

SAFETY & HUMAN RESOURCES NATIONAL CONFERENCE & EXHIBITION



September 27 – 29

Safety Roundtable 2010: Achieving “Bipartisan” Safety Solutions



Embassy Suites Hotel & Convention Center, Rogers, AR



SMC CHAIRMAN'S WELCOME

Dear Safety & H.R. Professional:

2010 is the year for "bipartisan" solutions to age old safety challenges. With new administrators in key government agencies, it is going to be a busy year. CSA 2010 as well as all of the new and expected rulemakings will no doubt provide plenty of "food for fodder." Couple this with all the research that's being released on safety-related matters, plus the implications of a slow economy, and we can be sure that there will be much to cogitate and debate in the Fall.

And, that is what we plan to do in September discuss – peer-to-peer – the issues that are critical to trucking. We will avoid formal presentations and instead focus on expert exchanges whether in a panel setting (with questions asked and answered) or in smaller roundtables.

The location too is ideal – it's truly a trucking state, it's convenient, affordable and naturally beautiful. We are literally and figuratively at a crossroads. A full, diverse and honest sharing of ideas is needed in these challenging times; and Arkansas' central location promises to draw maximum numbers.

Speaking of numbers, the National Tank Truck Carriers will again hold its Regional Meeting with us which will allow for an even greater dialogue between multiple sectors of trucking.

If that isn't cause enough for celebration, we will be observing the 50th Anniversary of the Safety Director Award – a truly momentous occasion. You can't miss this historic moment!

I look forward to seeing you there.

Best wishes,
James Daulerio, CDS
National Chairman

SUNDAY, SEPTEMBER 26

3:00 p.m. - 4:00 p.m.

Registration / Information Booth

MONDAY, SEPTEMBER 27

6:30 a.m. - 4:00 p.m.

Registration / Information Booth

8:00 a.m. - 4:30 p.m.

Certified Cargo Security Professional Prep Course & Exam – see registration form for details

7:00 a.m. - 2:00 p.m.

Golf Tournament & Lunch

6:40 a.m. Meet in Lobby 7:00 a.m. Arrive at Course
6:45 a.m. Leave for Course 2:00 p.m. Return to Hotel

2:30 p.m. - 5:00 p.m.

Wal-Mart Distribution Center Tour

3:00 p.m. Meet in Lobby 3:30 p.m. Arrive at Dist. Ctr.
3:15 p.m. Leave for Dist. Ctr. 5:00 p.m. Return to Hotel

5:30 p.m. - 8:30 p.m.

Reception & Speed Marketing Celebrating 50 Years of Excellence in Safety

TUESDAY, SEPTEMBER 28

6:30 a.m. to 4:00 p.m.

Registration/Information Booth

6:30 a.m. - 7:30 a.m.

Continental Breakfast in Exhibit Hall

7:00 a.m. - 8:00 a.m.

Attend one of the following:

1. Conference Program Development Committee Meeting

Act. Chair: James Daulerio, CDS, Director of Safety, Grocery Haulers, Inc.

2. State Association Safety Committee Meeting: State Updates

Chairman: Rick G. Cates, CDS, Director, Safety & Security, North Carolina Trucking Assoc., Inc.

8:00 a.m. - 2:15 p.m.

National Tank Truck Carriers Inc. Regional Meeting

8:10 a.m. - 8:40 a.m.

Opening Session: The Future of Motor Carrier Safety

Every new rule holds some expected – and some unintended – consequences, particularly in the legal arena. Anticipating those challenges and being prepared to protect the interests of the industry is and will be essential to trucking in the future. Are you ready?

Guest Speaker: Lee Louis Piovarczy, President, Trucking Industry Defense Association; Attorney, Martin, Tate, Morrow & Marston

8:45 a.m. - 9:45 a.m.

Attend one of the following:

1. Hazardous Materials Safety Update

Back in April, PHMSA, FMCSA, and TSA published their semi-annual regulatory agendas related to the transport of hazardous materials and Fall was a season targeted for a number of final rules. This is an opportunity to learn where we are and what we can expect for the remainder of 2010 and beyond, as well as the industry's response strategies.

Presenter: Richard Moskowitz, Vice President and Regulatory Affairs Counsel, ATA

2. Panel #1 - Older Drivers: What You Need to Know

A great deal of research has been conducted in the last several years on the effects of aging on driving ability. With an maturing driver pool, it will become important to understand the physiological changes that occur at certain age benchmarks and what steps can be taken to identify and compensate for those potential changes in cognitive response, motor skills, vision, and overall health.

Panelists: David Harkey, Director, Highway Safety Research Center, University of North Carolina
Elaine Papp, Chief, Medical Programs, Federal Motor Carrier Safety Administration

9:45 a.m. - 9:55 a.m.

Coffee Break



OR

OR

Attractions:

Brick-paved streets lead to old-fashioned store fronts filled with antiques and gifts, cafes, jewelry, etc. in the historic downtown of Rogers, Arkansas. The Daisy International Air Museum, home to the world's largest collection of antique airguns, and the Rogers Historical Museum are also in Rogers. Shopping abounds in Rogers, too near I-540 at Scottsdale Center, the Village on the Creeks, and Pinnacle Hills Promenade. If the outdoors is calling, there's the Hobbs State Park-Conservation Area on Beaver Lake, just minutes away. At 30,000 acres, Beaver Lake offers top-notch fishing, particularly for striped bass, largemouth bass, crappie, bream and catfish. Rogers is seven miles from War Eagle, home to one of the finest craft fairs in the country, 34 miles from Eureka Springs, and about 67 miles from the Buffalo National River. And the conference is planned just before the start of the 11th Annual Bikes, Blues and BBQ rally/ event, Sept. 29 – Oct. 1 in Fayetteville, Arkansas – just down the road a spell. For more, go to <http://www.bikesbluesandbbq.org/>. One of the most beautiful times of the year in Northwest Arkansas is fall. Beyond the breathtaking foliage, you will also find a number of other exciting attractions to keep you busy during a visit to the area. For more information on attractions in NW Arkansas, go to <http://www.nwaeventsonline.com/>.

Dickson Street:

So much to do so little time as you cruise down Dickson Street in Fayetteville - restaurants, live music and shopping abound. It's considered the entertainment center of N. W. Arkansas.

Weather:

Ranges from 65° to 84° on average in September. Pleasant conditions usually prevail by the last week of the month.

Airport:

Northwest Arkansas Regional Airport (XNA) is just 12 miles from the hotel; and serves Alliant, American, Continental, Delta, Northwest, USAir and United Airlines. It's affordable!

Ground Transportation:

The Embassy Suites will provide free airport shuttle service to and from the Airport. Here are other options: NWA Taxi/Hotel Executive Transportation – (479)640-1430 (\$30 taxi; \$40 town car; \$5 each add'l person); AAA Car Service – (479)644-8469 (\$35/person; \$5/each add'l person); C.T.S – (479)866-0264 (\$30/one person; \$20 each if more than one); DownUnder Taxi Service – (479)856-2888 (\$35/one person; \$5/each add'l person); Express Shuttle – (479)205-0011 (\$32/one person; \$24 each for 2; \$20 each for 3).

9:55 a.m. - 10:40 a.m.

Attend one of the following:

1. Highway and Workplace Safety Regulatory & Legislative Update

The last six months have been busy for the Federal Motor Carriers Safety Administration and Occupational Safety & Health Administration. Learn what's new and what can be expected related to: CSA 2010 (now CSA), Hours of Service and related issues, and rules both procedural and operational, on distracted driving and safety technologies; as well as OSHA Walking Working Surfaces Standard and Personal Protective Equipment (Fall Protection); OSHA Injury/Illness Data Collection Process; OSHA Injury/Illness Prevention Program; OSHA New Penalty Policies; and Hazard Communications Standard.

Presenter: [Richard E. Fairfax](#), CIH, Deputy Assistant Secretary of Labor, OSHA*
[Larry W. Minor](#), Associate Administrator, Policy and Program Development, FMCSA*

10:50 a.m. - 11:35 a.m.

Attend one of the following:

1. Occupational Safety & Health Committee Meeting

Consensus will be taken on attendees' stance on a number of OSHA-related issues. Committee will be asked to listen, participate and recommend potential policy for presentation before the ATA Labor & Regulatory Policy Committee.

Chairman: [Lois Hensley](#), Manager, Safety Programs, FedEx Express

2. Allied Committee (All Exhibitors Invited)

Chairman: [James Briggs](#), OTR/L, Vice President, Business Development, Advanced Ergonomics, Inc.

OR

11:40 a.m. - 1:10 p.m.

Walk-Around Lunch/Exhibitor Door Prizes in Exhibit Hall

1:15 p.m. - 2:15 p.m.

Regulations Committee Meeting

Consensus will be taken on attendees' position on a number of FMCSA-related issues. Committee will be asked to listen, participate and recommend potential policy for presentation before the ATA Safety Policy Committee.

Chairman: [Philip R. Warren](#), Vice President, Safety UPS Freight

2:25 p.m. - 3:25 p.m.

Panel #2 – CSA Experiences: Inspector-Investigator-Carrier Perspective

FMCSA's Comprehensive Safety Analysis 2010 (now CSA) has created a new paradigm in compliance and enforcement. With 30 months of pilot testing and the publishing of changes to the CSA methodology, hear how carriers and inspectors have been impacted and how they are preparing for the future.

Panelists: [James B. "Buckie" Thomas](#), Sergeant, Arkansas Highway Police (Special Services)
[Steff Copeland](#), Compliance Investigator, Missouri Department of Transportation,

3:25 p.m. - 3:40 p.m.

Refreshment Break in Exhibit Hall

3:40 p.m. - 5:10 p.m.

Attend one of the following:

1. Panel #3 - Safety Factors: Human and Environmental

The research is in and it suggests that safety is influenced most by human factors and humans' ability to adapt to their environment. On hand to discuss what this means for motor carriers are two noted researchers who have studied the human elements that impact drivers' ability and willingness to adapt to a company's safety culture and policies as well as safety technology.

Panelists: [Jeffrey S. Hickman](#), Ph.D., Group Leader, Behavioral Analysis and Applications, Center for Truck and Bus Safety, Virginia Tech Transportation Institute
[Steven L. Johnson](#), Ph.D., PE, Professor, Industrial Engineering, University of Arkansas

2. Panel #4 - Legal Pitfalls: What to Do, What Not to Do

It's a new legal environment under which carriers are operating, and the future holds additional challenges. Learn how CSA 2010, driver qualification files and the Pre-employment Screening Program (PSP), the Data Q system, EOBRs, issues may impact your ability to operate and potential for litigation.

Panelists: [Robert D. Moseley, Jr.](#), Esq., Partner, Smith Moore Leatherwood LLP
[Douglas B. Marcello](#), Esq., Partner, Marcello & Kivisto, LLC
[Steven Spencer](#), Sr. Director of Transportation, HireRight

OR

5:10 p.m.

Shuttle begins to/from Dickson Street in Fayetteville

WEDNESDAY, SEPTEMBER 29**7:30 a.m. - 8:00 a.m.**

Continental Breakfast

ROUNDTABLES

Each attendee will be provided a rotation schedule that is unique to them. It is designed to help each attendee rotate in an organized fashion through the Roundtable Topics with a unique and diverse group of attendees.

8:00 a.m. - 10:00 a.m.**Roundtable Discussion #1: Optimizing Safety Technologies**

Will rotate so everyone will be in a different assigned topic from 8:00 a.m. to 8:35 a.m.; 8:45 a.m. to 9:15 a.m.; and 9:25 a.m. to 10:00 a.m.

There has been a great deal of debate on safety technologies, specifically the costs, benefits, types, scope, and legalities. Group facilitators will ask for input from attendees who are using and who are not using such technologies, e.g., what are the advantages, restrictions, hopes and apprehensions of such systems; how have they most effectively been used; how could they be modified to maximize the pros and limit the cons of such systems?

■ Topic #1 - EOBRs

Facilitators: [Rick D. Foster](#), CDS, Director, Private Fleet Safety, Wal-Mart Transportation, LLC
[Cecil A. Harris](#), CDS, Vice President Safety, WTI Transport
[Jerry W. Waddell](#), CDS, Safety Director, Cargo Transporters, Inc.

■ Topic #2 - Crash Avoidance

Facilitators: [Dean Newell](#), CDS, Vice President, Safety & Training, Maverick Transportation, LLC
[Steven L. Niswander](#), Vice President, Safety Policy & Regulatory Relations, Groendyke Transport, Inc.
[Robert G. Petrancosta](#), Vice President, Safety, Con-way Freight

■ Topic #3 - Communications Devices & Distracted Driving

Facilitators: [Larry W. Cross](#), CDS, Director, Safety Environmental, UPS Freight
[Allan Hicks](#), Vice President, Safety, B. R. Williams Trucking, Inc.
[James Ransom](#), CDS, Director, Safety, Boyd Brothers Transportation Co., Inc.

10:00 a.m. - 10:15 a.m.

Coffee Break

10:15 a.m. - 11:15 a.m.**Roundtable Discussion #2: Managing Safety When Safety is "Outside" Carrier's Control: A Shipper-Carrier Discussion**

Will rotate so everyone will be in a different assigned topic from 10:15 a.m. to 10:35 a.m.; 10:40 a.m. to 10:55 a.m.; 11:00 a.m. to 11:15 a.m.

The world has changed since 2008 - Shippers look to motor carriers as a way to "manage their expenses," and the new political environment is holding employers – including motor carriers – more responsible for safety even when it may be outside their control. Group facilitators will spur discussion on what attendees are doing to help reduce their exposure and manage risk and to defend against safety violation claims which may be false or not the carriers' fault.

■ Topic #4 - Pre-loaded Trailers

Facilitators: [Scott E. Barker](#), Vice President, Safety, Recruiting & Driver Development, Swift Transportation Co., Inc.
[John R. Simms](#), Risk Advisor, HNI Risk Services, Inc.
[Patrick L. Tornwall](#), Safety Supervisor, Wilson Trucking Corporation

■ Topic #5 - Shipper's Equipment

Facilitators: [Donald G. Jerrell, II](#), Associate Vice President, HNI Risk Services, Inc.
[Randy Tomlinson](#), Sr. Mgr., Safety, Health & Security, Ryder Integrated Logistics*
[Tim Smith](#), Vice President, Corporate Services, TCW Tennessee Express, Inc.*

■ Topic #6 - Brokered Loads

Facilitators: [John Daschke](#), CDS, Director, Carrier Services, Houg Special Services, Inc.
[Brett A. Sant](#), Vice President, Safety & Risk Management, Knight Transportation, Inc.
[Greer Woodruff](#), Sr. Vice President, Corp. Safety & Security, J.B. Hunt Transport Services, Inc.

11:15 a.m. - 12:45 p.m.

Truck & Industrial Safety Awards & State Association Recognition Awards Luncheon

12:55 a.m. - 2:50 p.m.

Roundtable Discussion #3: Driver's Perspective & Experiences: Insights to Improve Safety*Will rotate so everyone will be in a different assigned topic from 12:55 p.m. to 1:25 p.m.; 1:35 p.m. to 2:05 p.m.; 2:15 p.m. to 2:50 p.m.*

So much of the carriers' success depends upon the driver and the carrier's ability to maximize the drivers' safety performance on the road and on the ground. Group facilitators prompt attendees to offer insights into their programs, training, challenges, and solutions related to sleep management, highway safety and workplace safety.

■ **Topic #7 - Sleep Apnea Treatment and Devices**

Facilitators: Thomas C. DiSalvi, CDS, Director, Loss Prevention, Schneider National, Inc.

Don D. Lacy, CDS, Director, Safety, Prime, Inc.

Gordon Lambert, Vice President, Safety & Compliance, C.R. England

■ **Topic #8 - Effective Training/Coaching Styles for Drivers**

Facilitators: John Spiros, Vice President, Safety & Claims Management, Roehl Transport, Inc.

Gary D. Thomas, CDS, Safety Consultant, Central Freight Lines, Inc.

Ronald D. Uriah, CDS, Vice President, Safety & Risk Mgmt., Pitt Ohio Express, LLC

■ **Topic #9 - Slips, Trips & Falls**

Facilitators: Sam E. Cates, Jr., CSS, Director, Safety & Security, ABF Freight System, Inc.

Douglas R. Cook, CDS, Vice President, Safety, Covenant Transport, Inc.

Phillip L. Jennings, Director, Safety & Training, Saia, Inc.

2:50 p.m. - 3:00 p.m.

Refreshment Break

3:00 p.m. - 4:50 p.m.

Roundtable Discussion #4: Carrier Accountability in a Complex Supply Chain*Will rotate so everyone will be in a different assigned topic from 3:00 p.m. to 3:30 p.m.; 3:40 p.m. to 4:10 p.m. and 4:20 p.m. to 4:50 p.m.*

Studies have shown that creating and sustaining a strong safety culture leads to less accidents, injuries, and compliance violations and thus an improved safety record, employee attitude and retention. Being prepared and training employees to be prepared for a roadside inspection doesn't hurt either. Listen and participate as the Group Facilitators elicit attendees' solutions to what they are doing to inspire their safety culture, prepare for an inspection, and management related challenges when expectations are not met.

■ **Topic #10 - Driver Behavior/Behavior Management Systems**

Facilitators: Peter L. Dannecker, CDS, Director, Loss Prevention, A. Duie Pyle, Inc.

K. Don Tullos, CDS, Consultant, Tullos Consulting

Alfred LaCombe, CDS, Director, Safety, Dupré Logistics, Inc.

■ **Topic #11 - Roadside Inspections**

Facilitators: Michael E. Baker, CDS, Vice President, Safety & H.R., Usher Transport, Inc.

Mark A. Courter, CDS, Manager Safety & Compliance, FedEx Freight

Lance S. Hagler, Sr. Manager, Safety Compliance, Con-way Freight

■ **Topic #12 - Discipline/Termination: Legal & Labor Considerations**

Facilitators: Bill Bennett, Director, Regulatory Compliance, Southeastern Freight Lines

Curtis E. Carr, Vice President, Safety & Compliance, Estes Express, Inc.

Brian J. Stoddard, CDS, Vice President, Safety & Personnel, Old Dominion Freight Line, Inc.

5:00 p.m. - 5:30 p.m.

Business Session

6:00 p.m. - 8:30 p.m.

Awards Banquet & 50th Anniversary of Safety Director Award Tribute

Presenter: Bill Graves, President & CEO, American Trucking Associations

**National Safety Director Award 1960 - 2010**

The ATA Safety Management Council is proud to commemorate the 50th Anniversary of ATA's National Safety Director Award. Since 1960 this award has been presented annually to the motor carrier safety professional whose job qualifications, achievements, and ability to design and direct safety programs have been deemed most outstanding among trucking safety directors. **Come celebrate 50 Years of Excellence in Rogers, Arkansas!**

* To be confirmed

sign up today!...

Name: _____ Nickname for Badge: _____

Title: _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Spouse/Guest name (if registering): _____

REGISTER

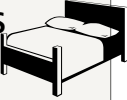
Return this form with payment:

BY FAX: (703) 838-1852

BY MAIL:
 ATA Customer Administration
 PO Box 101360
 Arlington, VA 22210-4360

QUESTIONS? Call (703) 838-1919

HOTEL INFO. & RESERVATIONS



To make reservations, contact the hotel directly:

Embassy Suites NW Arkansas
 [attached to the Convention Ctr.]
 3303 Pinnacle Hills Pkwy.
 Rogers, AR 72758

Tel: (479) 254-8400
http://embassysuites.hilton.com/en/es/groups/personalized/XNAESES-AT2_20100926/index.jhtml?WT.mc_id=POG

Special Room Rates are:
 \$129 (single/double)+ tax

To receive the above rate: when calling or registering online reference or enter **group code: AT2**

*Special Room Rates Expire **Sept. 5***

Check-in: 3 p.m.
Check-out: 12 noon

Special Needs?
 Call (703) 838-1986 and hotel reservations department.

Shuttle?
 If you plan to use the hotel's free airport shuttle from 9/26 - 9/30, please indicate date/time:

Flight Arrival: _____
Flight Departure: _____

Dress Code?
 Business Casual

CONFERENCE ATTENDEE REGISTRATION

Registration fee includes meetings, educational sessions and meal functions listed on Mon., Tues. and Wed.; not included in the fee are:

Golf Tournament, Wal-Mart Distribution Ctr. Tour, NATMI Training and NTTC Regional Meeting. (See below or separate registration). [Member = ATA and/or SMC member]

	Member	Non-Member
Motor Carrier (MC)	<input type="checkbox"/> \$499	<input type="checkbox"/> \$599
Allied/Supplier	<input type="checkbox"/> \$699	<input type="checkbox"/> \$799
Addit'l. MC Attendee	<input type="checkbox"/> \$450	<input type="checkbox"/> \$475
State Trucking Assn. Staff	<input type="checkbox"/> \$200	
Guest (Reception., Banquet, Tour)	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150

TOTAL \$ _____

- Yes, sign me up for the Wal-Mart Distribution Ctr. Tour on Monday @ \$25
- Yes, sign me up for the Awards banquet on Wednesday
- Yes, I am interested in sponsoring a conference event. Call me!
- Yes, I would like to sponsor a reunion event

REFUND POLICY: If your plans to attend this Conference change, you may receive a refund – less a \$50 administration fee– if ATA receives your cancellation by mail or fax by Aug. 27. There will be no refunds or credits after Aug. 27. Substitutions from your company are acceptable.

Golf Tournament - Sign up deadline is Friday, September 10, 2010.

Golf registration includes greens fee, cart, range balls, and lunch. Transportation is provided by hotel and carpool. Players may rent clubs through and at the course.

- Yes, sign me up for the golf tournament, as follows:

	Member	Non-Member
Golfer	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75
Kibitzer***	<input type="checkbox"/> \$40	<input type="checkbox"/> \$55

***Kibitzers ride golf carts selling mulligans and taking photos. Only four needed; first-come, first-serve basis.

Please note that team photos will be taken prior to tee-off. Indicate your USGA handicap or last 3 scores: _____

List player(s) you would like in your foursome. Pairings are made based on players' abilities. We will make every effort to accommodate your request. _____

Each golf tournament sponsor receives a sign with their name on it, placed at area of sponsorship. A sign with all golf tournament sponsors will be placed at the course and in the exhibit hall.

- Yes, I wish to be a golf tournament sponsor as follows:

- \$150 per hole, 1-tee box/green
- \$500 Hole-in-One - Divided by those who get hole-in-one
- \$200 Long Drive - Men
- \$200 Long Drive - Women
- \$200 Closest to the Pin

TOTAL \$ _____

- Yes, I wish to sponsor the follow player(s)

	Member	Non-Member
_____	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75
_____	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75

TOTAL \$ _____

PAYMENT To ensure we have a packet for you onsite and enough food for all, register by **August 27, 2010**. Payment must accompany form.

Conference Registration Total \$ _____	<input type="checkbox"/> Check # _____ (enclosed & made payable to "ATA SMC")
Conference Sponsorship \$ _____	<input type="checkbox"/> Charge My Credit Card in the TOTAL amount : <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> AMEX
Wal-Mart Distribution Ctr. Tour \$ _____	Credit Card #: _____ Exp. Date: _____
Golf Tournament or Kibitzer \$ _____	Name on Card: _____
Golf Tourn. Sponsor Total \$ _____	Signature: _____
Golf Player Sponsor Total \$ _____	
Reunion Sponsorship \$ _____	
Grand TOTAL \$ _____	

GOLF

Lost Springs Golf and Athletic Club

3024 N. 22nd. Street
 Rogers, AR 72756
 (479) 631-9988

lostspringsgolfac.com

