



Communications & Image Committee

CHAIR: Lori Teders, Director of Administration/Finance, Hoekstra Transportation
VICE CHAIR: Lisa Spangenberg, CEO, Spangenberg Partners, LLC
TCA STAFF LIAISON: Marli Hall

MINUTES:

MEETING DATE: Tuesday, September 22, 2020
TIME: 2:00 p.m. – 3:00 p.m. ET
PLACE: Virtual Meeting

Committee Members in Attendance

Tina Angelone
Jon Coca
Dennis Dellinger
Brenda Dittmer
Susan Fall
Anne-Marie Hulsey

Bob Kretsinger
Mylene Patterson
Jon Russell
Lisa Spangenberg
Marilyn Surber
Lori Teders

Guests in Attendance

Mehdi Arradizadeh
Tim Chrulski
John Elliott
Steve Hoekstra
Jane Jazrawy

Josh Kaburick
Jim Ward
Dave Widly

TCA Staff in Attendance

Zander Gambill
Kim Grimmick
Marli Hall
David Heller
Hunter Livesay

John Lyboldt
Jim Schoonover
Alice Turner

I. Call to Order

Lori Teders, chair, welcomed committee members and guests. As the meeting was held virtually, she asked for clarification on a few numbers with no names attributed. TCA's Jim Schoonover gave brief guidelines for the virtual call. Teders then called the meeting to order at 2:08 p.m. ET. The list of attendees who participated in the call is above. A motion to accept the antitrust guidelines and minutes from the committee's previous meeting in March was made and approved. Teders introduced Lisa Spangenberg, vice chair, thanked the event sponsor DriverFacts and gave a high-level overview of the agenda items.

II. National Truck Driver Appreciation Week

Teders shared that given the current pandemic, TCA pivoted from its typical in-person driver appreciation events. TCA and its sponsor Tenstreet, hosted a special hour-long segment on the Dave Nemo Show which featured numerous “Thank You” messages geared toward the driver population, giveaways for callers, special announcement and recognition from industry partners, and a special performance from the U.S. Army Field Band’s Six-String Soldiers. Teders called on Bennett’s Lee Gentry to share a little about their NTDAW offerings but he was not on the call at that time.

III. Highway Angel

Teders shared that since the launch of the Highway Angel microsite in April, 36 drivers have been nominated – a 33% increase from this time last year. She added that TCA has received seven nominations in just one week which has never been done in the program’s 23-year history. Additionally, she continued that throughout the last few months, TCA has sent press releases to newspapers and media networks close to a recipients' city/province and where the company’s headquartered or located. The program has also recently been highlighted in industry publications. Teders also thanked the program’s Presenting Sponsor, EpicVue, and our Supporting Sponsors, Drivers Legal Plan and DriverFacts and shared that committee members will be encouraged to cast their 2020 Highway Angel of the Year in the upcoming months. A DriverFacts meeting sponsorship video was played.

IV. Driver of the Year Contest

Teders gave a brief overview of the contest and its sponsors, the shortened nomination form, and two-phase approach which has yielded great results - company driver contest received 65 completed nominations up from 22 last year and Owner Operators contest received 26 completed nominations up from 7 last year. TCA has received the most nominations than it has in nearly 10 years. She thanked committee members for their support of this contest. She shared that in October, TCA’s Marli Hall will be connecting with those liaisons whose drivers would be moving on to phase 2. She shared that Cummins, Inc. and Love’s Travel Stops will present a check for \$25,000 to the grand prize winners in each respective category while runner-ups receive \$2,500 as in years past.

V. Best Fleets to Drive For

Spangenberg announced that the Best Fleets to Drive For contest, now in its 13th year, accepted nominations for this year’s contest July 4th through Labor Day Weekend – nearly two months earlier as TCA’s upcoming annual convention is earlier. She shared that exactly 150 for-hire carriers were nominated this year – the most the contest has received to date. She shared that the Top 20 winners announcement would happen in early January those winners being showcased on stage in Nashville during Truckload 2021: Nashville.

VI. U.S. Capitol Christmas Tree

Spangenberg highlighted TCA’s support for the 2020 U.S. Capitol Christmas Tree. She shared more about this year’s tree, the forest where it was harvested, and how this year as with most large gatherings, TCA’s whistle stop will look drastically different to mitigate risk. She shared that the tree will only stop in a few locations throughout the state of Colorado, and in Asheville for TCA’s whistle stop. Apex Transportation, a flatbed hauler based in Henderson, Colorado, will be transportation the tree. Spangenberg added that TCA’s whistle stop will take place Tuesday, November 17, at the Asheville Outlets off Interstate 26 South. This year’s

event will feature a “reverse parade” in which a select number of eventgoers can driver through the event. She thanked TCA Chairman Dennis Dellinger and Cargo Transporter’s Shelley Dellinger for helping to plan the whistle stop.

VII. Wreaths Across America

Spangenberg shared that TCA is proud to partner with Pilot Flying J again this year to show their appreciation and thanks to the professional truck drivers who will be transporting wreaths to Arlington National Cemetery and the DC-metro region. A tentative, on-site event, – the annual Wreath Appreciation Rally – is set for Friday, December 18, but is contingent upon many factors. Once more information is available, TCA will share. She also shared that National Wreaths Across America Day will be held Saturday, December 19.

VIII. Vietnam Veterans Memorial Fund’s The Wall That Heals

Spangenberg shared that when Vietnam Veteran’s Memorial Fund’s Tim Tetz joined us onsite in Orlando last March, he was excited to share a full Wall That Heals schedule which sadly was cut short, with the majority of the events canceled given the pandemic. For those who volunteered to haul the Wall in 2020, Tim has connected with you to share 2021 dates and locations for consideration. Spangenberg shared that if committee members or guests would like to learn more about the initiative they can talk with Hall.

IX. Additional Initiatives

Spangenberg reminded attendees that during our meeting in March, the committee members and guests had great conversation about two initiatives: High school/trade school initiative and ways in which we can promote the image of the truck driver as a profession. She asked Teders to share what Hoekstra has experienced with the Trucks, Teens, and Traffic on-site events. Teders gave a brief background about program and an in-person event cancelation. Spangenberg made a motion to start a focus group to discuss TCA supporting a high school/trade school initiative. The motion was seconded and carried. Committee members Marilyn Surber, Susan Fall, and Tina Angelone expressed interest, as well as Tim Chrulski and Spangenberg.

X. Old Business

Spangenberg asked for any old business. There was no old business to discuss.

XI. New Business

Spangenberg asked for any new business. There was no new business to discuss.

XII. Executive Session

Teders 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

Teders thanked committee members and guests for attending. The meeting adjourned after a motion was made and seconded at 2:31 p.m. ET.