



Communications & Image Committee

CHAIR: Lori Teders, Director of Administration, Hoekstra Transportation
TCA STAFF LIAISON: Zander Gambill, Hunter Livesay & Sarah Hammons

MINUTES:

MEETING DATE: Sunday, March 24
TIME: 9:30 – 10:30 a.m. central
PLACE: Gaylord Opryland, Nashville

In Attendance

Chris	Woody
Marilyn	Suber
Rob	Brock
Roscelinda	Garrebe
Ed	Bradford
Bob	Kretsinje
Mike	Coble
Peter	Robins
Dorntin	Markland
Eugenia	Churilor
David	Taylor
Kim	Richardson
Tim	Kordva
Russel	Currie
Vance	Stevens
Wendy	Patton
Mylene	Abrego



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Minutes

Call to Order/Approval of Minutes/Antitrust Review

Lori Teders, chairman, 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 Department Update

Zander reported on the addition of Sarah Hammons, TCA's Membership Coordinator, to the team. Zander went on to mention that since TCA's previous meeting, the committee had been meeting regularly once a month. Sarah reported briefly on social media efforts that had been made. Zander briefly mentioned the partnership with Onwrld & Upwrld over the past year had been, doubled amount of entries for Highway Angel. Push of communications overview. Truckload Authority Magazine has been revamped and improved over the last 2-3 years.

Professional Drivers of the Year

Zander reported on the 5 TCA professional drivers of the year who will be each receiving \$20,000. The awards program is on Tuesday.

Highway Angel

Hunter reported on 3 highway angels of the year, an increase from last year. He also reports that public voting has been gaining traction.

Elevate Young Professionals

Eric reported that lots of communications & image to come from this new program, highlighting the 15 chosen candidates of 2024. They will be at Call on Washington. 3rd party University of Denver. More to come.

U.S. Capitol Christmas Tree

Coming from Alaska this year. TCA has sponsored this program for 11 years.

VVMF "The Wall That Heals"

Hunter reported on the promotion of our members who have been carrying The Wall that Heals.

Guest Speaker: Tim Tetz, Director of Outreach, Vietnam Veterans Memorial Fund



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National Truck Driver Appreciation Week

Here to amplify what our members are doing.
Send your pictures. We have received a lot of content.
Stories from members in the audience.

Truckers Against Trafficking

TCA Professional Driver Workplace of Choice

More to come.

Wreaths Across America

Hunter reported that Wreaths Across America is currently looking for trucking companies to add to their Honor Fleet for this year.
Guest Speaker: Courtney George, Manager of Transportation & Industry Relations, Wreaths Across America

Old Business

None

New Business

Petition Matel to make a trucking Barbie.
Garner Trucking 1/34 companies participating in Drive Safe Act apprenticeship program. What can we do to support this program? Zander answered the member to tell that story, socials and newsletters and press.

Thank you Lori!

Term is ending and accepting **Gavel Award**.

Adjourned