



FLEET **SAFETY** COUNCIL

2017 Annual Educational Conference

Friday October 20, 2017

Mississauga, ON



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26th Annual **Fleet Safety Council** Educational Conference

The Fleet Safety Council is proud to unveil the exciting lineup scheduled for this year's 26th Annual Educational Conference.

The conference will be held on Friday October 20, 2017 at the Centre for Health and Safety Innovation – 5110 Creebank Rd. Mississauga L4W 0A1 Canada

This one-day event (which is expected to sell out once again this year) will bring together fleet safety professionals from the truck, bus, courier, ready-mix, and waste management industries as well as insurance companies and other related businesses to discuss the latest industry trends.

This year's topics address critical areas of health and safety that stretch beyond traditional issues as well as key matters that are at the centre of many safety related discussions across Ontario.

Don't delay and register today! [Click here for the registration form](#)

John G. Smith – Master of Ceremonies

The 2017 Fleet Safety Council Annual Educational Conference is pleased to announce John G. Smith from Truck News will be our Master of Ceremonies. John will also be the moderator of a high profile Transportation Legal Panel discussion that is one of the key components of this year's event.

John G. Smith is the editor of Today's Trucking – the business magazine of Canada's trucking industry. Smith – or "John G" as most people know him – is no stranger to the industry. The award-winning writer was the editor of Truck News and Truck West from 1995 to 2001, when he was also instrumental in launching www.trucknews.com. In 13 years as a contracted writer and communications consultant, he contributed to industry-related titles across North America.



Session I:

Promoting Diversity & Understanding Generational Influence in the Trucking Industry



a) Jane Jazrawy – CarriersEdge (8:30am – 9:15 am)

Only 3% of professional drivers in Canada are women which represents a huge untapped resource. The transportation sector is now making a more concerted effort to attract and retain female drivers.

It takes a special mindset for women to succeed in trucking—one that allows them to see opportunities where others don't, and one that allows them to deal with the harsh realities of working in a man's world.

Jane will tell our members how to address this unique untapped resource.

Jane Jazrawy is CEO of CarriersEdge, and creators of Best Fleets to Drive For program. Jane has delivered education and performance improvement solutions to more than 2 million people at companies around the world, in industry sectors as diverse as transportation, mining, manufacturing, finance, hi-tech, retail and government services.

b) Isabelle Héту – Trucking HR Canada (9:15 am – 10:00 am)

Isabelle Héту is Director, Programs and Services at Trucking HR Canada, a national not-for-profit organization dedicated to addressing the human resources challenges and opportunities in the trucking and logistics industry.



She oversees key initiatives including the nationally recognized Top Fleet Employers program, diversity programs and compensation benchmarking. She works closely with Canada's leading fleets through



various programs including the Women with Drive and Youth with Drive national advisory committees.

A millennial herself, she has extensively researched best practices in human resources to support the industry in its recruitment and retention efforts for this generation.

Millennials are the demographic born between the early '80s and 2000s and they represent the largest workplace cohort since the Baby Boomer. Millennials are generally considered to be technologically savvy, community-minded, environmentally aware, and resourceful multitaskers.

Forward-thinking fleets want millennial employees, particularly as aging boomers approach retirement. By 2020, youth born in the 1980s and '90s will represent 40% of the Canadian workplace.

Session II:

Easy As 123 - Creating Memorable Presentation Content - Workshop Bruce Outridge (10:30 am - 12:00 noon)

Bruce Outridge has been a staple of the transportation industry for over 30 years. He began in household furniture as a mover and owner operator before moving to the freight side where he continued as a driver and fleet supervisor. Since 2006 Bruce has started various businesses using his talents and passions and is currently a columnist, author, and blogger for many industry publications and companies.



Learn how to tell your story with this interactive workshop. Bruce will show participants how to create unique content and share it using the basics of journalism and the technology of today. This workshop version comes with a workbook that audience members will work through during the workshop allowing them the resources to continue creating content upon completion. Participants will learn what is unique about their story, create content that shows off their expertise, and share their content with consistency. This is a lively interactive session that includes a workbook to guide you along.

Session III:

MEDICAL MARIJUANA - How will you roll?

a) Barb Butler (1 pm - 2 pm)

Barb Butler, President, Barbara Butler & Associates Inc. Barb Butler is President of Barbara Butler & Associates Inc. She has been in assisting private business, as well as governments, industry associations and labour organizations in dealing with alcohol and drug issues in the workplace since starting her business in 1989. She has worked with companies in a wide variety of industry sectors to help them develop and implement alcohol and drug policies. This includes the introduction of company-specific policy statements, as well as communication, education, and training programs.

Barb will be addressing the current status of medical marijuana and legalization; the impact of use on performance and workplace safety; challenges for employers with safety-sensitive positions or work locations; balancing safety obligations with human rights laws; managing the situation through policies and programs and more.



b) Dr. Melissa Snider-Adler (2 pm - 2:30 pm)

Dr. Melissa Snider-Adler is the Chief Medical Review Officer for DriverCheck. Dr. Snider-Adler is certified as a Medical Review Officer by the American Association of Medical Review Officers. She is also certified as a Physician practicing Addiction Medicine by the American Board of Addiction Medicine. Dr. Snider-Adler is an Assistant Professor at Queen's University Department of Family Medicine. She was one of the authors of the 2011 Methadone Maintenance Treatment Program Standards and Clinical Guidelines and continues to work as a Peer Assessor for the College of Physician and Surgeons of Ontario where she also sits on the Methadone Assessors Committee. Dr. Snider-Adler gives talks across Canada to companies, physicians and the community about workplace substance abuse and addiction prevention and treatment.



Session IV:

Not Legalese but Legal T's: (Legal Panel) Panel Presentations - Trump, Trudeau, Trials and Tribulations

MC John G. Smith will lead a panel of high profile transportation legal experts through a discussion on the hottest issues that the transportation sector is facing.

Our audience will have an opportunity to ask questions to the panel and raise any current transportation legal issues that they may currently be addressing.

Legal Panelists include:

Brian Del Gatto: (Wilson Elser LLP)
- Trump related issues

As co-chair of the firm's Transportation, Cargo & Logistics practice, Brian's core emphasis is on assisting surface transportation providers or users with all of their legal needs. Brian and his team handle such claims and cases in New York, Connecticut and many other U.S. jurisdictions, including numerous matters relating to the needs of Canadian clients.



Norm Keith: Senior Partner, Fasken Martineau - Trudeau related issues

In recent months, Norm has addressed some key issues being faced by the Transportation Sector such as: Current legal status of medical marijuana in Canada, Legal tensions between safety and human rights, Arbitration Case Study: Imperial Oil



Ltd., Human rights Case Study: Selkin Logging, Legal Testing for Alcohol & Drugs - Case Study: Irving Pulp & Paper, Pending Before the SCC: Elk Valley Coal, Legal considerations for your alcohol and drug program.

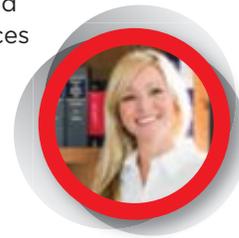
John Weston: (Secrest Wardle) - Trials

Specializing in motor vehicle litigation, with a sub-specialty in trucking regulation and litigation, "Jack" Weston has successfully defended both corporate and private clients at trial. Mr. Weston's trucking practice encompasses the representation of both American and Canadian clients. He provides assistance with trucking regulation and coverage issues, as well as defending trucking companies in both personal injury/accident and environmental/property damage claims.



Jodi Burness: (Burness Paralegal Services Professional Corporation) - Tribulations

Jodi Burness is the President and lead paralegal of Burness Paralegal Services and has been a paralegal for over 20 years. Her practice is dedicated to defending commercial drivers and carriers challenging charges that affect a company's CVOR. Jodi's firm, Burness Paralegal, has 4 other full time paralegals with over 30 years of combined experience who all go court to court in the Province of Ontario defending charges as minor as a seat-belt allegation to a careless driving charge resulting in a fatality. The Burness Paralegal defence philosophy is to aggressively defend its clients all the while educating the carrier and the driver so that they understand the legal process in an effort to prevent future charges.



\$150 Register Today!

For more information

on attending or sponsoring this event, please contact Rick Brown or George Iacono.

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About the Fleet Safety Council

The Fleet Safety Council is an association of driver trainers and safety professionals working to promote safety within the transportation, transport, bus, and coach industries. The council encourages the improvement of driver behavior through increased awareness and training.

Working with government agencies and private organizations, the council strives for a uniform system of safety requirements for drivers in Ontario.

For more information, visit www.fleetsafetycouncil.com