

CALIFORNIA TRUCKING ASSOCIATION'S

64th Annual Membership Conference

2018



The Heart of Trucking

January 19 – 22, 2018

Annual Membership Conference

January 19 – 22, 2018 | Monterey Plaza Hotel | Monterey, CA



California Trucking Association's
2018 Annual Membership Conference
"The Heart of Trucking"
January 19 – 22, 2018

Our 2018 Annual Membership Conference at the Monterey Plaza Hotel & Spa, will be held in one of California's most beautiful settings and one of my personal favorite destinations – Monterey, California!! We will be mixing a great deal of business with a lot of "trucker style" celebration as we focus on the people that make our industry so special. Our theme this year is all about the people and telling our story - The Heart of Trucking – and what a wonderful story we have to tell! This year's conference will be held from January 19 – 22, 2018 and you won't want to miss a moment as we have packed in an amazing line-up of speakers, business sessions, Board of Directors and policy meetings, parties and fun!! Speaking of fun, we have interactive social media activities lined up so make sure to freshen up on your #hashtags, @tagging and selfie skills.

Looking forward to seeing you in Monterey,



Lynnette Brown
CFO, KKW Trucking
CTA 2017
1st Vice President

Conference Schedule At A Glance

FRIDAY, JANUARY 19

9:00am to 6:00pm	Conference Registration
12:00pm to 1:00pm	CEO Advisory Council Meeting & Lunch <i>(council members only)</i>
1:00pm to 2:45pm	Officers Council Meeting <i>(council members only)</i>
3:00pm to 5:00pm	Spouse/Guest Welcome Event
2:30pm to 5:00pm	Sponsors Marketplace
3:00pm to 5:00pm	Opening General Session: Special Guest Speakers ATA President & CEO Chris Spear; ATA Chairman David Manning invited.
5:00pm to 6:30pm	Welcome Reception
7:00pm to 10:00pm	Past Presidents Dinner <i>(By Invitation only)</i>

SATURDAY, JANUARY 20

7:00am to 5:00pm	Conference Registration
7:30am to 5:00pm	Sponsors Marketplace
8:00am to 9:30am	General Session Breakfast: "Economic & Trucking Update" <i>presented by ATA Chief Economist Bob Costello</i>
9:40am to 11:00am	Environmental Policy Committee Meeting*
10:00am to 2:00pm	Spouse/Guest Excursion- Movie Tour of Monterey Peninsula & 17-mile Drive with Lunch at The Tap Room at Pebble Beach Resort <i>Pre-registration REQUIRED and additional charge for this event</i>
11:10am to 12:30pm	Safety, Security & H.R. Policy Committee Meeting*
12:45pm to 2:30pm	General Session Lunch: "Charting the Course Through Demographic Change" <i>presented by John Maketa, KGC Direct LLC</i>
2:40pm to 4:00pm	Allied Conference Meeting*
2:40pm to 4:30pm	Nominating Committee <i>(private)</i>
5:00pm to 6:30pm	CARGO-PAC Reception Special reception <i>for individuals who have contributed \$250 or more to the Cargo PAC in 2017. If you are interested in making a PAC contribution contact Marcia at mwoolworth@caltrux.org or 916.373.3540.</i>

Continued on following page

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SUNDAY, JANUARY 21

- | | |
|--------------------|---|
| 7:30am to 3:30pm | Sponsors Marketplace |
| 8:00am to 9:30am | General Breakfast: "Election Forecast"
<i>presented by Martin R. Wilson Executive Vice President, Public Affairs, California Chamber of Commerce.</i> |
| 9:40am to 11:00am | Kingpin Committee Meeting* |
| 11:10am to 12:30pm | Highway Policy Meeting* |
| 12:45pm to 2:00pm | President's Lunch: Join CTA President of 2017, Doug Britton and his wife Janna at this special lunch in honor of Doug's service to CTA during the past year and in acknowledgment of his accomplishments on behalf of the Association. |
| 2:10pm to 3:30pm | Membership Services Committee Meeting* |
| 3:30pm to 6:00pm | Football Playoff Party <i>sponsored by the CTA Allied Conference</i> |

MONDAY, JANUARY 22

- | | |
|-------------------|--|
| 7:30am to 7:50am | CTA Board of Directors Photo |
| 8:00am to 10:45am | CTA Board of Directors Meeting
<i>(continental breakfast served)</i> |
| 11:00am Check-In | TUFSOB Golf Tournament – Bayonet Golf Course in Seaside <i>(see insert)</i> |
| 12:00pm | Shotgun Start |
| 6:00pm to 7:00pm | Inaugural Reception |
| 7:00pm to 10:30pm | Inaugural Dinner, Entertainment, and Cupcake & Candy Bar
<i>This event is the pinnacle of the conference where we install the new Association President for the year of 2018. This is a semiformal affair during which CTA members usher in the New Year with a champagne toast, salute CTA's Past Presidents and First Ladies, and enjoy a delightful evening of camaraderie and entertainment.
(Semi-Formal attire is requested for this function)</i> |

* All CTA members are welcome to attend policy committee meetings and the Board of Directors meeting without conference registration.



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You can register online at www.caltrux.org



REGISTRATION FORM

CHECK APPROPRIATE BOXES: ☐ Carrier Member ☐ Allied Member ☐ Non Member ☐ First Time Attendee

NAME _____ NICKNAME FOR BADGE _____ SPOUSE/GUEST OR 2ND COMPANY REPRESENTATIVE _____

COMPANY _____ MAILING ADDRESS _____

MAILING ADDRESS _____ CITY _____ ST _____ ZIP _____

CITY _____ ST _____ ZIP _____ PHONE _____ EMAIL ADDRESS _____

PHONE _____ EMAIL ADDRESS _____

Please provide separate contact information for spouse/guest to send special invitations and information for spouse/guest activities

Emergency contact information of a person not attending conference:

Name, Relation, Phone number _____

FULL CONFERENCE includes: admission to General Sessions, Spouse Welcome Event, Welcome Reception, Saturday & Sunday Breakfasts, Saturday Lunch, President's Lunch, Football Playoff Party, and Inaugural Reception & Dinner.

Full Conference Registration

	CARRIERS by 1/3/18	ALLIED by 1/3/18	LATE REGISTRANTS After 1/3/18
Member	<input type="checkbox"/> \$525	<input type="checkbox"/> \$625	<input type="checkbox"/> \$575/\$675
Second Representative from same company	<input type="checkbox"/> \$475	<input type="checkbox"/> \$575	<input type="checkbox"/> \$525/\$625
Spouse/Guest	<input type="checkbox"/> \$450	<input type="checkbox"/> \$575	<input type="checkbox"/> \$500
Non-Members and their Spouse/Guest	<input type="checkbox"/> \$650	<input type="checkbox"/> \$750	<input type="checkbox"/> \$700 - \$800

Spouse/Guest Excursion:

Movie Tour of Monterey & 17-Mile Drive with Lunch at Pebble Beach ☐ \$55

PARTIAL CONFERENCE includes Saturday & Sunday breakfast, Saturday General Session lunch, Sunday's President's Lunch, and Football Party. This registration type does not include Friday's Welcome Reception and will be strictly enforced.

	CARRIERS	ALLIED
Partial Conference Registration Member/2nd Rep/Spouse/Guest	<input type="checkbox"/> \$400	<input type="checkbox"/> \$500

Spouse/Guest Excursion:

Movie Tour of Monterey & 17-Mile Drive with Lunch at Pebble Beach ☐ \$55

INAUGURAL RECEPTION & DINNER ONLY ☐ \$125

TOTAL \$ _____

Cancellation Policy: You must notify the CTA Events Department in writing by January 12, 2018. No refunds will be issued after this date. A \$25 handling fee will be retained on all cancellations.

Payment Method

☐ Check Enclosed ☐ Charge my credit card

Name as it appears on card _____

Card number _____ Exp. Date _____

Billing Address _____ Code _____

Signature _____ Today's date _____

Return to CTA, Events Department, 4148 E. Commerce Way, Sacramento, CA 95834 or email ntoms@caltrux.org or fax to 916.373.3637.

Please help us keep an accurate meal count by indicating the number of people attending the following meal related events:

Friday, 19-Jan

___ Spouse/Guest Welcome
___ Opening Reception

Saturday, 20-Jan

___ General Session Breakfast
___ General Session Luncheon

Sunday, 21-Jan

___ General Session Breakfast
___ President's Lunch
___ Football Playoff Party

Monday, 22-Jan

___ Board of Directors Meeting
___ Inaugural Reception/Dinner

Do you have special dietary needs or food allergies?

___ No ___ Yes, please explain: _____

Did you attend the 2017 Conference? ___ Yes ___ No

Is this your first CTA Annual Membership Conference?
___ Yes ___ No

Registration will be accepted until **January 12, 2018.**

After this date you must register onsite.

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You can register online at www.caltrux.org

Registration Information

Ways to Save Money!

- ✓ Register by January 3, 2018 for the \$50 early registration discount.
- ✓ Make your hotel reservations prior to the cutoff date of January 3, 2018.
- ✓ Become a member of CTA by December 29 and enjoy the discounted member rate.

How to Register

Complete the registration form on the other side of this page and email or fax it with credit card information to ntoms@caltrux.org; or fax to 916.373.3637; or mail with payment to CTA Events Department, 4148 E. Commerce Way, Sacramento, CA 95834. Payment is required at the time your registration form is submitted.

A confirmation will be emailed after your registration has been processed. Approximately two weeks prior to the conference, you'll receive another confirmation that includes the conference program, general information and a preconference newsletter. If you do not register by January 12, bring your completed registration form and register on site as pre-registration will close one-week prior to the event.

Registration Types

FULL REGISTRATION includes admission to the General Sessions, Spouse Welcome Event, Welcome Reception, Saturday & Sunday Breakfasts, Saturday Lunch, President's Lunch, Football Playoff Party, and Inaugural Reception & Dinner.

PARTIAL REGISTRATION includes Saturday & Sunday breakfast, Saturday General Session lunch, Sunday's President's Lunch, and Football Party. This registration type does not include Friday's Welcome Reception and will be strictly enforced.

INAUGURAL RECEPTION & DINNER tickets will be made available for sale to nonconference attendees by request (\$125).



Cancellation and Refund Policy

If you must cancel your registration, you must notify the CTA Events Department in writing by January 12, 2018. No refunds will be issued after this date. A \$25 handling fee will be retained on all cancellations.

Hotel Reservations

Reservations at the Monterey Plaza Hotel must be made on or before January 3, 2018. After that date, reservations will be taken on a space-available rate at the best available rate at that time. Reserve early, as the room block may fill up and the CTA group rate is much lower than the standard rate. Attendees must make their reservations directly with the hotel and under the CTA room block. The group rate is extended three days prior and three days after the event dates, subject to availability. All registrations must be guaranteed with a credit card at the time of reservation.

Inland View:	\$221/night+tax
Partial Ocean View:	\$271/night+tax
Ocean View:	\$321/night+tax
Ocean View w/Balcony:	\$391/night+tax

There is a \$15 resort fee added to our room account daily that includes 24 hour valet parking with in and out privileges, wireless internet in guestrooms, fitness center and whirlpool tubs and newspaper delivered to your room daily.

You can make your reservations by calling 844.508.5578 or online using this link: [CTA Group Room Reservation](#).

Travel Information

The Monterey Plaza Hotel is located at 400 Cannery Row, Monterey, CA 93940. Visit the hotel website at <https://montereyplazahotel.com/hotel/contact> for directions.



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2018

The Heart
of Trucking

TUFSOB Benefit Golf Tournament Registration

Monday, January 22, 2018 | 11:00am check-in/12:00pm shotgun start.

Proceeds from The TUFSOB (Truckers United Fraternity Super Offspring of the Boss) Golf Tournament go to build a scholarship fund that will make direct grants to children of those involved in the California trucking industry that are pursuing a higher education.

Bayonet Black Horse

1 McClure Way, Seaside, CA 93955 | 831.899.7271

Black Horse, a 7,024-yard, par-72 layout, features sweeping vistas of the Pacific and is highlighted by fescue-framed fairways, bunkers with distinctive, serrated edges and slickly-contoured greens. The par-3 15th, created during \$13 million renovation faces the bay and is one of the great holes on the Peninsula.

PLEASE COMPLETE AND RETURN THE ENTRY FORM.

Reservations must be received by January 15, 2018.*Play rain or shine*

Registrant's name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Individual Golf Registration \$225

If you would like to be paired with another player, but am not paying for them, provide name & company below:

Group Golf Registration No. of individuals _____ x \$225 = _____

Please list the names & companies of the additional players in your group below:

Hole Sponsorship \$150☐ Check Enclosed (make payable to CTA)

Total: \$ _____

☐ Charge My Credit Card:

Card number _____ Exp. Date _____

Name as it appears on card _____

Billing Address for credit card _____

City _____ State _____ Zip _____

Signature _____ Today's date _____



You can register online at <https://californiatruckingassoc.growthzoneapp.com/cta-events/Details/tufsob-golf-tournament-29571?sourceType=Hub> or return the completed form and payment to: California Trucking Association, 4148 E. Commerce Way, Sacramento, CA 95834, attn: Brenda Schermerhorn, email bschermerhorn@caltrux.org or fax to (916) 373-3636. For more information contact Anthony Teresi at (209) 368-2472.

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Sponsorship Opportunities

Position yourself as a partner for the future

Sponsoring this conference is a great way of acquiring new clients, building a corporate reputation, and increasing your organization's visibility to your target audience - trucking executives in California.

You do not need to sponsor a function. All sponsors at a particular level receive the SAME benefits as indicated by level of sponsorship (Platinum, Gold, Silver, etc.).

FUNCTION	AMOUNT	STATUS	LEVEL
Sleeping Room Key Card	\$15,000	SOLD	Key
Past Presidents Dinner	\$12,000	SOLD	Diamond
Diamond Sponsor	\$10,000	Unlimited	Diamond
Inaugural Dinner	\$10,000	Available	Diamond
President's Lunch	\$10,000	SOLD	Diamond
Platinum Sponsor	\$7,500	Unlimited	Platinum
Opening Night Reception	\$7,500	Available	Platinum
Saturday General Session Lunch	\$7,500	Available	Platinum
Gold Sponsor	\$5,000	Unlimited	Gold
Opening General Session	\$5,000	SOLD	Gold
Inaugural Reception	\$5,000	SOLD	Gold
Inaugural Night Entertainment	\$5,000	SOLD	Gold
Wi-Fi Access in Event Space	\$5,000	Available	Gold
Attendee Room Gift	\$5,000	Available	Gold
Saturday General Session Breakfast	\$5,000	Available	Gold
Sunday General Session Breakfast	\$5,000	Available	Gold
Board of Directors Meeting Breakfast	\$5,000	Available	Gold
Silver Sponsor	\$2,500	Unlimited	Silver
Incoming President's Suite	\$2,500	SOLD	Silver
Saturday Lunch Speaker	\$2,500	Available	Silver
Conference Notebooks	\$2,500	SOLD	Silver
Inaugural Dessert Bar	\$2,500	SOLD	Silver
Bronze Sponsor	\$1,500	Unlimited	Bronze
Conference Pocket Program	\$1,500	Available	Bronze

If you don't see a sponsorship that is right for you, consider sponsoring an element of any of the functions such as hosting a bar, hosting table wine service, flower arrangements, live music....and more! Just call or email Jude to discuss at 916.373.3505 or jpalank@caltrux.org. We can customize your support options.

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Sponsorship Packages

Benefits Available to All AMC Sponsors

(does not include Donors)

- ✓ Option for a High Top Table in sponsor area outside of General Session room providing opportunities for face-to-face networking with attendees Friday through Sunday of the conference
- ✓ A full list of registered attendees (that have not opted out) for the event for your pre and post event marketing opportunities
- ✓ Logo included in sponsor power point loop shown in general sessions and on event banner
- ✓ Logo on event web page
- ✓ Verbal acknowledgement of your sponsorship during general sessions
- ✓ Logo on Conference "Sponsor Thank You" page in Caltrux magazine

Additional Benefits Below for the Following Levels

SILVER LEVEL SPONSORS – \$2,500

- ✓ 1 complimentary full conference registration

GOLD LEVEL SPONSORS – \$5,000

- ✓ 2 complimentary full conference registrations
- ✓ ¼ page advertisement in Caltrux magazine

PLATINUM LEVEL SPONSORS – \$7,500

- ✓ 2 complimentary full conference registrations
- ✓ ½ page color advertisement in Caltrux magazine
- ✓ Hyperlink on conference webpage leading to sponsor's website

DIAMOND LEVEL SPONSORS – \$10,000

- ✓ 4 complimentary full conference registrations
- ✓ 2 complimentary passes to attend Past Presidents Dinner
- ✓ ½ page color advertisement in Caltrux magazine
- ✓ Hyperlink on conference webpage leading to sponsor's website

KEY SPONSOR – \$15,000

- ✓ Logo on attendee hotel room key card
- ✓ 4 complimentary full conference registrations
- ✓ 4 complimentary passes to attend Past Presidents Dinner
- ✓ ½ page color advertisement in Caltrux magazine
- ✓ Hyperlink on conference webpage leading to sponsor's website

Sponsorship Application

Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Email _____

Phone _____

DESIRED SPONSORSHIP _____

AMOUNT \$ _____

If amount is \$2,500 or greater, please send completed registration form(s) for designee(s) listed below

PAYMENT METHOD

Invoice (choose) ☐ 2017 ☐ January 2018

☐ Check Enclosed (make payable to CTA)

☐ Charge My Credit Card:

Card number _____

Exp. Date _____

Name as it appears on card _____

Billing address for credit card (must be precise)

City/State/Zip _____

Signature _____

Today's date _____

Fax completed form to 916.373.3637, or attach and email to ntoms@caltrux.org, or mail with check to CTA Events 4148 E. Commerce Way, Sacramento, CA 95834

You can register your sponsorship online at <http://www.caltrux.org/annual-membership-conference.html>

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Hotel Information



Monterey Plaza Hotel & Spa

400 Cannery Row, Monterey, CA 93940

A Refreshingly Classic Monterey Hotel

Perched dramatically on historic beachfront property within Monterey Bay's Cannery Row, Monterey Plaza Hotel & Spa delights its guest with classic, California coastal experiences.

Monterey Plaza Hotel is the iconic centerpiece of Monterey Bay. Enjoy a stay in one of the beautiful guestrooms overlooking the water where seals swim and otters play in the bay below.

You can make your reservations by calling 844.508.5578 or online using this link: [CTA Group Room Reservation](#). Reservation deadline is January 3, 2018.

Inland View:	\$221/night+tax
Partial Ocean View:	\$271/night+tax
Ocean View:	\$321/night+tax
Ocean View w/Balcony:	\$391/night+tax

There is a \$15 resort fee added to our room account daily that includes 24 hour valet parking with in and out privileges, wireless internet in guestrooms, fitness center and whirlpool tubs and newspaper delivered to your room daily.

Be sure to secure your room early as the block could sell out prior to the deadline of January 3, 2018

Getting There

AIRPORTS

Monterey Regional Airport
(4.4 miles)

San Jose International Airport
(74.6 miles)

San Francisco International Airport
(107 miles)

Sacramento International Airport
(197 miles)

DRIVING DIRECTIONS

For directions from Southern California, Northern California, and the airports listed above, please visit the hotel's website at <https://montereyplazahotel.com/hotel/contact>

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Conference Highlights

CONFERENCE HIGHLIGHTS

Opening General Session

Friday, January 19; 3:00 p.m. – 5:00 p.m.



Welcome & Pledge of Allegiance- California Trucking Association CEO Shawn Yador.
Opening Remarks- Doug Britton, CTA 2018 President.



State of the Industry –ATA President and CEO, Chris Spear and ATA Chairman Dave Manning, President, TCW.

Spouse/Guest Welcome Event

(spouse/guest event)

Friday, January 19; 3:00 p.m. – 4:30 p.m.

Catch up with old friends and welcome new ones at this welcome program for spouses and/or guests of conference attendees. Plant Nite is invading bars and restaurants everywhere with everything you need to create a gorgeous terrarium. We'll have someone on hand to guide you through a lively hour & a half of creativity, drinking, snacking and laughing 'til your cheeks hurt. You'll be able to take home your lovely succulent heart terrarium in keeping with this year's conference theme, The Heart of Trucking.

Welcome Reception

Friday, January 19; 5:00 p.m.-6:30 p.m.

Kick-off this year's conference at this popular opening night activity. Camaraderie and refreshments are once again in order for this annual event but with a new twist- "The Heart of Trucking" Reception will benefit Monterey's Animal Friends Rescue Project. Volunteers will be on hand with some of their wards so you can meet those whom will directly benefit from your generosity.

Saturday General Session Breakfast

Saturday, January 20; 8:00 a.m. – 2:30 p.m.

"Economic & Trucking Update" Bob Costello,



ATA Chief Economist & Senior Vice President, presents an updated look at the economy and how current economic factors are affecting both the

short-term and long-term outlook for the industry.

In his presentation, Bob will highlight the current economic environment and what it means for your business. A question and answer session will follow.

Monterey & 17-Mile Drive Movie Tour with Lunch at Pebble Beach

(spouse/guest event)

Saturday, January 20; 10:00 a.m. – 2:00 p.m.

Enjoy a guided tour of the Monterey Peninsula including stops along 17-Mile Drive with movie clips and motion picture trivia sure to entertain. This spectacularly scenic tour takes you through many historic sites in the Monterey area that have appeared in countless films over the years.



You'll also dine at the Legendary 19th Hole, The Tap Room, at Pebble Beach Resort where you might rub elbows with movie and sports celebrities.

There is an additional \$55 fee for this optional activity that includes transportation, professional tour guide and lunch. PRE-REGISTRATION FOR THIS EVENT IS REQUIRED.

Saturday General Session Lunch

Sunday, January 20; 12:45 p.m. - 2:30 p.m.

"Charting the Course Through Demographic Change" Presented by John Maketa, KGC Direct LLC



Explore the common sense, but very counter-intuitive and fascinating realm of demography.

John's understanding of demographics, fertility, migration, aging, immigration and dying have enabled him to forecast societal, political, economic, cultural and commercial phenomena with uncanny accuracy.

Examine how demographics are playing a significant role in 21st century workplace, major competency gaps of next generational leaders, and introduce the competencies required to succeed in the 21st Century.

Sunday General Session Breakfast

Sunday, January 21; 8:00 a.m. – 9:30 a.m.

"Election Forecast" – Join Marty Wilson, Executive Vice President of Public Policy of the California Chamber of Commerce, for a discussion on the upcoming 2018 election cycle and the impact on the business community.



NFL Conference Championships Games Party

Sunday, January 21, 3:30 p.m. – 6:00 p.m.

Back by popular demand and by the generosity of CTA's Allied Conference! Watch the game on a giant screen and enjoy food & drink while visiting with CTA members. Suits, ties and barriers come off for this fun and casual event. Be sure to sport your favorite team's jersey.



Inaugural Dinner Entertainment

Monday, January 22; 6 p.m. – 10p.m.

Kevin Viner – Mentalist, Magician and Comedian

Trained in memory, mathematics, and sleight of hand, Kevin will involve our attendees in a smart, fast-paced show.

The show combines mentalism with magic, comedy, and something for everybody.

Kevin Viner has appeared on Penn and Teller: Fool Us, Masters of Illusion, Don't Blink, commercials for T-Mobile and Now You See Me 2, as well as the PBS documentary Johnny Carson: King of Late Night.