

Choosing Transportation:
Preparing Transportation Professionals for the Future
Fogelman Executive Center | University of Memphis
March 3-4, 2016

March 3

11:00 - 12:00	Registration
12:00 - 1:00	Lunch Featured Presentation - APEC Women in Transportation Data Framework <i>Ann Shikany, Advisor, US Department of Transportation</i>
1:00 - 1:15	Opening Remarks
1:15 - 1:45	Keynote Address - Who is the Transportation Professional of the Future? <i>Connie Lewis Lensing, Senior Vice President for Litigation and Employment, FedEx Express</i>
1:45 - 2:45	Panel: Meeting the Needs of a Diverse Workforce Facilitator: <i>Stephanie Ivey, Director, Southeast Transportation Workforce Center</i> <ul style="list-style-type: none">• <i>Marsha Anderson Bomar, Senior Principal, Stantec</i>• <i>Shannon Campbell, Director, Trent Lott National Center for Excellence in Economic Development and Entrepreneurship, University of Southern Mississippi</i>• <i>Lydia Grose, Director of Engineering & Design, Southeastern Pennsylvania Transit Authority; Chair, American Public Transportation Association Human Resources Committee</i>• <i>Donna Lemm, VP Sales & Marketing, Mallory Alexander International Logistics</i>• <i>Derek Roy, Corporate Experience Manager, J B Hunt</i>
2:45 - 3:00	Break
3:00 - 3:45	Transportation Industry Trends & Technology Keynote <i>Ron Garrison, Chief Executive Officer, Memphis Area Transit Authority</i>
3:45 - 4:00	Closing Remarks

6 - 8 PM BLUE PUMP GALA at the Memphis Botanic Gardens
Keynote Address: The Honorable Susan L. Kurland,
Assistant Secretary for Aviation and International Affairs, US Department of Transportation



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March 4

- 9:00 - 9:15 Opening Remarks
- 9:15 - 9:45 **Keynote Address**
Marcia Ferranto, President and CEO, WTS International
- 9:45 - 10:45 **Panel: Transportation Industry Trends & Technology Panel**
Facilitator - *Bobbi Wells, Managing Director, Business Planning and Analysis, FedEx*
- *Michael Garriga, Executive Director State Government Affairs, BNSF*
 - *Andrella Kenner, President, CP Aviation*
 - *John Lancaster, Director of Planning & Scheduling, MATA*
 - *Craig Philip, Research Professor, Vanderbilt University; former CEO Ingram Barge Company*
 - *Joel Tracy, Chief Information Officer, IMC Companies*
- 10:45 - 11:00 Break
- 11:00 - 12:00 Breakout Sessions:
- **Moving the Needle: Increasing Representation of Women in Transportation**
Facilitator - *Cheryl Citrone, Partner and Executive Recruiter, Vaco Logistics & Operations*
 - **Case Studies in Distribution and Logistics**
Larry Jensen, SIRO, President and CEO, Cushman & Wakefield | Commercial Advisors
Matt Herms, Solutions Engineering Executive, AHS, LLC
- 12:00 - 1:00 **Networking Lunch**

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March 4 cont.

1:00 - 2:00

Breakout Sessions:

- **Best Practices in Developing a Diverse CDL Workforce**
Grailing Jones, Director, Schneider Employment Network Development
Joe Davis, Memphis Field Recruiter, Schneider
- **Leading the Way: Effective Leadership in Today's Workplace**
Sally Pace, Senior Vice President, Marketing & Communications, FTN Financial
- **Best Practices for Strengthening the Transportation Pipeline**
Facilitator - *Adrianna Clark, SE Region Director, Office of Small Business, USDOT*
Tyra L. Redus, Esq., Executive Director, Office for Civil Rights & Small Business Development
Kentucky Transportation Cabinet
Rick Mason, Agency Recruiter and Outreach Liaison, Virginia DOT
- **Driving Innovation: Technology in Transportation**
Tom O'Brien, Executive Director, Center for International Trade and Transportation | Director,
Southwest Transportation Workforce Center, California State University, Long Beach

2:00 - 2:15

Break

2:15 - 3:00

Breakout Sessions:

- **Our New Workforce: Understanding the Millennial Generation**
Reuben F. Burch V, Engineering Principal, FedEx Express
- **Best Practices in Developing a Diverse Workforce: Private Sector**
Tracie Montgomery, Director, Talent Acquisition & Diversity/Workforce Management, Sedgwick
- **Driving Innovation: Technology in Transportation**
Schneider "Truck Tour"
- **Leading the Way: Freight Transportation Leadership Academy**
Dan Pallme, Director, Freight Transportation Leadership Academy

3:15 - 3:45

Closing Keynote & Remarks