

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
Ann Shikany, Advisor, US Department of Transportation
- 1:00 - 1:15 Opening Remarks
- 1:15 - 2:00 **Keynote Address - Transportation Industry Trends & Technology**
Ron Garrison, Chief Executive Officer, Memphis Area Transit Authority
- 2:00 - 3:00 **Panel: Meeting the Needs of a Diverse Workforce**
Facilitator: *Stephanie Ivey, Director, Southeast Transportation Workforce Center*
- *Marsha Anderson Bomar, Senior Principal, Stantec*
 - *Shannon Campbell, Director, Trent Lott National Center for Excellence in Economic Development and Entrepreneurship, University of Southern Mississippi*
 - *Lydia Grose, Director of Engineering & Design, Southeastern Pennsylvania Transit Authority; Chair, American Public Transportation Association Human Resources Committee*
 - *Donna Lemm, VP Sales & Marketing, Mallory Alexander International Logistics*
 - *Derek Roy, Corporate Experience Manager, J B Hunt*
- 3:00 - 3:15 Break
- 3:15 - 3:45 **Keynote Address - Who is the Transportation Professional of the Future?**
Susan Sweat, Vice President, FedEx Express
- 3:45 - 4:00 Closing Remarks

6 - 8 PM BLUE PUMP GALA at the Memphis Botanic Gardens
Keynote *Marcia Ferranto, WTS International, President and CEO*



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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*
- *Andrella Kenner, President, CF² 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*
Shante Avant, Deputy Director, Women's Foundation for a Greater Memphis
Julie Ellis, Senior Counsel, Butler Snow
Dee Lawson, Senior Logistics Manager, DC Operations, AutoZone
Ammie McAsey, Vice President and General Manager, McKesson Pharmaceutical
Ellen Voie, President and CEO, Women In Trucking, Inc.
 - **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
Kevin Woods, Executive Director, Memphis Workforce Investment Network
- **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*
Corbin Davis, Planning & Air Quality Specialist, FHWA, TN Division
Rick Mason, Agency Recruiter and Outreach Liaison, Virginia DOT
Stephanie Rogers, Manager, Human Resources, CN
- **Driving Innovation: Technology in Transportation**
Brad Freeze, Traffic Operations Director, Tennessee Department of 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'
Wanda Barry, Divisional Driver Recruiting Manager, Schneider
- **Leading the Way: Freight Transportation Leadership Academy**
Dan Pallme, Director, Freight Transportation Leadership Academy

3:15 - 3:45

Closing Keynote

Sean Healy, Senior Vice President, Strategic Planning & Engineering, FedEx Freight



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