



**The Machinery Haulers Association, Inc.
2024 Annual Meeting & Management Conference
April 14-16, 2024
Scottsdale Marriott Old Town Suites Hotel
Scottsdale, Arizona**



This TMHA Publication is Sponsored by West Chester Permit LLC





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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 <https://www.machineryhaulers.org/> to learn more and to complete a [Membership Application](#) or call us at 319-214-7323.

Things You'll Want to Know!

Hello! Welcome to TMHA's 2024 Annual Meeting & Management Conference in the beautiful "Grand Canyon State" at the Scottsdale Marriott Old Town Suites Hotel in Scottsdale, Arizona. We know your time is very valuable and that your travel dollars must be wisely spent ... especially this year. We're pleased that you decided to take time out of your busy schedule to spend three days with us.

Our goal is for you to have a great conference experience. What does that look like? We want you to experience excellent, professional, specialized-trucking-centric presentations, beneficial opportunities to interact and network with other industry professionals, and to do it all in a first-class, relaxing, and enjoyable environment and atmosphere. We've worked hard to see that we deliver that to you over the three days we'll be together and we hope you'll enjoy your time with us in Scottsdale.

The following are some things you'll want to know to get the most out of your conference experience. If you have any questions during the conference, please feel free to address them to TMHA president, Clayton "Clay" Fisk, or to any of our board members.

1. The Welcome Reception will be held from 6:00 pm to 7:30 pm Sunday evening outside in the "Courtyard." **Dinner Sunday evening** will be on your own. You can click [HERE](#), to find out about the many and varied dining opportunities available near the hotel.

2. Here's where our events will be held:

Welcome Reception (Sunday evening): **Courtyard**

Breakfast (both Monday & Tuesday): **Cottonwood**

Meetings (both Monday & Tuesday): **Salons 1 & 2**

Lunch (Monday): **Cottonwood**

Cocktail Hour (Monday): **Cottonwood**

Dinner (Monday): **Cottonwood**

3. ATTIRE: While we are a professional organization and will be holding a professional event, we understand it can be quite warm in Scottsdale, even in the month of April. The rule of thumb is this: *Business casual* is appropriate. A golf or company shirt and slacks is fine. At any time during the conference, a jacket or sport coat is fine if you are more comfortable that way. There won't be many suits or neckties, but there may be a few. They are not required. We want to be professional, yet comfortable too.

4. Name Badges: We will have Name Badges & lanyards for all attendees, including the guest spouses and other guests. We'll have new folks at this conference and wearing our Name Badges will help everyone know who everyone else is so we can mix and make new acquaintances. The Name Badges & lanyards will be on a table at the Welcome Reception (sponsored by Roberts Perryman PC). Please take yours, wear it, and keep track of it for the remainder of the conference. When the conference concludes Tuesday noon, you may put them in the plastic box that will be available near the door when you leave. Thank you.

The Machinery Haulers Association, Inc.
TMHA Annual Meeting & Management Conference – April 14-16, 2024
Schedule of Events
Scottsdale Marriott Old Town Suites Hotel – Scottsdale, Arizona

Sunday, April 14

6:00 – 7:30 pm Welcome Reception *sponsored by Roberts Perryman P.C.* in the *Courtyard*

Monday, April 15

7:50 Breakfast & Networking *sponsored by Brown & Brown Insurance* in *Cottonwood Room*

8:50 Welcome by Clayton Fisk, President & COO in *Salons 1 & 2*

Invocation

Opening of Conference by Randy Amhof, Chairman of the Board

Pledge of Allegiance

Introductions of Members & Guests

Sponsor Recognition

TMHA 2024 Annual Business Meeting

9:30 **Keynote: DAVID R. WILLIAMS**, Sr. VP – Equipment & Gov't Affairs | Knight-Swift Trans. Holdings

10:30 Break *sponsored by Landstar Transportation Logistics, Inc.*

10:45 **Featured Speaker: TONY BRADLEY**, President & CEO | Arizona Trucking Association

11:45 **“TMHA Spotlight”** on **HUB International Insurance** presented by Rebecca Larson & David Martini

12:15 Lunch in *Cottonwood Room*

1:15 **HENRY SEATON, ESQ.**, Partner | Seaton & Husk, LP

2:15 Break *sponsored by ProMiles Software Development Corporation*

2:30 **DAVID HELLER**, Sr. Vice President of Safety & Government Affairs | Truckload Carriers Association

3:30 Adjourn for the day

6:00 Social Gathering & Cocktails *sponsored by XL Specialized Trailers, Inc.* in *Cottonwood Room*

7:00 Dinner *sponsored by XL Specialized Trailers, Inc.* in *Cottonwood Room*

Tuesday, April 16

7:15 Breakfast & Networking *sponsored by Searcy Trucking, Ltd* in *Cottonwood Room*

8:15 **RACHELLE BAKER**, Director, Culture & Driver Services | Searcy Trucking Ltd

9:15 **OPEN DISCUSSION** (facilitators Brent Menke, Shane Michelson, John Simms & Dave Wittwer)

10:10 Break

10:30 **PROF. JASON MILLER**, Interim Chairperson, Eli Broad Professor of Supply Chain Management – Michigan State University

11:30 Wrap-up & Adjournment

Electronic Conference Booklet *sponsored by West Chester Permit LLC*



Registered Conference Attendees

***** THIS PAGE AVAILABLE to CONFERENCE ATTENDEES ONLY *****

TMHA Safety & Security Conference Speakers



KEYNOTE SPEAKER: DAVID R. WILLIAMS is the **Senior Vice President-** Equipment & Government Relations at **Knight-Swift Transportation Holdings.**

Current Positions

- o 31+ years with Knight-Swift Transportation based in Phoenix, Arizona
- o Immediate Past Chairman – Truckload Carriers Association
- o Board of Directors and Executive Committee – Arizona Trucking Assoc.
- o Chairman – Autonomous Vehicle Subcommittee – American Trucking Associations
- o Board of Directors and Executive Committee – American Trucking Associations
- o Board of Managers – TruckMovers, Inc. – Providing heavy duty tractor delivery service for North American tractor OEMs
- o Board of Trustees – Knight-Swift Charities

Former Positions Held

- o Chairman – Arizona Trucking Association
- o Chairman – Energy and Environmental Policy Committee, Highway Policy Committee, Fuel Efficiency Advisory Committee – American Trucking Associations
- o Appointed by the Governor to the Arizona Surface Transportation Funding Task Force
- o Co-Chair – Freight Committee of the Arizona Transportation and Trade Corridor Alliance
- o Board of Directors – Quality Liaison Services of North America, Inc. – Providing services to Heavy Duty Manufacturing Facilities throughout North America
- o Member of the Arizona DOT Advisory Team for the South Mountain Corridor Freeway
- o Chairman – Highway Policy Committee – Truckload Carriers Association

Background

- o Bachelor of Science Degree from Arizona State University (Go Devils!)
- o Married 31 years to wife Suzi
- o 4 children: Mallory (married to Boone Smith), Ely (married to Emma), Gracie, and Ryan
- o 2 Grandchildren: Molly and Jack



FEATURED SPEAKER: TONY BRADLEY has served as **President and Chief Executive Officer** of the **Arizona Trucking Association** and the Executive Director for the Arizona Trucking Association Foundation since 2013. Bradley has more than 25 years of experience in public policy, government relations, and public affairs. He is a passionate advocate for the trucking industry and is considered a trustworthy ally and a formidable foe at the Arizona Capitol.

Bradley started his professional career with Senator John McCain. After interning in McCain’s Phoenix office in college, Bradley was hooked. He worked in a variety of capacities for the late Senator in Arizona and in Washington, DC. During the 2000 Presidential campaign, Bradley was a key player in revolutionizing how political campaigns utilize the internet for McCain2000.com. Since then, Bradley has consulted and advised on hundreds of political and public affairs campaigns throughout the United States.

Born on a Navy base in the California desert, and raised in rural Colorado and Arizona, Bradley loves the outdoors. With his dreams of being a professional skier or football player long behind him, he now focuses his energy on coaching his children’s sports teams.

Bradley is a double Sun Devil, with a Juris Doctorate and a Bachelor of Arts in Political Science from Arizona State University. He lives in Phoenix, AZ with his wife and two children.



HENRY E. SEATON is a graduate of Duke University and Vanderbilt School of Law. He has practiced law for 50 years and is a partner in the Law Office of **Seaton & Husk, LP**, a Washington D.C. area-based firm specializing in transportation law. The firm specializes in freight claims, freight charge collection, contracting issues, representation before the FMCSA, and bankruptcy issues.

He serves as Counsel for the Air & Expedited Motor Carriers Association, The Expedite Alliance of North America, the American Home Furnishings Alliance, and the Auto Haulers Association of America.

Mr. Seaton serves as Co-Chair of the of the Transportation Lawyers Association’s Federal Regulations Committee and is a frequent speaker and lecturer regarding cargo claims, freight charges, contracting and risk/insurance issues affecting carriers and brokers.

As Counsel for a number of trucking related trade associations and the Alliance for Safe, Efficient and Competitive Truck Transportation (ASECTT) he is a frequent advocate for industry stakeholders on issues of common interest in response to rulemaking and other requests for comments before administrative agencies such as the FMCSA, the Department of Labor, NLRB and SBA. Today, Henry’s topic will be, “Safety, Compliance, and Common Sense / Three Hot Topic Issues Affecting Trucking.”





DAVID HELLER is the **Senior Vice President of Safety & 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 (FMCSR). As evidenced by his participation in FMCSA's Motor Carrier Safety Advisory Committee (MCSAC), Heller has become a recognized industry expert in trucking.

Heller has appeared multiple times on CNN and FOX News as well as on the Dave Nemo Show and Road Dog Trucking News with Mark Willis to explain TCA's position on key legislative and regulatory issues, also authoring a monthly column for FleetOwner Magazine. He is regularly approached for comment on industry-relevant matters by top trucking trade publications.



RACHELLE BAKER is a dedicated and accomplished professional who has played a pivotal role in the success of **Searcy Trucking, Ltd.** since joining the organization in 2014. As the **Director of Culture and Driver Services**, she oversees a multifaceted department responsible for crucial aspects of the company's operations, including Marketing, Recruiting, Risk and Compliance, Health and Safety, Driver Development, and ELD's.

Rachelle has successfully promoted the company's services, strengthening its brand and market presence extending beyond the traditional aspects of marketing. She is a forward-thinking leader who understands the importance of a strong online presence and personal branding, including her use of social media platforms like Meta (formerly Facebook), Instagram, and LinkedIn, as well as her strategies for marketing Searcy Trucking's brand as well as her own.

Today, Rachelle will present "Marketing Made Simple: A Crash Course for Success." During the presentation, you'll be introduced to techniques to enhance your company's image and effectively navigate the intricate landscape of social media to promote your company's and your personal brand.



Prof. JASON MILLER, PhD. Is the Eli Broad Professor in Supply Chain Management at Michigan State University. He engages with industry practitioners to identify ways of translating economic data into practical insights to facilitate better strategic and tactical planning. He is extensively quoted by media outlets such as *The Wall Street Journal*, *Bloomberg*, *Reuters*, and *NPR Marketplace*.

TMHA Thanks its Generous Annual Meeting & Management Conference Sponsors

Sunday evening Welcome Reception – Roberts Perryman, P.C.



Monday Breakfast – Brown & Brown Insurance



Monday AM Break – Landstar Transportation Logistics, Inc.



Monday Lunch – Chartwell Law



Monday PM Break – ProMiles Software Development Corp.



Monday evening Social Hour – XL Specialized Trailers, Inc.



Monday evening Dinner – XL Specialized Trailers, Inc.



Tuesday Breakfast – Searcy Trucking Ltd.



Electronic Meeting Booklet – West Chester Permit, LLC



TMHA Thanks its Generous Premiere Sponsors!

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Acrisure Midwest

"An Extraordinary Advantage"

Sponsor of TMHA Truck Fleet Safety Contest

Sponsor of Annual Geneva Lake Excursion Boat Cruise



GOLD (\$3,000)

Great West Casualty Company

"Trucking is Our Business Our Only Business"



SILVER (\$2,000)

Brown & Brown Insurance

It's Time to Rethink Insurance.



BRONZE (\$1,500)

Hudson Insurance Group

"Committed to Providing Superior Specialty Insurance Products"



BRONZE (\$1,500)

Kunkel & Associates, Inc.

Dedicated. Trusted. Insurance.



TMHA Motor Carrier Members



**CROSSROADS
EXPRESS LLC**



HILBURN
TRUCKING, INC.



TMHA Allied Members



Dedicated. Trusted. Insurance.



TMHA Board of Directors

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Amhof Trucking, Inc.



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Warren Transport, Inc.



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Director-at-Large

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Acrisure Midwest



Treasurer

Jon Coca
Diamond Transportation System, Inc.



President

Clayton Fisk
The Machinery Haulers Association, Inc.



TMHA Calendar of Upcoming Events

August 19-21, 2024

2024 Safety & Security Conference
Venue: Grand Geneva Resort & Spa
Location: Lake Geneva, Wisconsin



April 2025

2025 Annual Meeting & Management Conference
Venue: TBA
Location: Fabulous Las Vegas, Nevada



August 2025

2025 Safety & Security Conference
Venue: Grand Geneva Resort & Spa
Location: Lake Geneva, Wisconsin



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.

(TMHA goes to great lengths to ensure the accuracy and completeness of this publication, but occasionally errors do occur. It is never our intention to offend anyone or to provide incomplete or inaccurate information. The contents of this publication are provided purely for informational purposes only.)

