

FEATURED SESSIONS



REAL CONVERSATIONS.

FRESH PERSPECTIVES.

PRACTICAL TAKEAWAYS.

INSPIRATIONAL KEYNOTE

Purpose.

Passion.

Momentum.

Every great day begins with momentum.

Jason Curry opens the conference with an inspiring message that challenges attendees to think differently, lead intentionally, and recognize the opportunities that exist in every interaction. Through authentic storytelling, practical leadership lessons, and contagious enthusiasm, Jason reminds us that momentum isn't something we wait for—it's something we create.

You'll leave energized, encouraged, and ready to make the most of every conversation, every challenge, and every opportunity the day has to offer.



JASON CURRY
Leadership Coach
Finish Empty®

BREAKOUT SESSION



MANAGING ACROSS GENERATIONS



Marilyn Surber

Executive Advisor, Growth & Partnerships

Conversion Interactive Agency

Today's workforce spans more generations than ever before, each bringing unique perspectives, communication styles, and expectations. Join Marilyn Surber as she shares practical strategies for bridging generational gaps, strengthening communication, and creating a workplace culture where every generation can contribute, collaborate, and thrive.



THE PRESENT & FUTURE OF AUTONOMOUS TRUCKING

Representatives from Gatik, Volvo Autonomous Solutions & PlusAI

Autonomous trucking is no longer a concept for the future—it's happening today. Hear from industry leaders as they discuss the current state of autonomous technology, what's on the horizon, and what it means for fleets, drivers, and the future of commercial transportation. Gain practical insight into one of the industry's most talked-about innovations and separate fact from fiction.



LEADERSHIP UNSCRIPTED

No speeches.

No PowerPoint.

No rehearsed answers.

One of the most anticipated sessions of the IMTA Management Conference returns with an honest, unscripted conversation featuring three respected trucking industry leaders. In this interactive fireside chat, our guests tackle the tough questions—from leadership challenges and difficult decisions to industry issues, organizational culture, and lessons learned along the way.

Expect candid stories, thoughtful perspectives, and practical leadership insights you won't find in a keynote presentation. Audience participation is encouraged, making every conversation unique and every session memorable.

If you've attended before, you know why this session continues to be a conference favorite. If it's your first time, prepare for an authentic conversation that goes beyond titles and reminds us that great leadership isn't about having all the answers—it's about asking the right questions and learning from one another.



JEFF ARENS
Vice President
Schuster Co.

IMTA Chairman of the Board



JIM MULLEN
President/CEO

Truckload Carriers Association



HAROLD SUMERFORD, JR.
CEO

J & M Tank Lines, Inc.
American Trucking Associations

THE SOLUTION EXCHANGE

WINNING THE TALENT WAR: FINDING, HIRING & KEEPING GREAT PEOPLE

Recruiting is only half the battle. What are companies doing to attract quality employees, improve onboarding, build culture, and increase retention across every department?

BEYOND COMPLIANCE: BUILDING A TRUE SAFETY CULTURE

How do companies move beyond simply meeting regulations to create a culture where every employee takes ownership of safety?

WORK SMARTER, NOT HARDER: SIMPLE IDEAS THAT SAVE TIME & MONEY

Share operational efficiencies, technology, AI tools, and everyday improvements that reduce workload without requiring major investments.

TOUGH CONVERSATIONS DONE RIGHT: LEADING THROUGH DIFFICULT MOMENTS

Every leader has difficult conversations—with employees, customers, drivers, and coworkers. Share approaches that build trust while addressing performance, conflict, and accountability.

TELL YOUR STORY: BUILDING YOUR COMPANY'S REPUTATION EVERY DAY

Every trucking company has great stories—but many never tell them. Discuss simple ways to improve public relations, celebrate employees, engage the community, and strengthen your brand.

ASK ME ANYTHING: THE COLLECTIVE WISDOM OF TRUCKING

There isn't a specific topic. Participants are simply asked to bring their toughest business challenge and let the group weigh in.

CONNECT. COLLABORATE. ENGAGE.