**Virginia Trucking Association**

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***VIRGINIA TRUCKING ASSOCIATION ANNUAL CONVENTION***

**Hilton Norfolk The Main - Norfolk, VA**

**October 8 – 10, 2017**

Dear :

Our country is experiencing a period of unrest, divisiveness and uncertainty that we have not seen since the 1960s and 70s. However, there are a couple of certainties we can count on:

* The nation will continue to rely on trucks to deliver the goods and services we need.
* Trucking will continue to face many challenges – from regulatory requirements and mandates to increasing costs of doing business to shortages of qualified drivers and diesel techs to rapidly changing technology to litigation to fluctuating economic conditions.
* The Virginia Trucking Association will continue to be the only statewide organization in Virginia dedicated solely to helping truck operators and industry suppliers effectively deal with these challenges

The good news is you don’t have to face the challenges of operating a trucking fleet alone. In fact, if you try to go it alone, your chances of being successful are lower! That is why you can count on the Virginia Trucking Association to bring the leaders of Virginia’s premiere trucking fleets and vendors together to learn about the challenges that lie ahead and how we can effectively address them as a unified industry group.

The VTA works constantly to effectively represent and protect your interests. We hope you will attend the 2017 Annual Convention to learn more about the challenges we face, network with your industry peers and customers and have some fun! If you, or your boss, thinks a conference like this isn’t worth attending, please consider these benefits of being there:

* In-person conferences provide an opportunity for questions and dialogue with speakers and experts that you cannot get online or from reading a magazine or newsletter.
* Meeting and networking with your peers and other professionals helps you look at problems from different angles and get ideas to solve those problems.
* Meeting new contacts and friends in the industry will give you resources to call on for advice and assistance in the future.
* Live conferences provide the right mental and physical environment to help you focus and think strategically. Oftentimes, people learn better through the experiences and examples of others.
* In-person conferences give you the ability to learn first-hand about initiatives, strategies and technologies that can help your company’s bottom line.

We hope you will invest some of your time and money to attend this year’s Annual Convention to learn more about the issues we face and why it is critical for you and your company to commit to helping the VTA grow into a stronger, more effective organization.

We look forward to seeing you in Norfolk!

Opening this past April, The Main is Downtown Norfolk's newest upscale hotel, dining, and meeting destination. At Main and Granby Streets, this luxury hotel sits along the downtown Norfolk waterfront where you can embrace the downtown lifestyle and walk to cultural attractions, trendy shopping and dining and the Elizabeth River.

Be part of Norfolk's eclectic foodie culture at our three chic eateries, including **Saltine** which serves the freshest seafood and locally inspired cuisine. Sip a craft beer at **Grain**, Norfolk's only rooftop beer garden overlooking the river. Enjoy a glass of wine and homemade pasta at **Varia**, our modern Italian trattoria and wine studio with a piano bar. Greet the day with a scenic jog along Norfolk's waterfront or refresh with a dip in our sparkling indoor pool.  
  
Our Grand Ballroom is a romantic venue for a dream wedding on the river, while our **IACC-certified conference center** is Virginia's premier venue for innovative corporate events. From our setting in the heart of Norfolk to our cutting-edge hospitality, "Meet Me at The Main" is your invitation to experience downtown sophistication redefined.

**The Venue - A Downtown Norfolk Hotel With Elegance and River Views**

With its contemporary city design and stunning social spaces, The Hilton Norfolk at The Main is Downtown Norfolk's most exciting hotel, dining, meeting and entertainment destination. This 23-story luxury hotel features a hip, modern decor and sweeping views of the Elizabeth River and Downtown. Attendees can indulge their inner foodie at the hotel’s three new restaurants with chef-inspired local cuisine and seafood, or sip a craft beer on their rooftop garden lounge with a backyard vibe. Guests can celebrate on the expansive rooftop with a mix of moonlight with river views.

Or only steps away, experience downtown Norfolk, including:

* The revitalized Waterside District ([www.watersidedistrict.com](http://www.watersidedistrict.com)) featuring the best of national, regional and local restaurants;
* The city's eclectic art scene at Seldon Arcade;
* European masterpieces of the Chrysler Museum of Art;
* Over 140 name-brand and designer retailers at the MacArthur Center;
* Chef-inspired fare at over 50 downtown restaurants; and
* Touring the Battleship Wisconsin at the Nauticus Maritime Museum

You can [click here](https://www.youtube.com/watch?v=LhtyDYafoiU&t=186s) and [here](https://www.youtube.com/watch?v=WwkATj_1sgM) to watch videos about this spectacular new hotel or visit their website at <http://www.themainnorfolk.com>

**Meetings & Activities**

The Convention will kick off with a different kind of golf event at the new Topgolf facility in Virginia Beach. Topgolf is a premier golf entertainment complex where the competition of sport meets your favorite local hangout. On Sunday evening, we will host the Welcome Reception at the Grain Rooftop Beer Garden featuring spectacular views of downtown Norfolk and the Elizabeth River followed by Dinner. The rest of Sunday evening is open for you to enjoy the area.

Monday will be filled with speakers and educational sessions. On Monday evening, we will a whole deck aboard the Spirit of Norfolk for a reception and dinner cruise featuring spectacular views of the mighty ships and submarines of the Navy's Atlantic Fleet and a dance floor with a live DJ. Tuesday morning will be check out and departure.

The planning committee has put together all the ingredients that make for a successful meeting - a great facility, an informative program and fun, entertaining social events - all that's needed is YOU! *Make your plans to attend TODAY!*

**ACT NOW!**

***The Deadline for Room Reservations Is Friday, September 15th! - Reserve Your Room Today!*** It is strongly recommended that you make room reservations as soon as possible. On September 15th, the VTA room block will be released and, after that date, rooms may not be available.

***PROGRAM & SPEAKER HIGHLIGHTS***

Scroll down for the preliminary agenda and a summary of the program topics and speakers.

***RECREATIONAL ACTIVITIES***

**Alton B. Hall Memorial Golf Tournament – Sunday, October 8**

**Topgolf - 5444 Greenwich Road, Virginia Beach, VA 23462**

Topgolf offers addictive point-scoring golf games that anyone from the hopeful pro golfer to the person who has never played can enjoy. Picture a 240-yard outfield with dartboard-like targets in the ground. The closer to the center or “bull’s-eye” you get and the farther out you hit your microchipped balls, the more points you receive.

The Topgolf outing is designed so that all who want to play, regardless of skill level, can participate and have fun without feeling the pressure of a tournament on a regulation golf course. Topgolf is like a combination of a bowling alley and a driving range where you can network and interact with all participants during the event. Visit their website at <https://topgolf.com/us/virginia-beach/> to learn more about the Topgolf experience.

You may bring your own clubs to use or you can use the free rental clubs. The fee for the Topgolf outing is $85, which includes lunch that will be served at 1:00 p.m. (Note adult beverages will be available to purchase on your own) Please list the player name(s) and handicap or average score on the registration form and include the $85 per player fee with your registration.

***ROOM RESERVATIONS***

Unwind, relax and stay connected in The Main’s spacious, stylish and contemporary Superior Level guestrooms. Along with high-speed Wi-Fi and modern décor, you'll enjoy stunning views of the Elizabeth River or downtown Norfolk. At the Hilton Norfolk The Main, hotel rooms blend modern style with unparalleled comfort and convenience.

The special VTA room rates for the 2017 Convention are:

* $154.00 per night (plus taxes)

To reserve your room online[, click here for lodging reservations](http://www.hilton.com/en/hi/groups/personalized/O/ORFWAHH-VTR-20171008/index.jhtml?WT.mc_id=POG). Verify the dates are set to October 8-10 and make sure the group code is “VTR” and make your reservations. You can also reserve your room by calling 1-800-HILTONS, identifying yourself as members of the Virginia Trucking Association.

***YOU ARE RESPONSIBLE FOR MAKING YOUR OWN ROOM RESERVATIONS. YOUR ROOM ACCOMODATIONS ARE NOT INCLUDED IN THE CONFERENCE REGISTRATION FEE.***

***THE DEADLINE FOR ROOM RESERVATIONS IS FRIDAY, SEPTEMBER 15, 2017.***

***HOW TO REGISTER TO ATTEND***

[Click here](http://vatrucking.wildapricot.org:80/resources/Documents/2017%20Convention%20Registration.docx) to download the registration form to sign up for the meetings and other activities. For planning purposes, it is important that you indicate on the Registration Form the number of people that will participate in each meal and activity. Return the form and payment for the appropriate fees to the VTA **no later than** **Friday, September 15, 2017.** No refunds will be given after October 1, 2017.

NOTE: If your spouse is attending with you, you must pay the spouse registration fee in order for her/him to have breakfast, lunch and the group dinners. Two meeting attendees staying in the same room must pay the single registration fee for each person.

If you have any questions or need additional information, please call the VTA at (804) 355-5371. We look forward to seeing you at the spectacular Hilton Norfolk The Main!

**2017 Virginia Trucking Association Annual Convention**

**Hilton Norfolk The Main**

**Norfolk, VA**

**PRELIMINARY AGENDA**

**Sunday, October 8, 2017**

1:00 p.m. Alton B. Hall Memorial Golf Tournament (Lunch Included)

Topgolf - 5444 Greenwich Road, Virginia Beach, VA 23462

4:00 p.m. Room Check-In

5:00 p.m. - 7:00 p.m. Registration Desk Open

7:00 p.m. - 9:00 p.m. Welcome Reception & Dinner

**Monday, October 9, 2017**

6:30 a.m. - 8:30 a.m. Breakfast

8:00 a.m. Registration Desk Open

8:30 a.m. - 12:00 noon *Business Session*

12:00 noon - 1:00 p.m. Lunch

1:00 p.m. - 4:30 p.m. *Business Session*

6:30 p.m. Reception & Dinner

**Tuesday, October 10, 2017**

11:00 a.m. Check Out & Departure

***PROGRAM & SPEAKER HIGHLIGHTS***

***Just Added!  Lt. Sean Stewart,***who heads up the Virginia State Police Motor Carrier Safety Unit, and Master Trooper Robert Tershak, will join us to discuss how Virginia will enforce the electronic logging device mandate and what your drivers can expect during a roadside inspection

***John W. Martin, America's Transportation Futurist,***will draw on data-driven insights from his 52-year old market research company to outline the major demographic, cultural and technological trends shaping the future of America's transportation industry.  John will go way beyond the "what's going to happen next" by explaining the "why" and change agents behind the coming shifts, as well as the unprecedented opportunities for companies, communities, regions, and entire states that effectively plan for what's ahead.

***CPAs Cindy McMaster and Richard Jacobs of Dixon Hughes Goodman LLC***will review the latest proposals and ideas in Congress for Income Tax Reform and the likely effects on tax planning for small, medium and large trucking companies and their owners.

***Steve Setliff and his legal team at Setliff & Holland*** will lead a session entitled *Current Legal Issues in Trucking* that will include updates in independent contractor issues, telematics policies and the ELD mandate, employment law and dealing with brokers.

***Brandon Robinson of Eisenman & Associates***will report on the results of the VTA's Strategic Planning Survey and lead a discussion about the next steps in the development of the Strategic Plan that will guide the VTA's organizational vision and plan of action for the next 3 to 5 years.

***VTA President Dale Bennett*** will report on actions of interest to trucking that occurred during the ***2017 Virginia General Assembly*** and preview the issues that face the Virginia's trucking industry in 2018.