

TIA 2015

CAPITAL IDEAS CONFERENCE & EXHIBITION



April 15 - 18, 2015 | Orlando, Florida
Loews Royal Pacific Resort at Universal Orlando
www.tianet.org/2015con



The World's Largest Gathering of Brokerage-based 3PLs!

- More than 800 Decision Makers!
- Learning Lounge to connect with speakers and attendees!
- Welcome Reception!
- Four Preconference Seminars!
- 16 Education Sessions in Four Tracks!
- Five Plenary Sessions!
- Golf Outing!
- Outstanding Opportunities to Build Relationships!
- 90% of Attendees are Decision Makers!
- Multiple Attendee and New Member Discounts!
- Price Includes: Three Receptions, Two Breakfasts, Two Lunches, and Closing Dinner!
- Great Return on Investment!
- Charity 5K Run/2K Walk!

Schedule of Events

TIA 2015 Capital Ideas Conference & Exhibition

The World's Largest
Gathering of
Brokerage-Based 3PLs!

WEDNESDAY, APRIL 15

7:30 AM - 2:00 PM

TIA FOUNDATION GOLF OUTING*

Join other attendees for an enjoyable round of golf while supporting the TIA Foundation.

**Separate fee and registration required, space is limited.*

7:30 AM - 2:30 PM

PRECONFERENCE SEMINARS*

- How a 3PL Sells Value against 16,492 Competitors!
- Building a Culture of High Performance
- William J. Augello's "Transportation, Logistics and the Law" for 3PLs!
- Charisma and Communication: The 7 Secrets of Public Speaking

**Separate fee and registration required.*

2:30 PM - 3:00 PM

NEWCOMER'S ORIENTATION

Join other 1st time attendees for this exclusive event. You can make new acquaintances, meet TIA staff members, and get an idea of how the conference flows.

3:00 PM - 4:30 PM

SMALL COMPANY NETWORKING

Join other members as you network and talk about the challenges of running a new or small brokerage.

4:30 PM - 6:00 PM

WELCOME RECEPTION

Join us as we meet first time attendees and greet old friends at this great event.

THURSDAY, APRIL 16

8:00 AM - 10:00 AM

PLENARY SESSION: FRAUD PREVENTION STRATEGIES

9:00 AM - 2:00 PM

TIA BOARD OF DIRECTORS MEETING

Open to all attendees.

10:00 AM - 11:30 AM

EDUCATION SESSIONS

- The Best of The Best (Fundamental)
- Paycheck or Pinkslip! (Universal)
- Managing Your Customer's Inventory (Expansion)
- You Deserve a Break... (Advanced)

NOON - 2:00 PM

THURSDAY NETWORKING LUNCH

Enjoy networking with your peers from across the country.

YOUNG EXECUTIVES LUNCHEON

This lunch is designed for Young Executives to discuss your unique challenges.

2:00 PM - 3:30 PM

EDUCATION SESSIONS

- Did You Dot the I's and Cross the T's? (Fundamental)
- Expand Your Intermodal Horizons - Are you on the Right Track with your Rail Partners (Universal)
- Do You Have LTL in Your Future? (Expansion)
- Increasing the Value of Your Company (Advanced)



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Schedule of Events

TIA 2015 Capital Ideas Conference & Exhibition

The Largest
Trade Show for
Decision Makers!

THURSDAY, APRIL 16

4:00 PM - 5:45 PM

**REGULATIONS THAT COULD CHANGE
HOW YOU DO BUSINESS**

6:00 PM - 8:00 PM

**GRAND OPENING OF EXHIBITION
AND RECEPTION**

Take this opportunity to meet and conduct business with the industry's leading suppliers.

FRIDAY, APRIL 17

7:00 AM - 8:30 AM

TIA 5K RUN/2K WALK

9:00 AM - 11:00 AM

**TIA'S ANNUAL BUSINESS MEETING
AND OPENING SESSION**

The TIA Opening Session will feature TIA Talks by members sharing the ideas and experiences that have transformed their companies, lives, and communities. The idea for these carefully prepared talks is to provoke conversations that matter among TIA members.

FRIDAY, APRIL 17

11:00 AM - 2:00 PM

EXHIBITION OPENING AND LUNCH

Don't miss this opportunity to see new products and services and to help grow your business!

2:00 PM - 3:30 PM

**PLENARY SESSION: NEW RULES
FOR WINNING - TRANSPORTATION
AT THE CROSSROADS**

3:30 PM - 4:00 PM

COFFEE BREAK

4:00 PM - 5:00 PM

EDUCATION SESSIONS

- So, What About Benchmarking? (Fundamental)
- Cargo Claims for Dummies (Universal)
- Increasing Your Value to Your Shippers (Expansion)
- Practicing Safe Transportation - Lessons From the Lawsuit Front (Advanced)

5:00 PM - 7:00 PM

EXHIBITION AND RECEPTION

Take advantage of your last chance to meet and do business with that supplier you missed!

7:30 PM - 10:00 PM

**PARTY AT THE HARD ROCK CAFÉ EVENT:
EVERYONE'S A STAR!**

An Event Like No Other, brought to you by DAT Solutions. A Night of Great Food, Music and Rockin'Fun!



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Schedule of Events

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More Than 800
Decision Makers!

SATURDAY, APRIL 18

8:00 AM - 9:15 AM

CONTINENTAL BREAKFAST

9:30 AM - 10:45 AM

PLENARY SESSION: NOT JUST ANOTHER BORING ECONOMIC UPDATE

10:45 AM - 11:00 AM

COFFEE BREAK

11:00 AM - 12:00 AM

TIA GAME SHOW - I HAVE AN IDEA

NOON - 2:00 PM

SATURDAY NETWORKING LUNCH

Grab a lunch and spend time networking with industry members from across the country.

WOMEN IN LOGISTICS LUNCH

Join with other women in the 3PL industry as you share ideas, talk about challenges, network and celebrate the first "Women in Logistics Award" winner at your luncheon.

2:00 PM - 3:30 PM

EDUCATION SESSIONS

- Tweet, Poke, Friend: Social Media Marketing Success (Fundamental)
- Did You Hear the One About the Attorney? (Universal)
- Where in the World is Cargo Santiago? (Expansion)
- Managing Commitments in a Volatile Market (Advanced)

SATURDAY, APRIL 18

3:30 PM - 4:00 PM

COFFEE BREAK

4:00 PM - 5:30 PM

PLENARY SESSION: WHAT'S THE TRUTH ABOUT CAPACITY?

6:00 PM - 9:00 PM

CHAIRMAN'S RECEPTION AND DINNER

Join us as we kick back at this final networking event.



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Preconference Seminars

Wednesday, April 15

BUILDING A CULTURE OF HIGH PERFORMANCE*

Culture is critical to any business but especially critical to a Freight Brokerage, as people are the assets, the machines, of the brokerage business. A dysfunctional culture creates a tremendous amount of risk for a brokerage business. In this workshop, come and learn strategies and tactics from industry expert and coach, Joel McGinley, on how to improve your culture and create an on-going culture of high performance.

WILLIAM J. AUGELLO'S "TRANSPORTATION, LOGISTICS AND THE LAW" FOR 3PLS!*

The course instructed by Brent Wm. Primus, Esq. provides intermediaries with an overview of the laws and regulations governing your day-to-day business as well as recent developments and critical topics including:

- The Highway Bill (MAP- 21) and how it will affect you
- Liability for highway accidents and deaths: Schramm v. Foster and other cases
- CSA Safety Rating System & selecting carriers to minimize risk
- Liability for freight charges and the double payment problem; the elimination of cargo liability insurance
- Federal laws and regulations governing brokers; and the insurance policies a broker should have.

HOW A 3PL SELLS VALUE AGAINST 16,492 COMPETITORS!*

3PL's are constantly challenged with the task of competing against a large pool of competitors. At the end of the day shippers want one of two items: 1) the cheapest price or (2) the best value. There can only be one price leader in any industry. This seminar is all about learning to sell value in a highly competitive market. Technology has made some aspects of selling almost obsolete. In other cases the need for sophisticated selling is more important now than ever in the marketplace. Come learn from Dr. Jim Kenny how to create value selling behaviors in your 3PL sales team.

CHARISMA AND COMMUNICATION: THE 7 SECRETS OF PUBLIC SPEAKING*

Communication is essential in a one-on-one sales meeting or in a group presentation. Are you a charismatic communicator and powerful speaker? Are you being heard whether in your professional communication or at home? Are you able to influence your audience in terms of how they think, feel and will act upon what you share with them? Are you anxious or uncomfortable about speaking in public? If you've answered "yes" to any of these questions, we invite you be part of this workshop with Richard Greene, one of the world's leading public speaking coaches and his partner, award winning coach Ankha Marza. Together you will learn the secrets and immediately put them to use. You will feel more excited and empowered about your ability to impact your audiences, be heard, and breakthrough to your next level as a charismatic communicator and powerful public speaker.

**Additional Fee Applies*



TIA 2015
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Plenary Sessions

Five Plenary Sessions!

Thursday 4/16
8:00 - 10:00

FRAUD PREVENTION STRATEGIES

If he seems like a nice guy, so what? This session will feature leading cargo crime authorities from across the country. Law enforcement and private sector speakers will explain the national strategies, patterns, and practices of cargo thieves; recent investigative case studies; and how to combat cargo theft.

Thursday 4/16
4:00 - 5:45

REGULATIONS THAT COULD CHANGE HOW YOU DO BUSINESS

CSA, Carrier Selection Update, Transportation Reauthorization, FDA Sanitary Transportation of Food, Minimum Carrier Insurance. Come hear all of the regulatory updates affecting your business. Remember, this is open to all attendees.

Friday 4/17
2:00 - 3:30

NEW RULES FOR WINNING – TRANSPORTATION AT THE CROSSROADS

The discussion will offer a current assessment of and provide insights into the latest transportation research that has been performed by the University of Tennessee, Georgia College and State University, Coyote Logistics and CarrierDirect. Panelists will explore performance gaps and discuss what shippers and carriers are doing to improve overall performance, and where 3PLs can add value.

Saturday 4/18
9:00 - 10:30

NOT JUST ANOTHER BORING ECONOMIC UPDATE

Pillows and blankets will not be provided. Unlike any other economic update, this will be an exciting, fast-paced, blow-your-mind economic experience. This session will feature findings from the TIA 3PL Market Report, the release of Transport Topics Logistics Companies Report, and Everyone's favorite analyst, Donald Broughton.

Saturday 4/18
11:00 - 12:00

I HAVE AN IDEA: THE TIA GAME SHOW!

This free flowing and fun event has 3PL leaders sharing ideas that have worked in their company. Share an idea, win some money, and take some new ideas back to the office.

Saturday 4/18
4:00 - 5:30

WHAT'S THE TRUTH ABOUT CAPACITY?

The sky has fallen, capacity is tightening BUT you can navigate through this storm?



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Education Sessions

16 Education
Sessions in
Four Tracks!

Bring your questions, ideas, and note paper. TIA sessions are interactive discussions, not PowerPoint-driven sales presentations.

FUNDAMENTAL

Sessions Designed For New & Smaller Companies That Want to Grow

THE BEST OF THE BEST

What are the best day-to-day brokerage practices? Our panel has successfully used TIA tools and services, and will show you how to get the best bang for your membership buck. You will walk away knowing how to be successful in today's market.

DID YOU DOT THE I'S AND CROSS THE T'S?

Contracts are a necessary evil. Hear from members of TIA's Contract Committee on recent and pending contracts, including our new TIA United Fresh Broker/Shipper Contract.

SO, WHAT ABOUT BENCHMARKING?

Do you measure your company's performance each month versus the industry? How will this affect your bottom line? Hear from the experts who use this information to successfully increase sales, profits, and performance.

TWEET, POKE, FRIEND: SOCIAL MEDIA MARKETING SUCCESS

Which one do you choose? Facebook? LinkedIn? Twitter? All of them? Marketing in this arena may seem overwhelming, but come learn from those who have successfully implemented social media in their advertising.

UNIVERSAL

Sessions Designed to Address Issues That Affect the Entire Industry

PAYCHECK OR PINKSLIP?

Are you hiring or firing? Each state has a different interpretation of rules governing HR. What about your non-compete agreement? It all depends upon where you live, but you need to know more. Join us for this discussion so you are not out in the cold.

EXPAND YOUR INTERMODAL HORIZONS: ARE YOU ON THE RIGHT TRACK WITH YOUR RAIL PARTNERS?

What will 2015 bring in the Intermodal network that will allow you to work more collaboratively with the rails to expand your capacity? Come listen to our panel of experts talk about the Rail capacity investments that will make Intermodal work for you.

CARGO CLAIMS FOR DUMMIES

Join the team who designed one of TIA's latest frameworks. Developed by experts in the industry, this document and panel will provide step-by-step instructions on how to effectively and efficiently handle cargo claims.

DID YOU HEAR THE ONE ABOUT THE ATTORNEY?

Sit back, relax, and (for once) receive free legal advice on current court cases that affect the industry.



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Education Sessions

Learning Lounge to
Connect With Speakers
and Attendees!

EXPANSION

Sessions Designed to Offer Ideas for
Growth and Expansion of Services

MANAGING YOUR CUSTOMER'S INVENTORY

One size doesn't fit all. Do you know your customers' wants and needs? Are you prepared to deliver on those? Come hear from industry leaders who have been able to adapt to a multi-faceted industry.

DO YOU HAVE LTL IN YOUR FUTURE?

If you have not expanded your offerings into LTL because it is too complicated, this is the session for you. LTL margins outpace truckload margins! Our panel has mapped out a path to success.

INCREASING YOUR VALUE TO YOUR SHIPPERS: WHAT THEY REALLY, REALLY WANT

Some 3PLs have tuned in to their customers and found ways to add value that shippers find significant, cementing their relationships and setting themselves apart from the crowd. These providers are offering services beyond what a normal brokerage is offering to their customers' supply chain.

WHERE IN THE WORLD IS CARGO SANTIAGO?

There is a whole wide world of freight out there for the taking, are you part of it? Chinese, Mexican, Japanese, Sushi – it is all good. Don't let the traveling pants pass you by.

ADVANCED

Sessions Designed to Help Larger
Companies Get to the Next Level

YOU DESERVE A BREAK ...

When is the right time to bring on the money guy or gal so you can focus on growing your company? Success stories will be presented from those who took the plunge and added them to their executive team.

INCREASING THE VALUE OF YOUR COMPANY

Do you want to grow your business? Mergers and acquisitions, agents, and partner buyouts are only a few ways to grow your business, but there are other avenues to increase your value and achieve this goal. The answer is determining the best decision for your company is difficult. Our experts can share their experiences in making these critical choices.

PRACTICING SAFE TRANSPORTATION: LESSONS FROM THE LAWSUIT FRONT

Don't call yourself a partner. Don't say you partner with 14K motor carriers. Don't over promise! Hear from industry experts involved in the lawsuits on why you should be careful what is on your web site, what to add to any SOP on carrier vetting, and more!

MANAGING COMMITMENTS IN A VOLATILE MARKET

3PL/shipper engagements are tactical rather than strategic. Often shippers, focused on reducing procurement costs want long-term price commitments in their controls. How do you handle this in a volatile market?



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Exhibition

90% of Attendees
are Decision Makers!

The Exhibition for Brokerage-Based 3PLs!

If you are looking for software, want to know about the latest in freight matching, need insurance, credit information, a lawyer, or anything else your growing 3PL needs to continue to succeed, TIA's Meeting is a must attend event!

THIS YEAR'S EXHIBITORS

10-4 Systems

3Gtms

3PL Systems, Inc.

ADAR IT

Ahmann-Martin

Aljex Software

ALK Technologies

Avalon Risk Management

BAM Worldwide, LLC

Bill Hay International, Inc.

Cal State Xpress, Inc.

CargoNet

CSX Transportation

DACA

DAT Solutions

Direct Freight Services

EBE Technologies

Efreightsolutions, LLC

Electronic Funds Source

Euler Hermes

Eureka

Florida East Coast Railway

Forward Air Inc.

FourKites

Freight Management
Systems, Inc.

Getloaded

GSIS Inc.

GTG Technology Group

IANA

Infinity Software Solutions, Inc.

Integro Insurance Brokers

Internet TruckStop

Logistical Labs

LoJack SCI

MacroPoint

McLeod Software

MercuryGate International, Inc.

Middlewest Motor Freight Bureau

NOTS Logistics

Old Dominion Freight Line, Inc.

One Source Risk
Management & Funding, Inc.

Pegasus TransTech

Polaris Transportation Group

PostEverywhere

Project44

Prosperio Group / TLC Alliance

Registry Monitoring
Insurance Svcs., Inc.

RenovoData

Revenova LLC

RLS Logistics

SaferWatch

SHIFT Freight

SmartWay

SMC3

Streamline – A Union
Pacific Company

Thoroughbred Direct
Intermodal Services

TMW Systems, Inc.

TranSolutions, Inc.

Transport Topics

Transportation Data Source

Try Hours Inc.

VeriFreight, LLC

YRC Worldwide



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Networking Activities

Networking activities
included in registration fee.

Dress for all meetings is business casual.

Welcome Reception

Join us as we meet first time attendees and greet old friends at this great event on Wednesday, April 15.

Small Company Networking

Join other small company reps on Wednesday, April 15 for this exclusive event. This will allow you to make new acquaintances that you can share time with throughout the Conference.

Young Executives Luncheon **NEW DAY!**

Young Executives Lunch provides members, 40 and younger now, a separate environment for building long-term industry relationships. From networking to leadership development, this Thursday, April 16th lunch encourages an exchange of ideas with peers on the challenges of everyday business. The program is designed to help those who are poised to be tomorrow's owners and managers.

Women in Logistics **NEW DAY!**

Join with other women in the 3PL industry as you share ideas, talk about challenges, network and celebrate the first "Women in Logistics Award" winner at your luncheon on Saturday, April 18 at noon.

Networking Lunches

Grab lunch and spend time networking with others about topics that are important to you and your business on Thursday and Saturday.

Chairman's Reception and Dinner

Break out your "Tommy Bahama" shirts and sunglasses for a fun-filled evening on Saturday, April 18.

Food Functions

All food functions held in the Exhibit Hall allow you to network with your peers while enjoying meals and receptions. Shop for the latest in products and services.

Golf Outing

If you are looking for some of the best golf in Orlando, FL. then the best kept secret is Windermere Country Club. Revel in the beauty surrounding the rolling fairways of the 18-hole championship golf course. The Ward Northrup designed 18-hole championship course is aimed at fun and playability, regardless of your handicap. Stretching to 6,760 yards from the back tees, the undulating fairways and challenging greens offer even the most experienced player a solid test. With 13 holes bordering lakes and 63 bunkers strategically placed throughout the course, combined with the unparalleled beauty of pine and oak tree lined fairways and greens, keeping your mind on golf can be challenging.

Fun Run

The 5K run/2K walk will be held Friday, April 17th before the Opening Session. The \$50 entry fee covers your shirt and supports your health, the TIA Foundation and Paul "Mo" Moline and Jim Round the 2014 TIA 3PL Samaritan Award winner. Put on your running/walking shoes for good causes!

Party at the Hard Rock Café: Everyone's a Star!

A Night of Great Food, Music and Rockin'Fun! An Event Like No Other, brought to you by DAT Solutions on Friday, April 17.



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Outstanding Opportunities to Build Relationships!



TIA Foundation Golf Outing

Please join us for a day of friendly golf competition to benefit the TIA Foundation and build relationships. Yes, we will be selling mulligans!

When: Wednesday, April 15

Where: Windermere Country Club

Time: 7:30 am - 2:00 pm

Price: \$250 ■ **Club Rental:** \$37

Silent Auction

Support the TIA Foundation's mission to provide the best education and research in the 3PL industry. Each auction item sponsor will receive special recognition. A photo and description of the item will be available in the Auction area. What better way to support the Foundation and education of the industry than by supporting the Silent Auction.

If you would like to contribute an auction item, please contact Griffin Voltmann at 703-299-5715 or gvoltmann@tianet.org.

TIA POLITICAL ACTION COMMITTEE

TIA PAC EASY

If you have contributed \$500 to the PAC in 2015, you are invited to our first ever PAC EASY Event. Join us for a night cap and cigar, we will have top shelf, variety of cigars, and ice cream. We thank you for your support. Without it, TIA would be limited in its efforts to protect your business from ridiculous regulations.

Raffle

This year, you may purchase TIAPAC 50/50 raffle tickets in advance and do not need to be present to win ... up to \$1,000!

You must use a personal credit card not a corporate card.

If you would like to purchase raffle tickets, please contact Chris Burroughs at 703.299.5705 or burroughs@tianet.org.



Support TIA Advocacy!



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Travel Information

Multiple Attendee
& New Member
Discounts!

HOTEL INFORMATION

Loews Royal Pacific Hotel is located at Universal Park. This hotel recreates the glamour, charm and romance of the 1930's when island hopping the South Pacific was a once-in-a-lifetime adventure for the privileged few. At this tropical paradise, island breezes dance through the palms. A serene orchid court where flowers are always in bloom soothes your spirit. From the bamboo forest entrance and swaying palm trees to the enchanting outdoor gardens and tropic lotus lagoon, you will find unsurpassed recreation.

TIA has contracted for a block of sleeping rooms at the hotel at a very special rate of \$242 single or double occupancy plus 12.5% sales tax. Links to hotel reservations are provided in the conference registration confirmation email. *Conference registration must be received before making hotel reservations.*

At this time, the room block rates are available until Friday, March 13, 2015. After that, the room block will be released to general sales. You may be able to secure a room after this date, however, the cost may be higher.

TIA must commit and guarantee a block of rooms at the hotel in exchange for meeting space. Members who choose to stay in a hotel other than the Loews Royal Pacific or book via the Internet outside our block of rooms will cause TIA to suffer a monetary penalty, and will therefore have \$100 added to their registration fee for the meeting.

The Loews Royal Pacific Resort has self and valet parking. Rates are \$15 per day/per car for self parking and \$22 per day/per car for Valet.

AIR

Orlando is serviced by a large number of airlines. Because of widely available discounted Internet airline rates, TIA is not offering special airfare information this year.

GROUND

The Loews Royal Pacific Hotel is located 25 minutes from the Orlando International Airport. Taxi fares usually run \$45 - \$50. The hotel offers return sedans to the airport at a rate of \$55.

There is also the Mears shuttle service which is located one level down from baggage claim at the airport. The discounted rate for TIA attendees is \$32 round trip for adults and \$24 for children ages 4-11. Advance reservations at the hotel need to be made for the return trip.



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The Best Return on Investment!

Registration Information & Discounts

Full Registration

A full registration includes all plenary sessions and education seminars, handouts, Conference meetings, Exhibition admittance, and all food and social functions (unless otherwise indicated).

Spouse Registration

Spouse registration includes admittance to the Exhibition, group meals, and social functions unless otherwise indicated. Entrance to plenary sessions, education seminars and conference meetings is NOT included.

Single-Day Registration

There is a fee for attending the conference for one day, available for Thursday, Friday or Saturday. Single day registration includes admittance to the exhibit hall and social and educational activities on the day you select. There is a limit of two one-day registrations. Please indicate on your registration form which day(s) you plan to attend.

Registration Policy

Registrations will not be processed until payment is received. Please include credit card information or a check payable to TIA in US funds for all fees. We will not bill for registrations. Attendees are required to check in at the Registration Desk to obtain their registration packet, name badge, and other materials.

Cancellations

Cancellation of registration must be submitted in writing, postmarked, or emailed by February 25, 2015. If your registration is postmarked by this date, you will receive a full refund less \$100 cancellation fee. No refunds will be made on cancellations postmarked after February 25, 2015. Substitutions will be allowed if received in writing by March 11, 2015.

TIA Member Discount

As a member of TIA, you receive a substantial discount on registration fees. If you register by the "early" postmark, you will receive an additional discount.

New TIA Members

If you are not a member of TIA and join and register at the member rate for the conference, you will receive a \$100 discount on your first years' dues.

Team Discounts

For full coverage of the educational opportunities available during the conference, we encourage you to bring your colleagues. A discount is offered to each of four additional representatives from your company. If you wish to bring five or more of your staff, contact TIA for an additional discount (this does not include exhibitor personnel).

Price Includes: Three Receptions, Two Breakfasts, Two Lunches, and Closing Dinner!



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The Transportation Intermediaries Association (TIA) is the leading education and policy organization for North American third party logistics professionals. TIA is the only organization representing 3PLs doing business in both domestic and international commerce.

With over 1400 members, TIA is the voice of 3PLs to shippers, carriers, government officials, and international organizations. As a condition of membership, all TIA members are required to sign and adhere to the TIA Code of Ethics.

The members of TIA include property brokers, domestic freight forwarders, international forwarders and NVOCCs, air freight forwarders, logistics management companies, and intermodal marketing companies.

TIA is the U.S. member of FIATA (International Federation of Freight Forwarder Associations) representing more than 40,000 3PLs around the world.


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