

2021 TMSA Member Meeting

TMSA Annual Conference

Tuesday, October 5, 2021 at 11am



2021 CONFERENCE



OCTOBER 3-6 | NASHVILLE, TN

Introductory Remarks

TMSA President, Tom Collins
Senior Director of Marketing
Saddle Creek Logistics Services



It's Been Two Years Since We
Were all Together



Since Our Last Live Conference



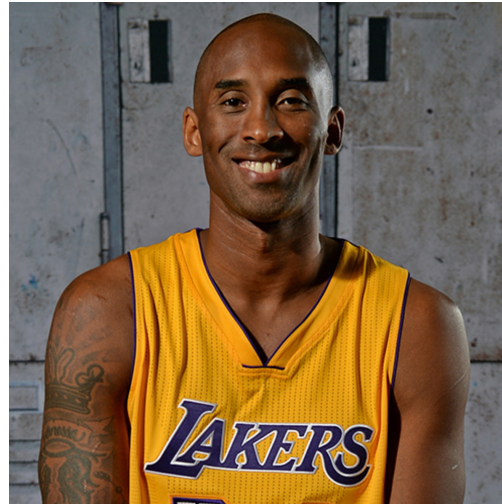
Since Our Last Live Conference



Since Our Last Live Conference



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Since Our Last Live Conference



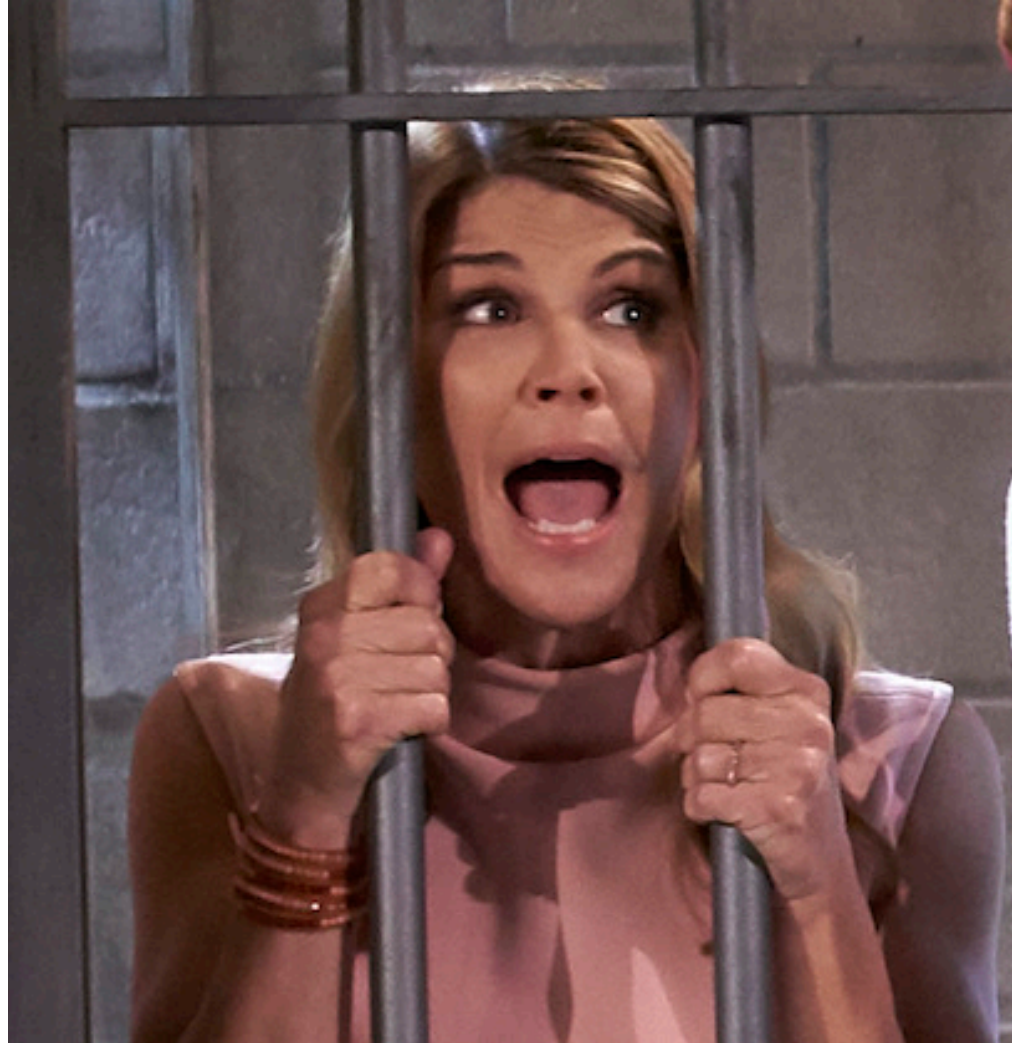
Since Our Last Live Conference



Since Our Last Live Conference



Since Our Last Live Conference



Since Our Last Live Conference

- 182 member companies (4 MORE than two years ago)
- 580 members (29 MORE than we had two years ago)
- 23 virtual members (vs. 0) – New Revenue Stream
- Over 30 webinars, trainings, and online events generating revenue
- Strategic Interest Groups – New Revenue Stream
- Stronger content than ever – in and out of the conference
- Reinvigorated committees
- And our first virtual conference!



Vision & Mission

Vision

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

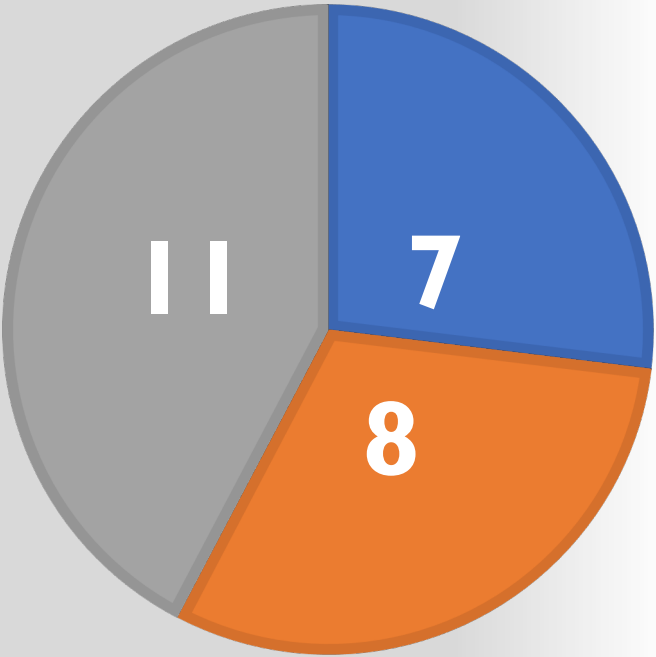
To enable sales and marketing professionals to learn and give back to the transportation and logistics industry through education, connections and resources, ultimately strengthening their individual development, their businesses and the industry-at-large.



Meet our Officer Team

TMSA BOARD OF DIRECTORS

■ Officer Team ■ Committee Chairs ■ At Large



President
TOM COLLINS
Sr. Director of Marketing,
Saddle Creek Logistics
Services



Chairperson
CANDI CYBATOR
Director of Marketing
PITT OHIO



Secretary
JODI CAPE
Marketing Manager
TAGG Logistics

Finance / Treasury

MARK DERKS
CMO
Bluegrace Logistics



BETH MALIK
Director of Marketing &
Communications, SMC³



Succession
DAVID HOPPENS
VP Sales & Marketing
Momentum (Landstar Agent)



Meet our Committee Chairs

Visit us in the Expo!

TMSA RISE '21

EDUCATION



Holly LaBoda, Partner
Luminaries Consulting



Jill Schmieg, Founder,
Sol de Naples Marketing



MARKETING



Jennifer Karpus-Romain,
Director of Marketing,
FAYE Digital

STRATEGY



John Meier,
Director of
Marketing,
ODW Logistics



Jill Jones,
Marketing
Manager,
Saddle Creek
Logistics

PROMOTIONS



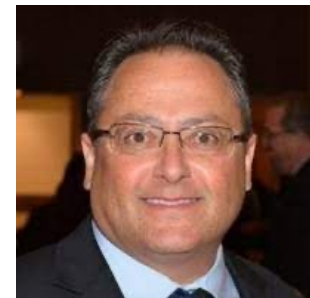
Lina Acosta,
CMO,
GLT Logistics

MEMBERSHIP



Ryan Hickey, Account Executive,
Mainfreight Americas

GOVERNANCE



Jahan Byrne, Director of Marketing,
Matson Logistics

VACANT:
Recognition Chairperson

Meet our Board Members-at-Large

- **Blythe Brumleve**, Founder/Host, Digital Dispatch
- **Donia Crime**, Vice President Corporate Communications, Landstar
- **Chuck Everett**, Director of Business Development, Red Classic Transportation Services
- **Scott Grady**, SSR Lighting Technologies

*** With thanks for their dual service on a committee**

- **Patrick McFarland**, Director of Marketing, ITS Logistics *
- **Chris Huff**, Regional Vice President of Sales, ArcBest *
- **Leigh Sauter**, Director of Marketing, NFI Industries *



Special Welcome to Denny Grim

- Officially answered the call to serve as TMSA's Sales Executive (commission-only)
- In his role, Denny is be responsible for:
 - New Business Development
 - Lead Generation
 - Lead Conversion
 - Upsell-Cross Sell to Existing Members

The major ways TMSA generates revenue:

New Memberships

Sponsorships

Membership Renewals

Event Registrations

Training Registrations

Digital/Web-Based Programs



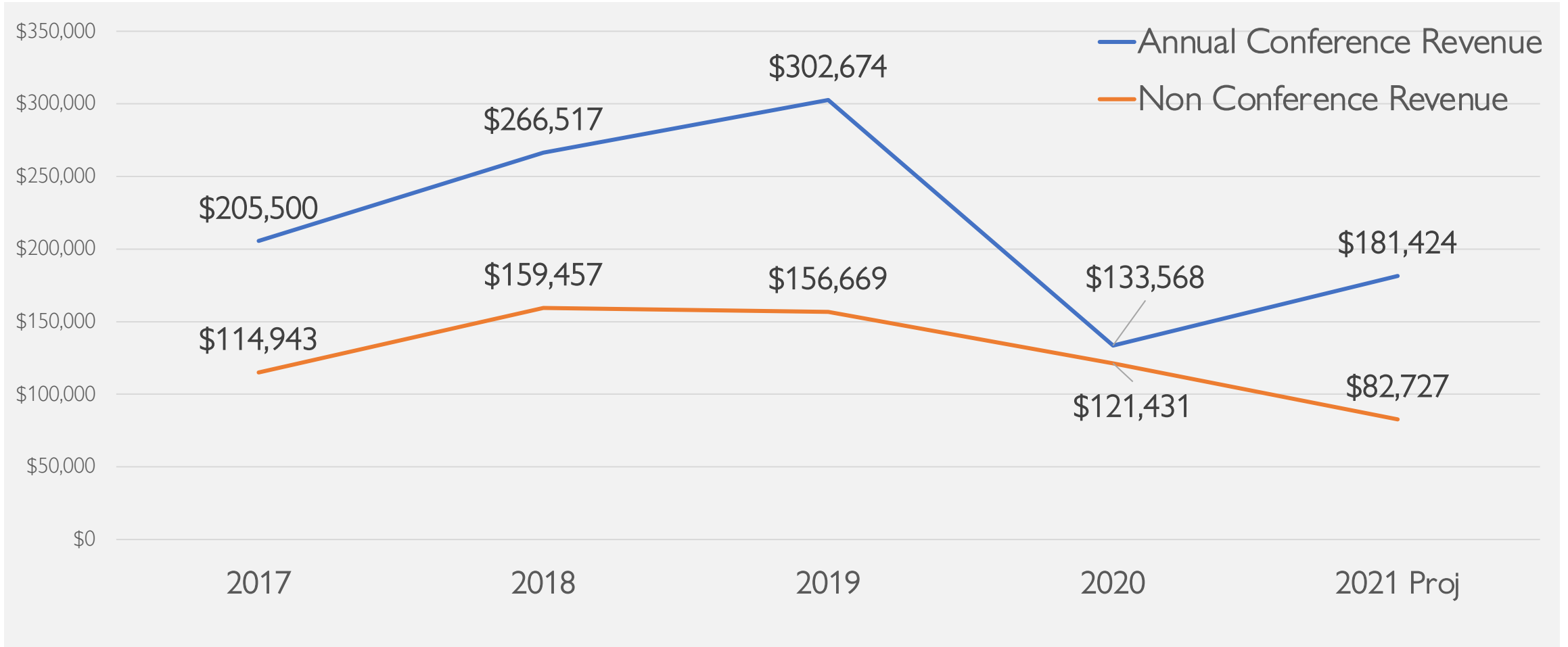
STRENGTH IN NUMBERS

FINANCIAL HEALTH OF TMSA

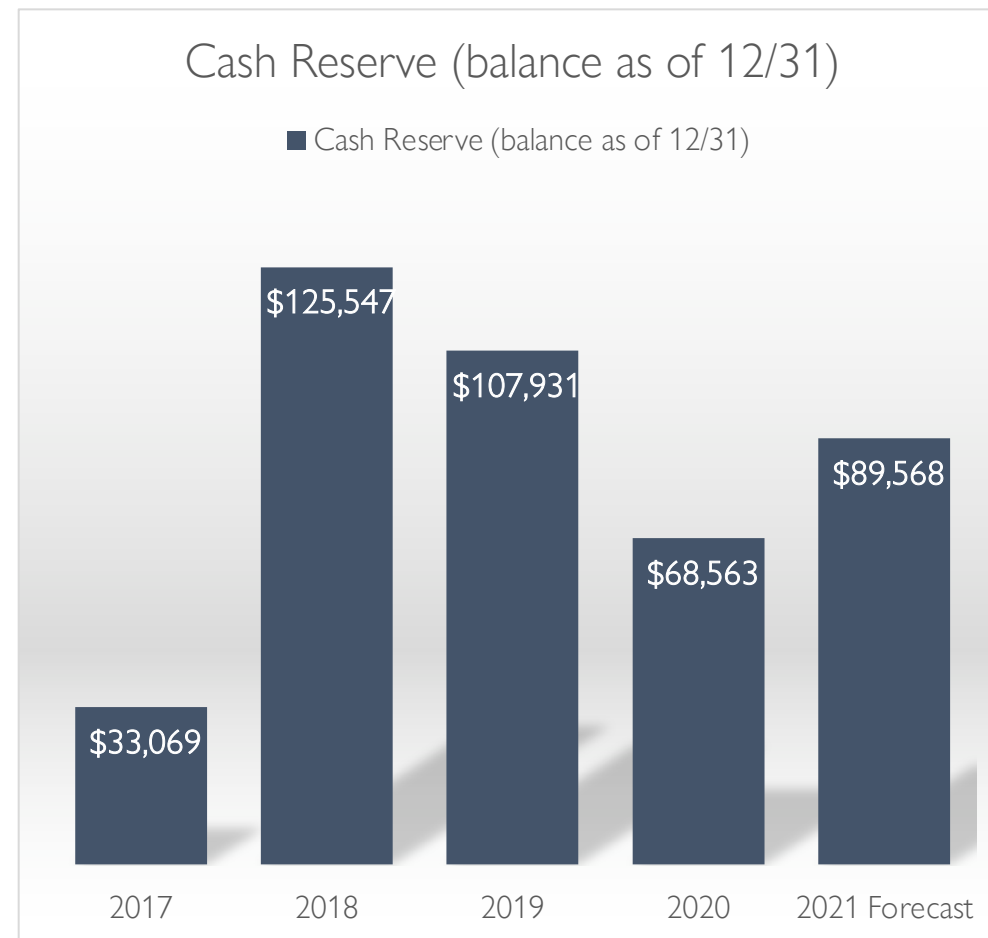
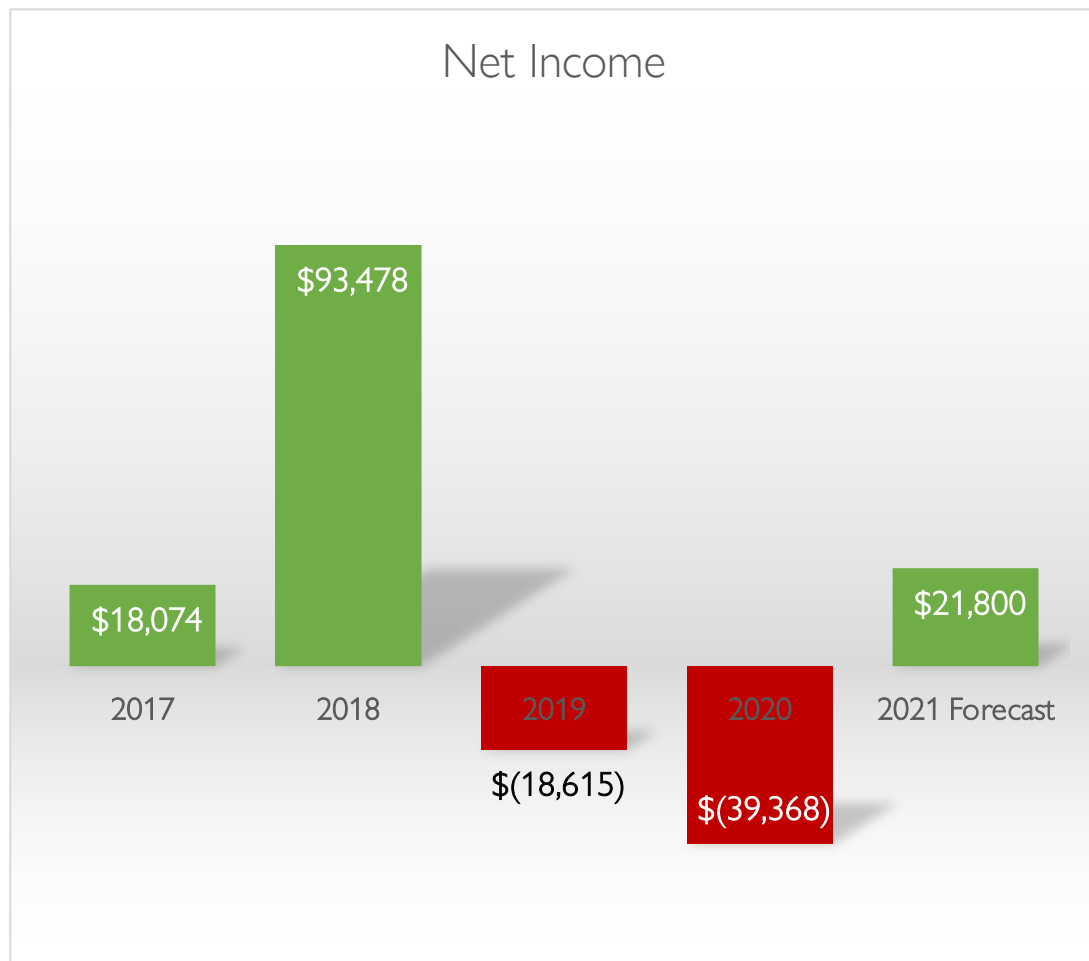


REVENUE (last 5 years)

71% of 2021 Budget is tied to Conference registrations and sponsorships



NET INCOME & CASH RESERVE (last 5 years)



TMSA Committees: “Where the magic happens!”

BOARD OF DIRECTORS

(20-25 members: includes 4 officers, 4+ Committee chairs, Succession chair, Governance chair)

TMSA HEADQUARTERS (OPERATIONS)

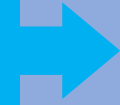
Operational Strategy & Design | Goal Achievement & Success Measurement | Budgeting & Finance/Accounting | Sales Execution | HR, Staffing & Resourcing | Technology & Systems

MARKETING STRATEGY

(4-6 members)

Strategic targets, Segmentation strategy, Brand and Value Prop (by segment)
Voice-of-Market & Voice-of-Members including competitive position
Revenue & Pricing Structure

Member
feedback



MEMBERSHIP

(7-10 members)

- Closes prospects and leads (primarily using the phone)
- Nurtures and renews existing members
- Conducts member benefits webinar(s) – 2x annually

EDUCATION

(7-10 members)

- Educational Programming (Events, Webinars, Workshops, Blogging, White Papers, Thought Leadership, Online resources / resource center)
- Publishes and maintains Master Calendar
- Authors and produces content leveraged by the other committees

MARKETING PROMOTIONS

(7-10 members)

- Designs specific campaigns to key segments
- Generates leads (primarily digitally, online)



MEET THE MEMBERSHIP COMMITTEE

MEMBERS & STATS

MATT WAGNER, JARRETT LOGISTICS



MEMBERSHIP COMMITTEE MEMBERS

- Ryan Hickey, Mainfreight USA
- Jason Ickert, Sonwil Logistics
- Dennis Grim, B2B Communications
- Chris Huff, ARC Best
- Matt Wagner, Jarrett Logistics
- Seth Lohman, TCW Online
- Gabe Dee, Select Carriers Inc.



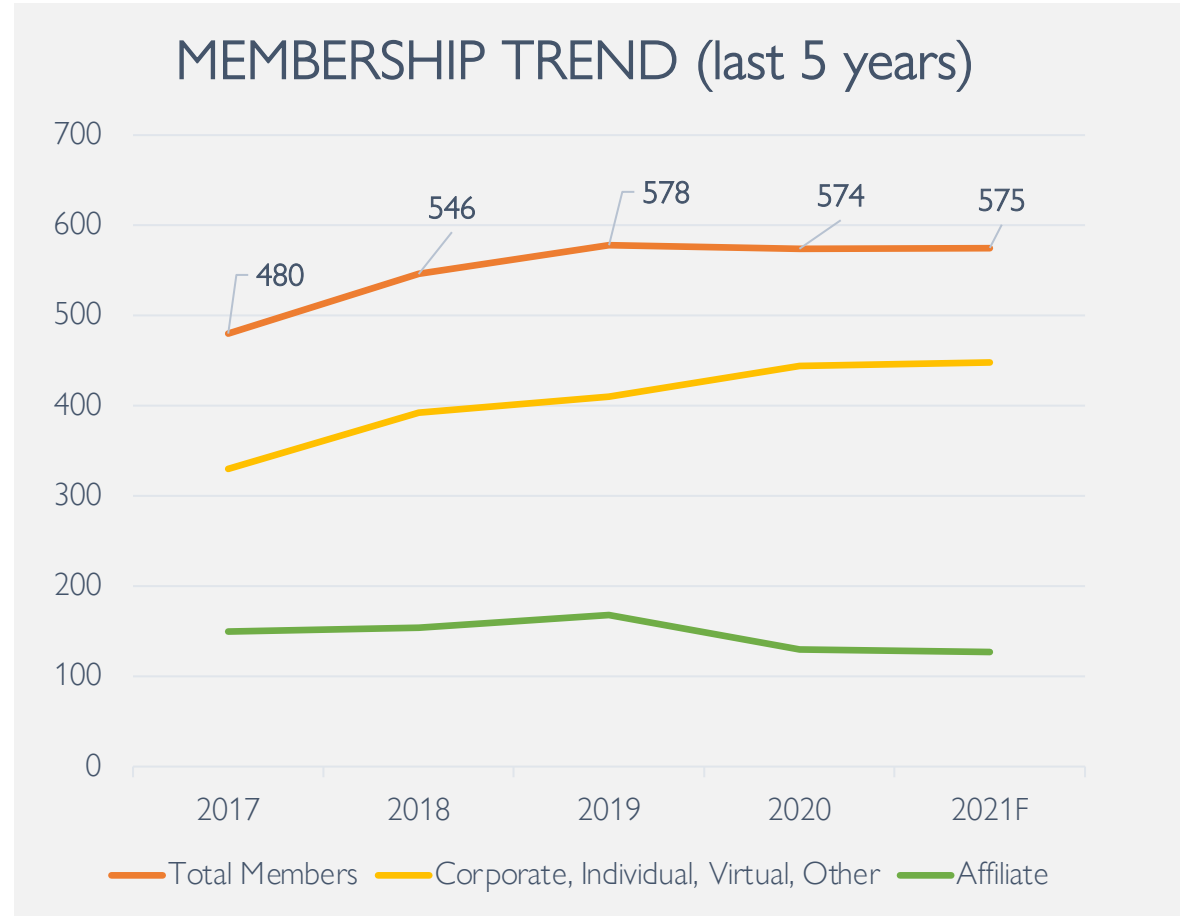
Let's talk Members! The Lifeblood of TMSA



182
COMPANIES



575
INDIVIDUALS

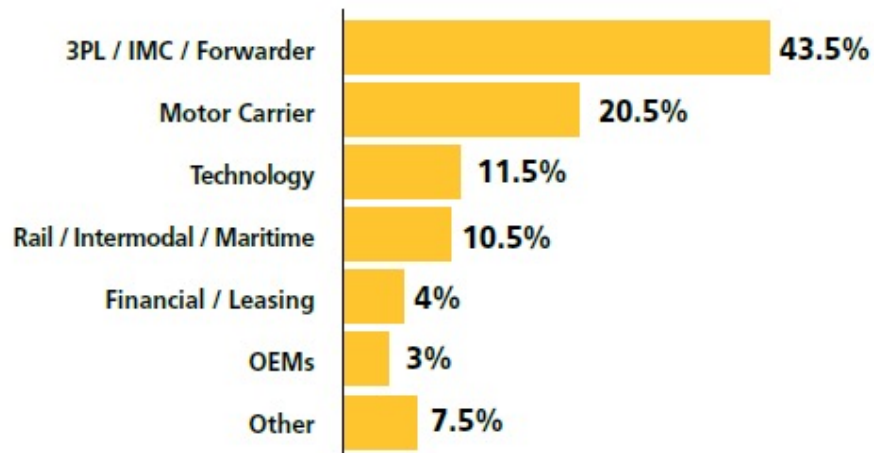




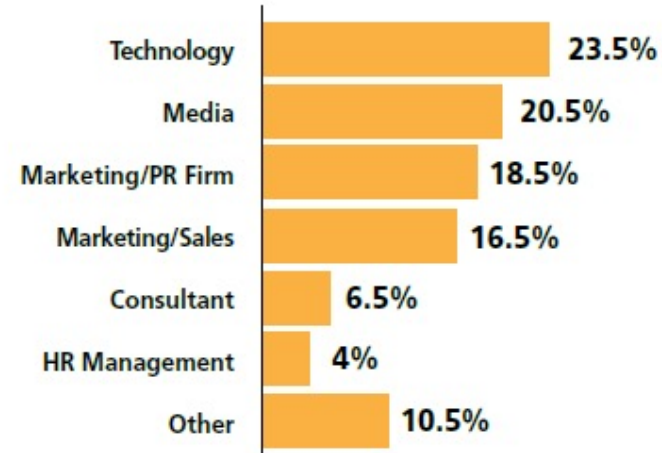
182
COMPANIES

Let's talk Members! Who we are

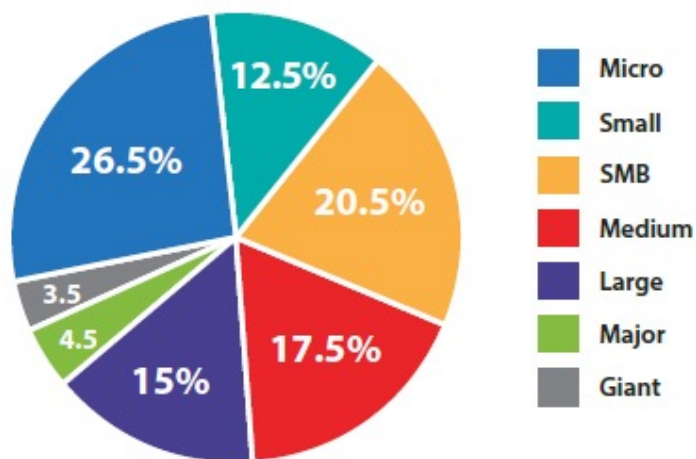
COMPANY TYPE - REGULAR MEMBER



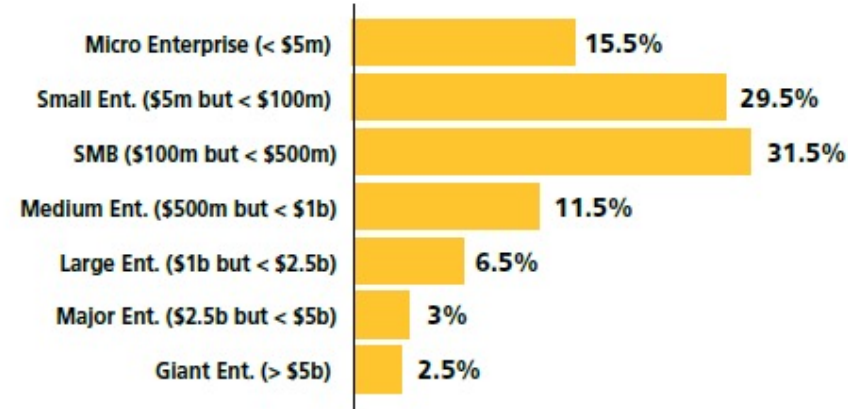
COMPANY TYPE - AFFILIATE MEMBER



NUMBER OF EMPLOYEES



TOTAL GROSS SALES (ANNUAL IN U.S. DOLLARS)





575

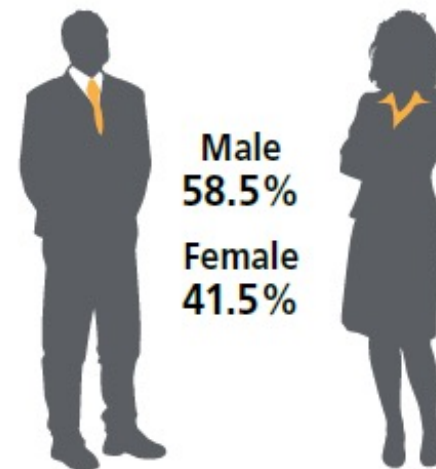
INDIVIDUALS

Let's talk Members! Who we are

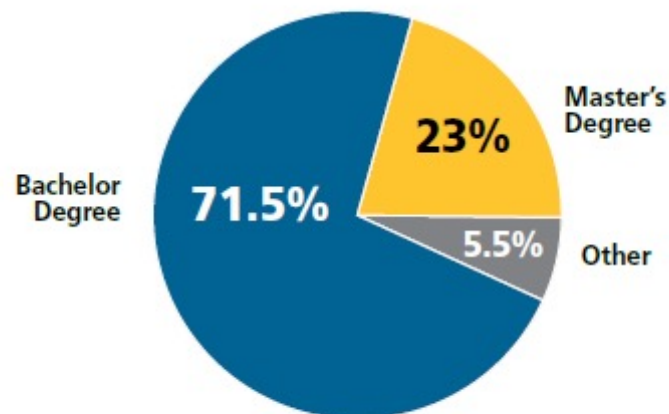
KEY RESPONSIBILITIES



GENDER

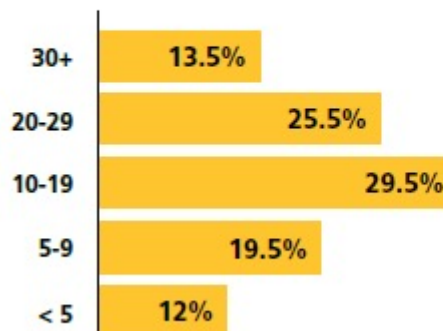


LEVEL OF EDUCATION:

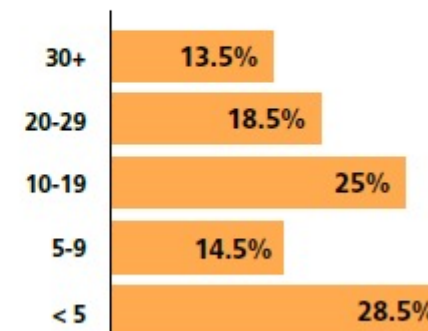


YEARS OF EXPERIENCE

Marketing/Sales



Transportation/Logistics



MEET THE MARKETING COMMITTEE

JEN KARPUS-ROMAIN & JOHN MEIER



MARKETING COMMITTEE MEMBERS

- Jennifer Karpus-Romain, FAYE
- John Meier, ODW Logistics
- Leigh Sauter, NFI Industries
- Lina Acosta, GLT Logistics
- Liza Cimorelli, FSL Group
- Conrad Winter, Logistics industry copywriter
- Cassandra McRae, A. Duie Pyle
- Bianca Sanchez, Hirschbach
- Michelle LeBlanc, Drop & Hook
- Missy Pinksaw, CIE Manufacturing
- Savannah Snelgrove, Bay & Bay
- Joe Wright, Milestone Equipment Holdings



KEY MARKETING STATS (last 365 days)

69,110

**TMSAToday.org
Page Views**
(AVG 120 page views per member!)

679

**TMSAToday.org
Form Submissions**

723

**SOCIAL
POSTS**

153

EMAILS SENT

20.9%

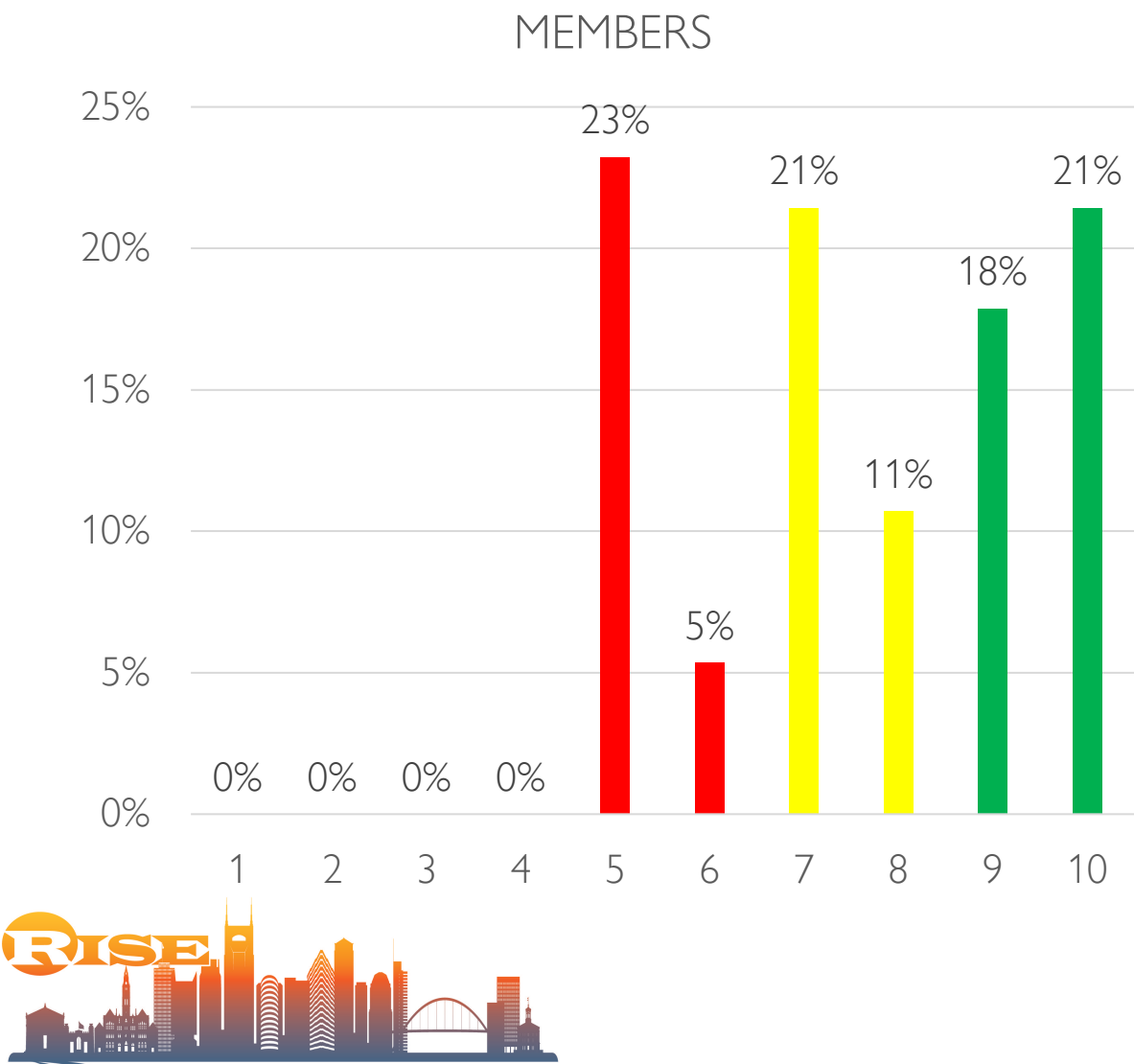
EMAIL OPEN RATE
(average)

37

**BLOG POSTS
published**

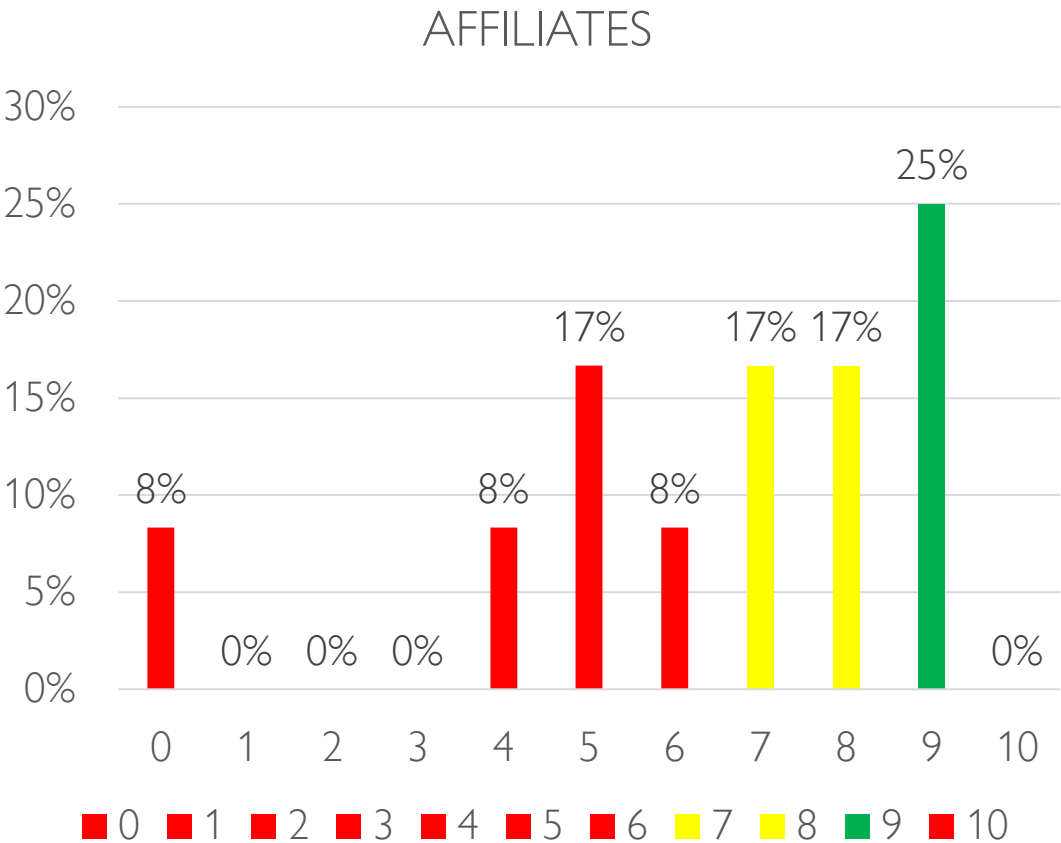


MEMBER SURVEY: How Satisfied Are You With TMSA?



Members: How can TMSA improve? (37 Comments)	
Education: Prof Development, 2 nd annual event, certifications, webinars	38%
Networking: Share ideas more freely beyond events	31%
New Content: Sales, jobs	19%
Communication: more alerts, emails, give back	12%

AFFILIATES: How Satisfied Are You With TMSA?



Affiliates: How Can We Improve? (12 comments)
Better explain sponsorships
Boost membership
Focus on members/less on TMSA
Networking: Virtual or local. Send emails to members
Promote Affiliates
Refine who TMSA is for/ speak to segments



MEET THE EDUCATION COMMITTEE

HOLLY LABODA



EDUCATION COMMITTEE MEMBERS

- Holly LaBoda, Luminaries Consulting
- Jill Schmieg, Sol de Naples Marketing
- Courtney Keenan, RLS Logistics
- Jeff Price, JAXPORT
- Kris Rzepkowski, Bennett Companies
- Patrick McFarland, ITS Logistics
- Jennifer Karpus-Romain, FAYE DIGITAL
- Denny Grim, B2B Communications



KEY EDUCATION STATS (last 365 days)

41 ANNUAL CONFERENCE SESSIONS

195 CONFERENCE 2020 VIRTUAL ATTENDEES

7 SALES & MARKETING TRAINING WORKSHOPS

8 LIVE WEBINARS



TRANSPORTATION

101

Course Launched!

**The only course of its
kind in our industry**



Don't miss these upcoming Educational Sessions!

VIRTUAL WORKSHOP | Transportation Sales Training

October 19, 21, 26, 28, 2021
(virtual classroom delivery)

Learn how to:

- Gain access to buyers
- Sell beyond price
- Navigate the buyer's journey
- Grow pipeline

WEBINAR | Getting the most from your **TMSA Member Benefits**

Thurs. Oct. 21, 2021 at 1pm
Eastern

TMSA members enjoy a
multitude of benefits year-round
– including event discounts,
online education, and more

WEBINAR | Video Marketing

Thurs. Nov. 3, 2021 at 1pm
Eastern

TMSA Video expert and affiliate
member, Elias Wynshaw, of
Studio Los Felix, will share video
development advice, tips and
tricks!



Register at TMSAToday.org



Weigh In on our next Conference



FEEDBACK:TMSA Conference App

TIMING

- Early May
- Mid June
- Late July
- October
- Early November

LOCATION

- Nashville
- Florida
- Other: _____

FAMILY

- YES! I would strongly consider bringing spouse/family to the location preference I selected.
- NO. I would not consider bringing my family to a TMSA event.



Mindshare Transition for TMSA Management

Three Key Deliverables

- ✓ Strengthen the committee structure
- ✓ Identify and onboard a full commission salesperson
- Identify and onboard a replacement for Mindshare



In Recognition & Gratitude.....







TMSA RISE '21



