



Welcome to



The Machinery Haulers Association, Inc.
2021 Annual Meeting
April 7-9, 2021
Marriott Rivercenter Hotel
San Antonio, Texas



2021 Annual Meeting

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TMHA Welcomes our Members, Sponsors, and Guests!
Thank You for Attending.

If your company is not a member, we hope you will consider it becoming one.
Visit us at www.machineryhaulers.org to learn more and to complete a membership
application or Call us at 319-214-7323.

The Machinery Haulers Association, Inc.
Annual Meeting Schedule of Events
April 7-9, 2021
Marriott Rivercenter Hotel – San Antonio, Texas

Wednesday, April 7

5:00 - 6:30 pm – Welcome Reception *sponsored by Transport Permits, Inc.* (Pearl 3 – 2nd Floor)
7:00 – 8:00 pm – River Cruise on San Antonio River *sponsored by Gallano Trucking, Inc.* (Rivercenter Port)
8:00 pm – Dinner on your own at any of the River Walk’s great restaurants

Thursday, April 8

7:00 Registration & Breakfast *sponsored by Amhof Trucking, Inc.* (Salon I – 3rd Floor)
8:10 Welcome by Clayton Fisk - President & COO | TMHA
Meeting Open by Heather Johnson - Chairman of the Board | TMHA
Pledge of Allegiance
Introductions of Members & Guests
Sponsor Recognition
Meeting conduct & Anti-trust law Policy
8:30 **John Esparza** – President & CEO | Texas Trucking Association
9:30 **Major Chris Nordloh** – Texas DPS, Commercial Vehicle Enforcement | Commercial Vehicle Safety Alliance
10:30 Break
10:45 **David Heller** – Vice President of Government Affairs | Truckload Carriers Association
11:45 Lunch Break *sponsored by Gallano Trucking, Inc.* (Salon I)
12:45 **“The Dave Nemo Show”** with **Dave Nemo & Jimmy Mac**.... *sponsored by XL Specialized Trailers*
1:45 **Dean Croke** – Chief Analyst | DAT Freight & Analytics
2:45 - Break
3:00 - **Bob Costello** – Chief Economist | American Trucking Associations
4:00 Meeting adjourns for the day
5:30 – 7:00 pm – Cocktail Party on poolside patio*Sponsored by Landstar Transportation Logistics, Inc.* (4th Floor)
7:15 – 9:15 pm – TMHA Annual Meeting Banquet & Safety Awards *sponsored by TMHA* (Pearl 3)

Friday, April 9

7:00 Breakfast *sponsored by Diamond Transportation System, Inc.* (Salon I)
8:00 **“Member Spotlight”** on West Chester Permit LLC presented by **Scott Boehm**, President
8:30 **Jared Childress** – Attorney | Childress Law PLLC
9:30 **All-Star Panel Discussion**

- Moderated by **John Simms**, Sr. Risk Advisor – HNI Risk Services
- Panelists: **Jeffrey Davis**, Napa River Insurance; **David Heller**, TCA; **Lance Votroubek**, Warren Transport, Inc.

10:15 Break
10:30 All-Star Panel Resumes
11:15 TMHA 2021 Annual Business Meeting
11:45 Wrap-up & Adjournment
12:00 Board of Directors Meeting



TMHA Thanks its Generous Premiere Sponsors!

PLATINUM

HNI Risk Advisors

"We Love Truckers"

Sponsor of TMHA Truck Fleet Safety contest

Co-Sponsor of the TMHA Dinners



GOLD

Great West Casualty Company

"Trucking is Our Business Our Only Business"

Co-Sponsor of the TMHA Dinners



GOLD

Hudson Insurance Group

"Committed to Providing Superior Specialty Insurance Products"

Sponsor of New Member Incentives

Co-Sponsor of the TMHA Dinners



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It's Time to Rethink Insurance.



TMHA Thanks its Generous Annual Meeting Sponsors



THE MACHINERY HAULERS ASSOCIATION, INC.

Guidelines for Conduct at TMHA Meetings

Potential antitrust violations are inherently present at all meetings of trade associations because an essential element of antitrust violation -- a combination of competitors -- exists. Discussions can generally involve any subject without raising antitrust concerns if they are kept free of even the suggestion of restraint of trade, or the selection of suppliers, customer, or prices.

Examples of conducts that clearly restrains competition and is presumptively unlawful include:

- (A) Agreements to raise, lower, stabilize, or in any other way establish price, or factors related to price, such as costs, wages, discounts, credit terms, or profit levels (discussion of past prices may also be suspect);
- (B) Discussions concerning what constitutes a "fair" profit level;
- (C) Agreements to allocate or control markets, sales territories, customers or geographic territories;
- (D) Agreements to restrict or affect the availability of products or services, or the terms or conditions of their sale;
- (E) Discussions of the ethics or propriety of pricing practices, such as price adjustments, discounts, and credit terms, or whether said practices constitute an unfair trade practice;
- (F) Agreements requiring customers to purchase an ancillary item or service in order to buy the desired product or service;
- (G) Agreements to refrain from competing;
- (H) Agreements refusing to deal with third parties (boycotts).

Other areas to be scrutinized for antitrust compliance include discussions concerning membership, fees and services for members and non-members, statistical programs, joint research programs, standard-setting, group buying and selling programs, and certification.

TMHA seeks to avoid antitrust violations in connection with Association activity, so participants should avoid engaging in conduct – in meetings or socially – that gives even the appearance of an impermissible conversation, agreement, alliance, or impropriety.

Meetings should be conducted in such a way as to minimize allegations of antitrust improprieties. A specified agenda and related topics should be adhered to and minutes should be taken. Participants always have the right to object to discussing any subject. Those chairing meetings should avoid discussing or making recommendations on subjects of questionable legality and should halt discussions of impermissible subjects. Less sensitive but suspect subjects, such as matters relating to data collection, cooperative research, and standard-setting, should be deferred until counsel can be consulted. Secret or "rump" meetings held when official meetings are scheduled should be avoided.

Disregard of these considerations can result in antitrust exposure for the Association, the individuals, and the companies involved. Civil and criminal penalties apply, and private rights of action are available to those alleging business interference or economic injury.



Roster of TMHA 2021 Annual Meeting Speakers



Jerad Childress, Esq., Childress Law PLLC - Prior to establishing Childress Law, Mr. Childress worked as an attorney at Scopelitis, Garvin, Light, Hanson & Feary, the largest transportation law firm in the U.S. While at Scopelitis, Mr. Childress worked primarily in the firm's transportation safety and compliance practice group. Then and now, Mr. Childress serves transportation and manufacturing clients on a multitude of issues including regulatory issues associated with various DOT administrations such as FMCSA, NHTSA, and FAA. Mr. Childress also assists carriers and manufacturers with various issues related to Electronic Logging Devices, including third party review of manufacturer's self-certification requirements and auditing of a carrier's ELD compliance programs and other safety technologies. Mr. Childress has assisted all manner of motor carriers from carriers with thousands of vehicles down to those carriers with 20 or fewer vehicles. Mr.

Childress currently serves as part of a Third Party Auditor Team appointed by NHTSA to oversee a major auto manufacturer regarding their NHTSA obligations under the Safety Act. Mr. Childress also previously served a three year commitment as a member of another Third Party Auditor Team appointed by NHTSA to oversee a major RV manufacturer regarding their NHTSA obligations under the Safety Act. Mr. Childress also has experience in commercial and employment related litigation. This provides Mr. Childress with a more robust understanding of contract and employment related issues that can be applied to his work with his transportation and manufacturing clients. Mr. Childress frequently speaks at industry events and webinars, offering his unique perspective to compliance.

Prior to servicing the transportation industry, Mr. Childress was an active duty member of the U.S. Navy. Mr. Childress has also worked in financial operations for a Fortune 500 company, volunteered for over ten years with the Big Brothers and Big Sisters program, and is currently working extensively on non-profit projects impacting child hunger.

Mr. Childress is licensed to practice law before all state and federal courts in the State of Indiana, the U.S. Court of Appeals for the Seventh Circuit, and the U.S. District Court for the Eastern District of Michigan.



Bob Costello is the Chief Economist and Senior Vice President of International Trade Policy and Cross-Border Operations at the **American Trucking Associations (ATA)**, the national trade association for the trucking industry. As Chief Economist, he manages all of ATA's collection, analysis and dissemination of trucking economic information. This includes several monthly trucking economic indicators, motor carrier financial and operating data, an annual freight transportation forecast, driver wage studies, weekly diesel fuel price and economic reports, and a yearly trucking almanac. Bob also conducts economic analyses of proposed regulations and legislation affecting the trucking industry. Bob is often cited in the news media as an expert on trucking economics, including the Wall Street Journal, Business Week, CNBC, FOX Business Channel, and National Public Radio. In 2018, Bob was appointed by Secretary of Commerce Wilbur Ross to the Advisory Committee on Supply

Chain Competitiveness. He currently serves on the American Transportation Research Institute's Research Advisory Committee. He is on the Board of Directors for the Border Trade Alliance. Bob is also a member of the National Association for Business Economics and has served on several research and project panels for the Transportation Research Board, which is part of the National Academies. He is also a member of the Industrial Economists Group at Harvard University. Prior to joining ATA in 1997, Bob was an economist with Joel Popkin & Company in Washington D.C., an economic consulting firm that specializes in the analysis of wages, inflation, and economic trends. Bob has a Master's degree from the University of Northern Iowa and a Bachelor of Arts from Winona State University. He lives in Alexandria, Va. with his wife and daughter.



Dean Croke is Principal Analyst at DAT Freight and Analytics. Prior to joining DAT, Dean was Chief Insight Officer at FreightWaves where he led the freight market intelligence team of Market Experts. Prior to that he was Vice President of Data Products at Spireon where he helped develop new telematics data products in the trucking, passenger automotive and insurance markets. Dean also ran Lancer's long-haul truck insurance business after spending many years as Vice President of Omnitracs Analytics (formerly Qualcomm) where he developed Data Science technologies including machine learning, complex business rules engines and data analytics for transportation companies.

Croke was one of the original founders of Atlanta-based FleetRisk Advisors (purchased by Qualcomm and now called now Omnitracs Analytics) and has 35 years of experience in data analytics, transportation, supply chain management, mining, and insurance risk management. Originally from a family-owned and operated trucking business in Australia, Dean is still actively involved in the trucking business and having completed nearly 2 million miles in Australia as a long-distance truck driver, Croke also owns a 379 Peterbilt show truck known as "The Grumpy Pete" and still holds a U.S. CDL, making him uniquely experienced in the field of data science, supply chain management, risk management and human performance.



Jeff Davis has been involved in commercial trucking safety from the insurance side since 1983. As **Vice President of Safety for Napa River Insurance Services**, Jeff oversees all safety and loss prevention activities with prospective and insured clients. This includes the pre-underwriting due diligence process, insured client safety and compliance services, as well as analyzing loss and compliance data.

Jeff is active in numerous state and national trucking industry groups and is a member of the Truckload Carriers Association Regulatory Policy Committee. He was the 2018 recipient of the Lee J. Crittenden Award presented by the Professional Truck Driver Institute. Jeff received his B.S. in Public Administration and Regulatory Affairs from Indiana University, School of Public and Environmental Affairs.



John D. Esparza, is a graduate of Texas Tech University in Lubbock, where he earned a bachelor's degree in Public Relations with a minor in Marketing. He is the **President and Chief Executive Officer of the Texas Trucking Association (TXTA)**, an Austin-based trade association established in 1932 representing the motor transportation industry. Additionally, he serves as the Executive Director of the Southwest Movers Association (SMA). SMA, established in 1917, is one of the largest household good carrier's public policy and political advocacy groups in the nation. Esparza served as senior advisor and a special assistant to Texas Governor Rick Perry, focusing on policy, legislative and political issues. Esparza was a personal assistant and aide-de-camp in the Texas Senate to then Lt. Governor Perry. He also served as an assistant to the communications director for State Senator Teel Bivins (R-Amarillo) before joining Perry's administration. During the late 90's, Esparza worked extensively on Hispanic outreach under political strategist and advisor

Karl Rove as then Governor George W. Bush's Political Coalition Director. During this time Esparza was also a member of Governor Bush's Advance Team. Prior to that, Esparza completed a fellowship with the American Association of Retired Persons, reporting to the state communications director. He is a former Regent for the Texas Tech University System, appointed by then Governor Rick Perry.



David Heller is the **Vice President of Government Affairs** for the **Truckload Carriers Association (TCA)** and is responsible for communicating and interpreting all trucking-related regulations – safety, legislative, and otherwise – to the membership of TCA and our congressional representatives on Capitol Hill.

Heller regularly develops and authors comments regarding trucking industry mandates based upon association policies and principles and serves as staff liaison for all federal and state legislative and regulatory issues pertaining to the Department of Transportation and other related federal agencies. As a routine part of his job, he supports the association membership in the resolution of technical inquiries on the trucking industry, with particular emphasis on the Federal Motor Carrier Safety Regulations (FMCSRs).

As evidenced by his participation in FMCSA's Entry Level Driver Training Advisory Committee (ELDTAC), Heller has become a recognized industry expert in trucking. Heller is also one of the few association executives who has earned his certification from the North American Transportation Management Institute (NATMI) as a Certified Director of Safety (CDS).

Heller has appeared multiple times on the Dave Nemo Show and Road Dog Trucking News with Mark Willis to explain TCA's position on key legislative and regulatory issues, has spoken on issues to multiple industry-based trade associations, and authors a monthly column for *FleetOwner*, a national publication pertaining to trucking. He is regularly approached for comment on industry-relevant matters by top trucking trade publications and offers a quarterly webinar to TCA members that provides updates on important industry issues such as ELDs, Hours of Service, and Testing for Drugs and Alcohol.



Dave Nemo, President of RadioNemo and on-air host, grew up glued to the radio. He studied communications in college and was the campus station program director. That led to being hired for weekend work at WWL Radio in New Orleans in the winter of 1969. He's proud of his service in the U.S. Army and was fortunate to be a radio host on AFKN in Seoul, South Korea. Back in New Orleans, his career in trucking radio began in the summer of 1972 when he joined Charlie Douglas and The Road Gang. Today, he's honored to serve the men and women of the "Wonderful World of Trucking" across North America through SiriusXM. Dave says one of the best things he ever did was to start the St. Christopher Fund with his

dear friends Michael Burns and Dr. John McElligott. Dave is honored to be on the Truckers Against Trafficking Board of Directors. He considers himself lucky and blessed to have such a wonderful team at RadioNemo. Dave plans to ride along with you for many miles to come.



Jimmy Mac, RadioNemo on-air host, is a native New Orleanian who has visited 49 states and called 4 of them home. Having worked in law enforcement, education, contracting, and the entertainment industry, he is now proud to be a member of the RadioNemo family. Jimmy loves that he gets paid to talk infrastructure, transportation, movies, books, and destinations on Dave Nemo Weekends and The Dave Nemo Show with people he adores. He would like to thank Boudreaux and Snake Pontchartrain for giving him this opportunity.



Major Chris Nordloh is the **Commercial Vehicle Enforcement (CVE) Coordinator** for the Texas Dept. of Public Safety, which is the lead CVE agency for the State of Texas. He has been with the DPS since 1996 and has been in Commercial Vehicle Enforcement since 1999. He has worked in El Paso, Falfurrias, Houston, Corpus Christi, and is currently stationed at the DPS headquarters in Austin.

Major Nordloh is a graduate of the Northwestern School of Police Staff and Command. He is responsible for developing policies related to commercial vehicle enforcement for DPS and local agencies, oversees the Motor Carrier Bureau and the Compliance Review and Safety Audit programs, and supervises the School Bus Safety and CVE training units. He is responsible for oversight of federal grants related to commercial vehicle enforcement.

Nordloh is responsible directly to the Chief of the Texas Highway Patrol Division and is his liaison to the field with respect to CVE operations. In addition, he is responsible for updating the Texas Administrative Code relating to commercial and school bus vehicle regulations and enforcement.

Major Nordloh maintains regular contact with the trucking industry and related associations to improve safety on Texas highways, and coordinates enforcement efforts between DPS and the Federal Motor Carrier Safety Administration (FMCSA) and the Commercial Vehicle Safety Alliance (CVSA). Major Nordloh is also the recipient of the 2016 C.H. Cheshire Award. In September 2019, Major Nordloh was voted to be an international officer as Secretary of the Commercial Vehicle Safety Alliance. Major Nordloh also supervises the Department's Tactical Marine Unit.



John Simms is a senior level risk management professional with more than 35 years of experience in the transportation industry. John leads the **HNI Risk Services Business Advisory Team** in their Illinois Office. John and his team specialize in advancing company cultures which has a large impact on risk management, loss prevention, safety, and compliance. Using the HNI developed "Boots on the Ground Strategy" which features the Day in the Life, an Organizational Assessment Process, John's team gains extensive knowledge of how each organization operates. John has a wealth of experience and passion

for working to help clients establish proper processes, procedures, measurements, and strategic initiatives that will enable them to work toward continuous improvement in loss reduction, resulting in reduced risk exposure and increased profitability for their organization.



Lance Votroubek is **Vice President & General Manager of Van Division at Warren Transport, Inc.** out of Waterloo, Iowa, and is a member of TMHA's Board of Directors. Lance graduated from the University of Iowa and is a huge Hawk fan. Lance spent eleven years with CRST in Cedar Rapids, Iowa before moving north to Warren Transport. While Lance is currently VP/GM of Van Division at Warren, he is no stranger to specialized, open-deck, machinery transportation as he spent his first five years with Warren working in and then managing that division. Lance and his family make their home in Cedar Rapids, Iowa.

TMHA Motor Carrier Members



HILBURN
TRUCKING, INC.



TMHA Allied Members



Dedicated. Trusted. Insurance.



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Diamond Transportation System, Inc.



TMHA Calendar of Upcoming Events

September 8-10, 2021

2021 Safety & Security Conference
Venue: Grand Geneva Resort & Spa
Location: Lake Geneva, Wisconsin



April 2022

2022 Annual Management Conference
Venue: TBA
Location: Nashville, Tennessee



September 2022

2022 Safety & Security Conference
Venue: Grand Geneva Resort & Spa
Location: Lake Geneva, Wisconsin

