
Jim Guthrie
Paul J Marston
Shepard Dunn
Laura Gates
Lee Gentry
Ray George
Amy Medlin
Darin Williams
Geoff Topping
Steve Hoekstra
Scott Burckhard
Susan Fall
Lori Teders
Martin Garsee
Bob Kretsinger
Jeff Friess
Tracy Lange
Terry Burnett