



FTR | Transportation Conference 2022

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Session Descriptions



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FTR

Transportation
Conference 2022

Wednesday, Sept. 14
TRUCK FREIGHT



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|-----------|---|
| 8:45 a.m | Welcome Session
<i>Eric Starks, FTR</i> |
| 9:00 a.m | Economic Outlook: Where Is the Consumer Sector Heading?
<i>Mark Mathews, National Retail Federation</i> |
| 9:45 a.m | The Road Ahead: FTR's Perspective on the Truck Freight Outlook
<i>Avery Vise, FTR</i> |
| 10:15 a.m | Carrier Perspectives on the Trucking Market: Will Things Stay Great?
<i>Avery Vise, FTR</i>
<i>Bill Kretsinger, American Central Transport</i>
<i>Brad Pinchuk, Hirschbach Motor Lines</i> |
| 11:00 a.m | Shipper Perspectives on the Trucking Market: Will Things Ever Get Better?
<i>Eric Starks, FTR</i>
<i>Rob Haddock, Coca-Cola North America</i>
<i>Meredith Neizer, Armada</i> |
| 11:30 a.m | Broker/Logistics Perspectives on the Trucking Market: Will We Ever See Balance?
<i>Avery Vise, FTR</i>
<i>Jeffrey Tucker, Tucker Company Worldwide, Inc.</i>
<i>Shaun Beardall, England Logistics</i> |
| 1:00 p.m | Truck Freight Keynote
<i>Eric Starks, FTR</i>
<i>Craig Callahan, Werner Enterprises</i> |
| 1:30 p.m | The View from Wall Street: Perspectives on Trucking from Equities Analysts
<i>Avery Vise, FTR</i>
<i>Ken Hoexter, Bank of America</i>
<i>Lee Klaskow, Bloomberg</i> |
| 2:00 p.m | Beyond Autonomous: Leveraging Artificial Intelligence in Freight Management
<i>Jonathan Starks, FTR</i>
<i>Tom Curee, Kingsgate Logistics</i>
<i>David Dunst, Paper Transport</i> |
| 2:45 p.m | Washington Update: The Good, the Bad, and the Ugly
<i>Avery Vise, FTR</i>
<i>Anne Reinke, TIA</i>
<i>Prasad Sharma, Scopelitis, Garvin, Light, Hanson, & Feary, P.C.</i> |
| 3:15 p.m | Perspectives on How Trucking is Changing
<i>Avery Vise, FTR</i>
<i>Thom Albrecht, Reliance Partners</i>
<i>Craig Harper, J.B. Hunt</i>
<i>Leah Shaver, The National Transportation Institute</i> |

DON'T MISS:

- 6:30- 7:30 a.m.**
Indy Canal Walk/Run
- 7:00 a.m. - 7:30 p.m.**
Registration Open
- 7:30 - 8:45 a.m.**
Breakfast
- 10:45 - 11:00 a.m.**
Networking Break
- 12:00 - 1:00 p.m.**
Lunch
- 1:00 - 4:00 p.m.**
FTR Golf Event
- 2:30 - 2:45 p.m.**
Networking Break
- 5:30 - 7:30 p.m.**
Evening Reception
Grand Hall Bar,
Union Station



TRUCK FREIGHT

8:45 a.m. Welcome Session

Eric Starks, FTR

9:00 a.m. Economic Outlook: Where Is the Consumer Sector Heading?

Mark Mathews, National Retail Federation

The American consumer has been the bedrock of the U.S. economy and the freight market's strength since the middle of 2020. With soaring inflation and Fed monetary policy aimed at fighting it by slowing the economy, all eyes now focus on where things likely are heading with consumer spending and the retail sector.

9:45 a.m. The Road Ahead: FTR's Perspective on the Truck Freight Outlook

Avery Vise, FTR

Fueled by consumer stimulus and a disrupted labor market, trucking has enjoyed an unprecedented period of market profitability and growth. Ongoing disruptions likely will maintain a solid floor on market conditions, but the risks to the outlook are higher.

10:15 a.m. Carrier Perspectives on the Trucking Market: Will Things Stay Great?

Avery Vise, FTR

Bill Kretsinger, American Central Transport

Brad Pinchuk, Hirschbach Motor Lines

Tight capacity and robust freight generally have kept carriers' utilization and rates high, but high costs for fuel and labor represent a risk to carrier profits and stability. Trucking executives will share their perspectives on today's market and the road ahead.

11:00 a.m. Shipper Perspectives on the Trucking Market: Will Things Ever Get Better?

Avery Vise, FTR

Rob Haddock, Coca-Cola North America

Meredith Neizer, Armada

Shippers have never struggled with high rates and tight capacity for such an extended period or seen such an abrupt shift in distribution requirements. Transportation executives for shippers discuss how they have tried to cope with the pandemic market.

11:30 a.m. Broker/Logistics Perspectives on the Trucking Market: Will We Ever See Balance?

Avery Vise, FTR

Jeffrey Tucker, Tucker Company Worldwide, Inc.

Shaun Beardall, England Logistics

Supply chain disruptions coupled with tight and shifting truck capacity have kept brokers and third-party logistics firms very busy for about two years. Executives of intermediaries will address their market experiences and expectations for the future.

1:00 p.m. Truck Freight Keynote
Eric Starks, FTR
Craig Callahan, Werner Enterprises

In 65 years, Werner Enterprises has grown from a single truck to one of the largest and most diverse transportation providers in the nation. Along the way, it has been a pioneer in various respects, such as its adoption of electronic logs nearly 20 years before they became the norm in truckload. Craig Callahan, Werner's chief commercial officer and a 26-year Werner veteran, shares thoughts on the freight industry, including insights from the company's environmental strategy that he oversees.

1:30 p.m. The View from Wall Street: Perspectives on Trucking from Equities Analysts
Avery Vise, FTR
Ken Hoexter, Bank of America
Lee Klaskow, Bloomberg

Following insights from those involved day to day with trucking, we will hear from analysts who help the investment community understand trucking and logistics. We will discuss what trends and strategies are attractive to Wall Street and which are not.

2:00 p.m. Beyond Autonomous: Leveraging Artificial Intelligence in Freight Management
Jonathan Starks, FTR
Tom Curee, Kingsgate Logistics
David Dunst, Paper Transport

Most of the attention given to artificial intelligence in trucking relates to autonomous driving, but A.I. has broader applications in freight transportation that are already being implemented. Hear how some are employing machine learning to improve efficiency today.

2:45 p.m. Washington Update: The Good, the Bad, and the Ugly
Avery Vise, FTR
Anne Reinke, TIA
Prasad Sharma, Scopelitis, Garvin, Light, Hanson, & Feary, P.C.

Although Congress weighed in on trucking issues in 2021 as part of the infrastructure package, further legislation is always possible. However, the Biden administration is only beginning to weigh in on safety and labor regulations, and the Supreme Court has some important transportation-related issues on its docket.

3:15 p.m. Perspectives on How Trucking is Changing
Avery Vise, FTR
Thom Albrecht, Reliance Partners
Craig Harper, J.B. Hunt
Leah Shaver, The National Transportation Institute

Autonomous vehicles and electric trucks grab lots of attention, but the true benefits of those technologies are years away. In the final session of the Truck Freight track of the FTR Transportation Conference we examine how market stresses in recent years are changing business models and the structure of the trucking industry.