



Membership Committee

CO-CHAIRMAN: Glynn Spangenberg, Chief Advisor, Spangenberg Partners
TCA STAFF LIAISON: Zander Gambill

MINUTES:

MEETING DATE: Sunday, March 1, 2020
TIME: 10:45 a.m. – 12:00 p.m. ET
PLACE: Osceola Room, Gaylord Palms Resort
Orlando, Florida

Committee Members in Attendance

Jim Ward
Tim Almack
Glynn Spangenberg
Ed Nagle
Kim Richardson
Todd Moore
Meredith Priestley
Shelly Dellinger
Lisa Spangenberg

Norm Ellis
Roy Cox
Sherri Garner Brumbaugh
Mylene Patterson
Courtney Muir
Lori Wildly
Tim Chrulski

TCA Staff in Attendance

Zander Gambill
Amy Gambill
Alice Turner

I. Call to Order

Glynn Spangenberg, Vice Co-Chair of the Membership Committee, welcomed committee members and guests. He called the meeting to order at approximately 10:46 a.m. Spangenberg mentioned that the committee is still looking for a Carrier Chairman. Motion to approve the minutes from the September Fall meeting was passed. The agenda for the meeting was outlined and the following reports were given.

II. Membership Report and Value Proposition

Zander Gambill introduced Alice Turner, the new Sponsorship & Sales Manager, and explained her new role. She'll be focusing on the associate members/prospects and that will allow Zander and Amy to focus on the carriers. He also introduced Amy Gambill and thanked her for her work in the membership department. Zander also reminded everyone that about the Carrier Chairman vacancy and thanked Glynn for all his hard work.

Zander gave his report and stated that the membership is slowly but surely hitting new record highs, both with members and revenue. Since the last fall 2019 meeting, membership has

grown from 697 to 713 members: 348 For-hire; 4 private fleets; 14 schools; 255 associates and the rest child/divisional accounts.

The goal for new members is 12.5 per month and the average has been 11 since October 2019, the start of TCA's fiscal year. Revenue-wise, the department is up 11% year over year for the first four months. Renewal rates have dropped a few percentage points with the overall rate being 90%. Zander also mentioned that TPP and TCA's webinars have been a great source of leads and new members. He also explained the renewal and new business process and "the blocking and tackling" that the department does. He also listed several events and conferences which he attended in the past six months.

Zander reviewed the value proposition of being a TCA member (education, govt affairs support, TPP, image campaigns, award programs, etc) and asked the committee members for their thoughts. There was a lot of discussion on the value of networking at TCA events and the need for a mentoring program where TCA members would mentor new members and prospects when they join TCA and attend events. There was also talk of a road trip initiative where Zander would travel to certain areas, meet up with TCA members and do visits to prospect companies.

III. TPP Report

Ray Haight updated committee members on the TPP program. Shepard Dunn has been hired as a new TPP consultant and three new Best Practice Groups have formed – Brokerage, Dryvan and Tanker. Two more are expected by April 2020 (Reefer and Flatbed). Additional numbers presented include 239 profiles on InGauge, 109 Best Practice Group Members and 51 online users.

IV. Old/New Business/Executive Session

No old or new business was discussed and there was no need for an Executive Session.

V. Adjournment

Spangenberg thanked committee members and guests for attending. The meeting adjourned after a motion was made and seconded at 11:45 a.m.