

2024 TLA Annual Conference & CTLA Mid-Year Meeting

May 1 – 4, 2024

Wyndham Grand Rio Mar Puerto Rico
Golf and Beach Resort
Rio Grande, Puerto Rico



Transportation Lawyers
Association

CTLA





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THE BURIAL

https://www.google.com/search?client=firefox-b-1-e&q=the+burial+court+scene#fpstate=ive&vid=cid:3416e808,vid:2am4NXNm9_I,st:0





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PUBLIC PERCEPTION OF THE TRANSPORTATION INDUSTRY:

Impacts on Rulemaking, Insurance, Hiring, Contracts, and Litigation

Moderator:



Bryan J. Nelson
Taylor Nelson PL
Member

Panelist



Kristen M. Johnson
Cargomatic, Inc.
Chief Legal Officer

Panelist



Greg Reed
National Star Route
Mail Contractors
Association
Executive Director

Panelist



Melissa Richardson
Richardson Law Group
PLLC
Member

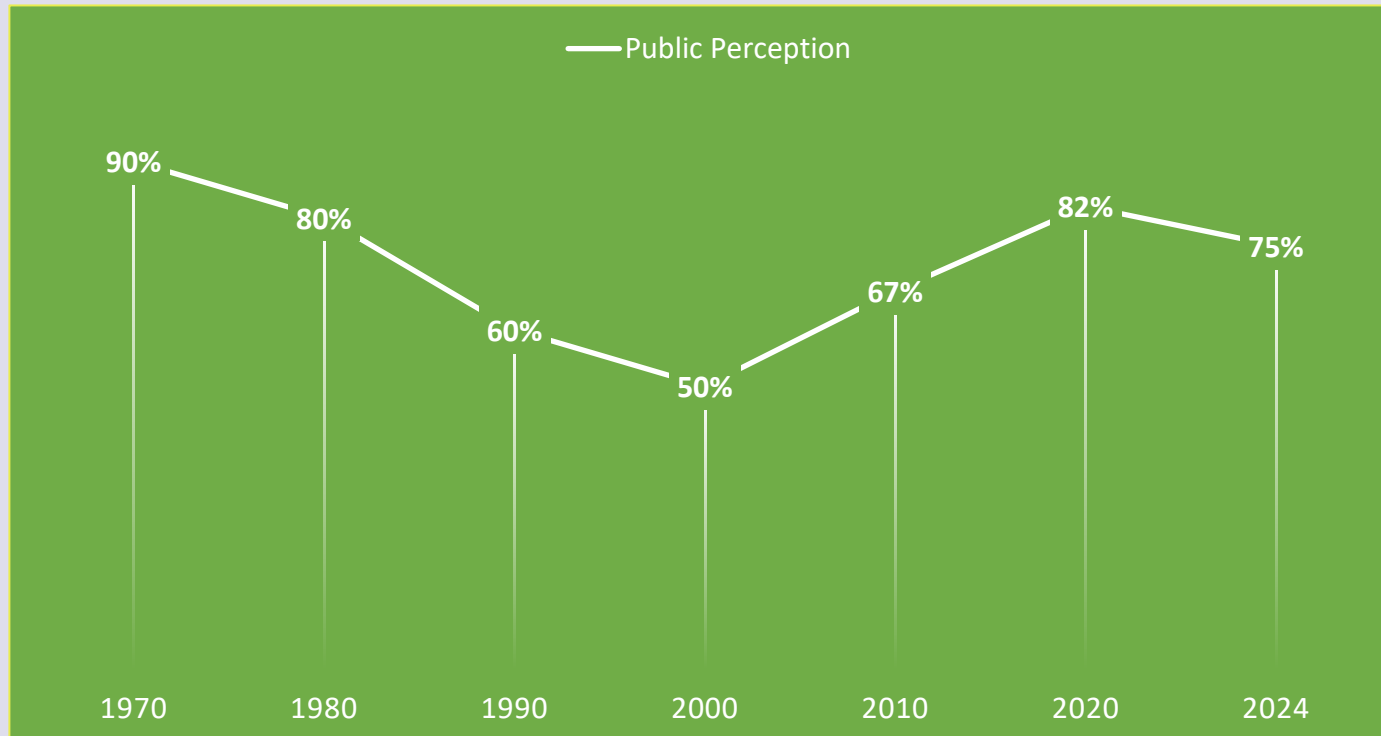


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THE RISE AND FALL (AND RISE) OF THE PUBLIC'S PERCEPTION OF TRUCKING





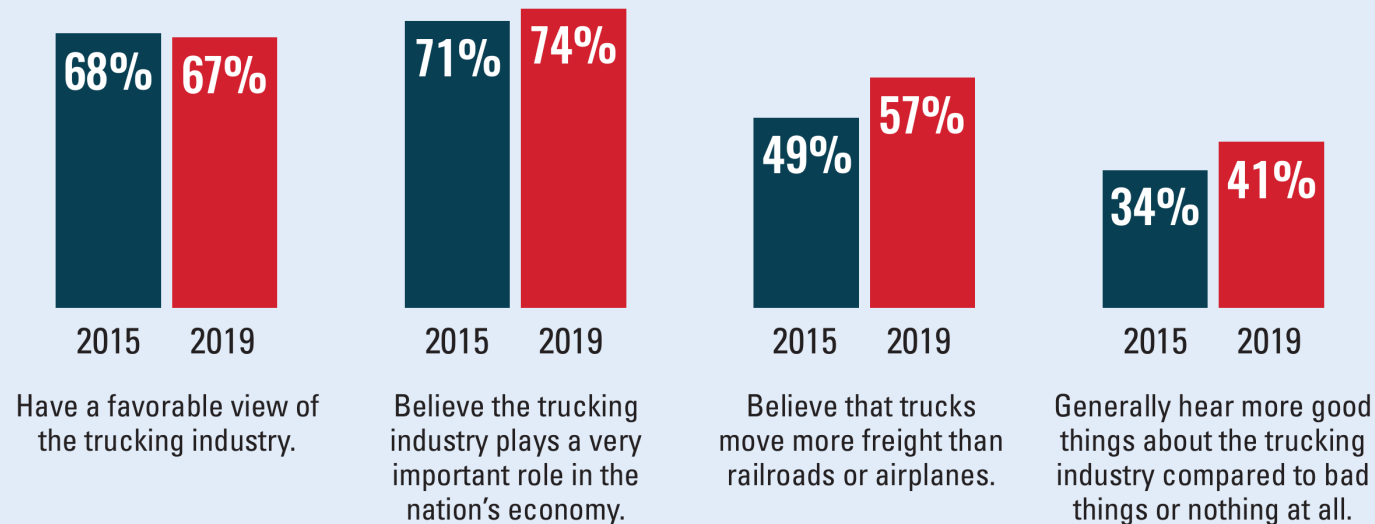
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THE RISE AND FALL (AND RISE) OF THE PUBLIC'S PERCEPTION OF TRUCKING

PERCEPTION OF THE INDUSTRY



Source: Trucking Moves America Forward (2023)



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PUBLIC PERCEPTION'S IMPACT ON: RULEMAKING

- Industry-Wide
- Safety
- Discriminatory Intent / Commentary
 - Toll Roads (Rhode Island)
 - AB-5 (California)
 - Predatory Towing
 - \$1,500,000 Minimum Insurance (New Jersey)

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PUBLIC PERCEPTION'S IMPACT ON: RULEMAKING

- Open and Consistent Dialogue with Rule Makers
- Participation in State / National Trade Associations
- Community Outreach / Philanthropic Ventures
- Higher Education



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THE BATMAN

<https://www.youtube.com/watch?v=SDXS0005US0>



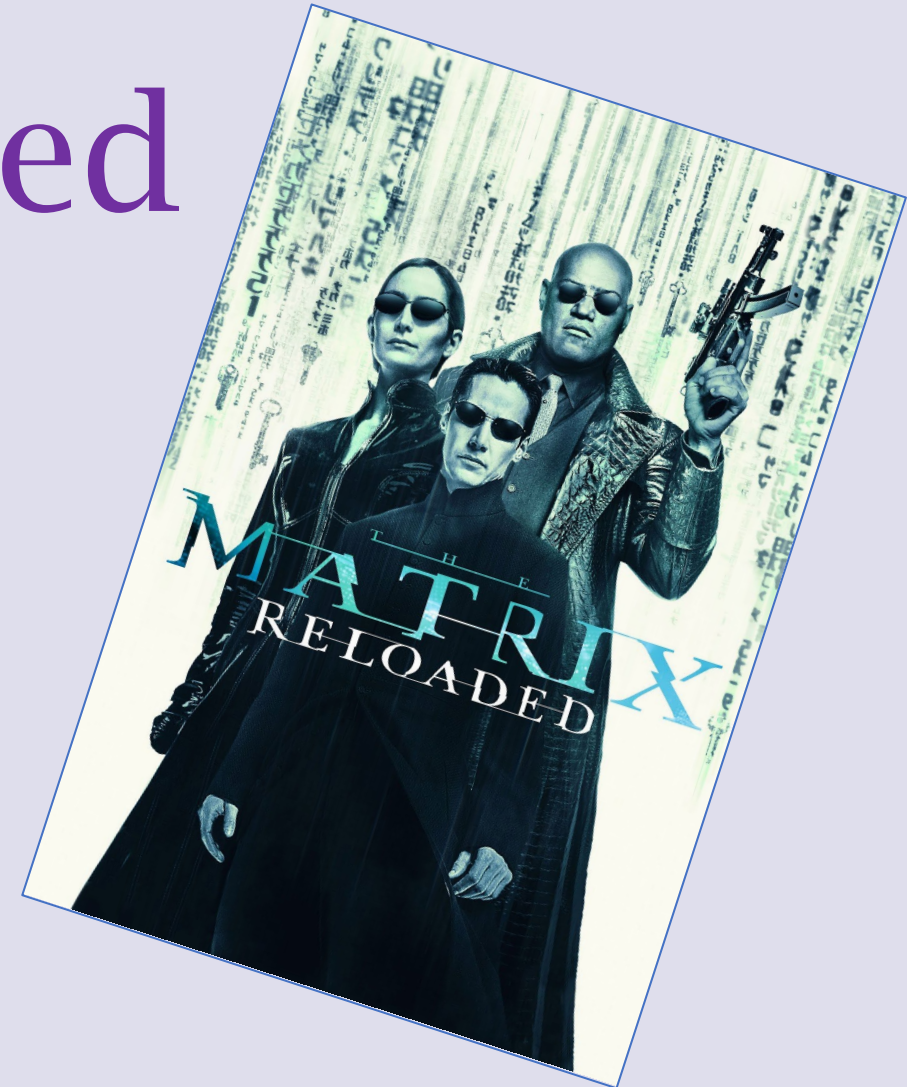


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The Matrix Reloaded

<https://www.youtube.com/watch?v=wSPAPeO17Zk>





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PUBLIC PERCEPTION'S IMPACT ON: INSURANCE

- Industry-Wide / Client-Specific
- Legal Requirements (National & State)
- Safety Requirements / Emerging Technologies
- Contractual Obligations
- Premium Increases
- Hiring Standards
- Available Limits

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PUBLIC PERCEPTION'S IMPACT ON: INSURANCE

- Open and Consistent Dialogue with Rule Makers
- Understand Emerging Safety Technologies
- Educate Customers on Impact (lack thereof) of Required Coverage
 - Cyber
 - Theft
 - Errors and Omissions
 - General Liability
 - Contingent Auto / TBL v. Auto Liability
- Maintain Regular Contact with Insurance Industry



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PEE-WEE'S BIG ADVENTURE

<https://www.youtube.com/watch?v=uzo1Cu-QLw0>





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BIG CITY GREENS: GRIDLOCKED

[Video to be Added]

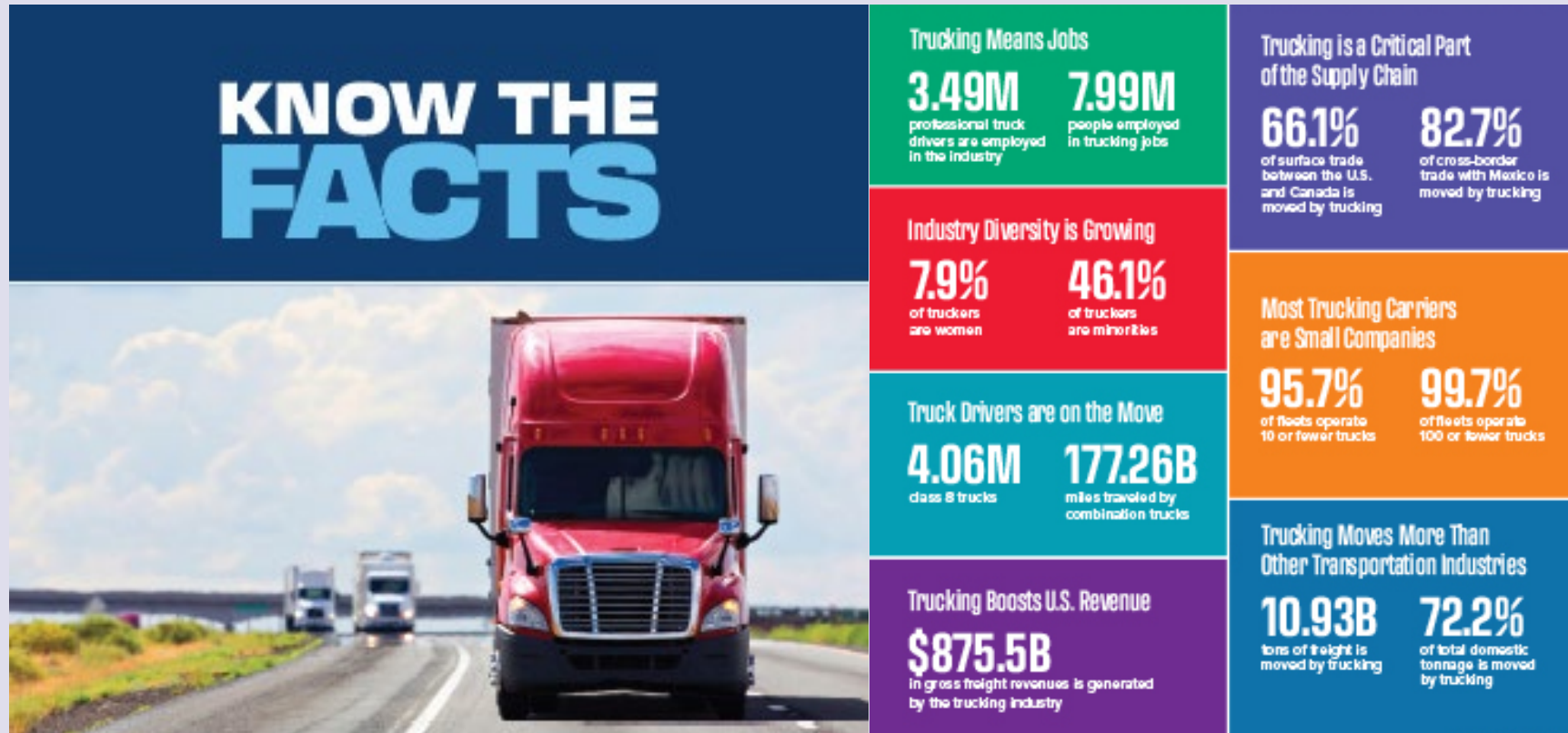




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PUBLIC PERCEPTION'S IMPACT ON: HIRING (PERCEPTION V. FACTS)





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PUBLIC PERCEPTION'S IMPACT ON: HIRING

- Industry-Wide / Client-Specific
- Current Driver Demographics
- Preferred Driver Benefits
- Hiring / Retention Strategies
- Importance of Training

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PUBLIC PERCEPTION'S IMPACT ON: HIRING

- General Disclosures of Compensation Data
- Driver Recognition (Safety Awards)
- Low Barriers to Entry
- Highlight Training Options
- Entrepreneurial Opportunities

SUPER TROOPERS

<https://www.google.com/search?client=firefox-b-1-e&q=supertroopers+truck#fpstate=ive&vld=cid:6eb6e4ba,vid:-4HRJNBhmOU,st:0>

See 1:05





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DIE HARD: WITH A VENGEANCE

<https://www.youtube.com/watch?v=482yhSV6Rws>

First 0:50





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PUBLIC PERCEPTION'S IMPACT ON: CONTRACTING

- Client-Specific
- Shipper-Broker / Shipper-Carrier Agreements
- Broker-Carrier Agreements
- Co-Broker Agreements
- Owner-Operator Agreements

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PUBLIC PERCEPTION'S IMPACT ON: CONTRACTING

- Take Time to Understand Your Client's Goals
- Educate Shippers on Industry Standards
- Highlight Your Client's Attributes
- Break Down Adversarial Positioning Between Contracting Parties
- Find Ways to Promote Equity or Alignment with Industry Standards

BEVERLY HILLS COP

<https://www.youtube.com/watch?v=NiuBWPKHTPA>

See: 6:00





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MARVEL'S ECHO





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CAPTAIN AMERICA: CIVIL WAR

<https://www.youtube.com/watch?v=O5QESUEx7dI>

1st minute





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PUBLIC PERCEPTION'S IMPACT ON: LITIGATION

- Industry-Wide / Client-Specific
- A Jury's Preconceived Notions
- Trial within a Trial
- Shipper v. Broker v. Carrier v. Driver

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PUBLIC PERCEPTION'S IMPACT ON: LITIGATION

- Recognize the Possibility for Preconceived Bias against Transportation Companies
- Educate Juror's on Industry Participants
- Identify and Explain Industry Standards
- Highlight Your Client's Attributes that Exceed Industry Standards
- Combat Negative Visuals with Client's Safety History, Technologies, and Trainings where possible
- Maintain Open and Honest Dialogue with Claims Adjusters and Stand Firm in Representation



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TEENAGE BOTTLEROCKET: SEMI TRUCK

<https://www.youtube.com/watch?v=f7DvRriGeWA>





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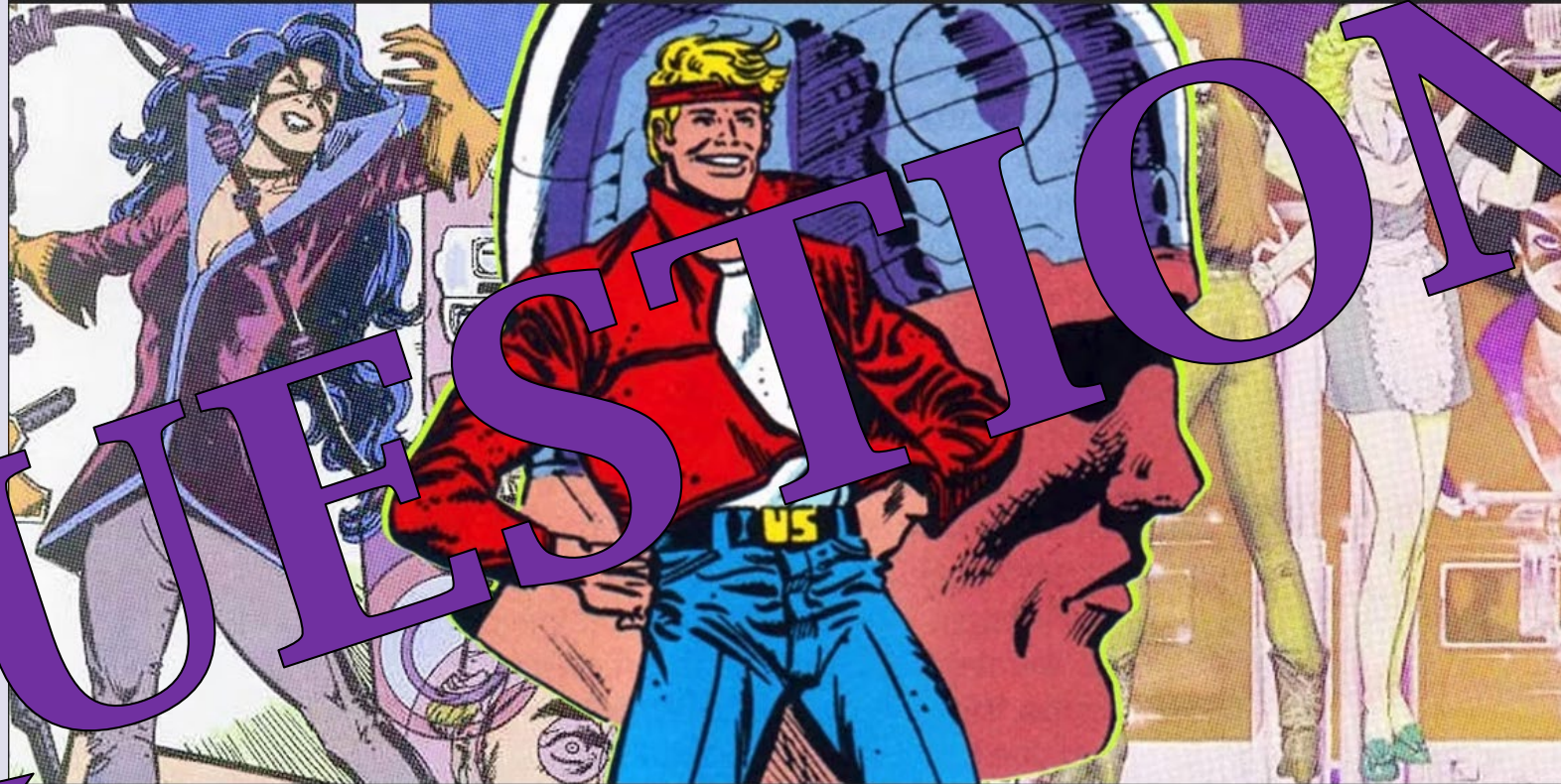
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Does Marvel Comics' Worst Series Really Deserve the Hate?

Is Marvel's infamous action series about giant trucks, bomb-shooting zeppelin's, and space aliens really that bad?

BY DEVON LORD-MONCRIEF PUBLISHED MAR 25, 2023



Every once in a while, a comic develops a reputation for not just being bad, but for being one of the worst comics of all time. There are many different reasons why certain comics don't go over well with readers. It can be due to poor characterizations, bad dialogue, or weak art.

[X]Close

*\$1,000 Trade-In Assistance Bonus Cash (PGM #30914). Not all buyers will qualify for Ford Credit financing. 0% APR financing for 60 months at \$16.67 per month per \$1,000 financed regardless of down payment (PGM #20068). Trade



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