

# The 4<sup>th</sup> Annual HTAA Healthy Trucking Summit

Presented by



Held annually at the World Famous  
Omni Hotel at CNN Center in Atlanta, Georgia  
April 24-26, 2012



HEALTHY  
TRUCKING  
ASSOCIATION OF AMERICA

*We carry healthy solutions*

Raising Awareness to  
*Taking Action*



ATLANTA 2012

A blue stethoscope is positioned over the right side of the "ATLANTA 2012" text. The background of the entire page is a night-time photograph of the Atlanta skyline, with several prominent skyscrapers illuminated against a dark blue sky. A large, semi-transparent blue silhouette of a truck is overlaid on the right side of the image.

**ATTENDEE PROSPECTUS**

# Welcome to the 2012 Healthy Trucking Summit



Hello Trucking Industry Professionals:

Since its inception in 2009, the HTAA Healthy Trucking Summit has become the undisputed premiere health and wellness event of the trucking industry. I'd like to personally thank everyone who has participated in past Summits and all of you who are considering joining us for the first time. It's the involvement of people like you that has made the Healthy Trucking Summit the most successful event of its kind and the trucking industry's most important annual event for improving the health of our nation's drivers.

This year we are emphasizing TAKING ACTION against the lack of good health amongst America's truck driver population. So this is an event that you should not miss if you have an interest in helping professional drivers and other trucking industry employees to improve their health and live longer lives.

We greatly appreciate your support of the HTAA Healthy Trucking Summit and the Healthy Trucking Association of America. Welcome to Atlanta!

Sincerely,

Bill Gordon  
Executive Director  
Healthy Trucking Association of America

**Who should attend:** Trucking Industry Professionals, especially Trucking Industry Leaders, Trucking Fleet Management, Safety Directors, Human Resource Managers/Directors, Trucking Association Officers and Staff, Health and Wellness Managers and Personnel, and Benefits Directors, to name a few – others who should attend include:

Risk Managers  
Chief Financial Officers  
Health & Productivity Mgmt.  
Health Promotion Directors  
Nurses: Occup. Health/Leaders  
Behavioral Health Care Execs  
Vice Presidents, Benefits  
Workers' Comp Executives  
Representatives from Government Agencies

Executives: HR/Benefits/Risk/Finance  
Recruitment & Retention Managers  
Vice Presidents, Human Resources  
On-Site Clinic Executives  
VP/Director-Risk Management  
Utilization Management Execs  
Wellness Program Directors  
Disability/Rehab Managers  
Health Plan Administrators



# Raising Awareness to *Taking Action*



## The First Step was **RAISING AWARENESS**

With the help of our many summit attendees, supporters, and friends the HTAA has successfully generated a new level of awareness within the trucking industry. We have spent the last three years successfully providing education and resources that have brought about a new understanding of the health challenges that face our nation's professional drivers and the importance of addressing these health concerns.

Before the HTAA took on the responsibility of serving as the health and wellness authority of the trucking industry, there was very little available information about the alarming lack of good health within the professional driver population. We therefore knew that our first major task and the most important goal of the first Healthy Trucking Summits was to raise awareness and help drivers and trucking industry leaders identify and understand the problem. The fact that so many people are now aware of alarming statistics like the low average life expectancy of drivers is proof positive that the HTAA and our annual Healthy Trucking Summit have been very successful in our ongoing efforts to raise awareness within the industry.

## Now it's Time to **TAKE ACTION**

While raising awareness of driver health issues will always be an important function of the HTAA, it is just the first step in the HTAA's mission to create a HEALTHY trucking industry. As the authority on health and wellness in the trucking industry, the HTAA's current groundbreaking task is to take the next step as we lead an all-out nationwide campaign to take action that will help drivers directly address and overcome their health and wellness challenges. Therefore the theme of the 2012 Healthy Trucking Summit is 'Raising Awareness to Taking Action' as we emphasize a boots-on-the-ground direct assault on the health problems that are plaguing our over-the-road professionals.

The HTAA has already begun to take action by bringing tremendous resources to the trucking industry. HTAA blood pressure monitor kiosks and the BP Downshift program helped drivers address hypertension; we've introduced numerous wellness and weight loss programs to the trucking industry to fight obesity; and our discount prescription cards, AmeriDoc 24-hour call-in doctors, and efforts to develop accessible on-the-road healthcare options have made effective healthcare more affordable and more available for our nation's professional drivers.

At the 2012 Healthy Trucking Summit the HTAA will be introducing cutting-edge programs that fleets and trucking organizations can implement immediately to TAKE ACTION against poor driver health and immediately begin to lower health care costs, reduce insurance claims, limit liability, and most of all – improve the health and wellness of their drivers.



# 2012 HTAA HEALTHY TRUCKING SUMMIT

The unparalleled success of the HTAA's annual Healthy Trucking Summit has been one of the trucking industry's greatest recent achievements. In 2009, 2010 and 2011, trucking industry leaders, Safety and H.R. Executives, and health care experts came together to address the industry-wide need to improve the health and wellness of professional drivers. The 2012 HTAA Healthy Trucking Summit once again serves as the year's single most important event for improved driver health and the establishment of a HEALTHY trucking industry.



Photo courtesy of centennialpark.com.

## Welcome to Atlanta, Georgia

Host of the 1996 Summer Olympics, Atlanta, Georgia provides the 2012 Healthy

Trucking Summit with an unparalleled backdrop. The famous downtown area surrounding the Omni Hotel is Atlanta's most popular spot for visitors and tourists. Summit attendees may want to take some time to visit the many local attractions within easy walking distance of the Omni Hotel, including CNN Center, Centennial Olympic Park, The Georgia Aquarium, and the World of Coca-Cola. Attendees may also want to try some of the popular local restaurants within close proximity, some of which include the Hard Rock Café, Dantanna's, Ray's in the City, Hsu's, Legal Seafoods, McCormick & Schmick's, Thrive, and the Peasant Bistro.



Photos courtesy of Omni Hotels



## Enjoy The World Class Omni Hotel at CNN Center

Southern hospitality truly meets cosmopolitan elegance at this luxury Atlanta hotel. Located in the heart of downtown Atlanta, this unequalled hotel treats guests to views of the spectacular downtown skyline or picturesque Centennial Olympic Park, and provides direct access to Philips Arena, CNN Center, and the Georgia Dome. We highly recommend that all Summit attendees register for the Omni Select Guest Program. Membership is free and Select Guests enjoy exclusive benefits, including free Wi-Fi service and complimentary morning beverages & newspapers delivered to your room.

## Exciting Skybox Sporting Event

Summit attendees have always enjoyed the excitement of our traditional "Skybox Events." So in response to popular demand we will be returning to the luxurious HTAA Healthy Trucking Skybox at Philips Arena for dinner and drinks.

The Tuesday night skybox event will feature the stars of NBA Basketball as the Atlanta Hawks take on the Los Angeles Clippers. As always, Summit attendees and sponsors will be treated to a wonderful dinner during the game and enjoy full access to the VIP Club at Philips Arena.



# A Great Success Story



## The 2009 HTAA Healthy Trucking Summit

In response to the pressing need for improved driver health, in February 2009 the HTAA hosted what has proven to be one of the most important conferences to ever take place in the trucking industry — the ground-breaking HTAA Healthy Trucking Summit at the Omni Hotel in Atlanta, Georgia. The first event of its kind, the paradigm HTAA Summit brought trucking industry leaders together with health and wellness experts and offered real solutions for driver health challenges. The response was tremendous, as many of the country's most respected trucking fleets came together and joined the HTAA's efforts to improve the health of the industry.

## The 2010 HTAA Healthy Trucking Summit

The 2010 Summit built on the enormous success of the first Summit with a stellar group of speakers and special guests. The Federal Motor Carrier Safety Administration became involved with the Summit for the first time, as Maggi Gunnels, the Head of Medical Operations for the FMCSA spoke on Commercial Driver Health and Safety from the Federal Perspective and answered questions about CSA 2010. In two short years, the HTAA Healthy Trucking Summit had become the trucking industry's undisputed single most important annual health and wellness event.

## The 2011 HTAA Healthy Trucking Summit

In 2011 the HTAA Healthy Trucking Summit was bigger and better than ever before. With the help of outstanding Title Sponsors like Abbott, Lindora Clinics, Walgreens Take Care Clinics, CVS MinuteClinics and Novo Nordisk the HTAA hosted more attendees than ever before as over 400 people applied to attend. Once again, the FMCSA showed its support as their Medical Director, Dr. Benisse Lester, appeared as the Featured Speaker.

**Now YOU can become an important part of the Success Story by attending**

## The 2012 HTAA Healthy Trucking Summit

The 2012 HTAA Healthy Trucking Summit will once again serve as the year's single most important event for improving the health and wellness of the trucking industry. The 4<sup>th</sup> Annual Summit will be the very best source for invaluable education and insight on the health issues facing the trucking industry. Attendees at the 2012 Healthy Trucking Summit will find resources for addressing numerous important driver health and wellness concerns including hypertension, diabetes, sleep disorders, nutrition, respiratory health, exercise, insurance, and wellness programs, to name a few.





# The Industry-Wide Situation

## Industry-Wide Problem

Professional drivers still make up one of the unhealthiest occupational groups in the country. With alarming rates of hypertension, diabetes, smoking, and obesity, to name a few, and a tragic average life expectancy of less than 60 years of age, the job is literally *killing* our nation's drivers. As responsible leaders in the trucking industry, we *must* do something to help our drivers get healthy and live longer lives.

## Industry-Wide Challenge

The Associated Press released a story titled *Deadly Toll – Sick Truckers causing wrecks*, which was based on a 30-page GAO report. The subsequent Congressional hearing made the unhealthiness of professional drivers a national public safety concern. With precedents already in place supporting plaintiffs' holding trucking companies responsible for damages caused by their unhealthy drivers, we know that if trucking industry leaders don't come together and act to address this situation, then it will be left to government agencies, civil judges and personal injury attorneys to establish the standards by which the trucking industry will be governed. With the help of Summit attendees, the HTAA is taking the lead in confronting this industry-wide challenge.

## Industry-Wide Safety Director and H.R. Director Support

As the unhealthiness of the average professional driver has become a major issue in the trucking industry, the responsibility for improving Driver Health and Wellness has come to fall under the direction of fleet Safety Departments/Divisions and/or the H.R. Department/Division. Unfortunately, Fleet Safety Directors and H.R. Directors generally have very little health and wellness experience and no medical background. The HTAA has therefore taken on the responsibility of providing Safety and H.R. Executives with the resources they need to handle the health and wellness needs of their drivers. Attending the HTAA Healthy Trucking Summit is the best way for fleet executives to learn about the many resources the HTAA provides and to begin tapping into an extremely valuable source of Health and Wellness information, services, and support for Safety Directors and H.R. Directors.



# 2012 HTAA Healthy Trucking Summit Omni Hotel at CNN Center – Atlanta, Georgia

## SCHEDULE OF EVENTS - GENERAL ITINERARY\*



### TUESDAY – APRIL 24

- 8:00 – 12:30 Exhibitor Set-up
- 8:00 – 4:00 Registration
- 1:00 – 4:00 Coffee and Snacks in Exhibit Area
- 4:00 – 4:30 Opening Remarks
- 4:30 – 6:30 Pre-Game Cocktail Party in Exhibit Area
- 7:00 – 10:00 NBA Basketball w/Dinner and Drinks in HTAA Skybox at Philips Arena (Attendees and Sponsors)

### WEDNESDAY – APRIL 25

- 7:30 - 8:30 Exhibits Open
- 8:00 - 8:30 Breakfast in Exhibit Area
- 8:45 – 9:50 Overview of Driver Health and Wellness
- 9:50 – 10:00 Break
- 10:00 – 11:05 Diabetes Awareness and Control Session
- 11:05 – 11:15 Break
- 11:15 – 12:20 Driver Vitality Program Overview
- 12:20 – 1:25 Lunch in Exhibit Area
- 1:30 – 2:30 Smoking Cessation and Respiratory Illness Session
- 2:30 – 2:45 Break
- 2:45 - 3:45 Hypertension and Heart Health Session
- 3:45 – 4:00 Break
- 4:00 – 4:50 Sleep Disorders Session
- 4:50 – 5:00 Break
- 5:00 – 5:50 Obesity and Weight Control Session
- 6:30 - 9:00 Walk-Around Dinner and Drinks in Exhibit Area with Games and Entertainment

### THURSDAY – APRIL 26

- 7:30 - 8:30 Exhibits Open
- 8:00 – 8:30 Breakfast in Exhibit Area
- 8:00 - 10:30 Sponsor Exhibits Open with Coffee, Juice & Soft Drinks
- 10:00 - 10:30 Final Remarks with Prizes and Free Gifts in Exhibit Area
- 10:30 - 4:00 Exhibitor Breakdown

The Healthy Trucking Association of America is committed to our mission of building a HEALTHY Trucking Industry. Therefore, since attending the HTAA Summit is the very best way a trucking industry professional can acquire the resources he or she needs to help drivers improve their health and live longer lives, the HTAA offers all the benefits of the full Healthy Trucking Summit Itinerary for the lowest price of any major conference in the trucking industry.

### 2012 HEALTHY TRUCKING SUMMIT ATTENDEE REGISTRATION COST\*

<u>Non-Members</u>	<u>Members</u>
\$195	\$95

Registration cost entitles attendees to participate in all Summit events, including all sessions, all meals, and the premiere skybox event.

\*Attendee Registration is not available to vendors.

\*General Itinerary may change



HTAA – We carry healthy solutions

# Attendee Registration Information



## HOW TO REGISTER

For registration information for the 4<sup>th</sup> Annual HTAA Healthy Trucking Summit please simply log on to our online Registration Page at [HealthyTruckingSummit2012.com](http://HealthyTruckingSummit2012.com) or contact Nikki Pinson at [nikkip@healthytruck.org](mailto:nikkip@healthytruck.org) or (800) 800-1198.

## LODGING INFORMATION

For the convenience of our attendees, the Healthy Trucking Association has reserved a block of rooms at the Omni Hotel at CNN Center and secured a special Healthy Trucking discount rate at this world class hotel of just \$149 per night. Room reservation information is provided upon completion of the Easy Online Summit Registration Page at [HealthyTruckingSummit2012.com](http://HealthyTruckingSummit2012.com) or call 1-800-THEOMNI or log on to the Omni Hotel website at [OmniHotels.com](http://OmniHotels.com).

## LOCAL ATTRACTIONS

Healthy Trucking Summit Registration begins at 8:00 AM on Tuesday morning. The official opening of the conference takes place at 1:00 PM Tuesday afternoon and the Summit concludes at 10:30 AM on Thursday morning. We will be awarding dozens of door prizes and giving out gifts to all attendees during Closing Remarks at 10:00 AM on Thursday, so we recommend that attendees schedule departing flights for Thursday afternoon. Our now famous Summit skybox sporting events have always been a treat for all attendees. This year's exclusive skybox event will include a top-shelf catered dinner with open bar in a luxurious private suite at Philips Arena during a televised NBA Basketball game. Tickets to the Tuesday Night Skybox event are distributed from 1:00 PM – 5:00 PM on Tuesday afternoon, so it is important to check in before or during that time period. Summit attendees may want to arrive early or depart later in order to take advantage of the many nearby Atlanta tourist attractions including the Georgia Aquarium, The World of Coca Cola, Centennial Olympic Park, CNN Center, and the Georgia World Congress Center. The Omni Hotel at CNN Center will extend the HTAA discount nightly room rate to any attendees who would like to arrive the day before the Summit or depart the day after. If any attendees would like to stay in Atlanta for an extended period of time, please contact Nikki Pinson.



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