

# 2026 LEADERSHIP SYMPOSIUM

**MARCH 31 &  
APRIL 1**

**KNOXVILLE, TENNESSEE**



## DAY 1 MARCH 31

- 12:30 P.M.** Check-in
- 1:30 P.M.** Executive Welcome *Great West Casualty Company Executive*
- 1:35 P.M.** State of the Industry  
*Great West Casualty Company Executive*
- 2:00 P.M.** The Economic & Strategic Impact of Early Jury Research  
*Bill Kanasky Jr. Ph.D. | Courtroom Sciences*  
*John Pion | Pion, Nerone, Girman & Smith*
- 3:40 P.M.** Break
- 4:00 P.M.** Wowing Customers Doesn't Guarantee Loyalty  
**KEYNOTE** *Ross Shafer | Emmy Award-Winning TV Host, Comedian*
- 5:00 P.M.** Welcome Reception *Drinks & Heavy Appetizers*
- 6:30 P.M.** End of Day 1

## DAY 2 APRIL 1

- 7:30 A.M.** Breakfast
- 9:00 A.M.** Executive Welcome *Great West Casualty Company Executive*
- 9:10 A.M.** ATA Advocacy Update *Alex Rosen | American Trucking Associations*
- 10:00 A.M.** From Hire to First Dispatch: A Repeatable Driver Onboarding SOP  
*Adam Wingfield | Innovative Logistics Group*
- 10:45 A.M.** Break
- 11:15 A.M.** Economic Outlook for the Trucking Industry *Eric Starks | FTR*
- 12:00 P.M.** Lunch
- 1:00 P.M.** ATRI Top 10: Critical Trucking Industry Issues  
*Jeff Short | ATRI*
- 1:45 P.M.** Plaintiff Strategies: What to Expect & How Fleets Can Stay Prepared  
*Steve Setliff | Setliff Law P.C.*
- 2:45 P.M.** Break
- 3:15 P.M.** Control the Controllables  
**KEYNOTE** *Raymont Harris | Elite Mindset & Performance*
- 4:15 P.M.** Closing Remarks *Great West Casualty Company Executive*
- 4:30 P.M.** Networking Happy Hour *Drinks & Light Appetizers*
- 6:00 P.M.** End of Event

**QUESTIONS?** Contact Kelton Heckman at [k.heckman@gwccnet.com](mailto:k.heckman@gwccnet.com).



## EVENT VENUE

**KNOXVILLE CONVENTION CENTER**  
701 Henley Street  
Knoxville, Tennessee

## STAY

The block is now closed, but rooms may be available at the prevailing rate by contacting the hotel directly.

**MARRIOTT KNOXVILLE DOWNTOWN**  
525 Henley St  
Knoxville, Tennessee  
865-522-2800

## MEETING SPACES

**REGISTRATION**  
HENLEY CONCOURSE

**MEETING ROOM**  
BALLROOM ABC

**MEAL ROOM**  
BALLROOM EFG

**RECEPTION**  
CUMBERLAND CONCOURSE



OLD REPUBLIC INSURANCE GROUP