PRIVATE MOTOR TRUCK COUNCIL OF CANADA
ASSOCIATION CANADIENNE DU CAMIONNAGE D'ENTREPRISE

50 YEARS 1977-2026

DRIVING FORWARD: TURNING CHANGE INTO OPPORTUNITY

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The trucking industry has never stood still, and that may be one of its greatest strengths. Its "driving force" has always been a willingness to adapt, learn and move forward. From behind the wheel to the boardroom, and across the broader industry, people have embraced change and helped shape a sector that continues **to evolve through regulation, education, innovation and an unwavering commitment to safety.** Today, that spirit of progress is more important than ever.

As such, I am very excited to invite you to attend the **2026 PMTC Western Canada Conference, taking place October 7 in Saskatoon, Saskatchewan.** This year's Conference is another opportunity to bring the industry together around these four pillars that continue to shape how we manage and operate our fleets**.**

These pillars are constantly interconnected. What happens with regulation affects operations. Technology influences safety. Workforce challenges affect recruitment and retention. Economic and geopolitical conditions influence virtually every business decision we make. The overall purpose of the conference is to look at those topics together, challenge the "status quo" and create an environment where meaningful conversations can take place.

Understanding the Forces Shaping Our Industry

This year's agenda focuses on current issues that are having a direct impact on transportation businesses:

Back from popular demand, this year again we have Our Keynote Speaker from the Bank of Canada. **Mark Baker**, Senior Economist will be presenting on tariffs and barriers as we are witnessing the ongoing **trade barriers and tariffs** that affect the trucking industry in very real ways. Therefore, understanding the broader economic picture will help and assist fleet managers and business leaders make better-informed decisions.

Ongoing **regulatory updates** are always vital to our industry. This year, representatives from Saskatchewan Ministries of Highways, Manitoba Transportation & Infrastructure, Alberta Transportation and the Canadian Council of Motor Transport Administrators will be attending and presenting. Having these key representatives at our Conference creates a direct line of valued communication between each province and our industry. The aim is to generate and create a space of transparency, have meaningful conversations, and learn the latest in industry regulations and policies.

Our **Technology & Logistics** session will look at how two enterprises, EnviroApps and ISAAC Instruments are working together to roll out and implement Dangerous Goods e-documents for trucking. First of its kind in Canada, it will highlight the latest technology for carriers involved with dangerous goods across the country.

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The **Workforce Diversity** Panel will bring the discussion to a next level as exploring and addressing emerging issues have become increasingly important to the industry. The 21st century is witnessing rapid changes that required not only careful planning but more audacious approaches. Northern Resource Trucking, Trucking HR Canada, Women in Supply Chain (WISC) will explore and discuss various scenarios along with the moderator from THRSC-Atlantic.

Safety is one of our four pillars, and it deserves more than a conversation about compliance. This panel will bring together perspectives from Maximum Training School, Tandet, GFL Environmental and Canadian Tire along with an insurance perspective, thanks to moderator from the Sovereign Insurance Company. Four different companies - four different perspectives- four successful approaches.

As we get closer to the end of the conference, **Dr. Alex Crizzle** from the University of Saskatchewan's Driving Research & Simulation Laboratory, will speak about **Drivers' Health & Wellness.** He will address the latest findings about proper rest and nutrition on the road, as well as the aging workforce.

Moving Forward Together

As PMTC celebrates its 50th anniversary, we all acknowledge that the industry will continue to change. There will always be new regulations, new technologies, new workforce challenges and new economic pressures. Adaptability and preparedness will always be key factors along with innovation.

Innovation happens when people connect, challenge ideas, build trust and cross bridges together.

Join us at the PMTC Western Canada Conference in **Saskatoon, the "City of Bridges,"** where we will learn from one another, gain perspectives, challenge ideas, share what is (and isn't) working, and **build stronger bridges and relationships** across the industry.

To learn more and register, with the note that seating is limited, visit **www.pmtc.ca.**