



NATERA

Blast Off in Houston

NATERA 2017 Conference: New Frontiers in Labor and Employment Law for the Transportation Industry

On September 17-19, the **North American Transportation Employee Relations Association (NATERA)** will host another of its highly acclaimed Annual Labor and Employment Law Conferences, this year at the Marriott West Loop Hotel in Houston, TX.

Take a look at the program details inside this brochure and we think you'll agree that this year's conference is the best yet!

You'll have opportunities to network with leaders in the trucking industry, and hear from the heads of federal government agencies and departments that regulate your business. And, most importantly, you'll meet and get to know peers from around the transportation industry.

This year, NATERA offers two complete interactive sessions: A pre-conference Union Avoidance and Quick Response Simulation workshop on Sunday afternoon, and at the end of the conference, an interactive session on your most pressing employment law concerns. In between, the conference features informative panels and speakers, and breakout group discussions that address all of your labor and employment law challenges.

**Look inside for more details and register early!
You will not want to miss this opportunity!**



Register NOW for the 2017 NATERA Conference

The Houston Marriott West Loop will be the location for the 2017 NATERA Conference

www.natera.org to register

Site of the 2017 NATERA Conference is the Houston Marriott West Loop



NATERA has booked a block of rooms for the conference at \$119/night.

Call : 1-800-769-8815 and mention you are part of the NATERA Group

Please reserve now to get your room

Extracurricular activities include:

Sunday, September 17, 2017

6:00 pm: Opening Reception

7:30 pm: Dutch Treat Dinners with NATERA
Board Members

Monday, September 18, 2017

5:15pm: Chairman's Reception with music provided
by Aspen Creek, a variety band that
specializes in country and classic rock.

7:00 pm: Dutch Treat Dinners with NATERA
Board Members

2017 NATERA Conference Rates

Questions?

**Call John Pryor, NATERA Executive Director
at 803-939-3291**

Sunday, September 17, 2017

Pre-Conference Simulation provided by Jackson Lewis

Returning Attendees: \$150.00 - Free to First Time Attendees!

Monday, September 18 - Tuesday, September 19, 2017

Regular Conference: **\$750.00**

**Spouses and other guests are welcome to join us,
but must be registered!**

Spouse / Guest Fee: **\$150.00**



NATERA



New this year!

Pre-Conference Workshop Featuring Union Avoidance and Campaign Simulation

Sunday, September 17, 2017

Returning Attendees: \$150 - FREE for First Time Attendees

The Jackson Lewis Union Avoidance and Campaign Simulation is a 5 hour highly interactive workshop designed to facilitate intensive training of managers and supervisors who are likely to form the Company's response team in the event of union organizing. The program is tailored to the transportation industry.

The program is based on the concept of experiential learning and is organized to be highly interactive with a minimum of lecture. In a group setting, participants are thrust into real life union organizing situations and are asked to analyze the facts presented, recognize the opportunities and risks involved, and then make a decision and plan all the steps necessary for effective implementation. This is done through a series of vignettes and role plays which are tightly timed to add an element of pressure as would be encountered in an actual organizing situation.

The scenarios will be tailored to those issues with which transportation company managers deal in real life. The topics will include:

- Positive employee relations
- Issue avoidance through the effective use of the open door policy
- The early warning signs of union activity
- How management may lawfully and effectively respond to union activity through the exercise of free speech rights.

This training focuses on what attendees may say and do to effectively respond to union activity, rather than a legal lecture of "don'ts"!

The prospect of employees signing union cards or petitions is heavily explored by role-playing between managers and hypothetical employees who ask their manager "should I sign this card?" and the attendee is asked to come up with a response based upon lawful and compelling communications.

In all areas of discussion, there will be an overarching emphasis on honing manager communication skills on all job-related and personnel matters to ensure (1) that employees feel free to raise their issues and complaints directly to the Company, rather than to an outside source, such as a labor union, administrative agency, or attorney and (2) that managers and supervisors know how to issue, spot, and properly address or elevate an issue so that the employee does not consider an outside source. In this regard, participants learn and "feel" the moral and business imperative of treating employees with dignity, fairness, and respect to marginalize the need for labor unions or the need to bring outside legal action to resolve grievances. It is our firm belief that union and issue avoidance is not the only "value add" from our training; our goal is to reinvigorate management focus on employee relations, which leads to improved morale and productivity.





2017 Conference Agenda

Sunday, September 17th

12 noon Registration Desk Opens

1:00 p.m. Pre-Conference Workshop: Union Avoidance and Campaign Simulation, presented by Jackson Lewis

The Jackson Lewis Union Avoidance and Campaign Simulation is a 5-hour highly interactive workshop designed to facilitate intensive training of managers and supervisors who are likely to form the Company's response team in the event of union organizing. This is done through a series of vignettes and role-plays tightly timed to add an element of pressure as would be encountered in an actual organizing situation. The program is tailored to the transportation industry and is a condensed version of a 1½-day program offered to transportation companies who know the value of positive employee relations and remaining union free.

Jackson Lewis Presenters:

Jonathan Spitz, Principal, Atlanta, GA
Chad Richter, Principal, Omaha, NE

6:00 p.m. Opening Reception

Join us for cocktails and hors d'oeuvres as we pay a special welcome to new members and first time attendees

7:30 p.m. Dutch Treat Dinners with NATERA Board Members

A great opportunity to meet and network with NATERA Board Members and other conference attendees in a relaxed and casual setting (restaurant choices will be sent to attendees prior to the conference)



Monday, September 18th

7:00 a.m. Breakfast

8:00 a.m. Opening Remarks: Welcome to the 31st Annual NATERA Conference!

Katharine Weber, 2017 NATERA Chair
Principal, Jackson Lewis, Cincinnati, OH

8:15 a.m. Welcome to Texas!

John Esparza, President & CEO, Texas Trucking Association, Austin, TX

8:30 a.m. Key Note Address: Exploring the Reasons Your Driver Retention Program is Failing

Ray Haight, Co-Founder, InGauge and Owner, Haight Consulting, London, Ontario

Does your company struggle to retain or recruit new drivers? Are you tired of trying all the gimmicks out there with little to show for your efforts? Retaining your drivers is a key to running a profitable trucking company. Companies with lower driver turnover see improved safety, profitability, and morale.

9:30 a.m. Break

10:00 a.m. Key Note Address: The Future of the Trucking Industry

Tana Green, Co-Founder, The Green Group and CEO, Blue Bloodhound, Charlotte, NC

Tana will share her inspirational story that led up to the foundation of Blue Bloodhound, a revolutionary online platform that is a great example of how the trucking industry is converging with the gig economy

11:00 a.m. Key Note Address: Trucking Industry Economic Update

Bob Costello, Chief Economist & Sr. Vice President,
American Trucking Associations, Alexandria, VA

12:00 noon Lunch

Network with your peers!

1:30 p.m. Key Note Address: The NLRB Update

Hon. Phil Miscimarra, Chairman, National Labor Relations Board, Washington, D.C.

3:00 p.m. Break Out Sessions/Discussion Groups



Session A: Driver Recruiting and Retention

Discussion Leaders:

Abel Martinez, Group VP of Partner Relations, Risk Solutions, and Government Affairs, H-E-B, San Antonio, TX

John Pryor, VP of Human Resources and Safety, Southeastern Freight Lines, Columbia, SC

Ryan Walls, VP of Safety, Risk Management, and Driver Relations, Oakley Transport, Lake Wales, FL

Session B: Latest Trends in Labor Campaigns

Discussion Leaders:

Russ Brown, CEO, RWP Labor, Cocoa Beach, FL

Daren Wingard, VP of Associate Relations, C.R. England, Salt Lake City, UT

Donald J. Vogel, Partner, Scopelitis, Chicago, IL

Session C: Positive Employee Engagement and Organizational Culture

Discussion Leaders:

Ashley Wieck, Director of Human Resources, Kenan Advantage Group, Daphne, AL

Dee Dee Cox, Director, HR Development, Old Dominion Freight Line, Thomasville, NC

Cheryl Stone, Sr. Vice President, Human Resources, USA Truck, Van Buren, AR

Katharine Weber, Principal, Jackson Lewis, Cincinnati, OH

4:00 p.m. Concurrent Break Out Sessions/Discussion Groups

These sessions are a repeat of the sessions listed above, allowing you to customize your conference experience

5:00 p.m. Closing Remarks and First Day Prize Drawing

5:15 p.m. Chairman's Reception

Join us for cocktails, hors d'oeuvre, and great music served up by acclaimed Texas band Aspen Creek!

7:00 p.m. Dutch Treat Dinners with NATERA Board Members

Another great opportunity to meet and network with NATERA Board Members and other conference attendees





Tuesday, September 19th

7:00 a.m. Breakfast

8:00 a.m. Opening Remarks

John Pryor, VP of Human Resources and Safety, Southeastern Freight Lines, Columbia, SC
Executive Director of NATERA

8:15 a.m. Key Note Address:

**A Trucking Revival: Make USA (Truck) Great Again
Lessons learned in unlocking organizational potential**

James Reed, President and CEO, USA Truck, Van Buren, AR

USA Truck is on a journey to greatness and it's been a fascinating ride. James plans to share insights on what the USA Truck team has learned in this ongoing transformation that might help others in the same situation or hoping to avoid common missteps. He will combine some fun anecdotes with candid and helpful observations on:

- How vision & values translate to results
- The role of people strategies in a recovery
- Pitfalls to avoid

9:15 a.m. Break

9:30 a.m. Corporate Counsel Round-table

Moderator:

Stephen Calvert, Associate General Counsel for Labor & Employment,
C.R. England, Salt Lake City, UT

Panelists:

Bruce Dean, General Counsel, Stevens Transport, Dallas, TX

Jacqueline Musacchia, General Counsel, Kenan Advantage Group, Canton, OH

Mary Carter Martin, Senior Associate Counsel, Employment,
Logistics, and eCommerce, Wal-Mart, Bentonville, AR



10:30 a.m. Industry Executives Round-table

Moderator:

Rebecca Brewster, President and COO, American Transportation Research Institute

Panelists:

Otto Budig, President, Parsec, Inc., Cincinnati, OH

Lee Miller, President, Miller Transporters, Inc., Jackson, MS

Steve Kubsch, Growmark, Director, Truck Transportation and Operations, Bloomington, IL

11:30 a.m. Break

12 noon Lunch and Panel Discussion - The View from The Hill: Labor and Employment in the Trump Administration

Moderator:

Randy Johnson, Sr. VP, Labor, Immigration & Employee Benefits,
U.S. Chamber of Commerce

Panelists:

Geoff Burr, Chief of Staff, U.S. Department of Transportation, Washington, D.C. (invited)

James Paretti, Special Counsel to EEOC Chair, U.S. Equal Employment
Opportunity Commission, Washington, D.C.

Molly Conway, Deputy Chief of Staff, U.S. Department of Labor, Washington, D.C.

**1:30 p.m. Texas "Million Dollar" Jeopardy: Employment Law Game Show,
Presented by Ogletree Deakins**

*A Perfect Way to Wrap Up the Conference: Take Away \$1 Million Dollars in Labor and
Employment Law Tips for Your Business in a Fun, Quick-Hitting, Interactive Session!*

Moderator:

Hal Coxson, Shareholder, Ogletree Deakins, Washington, D.C.

Panelists:

Hon. Charles Gonzalez, Of Counsel, San Antonio, TX

Lara C. de Leon, Shareholder, San Antonio, TX

Jeffrey Londa, Managing Shareholder, Houston, TX

Carolyn Russell, Shareholder, Houston, TX

F. Barham Lewis, Shareholder, Houston, TX

3:00 p.m. Closing Remarks & Second Day Prize Drawing