



The Machinery Haulers Association, Inc.
2024 Safety & Security Conference
August 19-21, 2024
Grand Geneva Resort & Spa
Lake Geneva, Wisconsin

This TMHA Publication is Sponsored by West Chester Permit LLC





2024 TMHA Safety & Security Conference Table of Contents

[Map of the Grand Geneva Resort facility \(click here\)](#)

[Grand Geneva Resort Dining Options \(click here\)](#)

Page 1	Things You'll Want to Know
Page 2	Schedule of Events
Page 3-4	Blank
Page 5-9	TMHA Safety & Security Conference Presenters
Page 10	Gallery of Sponsors of Safety & Security Conference
Page 11	Gallery of Premiere Sponsors
Page 12	Gallery of Motor Carrier Members
Page 13	Gallery of Allied Members
Page 14	Board of Directors & Calendar of Upcoming Events
Final Page 15	Guidelines for Conduct at TMHA meetings

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 319-404-6007 (mobile).

Things You'll Want to Know!

Hello! Welcome to TMHA's 2024 Safety & Security Conference at the beautiful Grand Geneva Resort & Spa in picturesque Lake Geneva, Wisconsin. We know your time is very valuable and that your travel dollars must be carefully spent. We're pleased and happy 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. Enjoy!

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.

Nearly half of our attendees will be playing **GOLF**, with the first tee time at 11:00 am, on Monday, August 19. In advance of the 19th, golfers will receive information concerning this year's TMHA Invitational Golf Classic, again sponsored by **Quality Trailer Sales, Inc.**, with flag event prizes provided by **Zurich North America** and golf balls provided by **HUB International Limited**. Most of the rest of the meeting attendees will come in Monday afternoon or evening.

The **Welcome Reception** will be held from 6:00 pm to 7:00 pm Monday evening on the Links Patio, which is located right off the back of the golf Pro Shop. You can find it on the [map of the property](#). **DINING Monday evening will be on your own.** You can click right [HERE](#) to find out about the varied dining opportunities available right at the Grand Geneva Resort so you won't even have to leave the property for dinner if you don't want to. Making a reservation ahead of time is recommended though.

Conference Center is where our meeting and meals will be. **Here's where our events will be held:**

Breakfast (both Tuesday & Wednesday): **Geneva ChopHouse**

Lunch (Tuesday): **Geneva ChopHouse**

Social & Dinner (Tuesday): Social in **Galewood A** and Dinner at **Brissago**

Meeting (Tuesday & Wednesday): **Maple Lawn B & C**

EXCURSION BOAT CRUISE: The excursion boat cruise around gorgeous Geneva Lake, sponsored by **Acrisure, LLC**, is always a favorite. This year we'll be boarding Jones Transportation motor coaches, provided by sponsor **TAB Bank**, at the main entrance to the resort on **Tuesday at 3:30 PM sharp! Do NOT be late!** Departure will be very promptly thereafter. We'll be picked up shortly after the boat ride by the same motor coaches. **Do NOT get left behind.** There will be too many of us this year to count heads. **It will be your responsibility to timely board your motor coach.**

Attire: While we are a professional organization and will be holding a professional event, we understand it can be quite warm at Lake Geneva in the month of August. And, after all, on Tuesday, we are going on a boat ride shortly after we adjourn the meeting for the day. You *should* have time to change clothes after the meeting, but **don't be late for the bus.** Then, after we return from the boat, we will be enjoying cocktails in **Galewood A** and dinner at **Brissago**, both sponsored by **XL Specialized Trailers, Inc.** The rule of thumb is this: *Business casual* is appropriate. A golf or company shirt and slacks is fine. During the meeting, a jacket or sport coat is fine if you are 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 as well.

The Machinery Haulers Association, Inc.
TMHA Safety & Security Conference – August 19-21, 2024
Schedule of Events
The Grand Geneva Resort & Spa – Lake Geneva, Wisconsin

Monday, August 19

- 11:00 - The 6th Annual TMHA Invitational Golf Classic on Grand Geneva's challenging "Brute" Golf Course
*Outing Sponsored by **Quality Trailer Sales, Inc.***
*Flag Event Prizes provided by **Zurich North America***
*Golf balls provided by **HUB International Limited***
Flag Event Prizes awarded immediately after golf on Links Patio.
- 6:00 to 7:00 – Welcome Reception (Links Patio) *Sponsored by **Transport Permits of Des Moines, Inc.***
Cocktails & Light Hors d'oeuvres
- After 7:00 – Dinner on your own.

Tuesday, August 20

- 7:00 Breakfast & Networking (Geneva ChopHouse)
- 8:00 Welcome (Maple Lawn BC)- Clayton Fisk, President & COO
Invocation
Opening of Meeting – Randy Amhof, Chairman of the Board
Pledge of Allegiance
Introductions of Members & Guests
Sponsor Recognition
Matters of Interest, Meeting conduct & Anti-trust Policy
- 8:15 **Award Presentations – 2024 Truck Fleet Safety Contest** *sponsored by **Acrisure, LLC***
- 8:30 **KEYNOTE SPEAKER: Keith Fitz-Gerald**, Principal | Fitz-Gerald Group
- 9:45 Break *sponsored by **EBE Technologies***
- 10:00 **David Heller**, Senior Vice President Safety & Government Affairs | Truckload Carriers Association
- 11:00 **Anne Zachos**, Cybersecurity Research Engineer | NMFTA
- 12:00 Lunch (Geneva ChopHouse) *Sponsored by **Searcy Trucking Ltd***
- 1:00 **"Spotlight"** on Allied member – **Kito Crosby** (formerly Peerless Chain) - Cary Kronebusch & Joe Davis
- 1:30 **Justin Brevik**, Senior Manager of Fleet Maintenance | Love's Travel Stops / Speedco
- 2:30 Adjourn for the day
- 3:30 Meet @ Main Entrance - board Jones Motor Coaches...*Sponsored by **TAB Bank***
- 4:00 Cruise on Geneva Lake *sponsored by **Acrisure, LLC***
- 6:00 Board the Jones Motor Coaches back to the Grand Geneva Resort
- 6:30 Social Gathering (Galewood A) *Sponsored by **XL Specialized Trailers, Inc.***
- 7:00 Dinner at the Grand Geneva Resort (Brissago) *Sponsored by **XL Specialized Trailers, Inc.***

Wednesday, August 21

- 7:00 Breakfast & Networking (Geneva ChopHouse) *Sponsored by **Midwest Peterbilt Group***
- 8:00 **Round-table Open-topic Discussion**
- 9:00 **Lars Daniel**, Practice Leader – Digital Forensics Division | Envista Forensics
- 10:00 Break
- 10:15 **Matt Hefflefinger, Shannon Arsenault & Megan Baker** | Chartwell Law
- 11:15 Wrap-up & Adjournment

*Conference Information Booklet sponsored by **West Chester Permit LLC***
*AudioVisual / Tech Package sponsored by **Landstar Transportation Logistics, Inc.***

Registered Conference Attendees

NAME

COMPANY

REGISTRANTS' NAMES AVAILABLE to ATTENDEES ONLY

TMHA Safety & Security Conference Speakers

KEYNOTE SPEAKER:

**Keith Fitz-Gerald, Principal
The Fitz-Gerald Group**

Keith Fitz-Gerald has been called “**somebody you should pay attention to**” by #1 New York Times best-selling author and personal finance expert Suze Orman, “**always insightful**” by Constellation Research CEO Ray Wang, and a “**market visionary**” by Forbes. He is a frequent speaker, powerful motivator, and a popular educator known for being well ahead of Wall Street. Keith believes that anyone can be fabulously successful in the markets when armed with the right education, research, and tactics.



Fitz-Gerald has more than 3,000 prime time appearances to his credit on the Fox Business Network, CNBC, Yahoo!Finance, Bloomberg and other networks around the world since beginning his career at Wilshire Associates in the 1980s. Keith's commentary, observations and market analysis have been featured in such notable publications as the Wall Street Journal, The Times (of London), Wired, and more.

Keith is Principal at the Fitz-Gerald Group which provides bespoke consulting to professional wealth managers and publishes the popular “5 with Fitz” and “One Bar Ahead®” for individual investors.

“I’ve been closely involved in global markets for 43+ years as a researcher, analyst, consultant, private investor, and trader.

During that time, I’ve learned a thing or two about making money in the markets. How to find great stocks, manage risk, and many of the strategies and tactics that have helped successful investors and traders go from zero to millions, perhaps even billions of dollars.

Knowing what to buy is only half the battle, though. Things change when you understand how and why, too. It’s empowering and, if I have anything to say about it, fun.

Some of my readers have been with me for more than 20 years, and that doesn’t exactly happen by accident.”

In his spare time, Keith can be found wrenching on vintage motorcycles, cars, and dang near “anything with a motor and wheels,” as he puts it.

Keith enjoys exploring the world with readers, subscribers, and viewers. It’s not atypical for him to ride to and from conferences and meetings, even if they’re happening halfway around the planet.

“The world is bigger than your garage, so it makes sense to get out and see it,” he’s fond of saying.

His take on life is one of unbridled optimism. It’s contagious and an edge that millions of savvy readers, subscribers, and viewers love!





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 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 is regularly sought after for commentary on national news networks such as CNN and FOX News, to name just two. He 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.



Anne Zachos is a **Cybersecurity Research Engineer** at the **National Motor Freight Traffic Association (NMFTA)**. At NMFTA, Anne takes a lead role in advancing cybersecurity within the trucking industry, focusing on contributing to both research initiatives and educational efforts. Her commitment to staying at the forefront of emerging technologies positions her as a forward-thinking professional ready to make meaningful contributions to the ever-evolving landscape of cybersecurity.

Anne is a graduate of the University of Michigan with a Bachelor of Science degree in Computer Engineering. Her academic focus included cybersecurity,

with a particular interest in embedded systems and reverse engineering.





Justin Brevik is the **Senior Manager of Fleet Maintenance** at **Love's Travel Stops / Speedco**. Justin started in the trucking industry in 1991 and has accumulated over 30 years of industry knowledge through various roles. He started out working as a technician and driver for Perkins STC. In the mid-90's he went to work for Transport America in the breakdown call center, and later became Warranty Manager, and Technician Training Manager.



In the mid-2000's, Justin went back to Perkins STC as the Equipment Services Manager overseeing procurement and maintenance of rolling assets. Justin left Perkins in 2014 and held a couple Director/VP of Maintenance roles at fleets before joining Love's in 2018 where he now serves as the Senior Manager of Fleet Maintenance. Justin works with Love's customers to help them have an efficient maintenance process and reduced expense.

When not working, Justin enjoys Vikings football, duck hunting, fishing, and tournament poker.



Lars Daniel is the **Practice Leader of the Digital Forensics Division** at **Envista Forensics**, where he leads a team of exceptional experts with backgrounds in law enforcement, including Homeland Security, the Secret Service, and High-Tech Crime task forces. Under his leadership, the division remains at the forefront of digital forensic capabilities through innovative technological solutions and the continuous growth and development of world-class experts.

Lars is a co-author of two influential books in the field of digital forensics: "Digital Forensics for Legal Professionals: Understanding Digital Evidence from the Warrant to the Courtroom," published by Syngess, and "Digital Forensics Trial Graphics: Educating the Jury Through Effective Use of

Visuals," published by Academic Press.

With extensive experience as an expert witness, Lars has testified in both state and federal courts across the United States and internationally. He is recognized as an expert in various domains, including digital forensics, computer forensics, cell phone forensics, video forensics, photo forensics, and audio forensics. He has provided testimony for both the defense and prosecution in criminal cases, as well as for plaintiffs and defendants in civil cases.

Lars has trained thousands of attorneys and claims professionals, delivering over 400 Continuing Legal Education (CLE) and Continuing Education (CE) classes across the United States and internationally. His educational efforts have significantly contributed to the professional development of legal and insurance professionals.

Lars holds a range of certifications in digital forensics, including EnCase Certified Examiner (EnCE), Cellebrite Certified Operator (CCO), Cellebrite Certified Physical Analyst (CCPA), Certified Telecommunications Network Specialist (CTNS), Certified Wireless Analyst (CWA), Certified Internet Protocol Telecommunications Specialist (CIPTS), and Certified Telecommunications Analyst (CTA).



Collectively, Lars and his team have testified as expert witnesses in state and federal courts over 400 times, qualifying as experts in cell phone, computer, location, video, photo, audio, and digital forensics, among others. Some notable cases they have worked on include the Casey Anthony case in Florida, James Holmes, the theater mass shooter from Colorado, Dylann Roof, the church mass shooter in South Carolina, Aaron Hernandez, the Patriots football player, and the Adnan Syed case, which was the subject of the first NPR Serial Podcast.

Matthew Hefflefinger
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Matthew Hefflefinger is a **Partner** in **Chartwell Law's** Peoria office. He is an accomplished trial lawyer who focuses on the transportation and construction industries. He represents businesses, large self-insured organizations, insurance carriers, and employers in state and federal courts throughout the midwestern United States.

Matt's effectiveness in dealing with catastrophic losses is well-known throughout the trucking industry, as he is frequently contacted immediately after catastrophic losses to visit accident scenes and develop strategies with an eye toward successful resolutions in potential litigations.

In 2000, InterBusiness Issues, a leading publication in central Illinois, named Matt one of its "40 Leaders Under 40." He is a Martindale-Hubbell AV rated lawyer and frequent speaker on cutting edge trucking-related litigation topics.



Before joining Chartwell Law, Matt was a partner in the Peoria office of a regional law firm.

Practice Areas

- Commercial Litigation
- Construction Litigation and Construction Defect
- Cargo, Trucking and Logistics
- General Liability and Casualty Defense
- Insurance Coverage Analysis and Litigation
- Large Catastrophic Loss
- Motor Vehicle Liability
- Personal Injury Defense

Education

- Southern Illinois University School of Law, (J.D., 1989)
- Bradley University, (B.S., 1984)

Numerous Bar Admissions, Professional Associations, Achievements, Articles & Publications, and Presentations

Shannon M. Arsenault
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Shannon Arsenault, a **Partner** in **Chartwell Law's** Deerfield Beach and Palm Beach, Florida offices, is a seasoned litigator who defends insureds in workers' compensation and general liability matters including personal injury and premises liability. She is experienced in handling all stages of litigation and skillfully determines strengths and weaknesses in her cases, allowing her to develop a clear strategy that moves toward the goal of successful resolution on behalf of her clients.

Shannon also has a strong background in consumer finance litigation. She has represented mortgage servicers in actions including foreclosure, quit title, and Fair Debt Collection Practice Act claims. She was trial counsel in the matter of

Brindise v. U.S. Bank, N.A. successfully defending U.S. Bank in the first Florida case to hold that Fla. Stat. 559.715 is not a condition precedent to a mortgage foreclosure action.

Before law school, Shannon was a high school math teacher. She also has her M.A. in Education Policy, which enables her to understand and appreciate the needs of educational institutions.

Practice Areas

- Workers Compensation
- General Liability and Casualty Defense
- Premises Liability
- Creditor's Rights

Education

- The George Washington University (M.A., 2010)
- St. Thomas University School of Law (J.D., *cum laude*, 2007)
- Florida State University (B.S., 2000)

Megan Baker

Direct 617-426-2400

MBaker@ChartwellLaw.com



Megan Baker is Of Counsel in Chartwell Law's Boston office and is a general liability and casualty defense attorney with experience in both state and federal courts. Megan's practice encompasses a variety of litigation defense cases, including commercial litigation, premises and professional liability, trucking and transportation matters, motor vehicle accidents, and bad faith litigation. In addition, she is experienced in handling a broad range of insurance coverage claims, serving clients, both private companies and insurance carriers, nationwide in complex litigated and non-litigated coverage matters.

Before joining Chartwell Law, Megan began her practice in South Florida, followed by practice in the Wellesley office of a regional, New England law firm.

Prior to law school, Megan spent several years working in court administration for the Chief Justice of the District Court Department of the Massachusetts Trial Court and the Chief Justice of the Massachusetts Trial Court.

Megan lives in the Boston area with her family and dog. She is originally from Minnesota, has a lot of Minnesota pride and knows how to ice skate, full speed, backwards.

Practice Areas

- General Liability and Casualty Defense
- Premises Liability
- Product Liability
- Transportation
- Bad Faith Litigation

Education

- University of Miami School of Law (J.D. *cum laude*, 2014)
- Santa Clara University (B.A., *cum laude*, 2006)

TMHA Thanks its Generous Safety & Security Conference Sponsors

Monday TMHA Golf Outing – Quality Trailer Sales, Inc.



Golf Outing flag event prizes – Zurich North America



Golf balls provided by – HUB International Limited



Monday evening Welcome Reception – Transport Permits, Inc.



Truck Fleet Safety Contest Awards – Acrisure, LLC



Tuesday morning Break – EBE Technologies



Tuesday Luncheon – Searcy Trucking Ltd.



Motor Coach to & from Docks – TAB Bank



Tuesday Scenic Boat Cruise – Acrisure, LLC



Tuesday evening Social & Dinner – XL Specialized Trailers, Inc.



Wednesday Breakfast – Midwest Peterbilt Group



Conference Information Booklet – West Chester Permit, LLC



Audio / Visual & Tech Package – Landstar Trans. Logistics, Inc.



TMHA Thanks its Generous Premiere Sponsors!

PLATINUM (\$4,000+)

Acrisure, LLC

"We Love Truckers"

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"



BRONZE (\$1,500)

Hudson Insurance Group

"Committed to Providing Superior Specialty Insurance Products"



BRONZE (\$1,500)

Kunkel & Associates, Inc.

Dedicated. Trusted. Insurance.



EVENT

XL Specialized Trailers, Inc.

Conference Social & Dinner Sponsor
Sponsor of "The Dave Nemo Show"
at the 2021 Annual Meeting.



TMHA Motor Carrier Members



HILBURN
TRUCKING, INC.



CROSSROADS
EXPRESS, LLC

TMHA Allied Members



Dedicated. Trusted. Insurance.



OFFLOAD

TMHA Board of Directors

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Randy Amhof
Amhof Trucking, Inc.



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Acrisure, LLC



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Diamond Transportation System, Inc.



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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



March 30 – April 1, 2025

2025 Annual Meeting & Management Conference
Venue: Paris Las Vegas | Horseshoe Las Vegas
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.

