



WIM

Symposium

Hosted by Prime

JUNE
15-17

OASIS HOTEL
AND CONVENTION CENTER
SPRINGFIELD, MISSOURI

WORKING AGENDA

As of 3/23/26

Monday, June 15th

- 5:30 - 6:45 PM Registration Table Open
- 6:00 - 8:00 PM Welcome Reception
- 6:45 - 7:45 PM Networking Activity

Tuesday, June 16th

- 8:00 - 11:30 AM Registration Table Open
- 8:00 - 8:45 AM Attendees Eat Breakfast at Hotel
- 8:45 - 9:00 AM Welcome Remarks and Safety Briefing

Speakers:



**Nikki Thomas, VP, Industry Affairs,
American Trucking Associations**



**Nicky Morrison, Controller,
Prime Inc.**

9:00 - 11:15 AM Session 1: Christy Uffleman’s Wayfinding: Leading Yourself Through Change, Disruption, and Uncertainty

Session Description: This powerful group coaching experience offers tools, examples, and practices for anyone ready to evolve how they lead - and live - in a world that is changing by the minute. The stories shared are not only grounded in Christy’s research on personal evolution across the last 20 years, but also the latest data on both emotional agility from her mentor, Dr. Brené Brown, and neuroscience from Adam Grant.

Speaker:



Christy Uffleman, Founder and CEO of EDGE Leadership

11:15 - 11:30 AM Break

11:30 - 12:45 PM Session 2: Advocacy 101: Making the Persuasive Ask

Session Description: Advocacy is a skill and an activity not just reserved for lobbyists on the Hill. When women learn to advocate effectively, they get better, and their workplaces get better. They advocate for themselves, each other, and positive change in the workplace and industry as a whole. When women learn to advocate effectively, everyone wins.

Speakers:



Brenda Neville, President and CEO, Iowa Motor Truck Association



Abbey Schroeder, Grassroots Advocacy Manager, American Trucking Associations

12:45 - 1:30 PM Lunch

1:30 - 2:45 PM Session 3: Table Topic Discussions with Industry Trailblazers

Session Description: Women In Motion Board Members, past and present, will facilitate a series of small, intimate discussions on a variety of topics, allowing attendees to dive deep into issues of their choosing as well as build rapport with fellow attendees.

Facilitators:



Brenda Neville, President and CEO, Iowa Motor Truck Association



Megan Melichar, VP Enterprise Strategic Program Management, FedEx,



Frances Craig-Watson, Transportation Feeder Division Manager, UPS,



Krista Toenjes, General Manager, North America On-Highway Business, Cummins Inc.,

2:45 - 3:00 PM Break

3:00 - 4:15 PM Session 4: Emerging Technologies, Emergent Opportunities

Session Description: Keeping up with the latest technological innovations across our industry can feel like a full-time job in and of itself. With emerging technologies come emerging opportunities as well as challenges. How are we effectively keeping up with innovation and thoughtfully incorporating it into our companies' ever-growing toolkit of resources? What new challenges do new technologies bring with them, and how can we overcome them?

Speakers:



Emily Williams, Associate Vice President, Transportation Business Development, Geotab



Chris Silver, Chief Marketing Officer, PrePass,



Melissa Wade, Senior Director, Government Relations, Aurora

4:15 - 5:30 PM Break

5:30 - 7:30 PM Networking Dinner and Fireside Chat with Local Leaders Session

Wednesday, June 17th

7:30 - 8:45 AM **Session 5: Breakfast and Training with Truckers Against Trafficking**

Session Description: Every day along our highways, in our cities and communities, people, including our children, are subject to forced labor or are illegally bought and sold for commercial sex. However, every day, members of the transportation industry are in these same places ... and in a position to make a difference! You have the opportunity to be an everyday hero on the frontlines of this issue. This hour-long training session, facilitated by Truckers Against Trafficking, will provide all attendees with the knowledge and skills they need to help prevent human trafficking.

Speaker:



**Esther Goetsch, Chief Executive Officer,
Truckers Against Trafficking**

8:45 - 9:00 AM **Break**

9:00 - 11:00 AM **Session 6: Building Relational Intelligence by Beatty Leadership**

Session Description: The skills needed to successfully navigate your professional life aren't always technical. This session is designed to strengthen participants' self-awareness and relational awareness while equipping them with practical skills to build trust, deepen connection, and communicate more effectively in both professional and personal relationships. The session emphasizes understanding what drives behavior, strengthening empathy, and developing the relational skills required to navigate complexity, collaboration, and conflict with confidence.

Speaker:



Jenny Beilsmith, Beatty Leadership

11:00 - 11:15 Break

11:15 - 12:30 PM Session 7: Building a Supportive Corporate Culture

Session Description: In 2025, WIM launched its first survey of women in the trucking industry, specifically exploring the factors influencing the recruitment and retention of women in non-driver roles. While some of the obstacles women face when choosing to enter or remain in the trucking industry are structural and systemic, many can be addressed by changes made to company culture and values. This session will explore the results of the WIM survey as well as actionable takeaways for how WIM members themselves can work towards building a more accessible and supportive industry for other women.

Speakers:



Laura Duryea, Director of Driver Recruitment and Professional Growth, Boyle Transportation



Christy Choice, Professional Services Consultant, Tenstreet



Nicky Morrison, Controller, Prime Inc.

12:30 PM Symposium Wraps