



FTR | Transportation Conference 2022

The Premier Forecasting Event of the Year

Session Descriptions



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Transportation
Conference 2021

Wednesday, Sept. 14
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: Understanding Freight Demand**
-
- 9:45 a.m** **The Road Ahead: FTR's Perspective on the Truck Freight Outlook**
Avery Vise, FTR
-
- 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
-
- 11:00 a.m** **Shipper Perspectives on the Trucking Market: Will Things Ever Get Better?**
Eric Starks, FTR
Rob Haddock, Coca-Cola North America
-
- 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.
-
- 1:00 p.m** **Truck Freight Keynote**
Eric Starks, FTR
Craig Callahan, Werner Enterprises
-
- 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
-
- 2:00 p.m** **Beyond Autonomous: Leveraging Artificial Intelligence in Freight Management**
Jonathan Starks, FTR
Tom Curee, Kingsgate Logistics
-
- 2:45 p.m** **Washington Update: A View of the Road Ahead**
Avery Vise, FTR
Anne Reinke, TIA
Prasad Sharma, Scopelitis, Garvin, Light, Hanson, & Feary, P.C.
-
- 3:15 p.m** **The Road Ahead: How Trucking is Changing**
Avery Vise, FTR
Thom Albrecht, Reliance Partners
Craig Harper, J.B. Hunt
Leah Shaver, The National Transportation Institute
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DON'T MISS:

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

7:00 a.m. - 5:00 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



TRUCK FREIGHT

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

9:00 a.m. Economic Outlook: Understanding Freight Demand

Freight starts with the economy. Growth had been a given during 2021, but the situation has become far cloudier as stimulus faded, consumer and commodity prices rose, and military conflict overseas diverted attention and resources. What is the outlook for the economy for the coming year and what risks lie ahead?

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

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.

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

Hear perspectives on the current market and outlook for truck freight transportation from an industry leader.

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

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: A View of the Road Ahead
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. The Road Ahead: 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.