



ANNUAL CONVENTION

OCTOBER 7-9, 2024
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THE FUTURE RIDES ON US

ABOUT THE EVENT

The Colorado Motor Carriers Association's Annual Convention brings together organizations from all areas of the trucking industry for networking and professional development.

Over the next couple of days we'll talk about the current state of the trucking industry, and the changing landscape as we look toward the future.

We hope that you will enjoy the sessions, network with new faces, and say hello to old friends!

WELCOME!

CHAIRMAN'S WELCOME



Welcome to the 84th Annual CMCA Convention! It is an absolute honor to stand before you today as Chairman of the Executive Board and to officially kick off what promises to be an incredible few days of connection, learning, and celebration.

Every year, this convention brings together some of the most dedicated and hardworking individuals in our industry, and this year is no exception. We have gathered old friends, new faces, and an incredible lineup of speakers and guests who are all here to share their insights and experience. Whether you are here for professional development, industry updates, or to strengthen the bonds of our community, we have got something for everyone.

One of the highlights of this convention is the Exhibit Area, and I strongly encourage you to take the time to visit. This space is packed with cutting-edge innovations, services, and products that are shaping the future of our industry. Our sponsors and exhibitors are the backbone of this event, and they have brought their absolute best to share with you. It is a fantastic opportunity to see what's new, network with industry leaders, and gain insights that can help drive your businesses forward.

Of course, beyond the business, we have lined up some excellent entertainment to make sure everyone is having a great time. We've got top-tier activities planned and fabulous food that will keep you well-fed and energized, and some wonderful recreational opportunities in this outstanding setting. Whether it is enjoying the beautiful surroundings, attending a social event, or just relaxing and catching up with colleagues, I encourage you to take full advantage of everything we have planned for you.

This convention is not only about reflecting on our successes and challenges over the past year but also about looking ahead. Together, we will shape the future of transportation and continue the tradition of excellence that defines the CMCA.

Thank you all for being here, and for your continued support of our association. Now, let us get started and make the most of this 84th Annual CMCA Convention!

Enjoy the event!

Robyn Smith
Chair

Colorado Motor Carriers Association

PRESIDENT'S WELCOME



Welcome to this year's annual convention! The Beaver Creek Park Hyatt is a gorgeous resort, and it provides a spectacular backdrop for our meetings and events. This wonderful convention offers you an opportunity to meet new people in the industry and rekindle old friendships.

I hope you find the convention educational and entertaining. In the mornings you will be able to participate in leading education seminars and in the evening, we invite you to enjoy fun and relaxing entertainment. I am convinced you will leave here with innovative ideas, fresh perspectives and a better understanding of the challenges and opportunities facing the Colorado trucking industry. Along the way, I hope you spend time to network with fellow attendees and meet with the top manufacturers and suppliers showcased in our Exhibit Hall.

We are excited to celebrate our theme of this year, "The Future Rides On Us!" For nearly a century citizens of the United States have relied on the truck to bring goods and services to small and big towns alike. Our world is growing, and demands are skyrocketing, therefore trucks are needed more than ever. Trucks provide medical supplies, school supplies, fruits and vegetables, cakes and cookies, automobile parts, and military supplies. As we look toward the future our children, grandchildren, and great grandchildren will know there is "Nothing Without Trucking!" They will know this because of us.

We have several sessions for spouses and family members lined up. If you don't find what you are looking for, just ask one of our staff, and we'll help in any way possible.

I hope you enjoy our 84th Annual Convention. I look forward to spending time with each of you.

Gregory D. Fulton
CMCA President



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AGENDA



MONDAY OCTOBER 7, 2024

- **9:00 AM Golf Registration and Breakfast** - Gypsum Creek Golf Course 530 Cotton Ranch DrGypsum, CO 81637
- **10:00 AM Golf Tournament** - Gypsum Creek Golf Course 530 Cotton Ranch DrGypsum, CO 81637
- **3:00 – 5:00 PM** Covention Check-In Open - Park Hyatt Beaver Creek 136 E Thomas Pl, Beaver Creek, CO 81620 - Sawatch Hall
- **1:00 – 9:00 PM** Exhibitor setup - Park Hyatt Beaver Creek - Sawatch Hall/McCoy's Peak
- **5:00–7:00 PM** Chairman's Reception - Park Hyatt Beaver Creek - Crooked Hearth Terrace

TUESDAY OCTOBER 8, 2024 - PARK HYATT BEAVER CREEK

- **7:30 AM** Breakfast, Exhibitor Area, and Check-in Open - Sawatch Hall
- **8:00–9:15 AM** Kickoff Breakfast - Chris Spear, President of ATA - Grouse Mtn/McCoy's Peak
- **9:15–9:45 AM** Exhibitor Time - Sawatch Hall/McCoy's Peak
- **9:45–10:45 AM** Keynote – Professional Racing Driver, Paul Gerrard - Mount Jackson
- **10:45–11:15 AM** Paul Gerrard Meet and Greet - Mount Jackson
- **10:45–11:15 AM** Coffee break and Exhibitor Time - Sawatch Hall/McCoy's Peak
- **11:15 –12:15 PM** General Session 1: ATRI – Trucking Data on Your Side - Jeffrey Short, Vice President American Transportation Research Institute - Mount Jackson
- **12:15 –1:15 PM** Awards Luncheon - Grouse Mtn/McCoy's Peak
- **1:15 - 1:45 PM** Exhibitor Time - Sawatch Hall/McCoy's Peak
- **1:45 – 2:45 PM** General Session 2: The Business of Trucking - CMCA Member Roundtable - Mount Jackson
- **2:45 – 3:15 PM** Beverage break and Exhibitor Time - Sawatch Hall/McCoy's Peak
- **5:00 – 6:00 PM** Reception & Silent Auction - Crooked Hearth Terrace
- **6:00 – 8:00 PM** Dinner & Live Auction/Paddle Raise - Grouse Mtn/McCoy's Peak
- **8:00 –10:00 PM** Evening Entertainment - Glow Mini Golf and Yard Games - Heritage Hall

WEDNESDAY OCTOBER 9, 2024 - PARK HYATT BEAVER CREEK

- **7:30 AM** Breakfast, Exhibitor Area, and Check-in Open - Sawatch Hall
- **8:00 – 9:30 AM** Breakfast - Highway Safety - Colonel Matthew Packard Chief, Colorado State Patrol - Grouse Mtn/McCoy's Peak
- **9:30 – 9:45 AM** Exhibitor Time - Sawatch Hall/McCoy's Peak
- **9:45 – 10:45 AM** General Session 3: Navigating the AI Landscape: Essential Insights for the Transportation Industry - Jennifer Griffith - Vice President of Communications, Technology, and Analytics at UPS - Grouse Mtn/McCoy's Peak

CMCA ALLIED CONFERENCE

CMCA's Allied Conference is made up of companies that support the trucking industry through their various businesses. Throughout the year, the Allied Conference hosts and supports various events for CMCA members. These events provide networking, volunteering, promotional and sponsorship opportunities for your company.

GET INVOLVED AND PROMOTE YOUR COMPANY!
CONTACT: TRACY SAKAGUCHI AT TRACY@CMCA.COM



TUESDAY BREAKFAST



Chris Spear

PRESIDENT AT AMERICAN TRUCKING ASSOCIATIONS

Chris Spear is president and CEO of the American Trucking Associations, the nation's leading organization representing the interests of the trucking industry.

As president and CEO, Chris leads ATA's efforts to advocate and educate on behalf of the trucking industry. Employing more than 7 million people and moving more than 10 billion tons of freight annually, trucking is the industry most responsible for moving America's economy.

Prior to his time at ATA, Chris worked in the transportation, energy, labor and technology sectors in over five different continents. Most recently, Chris worked for Hyundai Motor Company, where he served as vice president of government affairs. In that role, he served on the Executive Committee for Global Automakers. Previously, Chris was ATA senior vice president of legislative affairs and vice president of global government relations for Honeywell International.

Chris also has extensive experience in the federal government, serving as Deputy Representative for the Coalition Provisional Authority in Iraq, Assistant Secretary of Labor for Policy and as professional staff in the U.S. Senate.

Chris is on the board of directors for the American Transportation Research Institute, the Trucking Cares Foundation and the Louisa Swain Foundation. He has been awarded the US Department of Defense Joint Civilian Service Medal and Honeywell's Premier Achievement Award.

Chris holds a master's and bachelor's degree from the University of Wyoming. He is married to Michelle and they have four children.

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KEYNOTE



Paul Gerrard

KEYNOTE SPEAKER AND PROFESSIONAL RACING DRIVER

Paul F. Gerrard is an accomplished television personality, professional racing driver, precision/stunt driver, advanced driving instructor, vehicle evaluator, presenter and author/podcaster.

His career started in Europe winning a prestigious Winfield Scholarship that led to successfully acing formula cars in both Europe and the United States. He made the transition into racing sports cars and simultaneously started instructing a wide range of drivers from military special forces to aspiring racers to teen drivers. Next on his progression was television, appearing as an automotive expert and driver on shows such as Top Gear (UK and US editions), Grand Tour, MythBusters, Speedmakers, Supercars Exposed, Ultimate Factories and many others. He was "The Stig" for Top Gear for 8 years and continues to work with the same team on the Grand Tour and Top Gear.

In 2015 he became a host, test driver and podcaster for TFLcar, a massive YouTube car review site. He has presented on every automotive topic imaginable and specializes in making technology and driving easy to understand for people at any level. In 2017 Paul became a published, best-selling author ("Optimum Drive," Mango Publishing). He has continually raced, winning several national championships along the way, racing everything from Pikes Peak to just about every professional road racing series all the way to being ranked number three in the world in vehicle jumping distance for a 2011 Hot Wheels Stunt.

Additionally, under his belt is over two decades of racing driver coaching and director level responsibilities at some of the most advanced racing schools in the world. While his passion is and always was racing, Paul has cultivated and created a career that allows him to not only enjoy his passion but do something that is perhaps even more satisfying... share that passion for what he considers the most accessible and highest-level mechanical interaction possible... a car and our uniquely human ability to connect with it (and what that says about us).

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SPECIAL THANK YOU TO OUR CONVENTION COMMITTEE



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GENERAL SESSION 1



ATRI – TRUCKING DATA ON YOUR SIDE



Jeffrey Short

VICE PRESIDENT AT AMERICAN
TRANSPORTATION RESEARCH INSTITUTE

Jeffrey Short is Vice President of the American Transportation Research Institute (ATRI) and is based in Atlanta, GA. His areas of expertise include transportation data management and analysis, trucking industry regulations, alternative transportation fuels and safety technology.

During his 20 years with ATRI, Mr. Short has worked directly with anonymous telematics data, expanding the scale and scope of the organization's truck GPS data research and analysis. Through this work, he has built systems for measuring travel time, speed and reliability indices for freight movement across North America, as well as packaging and delivering data products from myriad sources for research initiatives.

Mr. Short has published several trucking industry-focused reports on transportation finance and the costs/benefits of key funding mechanisms. Additionally, he has led numerous research initiatives assessing the impact of federal regulations, particularly those focused on the driver hours-of-service rules. Mr. Short is lead researcher for ATRI's zero-emission truck and electric truck infrastructure research initiatives.

He holds a BA from Emory University and an MS from the Georgia Institute of Technology.

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AWARDS LUNCHEON



GREEN FLEET AWARD

Colorado Motor Carriers Association recognizes companies in trucking for their contributions and efforts toward reducing vehicle emissions. By implementing procedures and deploying technologies that advance the cause of environmental sustainability.

LEGISLATIVE CHAMPION AWARD (HOUSE & SENATE)

This Legislative Champion Award recognizes extraordinary assistance and support for legislative measures critical to the Colorado trucking industry. CMCA recognizes the importance of leadership in sponsoring and passing key pieces of legislation.

EXHIBITORS

- » Aim Transportation Solutions
- » Crossroads Equipment and Lease
- » American Truck Centers
- » Aviation and Occupational Medicine
- » DataDis
- » Diversified Body and Paint
- » Flood and Peterson
- » Jackson Group Peterbuilt
- » McGee Company
- » National Benefits Consultants
- » Netradyne
- » Noregon Systems
- » Optimal Telecom Solutions
- » PrePass Alliance
- » Purcell Tire and Rubber
- » Purple Wave Auction
- » Southern Tire Mart
- » Werts Welding

GENERAL SESSION 2



BUSINESS OF TRUCKING

Hear from CMCA members on business practices that have helped them succeed, and how they're navigating the current landscape.

MODERATOR



Jeffrey Cummings

President & CEO of Duffy
Crane and Hauling

PANELISTS



Shaun Egan

Chairman and CEO of Iron
Woman Construction



Rodrigo Horvath

President at JBS Carriers



Keith Lilly

President & CEO of North Park
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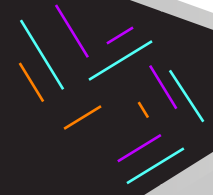
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DINNER & ENTERTAINMENT



ALLIED DISTINGUISHED SERVICE AWARD

The Allied Distinguished Service Award is presented to an Allied Conference member who has a long history of putting forth extra effort toward improving the trucking industry.

CMCA DISTINGUISHED SERVICE AWARD

The Distinguished Service Award is presented to someone in our organization who has a long history of service and achievement in support of CMCA and the trucking industry. It is the most prestigious award presented by our Association to one of our members

AUCTION & GLOW GAMES AFTER DINNER

Be prepared for some fun in the live auction! Head downstairs to Heritage Hall after the auction to play glow games!



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WEDNESDAY BREAKFAST



Colonel Matthew Packard

CHIEF AT COLORADO STATE PATROL

Colonel Matthew Packard started his career with the Colorado State Patrol in 2000 where he first worked with the facilities management group prior to starting his training to become a Colorado State Trooper.

After graduating from the training academy in 2000, he was assigned as a field trooper in Castle Rock, Colorado. He transferred to the Accident Reconstruction team in 2002 where he served until his promotion to Sergeant in 2006. As a Sergeant, he held assignments in Trinidad as a field supervisor as well as the Homeland Security Section, where he served as the Deputy Director of the state's nationally recognized fusion center. In 2010, Packard was promoted to Captain and assigned to the Hazardous Materials Section. He was promoted to the rank of Major in 2012 assigned to the Criminal Investigations Branch before transferring to be the District 1 commander in 2014, where he led field operations in the greater Denver metropolitan area as well as the Executive Security Unit. He was promoted to Lieutenant Colonel as the Region 3 Commander in February of 2017, where he oversaw the agency's communications branch, training, public outreach, media relations, headquarters and grants related functions. On December 19, 2017, Colonel Matthew Packard was named the 9th Chief of the Colorado State Patrol.

Colonel Packard has maintained a commitment to member wellness and service. He firmly believes in order to serve at the highest level, the men and women of the Colorado State Patrol must be well. Colonel Packard is devoted to providing members with the resources they need to be successful in both their personal and professional lives. As Colonel Packard leads the organization of more than 1,200 members serving in various roles, he believes in the importance of the agency's guiding principles of member empowerment, visibility, and engaging the communities we serve.

Colonel Packard is married with three children. He enjoys spending time with friends and family doing just about anything outside in Colorado as well as competing on basketball and volleyball courts. Colonel Packard graduated from Chatfield Senior High School in Littleton before attending the University of Northern Colorado, where he earned a Bachelor's Degree in Business Administration with an emphasis in Accounting. Colonel Packard is a graduate of Northwestern University's Center of Public Safety School of Police Staff and Command session #357. Colonel Packard also serves as a board member of the International Association of Chiefs of Police as well as a commissioner for the Commission on Accreditation for Law Enforcement Agencies (CALEA).



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NAVIGATING THE AI LANDSCAPE: ESSENTIAL INSIGHTS FOR THE TRANSPORTATION INDUSTRY



Jennifer Griffith

VICE PRESIDENT OF COMMUNICATIONS,
TECHNOLOGY AND ANALYTICS AT UPS

Jennifer Griffith is Vice President of Communications Technology and Analytics at UPS. She also leads the UPS Corporate Affairs AI Task Force.

As a communications and brand professional with 25+ years' experience, she oversees channel efforts to communicate the company's brand purpose and strategy through storytelling. Her team brings together global stakeholders to simplify and modernize digital experiences based on data and user-centered design. Jennifer has a BA in Journalism from the University of Georgia and is a graduate of the Signature Leadership program as well as the UPS Emory Executive Program, and the Digital Fluency Program from Emory University Goizueta Business School. An advocate for lifelong learning, Jennifer serves as a mentor for numerous organizations including UPS's Business Resource Groups, the Atlanta Hawks, She Leads Women's Empowerment Program, and the UGA Mentor Program. Jennifer lives in Atlanta with her husband, two sons and dog, Ollie. In her down time, you can find her paddling her kayak on a river or hiking on a trail.

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