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RECTION EVERYTHING

FEBRUARY 20 - 22, 2022

J.W. MARRIOTT GRANDE LAKES | ORLANDO, FLORIDA

Food Shippers of America is a not-for-profit organization that is staffed and supported by volunteers. We wish to thank the following individuals and their companies for donating their time and energy to ensure the success of this conference.

2022 OFFICERS AND BOARD OF DIRECTORS

Chair of the Board Kelly Stoeckigt President Steve Stein Vice-President **David Domencic** Secretary Mike Marquardt Treasurer Earnie Seibert **Board Member** Darica Schneider **Board Member** Lori Lammers **Board Member** Rob Lyall **Board Member** Peter Andrews **Executive Director** Paul Newbourne

Palermo's Pizza
Danone North America
ARMADA
Birchwood Foods
Food Shippers of America
Hormel
Dawn Foods
Simmons Foods
Schreiber Foods

Food Shippers of America



2022 BOARD ADVISORS

Motor Carrier Advisor Railroad Advisor Third Party Logistics Advisor Technology Advisor Media Advisor Mary Kearney Lyle Hayes Peter Roessle Jim Mueller Chris Wilkes Tucker Freight Lines
Burlington Northern Railway
Americold Logistics
Food Shippers of America
Celtic International

2022 CONFERENCE CHAIRS

Rob Lyall Simmons Foods Steve Wutke Prime, Inc.

2023 CONFERENCE CHAIRS

Mark Purdy General Mills
Jim Filter Schneider

COVID-19 CONFERENCE PRECAUTIONS

Practice Social Distancing

Wear a face mask

Wash your hands frequently

Sneeze into your elbow

Honor the following button system:

Red: Please keep your distance

Yellow: I'm okay with talking but not touching

Green: I'm okay with handshakes and high fives

PLEASE BE CONSIDERATE OF FELLOW CONFERENCE GOERS



SATURDAY, FEBRUARY 19TH, 2022

1:00 - 6:00 P.M.

EARLY CONFERENCE REGISTRATION

Grand Registration Desk

SUNDAY, FEBRUARY 20TH, 2022

6:30 - 7:00 A.M. **GOLF GRAB AND GO BREAKFAST**

Sponsored by Burns Logistics Solutions, Inc.

Trailiner Corp.

Fairways Lawn

FOOD SHIPPERS OF AMERICA MORNING TOURNAMENT ROUND - SHOTGUN START 7:00 A.M.

The Ritz-Carlton Golf Club - Grande Lakes

11:00 - 6:00 P.M. CONFERENCE REGISTRATION

Note: Conference APP assistance will be available

Grande Registration Desk

11:30 - 1:30 P.M. WELCOME LUNCHEON

Upon your arrival and conference check in please join your fellow attendees at this

luncheon to begin your conference networking experience while seeking out old friends and meeting new ones.

Sponsored by PLM Trailer Leasing

Covenant Logistics Group

Valenica Lawn Terrace

FOOD SHIPPERS OF AMERICA AFTERNOON TOURNAMENT ROUND - SHOTGUN START 1:00 P.M.

The Ritz-Carlton Golf Club - Grande Lakes

1:00 - 6:00 P.M. **CONTINUING IN 2022 - OPPORTUNITY FOR STRATEGIC NETWORKING**

> We have available designated meeting areas for you to schedule one on one meetings. At your disposal will be tables and seating areas which are available on a first come basis to assist in your networking efforts.

1:30-2:30 P.M. PANDEMIC PLANNING - HOW DO WE PREPARE FOR THE NEXT ONE?

> Food Shippers of America has partnered with American Logistics Aid Network (ALAN) to offer an interactive workshop about lessons learned from the COVID-19 pandemic and how to be better prepared for the next

disruptive event. Palazzo A-B

AN INTRODUCTION TO CLASS 8 ELECTRIC VEHICLE (EV) TRACTORS 2:45 - 3:45 P.M.

> This year Food Shippers of America, in conjunction with Daimler Trucks North America, offers a session on this rapidly expanding aspect of the motor carrier industry. Daimler Trucks will provide a brief overview of the EV industry along with their efforts to make this power alternative a viable option for motor carrier fleets. Daimler Trucks will have one of their

eCascadia demo units on site for inspection.

Mediterranean Foyer & Porte-Cochere

6TH ANNUAL SISTERS WITHIN THE SUPPLY CHAIN AFTERNOON TEA

Sorry guys! This networking opportunity is for Ladies Only. This is our annual tribute to the growing number of women in the Supply Chain Community who have earned their own unique time to meet and interact.

Sponsored by Hirschbach Transportation Services, Inc.

Citrus Garden

4:00 - 5:00 P.M.













Kathy Fulton Executive Director American Logistics Aid Network (ALĂN)



Alexander Voets Sales and Marketing Manager

SUNDAY, FEBRUARY 20TH, 2022



5:00 - 6:00 P.M. FIRST TIME ATTENDEE RECEPTION

> Your first time? Plan on attending the First Time Attendee Reception to gather with other "newbies" and meet the Officers, Board Members and Advisors of Food Shippers of America along with the 2022 Conference Co-Chairs.

Sponsored by PLS Logistics Services

Mediterranean Foyer & Porte-Cochere

6:00 - 7:00 P.M. WELCOME RECEPTION

Come enjoy a cocktail, reconnect with old friends and reach out to make new ones while enjoying the

Florida twilight!

Sponsored by FreightPlus

Valenica Lawn Terrace

Tucker Company Worldwide

FREIGHTPLUS

7:00 - 9:00 P.M.

WELCOME BUFFET DINNER

Continue your networking and catching up with old (and new) friends while enjoying a buffet dinner immediately

following the Welcome Reception.

Sponsored by Surge Transportation

Alvys Inc. Vector

Palazzo Ballroom







MONDAY, FEBRUARY 21st, 2022

7:00 - 8:00 A.M. **CONTINENTAL BREAKFAST**

Sponsored by Royal Transportation Services, Inc.

Werner Enterprises

Mediterranean Foyer & Porte-Cochere



7:00 - 7:45 A.M.

SHIPPERS AND RECEIVERS PRIVATE BREAKFAST

This is designated time specifically for our Shipper and Receiver attendees to interact and hear the annual meeting update. Food Shippers of America President Steve Stein, Senior Manager Transportation East, Danone North America, will open the annual member meeting at 7:15 a.m. followed by the current Treasurer's report as required by the organization's by-laws.

Palazzo A-C

ALL CONFERENCE SESSIONS WILL BE HELD IN THE MEDITERRANEAN BALLROOM

INTERNET ACCESS WITHIN CONFERENCE HALL PROVIDED BY: Universal Capacity Solutions

Password: FSA2022



8:00 - 8:05 A.M.

NATIONAL ANTHEM PRESENTATION



Joe Everson Artist, Vocalist, Musician, and Photographer

Joe Everson, Artist, Vocalist, Musician, and Photographer.

8:05 - 8:15 A.M.

WELCOME AND OPENING COMMENTS

Steve Stein, Senior Manager Transportation East, Danone North America and Food Shippers of America President will open the 66th Annual conference and introduce our 2022 Conference Co-Chairs.





Rob Lyall Vice President of Supply Chain Simmons Foods



MONDAY, FEBRUARY 21st, 2022



8:15 - 8:30 A.M.

11TH ANNUAL PRESENTATION OF THE JOHN J. MURPHY SCHOLARSHIP

We are pleased to have the 2022 recipient of the John J. Murphy Scholarship present to receive the award from Food Shippers of America Chairwoman of the Board, Kelly Stoeckigt, Director of Logistics, Palermo's Pizza. All 2022 award recipients will be acknowledged at this time.







Kelly Stoeckigt
Director of Logistics
Palermo's Pizza

8:30 - 9:30 A.M.

SESSION 1 - 66TH ANNUAL CONFERENCE KEYNOTE SPEAKER: TONY DUNGY

Tony Dungy has a rich history with the sport of football as both a player and a coach. Coach Dungy is credited for constructing the team that won Super Bowl XLI in 2007 with Peyton Manning and the Indianapolis Colts. He was voted into the Pro Football Hall of Fame as a coach in 2016.

Since 2009, Coach Dungy has served as a key part of the analyst team for NBC's Football Night in America. Coach Dungy is an accomplished NY Times best seller list author and active civic leader including having served on President Bush's Service and Civic Participation Council.

Note - Recording Mr. Dungy's presentation is not allowed without express written consent.



Tony Dungy Football Analyst NBC Sports

PLEASE COMPLETE THE SESSION SURVEY FOUND ON THE CONFERENCE APP

9:30 - 9:45 A.M.

CONFERENCE BREAK

Sponsored by Hoosier Logistics, Inc.





9:45 - 10:45 A.M.

SESSION 2 - FOOD AND CONSUMER TRENDS IN A POST COVID WORLD: ANNE-MARIE ROERINK

The food industry has been in flux for years, as dollars shift from Boomers to Millennials. Trends such as healthy living, sustainability, technology and convenience are profoundly changing how and where shoppers spend their money. But retail change hit the fast track with the arrival of coronavirus in the U.S. and as a result, business doubled seemingly overnight. Consumers shopped different stores, bought different items and started preparing more meals at home and consumers quickly realized every link in the supply chain is essential. Join us as Anne-Marie will challenge the audience to ReThink Everything in food trends and consumer habits as we continue to navigate beyond the pandemic towards the new normal.



Anne-Marie Roerink Principle 210 Analytics, LLC

PLEASE COMPLETE THE SESSION SURVEY FOUND ON THE CONFERENCE APP

10:45 - 12:00 P.M.

SESSION 3 - INDUSTRY ICONS: HOW SOME OF THE INDUSTRY'S BEST VIEW THIS NEW NORMAL

The supply chain has never seen the level of disruption it has experienced since the pandemic began in early 2020. From significant changes in demand patterns, to a constricted supply of labor and materials, the solutions in this new environment require all of us to think differently. Thom Albrecht will facilitate a discussion with key industry leaders to gain insight on how the industry has changed and how companies are driving change in what has become a very dynamic supply chain and logistics environment.



Moderator: Thom Albrecht



Panelist: Shelley Simpson
JB Hunt Transportation



Panelist: Robert Low Prime, Inc.



Panelist: Todd Carter BNSF Railway



Panelist: Kevin Knight Knight Swift Transportation

MONDAY, FEBRUARY 21st, 2022



12:05 - 1:25 P.M. CONFERENCE ATTENDEE BUFFET LUNCH

Sponsored by Great Plains Transport, Inc.

CONVOY

Valencia Lawn Terrace

GREAT PLAINS
TRANSPORT INC.



12:05 - 1:25 P.M.

INVITATION ONLY: SPEAKER AND SPONSOR LUNCHEON

Palazzo A-C

1:25 - 1:30 P.M.

GOLF AWARDS PRESENTATION

Justin Allen, Sales Vice President, Andrus Transportation and Food Shippers of America Golf Chairman will announce the 2022 golf tournament winners.

WINNERS MUST BE PRESENT TO RECEIVE AWARDS



Justin Allen Sales Vice President Andrus Transportation

1:30 - 2:30 P.M.

SESSION 4 - THE DAY AFTER TOMORROW: PETER HINSSEN

Most of us focus on Today: on the meetings we will be having, the e-mails we will respond to, the price offers we need to send out while deadlines are breathing down our neck. And we should. Today is what pays our bills. We also think a lot about Tomorrow, about our future value and how our company will survive disruption. Tomorrow is what keeps us awake at night. In 'The Day After Tomorrow', Peter talks about the right model of operations, the right organizational structure, and the right culture to maximize your chances for survival in the Day After Tomorrow.



Peter Hinssen Motivational Presenter

PLEASE COMPLETE THE SESSION SURVEY FOUND ON THE CONFERENCE APP

2:30 - 3:45 P.M.

SESSION 5 - STRAIGHT TALK FROM THE DRIVERS THAT DELIVER THE GOODS

All of us depend on drivers every day to make our production and transportation networks flow efficiently. They are essential to our companies and our country but few of us get enough opportunities to hear their feedback directly and unfiltered. Jack Porter will moderate an engaging conversation with a diverse panel of expert drivers as we explore how the evolving supply chain challenges have directly impacted them, and how to make our industry's most valuable assets even more safe and productive.



Moderator: Jack Porter Principle GPorter Group Panelist: Professional Driver Panelist: Professional Driver

Panelist: Professional Driver

PLEASE COMPLETE THE SESSION SURVEY FOUND ON THE CONFERENCE APP

3:45 - 4:00 P.M.

CONFERENCE CLOSE OF DAY

The day's highlights will be reviewed, along with conference housekeeping before the day ends in preparation for the evenings events by Conference Co-Chairs.



Rob Lyall
Vice President of Supply Chain
Simmons Foods



Steve Wutke Vice President Prime, Inc.

MONDAY, FEBRUARY 21st, 2022

4:00 - 4:30 P.M. CONFERENCE BREAK

Sponsored by PECO Pallet, Inc.

Mediterranean Foyer

PECO PALLET

4:00 - 6:00 P.M. BACK BY POPULAR DEMAND - OPPORTUNITY FOR STRATEGIC NETWORKING

We will have available designated meeting areas for you to schedule your one on one meetings.

Catluna 1-2

6:00 - 7:00 P.M. COCKTAIL RECEPTION

Join in and enjoy a refreshing drink and continue to catch up with old friends and network for new connections

while enjoying the Florida evening!

Sponsored by PECO Pallet, Inc.

Mediterranean Foyer & Porte-Cochere

PECO PALLET

7:00 - 8:30 P.M. ANNUAL BANQUET EVENT

Continue your networking while enjoying an amazing sitdown dinner immediately following the Cocktail Reception.

Sponsored by Bay & Bay

CN

DTL Transport, Inc.

Mediterranean Ballroom





8:30 - 9:30 P.M. AFTER DINNER DESSERT AND NETWORKING RECEPTION

New for this year is an additional opportunity to network with other conference attendees while enjoying tasty

desserts, coffee or an after dinner drink.

Sponsored by CRST International, Inc.

Surge Transportation

Palazzo Ballroom





TUESDAY, FEBRUARY 22ND, 2022

7:00 - 8:00 A.M. CONTINENTAL BREAKFAST

Sponsored by Visible Supply Chain Management

Mediterranean Foyer & Porte-Cochere



ALL CONFERENCE SESSIONS WILL BE HELD IN THE MEDITERRANEAN BALLROOM

INTERNET ACCESS WITHIN CONFERENCE HALL PROVIDED BY: Universal Capacity Solutions

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8:00 - 8:30 A.M. OPENING COMMENTS AND FOOD SHIPPERS GIVES BACK

Conference Co-Chairs Rob Lyall and Steve Wutke will start the day with a recap of the opening day's key takeaway points then Food Shippers of America President Steve Stein will present the organization's annual "Give Back" acknowledgments to:

- · Feeding America
- Second Harvest Food Bank of Central Florida
- American Logistics Aid Network (ALAN)













TUESDAY, FEBRUARY 22ND, 2022



8:30 - 9:30 A.M.

SESSION 6 - CREATE A BETTER LIFE FOR MORE PEOPLE: HAMDI ULUKAYA

Hear the tremendously captivating and unlikely story from the current CEO of Chobani. Hamdi immigrated to the U.S. In 1994 to study English in upstate New York. With a loan from the SBA in 2005 he bought an old yogurt plant. Hear how Hamdi built a culture that fosters collaboration and teamwork that produces outstanding results while giving back to the community.



Hamdi Ulukaya CEO Chobani

PLEASE COMPLETE THE SESSION SURVEY FOUND ON THE CONFERENCE APP

9:30 - 10:30 A.M.

SESSION 7 - THINK DIFFERENTLY: DUNCAN WARDLE

In his over 25-year career at the world's most innovative organization — The Walt Disney Company — creativity speaker Duncan Wardle learned many important things about building a profitable business and winning creative culture. The most important? If you want to be different, you have to think different.

As one of the most impactful creativity speakers, Duncan will take the audience on a journey to learn practical methods that can drive creativity for you and your company as we move forward in this new supply chain environment.



Duncan Wardle Creativity Speaker

PLEASE COMPLETE THE SESSION SURVEY FOUND ON THE CONFERENCE APP

10:30 - 11:30 A.M.

SESSION 8 - ANNUAL ECONOMIC UPDATE

Bob Costello, Chief Economist & Senior Vice President of International Trade Policy & Cross Border Operations for the American Trucking Associations returns to present a current economic update along with key commentary on the associated industry supply chain effects. This is a very informative session that will provide actionable information that you can take back to your organizations.



Bob Costello
Chief Economist &
Senior Vice President
American Trucking
Association

PLEASE COMPLETE THE SESSION SURVEY FOUND ON THE CONFERENCE APP

11:30 - 11:45 A.M.

CONFERENCE CLOSING

David Domencic, Director Transportation Procurement, ARMADA and incoming Food Shippers of America President will close the 66th Annual Conference.



David Domencic
Director
Transportation
Procurement
ARMADA

PLEASE COMPLETE THE CONFERENCE SURVEY FOUND ON THE CONFERENCE APP

MEETING ROOMS FOR CONFERENCE ATTENDEES

ROOM USE GUIDELINES:

- Rooms are available to registered conference attendees
- Please limit meetings to 30-45 minutes each
- · Be considerate of others waiting to use the space

ROOM AVAILABILITY:

- Sunday 2:00 p.m. to 6:00 p.m
- Monday
 9:00 a.m. to 12:00 p.m.
 Monday
 2:00 p.m. to 5:00 p.m.
- Tuesday 8:00 a.m. to 11:00 a.m.

QUESTIONS:

Contact - Paul Newbourne at 847-302-1496 or Earnie Seibert at 847-732-2591

THANK YOU TO OUR CONFERENCE VOLUNTEERS

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LIST AS OF AUGUST 31, 2021

Allen Lund Company LLC Allen Lund Company LLC Allen Lund Company LLC Allen Lund Company LLC Alliance Shippers American Foods Group - dba Midwest Express Lesa Dixson Americold **AMX Logistics**

ARMADA **Bahr Transportation LLC** Big M Transportation **BNSF Railway Butterball LLC** C & L Logistics Capital Logistics, LLC Cheema Freightlines LLC

ARCO Design/Build

Chelsea Milling Company Choptank Transport **CN** Railway **Continental Express Continental Express** Denney Transport LTD

DM Bowman Don Hummer Trucking DOT Foods, Inc **DRT** Transportation

E.J. Poultry Eagle Eye Produce Faribault Foods Inc Ferrero USA, Inc. Freight Solutons Giltner, Inc. Giltner, Inc.

Go To Transport

Gold Star Transportation Great Plains Transport, Inc. Great Plains Transport, Inc.

Greenleaf Foods H&M Bay Inc. **Heyl Truck Lines Hoosier Logistics** ICL Group LTD

Integrity Express Logistics Integrity Express Logistics

ITF Group

J&B Group / Partners J&B Group / Partners JBS USA LLC JH Rose Logistics K & J Trucking Inc.

Braden Goodere Fred Huberlie Ryan Stephenson **Dusty Walker** Jim Fowler Kelly Pettijohn Collins White Cody Provost Viola Christy Andy Bahr

Lauren Freeman Lisa Cassidy Michelle Blank Wayne Lalevee Micheal Feig Harman Cheema Lorrie Kotsch Charlene Keller Andrew Fuller **Bradley Gottemoeller** Kiera Sullivan

Erica Denney Chris Simmons Mark Greenseth Clint McDonald Matthew Krajsa Scott Robbert Jerry Bell Mike Ross

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Optimal Dynamics Paper Transport, LLC Primelink Express Inc Q Products & Services Q Products & Services Radiant Clipper **Redwood Logistics** Riviana Foods Inc. **RMX Global Logistics**

Select Carriers, Inc. Sonwil Logistics | Sonwil Transportation

Spot, Inc. Steam Logistics Stokes Trucking LLC **Surge Transportation Surge Transportation Surge Transportation** Surge Transportation Syfan Logistics Syfan Logistics

Schreiber Foods

The Raymond Corporation The Shippers Group Trailiner Corp. Transplace Truckload Wizard TRU-WAY LOGISTICS Tucker Worldwide Tucker Worldwide **Unilink Transportation** United States Cold Storage WEL Companies

David Sides Russell Olmstead Rav Smith Ada Brewster Kyle Kottke Barbara Cataneo Ibe Khourv Tony Sanchez Brad Wysocki Lesa Bault Brian Gibala Tracy Matthews Joe Ryan Tracy Alves Ron Young Steve Voael Ellen Hollenstein Sergio Barajas Zachary Schuchart Joe Shefchik Jesse Thind Stephen Wozniak Kevin Lynch **Debbie Sanford Brad Kosner**

Brad Collins Deneen Tachick Cindy Eagan Jason Ickert Sidney Davis Mathew Soloff Mark Lawver Matthew May John Mooney Mary Palmer Omar Singh Tre' Anderson Candice Syfan Tim Osmulski Robin Siekerman Amber Edmondson Travis Timms Matthew Garrett DJ Lunsford Eric Bergquist Ron Briggs Christian Mendoza Marty Steinmetz

Mike Brieger

Jennifer Phillips

We would like to thank our Speakers for their participation and support of our 66th Annual Food Shippers of America Conference



Thom Albrecht has been involved with transportation since 1988 and is currently the CFO and Chief Revenue Officer of Reliance Partners. Thom has held a variety of logistics industry leadership positions including CFO/CCO, Chief Strategy Officer & EVP with Celadon Group, Managing Director at Sword & Sea Transport Advisors LLC, Managing Director at BB&T Capital Markets and Managing Director at Stephens, Inc. Thom has been quoted by the national media including the Wall

Street Journal, Logistics Management, Transport Topics, and the Journal of Commerce. He has been a featured speaker at numerous supply chain industry conferences. Thom is a 7-time Wall Street Journal All Star and has been recognized 8 times as Best Analyst in his sector among regional/boutique firms by Institutional Investor magazine. He holds a B.S. in business administration with a Finance major from the University of Central Missouri.



Todd Carter, Vice president, Domestic Intermodal, for BNSF Railway. In this role, Todd leads the marketing, sales, pricing and strategic initiatives supporting BNSF's growing domestic intermodal business, which represents about 30 percent of BNSF's volumes. Todd has more than 30 years of experience in the freight logistics and trucking industries, including significant leadership positions at JB Hunt Logistics, APL Logistics/GATX Logistics, Celanese Chemicals, Ryder System, CEVA

Holdings and DB Schenker.



Bob Costello, Chief Economist and Senior Vice President of International Policy & Cross-Border Operations, American Trucking Association (ATA). Bob manages all of ATA's collection, analysis and dissemination of trucking economic information. This includes monthly trucking economic indicators, motor carrier financial and operating data, an annual freight transportation forecast, driver wage studies, weekly diesel fuel price and economic reports, a yearly trucking almanac and

economic analyses of proposed regulations and legislation affecting the trucking industry. In his capacity leading International Trade Policy and Cross Border Operations, he works on issues related to NAFTA/USMCA, tariffs, customs, and immigration. Bob currently serves on the American Transportation Research Institute's Research Advisory Committee and is on the Board of Directors for the Border Trade Alliance.



Tony Dungy, Football Analyst, NBC Sports. Tony Dungy retired from a 31-year career in NFL having been the head coach of the Indianapolis Colts and Tampa Bay Buccaneers and amassing a 148-79 overall record while reaching the postseason an unprecedented ten straight times. Upon retirement from coaching, Dungy became an analyst for NBC's Football Night in America and was nominated for an Emmy Award in his very first season as a television commentator. Dungy has written

several books including "Quiet Strength: The Principles, Practices, and Priorities of a Winning Life", a #1 New York Times best seller, a children's book entitled "You Can Do It!", which reached #1 on the New York Times list of best-selling children's picture books, "In Uncommon: Finding Your Path to Significance", a New York Times best seller in the hardcover advice category and "The Mentor Leader", another New York Times best seller in the hardcover advice category. More recently, Mr. Dungy and wife Lauren released a new book entitled "You Can Be a Friend", which teaches children what it means to be a good friend.



Kathy Fulton, Executive Director, American Logistics Aid Network (ALAN). Kathy leads ALAN in facilitating donations of logistics services and equipment that enable the delivery of millions of dollars of humanitarian aid each year. She works on national work groups, including those hosted by the Department of Homeland Security, National Emergency Management Association, The Transportation Research Board and others, each which is focused on efficient coordination of logistics

activities during disasters. Prior to joining ALAN she lead IT infrastructure implementation and support, corporate systems and business continuity planning for Saddle Creek Logistics Services.



Peter Hinssen, Motivational Presenter. Mr. Peter Hinssen is a Managing Partner at Across Health, N.V. and a Manager at Newton Engineering BVBA. He is an author and keynote speaker specialized in radical innovation and the impact of digital technology on business and society, and a lecturer at London Business School and MIT Sloan School of Management. Mr. Hinssen has been an Entrepreneur in Residence at McKinsey & Company since 2000. He was a Venture Partner at

Volta Ventures and Co-Founded Porthus N.V. and serves as its Chairman of the Board. He also Founded Across communications and Streamcase NV and has been involved in numerous other technology related ventures. Mr. Hinssen is also the author of business books such as 'Business/IT Fusion', 'The New Normal', 'The Network Always Wins' and 'The Day After Tomorrow'. Mr. Hinssen holds a Master's degree in Telecommunications and Electronical Engineering from the State University of Gent, Belgium. He earned a master in civil engineering from Ghent University in 1993.



Kevin Knight Swift Transportation. Mr. Knight has served as the Chairman of the board of directors of Knight since 1999 (including as the Executive Chairman since January 2015) and served as the CEO of Knight from 1993 through December 2014, and currently serves as a full time executive officer of the Company in his role as Executive Chairman. From 1975 to 1984 and again from 1986 to 1990, Mr. Knight was employed by Swift, where he served as Executive Vice President and President

of Cooper Motor Lines, Inc., a former Swift subsidiary. Mr. Knight currently serves on the board of directors and Executive Committee of the American Trucking Associations.

We would like to thank our Speakers for their participation and support of our 66th Annual Food Shippers of America Conference



Robert Low, Prime, Inc. Robert E. Low founded Prime, Inc. in 1970 in Urbana, Missouri, as a 19 year-old engineering student at the University of Missouri. With nearly thirty years of experience, Robert's keen instincts and intuitive managerial style have propelled Prime to the forefront of the transportation industry by providing safe, on-time delivery of goods throughout North America. As the company grew from a one-truck operation to its current fleet size in excess of 7700 trucks and over 13800

trailers, Robert performed numerous tasks. Under Low's leadership, Prime's annual revenues have increased each year since 1986. Today, Prime Inc. is recognized as an international leader in transportation of refrigerated and flatbed operations.



Jack Porter, Principle, GPorter Group. Jack started his Truck Dealer Career in 1977 with Mack Trucks, and finally ended up being one of the Founders of Valley Freightliner in Washington. In 2002 he left Valley Freightliner to be a Founding Partner of Decisiv, Inc. and started his Consulting Career. In January 2014 he started GPorter Group. Jack developed the TCA Benchmarking Program in 2003 while with Decisiv. He has moderated multiple Trucking and Truck Dealership Groups over the past 20 years. Jack became Managing Director of the Truckload Profitability Program (TPP) in July of 2017. His duties remain

moderating Groups, setting TPP Strategy, and Growing the Program inside the TCA. He is a self-appointed "Business Fertilizer" and fierce Trucking Activist.



Anne-Marie Roerink, Principle and Founder, 210 Analytics, LLC. Anne-Marie specializes in quantitative and qualitative market research. Prior to launching 210 Analytics, she served as the Director of Research for the Food Marketing Institute (FMI). Responsible for all research projects, she distilled complex research data into usable and easy-to-understand materials for business audiences ranging from America's largest retail chains to single-store family companies. Studies and

presentations included shopper insights; retailer benchmarking and trending in financial, operational and tactical areas; and internally-focused research such as conference evaluations and member needs assessments. Before joining FMI, Anne-Marie served as the Director of Marketing and Research at the American Society of Travel Agents (ASTA) and oversaw all primary and secondary research efforts, as well as the association's membership and conference marketing.



Shelley Simpson joined JB Hunt Transportation as an hourly customer service representative and currently serves as Chief Commercial Officer and Executive Vice President of People and Human Resources. She leads the strategic direction of marketing, sales, customer experience, and external product development, including J.B. Hunt 360. Shelley is also responsible for commercializing services internationally and oversees the Company's efforts to create a more inclusive

culture and work environment.



Hamdi Ulukaya, CEO, Chobani. Hamdi founded Chobani in 2005 with the mission of making better food more accessible and providing good food for all, while also improving local communities. After selling the first cup of Chobani yogurt in 2007, Chobani became the number one selling Greek Yogurt brand in the United States in less than five years. Hamdi is a committed philanthropist and signed the Giving Pledge and founded the Tent Foundation in 2016 to help end the global

refugee crisis. He serves of the Board of La Colombe Torrefraction LLC, Pathfinder Village and the Tent Foundation.



Alexander Voets, Sales and Marketing Manager, Daimler Trucks North America. Alexander works on Daimler's future electric commercial vehicles in North America. Under its Freightliner brand, Daimler Trucks will introduce class 6-8 battery-electric trucks to the market in 2022 and is currently working closely with its customers to actively shape these products. With its Innovation Fleet and Customer Experience Fleet pilot projects, Freightliner already has over 30 trucks in customer

hands that deliver real freight on real routes today. Alexander has spent his career in areas where automotive and technology industries meet. He has launched several Connected Car projects, oversaw the Autonomous Driving team for an OEM and served as Software Development Manager for in-vehicle entertainment applications.



Duncan Wardle, Founder of iD8 & innov8. Duncan Wardle worked as the Head of Innovation and Creativity at Disney. Duncan and his team helped Imagineering, Lucasfilm, Marvel, Pixar and Disney Parks to innovate, creating magical new storylines and experiences for consumers around the world. As the founder of iD8 & innov8 he now brings this extensive experience to audiences around the world using a very unique approach to Decision Thinking that not only places the end

user at the core of the creative thinking process, but also looks in new and unusual places to uncover insights for innovation, helping people capture unlikely connections, leading to fresh thinking and disruptive ideas. Duncan is a multiple Ted X speaker and contributor to Fast Company Magazine. He teaches Master Classes at Yale, the University of North Carolina, Duke University and the University of Florida. In 2008, he received the American Citizen of Choice Award at the White House.