



Communications & Image Committee

CHAIR: Lori Teders, Director of Administration, Hoekstra Transportation
VICE CHAIR: Lisa Spangenberg, CEO, Spangenberg Partners, LLC
TCA STAFF LIAISON: Marli Hall

MINUTES:

MEETING DATE: Monday, April 19, 2021
TIME: 1:15 p.m. – 2:45 p.m. ET
PLACE: Virtual Meeting

Committee Members in Attendance

Al Anderson
Tina Angelone
Sherri Garner Brumbaugh
Jon Coca
Dennis Dellinger
Todd Dorsey
Susan Fall

Tanya Fox
Ed Nagle
Mylene Patterson
Lisa Spangenberg
Marilyn Surber
Lori Teders

Guests in Attendance

Steven Babcock
Scott Burckhard
Tim Chrulski
Tim Clark
Paige Creo
John Elliott
Ray Haight
Brian Hall
Josh Kaburick
Heather Lischynski

Anthony Meloy
Jonathan Neeb
Dean Newell
Michael Niemeyer
Garrett Oleson
Kim Richardson
Gene Schultz
Tyler Tigges
Jim Ward

TCA Staff in Attendance

Kristen Bouchard
Zander Gambill
Kim Grimmick
Marli Hall
David Heller
Hunter Livesay

John Lyboldt
Kathryn Pobre
Jim Schoonover
Kelly Schubert
Caitlin Smith

I. Call to Order

Lisa Spangenberg, vice chair, welcomed committee members and guests and asked that members of the press to leave the meeting. DriverFacts sponsor video was played.

Spangenberg thanked the event sponsor and called the meeting to order at 1:18 p.m. ET. The list of attendees who participated in the call is above. A motion to accept the antitrust guidelines and minutes from the committee's previous meeting in September was made, seconded, and passed. Spangenberg introduced Lori Teders, chair, and gave a high-level overview of the agenda items.

II. Communications Outreach

Spangenberg welcomed TCA's Marli Hall and Hunter Livesay to give a report about the association's marketing and communications efforts. Hall shared an overview of email categories and most viewed webpages on TCA's website. She also reported metrics for other modes of communication such as TCA's weekly e-newsletter and newly established Soundcloud account. Livesay shared information regarding TCA's Truckload Authority microsite, magazine updates, and social media analytics.

III. Highway Angel

Spangenberg shared that it's been one year since TCA launched its Highway Angel microsite and elevated its strategic communications and outreach efforts. She shared a few ways in which recent Highway Angel recipients have been highlighted via daily newspapers, local news channels, posts via social media, etc. She added that since the microsite went live, TCA has received 55 nominations through the form itself. This is up from 36 nominations which she reported during the Fall Business Meetings. A Fox Carolina news clip featuring ABF driver and TCA's Hall was played. Spangenberg encouraged associates to become Supporting Sponsors of the program.

IV. Contests and Awards Update

Spangenberg updated the committee about the ways in which TCA is keeping the momentum going regarding the 2021 Best Fleets to Drive For contest, prior to Truckload 2021: Las Vegas in September. Top 20 winners are encouraged to participate in a #ShowtimeinSeptember social media campaign where fleets assemble their team members and driver who made the recognition possible to pose for a photo with their 2021 Top 20 plaque.

V. FMCSA Our Roads, Our Safety Initiative

Teders shared that as a partner of this initiative, each year, TCA is invited to judge the anonymous entries for the Road Safety Art Contest. She encouraged committee members and guests to share with local elementary, middle, or high schools to submit entries through June 4 of this year.

VI. U.S. Capitol Christmas Tree

Teders highlighted the 2021 whistle stop which will be held in Williamsport, Maryland near the C&O Canal in mid-November. Incoming Chairman Jim Ward and D.M. Bowman, Inc. will host the tree. Teders encouraged those interested to make plans to attend the event to celebrate trucking's involvement.

VII. Vietnam Veterans Memorial Fund's The Wall That Heals

Teders shared that given TCA's partnership with the Vietnam Veterans Memorial Fund (VVMF), the organization extended an opportunity in March. A video featuring TCA President John Lyboldt and TCA's Hall showcasing how trucking observes and gives back for National Vietnam War Veterans Day was played. Teders shared that for six years now TCA

member companies and their drivers have had the honor of transporting The Wall That Heals to more than 30 communities each year, adding that this year's kickoff event was held in early April in New Bern, North Carolina. Lastly, she shared the 2021 schedule and encouraged those to attend an event in their local community.

VIII. High School/Trade School Initiative

Teders asked focus group member, LaunchIT Public Relations' Susan Fall, to update the committee members and guest about the initiative. Fall shared the basis of the focus group, how after many discussions as a group they discovered an existing non-profit association whose mission is to promote CDL driver and diesel technician programs in high schools and community/tech colleges – Next Generation Trucking Association. Fall reported there is no conclusion at this time as the focus group is still exploring its options. She shared that the group would report back in September during Truckload 2021: Las Vegas. She posed three areas of focus and asked for guidance from the committee. No conversation ensued.

IX. Old Business

Teders asked for any old business. There was no old business to discuss.

X. New Business

Teders asked for any new business. There was no new business to discuss.

XI. Executive Session

Teders shared with committee members and guests that TCA had set aside time for each committee to have an executive session, which would include all eligible voting members of the Board. The committee did not have items to be brought forth to the Board.

XII. Adjournment

Teders thanked committee members and guests for attending. Teders requested a motion to adjourn the meeting. A motion was made, and the meeting was adjourned at approximately 1:54 p.m. ET.