

IOWA MOTOR TRUCK ASSOCIATION FINANCE *Symposium*

THURSDAY, JUNE 25, 2026
IMTA Office • Des Moines, Iowa



FINANCIAL STRATEGY STARTS HERE

The trucking industry is navigating a period of rapid change — and the financial conversations behind the scenes are more important than ever. From rising operational costs and insurance pressures to evolving technology, tax strategy, and economic uncertainty, today's finance professionals are being asked to make smarter, faster, and more strategic decisions.

Join the Iowa Motor Truck Association for the Finance Symposium, an event created specifically for trucking industry financial leaders, executives, and decision-makers. This one-day program will bring together respected industry experts and carrier perspectives for practical conversations focused on the real financial realities shaping trucking today.

Attendees will explore transportation cost trends, insurance market conditions, AI and productivity tools, economic outlooks, capital strategy, and peer-driven discussions designed to encourage meaningful idea sharing and collaboration. Whether your role touches accounting, operations, ownership strategy, or long-term planning, this event is built to deliver timely insights you can take back to your organization.

BUILT FOR THE BUSINESS SIDE OF TRUCKING



REGISTRATION DETAILS

- » **REGISTRATION DEADLINE:** *Friday, June 19, 2026*
- » **REFUND DEADLINE:** *Thursday, June 4, 2026*
- » **HOW TO REGISTER:** www.iowamotruck.com

Conference Sponsors



IOWA MOTOR TRUCK ASSOCIATION

FINANCE

Symposium

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8:00 - 8:30 AM

NETWORKING BREAKFAST

8:30 - 8:45 AM

WELCOME, INTRODUCTIONS, EVENT OVERVIEW

Committee Member: C.J. Krapfl, Chief Financial Officer, McCoy Group, Inc.

Committee Member: Heidi Leavengood, SVP and Chief Financial Officer, Ruan

Committee Member: Scott Szymanek, President and Chief Financial Officer, Eldon C. Stutsman, Inc.

8:45 - 9:45 AM

ATRI'S ANNUAL OPERATION COSTS REPORT: BEHIND THE NUMBERS

Moderator: Rebecca Brewster, CEO, American Transportation Research Institute

Panelist: Jeff Arens, Vice President, Schuster Company

Panelist: Cody McClain, Chief Safety & Human Resources Officer, Tucker Freight Lines

Panelist: Andrew Hadland, CFO, Hirschbach Motor Lines, Inc.

ATRI's annual Operational Costs of Trucking research has been the leading industry benchmarking tool for years. First started in 2008, ATRI's annual analysis collects detailed financial data from fleets of all sectors and sizes to quantify the true costs of operation. The report tracks cost metrics such as driver pay, equipment expenditures, and insurance premiums as well as key performance indicators such as non-revenue mileage, driver utilization, mileage between breakdowns, and revenue per truck per week. ATRI President Rebecca Brewster will lead a discussion with a panel of carriers to understand how they put ATRI's Ops Costs data to work in their fleets to improve operational efficiencies and move the needle on key performance indicators.

9:45 - 10:00 AM

NETWORKING BREAK

10:00 - 11:00 AM

THE NEW FUEL FOR PRODUCTIVITY: GENAI 101

Chris Snider, Professor, Drake University and co-founder, Innovation Profs

Chris Porter, Associate Professor, Drake University and co-founder, Innovation Profs

Generative AI is no longer a futuristic concept. It is becoming a daily utility as essential as a spreadsheet or a routing log. In this foundational session, we explain exactly what "GenAI" is and how it differs from traditional software. We will discuss the current landscape of tools, how they can be applied to trucking office workflows today, and the essential guardrails to consider before implementation.

11:00 - 11:15 AM

NETWORKING BREAK

11:15 AM - 12:15 PM

INSURANCE MARKET TRENDS

Adam Hermsen, Principal, Senior Transportation Specialist, TrueNorth Companies

The presentation will cover a macro level update on what's going on in the transportation insurance market for carriers and freight brokers by respective coverage line. We'll discuss what underwriters are placing emphasis on, challenges insurance carriers are facing, and ways motor carriers can minimize costs.

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12:15 - 1:15 PM

NETWORKING LUNCH

1:15 – 2:15 PM

ECONOMIC REALITY CHECK: M&A, TAXES, AND CAPITAL STRATEGY IN TRUCKING

Moderator: C.J. Krapfl, Chief Financial Officer, McCoy Group, Inc.

Panelist: Chad Wernimont, Partner, RSM US LLP

Panelist: Nolan Stribe, Managing Director, CIBC Capital Markets

Panelist: Justin Phillipp, President, Simon's Trucking, Inc.

With freight markets under pressure, trucking CFOs are reassessing investment, growth, and risk. This panel offers a realistic look at economic indicators, transportation focused M&A activity, and tax developments that impact financial strategy

2:15 – 2:30 PM

NETWORKING BREAK

2:30 – 3:30 PM

FOCUSED GROUP DISCUSSIONS

Join us for enlightening small group discussions. There will also be time for open-ended discussion on other finance topics. Don't miss the opportunity to gain firsthand wisdom from other industry professionals.

3:30 – 3:45 PM

CLOSING REMARKS / ADJOURNMENT

Conference Sponsors

