



## Membership Committee

CHAIRMAN: Tim Chrluski, Chief Operating Officer, Garner Trucking  
CO-CHAIRMAN: Glynn Spangenberg, Chief Advisor, Spangenberg Partners  
TCA STAFF LIAISON: Zander Gambill

### MINUTES:

MEETING DATE: Wednesday, September 23, 2020  
TIME: 1:00 to 2:00 p.m. ET  
PLACE: Virtual

#### Committee Members in Attendance

Tim Almack  
Al Anderson  
Sherri Garner Brumbaugh  
Tim Chrluski  
Roy Cox  
Josh Kaburick  
Bob Kretsinger

Ed Nagle  
Mylene Patterson  
Glynn Spangenberg  
Marilyn Surber  
Jim Ward

#### TCA Staff

Shepard Dunn  
Zander Gambill  
Marli Hall  
David Heller

Alice Turner  
John Lyboldt  
Eddie Wayland

#### **I. Call to Order**

Tim Chrluski, chair of the Membership Committee welcomed committee members and guests. He conducted a roll call, reviewed the anti-trust guidelines, and minutes were approved from the March meeting. The agenda for the meeting was presented and the following reports were given.

#### **II. Membership Committee update**

Tim reviewed several ideas about recharging the committee. He talked about resetting priorities and focusing on benchmarking, education and communication. The plan calls for monthly calls for the committee where Zander will provide various reports to support the meeting, discussion and action steps. There was great discussion about referral programs and acknowledgement, mentorship for new members, highlighting new members and onboarding. There was also discussion on starting a Mentoring Program and Mylene Patterson and Marilyn Surber expressed interest in joining that effort. Glynn Spangenberg, Committee Co-Chair, spoke also about improving vendor and carrier relations via membership committee efforts.

### **III. Membership Report**

Zander gave his report that included the following:

Membership has dropped 4% since last meeting in March when it was close to a record high; renewals have remained strong at 90% for carriers and recent months have shown promising results with July 2020 expires at 92%; new member acquisition per month has dropped from 11 per month average pre COVID to just under an average of 2 for the months of March - August; September looks much better at 7 new members and Zander is cautiously optimistic about the remainder of the year.

Zander also talked about some record high numbers with member engagement which is most likely helping with renewal rates. In the past six months, record highs were recorded with scholarship applicants, call for presenter submissions, Best Fleet to Drive For applicants, Driver of the Year submissions and Fleet Safety Awards nominees. TCA has really stepped up with increased communications, webinars, virtual courses and more and overall TCA member engagement is strong.

Zander discussed his plan to hire a full-time Membership Manager to focus on carriers and he is close to hiring someone. He also mentioned that TCA is looking at a CRM tool to help them with prospecting, retention and reporting. There will soon be three staffers dedicated to membership and prospecting and a proper CRM tool is required.

### **IV. TPP Report**

Shepard Dunn updated committee members on the TPP program and the recent transition to FreightWaves. There are now 513 KPIs, 136 TPP member companies, 238 profiles and 11 Best Practice Groups.

### **IV. Old/New Business/Executive Session**

There was some discussion with old business on the need to reactivate the referral program and what kind of recognition is needed for the "Rigster" referring company.

### **V. Adjournment**

Tim thanked committee members and guests for attending. The meeting adjourned after a motion was made and seconded at 2:15 p.m. ET.