



# FTR | Transportation Conference 2023

The Premier Forecasting Event of the Year

## Sessions Descriptions



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# FTR

Transportation  
Conference 2023

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**Tuesday, Sept. 12**  
**TRUCK FREIGHT**

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- 8:45 a.m. Welcome Session**  
*Eric Starks, FTR*
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- 9:00 a.m. Economic Outlook: Do We Finally Have Clarity?**  
*TBD*
- 
- 9:45 a.m. The Road Ahead: FTR's Perspective on Truck Freight**  
*Avery Vise, FTR*
- 
- 10:30 a.m. Dry Van Market: Finally a Smooth Ride?**  
*Avery Vise, FTR*
- 
- 11:00 a.m. Refrigerated Market: Chill or Too Hot to Handle?**  
*Avery Vise, FTR*  
*Jackie Bailey, Cargill*
- 
- 11:30 a.m. Flatbed Market: Outperforming Expectations?**  
*Avery Vise, FTR*  
*Rob Roberson, Nucor*
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- 1:00 p.m. Truck Freight Keynote**  
*Eric Starks, FTR*
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- 1:30 p.m. Broker Perspectives: A View from the Middle**  
*Avery Vise, FTR*  
*Robert Hooper, Atlantic Logistics*
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- 2:00 p.m. How Trucking Looks from Wall Street**  
*Bruce Chan, Stifel*
- 
- 2:45 p.m. Driverless Trucks: The Road Less Travelled By**  
*Wilfried Aulbur, Roland Berger*
- 
- 3:15 p.m. 2033: A Trucking Odyssey**  
*Avery Vise, FTR*  
*James Reed, Kodiak*

**DON'T MISS:**

**6:30- 7:30 a.m.**  
Indy Canal Walk/Run

**7:00 a.m. - 5:30 p.m.**  
Registration Open

**7:30 - 8:30 a.m.**  
Women in Transportation  
Breakfast

**7:30 - 8:45 a.m.**  
Breakfast

**12:00 - 1:00 p.m.**  
Lunch

**5:30 - 7:30 p.m.**  
The Greenbrier Boxcar Bar  
Indiana Rail Road HQ



**8:45 a.m. Welcome Session**  
*Eric Starks, FTR*

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**9:00 a.m. Economic Outlook: Do We Finally Have Clarity?**  
*TBD*

More than three years after pandemic lockdowns, the U.S. economy continues to operate in ways that do not quite match up with business cycles we typically saw before 2020. This session will review trends in the consumer, labor, industrial, and construction sectors and try to answer a key question: Is the economy simply taking longer to return to normal or is there a “new normal?”

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**9:45 a.m. The Road Ahead: FTR’s Perspective on Truck Freight**  
*Avery Vise, FTR*

Hear FTR’s outlook for freight, utilization, and rates for the coming year and its assessment of upside and downside risks.

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**10:30 a.m. Dry Van Market: Finally a Smooth Ride?**  
*Avery Vise, FTR*

Dry van has seen the biggest market swings of all trucking segments over the past three years due to volatility in stimulus-driven consumer demand, supply chain disruptions in automotive, and stresses in the competitive intermodal sector. Has the segment finally entered a period of incremental movements or will the roller coaster ride continue? Hear perspectives from leading dry van carriers and shippers.

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**11:00 a.m. Refrigerated Market: Chill or Too Hot to Handle?**  
*Avery Vise, FTR*  
*Jackie Bailey, Cargill*

While overall consumer demand in refrigerated goods did not experience the wild swings dry van did during the pandemic, refrigerated saw its own challenges due to supply disruptions and swings in where consumption occurred. Has the refrigerated market settled or will it run hot and cold? Hear perspectives from leading refrigerated carriers and shippers.

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**11:30 a.m. Flatbed Market: Outperforming Expectations?**  
*Avery Vise, FTR*  
*Rob Roberson, Nucor*

The flatbed spot volumes have softened due to weakness in the key construction and manufacturing sectors while spot rates have consistently run notably above average. One issue is that flatbed lacks the fluidity of capacity seen in the van segments, but is there more to the story? Hear perspectives from leading flatbed carriers and shippers.



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**1:00 p.m.    Truck Freight Keynote**  
*Eric Starks, FTR*

Where is the truck freight market going and how are relationships between carriers and their customers and employees changing? Hear insights into the current market landscape and into what the future might hold from a recognized leader in the trucking industry.

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**1:30 p.m.    Broker Perspectives: A View from the Middle**  
*Avery Vise, FTR*  
*Robert Hooper, Atlantic Logistics*

The extreme market stress that fueled brokers' shipment volumes in 2020 and 2021 has normalized. Can intermediaries find a path to more consistent business conditions and, if so, how? Hear perspectives from leading broker/logistics firms.

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**2:00 p.m.    How Trucking Looks from Wall Street**  
*Bruce Chan, Stifel*

Publicly traded carriers and logistics companies represent only a fraction of the overall market, but their transparency offers valuable insights into trends in the transportation industry. Hear insights on truck transportation from a leading equities analyst.

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**2:45 p.m.    Driverless Trucks: The Road Less Travelled By**  
*Wilfried Aulbur, Roland Berger*

Autonomous trucks are rivaled only by electric trucks as the sexiest trend in trucking, but progress toward driverless trucking is not easy to assess. Hear from consulting firm Roland Berger regarding what approaches appear to be most promising, what challenges remain, and what timelines for routine operations appear reasonable.

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**3:15 p.m.    2033: A Trucking Odyssey**  
*Avery Vise, FTR*  
*James Reed, Kodiak*

The closing session of the conference's Truck Freight day builds on the autonomous trucking session to look at other ways the industry might change, including not only on-highway and back-office technology but also business models and relationships between carriers and their customers, suppliers, and workers. Hear from a panel of thought leaders on where trucking is heading.