TO: Trucking Industry Colleagues

It is our privilege to invite you to attend and participate in the upcoming 2020 Annual Convention of the Alabama Trucking Association to be held:

**April 23-April 25, 2020**  
Hilton Sandestin Beach Golf Resort & Spa  
Destin, FL

Convention speakers and entertainment are being scheduled to make the weekend meeting both educational and entertaining.

You will perhaps be called within the next few days to contribute to this effort.

We hope you will join with us in making ATA’s 82nd Annual Convention one of the most successful, yet. We look forward to seeing you!

**HOTEL ROOM BLOCK DEADLINE IS MARCH 20.**

All convention and golf registrations are available online at alabamatrucking.org/annual-convention/.

For more information contact **Brandie Norcross** at **334-834-3983**.

Jeff Coleman    Mark Coffman  
Convention Chairman   Convention Finance Chairman

Enclosure:  
2020 ATA Convention Packet which includes:  
(2) Convention Agenda (3) Sponsorship Form (4) Hotel Reservation Info  
(5) Speakers Info (6) Ladies Spa Info (7) Convention Registration form (8) Golf Registration form
**WEDNESDAY – APRIL 22**

2:00 - 5:30 P.M.  
ATA Comp Fund Board Meeting  
(*Trustees and Fund Advisors only*)

**THURSDAY – APRIL 23**

2:00 – 5:00 P.M.  
Open Registration

4:00 – 5:00 P.M.  
ATA Foundation Annual Board Meeting

5:00 – 7:00 P.M.  
ATA Welcome Reception

**FRIDAY – APRIL 24**

7:15 A.M.  
Buffet Breakfast Open

8:00 A.M. – 11:30 A.M.  
Breakfast Keynote

ATA Comp Fund Annual Meeting

ATA Business & Education Session #1

1:00 – 4:00 P.M.  
Poolside Hospitality

5:00 – 7:00 P.M.  
ATA Comp Fund Reception

9:30 P.M. – Midnight  
Hospitality Gathering & Evening Entertainment

**SATURDAY – APRIL 25**

7:15 A.M.  
Buffet Breakfast Open

8:00 – 11:00 A.M.  
Breakfast Keynote

ATA Board of Directors and Annual Meeting

ATA Business & Education Session #2

11:30 A.M.- 5:00 P.M.  
Golfer’s Lunch/Tournament

1:00 – 4:00 P.M.  
Poolside Hospitality

6:30 – 7:00 P.M.  
Chairman’s Reception

7:00 – 8:45 P.M.  
Chairman’s Dinner

9:00 P.M. – Midnight  
Evening Entertainment

More information, including a full convention agenda, is available at alabamatrucking.org or call Brandie Norcross at 334-834-3983.
Company Representative: 
Company: 
Billing Address: 
E-mail address: Phone 
Signature: Date 

Sponsorships Cannot Be Split Between Two (2) Or More Companies. **Pledges must be received by March 20 to appear in the convention program.** Sponsorships must be paid by **March 27.**

- **PRESIDENTIAL SPONSOR $15,000** *(Exclusive Host of the Convention)*
  - Logo listed as top sponsor in the 2020 Convention Program • Listing on ATA webpage • Free one-page color ad in Alabama Trucker for a year • Logo on name badge lanyards • Special recognition at all events

- **ACT I $6,000** *(Exclusive Host[s] of a Convention Event)*
  - Logo listed among top sponsors in the 2020 Convention Program • Listing on ATA webpage • Special recognition at sponsored events • **Exclusive Speakers and Entertainment event sponsor**

- **PLATINUM $3,000** *(Host[s] of an Exclusive Convention Event)*
  - Special recognition at sponsored event • Logo/Listing in 2020 Convention Program • Listing on ATA webpage

  *Platinum Sponsored events will be on a first come, first served basis.*
  
  To avoid an over-sponsored event, please select alternatives. (X) = Filled

- Breakfast (Friday Morning)
- Poolside Hospitality (Friday Afternoon)
- Breakfast (Saturday Morning)
- Ladies Door Prizes (Saturday Morning)
- Golfers Lunch (Saturday Afternoon)
- Poolside Hospitality (Saturday Afternoon)
- Golf Prizes (Saturday Evening)
- Chairman’s Reception (Saturday Evening)
- Dinner Wine (Saturday Evening)
- Ladies Spas

- **GOLD $1,500** *(Exclusive Host[s] of a Convention Event)*
  - Listing in 2020 Convention Program • Listing on ATA webpage • Special recognition at sponsored event • **Exclusive Saturday Evening Chairman’s Dinner sponsor**

*American Express, Visa, MasterCard or Discover accepted

Fax completed form to 334/262-6504 or Mail to ATA, P.O. Box 242337, Montgomery, AL 36124
Hotel reservations for the Alabama Trucking Association’s Annual Convention can be made by calling the Hilton Sandestin Beach Golf Resort & Spa directly at 850-267-9500 ext. 6700. Be sure to identify your affiliation with the Alabama Trucking Association Convention. Rates cannot be changed at check-in or checkout for those who failed to identify their affiliation at the time the reservation was made.

OUR PREFERRED ROOM RATE FOR THIS YEAR’S MEETING IS:
$289.00 plus tax for a Standard Room (upgrades available upon request)
Resort charge: $15.00 per room per day plus tax. Rates are based on double occupancy. There will be a $20.00 charge for each additional adult per room

Check-in time is 4:00pm/Checkout time is 11:00am
(Note: Rooms are available on a first-come, first-served basis)

ATA preferred rate room block CLOSES on Monday, March 20, 2020**

**After this date, reservations will be honored based solely on availability and subject to rack rates.
**Cancellation Policy: Once an individual reservation has been made, any changes should be made directly with the Group Reservations Department. The Hilton Sandestin Beach Golf Resort & Spa requires a one night’s room deposit and must accompany reservation form (check or major credit card). A credit card will be charged for one night’s deposit. To ensure accommodation availability, reservations and deposits must reach the Hotel at least 30 days prior to arrival. Full refund of deposit will be forfeited unless cancellation is received fourteen (14) days prior to arrival.
**Early Departure Fee: An early checkout fee of one night’s room and tax will be charged unless the Hotel is advised prior to or at the time of check in.

You are strongly encouraged to make your hotel reservations as early as possible.
Katie Britt, President and CEO, Business Council of Alabama
Dan Cook, Principal and Practice Leader, TrueNorth Companies
Ross Froat, Director of Engineering and Information Technology, American Trucking Associations
Randy Guillot, Chairman, American Trucking Associations | President, Triple G Express, Inc and Southeastern Motor Freight, Inc. (New Orleans, LA)
Ken Hoexter, Managing Director of US Equity Research in Transportation and Shipping, Bank of America Merrill Lynch
Dr. Vicki Karolewics, President, Wallace State Community College-Hanceville
Brent McElvaine, Captain, ALEA Motor Carrier Division
Tom McLeod, Chairman, Alabama Trucking Association | President and CEO, McLeod Software
Clinton Seymour, Division Administrator, Federal Motor Carrier Safety Admin.
Alabama Truck Driver of the Year

PRESENTERS

Kimble Coaker, CEO, ATA Comp Fund
Mark Colson, President and CEO, Alabama Trucking Association
Phil DeSimone, Chairman, ATA Comp Fund | CEO, Action Resources
Tim Frazier, Vice President of Safety and Regulatory Compliance, Alabama Trucking Association
Todd Hager, COO, ATA Comp Fund
Steve Williams, Partner, Carr Riggs and Ingram

ENTERTAINMENT

Soul Tide
Black Jacket Symphony performing the Rolling Stones’ Sticky Fingers album
Attention Ladies

WE THINK YOU DESERVE TO BE PAMPERED

The Alabama Trucking Association invites you to indulge yourself while you’re at the convention. You may choose any of the spa selections by going to the spa website: serenitybytheseaspa.com and clicking “Spa Services”. Next, choose any of the selections up to $130 (Anything more than $130 is your responsibility).

Please contact Serenity by the Sea at 866-622-9595 or 850-622-9595. You may also call the Hilton Sandestin Beach Golf Resort and Spa at 850-267-9500, and ask for spa reservations (Be sure to identify your affiliation with the Alabama Trucking Association). Appointments can be scheduled for Friday, April 24 or Saturday, April 25 – Appointments are first-come, first-served, so act quickly to get the pampering you want and deserve. To avoid scheduling conflicts, please refer to the convention agenda when making reservations.

You must be a fully registered attendee and over the age of 20.
Name (for ID Badge): ________________________________
Spouse Name (for ID Badge): ________________________________
Firm: ___________________________________ Telephone: ________________________________
Address: ________________________________________________________________
City: __________________________ State: ___________ Zip: ___________
Home Address: ________________________________________________________________
City: __________________________ State: ___________ Zip: ___________
E-mail address: ________________________________

All persons attending the Convention must be registered with ATA.

Full Package (Couple) – (DOES NOT INCLUDE GOLF)
ATA Member.............$695
Non-Member.............$795

Full Package (Individual) – (DOES NOT INCLUDE GOLF)
ATA Member.............$495
Non-Member.............$595

IF PLAYING GOLF, ADD AN ADDITIONAL $80.00 PER GOLFER

Children (ages 12 and under)............$75
Children (ages 13-20). .......................$175

“Badge Only” Registration is for BUSINESS MEETINGS ONLY
ATA Member.............$200
Non-Member.............$250

Do you have any special dietary (vegetarian, kosher, allergies), or other needs? □ Yes □ No
If yes, please specify: __________________________________________________________

Cancellation Refunds will be granted (less $50) only if made in writing and faxed to the ATA Office (334/262-6504) by close of business on April 10, 2020. After that date, there will be no refunds.

AMERICAN EXPRESS, VISA AND MASTERCARD ACCEPTED
ALL hotel reservations MUST be made directly with the HILTON SANDESTIN.

ATA ROOM BLOCK CLOSES March 20, 2020

Return form with check payable to: Alabama Trucking Association, P.O. Box 242337, Montgomery, AL 36124

Upon receipt and processing of completed registration forms, an email confirmation will be sent to the email address you have provided.
GOLF REGISTRATION FEE: $80.00 PER GOLFER
All golfers must be registered ATA Convention attendees!

Return completed form, along with convention registration to: Alabama Trucking Association, P.O. Box 242337, Montgomery, AL 36124 or Fax to us at 334-262-6504

THE BAYTOWNE COURSE
Sandestin, FL

Baytowne Golf Club is revered as one of the finest creations by renowned designer Tom Jackson. Twice hailed by Golf Digest as one of the “Best Places to Play” with 4½ stars, Baytowne Golf Club is a must play for all golfers planning to visit the picturesque Northwest Florida coast.

Not only does the routing for Baytowne Golf Club expand from the emerald waters of the Gulf of Mexico to Choctawhatchee Bay, but it also features some of the only elevation changes for any golf course in the South Walton or Destin area. With multiple teeing areas, Baytowne Golf Club is as forgiving from the forward tees as it is challenging from the championship tees.

NOTE: Teams will be assigned prior to play.

Daniel Wright - Golf Chairman     Shotgun start: 12:30 pm

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<tr>
<th>Name (print)</th>
<th>Company</th>
<th>Handicap</th>
<th>Typical Score</th>
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