

**MONDAY, FEBRUARY 27**

<b>9:30 AM</b>	<b>3:00 PM</b>	<b>INDEPENDENT PROGRAM</b>
<b>6:45 AM</b>	<b>7:30 PM</b>	<b>Registration Open</b>
<b>9:30 AM</b>	<b>9:45 AM</b>	<b>Welcome to the Independent Program</b>
<b>9:45 AM</b>	<b>10:30 AM</b>	<b>Small Business Resources &amp; Opportunities: Certifications, Gov't Procurement &amp; More</b>  Independent movers are the heart of the moving industry, and its important that they understand the resources and opportunities available to them as small businesses. In addition to providing general information, this session will focus on making sure indy movers are informed about certifications and other requirements to work under DoD and other government procurement programs.
<b>10:45 AM</b>	<b>12:30 PM</b>	<b>Speed Mentoring &amp; Networking</b>  Want advice and want it fast? Join us during this fun and interactive session where you and your peers can engage in a collaborative discussion with a subject matter expert, gain connections, valuable advice, and more. This session allows you to meet others and cover a host of topics in a short amount of time.
<b>12:30 PM</b>	<b>1:15 PM</b>	<b>Break for Lunch</b>
<b>1:15 PM</b>	<b>2:45 PM</b>	<b>Industry Leaders: Achieving Growth in a Downturn</b>  As economic uncertainty rises, what are the strategic decisions that Independent Movers can make that will help them achieve growth during a potential downturn? In addition to an update on economic conditions and key indicators, hear from and ask questions to industry leaders about strategic approaches movers should consider around hot topics like mergers & acquisitions, real estate asset management, marketing & branding, and labor & talent management.
<b>10:45 AM</b>	<b>3:00 PM</b>	<b>MSC LEADERS PROGRAM ACTIVITIES</b>
<b>10:45 AM</b>	<b>12:30 PM</b>	<b>MSC Leaders Program Activity</b>
<b>12:30 PM</b>	<b>1:15 PM</b>	<b>Lunch Break</b>
<b>1:15 PM</b>	<b>3:00 PM</b>	<b>MSC Leaders Program Activity</b>

**MONDAY, FEBRUARY 27**

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| <b>3:00 PM</b> | <b>4:00 PM</b> | <b>Moving &amp; Storage Institute Board of Directors Meeting</b><br>(MSI Board only)                                                                                                                                                                                                                                                                                                                                                                             |
| <b>3:00 PM</b> | <b>4:00 PM</b> | <b>Building Business Value Through ATA Benefits &amp; Programs</b><br>As part of the broader American Trucking Associations, ATA MSC members can connect with multiple benefits and programs that help build business value. This session brings together ATA experts on equipment and technology, safety, government freight, and public policy to share how the work of ATA supports your business and how you can best take advantage of these opportunities. |
| <b>4:00 PM</b> | <b>5:30 PM</b> | <b>ATA Movers Executive Committee Meeting</b> (Exec Cmte Only)                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>4:00 PM</b> | <b>5:30 PM</b> | <b>40Below Reception</b> (all attendees welcome)                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>5:30 PM</b> | <b>6:30 PM</b> | <b>ATA Truck PAC Reception</b> (separate ticket required)                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>6:45 PM</b> | <b>9:15 PM</b> | <b>ATA Movers Opening Reception in MSC Pavilion/TMC Exhibit Hall</b>                                                                                                                                                                                                                                                                                                                                                                                             |

**TUESDAY, FEBRUARY 28**

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| <b>6:45 AM</b> | <b>5:45 PM</b> | <b>Registration Open</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>7:30 AM</b> | <b>8:00 AM</b> | <b>ATA Movers Kickoff Breakfast</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>8:00 AM</b> | <b>9:30 AM</b> | <b>Opening General Session</b><br><b>Welcome to the ATA MSC Annual Meeting</b><br>Speakers: David Marx, Chris Spear<br><b>FMCSA Update – Safety Regs, Field Enforcement &amp; More:</b><br>Darrell Ruban, Associate Administrator for Safety, FMCSA is responsible for the leadership, guidance, and oversight of FMCSA's field operations, compliance, enforcement, grants, CDL, training, and safety offices. He will be providing an update on safety regulations, field enforcement and more. |



Darrell Ruban,  
Associate Administrator for Safety  
FMCSA

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| <b>9:45 AM</b> | <b>10:45 AM</b> | <b>Government Affairs Committee Meeting</b>                                    |
| <b>9:45 AM</b> | <b>10:45 AM</b> | <b>Education Session - Technology: Improving Efficiency &amp; Saving Costs</b> |

**TUESDAY, FEBRUARY 28**

<b>10:15 AM</b>	<b>2:15 PM</b>	<b>Exhibit Hall Open</b>
<b>11:00 AM</b>	<b>12:00 PM</b>	<b>State Moving Associations Meeting</b>
<b>11:30 AM</b>	<b>1:00 PM</b>	<b>Lunch in MSC Pavilion/TMC Exhibit Hall</b>
<b>1:00 PM</b>	<b>2:00 PM</b>	<b>Industry Image &amp; Standards Committee Meeting</b>
<b>1:00 PM</b>	<b>2:00 PM</b>	<b>Safety Working Group Meeting</b>
<b>2:15 PM</b>	<b>3:15 PM</b>	<b>Education Session – HHG Regulatory Review with FMCSA</b> Speaker: Monique Riddick, Chief Commercial Enforcement Division, FMCSA In support of movers as they continue to navigate last year’s changes to the HHG regulations, the FMCSA’s Commercial Division Chief will be providing an overview of the updates and answering your questions.
		 Monique Riddick, Chief Commercial Enforcement Division, FMCSA
<b>2:15 PM</b>	<b>3:15 PM</b>	<b>Government Traffic Committee Meeting</b>
<b>3:30 PM</b>	<b>4:45 PM</b>	<b>Afternoon General Session: Global Household Goods Contract (GHC) Transition &amp; Opportunities Update</b> Hear from HomeSafe Alliance leadership on the GHC transition and opportunities. Additionally, representatives from HomeSafe will also be available at the MSC Exhibit Pavilion to meet with ATA MSC members regarding engagement.
<b>5:45 PM</b>	<b>6:30 PM</b>	<b>MSC Reception</b>
<b>6:30 PM</b>	<b>Evening</b>	<b>MSC Banquet &amp; MSI Auction</b>

**WEDNESDAY, MARCH 1**

<b>6:45 AM</b>	<b>11:00 AM</b>	<b>Registration Open</b>
<b>8:00 AM</b>	<b>8:30 AM</b>	<b>Breakfast</b>



**WEDNESDAY, MARCH 1**

**8:30 AM**

**10:45 AM**

**General Session**

**Panel - Diversification Approaches During a Downturn**

Diversification is front and center to movers, especially as the housing market and other key indicators see challenge. What economic factors, operational demands, financial considerations, and more should movers understand as they evaluate opportunities?

**Panel - When Rubber Meets the Road:**

**Managing Cash, Assets & Risk**

The core considerations of managing cash, assets, and risk are only getting more important as movers face continued change and challenge. Experts from industry partners in these areas will provide actionable information on steps movers of all sizes can take to position their business for strength in the face of uncertainty.

**8:30 AM**

**12:30 PM**

**Exhibit Hall Open**

**11:00 AM**

**12:00 PM**

**ATA MSC Board of Directors Meeting** (all attendees welcome)