



Communications & Image Committee

CHAIR: Graig Morin, Brown Dog Carriers
TCA STAFF LIAISON: Zander Gambill and Hunter Livesay

AGENDA:

MEETING DATE: Wednesday, September 11, 2024
TIME: 9:15 – 9:45 a.m. ET
PLACE: Royal Sonesta, Washington, D.C.

COMMITTEE MEMBERS IN ATTENDANCE

Jennifer Hull	Mylene Abrego
Rayvaughn Christenson	John Culp
Allison Hughes	Jon Coca
Jared Whitson	Ryan Doran
Tracy Rushing	John Simms
Lisa Spangenberg	

GUESTS IN ATTENDANCE

Kevin Reynolds	Molly Vidler	Mark Jamieson
Derek VanBlargan	Jeff Dorais	Ryan Whelan
Jason Douglass	Lydia Wommack	Jeff McKinney
Patrick Tripp	David Pike	Barry Pottle
Jennifer Nuest	Mike Hayden	Jerry Sigmon Jr.
Samantha Bodnar	Dean Newell	Ryan Penix
Shelly Seaton	Eric Grant	Amanda
Dave Widly	Kevin Williams	Dobrochowski
Lori Widly	Robert Ragan	Taylor Santiago
Glynn Spangenberg		Sarah Burns

I. Call to Order

- Antitrust Review
- Approval of Minutes

II. Communications Department Update

- TCA's Communications staffers Zander Gambill, Sarah Hammons and Hunter Livesay introductions
- The committee meets monthly on Zoom calls – let us know if you'd like to get involved
- An overview of the 5 key tenants that drive TCA Communications:
 - Improving the Driver's Job
 - Improving Roadway Safety
 - Improving Carrier Profitability
 - Elevating the Image of the Trucking Industry
 - Supporting Reasonable Sustainability Initiatives

III. TCA *Elite Fleet* Program

- TCA recently launched a new certification program with the aim of recognizing top performing North American truckload carriers with respect to their workforce culture and employee/driver satisfaction
- Enrollment is Open through October 18
- The program is administered in partnership with The University of Denver's Transportation & Supply Chain Institute

IV. TCA Professional Drivers of the Year

- We are thrilled to have all five of the Professional Drivers of the Year in attendance at this event.
- The program has been a great success and we will continue to recognize five drivers each year moving forward
- Tim Chelette, Rosalinda Tejada, Clark Reed, and James White were presented with certificates commemorating their status as the 2024 TCA Professional Drivers of the Year

V. TCA Highway Angel + Highway Angel of the Year

- Hunter Livesay provided a brief overview of some great coverage the Highway Angel program has been getting throughout the past year, with the highlight being an interview with a Highway Angel and the crash victim he assisted being featured on NPR
- He also urged members to continue to nominate their drivers and keep the program's momentum going strong
- Highway Angel of the Year voting will begin this winter – be on the lookout for that

VI. National Truck Driver Appreciation Week/National Trucking Week

- Hunter Livesay asked that carriers continue to send us photos from their NTDAW celebrations so we can highlight them in a photo album
- We opened up the floor for discussion and ideas from the audience as to any new or exciting things they are planning for this year's event. Many great suggestions and experiences were shared, including input from TCA's Professional Drivers of the Year

VII. Image Programs

- Committee Chair Graig Morin shared his experiences with both VVMF *The Wall that Heals* as well as Wreaths Across America.
- The Wall that Heals is seeking a few carriers to complete its 2024 Tour Schedule, we have sent out the link a few times seeking volunteers
- TCA is participating in the Wreaths Across America *Truckload of Remembrance Program* for the first time this year. Through our affiliate link, you can sponsor a wreath for \$17 and support both WAA as well as TCA's Scholarship Fund.
- The US Capitol Christmas tree is coming from Alaska this year and TCA is continuing our sponsorship of that program with a Whistle Stop in Hagerstown planned in conjunction with the FMCSA

VIII. Old Business

IX. New Business

X. Executive Session

XI. Adjournment