



The Machinery Haulers Association, Inc.
2025 Safety & Security Conference
August 18-20, 2025
Grand Geneva Resort & Spa
Lake Geneva, Wisconsin

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 319-404-6007 (mobile).

Things You'll Need & Want to Know!

Hello! Welcome to TMHA's 2025 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 spent wisely. 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 10:40 am, on Monday, August 18. In advance of the 18th, 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 **The Machinery Haulers Association**. 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. **Dining Monday evening will be on your own.** There are several 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.

The **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 C&D** and Dinner at **Brissago**

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

EXCURSION BOAT CRUISE: The excursion boat cruise (**sponsored by Acrisure LLC**) around gorgeous Geneva Lake is always a favorite. We'll be boarding Jones Transportation motor coaches (**sponsored by Buchanan Hauling & Rigging, Inc.**) at the main entrance of 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 to count heads. **It will be your responsibility to timely board your motor coach. Please get back on the same one you rode over on.**

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 fellowship and cocktails in **Galewood C&D (sponsored by Triumph Financial)** and dinner at **Brissago (sponsored by Motive Technologies.)** 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 18-20, 2025
Schedule of Events
The Grand Geneva Resort & Spa – Lake Geneva, Wisconsin

Monday, August 18

10:40 - The 7th 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 **The Machinery Haulers Association, Inc.***

Flag Event prizes awarded during the Welcome Reception

6:00 to 7:00 – Welcome Reception (Links Patio) *sponsored by **Transport Permits, Inc.***

Cocktails & Light Hors d'oeuvres

After 7:00 – Dinner on your own.

Tuesday, August 19

7:00 Breakfast & Networking (Geneva ChopHouse) *sponsored by **Landstar Transportation Logistics, Inc.***

8:00 Welcome (Maple Lawn BCD)- Clayton Fisk, President & COO

Invocation

Opening of Meeting – Melanie Evans, 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: Rob Carpenter**, Vice President of Compliance | Trucksafe Consulting

9:45 Break *sponsored by **EBE Technologies***

10:00 **David Heller**, Senior Vice President Safety & Government Affairs | Truckload Carriers Association

11:00 **Matt Hefflefinger**, Partner | Chartwell Law & **Lorie Sicafuse**, Ph.D., Jury/Trial Consultant | Magna Legal Svcs.

12:00 Lunch (Geneva ChopHouse) *sponsored by **Netradyne***

1:00 **"Spotlight"** on TMHA member – **Landstar Transportation Logistics, Inc.** by Dan Workman

1:30 **Round-table Open-topic Discussion**

2:30 Adjourn for the day

3:30 Meet @ Main Entrance - board Jones Motor Coaches...*sponsored by **Buchanan Hauling & Rigging, Inc.***

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 C&D) *sponsored by **Triumph Financial***

7:15 Dinner at the Grand Geneva Resort (Brissago) *sponsored by **Motive Technologies***

Wednesday, August 20

7:00 Breakfast & Networking (Geneva ChopHouse) *sponsored by **XL Specialized Trailers, Inc.***

8:00 **Joe Thell** – Senior Vice President of Sales | ESMART

9:00 **Featured Presentation - Panel Discussion focused on RISK DATA** *sponsored by **Acrisure LLC***

Adam Lang, Netradyne; Scott Randall, Hogan Transports; & Joe Thell, ESMART

Moderated by John Simms, Acrisure LLC

10:00 Break *sponsored by **Warren Transport, Inc.***

10:15 **Break-out Session**

11:30 Wrap-up & Adjournment

*Conference Information Booklet sponsored by **West Chester Permit LLC***

*AudioVisual / Tech Package sponsored by **DriverFacts, Inc.***

TMHA Safety & Security Conference Presenters



ROB CARPENTER is a transportation and fleet operations expert with over 20 years of experience in fleet safety, risk management, regulatory compliance, and driver training.

As a **Vice President of Compliance at Trucksafe Consulting**, Rob specializes in fleet safety training, DOT compliance, and risk mitigation strategies to help clients improve operational efficiency and reduce liability exposure. With a background spanning crash reconstruction, claims management, fleet optimization, and regulatory oversight, Rob has worked extensively with trucking companies, brokers, and insurance firms to develop defensible safety programs and optimize risk control strategies. His expertise in FMCSA compliance and defensible program and risk control initiatives has made him a trusted advisor to fleets of all sizes.

Rob is also a published author, speaker, and industry thought leader, frequently contributing articles on transportation safety, compliance, and driver wellness. He has been featured in numerous industry publications, conferences, and webinars, sharing insights on emerging trends in fleet technology, AI-driven safety systems, and regulatory updates.

Rob has held leadership roles in fleet safety and compliance at various organizations, including serving as Senior Risk Control Consultant for Epic Brokers and Gallagher Bassett. He also owns Carpenter Compliance, where he provides consulting services for FMCSA regulatory challenges, Data Q appeals, and fleet compliance audits.

Rob holds multiple certifications, including Certified Director of Safety (CDS), Certified Director of Maintenance and Equipment (CDME), and a Transport Manager Certificate of Professional Competence (CPC) in the UK. He is also a trained crash investigator and forensic analyst, leveraging his deep expertise in accident reconstruction to assist fleets in mitigating risk and improving driver safety.

When he's not consulting, Rob is actively engaged in content creation and marketing for the supply chain industry, driver training initiatives, and industry advocacy, aiming to enhance fleet safety, driver retention, and overall compliance standards across the transportation sector.



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.

Matthew Hefflefinger

Direct: 309-450-5763

MHefflefinger@ChartwellLaw.com



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



LORI SICAFUSE is a **Senior Jury Consultant** with **Magna Legal Services**. She earned a Ph.D. in Social Psychology from the University of Nevada, Reno and a B.A. in Psychology from the University of Minnesota. Her grant-funded doctoral dissertation examined how civil jurors' personality characteristics, deliberation contexts, and susceptibility to bias influence case-related judgments and verdicts.

In addition to her academic research, Dr. Sicafuse has extensive applied experience leading community-based research and evaluation projects.

Dr. Sicafuse has been partnering with legal teams for nearly two decades, consulting on high profile and billion-dollar cases in State and Federal venues across the nation. Her interdisciplinary background in academic and applied research informs the litigation consulting services she provides, including witness preparation for deposition and trial, case assessments, focus groups and mock trials, voir dire development, jury selection, shadow juries, community attitude surveys, and post-trial interviews.

Dr. Sicafuse's consulting practice areas include insurance defense, personal injury, medical malpractice, products liability, toxic torts, contracts, employment, securities fraud, and intellectual property. Dr. Sicafuse employs a data-driven approach to jury research and jury selection, using innovative data analytics to predict verdict leanings and identify trends in juror attitudes. She is particularly interested in the effects of the changing social landscape on jurors' perceptions, decisions, and civil case outcomes and incorporates the results of her continuing research into her publications, presentations, and overall approach to consulting.

Dr. Sicafuse has authored over thirty articles and book chapters for both academic and applied audiences. A frequently requested speaker, she presents multiple CLEs annually for attorneys and claims professionals.



JOE THELL is the **Senior Vice President, Sales & Business Development** with technology leader **ESMART**.

With over **25 years in the transportation industry**, Joe Thell began his career in fleet operations at **Dart Transit**, where he gained hands-on experience evaluating and deploying safety and efficiency technologies. Thell later moved into leadership roles focused on strategic technology adoption and operational improvement across diverse fleet environments.

Today, Joe leads commercial efforts at **ESMART**, a company helping fleets reduce risk and improve compliance through proactive, data-driven speed management solutions. His work spans collaboration with safety leaders, operations executives, and fleet owners to align the right technology with measurable results.

Joe lives in Minnesota with his family and remains closely engaged with the trucking and logistics community across North America.

Today, Joe Thell will speak on *Intelligent Speed Assistance (ISA) Technology: Global Trends, U.S. Developments, and Real-World Benefits*. According to the FMCSA's *Large Truck and Bus Crash Facts 2021*, "Speeding of Any Kind" is the leading driver-related factor in fatal truck crashes, highlighting the need for better speed management. Thell's presentation today will cover the global evolution of ISA, its development in the U.S., and its role in reducing speeding-related crashes and liability.

Theell will present findings on fleet results, showing reductions in speeding violations, accidents, and CSA scores. Topics include dynamic speed management, geofencing, bridge strike mitigation, weather-related speed control, and preventing unauthorized vehicle use—offering actionable insights to improve fleet safety and efficiency.

Joe will also lend his expertise to the following Featured Presentation: Panel Discussion focused on RISK DATA.

Featured Presentation: Panel Discussion focused on RISK DATA **Presented by Acrisure LLC and Moderated by John R. Simms**



Our Moderator is **JOHN SIMMS, Senior Risk Consultant with Acrisure Midwest**, a senior level risk management professional with more than 40 years of experience in the transportation industry. Over the past 16 years John has led the former HNI Risk Services 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. John has a wealth of experience and a passion for working to help clients establish proper processes, procedures, measurements and strategic initiatives that will enable them to work towards continuous improvement in loss reduction, resulting in reduced risk exposure and increased profitability for their organization.

John is an active participant and contributor in the Illinois Trucking Association, the Truckload Carriers Association and the American Trucking Association, sitting on key committees that have a direct effect on the transportation industry. John also sits on the Machinery Haulers Association Board of Directors and Winning with Risk Management!



ADAM LANG is a seasoned professional in safety and human resources, boasting over 20 years of experience in human resources and over 11 years in transportation safety. He currently serves as the **Director of Customer Advisory Services at Netradyne**.

Previously, Adam held the position of Chief Risk Officer at Halvor Lines, Inc. in Superior, WI. His contributions to the industry include a five-year tenure on the Truckload Carrier's Association Safety & Security Board. Adam's accolades include being named Safety Professional of the Year by the Minnesota Trucking Association in 2020 and receiving the Heavy Duty Trucking's Safety and Compliance Award the same year. He earned his Certified Director of Safety (CDS) designation through NATMI and the University of Central Florida in 2015. Adam holds a Bachelor of Science Degree from the University of Minnesota-Duluth.

With over a decade of experience in transportation safety, Adam is passionate about helping trucking and transportation companies enhance their safety practices through data and coaching, aiming to create safer roads for everyone. He has delivered numerous presentations to Captive Insurance Groups and industry associations such as the TCA and MTA and has been featured in numerous industry publications, podcasts, and on Sirius XM radio.

Outside of work, Adam enjoys spending time with his family, hiking the trails in the Duluth/Superior area, geocaching, playing the latest video games, attending live concerts, and pouring through pop culture trivia.



SCOTT RANDALL
Vice President of Risk Management
Hogan Transports
St. Louis, MO

Since 2009 Scott has led the strategic development, implementation, and management of a comprehensive safety and loss control program for Hogan's diverse dedicated transportation services companies. He oversees a team of safety, training, and claims specialists who utilize innovative program design that incorporates technology and data-driven models to reduce risk, inform Hogan's employee development and retention efforts, and improve overall safety and compliance results.

Scott began his career in transportation working for the Commercial Vehicle Safety unit in the Illinois Department of Transportation, managing elements of the state's administrative enforcement program for motor carriers and hazmat shippers. He later transitioned into the private sector, first as the head of transportation safety for Waste Management's (now former) hazardous waste division, followed by several years of safety consulting both self-employed and on staff with J.J. Keller and Associates. In 2003 Scott joined CRST Expedited as Director and later Vice President of Safety.

Over his 40+ years in transportation safety Scott has also had the privilege of working with numerous federal, state, and regional trucking associations. He is currently active in both the Truckload Carriers and American Trucking Associations. Scott obtained his B.A. in Legal Studies and M.B.A. from the University of Illinois-Springfield.

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 – **The Machinery Haulers Association**



Monday evening Welcome Reception – **Transport Permits, Inc.**



Truck Fleet Safety Contest Awards – **Acrisure, LLC**



Tuesday Breakfast – **Landstar Transportation Logistics**



Tuesday morning Break – **EBE Technologies**



Tuesday Lunch – **Netradyne**



Motor Coach to & from docks – **Buchanan Hauling & Rigging**



Tuesday Scenic Boat Cruise – **Acrisure, LLC**



Tuesday evening Social Gathering – **Triumph Financial**



Tuesday evening Dinner – **Motive Technologies**



Wednesday Breakfast – **XL Specialized Trailers, Inc.**



Wednesday morning Break – **Warren Transport, Inc.**



Conference Information Booklet – **West Chester Permit, LLC**



Audio / Visual & Tech Package – **DriverFacts, Inc.**



TMHA Thanks its Generous PREMIER Sponsors!

PLATINUM Sponsor (\$4,000+)

Acrisure, LLC

"We Love Truckers"

Sponsor of TMHA Truck Fleet Safety Contest

Sponsor of Annual Geneva Lake Excursion Boat Cruise



GOLD Sponsor (\$3,000)

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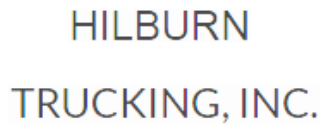
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TMHA Motor Carrier Members



TMHA Allied Members



Dedicated. Trusted. Insurance.



TMHA Board of Directors

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The Machinery Haulers Association, Inc.

TMHA Calendar of Upcoming Events

August 18-19, 2025

2025 Safety & Security Conference

Venue: Grand Geneva Resort & Spa

Location: Lake Geneva, Wisconsin



April 8-10, 2026

2026 Annual Meeting & Management Conference

Venue: TBA

Location: Tampa Bay, Florida area



August 2026

2026 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, customers, or prices. Examples of conduct 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.

