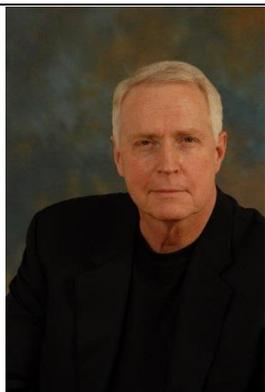


**Course Title: Transportation Officers’ Guide to Attracting Capacity**

**Abstract:** This course is designed to show you how to become a DoD shipper-of-choice in a hot, tight-capacity market. Whether you are a business depending on a reliable freight-service provider to keep your supply chain moving, or a Transportation Officer with thousands of forward-deployed warriors depending on you to keep them in the fight, finding a reliable freight carrier in the midst of a hot economy is something worth worrying about. This session will give you the edge to become a preferred shipper, one to whom carriers will timely respond with quality service. Transcom’s General Darren McDew referred to freight carriers as the fourth component. But do you understand them like you understand your uniformed battle buddies? No; not yet. But this session will reveal how to put your freight in front of the line. We cover how trucking works, explain why some carriers avoid DoD freight, how to become a favored customer, and debut a new video on LTL operations – all with an emphasis on specific actions you can take to actively attract capacity in support of your mission. Even today, some commercial shippers have all the capacity they need. By the end of this session, you will know what you can do to have all the dependable truck capacity you want, and the contacts to help you get there.

**Organization:** American Trucking Associations’ Government Freight Conference (GFC)

**Website:** [www.Trucking.org](http://www.Trucking.org)



Bill Wanamaker is the Executive Director of ATA’s Government Freight Conference. Bill’s job is to assist ATA members by enhancing the business climate and productivity between the trucking industry and federal government agencies that pay approximately \$10B each year to the trucking industry for freight services.

The scope of this endeavor includes approximately 140 independent federal agencies. It generates significant public policy issues relating to the movement of governments’ freight from general commodities to cash and security sensitive commodities such as arms, munitions and explosives, and non-hazardous high-security shipments. In this position, Bill’s ultimate objective is to lean out federal agency practices to result in less burden on taxpayers and more productive relationships between the trucking industry and their federal shipper customers.

Bill assists ATA members with business development in the government shipper sector, aids in problem resolution between members and agencies, advocates for more productive contract terms and business rules, and produces daily distribution of relevant information through 12 email groups to ATA members. He is the industry-advocacy voice to agencies, articulating matters that may be too sensitive for a carrier to initiate with their government customers.

Bill was originally hired as ATA’s Director of Intermodal Policy. The events of 9-1-1 evolved his responsibilities into security matters and eventually to include government freight.

Before coming to ATA in 2000, Bill headed up Congressional Affairs for the Helicopter Association International whose members own and manage commercial helicopter operations in the United States and Canada. He worked for two members of Congress, managing their transportation legislation. Prior to that, Bill served as a Deputy in the Los Angeles County Sheriff’s Department.

In 2017, Bill was elected by the Town of River Bend, NC to serve on Council.

Bill has a Bachelor of Science degree from California State University at Long Beach in behavioral sciences, and has completed graduate work in English and Journalism.

Bill's wife Karen completed a career as a professional political speech writer, industry executive speech writer, and today i  
relist. They have been married 40 years and live in New Bern, NC where Bill works from his home office.



Joe Filipiak is the Worldwide Account Manager for FedEx Services. In that capacity, Joe is the primary contact for all less-than-truckload (LTL) services to federal and state government agencies.

Before his 21 years at FedEx Services, Joe worked for Roadway Global Air for three years where he developed and implemented Roadway's Government program. Joe got his start in commercial truck freight at the Preston Trucking Company. After being hired as an Account Manager, Preston executives increased Joe's responsibilities over his nine-year career there until he was managing all their Government freight programs.

On October 3<sup>rd</sup>, 2016, Joe's trucking industry peers elected him to represent them as Chairman of the Government Freight Conference (GFC) of the American Trucking Associations (ATA), the voice of America's trucking industry. In this role, Joe is the chief spokesman for the motor-carrier sector serving all government agencies, and leads their advocacy objectives for federal agencies and the U.S. Congress. The GFC's primary objectives are oriented to bringing greater levels of efficiency, safety and productivity to be shared by carriers and agency shippers alike.

Joe, graduated from Slippery Rock University in 1980 with a BA degree in Business & Marketing. He has been married for 34 years to his wife Cheryl and has one daughter Ashley. Joe & Cheryl are currently enjoying their first grandchild Finley Rose Hawk.



Brian Carter is a Corporate Account Executive (CAE) for YRC Freight's Government Team, a role he has held since August 2010.

Carter began his career with YRC Freight as a dock records clerk in May 1987 after graduating from Shepherd University. He held various operations positions before joining the local sales force in 1999. He was a sales trainer for the North East Division prior to his current role.

Carter handles all aspects of sales and interactions regarding policy changes and updates that affect YRC Freight and the government agencies they support.

Carter is an active member of the National Defense Transportation Association (NDTA), The Association for Global Logistics and Transportation, and a member of the NDTA Surface Transportation Committee comprised of representatives of all Transportation Service Providers across all modes of transportation. In addition, Brian chairs the NDTA LTL Sub-Committee and is the second vice chair of the American Trucking Associations Government Freight Conference.

He graduated from Shepherd University in Shepherdstown, West Virginia with a Bachelor of Science degree in general Business Administration with a minor in Psychology.

**Session POC:** Bill Wanamaker, American Trucking Association Government Freight Conference

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