

**MTA Leadership Summit: Conquer the Road Ahead**

**April 15, 2024 – Vadnais Heights Commons, Vadnais Heights, MN**

**PROGRAM AND SCHEDULE**

7:30 – 8:30 a.m. Registration, Hot Breakfast, Networking, and Exhibitor Expo

7:30 – 8:30 a.m. NEXTLEADER Breakfast with Executives Session (Willow Room)

8:30 – 8:40 a.m. Welcome and Opening Remarks – Joe Hammer – Cool Fuel Transportation, Conference Chair

8:40 – 9:30 a.m. **SESSION 1**

**Empathy: A Generational Divide or a Key to Success**

Craig Howse, Founder & Attorney, Conext, LLC

In a time of workforce shortages and shifting expectations, understanding the human side of leadership is critical to retention and productivity. During this session, you will learn how to see the true generational differences, identify the resulting conflicts, understand empathy, and learn how to utilize empathy to enhance generational relationships and promote business success.

9:30 – 9:45 a.m. Networking Break / Exhibitor Expo

9:45 – 10:25 a.m. **SESSION 2**

**Ride the Wave: Finding Growth & Success in the Trucking Economy**

**Panel:**

Joyce Brenny, CEO, Brenny Specialized & Brenny Transportation

Kevin Vierkant, Rock On Enterprises

**Facilitator:** Brenton Balvin, Great West Casualty Company

In a fluctuating market, understanding how to adapt and grow is essential. During this session, you will learn from a panel of CEOs proven strategies for navigating economic challenges, understanding the cyclicality of trucking, optimizing revenue streams, and finding opportunities for expansion in today’s trucking landscape.

10:25 – 11:00 a.m. **SESSION 3**

**State of Trucking**

Jon Pearson, President, Momentum Truck Group

11:00 – 11:15 a.m. Break / Exhibitor Expo

11:15 – 11:20 p.m. **Topic Discussions**: Introduce Facilitated Solutions Roundtable Discussions

11:20 – 12:00 p.m. **SESSION 4** - **Facilitated Discussions – Discuss solutions to top issues impacting your business**

**[NEXTLEADERS FACILITATE]**

* + - 1. Controlling healthcare costs
      2. D&A Clearinghouse
      3. People development into management
      4. Managing communication to your drivers
      5. Driver Health – supporting their physical and mental wellbeing
      6. How are people using AI in their roles to make their jobs better
      7. Optimizing fleet maintenance & reducing downtime
      8. Enhance driver retention & reduce turnover
      9. Compliance & navigating changing regulations
      10. Streamlining load planning & increase profitability

12:00 – 1:00 p.m. **LUNCH**

1:00 – 1:45 p.m. **SESSION 5**

**Harnessing Your Personality to Lead and Impact Your Organization**

Joe Hammer, General Manager, Cool Fuel Transportation

This session will help you understand your personality type and how to leverage your natural strengths to drive leadership, improve team dynamics, and create lasting impact within your organization.

1:45 – 2:00 p.m. Break/Exhibitor Expo

2:00 – 2:50 p.m. **SESSION 6 – Closing Keynote**

**To be Announced Soon**

2:50 – 3:00 p.m. Closing