

# CHOOSING TRANSPORTATION

2019 Choosing Transportation Summit  
FedEx Institute of Technology, University of Memphis Main Campus

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**Thursday, March 21, 2019**

7:00 - 8:00     **Vendor Expo setup**

8:00-11:30     **Registration & continental breakfast/Vendor Expo**

*High school student conference sessions 9:00-11:30 AM. Industry volunteers needed to serve as judges for the 1<sup>st</sup> Annual Transportation Challenge competition for high school students!*

11:30-12:30     **Networking Luncheon**

*High school students join college students and industry professionals for an informal and engaging networking lunch.*

12:30-12:45     **Opening Remarks and Transportation Challenge Awards**

12:45-1:15     **Keynote Address – Workforce 2030**

*With the exponential evolution of technology, changing demographics across our nation, and shifting workplace cultures, the workforce in 2030 is destined to be much different than today.*

*Join us for a visionary discussion of the workforce of the future, and learn how to prepare yourself and your organization to lead the way amid continuous change.*

*Tracci Schultz, Senior Vice President Strategic Planning, Engineering & Operational Solutions, FedEx Freight*

### **1:15-1:55      Transformative Technologies and the Role of Partnerships**

*The pace of technological change is constantly accelerating, more than ever before in history. This dynamic environment requires partnerships across academia, industry, and community organizations to ensure we leverage expertise to solve complex problems and establish programs that attract, prepare, and retain a diverse and highly skilled workforce. This session highlights innovative practices and programs that can be translated to other settings.*

*Facilitator: Craig Greer, Manager, Aircraft Structures Engineering, FedEx Express*

*Panelists:*

*Robert Cooper, Engineering Technical Training Officer, CN*

*Tera Jackson, Vice President of Human Resources, IMC Companies*

*Dr. David Jung-Hwi Lee, Assistant Director, Long Range Planning Division, Tennessee Department of Transportation*

*Timothy Spurlock, President and Founder, American Diesel Training Centers*

### **1:55 - 2:25      Keynote Address: Delivering Innovation**

*To develop a right-sized, appropriately-skilled transportation workforce, innovation is key. This closing session highlights the importance of thinking 'outside the box' for the industry as a whole and for workforce development specifically, and challenges us all to embrace change and new ways of thinking.*

*Dewayne Swindall, General Manager Gulf Region, CN*

### **2:25 – 2:45      Break/Vendor Expo**

### **2:45 – 3:25      Leading Change**

*Organizational leadership is key to changing workplace culture and ensuring innovation and excellence are expected outcomes of work activities. Learn strategies for leading change in your organization through this dynamic and engaging discussion.*

*Facilitator: Ryan Simpson, Assistant HR Director, Tennessee Department of Transportation*

*Panelists:*

*Catherine Gammill, Director, Supply Chain Logistics, Autozone*

*Paige Harris, Senior Transportation Project Specialist, Tennessee Department of Transportation*

*David Underwood, Senior Vice President, Logistics Operations, Dunavant Logistics Group, LLC*

### 3:25 – 4:05 **Marketing and Communicating Transportation Careers**

*With the challenges faced in filling the transportation workforce pipeline, it is more important than ever to examine how we communicate career opportunities to perspective employees, to understand misperceptions about transportation careers, and to actively seek to promote and elevate the status of the industry with the public. Join us for a dynamic conversation focused on strategies for increasing the number of people Choosing Transportation!*

*Facilitator: Darren Van Winkle, Human Resources Manager, CN*

*Panelists:*

*Giuliana Guglielmi, HR Generalist III, Tennessee Department of Transportation*

*Katie George Hooser, Vice President of Marketing and Public Relations, IMC Companies*

*Stuart Leslie, Recruiting Manager, Logistics and Supply Chain, Vaco*

*Wendy McNamara, Marketing Manager, FedEx Services*

### 4:05 – 4:30 **Keynote Address: Why Diversity Matters**

*As we strive to reach diversity goals in the workplace, we must pause to consider why this truly matters so that we develop informed strategies and solutions. This keynote will inspire all of us to do our part to increase and celebrate workplace diversity.*

*Donna Lemm, Executive Vice President of National Sales, IMC Companies*

### 4:30 **Closing Remarks**

### 5:30-7:30 **Blue Pump Gala at The Memphis Botanic Garden**

## **Friday, March 22, 2019**

### **Location: U of M FedEx Institute of Technology**

### 8:30 - 9:15 **Breakfast and Workshop Agendas**

9:15 - 11:15 *Workshops – Workshops I and II are designed as working group meetings, focusing on specific problem statements, potential solution strategies, key partners to engage, and recommendations for initiative action plans. Attendees will be invited to participate in quarterly web-based working group meetings to ensure progress is made in these focus areas. Workshop I and II topics represent priorities of the Southeast Transportation Workforce Center (SETWC). SETWC is committed to facilitating conversations, engaging partners, and making progress on initiative action plans resulting from these workshops.*

*Workshop III provides a professional development training opportunity for participants who are interested in improving communication skillsets, particularly as related to interacting with the media.*

## **I: Women in Transportation: Attracting the Next Generation**

*Barriers continue to exist for women entering, remaining, and advancing in transportation careers. This workshop will focus on establishing a clear set of initiatives to address these obstacles for our next generation workforce. Specific emphasis will be placed on identifying and developing a framework for initiatives that will increase young women's interest in and preparation for transportation careers across multiple disciplines and varied career pathways. Workshop outcomes will include recommended pilot programs for local implementation.*

*Facilitators:*

*Victoria McDaniel, Associate, Client and Talent Solutions, Vaco*

*Tracee Walls, Manager, Diversity and Inclusion, FedEx Freight*

## **II: Transportation Operations Career Pathway Initiative**

*The National Transportation Career Pathways Initiative, sponsored by the Federal Highway Administration, was launched in 2017 to identify priorities, develop career pathway models, and create implementation pilots and plans for five focus areas: engineering, environment, operations, planning, and safety. SETWC is leading the transportation operations focus area encompassing traffic, transit, and freight operations, and invites Discipline Working Group members along with all other interested stakeholders to participate in this workshop. The goal of the session is to develop an initial set of transportation challenge problems for K-12 through university in the traffic, transit, and freight realms.*

*Facilitators*

*Freight: Kelli Beard, Logistics Services Pricing Analyst, Dunavant Logistics Group, LLC*

*Traffic: Michael Rebeck, ITS Project Engineer, TRC Solutions, Inc.*

*Transit: TBA*

## **III. Communications and Media Training**

*Effective communication is one of the most critical skills to master for career advancement. This workshop will cover a variety of topics related to improving professional communications, including how to interact with the media (their perspective, what they look for, how to speak/craft a message). The session will also engage participants in an interactive activity to develop an elevator speech that can be used to interview for a job, incorporated in a LinkedIn profile, or presentation to a client or corporate leadership. Don't miss out on this opportunity to strengthen your professional communication skills!*

*Facilitator:*

*Miranda Harbor, Communications Advisor, FedEx Freight*

**11:15 - 12:00      Lunch and Workshop Reports**

**Location Details.** The conference and Expo on March 21-22 will be held at the [FedEx Institute of Technology at the University of Memphis](#). The Blue Pump Gala (evening of March 21) will take place at Sarah's Place at the [Memphis Botanic Garden](#).