



4148 E. Commerce Way  
Sacramento, CA 95834  
[www.caltrux.org](http://www.caltrux.org)

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**2013 Annual Management & Leadership Conference**  
*January 26-30, 2013*  
*Four Seasons Westlake Village, Westlake Village, California*



Join fellow members and business associates ***"In the Spirit of Collaboration"*** at California Trucking Association's 59th Annual Management & Leadership Conference.

As the new year begins it is imperative we come together as an industry ***"In the Spirit of Collaboration"*** to strategize and prepare for the myriad of issues facing the California Trucking industry in 2013 and beyond.

Attend up to date industry informational sessions on topics such as best practices for avoiding class action lawsuits' and alternative technology for the future. Plan to attend the policy committee meetings and CTA Board of Directors meeting where through our collective efforts you can be a part of determining new approaches and uncover alternative courses of action to ensure the success of your business as well as the industry as a whole.

Collaboration is about people working together. Great things can happen when everybody is focused on a consistent plan to achieve a common goal. That's when there is productivity, resolution of problems and issues; and that is when there is synergy. CTA provides this opportunity for you. Start by attending this year's Management & Leadership Conference, ***"In the Spirit of Collaboration."***



## CONFERENCE SCHEDULE

### ■ SATURDAY, JANUARY 26 (Pre-Conference)

9:00am to 5:00pm	<b>Conference Registration</b>
10:00am to 12:00pm	<b>CEO Advisory Council Meeting</b> (Private)
12:00pm to 2:00pm	<b>Officers Council Meeting</b> (Private)
2:00pm to 3:00pm	<b>Nominating Committee Meeting</b> (Private)
2:00pm to 3:30pm	<b>First Ladies' Tea</b> (Private)
3:00pm to 4:00pm	<b>Bylaws Committee</b> (Private)
5:00pm to 9:00pm	<b>Past Presidents Dinner (By invitation only)</b> <i>generously sponsored by</i>

### ■ SUNDAY, JANUARY 27

7:00am to 6:00pm	<b>Conference Registration &amp; Hospitality Room</b> <i>Store your luggage and grab refreshments before you rush off to your meetings. Spouses are welcome to relax, socialize or just leave the luggage here while indulging in a spa appointment or the various services that the onsite California Health &amp; Longevity Institute provides.</i>
8:00am to 9:30am	<b>Allied Conference Meeting*</b>
9:30am to 11:00am	<b>Public Relations &amp; Image Committee Meeting*</b>
11:00am to 12:30pm	<b>Membership Services Meeting*</b>
12:00pm to 1:30pm	<b>Ladies Lunch &amp; Fashion Show</b>
12:30pm to 2:00pm	<b>Highway Policy Committee Meeting*</b>
2:00pm to 3:30pm	<b>Intermodal Conference Meeting*</b>
2:00pm to 3:30pm	<b>Member Leadership Training*</b>
4:30pm to 5:30pm	<b>Opening General Session</b>

*Invited Keynote Speaker: Michael S. Card, ATA's 2013 Chairman of the Board, and President of Combined Transport, Inc., Central Point, OR.*





## CONFERENCE SCHEDULE (CONTINUED)

### ■ SUNDAY, JANUARY 27 (CONTINUED)

5:30pm to 6:30pm

**Welcome Reception** generously sponsored by  
*We've left the evening free following the reception as we encourage our Allied attendees to schedule time with Carriers for drinks or dinner. Attendee lists will be available **upon request** to full conference registrants prior to the conference.*

**GREATWEST**  
TRUCK SHOW - LAS VEGAS

### ■ MONDAY, JANUARY 28

7:00am to 5:00pm

**Conference Registration Open**

8:00am to 11:30am

**2nd General Session**

First Business Session: ***Class Actions in California- Guidance on Proactively Defending Against Them***

Partners from the leading national transportation law firm of Scopelitis, Garvin, Light, Hanson & Feary will provide insight on best practices for avoiding the kinds of claims typically asserted against carriers in class action lawsuits and advice for defending these kinds of cases when they arise. Topics will include meal and rest breaks, wage statements, minimum wage issues, recordkeeping, leasing regulations, employment classification, legislative developments, and class action case management.

Second Business Session: ***Alternative Technology: Trucks of the Future- Closer Than You Think?***

11:45am to 1:00pm

**General Session Luncheon**

*All conference attendees are invited to lunch with guest speaker, Will Durst, America's premier political comic.*

1:00pm to 2:30pm

**Environmental Policy Committee Meeting\***

1:30pm to 4:00pm

**Spouse/Guest Program – "Let's Play BINGO!"**

*Join us for fun, snacks and great prizes! Bring a gift in the \$25 range. The more prizes, the more winners!*

2:30pm to 4:00pm

**Kingpin Committee Meeting\***

4:00pm to 5:30pm

**Safety, Security & H. R. Policy Committee Meeting\***

5:30pm to 6:00pm

**CARGO-PAC Reception** (By invitation)

*This reception is free to Cargo-PAC Board members. A \$250 minimum contribution to the fund required from all others wanting to attend and support.*

6:30pm to 7:00pm

**President's Reception**

7:00pm to 9:00pm

**President's Dinner**

*In recognition of their tireless efforts on behalf of CTA during the last year, join us as we honor Scott and Deena Blevins, President & First Lady of 2012. (business attire requested)*

9:00pm to 10:00pm

**Ice Cream Social** generously sponsored by



### ■ TUESDAY, JANUARY 29

8:00am to 8:30am

**Board of Directors Photo**

8:30am to 11:00am

**Board of Directors Meeting\***

11:30am to 3:30pm

**Wellness Kitchen Interactive Lunch- A New "Cook" in the Kitchen-** *Let the transformation begin. . .mindful, educated, inspired, pro-active and skillful. Led by a Registered Dietitian-Chef, this hands on class offers practical help on selecting, preparing and enjoying simple yet delicious meals, using "super foods" that improve health and increase longevity. Takeaways include recipe book, apron and a food experience that impacts your life and your health **forever!** (optional activity; onsite).*

11:30am

**TUFSOB Golf Tournament Check-in**





## CONFERENCE SCHEDULE

### ■ TUESDAY, JANUARY 29 (CONTINUED)

12:30pm

#### **Shotgun Start**

*Sherwood Lake Club- This first of its kind 18-hole, par-3 course was designed by legendary golfer Jack Nicklaus with fun in mind for players of all levels. Proceeds from this tournament benefit the college and vocational school scholarship program for children of our industry.*

6:30pm

#### **Inaugural Reception**

7:00pm

#### **Inaugural Dinner**

*This is CTA's most prestigious evening. Join the First Couples of the past in a Champagne Toast welcoming 2013 President Bob Massman and his wife Chris. Following the dinner and ceremony enjoy a fast paced and highly interactive comedy & mind reading show by The Bornsteins! They're blowing minds not only across America but around the world. (black tie optional)*

### ■ WEDNESDAY, JANUARY 30

8:00am to 8:30am

#### **Schools Poster Contest Judging**

8:30am to 10:00am

#### **Golden Jubilee Breakfast, Golf Awards, Poster Contest Results**

*Invited Guest Speaker- Commissioner Joe Farrow of the California Highway Patrol; Induction of new members of the Golden Jubilee Club; State of the Association address by CTA Executive V.P./CEO, Michael Campbell; Golf Tournament awards and Schools Poster Contest results.*

10:15am to 11:30am

#### **Officers Council Wrap-Up Meeting**

*(Officers Council members and all committee chairpersons only)*

**\* All CTA members are welcome to attend policy committee meetings and the Board of Directors meeting without conference registration.**



**Four Seasons Hotel Westlake Village**  
Two Dole Drive  
Westlake Village, California 91362

### **Four Seasons Hotel Westlake Village**

An idyllic retreat set within acres of gardens near Los Angeles, Malibu and Santa Barbara, this luxury hotel destination allows you to create a place of work and productivity, active leisure, deep relaxation and personal improvement - or perhaps all four- in Westlake Village.

<b>Standard Room</b>	<b>\$215+tax</b>
<b>Superior One Bedroom Suite</b>	<b>\$298+tax</b>
<b>Deluxe One Bedroom Suite</b>	<b>\$398+tax</b>

818.575.3000 or [wes.reservations@fourseasons.com](mailto:wes.reservations@fourseasons.com)

You must indicate you are with California Trucking Association when making reservations

**Reservation Deadline December 21, 2012**

# 2013 Annual Management & Leadership Conference

January 26-30, 2013

Four Seasons Westlake Village, Westlake Village, California



## CONFERENCE REGISTRATION

**CHECK APPROPRIATE BOXES:** ☐ Carrier Member ☐ Allied Member ☐ Non Member ☐ First Time Attendee

Name _____		Nickname for badge _____		Spouse/Guest or 2 <sup>nd</sup> Company Representative _____	
Company _____		Mailing Address _____			
Mailing Address _____		City _____		State _____	Zip _____
City _____		State _____	Zip _____	Phone _____ Email Address _____	
Phone _____		Email Address _____			

*Please provide separate contact information for spouse/guest to send special invitations and information for spouse/guest activities*

**Emergency contact information of a person not attending conference** (Name, Relation, Phone number):

**Full Conference Registration Fees include:** Welcome Reception, Business Sessions, Educational Sessions, General Session Lunch, Policy Committee lunch, refreshments during meetings, Spouse/Guest Lunch & Fashion Show, President's Reception & Banquet, Inaugural Reception & Banquet, Golden Jubilee Breakfast. The Past Presidents' Dinner is by invitation only and a separate RSVP form will need to be returned by invitees.

Full Conference Registration	Before 12/30/12	After 12/30/12
Member	<input type="radio"/> \$550	<input type="radio"/> \$625
Second Representative from same company	<input type="radio"/> \$475	<input type="radio"/> \$550
Spouse/Guest	<input type="radio"/> \$475	<input type="radio"/> \$550
Non-Member	<input type="radio"/> \$650	<input type="radio"/> \$750
Non-Member Spouse/Guest	<input type="radio"/> \$650	<input type="radio"/> \$750
Optional Activities: Interactive Wellness Lunch	<input type="radio"/> \$40	<input type="radio"/> \$75

**For non-full conference registrants the following individual ticketed events are available:**

Monday Single Day Pass	<input type="radio"/> \$75 (does not include reception & dinner)
President's Reception & Dinner	<input type="radio"/> \$175
Inauguration Reception & Dinner	<input type="radio"/> \$200
Golden Jubilee Breakfast	<input type="radio"/> \$65

**TOTAL \$** \_\_\_\_\_

**Cancellation Policy:** you must notify the CTA Events Department in writing by **January 9, 2013. No refunds will be issued after this date.**

A \$25 handling fee will be retained on all cancellations.

Please help us keep an accurate meal count by indicating the number of people attending the following events:

Sunday, 27-Jan:    \_\_\_ Policy Committee lunch            \_\_\_ Lunch & Fashion Show    \_\_\_ Welcome Reception  
Monday, 28-Jan:    \_\_\_ General Luncheon            \_\_\_ Bingo            \_\_\_ President's Reception & Dinner  
Tuesday, 29-Jan:    \_\_\_ Inauguration Reception & Dinner  
Wednesday, 30-Jan:    \_\_\_ Golden Jubilee Breakfast

Do you have special dietary needs or food allergies? ☐ No ☐ Yes, please explain: \_\_\_\_\_

### PAYMENT METHOD

☐ Pay now ☐ Bill me on January 1, 2013 ☐ Check Enclosed ☐ Invoice my company ☐ Charge my credit card

Name on card _____		Card number _____	
Card exp. date _____		Signature _____	
Credit card type <input type="radio"/> American Express <input type="radio"/> Master Card <input type="radio"/> Visa		Today's Date _____	

Return to CTA, Events Department,  
4148 E. Commerce Way, Sacramento, CA 95834 or  
email [ekilby@caltrux.org](mailto:ekilby@caltrux.org) or fax to (916) 373-3637.

**Registration will be accepted until January 17, 2013.  
After this date you must register onsite.**

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## 2013 TUF SOB BENEFIT GOLF TOURNAMENT

### REGISTRATION

**Tuesday, January 29, 2013**

**11:30am check-in/12:30pm shotgun start.**



### **Sherwood Lake Club**

The magnificent Sherwood Lake Club will forever be coveted as the first "Bear's Best" par-3 golf course in the country with a collection of Jack Nicklaus' most prized par-3 designs throughout his career. Enhanced by extraordinary visual aesthetics, the challenge and sheer pleasure of the play is sure to make each round at Sherwood Lake Club a truly memorable one.

Please complete and return the entry form. Reservations must be received by January 21.

Play rain or shine

\_\_\_\_\_  
Player Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Email (If you wish to receive a confirmation, please provide your email address)

\_\_\_\_\_  
Phone

Name & company of additional players you wish to register (please include payment):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

If you wish to be paired with another player, but are not paying for them, provide name:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **Golf Fees & Payment Information**

Golf Registration: \$225 per golfer

Hole Sponsorship: \$150

**Total: \$** \_\_\_\_\_

### **PAYMENT METHOD**

☐ Check Enclosed (make payable to CTA) ☐ Charge My Credit Card:

\_\_\_\_\_  
Name on card

\_\_\_\_\_  
Card number

\_\_\_\_\_  
Card exp. date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Today's Date

Credit card type

☐ American Express

☐ MasterCard

☐ Visa

**Return the completed form and payment to:**

**California Trucking Association, 4148 E. Commerce Way, Sacramento, CA 95834**

**Attn: Brenda Schermerhorn or fax to (916) 373-3636. For more information contact Anthony Teresi at (209) 368-2472.**

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### SPONSORSHIP OPPORTUNITIES

Sponsorship allows your company the opportunity to put your name in front of

## Our Attendees - The Decision Makers Trucking's Most Qualified Group

FUNCTION	SPONSORSHIP AMOUNT	STATUS OF SPONSORSHIP	LEVEL OF SPONSORSHIP
<b>Inaugural Dinner</b>	1 at \$10,000	Available	Platinum
<b>President's Dinner</b>	1 at \$10,000 or	Available	Platinum
	2 at \$5,000	Available	Gold
<b>Past Presidents' Dinner</b>	1 at \$10,000	<b>SOLD</b>	Platinum
<b>Inaugural Reception</b>	1 at \$5,000	Available	Gold
<b>President's Reception</b>	1 at \$5,000 or	Available	Gold
	2 at \$2,500	Available	Silver
<b>Welcome Reception</b>	1 at \$5,000	<b>SOLD</b>	Gold
<b>Attendee Gift</b>	1 at \$5,000 or	Available	Gold
	2 at \$2,500	Available	Silver
<b>Sunday Hospitality Room</b>	1 at \$5,000	Available	Gold
<b>Monday General Session Lunch</b>	1 at \$5,000 or	Available	Gold
	2 at \$2,500	Available	Silver
<b>Monday Luncheon Speaker</b>	1 at \$5,000	Available	Gold
<b>President's Suite</b>	1 at \$5,000	Available	Gold
<b>Sunday Committees Lunches</b>	1 at \$3,000	Available	Silver+
<b>Golden Jubilee Breakfast</b>	2 at \$2,500	1 left @ \$2,500	Silver
<b>Ladies' Lunch &amp; Fashion Show</b>	1 at \$2,500	Available	Silver
<b>Interactive Wellness Lunch</b>	1 at \$2,500	Available	Silver
<b>Ice Cream Social</b>	1 at \$2,500	<b>SOLD</b>	Silver
<b>First Ladies' Tea</b>	1 at \$1,500	Available	Bronze
<b>Spouse/Guest BINGO</b>	1 at \$1,500	Available	Bronze
<b>Refreshment Breaks</b>	4 at \$1,500	Available	Bronze
<b>Daily Newsletter</b>	4 at \$1,500	Available	Bronze
<b>Conference Donors</b>	\$250 - \$999	Unlimited	Donor



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### SPONSORSHIP LEVEL BENEFITS

#### ■ Conference Donor - \$250-\$1,000

Listing in conference program  
Listing in Caltrux special conference edition  
Donor ribbon on conference badge  
Shared listing in sponsor recognition slide presentation

#### ■ Bronze - \$1,500

Recognition in Caltrux special conference edition  
Recognition on all conference promotion  
Included in list of sponsors in attendee packets  
Daily announcements of sponsors  
Signage & recognition at sponsored event  
Sponsor ribbon on conference badge  
Logo on shared slide in sponsor recognition presentation  
Logo on sponsor banner

#### ■ Silver - \$2,500

Logo in conference program  
Recognition in Caltrux special conference edition  
Recognition on all conference promotion  
Included in list of sponsors in attendee packets  
Daily announcements of sponsors  
Signage & recognition at sponsored event  
Sponsor ribbon on conference badge  
Logo on slide in sponsor recognition presentation  
Logo on sponsor banner  
1 complimentary full conference registration

#### ■ Gold - \$5,000

All of the benefits above **PLUS:**

1 additional (2 total) complimentary full conference registrations  
Gobo logo projection at sponsored event  
1/4 page advertisement in Caltrux magazine  
Invitation to attend the Past Presidents' Dinner

#### ■ Platinum - \$10,000

All of the benefits above **PLUS:**

2 additional (4 total) complimentary full conference registrations  
1/2 page advertisement in Caltrux magazine  
2 Complimentary tickets to attend the Past President's Dinner  
Hyperlink to company website on conference homepage

**All conference sponsors are given the first option to renew their previous year sponsorship.**

**If you don't see a sponsorship that is right for you, consider sponsoring an element of any of the functions such as hosting a bar, hosting table wine service, flower arrangements, live music.... and more! Just call or email Jude to discuss at (916) 373-3505 or [jpalank@caltrux.org](mailto:jpalank@caltrux.org). We can customize your support options.**

### COMPANY INFORMATION

Company Name

Contact Name

Address

City

State

Zip

Email

Phone

**DESIRED SPONSORSHIP**

**AMOUNT \$**

*If amount is \$2,500 or greater, please send completed registration form(s) for designee(s) listed below*

### PAYMENT METHOD

Invoice (choose)

☐ 2012

☐ January 2013

Name on card

Card number

Card exp. date

**X**

Signature

Today's Date

Credit card type

☐ American Express

☐ Master Card

☐ Visa

**Fax completed form to (916) 373-3637 or mail to  
CTA Events  
4148 E. Commerce Way, Sacramento, CA 95834**