

The North American Council for Freight Efficiency

3rd DRIVING INNOVATION Meeting



Now Starting at 1:30!

Agenda	Topic	Presenter
1:30 – 2:00 pm	NACFE Introduction & Council Activities	Mike & Don
2:00 – 3:00 pm	Guest Speaker – Owner Operators & Freight Efficiency	Kevin Rutherford
3:00 – 3:15 pm	Break / Networking	All
3:15 – 4:15 pm	Expert Panel Dialogue on Freight Efficiency in Today's Environment	
4:15 – 4:45 pm	Call to Action – What can we do?	Kevin Beaty
4:45 – 5:00 pm	Wrap Up	Mike & Don



Wednesday, March 9 from 1pm to 5 pm
Indiana Convention Center
Indianapolis, Indiana
Meeting Room 231-232 (Level 2)

Register at nacfe.org



DRIVING INNOVATION



Kevin Rutherford
Trucking Business & Beyond
Road Dog Sirius 147 XM 171



Kevin is a business trainer, author of national articles on trucking and finance, small fleet owner and radio host of Trucking Business & Beyond. He started his career as an owner-operator 25 years ago, running a one truck operation with the

sophistication of a much larger fleet of trucks. Over the years, his experience has evolved into a comprehensive slate of professional skills that showcase Kevin's cutting edge grasp of the owner-operator success equation. Currently Kevin hosts Trucking Business & Beyond on satellite radio. Kevin's down-to-earth ability to communicate to the professional driver with knowledge, experience and statistics, makes the show the only one of its kind dedicated to the success of the American professional driver.



Mike Roeth, Executive Director, NACFE. Roeth has worked in the commercial vehicle industry for nearly 25 years in various product development, operations and sales positions with Behr and Navistar. In 2009, Mike began a consulting practice helping companies be successful in the truck and bus marketplace, where his specialty is brokering green truck projects. Roeth leads all operational activities of the NACFE.



www.nacfe.org



Mike O'Connell, National Director Fleet Capability, Frito Lay, NACFE Technical Advisory Comm. Chair. O'Connell oversees one of the largest privately owned fleets in the United States. In this role, Mike is responsible for the development and execution of the organization's sustainability strategy for fleet. This transformation encompasses upgrading existing assets, as well as the identification and integration of innovative "green" technologies and vehicles. Mike serves the NACFE as Chairman of the Technical Advisory Committee.



Don Baldwin, Product Marketing Manager, Michelin North America, NACFE Board Chairman. Baldwin has spent 30 years working with Michelin in manufacturing, quality, product design and marketing. He is currently responsible for Product Marketing for Michelin Commercial Truck Tires in NA and evaluates market trends, specifying the technologies and tire lines that will be developed for future customer needs. Don serves the NACFE as Board Chairman.



Gary Gaussoin, Chairman, Silver Eagle Manufacturing Co., NACFE Finance Committee Chair. Gaussoin's company specializes in trailing equipment for the commercial heavy duty truck-trailer and light tactical military wheeled vehicles. In addition to a career in manufacturing, Gary has worked in a family-owned truck dealership and as a board member of their regional LTL motor carrier. For the NACFE, he leads the Finance Committee focusing on fundraising.



Bill Van Amburg, Sr. Vice President, CALSTART, NACFE Board Treasurer. Bill leads major programs and oversees teams in five program areas at CALSTART: heavy hybrids; new fuels; technology commercialization; fleet analysis and consulting; and industry services. A key role is with the Hybrid Truck Users Forum (HTUF), a national program to speed the commercialization of heavy-duty hybrid trucks. Bill brings experience in non-profit management to the NACFE as its Treasurer.