



21st Annual Roadeo & Conference
October 18 – 20, 2021
DoubleTree By Hilton Olympia
Olympia, WA
Tentative Agenda
All Together
Owner Operators
Drivers

DAY ONE

Monday October 18, 2021

3p – 5p

NWMA Board Meeting

4p – 6p

Registration Opened

6:30p – 8:30p

Dine Around – Take advantage of all the wonderful restaurants and pubs Olympia has to offer. For more information and selections go to:

www.experienceolympia.com

DAY TWO

Tuesday, October 19, 2021

7a – 10:00a

NWMA Vendors Set-up for Trade Show & Reception

7a – 4p

Registration Opened

7:30a – 8:30a

Introductions

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Breakfast, Welcome & Opening Remarks, and Vendor Self-

8:30a – 12:30p

Driver Education Sessions TBD

8:30a – 12:30p

TSA Transportation Security Template and Assessment Review Toolkit (T-START) Workshop - Workshop Overview

The purpose of this workshop is to strengthen prevention, protection, mitigation, response, and recovery capabilities within the Highway Motor Carrier (HMC) industry, school bus, motorcoach and trucking communities

by helping companies to develop comprehensive and tailored security plans using a TSA-provided Security Plan template .

This a TSA, Surface Operations produces half-day, security and emergency planning workshop for the HMC transportation industry. The workshop incorporates an industry-specific threat briefing and hands-on instructions on how to use and modify the Security Plan template.

Security Plan Development

TSA designed the Security Plan template to help surface transportation companies and operators develop effective security plans and activities based on industry best practices and requirements. The template combines emergency preparedness components and activities into a single document, providing companies and operators a foundation to develop tailored, operator-specific security and emergency procedures.

Please note: This workshop requires each participant to have access to a laptop computer with Windows OS and Microsoft Word 2016 (or newer).

Presenter(s): Jimmy Beasley, Transportation Security Administration, Surface Operation HQs, Transportation Security Specialist

Lu Schwochert, Transportation Security Administration Surface Operations Region 5 Program Analyst

10:30a – 10:45a

Break

12:30p – 1:30p

Lunch & Networking (all together)

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Time	Owner Operator	Driver
1:30p – 2:30p	<p>"Selling to the Travelers of Today & Tomorrow: Online Travel Booking History & Trends". Stop wasting your valuable time on crunching quotes and focus on walking your customers through the rest of the booking process. In this session you'll learn how to let technology do the work for you. <i>Presenter: Louis Bookoff, Co-founder & CEO @ Busie</i></p>	<p>Back to the Basics"</p> <ul style="list-style-type: none"> • Pre / Post Trips <ul style="list-style-type: none"> ○ Reasons we do them ○ Affects of no or poor inspections • Driver Log <ul style="list-style-type: none"> ○ Electronic Versions <ul style="list-style-type: none"> ▪ Responsibilities of the driver should the ELD fail ▪ Required Equipment (Paper) • HOS <ul style="list-style-type: none"> ○ Overview ○ Understanding • Knowing your route <ul style="list-style-type: none"> ○ Tools to accomplish a safe journey

		Presenter: Kimberlee Bissegger, Lancer Insurance Company
2:30p – 3:30p	<p>Coolants Got You Confused? - Are you confused about which Heavy Duty coolants to use? What about all the different colors? Can you mix them? How do you service them? Come to this valuable training! This class will teach you how to minimize costly repairs and down time, and how to achieve long term savings through proper cooling system maintenance, and by installing the proper coolant for the application.</p> <p>This training will cover the following topics:</p> <ul style="list-style-type: none"> • • Coolant Technologies and Types of Coolant • • Maintenance Issues Resulting From Using Improper Coolant? • • Understanding Industry and Performance Coolant Specs • • Benefits of Nitrite-Free Coolant • • Testing Procedures For Conventional, ELC and Nitrite-Free • • Proper Coolant Maintenance • • Questions / Discussion <p>Presenter: Dwight Bishop, Territory Manager – WA, OR and Alaska Cummins Filtration</p>	<p>Managing Driver Fatigue- It's Not Only Night Driving. - This presentation will review the impact of fatigue on scheduling, dispatch and management of drivers. It begins during the booking process and continues until the bus is returned to the yard. Learn how fatigue can affect the financial success of your business if a high risk booking and trip results in an insurance claim.</p> <p>Presenter: Kimberlee Bissegger, Lancer Insurance Company</p>
3:30p – 4:30p	<p>ELD and Beyond: Your next steps to up level your operations Now that you're compliant with the ELD mandate, if not let's talk, but now it's time to go the extra mile. Join Fred Fakkema, vice president of Safety and Compliance at Zonar, to learn how a patented electronic verified inspection reporting (EVIR®) system ensures proper pre- and post-trip inspections for safer vehicles. And he'll cover how you can increase uptime by updating your Cummins engines using a new mobile app</p> <p><i>Presenter: Fred Fakkema, Vice President, Zonar</i></p>	<p>Working with Group Leaders and Tour Managers for a Successful Tour - Learn the differences between a tour operator and a group leader. There is a difference! We show you the correct ways to work with both, what questions to ask and what expectations of each are. We will also cover the differences in a company employee tour manager and a hired professional tour director.</p> <p>All must work together to make the tour pleasurable for all and so that the customer sees a united and seamless front.</p> <p>Presenter: Tish Losure, CSTP, Owner / President, Western Pleasure Tours</p>
4:30p – 5:15p	Safety Compliance	Safety Compliance

	Speaker: Mathew Perkinson, Assistant Director, Transportation Safety, UTC	Speaker: Mathew Perkinson, Assistant Director, Transportation Safety, UTC
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5:30p – 7:30p
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NWMA Vendors Tradeshow & Reception

7:30p – 8:30p
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Banquet Dinner & Guest Speaker – Possibly FMCSA

8:30p – 11:00p
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Networking Social – Location TBD

DAY THREE
Wednesday October 20, 2021

**“ROADEO DAY”
(all together)**
Regional Athletic Complex
8345 Steilacoom Rd. SE
Lacey, WA 98513

6:30a – 8:30a

Set-Up – Volunteers welcome

8:30a – 3p
ROADEO/Drivers Competiton with lunch served. Prizes and Trophies will be awarded – Vendors we encourage you to consider providing door prizes for the participants. They are always appreciated and remembered.
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