

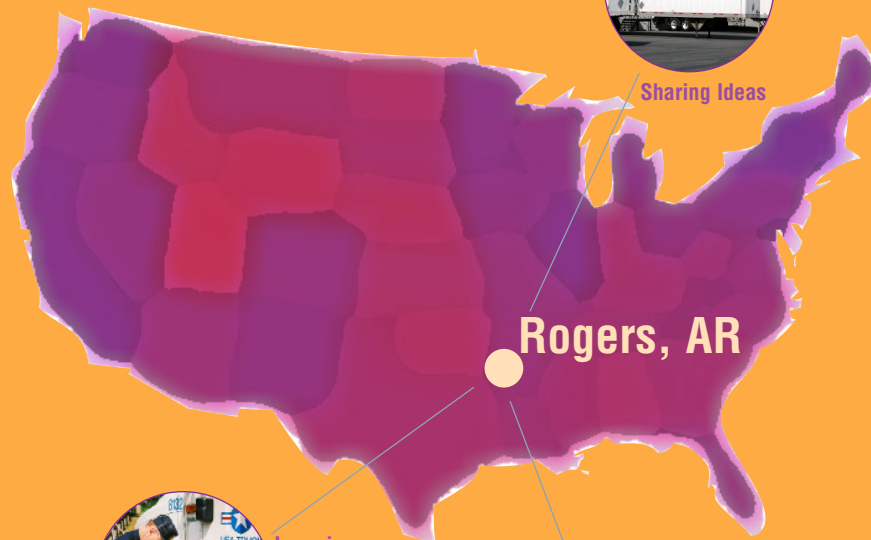
SAFETY & HUMAN RESOURCES NATIONAL CONFERENCE & EXHIBITION

September 27 – 29

Safety Roundtable 2010:
Achieving “Bipartisan” Safety Solutions



Sharing Ideas



Rogers, AR



Learning



Collaborating


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.
4:00 p.m. - 5:00 p.m.

Registration / Information Booth
Management Advisory Board (closed)

MONDAY, SEPTEMBER 27

6:30 a.m. - 4:00 p.m.
8:00 a.m. - 4:30 p.m.
7:00 a.m. - 2:00 p.m.

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

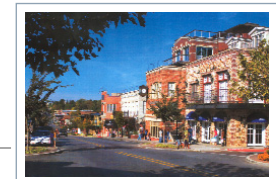
5:30 p.m. - 8:30 p.m.

Registration / Information Booth
NATMI Training
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
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
Reception & Speed Marketing
Celebrating 50 Years of Excellence in Safety

TUESDAY, SEPTEMBER 28

6:30 a.m. - 4:00 p.m.
6:30 a.m. - 7:30 a.m.
7:00 a.m. - 8:00 a.m. (or)
8:00 a.m. - 2:35 p.m.
8:10 a.m. - 8:40 a.m.
8:45 a.m. - 9:45 a.m. (or)
9:45 a.m. - 10:00 a.m.
10:00 a.m. - 11:00 a.m. (or)
11:15 a.m. - 12:15 p.m.
12:15 p.m. - 1:45 p.m.
1:45 p.m. - 3:15 p.m.
3:15 p.m. - 3:30 p.m.
3:30 p.m. - 5:00 p.m. (or)
5:00 p.m.

Registration / Information Booth
Continental Breakfast in Exhibit Hall
Attend one of the following:
1. Conference Program Development Committee Meeting
2. State Association Safety Committee: State Updates
National Tank Truck Carriers, Inc. Regional Meeting
Opening Session: Motor Carrier Safety Advisory Cmte. Sets the 2010 Stage: Hours of Service, Fatigue, Crash Avoidance
Attend one of the following:
1. Hazardous Materials Safety Update
2. Panel #1 - Older Drivers: What You Need to Know
Coffee Break
Attend one of the following:
1. Occupational Safety & Health Update
2. Allied Committee
Regulatory & Legislative Update
Walk-Around Lunch/Exhibitor Door Prizes in Exhibit Hall
Panel #2 - CSA 2010 Experiences: Carriers & Inspectors
Refreshment Break
Attend one of the following:
1. Panel #3 - Safety Factors: Human and Environmental
2. Panel #4 - Legal Pitfalls: What to Do, What Not to Do
Shuttle to/from Dickson St., Fayetteville (see description)



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).

WEDNESDAY, SEPTEMBER 29

7:30 a.m. - 8:00 a.m.

Continental Breakfast

8:00 a.m. - 10:00 a.m.

Optimizing Safety Technologies*

- Roundtable #1 – EOBRs
- Roundtable #2 – Crash Avoidance
- Roundtable #3 – Communications Devices & Distracted Driving

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

Coffee Break

10:15 a.m. - 11:15 a.m.

Managing Safety When Safety is “Outside” Carrier’s Control: A Shipper-Carrier Discussion*

- Roundtable #4 – Pre-loaded Trailers
- Roundtable #5 – Shipper’s Equipment
- Roundtable #6 – Brokered Loads

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

Truck & Industrial Safety Awards & State Association Recognition Awards Luncheon

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

Driver's Perspective & Experiences: Insights to Improve Safety*

- Roundtable #7 - Sleep Apnea Treatment and Devices
- Roundtable #8 - Effective Training/Coaching Styles for Drivers
- Roundtable #9 - Safety Issues at Customer’s Dock

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

Refreshment Break

3:00 p.m. - 4:55 p.m.

Carrier Accountability in a Complex Supply Chain*

- Roundtable #10 - Driver Behavior/Behavior Management Systems
- Roundtable #11 - Roadside Inspections
- Roundtable #12 - Discipline/Termination: Legal & Labor Considerations

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

Business Session

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

Awards Banquet & 50th Anniversary of The National Safety Director Award Tribute

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

schedule subject to change

**Three separate focused discussion topics, two groups per discussion topic; 20-30 people per discussion group; each attendee assigned two group letters for discussion group room assignments; each group rotates to another discussion topic every 35 minutes.*

NOTE TO SMC MEMBERS: SMC staff will be monitoring whether any of the SMC technical committees and working groups will need to meet in order to take action. We will alert everyone if those meetings will be taking place and when.



**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!

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) 845-3227
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 **Aug. 27***

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

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

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

Flight Arrives: _____
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 (Recept., 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

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. _____

Golf Sponsorships

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 \$ _____

Conference Sponsorship \$ _____

Wal-Mart Distribution Ctr. Tour \$ _____

Golf Tournament or Kibitzer \$ _____

Golf Tourn. Sponsor Total \$ _____

Golf Player Sponsor Total \$ _____

Reunion Sponsorship \$ _____

Grand TOTAL \$ _____

Check # _____ (enclosed & made payable to "ATA SMC")

Charge My Credit Card in the TOTAL amount : MasterCard VISA AMEX

Credit Card #: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

GOLF

Lost Springs Golf and Athletic Club

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

lostspringsgolfac.com

