

2023 IMHA Tentative Convention Schedule

Gila River Resort, Chandler, AZ

April 15-18

Saturday, April 15

- 8 – 10 am **OPTION ON YOUR OWN** – Cars & Coffee at Penske Racing Museum (7191 E Chauncey Ln, Phoenix, 85054)
- 3 – 5 pm IMHA board meeting, Sunset Boardroom
- 6:30 – 8 Board Dinner

Sunday, April 16

- 6:45 - 1:30 pm Annual Golf outing –Arizona Grand Resort Golf Course, Phoenix.
❖ Shotgun Start at 7:30 am
- 8:00 – 4:00 Vendor setup, Palo Verde AB
- 10:30 – 3:00 Desert Botanical Garden, Phoenix. Transportation included
- 4:00 – 7:00 Attendee Registration – Meet & Greet with IMHA Board
- 5:00 - 8:00 Vendor Displays Open – Introductions – Palo Verde AB & Event Lawn
- 6:00 – 8:00 Welcome reception, *Sponsored by: Wabash*
- 5:30 – 6:00 Vendor Spotlight – Introduction of vendors
- 6:00 Golf awards – pictures
- Evening on your own

Monday, April 17

- 7:00 – 5:00 Registration
- 8:00 Welcome by IMHA President, Palo Verde AB
- 8:00 – 9:00 am Breakfast, *Sponsored by: MAC LTT*
- 8:00 – 5:00 Vendor Exhibits
- 8:45 – 11:30 Spouse Horse Riding Activity, *Sponsored by: GLMTA*

General Sessions in Palo Verde C

- 8:15 – 8:45 Welcome to Arizona, Craig Cabbalero, UDA President, Dairy Industry
- 9:00 – 10:00 ***Keynote*** **Brian Fielkow**
“Unbeatable Engagement: Building a World Class Company Culture”
- 10:15 – 11:00 Jon Samson, AFTC
- 11:00 – 12:00 Vendor Visits & Networking
- 12:00 – 1:00 pm Lunch, *Sponsored by: Tremcar*
- 1:00 – 3:00 Spouse Activity – Paint & Wine,. *Sponsored by: GLMTA*

- 1:15 - 3:15 Seminars – Palo Verde C & Agave rooms
 - 1:15 – 2:15
 - “16 Reasons Your Trucking Business Won’t Sell”, *Tenney Group (Agave)*
 - Peterbilt w/Bendix wingman – technology available today
 - 2:30 – 3:30
 - “**TBD**”, *Haylor (Palo Verde C)*
 - “Driver Fatigue Program”, *NTSB (Tentative) (Agave)*
- 3:30 – 4:00 Vendor Break
- 4:00 – 5:00 Processor Panel on **Tank Washing**
 - **Panelists:** *DFA, Saputo, UDA, Organic Valley*

Evening on your own

Tuesday, April 18

- 8:00 Breakfast, *Sponsored by STE*
- 8:30 Annual Business Meeting and State/Province Reports (Palo Verde C)
 - Election of Directors
 - State/Province/Territory reports
- 9:15 Dairy Transportation in Australia, *Tim Jensen, Blu Logistics, Australia*
 - Australian milk logistics overview
 - Driver Efficiency Incentive programs
 - Technologies employed in milk logistics operations
- 10:00 Hydrogen Truck Technology, *Jim Vincent, Peterbilt & Hylion*
- 10:50 Break
- 11:30 Board buses for lunch & tour of. Fairlife Plant. Goodyear, AZ.
- 4:00 Return to Hotel
- 6:00 – 7:00 Reception, *Sponsored by: McFinn Technologies*
- 7:00 – 8:00 Banquet Dinner in Show Room
 - Fundraiser & promotion for FFA Buckeye AZ Chapter, Melissa Veo, and Guests: AZ Sen. Kerr & husband
 - Fleet Safety Award Winners presentations
 - Games with prizes (gifts)
 - Entertainment

Convention concludes

Room Rate \$165 Single King or Two Doubles – No resort fee

Room block cutoff March 24. Rates available Fri, 4/14 thru Wed, 4/19, pending availability

[Booking Link for International Milk Haulers Association](#)

UNBEATABLE ENGAGEMENT: BUILDING A WORLD CLASS COMPANY CULTURE

What keeps your customers coming back with more business? After all, they can buy your products or services elsewhere, often at a lower cost. You create customer loyalty because of **HOW** you deliver your product or service. You execute better and offer a unique experience. That experience results from your commitment to build a vibrant company culture and engaged workforce. Brian has led his businesses with a simple philosophy — If you are strong on the inside, you become unbeatable on the outside. In his Unbeatable Engagement keynote, Brian shares ideas with his audiences so that they can take their companies to new levels by growing their cultures and creating world class employee engagement. Brian focuses on practical, hands-on ideas that organizations of any size can implement immediately.

TWELVE IDEAS TO BUILD YOUR BOTTOM LINE



Create Non-negotiable Value Alignment. A company's culture must be anchored in non-negotiable core values. Yet, daily priorities can cause a company to compromise or ignore core values. Without clear value alignment, quality and customer goodwill erode.



Focus on Engagement. Effective leaders create cultures in which employees engage. Engaged employees manage their own behaviors. They do what is right when nobody's looking.



Know Who Has the Power. Capture the power of those front line employees and supervisors who can engage their peers around your mission and vision.



Take Your Front Lines With You. A healthy culture is leader driven and employee owned. Often, a disconnect exists between the C-suite and employees responsible for executing in accordance with your culture. Develop easy to implement ideas to anchor your culture company-wide. Leaders must act in alignment with cultural norms.



Hire and Train for Behavior. Look past your technical training. Ensure that you teach your team how to govern their own behaviors. Include topics such as: conflict resolution, communication best practices, giving feedback and seeking help.



Look Beyond the Money. Compensation and other financial incentives clearly are important. However, they are just the beginning of what is required to build unbeatable engagement. We will review the importance of career advancement and non-monetary recognition programs.



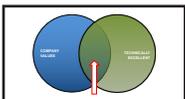
Establish Unconditional Respect for Process. Process is your guardrail. It offers your employees clarity and predictability. Disregard for process destroys engagement. For process to be effective, it must be understood and followed consistently.



Create Just Culture. Explore why a "one size fits all" discipline-based approach is not effective. Abandon "old-school" thinking in favor of just culture.



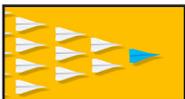
Tear Down the Silos. Too often, employees are conditioned to focus only on the needs of their departments. In a healthy culture, employees look out for the company overall. They see the bigger picture and do whatever it takes to help the organization. They are engaged in the company's mission.



You can't win them all. Your employees must be technically excellent and engaged in your company's mission. Even though employee retention is a challenge, you must confront misaligned behaviors. Looking the other way will destroy the morale of most employees who are working hard for your organization. Fortunately, most employees are coachable. Uncoachable employees must be eliminated from your organization.



Manage Up. Some employees may think, I get it, but my CEO does not. Whether that is a fair statement doesn't matter. Perception is important. Create an environment where employees are both encouraged and expected to "manage up". They must be comfortable reporting concerns and identifying opportunities to their managers, and they must be able to escalate if the managers do not properly address the concerns.



Lead Change Fearlessly. Ideas are easy. Execution is the challenge. To effectively drive change, it's important to engage a diverse "beta" group of employees early in the process. Anticipate why employees might resist the proposed changes and develop a plan to address concerns.