



2022 Conference
Gaylord Palms Resort
Orlando | June 5-7, 2022



LEVEL UP

LEARN • GROW • TRANSFORM

**MEMBER
MEETING**

JUNE 7, 2022

AGENDA

- Quick TMSA Overview
- Upcoming Events and a Peek into the Future
- The TMSA Board of Directors Slate
- The New TMSA President
- Financial Update
- Committee Update
- Announcing the 2023 Annual Conference location!



Vision & Mission

VISION

TMSA's vision is to be the pre-eminent non-profit sales and marketing association that transportation and logistics professionals turn to for industry-specific education, connections and resources.

MISSION

TMSA's mission is to enable sales and marketing professionals to learn and give back to the transportation and logistics industry through education, connections and resources, ultimately strengthening their individual development, their businesses and the industry-at-large.



TMSA Members: The Breakdown

- 186 Companies
- 600 Individuals
- Over the past five years, our membership has grown from under 500 individuals in 2017 to 600 in 2022.



UPCOMING EVENTS

LinkedIn Live with Joe Pulizzi: June 16

WEBINARS: Annual Conference Debrief/ Driver Recruitment Marketing

EXECUTIVE SUMMIT:

- Oct 20-21: InterContinental Buckhead

**ST. PAUL NETWORKING EVENT:
Sept. 21, 2022**

**JACKSONVILLE NETWORKING
EVENT: Nov. 2022**

Stay tuned for even more events from TMSA and more ways to engage!



Exciting Things to Roll Out Over the Next Few Weeks

- New website and member portal
- New unique partnerships and member discounts:
 - Cision
 - Manifest 2023
 - And more 😊



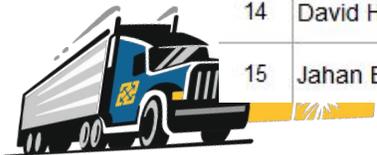
Thank You!

**To Tom Collins and our Executive
Leadership team!**



Board Slate –Officer Team and Committee Co-Chairs

	Board Member	Board Role	Special Initiatives
1	Tom Collins, Saddle Creek Logistics	Officer: Chairman	Governance Leadership; Strategy Task Force; Succession Planning
2	Mark Derks, BlueGrace	Officer: President	Finance Committee leadership; TMSA Sales & Marketing Metrics Study; Strategy Task Force
3		Officer: President Elect	
4	Beth Malik, SMC3	Officer: Treasurer	Financial management & reporting duties; Strategy Task Force
5	Jodi Cape, LeSaint Logistics	Officer: Secretary	Strategy Task Force
6	Jill Schmiege, Sol de Naples Marketing	Committee Co-Chair: Education	Education Committee leadership, Strategy Task Force
7	Holly Laboda, Luminaries Consulting	Committee Co-Chair: Education	Education Committee leadership
8	Matt Wagner, Jarret Logistics	Committee Co-Chair: Membership	Membership Committee leadership, Sales Advisory Council
9	TBD	Committee Co-Chair: Membership	
10	Lina Acosta, GLT Logistics	Committee Co-Chair: Marketing	Marketing Committee leadership
11	John Meier, ODW Logistics	Committee Co-Chair: Marketing	Marketing Committee leadership
12	TBD	Committee Chair: Finance	
13	Courtney Keenan, RLS Logistics	Committee Chair: Recognition	Recognition Committee leadership
14	David Hoppens, Momentum Transportation	Committee Chair: Succession Planning	Past President & Chairman; Succession Planning Leadership; Certification Task Force; Sales Advisory Council; Strategy Task Force
15	Jahan Byrne, Matson Logistics	Committee Chair: Governance	Governance Committee leadership



Board Slate –At-Large Members

	Board Member	Board Role	Special Initiatives
16	Leigh Sauter, NFI	Board Member At-Large	Marketing Committee
17	Blythe Brumleve, Digital Dispatch	Board Member At-Large	Marketing Committee (Podcasts)
18	Jason Ickert, Sonwil Logistics	Board Member At-Large	Sales Task Force
19	Donia Crime, Landstar	Board Member At-Large	Membership Committee, Member Survey Lead
20	Chuck Everett, Red Classic Trans Services	Board Member At-Large	TMSA Sales & Marketing Metrics Study; Sales Advisory Council
21	Chris Huff, ArcBest	Board Member At-Large	Sales Task Force
22	Patrick McFarland, ITS Logistics	Board Member At-Large	Education Committee
23	Jill Jones, Saddle Creek Logistics	Board Member At-Large	Marketing Sub Committee Chair
24	Scott Grady, SSR Lighting Technologies	Board Member At-Large	Past President & Chairman; Certification Task Force; Sales Advisory Council
25	Candi Cybator, PITT OHIO	Board Member At-Large	Past President & Chairman; Strategy Task Force; Certification Task Force; Sales & Marketing Metrics Study
26	Don Friddell, Brown Integrated Logistics	Board Member At-Large	Membership Committee



Financial Update

- Cash Flow Update
- TMSA is a Non-Profit Association
- We exist through an unbiased mission to help our members succeed in their roles, grow their companies and advance the industry
- Sponsorships, donations and volunteers are how we fulfill our work



Let's Welcome Our New President to the Stage!



Mark Derks
CMO BlueGrace Logistics
TMSA President



Thank You!

To ALL Our Committee Members!



Committee Structure



Education Committee

Education Committee Co-Chairs:

- Holly LaBoda, Partner and Co-Founder, Luminaries Consulting
- Jill Schmieg, Chief Strategist, Sol de Naples Marketing

Committee Members:

- Patrick McFarland, Director of Marketing, ITS Logistics
- Kris Rzepkowski, Executive Director, Marketing & Communications, Bennett International Group
- Courtney Keenan, Marketing & Customer Experience Manager, RLS Logistics
- Jeff Price, Director, Marketing, Jacksonville Port Authority
- Eileen Curran, Sr. Director, Global Marketing and Communications, Odyssey Logistics & Technology Corporation
- Kara Brown, CEO, Lead Coverage
- Will Haraway, CCO - Chief Content Officer, Lead Coverage
- Michele Wade, Sr. Marketing Manager at Saddle Creek Logistics Services



Recognition Committee

Recognition Committee Chairman:

-Courtney Keenan, Marketing & Customer Experience Manager, RLS Logistics

Committee Members:

-Elena Izakson, SVP Marketing, Redwood Logistics

-Marcie Vogelpohl, Marketing Manager at Verst Logistics



Marketing Committee

Marketing Committee Chairperson:

- John Meier, Marketing Director, ODW Logistics
- Lina Acosta, Chief Marketing Officer, GLT Logistics

Subcommittee Co-Chairs:

- Jill Jones, Digital Marketing Manager, Saddle Creek
- Michelle LeBlanc, Founder, Drop & Hook Content

Committee Members:

- Bianca Sanchez, Marketing & Social Media Manager, Hirschbach
- Cassandra McRae, Marketing Manager, A.Duie Pyle
- Conrad Winter, Owner & Freelance Copywriter, Conrad Winter
- Leigh Sauter, Director of Marketing, NFI Industries
- Jen Higgins, Director of Strategic Marketing & Business Finance, Select Carriers, Inc.
- Joe Wright, Director, Marketing & Communications, Milestone Equipment Holdings
- Missy Pinksaw, Director, Corporate Marketing, CIE Manufacturing
- Nadine Nocero-Tye, Partner, SyncShow
- Mattie Fisher, Marketing Manager, John Greene Logistics & Greene Transport Companies
- Patsy Murphy, Marketing & Sales Support Coordinator, RLS Logistics
- Kevin Ruano, Communications & Content Marketing Manager



Membership Committee

Membership Committee Co-Chairs:

-Matt Wagner, Vice President, Sales & Marketing, Jarrett Logistics Systems

Committee Members:

-Andrew Gulovsen, Account Executive, Hubtek

-Jason Reynolds, Partner at Sandler Training at the Ruby Group

-Larissa Hillebrandt, Sales Support Coordinator, Verst Logistics



Annual Conference 2023: Savannah, GA



Curious when?
We want to hear from you on
this and so much more.





Questions? Thoughts? I want to hear from you.

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