



Communications & Image Committee

CHAIRMAN: Lori Teders, Hoekstra Transportation
TCA STAFF LIAISON: Zander Gambill, Hunter Livesay

MINUTES:

MEETING DATE: Sunday, March 5, 2023
TIME: 9:45 a.m. – 10:45 a.m. EST
PLACE: Gaylord Palms Orlando

In Attendance

Jack	Papazyon	Jeffrey	Davis	Rachelle	Baker
Roger	Amhof	Judd	Wommack	Jay	Sewell
Ronak	Shah	Perry	Nix	Luke	Ercanbrack
Brandon	Vose	Mike	Stapleton	Sahey	Siugh
Ronald	Shah	Wendy	Patton	Jacob	Carr
Lee	Gentry	Neil	Abt	Eric	Rivard
Jared	Whitson	Pamela	Sarr	Kim	Bowles
Graig	Morin	Josh	Lovan	Zander	Gambill
Darrell	Parsely	Kim	Richardson	Hunter	Livesay
Michael	Robinson	Mike	Canevello	Marilyn	Surber
Marc	Bianchette	Mike	Spalla	Kevin	Nadean
Jarrell	Hall	George	Bush	Dave	Renfrew
Glias	Villanveva	Mark	Wruk	Phillip	Edwards
Dennis	Dellinger	Christin	Harbison	Tommy	Hodges
Trish	Bethell	Susan	Fall	Ramon	Lanharkp
Selase	Hotsoryame	Melissa	Stephan	Amber	Edmondson
Andrew	Winkler	Kevin	Burch	Mark	Walker
Allie	Schwalb	Jill	Maschmeier	Rebecca	Anderson
Misti	Olszewski	Neal	Heath	Laura	Gates
Mike	Headstrom	Elizabeth	Tran	Kelly	C.
Drew	Kappen	Brian	Hall	Daniel	Ochy
Mylene	Abrego	Scott	Manthey	Michael	Frolick
Trevor	Martin	Brent	Vanderpol	Andre	Durocher
Tracy	Winkler	Missy	Pinksaw	Jordan	Atwater
Phil	Peck	Jay	Davenport	Chris	Gulker
Henry	Ebush	Al	Anderson	Aaron	Huff
Brad	Bentley	Caitlin	Svetahor	Tim	Tetz



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Jeffrey	Reeves	Tyler	Damazo	Barry	Dittmer
Somer	Torres	Jeff	Jenkins	Brenda	Dittmer
Janet	Pantuso	Nicky	Morrison	Courtney	George
Tim	Chrulski	Emily	Plummer	Bob	VanderBurg
Steve	Ponder	Ashley	Kordish	Clay	Melchag
Jeffrey	Davis	Matt	Lee		
Judd	Wommack	Brian	Runner		

MINUTES

Call to Order/Welcome

Lori Teders, chair, welcomed committee members and guests and asked that everyone sign in on the sign-up sheet.

A motion to accept the antitrust guidelines and minutes from the committee’s previous meeting was made, seconded, and passed.

Communications Outreach

Zander reported about the association’s marketing and communications efforts and gave a brief update on social media strategy and the increased engagement we’ve seen. Zander and Hunter also spoke about producing more video content for social. In collaboration with the Membership Committee, TCA has created a Champions Club as a new way to recognize members who help to refer new members to the organization.

Professional Drivers of the Year

Zander and Hunter reported on the revamped Drivers of the Year awards program. The new format highlights more drivers and push to give them more visibility throughout the year.

Highway Angel

Zander gave an update on how Highway Angel keeps growing. We have had 75 Highway Angel honorees to this point this year. We had a public vote to name the Epic Angel of the Year which received over 1100 public votes. A Task Force has been created to further discuss the program and look at ways to enhance



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the Epic Angel of the Year Award similar to the Driver of the Year Award Program. Please contact Hunter Livesay to be included on the task force.

Lori mentioned that it was agreed that HA would stay open to all carriers but only TCA members would be considered for Epic Angel of the Year. The task force was also split on whether to have it changed where only heroic driver efforts would be recognized and not include more of the good Samaritan type of incidents. Further discussion needed on Task Force calls.

Young Transportation Executives Task Force

A task force has been created to examine the creation of a Young Transportation Executive program for TCA Members. Zander asked for volunteers to join.

U.S. Capitol Christmas Tree

Lori and Lisa reported on TCA's continued sponsorship of the CCT and that a TCA whistlestop was held on November 8, 2022, in Newton, North Carolina. Cargo Transporters was able to help host and coordinate the event and many thanks to them. TCA is sponsoring it again this year and the tree will be harvested in West Virginia and TCA will host another whistle stop. Photos were shown from the event.

VVMF "The Wall That Heals"

Lori and Lisa reported that TCA partnered once again with The Wall that Heals and has helped promote this program and looks forward to doing it again in 2023. Many TCA carrier members participate and host the wall on its tour across the United States. Photos were shown from the event.

National Truck Driver Appreciation Week

Lori stated TCA had a social media campaign around NTDAW this past year. We asked for and received lots of photos from TCA members and were able to share many of them in TCA's social media channels, website and in the e-newsletters.

Opened up discussion to get feedback from members on the programs they did internally for NTDAW and other avenues for TCA to support them with those.

Wreaths Across America



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Lisa stated Once again TCA and Pilot Flying J were proud to support the Wreath's Driver Appreciation dinner last year on December 16 in D.C. It was another sold out dinner and TCA was proud to be a part of it. Pictures were shown of this event.

Old Business

None

New Business

None

Adjourned