



NETWORKING • TRAINING • EXHIBITS • AWARDS

# 2020 PMTC *Virtual* CONFERENCE

SEPTEMBER 9 - 10, 2020

For more information email [info@pmtc.ca](mailto:info@pmtc.ca)



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# WEDNESDAY SEPTEMBER 9

**SEPTEMBER 9, 2020**

**8:00 a.m.**

**PMTC 2020 CONFERENCE BEGINS**  
**Remarks “PMTC Year in Review”**

**8:30 a.m. SEMINAR I**

**A LEGAL UPDATE** You will want to ensure you are in your seat early to catch the kickoff of the educational portion of our 2020 Conference. Our first seminar will provide us with an insightful presentation on the legal changes that have occurred in the transportation industry in the last year, and some that are on the horizon. How will they impact your operations going forward? The legal update has become an annual topic at our conference and one of the most popular seminars. Always having a full and engaged room. We are thrilled to once again have Heather Devine, partner at Alexander Holburn- Beaudin & Lang LLP with us providing her insightful and engaging update again this year.

**9:15 a.m. - 9:45 a.m. Break**

**9:45 a.m. SEMINAR II**

**REGULATORY UPDATES FROM THE ONTARIO MINISTRY OF TRANSPORTATION** Join us as senior members of the Ontario Ministry of Transportation provide attendees with an update on new & upcoming regulatory changes that effect the Transportation Industry. The MTO will also inform attendee’s on safety initiatives that are under way with the Province and Stakeholders. Don’t miss this chance to hear the most up to date news right from the regulators & have your chance to ask questions.

**REGULATORY UPDATES FROM THE FEDERAL MOTOR CARRIER SAFETY ADMINISTRATION**

Immediately following the MTO update, senior officials from the FMCSA will take the stage and will update the audience on new and upcoming regulatory items occurring south of the border. As many Canadian Carriers operate into the United States of America, this will prove to be a timely and informative update for members and non-members alike. Once both updates have been completed, time will be provided to allow questions from the audience of both groups.

**10:40 a.m. PMTC – CPC LOGISTICS CANADA DRIVER HALL OF FAME**

Every year we induct up to four professional drivers who have compiled outstanding safety records over the course of their career. Recognizing their individual achievements is always a conference highlight. Please join us and help honour the deserving drivers who will be inducted into the Hall of Fame for 2020!

**11:00 a.m. RICK AUSTIN MEMORIAL DISPATCHER OF THE YEAR AWARD, SPONSORED BY CPC LOGISTICS CANADA**

Right after the conclusion of the Hall of Fame Inductions we will present our 3<sup>rd</sup> annual Rick Austin Dispatcher of the year award. Dispatchers are an integral part of any fleet, and one that is often overlooked. Help us recognize this year’s recipient, and honouring Rick’s memory.

**11:15 a.m. - 12:30 p.m. Break**

**12:35 p.m. SEMINAR III**  
**INTRODUCTION TO THE 2020 PMTC CANADIAN BENCHMARKING SURVEY, SPONSORED BY OTDS**

In this seminar, Tom Moore, from the National Private Truck Council, will provide us with an overview of the 4<sup>th</sup> Annual PMTC Canadian Benchmarking Survey. The PMTC, in collaboration with the NPTC, reintroduced their Benchmarking Survey in 2017, which is now an annual survey provided free to PMTC members, thanks to the sponsorship of The Ontario Truck Driving School. Tom will go over some of the findings of the survey and share how these compare to the trends in the US private fleet market. The survey is being released just in time for the conference, to provide a sneak peek of the highlights.

**1:20 p.m. SEMINAR IV**  
**YLG SOURCED PANEL: ELECTRIC VEHICLES, THE FUTURE IS BEING BUILT NOW**

Everyone is concerned with the environment these days and are looking for ways to reduce their environmental footprint. Do electric vehicles have a role to play in this reduction? Are these vehicles viable and ready for market penetration now or in the near future? In this seminar, Yves Provencher, Senior Business Development Manager for Canadian Owned Lion Electric Company, will detail why electricity is a good source of energy for the future and the

role it has to play in the transportation field.

He will show the strides it has already made, what is currently being developed, and where it is going in the future.

**2:05 p.m. - 2:30 p.m. Break**

**2:30 p.m. SEMINAR V**  
**DATA ANALYTICS & SOFTWARE FOR EFFICIENCY & FOR IMPROVING YOUR CUSTOMERS EXPERIENCE**

Everyone is gathering data these days, from multiple sources, and in some cases, may even have data at their fingertips they are not even aware off. The question is, what to do with this data and how to best utilize it to improve your operations. In this seminar we have 2 presenters who will talk about entirely different uses for the data. Justin Bailie, Chief Strategy Officer for Rose Rocket, will discuss how to leverage software to elevate your customer experience and communication. Following Justin, David Schaller, Industry Engagement Director with NACFE, will discuss details about the data & benchmarking reports from NACFE’s Annual Fleet Fuel Study as well as the Run On Less demonstration events throughout the year. Following these 2 insightful and informative presentations, John G Smith, Editor of Today’s Trucking Magazine, will moderate a panel with Justin and Dave to delve deeper into their presentations.

**3:30 p.m. YLG EDUCATION BURSARY AWARDS**

Up to 2 YLG members will be awarded the 2020 YLG Education Bursary Award. Recipients receive the funds to complete 2 of the 4 courses needed to complete the “PMTC Logistics Management Graduate Program”. The Courses are sourced through the CITT library of logistics courses.

**3:45p.m. PMTC-AVIVA PRIVATE FLEET SAFETY AWARDS**

Recognizing private fleets with exceptional safety records in an important part of the conference. Join us for the presentation of the 2020 awards & dine with the private fleet community.

**4:00 p.m. Closing remarks for the day.**

# THURSDAY SEPTEMBER 10

**SEPTEMBER 10, 2020**

**8:00 a.m. SEMINAR VI  
THE FUTURE OF FUEL**

“What does the future of energy hold? Is oil really doomed in the face of electric cars and hydrogen trucks? What of natural gas? Is this the fossil fuel that can transition us to a lower carbon future? Can economic growth go hand in hand with a decarbonizing economy? If not, are India and China truly going to “go green”, if it threatens their economic growth? We have absolutely no idea - but Mystic Mog, Portland Fuel’s office cat, seems to have all the answers...!” This entertaining and informative presentation looks at the viability of various future fuels for motor truck operators as well as the long-term future of diesel. Designed to provoke thought and generate debate, this presentation is a must for anyone looking ahead to the next decade and beyond.

**8:50 a.m.  
PMTc-3M VEHICLE GRAPHICS AWARDS**

Following the first seminar you be treated to a video display of some of the best truck graphics to be found anywhere. These fleets are proud of their image & so they should be. Always a highlight of the conference!

**9:15 a.m. - 9:45 a.m. Break**

**9:45 a.m. SEMINAR VII  
THE CANADA LABOUR CODE**

In the last year there have been many changes to the Canada Labour Code that will effect federally regulated employees. How does this effect your organization? Are you aware of your obligations and penalties for non-compliance? For that matter, are you sure if you are Provincially or Federally Regulated? In addition to this topic, this seminar will address the change sin the workplace harassment policies as well. Join us as Trucking HR Canada, an industry expert when in comes to HR practices, as well as government regulations, delves into these topics to provide our attendee’s with an overview of their responsibilities as employers.

**10:30 a.m. SEMINAR VIII  
THE TRUTH ABOUT COMMERCIAL  
AUTOMOBILE INSURANCE**

Is there a hotter and more controversial topic in the industry today than the state of the commercial insurance industry? If you want the answers to what insurers are looking for, what you need to do to make yourself a company that insurers want to do business with, and the pressures they are under, you will want to ensure you stick around for the last seminar of the conference. In this seminar, Lisa Arseneau, commercial insurer for Staebler Insurance, will moderate a panel of 3 experts of the insurance industry. Jillian Lovatt, Manager of Transportation & Logistics, Northbridge Insurance, Don Williams, National Line Lead, Commercial Automobile, Aviva Insurance, & Kevin Dutchak, Senior Risk Specialist, Sovereign General Insurance, will delve into this hot topic and provide you with information and details that will be hard to find anywhere else. The panel will wrap up with 10 minutes of questions from the audience

**11:20 a.m.. - 12:30p.m. Break**

**12:30 p.m. SEMINAR IX  
TRUCKERS AGAINST HUMAN  
TRAFFICKING (TAT)**

Modern-day slavery, or human trafficking exists whenever people are bought and sold for forced labor or commercial sex. Around the world, it is estimated that there are over 40 million slaves today. Human trafficking victims in the United States & Canada is estimated in the hundreds of thousands. Traffickers recruit out of our schools, online, in shopping malls, as well as the streets and other locations. A large percentage of the people trafficked are women and children. Many of them are used in the sex industry. They are the prostituted people on the street and in private homes, and in legitimate businesses such as restaurants, truck stops and motels. They need to be identified and recovered. TAT recognizes that members of the trucking industry are the eyes and ears of the nations highways and are invaluable in TAT’s fight against this heinous crime. Canadian director of TAT, Laura Cyrus, Director of Corporate Engagement, will explain how to spot the signs of human trafficking, how you can help, and how you can spread the word and empower your employees by making them TAT certified. This is an eye opening presentation that is a must see for everyone.

Jim Dimech, Director of Distribution for Praxair Canada who was one of the first Canadian companies to TAT certify all of their drivers will speak about the effect this had on their drivers and the image of their company overall.

**1:15 p.m. SEMINAR X  
VIRTUAL TRAINING IN A COVID  
– 19 WORLD**

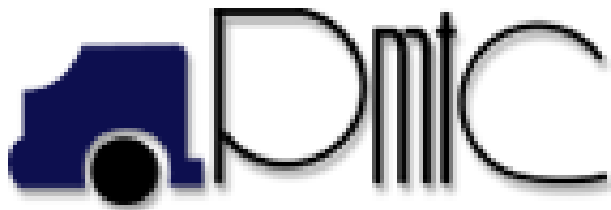
The world of virtual reality training is a topic that we briefly touched on last year in our seminar “using technology to train”. While this training was already being explored and used by some organizations, how has the onset on COVID-19, which made in cab and in person training more difficult, and not even possible for a short period of time, how has the use of this type of training changed? How has the technology evolved? Can it replace in person training, or should it only be used to supplement it? Is this a tool that can be helpful in introducing our industry to the next generation and getting them excited about the possibilities with-in it? Join us as Kelly Henderson, ED of Trucking Human Resources Sector Council Atlantic, an early adopter of using VR training, moderates a panel of industry experts to delve into this topic and explore the possibilities of it’s use.

**2:00 p.m.  
CLOSING REMARKS**



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**ASSOCIATION CANADIENNE DU  
CAMIONNAGE D'ENTREPRISE**

**2020**

**PMTCC VIRTUAL CONFERENCE**

**September 9-10**

For more information about our  
Virtual Conference this year,  
Sponsorship Opportunities  
please visit our website:

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