



2022 Mid-America Trucking Show

Press Event Schedule

Last Updated: 3/17/2022

Thursday - March 24

VIP Hours 10:00 AM - 1:00 PM | Show Hours 1:00 PM - 6:00 PM

9:00 AM - 10:30 AM	Trucker Path Breakfast & Press Conference	Conf. Rm. C104
10:30AM - 11:30AM	Werner Enterprises Media Q&A	Conf. Rm. C101
12:00 PM - 1:00 PM		
1:00 PM - 2:00 PM	Rand McNally Press Conference - Product Announcement	Conf. Rm. C101
2:30 PM - 3:00 PM	Gra-Mag Press Event	Booth 30144
3:00 PM - 3:45PM	FMCSA Media Roundtable	Conf. Rm. B110

Friday - March 25

Show Hours 10:00 AM - 6:00 PM

10:00 AM - 11:00 AM	FMCSA Information Session	Conf. Rm. B104
11:00 AM - 12:00PM	FMCSA and U.S. Department of Labor Joint Session	Conf. Rm. B104

Saturday - March 26

Show Hours 9:00 AM - 4:00 PM

10:00 AM - 12:00 PM	PKY Truck Beauty Championship Awards Presentation	Conf. Rm. B101
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MATS Press Room

The Media Center will be set-up with computers, a printer, a copy machine, free wifi, and other amenities. In addition, social areas are setup where light meals are provided by the Media Center sponsor and a separate Business Center area is available for those seeking a quiet environment to work.

Location

South Wing Room B105
(Between South Wing
Lobbies A & B)

Hours

Thursday, 8AM - 6PM
Friday, 8AM - 6PM
Saturday, 9AM - 4PM

Requirements

Media badge required for
entry.

EXHIBIT MANAGEMENT ASSOCIATES, INC.

1404 Browns Lane, Suite E ■ Louisville, Kentucky 40207 ■ 502.899.3892 ■ 800.626.2370 ■ Fax: 502.899.3952

PRO TALKS EDUCATION SERIES

MATS 2022 offers 3 days of attendee education covering a wide variety of topics. Pre-registration is not required. All seminars are free to attend.

Seminars will take place in the East Hall - Booth 24155 and in the South Wing Meeting Room B104.



BOOTH 24155



ROOM B104

THURSDAY

11:00 AM - 11:30 AM

BOOTH 24155 - PRO TALKS STAGE 

Shifting Lanes with Driver Health

Presented by: Hope Zvara, Mother Trucker Yoga

11:45 AM - 12:45 PM

BOOTH 24155 - PRO TALKS STAGE 

**How We Grew From 0 to 20 Trucks
in 5 Months**

Presented by: Hans Galland, Natasha Martinez,
Kay Makishi (moderator)

12:30 PM - 1:30 PM

ROOM B104 - PRO TALKS THEATER 

**Negotiating from the Driver's Seat: Expert
negotiation tips that will help put you in
control of your truck.**

Presented by: Robert Rouse, Product Manager, DAT
and Chad Boblett, Rate Per Mile Masters

1:00 PM - 1:45 PM

BOOTH 24155 - PRO TALKS STAGE 

Trucking Tech Changes & Your Career

Presented by: Mike Roeth, Executive
Director of NACFE

1:45 PM - 2:30 PM

ROOM B104 - PRO TALKS THEATER 

The Value of Veteran Drivers

Presented by: Veterans In Trucking & CDLife, Clean
Harbors, American Central Transport, FASTPORT

2:00 PM - 3:00 PM

BOOTH 24155 - PRO TALKS STAGE 

Going the Extra Mile from Driver to Carrier

Presented by: Chad Boblett & RPM Masters

2:45 PM - 3:45 PM

ROOM B104 - PRO TALKS THEATER 

**Negotiate and get paid more as an
Owner-operator**

Presented by: Brent Hutto, Truckstop.com and Tyler
Johnston, Brokerage and Freight Operations
Manager at Mercer Transportation

3:15 PM - 4:15 PM

BOOTH 24155 - PRO TALKS STAGE 

**From Mad Men to Moneyball: Using the Right
Metrics to Win at Shop Management**

Presented by: Jacob Findlay, Co-Founder & E
xecutive Chairman of Fullbay



4:00 PM – 5:00 PM

ROOM B104 - PRO TALKS THEATER 

AI Dashcams: How technology can help promote safety while maintaining your privacy

Presented by: Page Trucking

4:30 PM – 5:30 PM

BOOTH 24155 - PRO TALKS STAGE 

Tire Retreading: Myths and Misconceptions

Presented by: David Stevens, Managing Director, Tire Retread & Repair Information Bureau (TRIB)

5:15 PM – 6:00 PM

ROOM B104 - PRO TALKS THEATER 

Wheel End Assembly Tips & Tricks

Presented by: Brian Beathard, RevHD Wheel End Components

FRIDAY

10:00 AM – 10:30 AM

BOOTH 24155 - PRO TALKS STAGE 

How to easily book loads with technology

Presented by: Tracy Neill, Trucker Tools and Trucker G

10:00 AM – 11:00 AM

ROOM B104 - PRO TALKS THEATER 

FMCSA Information Session

Presented by: FMCSA

10:45 AM – 11:30 AM

BOOTH 24155 - PRO TALKS STAGE 

Real Visibility = Live Supply Chain

Presented by: Andy Dishner, COO Konexial and Ken Evans, CEO Konexial

11:00 AM – 12:00 PM

ROOM B104 - PRO TALKS THEATER 

FMCSA and U.S. Department of Labor Joint Session

Presented by: FMCSA and U.S. Department of Labor Joint Session

11:45 AM – 12:45 PM

BOOTH 24155 - PRO TALKS STAGE 

Do you have what it takes to be an Expediter?

Presented by: Bob and Linda Caffee

12:30 PM – 1:30 PM

ROOM B104 - PRO TALKS THEATER 

Why Every Trucker Needs to Think Like an Entrepreneur

Presented by: Tobenna Arodiogbu, CEO of CloudTrucks

1:00 PM – 1:45 PM

BOOTH 24155 - PRO TALKS STAGE 

Don't send me down the wrong road! Trends in Truck Navigation and Routing

Presented by: Ivan Sheldon Vice President, Product, Rand McNally

PRO TALKS EDUCATION SERIES



BOOTH 24155



ROOM B104

FRIDAY

1:45 PM – 2:45 PM

ROOM B104 - PRO TALKS THEATER

Partners in Business: Owner-operator business performance benchmarking and Q&A with Overdrive and ATBS

"Presented by: Mike Hosted, Vice President, ATBS
Todd Dills, Editor, Overdrive

Gary Buchs, Overdrive contributor and owner-operator business coach"

2:00 PM – 2:30 PM

BOOTH 24155 - PRO TALKS STAGE

How to get Drivers on Board with In-Cab Cameras

Presented by: Jon Morgan, Netradyn

2:45 PM – 3:45 PM

BOOTH 24155 - PRO TALKS STAGE

Improve Your Lifestyle (How a group of peers will help each other)

"Presented by: Henry Albert, Joel Boelman, Vince Crisanti, Mark Heggstad, Shane Rizzuto, Stephan Halsted, Sandy Goche, Randy Saunder, Bob Caffee, Linda Caffee"

3:00 PM – 4:00 PM

ROOM B104 - PRO TALKS THEATER

The Pathway to Independence and Profits

Presented by: Brent Hutto, Truckstop.com and Special Guest

4:00 PM – 4:45 PM

BOOTH 24155 - PRO TALKS STAGE

Set Your Trucking Operation up for Success by Improving These 4 Areas

Presented by: Jeff Jenkins, RTA

4:15 PM – 5:15 PM

ROOM B104 - PRO TALKS THEATER

Purchasing the Correct Lowboy Trailer

Presented by: Kevin Sassaman, Product Manager, E.D. Etnyre and Company

5:00 PM – 6:00 PM

BOOTH 24155 - PRO TALKS STAGE

Money Money Money: How to make more money in trucking

Presented by: James Poston and Raye Ackerman

SATURDAY

9:30 AM – 11:00 AM

BOOTH 24155 - PRO TALKS STAGE

**Truck to Success:
Taxes and Business Structure**

"Presented by: Lewie Pugh, Executive Vice President of OOIDA

Barry Fowler, Enrolled Agent, President & Founder of Taxation Solutions, Inc.

10:00 AM – 11:00 AM

ROOM B104 - PRO TALKS THEATER

Calling All Small Fleets: How to Win Freight, Save Time and Make More \$\$\$

Presented by: Grant Goodale, Carrier Experience Officer and Co-Founder of Convoy



11:15 AM - 12:15 PM

BOOTH 24155 - PRO TALKS STAGE Using Your Log for Maximum Miles

Presented by: Mark Rumps, Trucking Answers

11:15 AM - 12:15 PM

ROOM B104 - PRO TALKS THEATER Premium diesel fuel and how cleaner fuel and oil will reduce emission system maintenance and related downtime

"Presented by: Bobby Sulfridge – Midwest Logistics Systems

Jason Wilder – Midwest Logistics Systems

Jim Sanderson Jr – Flint Trucking

Clint Braunel – Clean Air Fleet

Kurt Braunel – Clean Air Fleet

12:30 PM - 1:00 PM

ROOM B104 - PRO TALKS THEATER Business tips for Owner Operators: How to find and make connections on the road

Presented by: Tracy Neill, Trucker Tools with
Jacinda Lady Truck'n and Larry Cothran

12:30 PM - 1:30 PM

BOOTH 24155 - PRO TALKS STAGE Move from the Driver's Seat- 4 Movements Every Driver Should Be Doing Daily

Presented by: Hope Zvara, CEO Mother
Trucker Yoga

1:15 PM - 1:45 PM

ROOM B104 - PRO TALKS THEATER Accidents--Who They Effect and For How Long?

Presented by: Brian Runnels

1:45 PM - 2:45 PM

BOOTH 24155 - PRO TALKS STAGE Q & A Time with The Rebel and The Compliant

Presented by: Ingrid Brown and Carol Nixon

2:00 PM - 2:45 PM

ROOM B104 - PRO TALKS THEATER Got Downtime Claims? Get Paid Money!

Presented by: Kelsea Eckert, Lead Attorney of Eckert
& Associates, PA

3:00 PM - 4:00 PM

ROOM B104 - PRO TALKS THEATER Combating Human Trafficking through the Trucking Industry

Presented by: Louie Greek, Coalition
Build Specialist, Truckers Against Trafficking

3:00 PM - 4:00 PM

BOOTH 24155 - PRO TALKS STAGE Diversity & Inclusion in the Workforce

"Presented by: SHE Trucking Foundation, Inc and
Special Guests