

# HTAA

## Healthy Trucking Skybox Summit

Sponsored by

**Healthy Trucking  
Association of America**

To be held at the world famous  
Omni Hotel at CNN Center and Philips Arena  
Located at Centennial Olympic Park  
Atlanta, Georgia  
February 10-12, 2009



**HEALTHY  
TRUCKING**  
Association of America

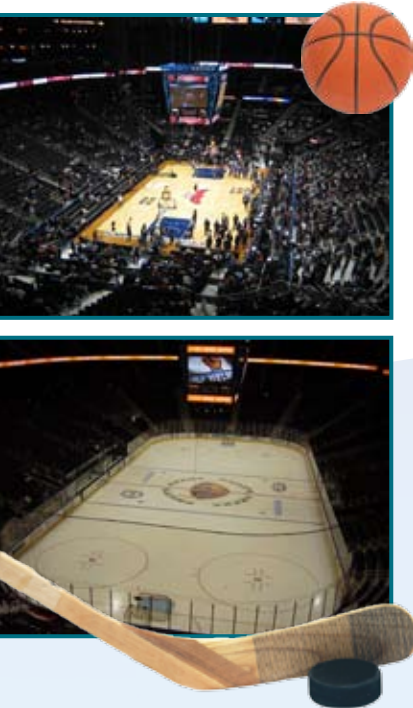
# ATLANTA





# THE HEALTHY TRUCKING SKYBOX SUMMIT

An elite assembly of trucking industry leaders, brought together by invitation for the purpose of addressing the current industry need to improve the health of professional drivers and prevent accidents and liability issues created by unhealthy drivers.



## Special Skybox Events

Summit invitees will be treated to two very special sporting events. On both nights of the Summit, attendees will enjoy dinner and drinks in the luxurious Healthy Trucking Skybox at Philips Arena. Tuesday night's skybox event will be NBA basketball, as the Atlanta Hawks host Washington. On Wednesday night, Summit attendees will return to the private skybox to witness exciting NHL hockey, as the Atlanta Thrashers meet the Chicago Blackhawks.



Photos courtesy of Omni Hotels



## Omni Hotel at CNN Center and Philips Arena

Southern hospitality truly meets cosmopolitan elegance at this luxury Atlanta hotel. Located in the heart of downtown Atlanta, this unequalled hotel treats guests to views of the spectacular downtown skyline or picturesque Centennial Olympic Park, and provides direct access to Philips Arena, CNN Center, and the Georgia Dome. As the preferred Atlanta hotel of professional athletes and network executives from all over the globe, the Omni is a one-of-a-kind world class destination.

## Atlanta, Georgia

Host of the 1996 Summer Olympics, Atlanta, Georgia provides the first ever Healthy Trucking Skybox Summit with an unparalleled backdrop.

Essential to Atlanta's ideal suitability for meetings that host attendees from around the country is the fact that Atlanta's Hartsfield-Jackson International Airport is the main United States hub location for Delta, AirTran, and several other major airlines, which means that direct flights into Atlanta are available from thousands of cities from coast-to-coast. The ready availability of direct Atlanta flights eliminates the need for time-consuming and troublesome transfers and connections, so Summit attendees are insured quick and hassle-free travel to Atlanta.



Photo courtesy of centennialpark.com.





## the SITUATION

On June 21, 2008, the Associated Press released a story titled *Deadly Tolls – Sick Truckers Causing Fatal Wrecks*. The story gained national attention, as did the 30-page GAO report upon which it was based. As a result of this story, the GAO Report and the subsequent Congressional hearing, the overall lack of good health currently plaguing the professional driver population has now become a public safety issue that must be addressed immediately before the public outcry and negative publicity begin to spiral out of control. With precedents already in place in support of plaintiffs holding trucking companies responsible for damages caused by their unhealthy drivers, if trucking industry leaders do not come together and act now to establish plans for addressing this situation, it will be left to government agencies, civil judges and personal injury attorneys to establish the standards by which the trucking industry will be governed.

## the DILEMMA

With no clear standards and no readily available source of helpful information currently in place, trucking companies have no expert assistance or recognized means for making decisions regarding driver health programs and products. Fleet management knows that something needs to be done, but there is no clear path to take or straightforward advice to follow.

## the SOLUTION

In response to this pressing need, the nationwide Healthy Trucking Initiative, which has already enlisted the support of trucking fleets coast-to-coast, has now created the Healthy Trucking Association of America (HTAA). The HTAA is a nationwide non-profit association, compliant in all 50 states, which was formed to provide drivers with the resources they need to get healthy and live longer lives, and provide trucking companies with the resources they need to help their drivers and protect their companies from the liability generated by unhealthy drivers. With input from Summit attendees, the HTAA will help fleets take an important step toward good health and wellness.

## the EVENT

During the HTAA Healthy Trucking Skybox Summit attendees will be educated on the key health issues currently affecting the trucking industry and will have the opportunity to participate in the formation of the Fleet Advisory Board for the Healthy Trucking Association of America. The HTAA will also be able to provide all fleets in attendance with approved programs for addressing hypertension, high cholesterol, diabetes, sleep apnea, influenza, obesity, and other important driver health and wellness issues. Additionally, the HTAA will introduce all attendees to extremely valuable insider techniques for significantly lowering the costs of fleet Prescription Benefits Management for companies that self-insure. These simple strategies can save self-insuring fleets tens of thousands of dollars each month.



# HTAA Healthy Trucking Skybox Summit

## Omni Hotel at CNN Center & Philips Arena – Atlanta, Georgia

### SCHEDULE OF EVENTS - GENERAL ITINERARY\*



#### TUESDAY – FEBRUARY 10

- 9:00 AM – 6:00 PM Registration
- 9:00 AM – 4:00 PM Complimentary CNN Studio Tours
- 4:00 – 5:30 PM Opening Reception
- 6:30 – 10:00 PM NBA Basketball w/Dinner & Drinks in Healthy Trucking Skybox at Philips Arena

#### WEDNESDAY – FEBRUARY 11

- 8:00 – 8:45 Breakfast – Opening Remarks
- 9:00 – 10:00 Current Legal Climate and Fleet Management/ Ownership Liability in Regard to Drivers Health Issues
- 10:00 – 10:15 Break
- 10:15 – 11:15 Current State of Driver Health & Wellness – General: Hypertension, Diabetes, Cholesterol, Smoking, Obesity, Sleep Apnea, Depression, Asthma
- 11:15 – 11:30 Break
- 11:30 – 12:30 Dealing with Driver Hypertension and Sleep Apnea
- 12:30 – 2:00 Lunch on your own – Complimentary CNN Studio Tours
- 2:00 – 3:15 Drivers Health Solutions for Fleet Management
- 3:15 – 3:30 Break
- 3:30 – 4:45 More Health Solutions for Fleet Management  
*featuring Insider Information on how SELF INSURED FLEETS can SAVE THOUSANDS OF DOLLARS by reducing prescription drug costs without reducing benefits.*
- 6:30 – 10:00 NHL Hockey w/Dinner and Drinks in Healthy Trucking Skybox at Philips Arena

#### THURSDAY – FEBRUARY 12

- 8:00 – 8:45 Breakfast
- 9:00 – 11:00 Custom fleet HTAA analysis, with individual Information and Input Sessions
- 11:30 – 12:30 End-of-Summit Luncheon and Closing Remarks
- 12:30 – 4:00 Complimentary CNN Studio Tours
- 12:30 – 2:00 Behind-the-Scenes Group Tour of Philips Arena

#### SPECIAL ENTERTAINMENT EVENTS

**TUESDAY NIGHT - NBA Basketball w/Dinner and Drinks in the Healthy Trucking Skybox at Philips Arena – Hawks vs. Washington**

**WEDNESDAY NIGHT – NHL Hockey w/Dinner and Drinks in the Healthy Trucking Skybox at Philips Arena–Thrashers vs. Blackhawks**

**TUESDAY – THURSDAY - CNN Studio Tours**  
**THURSDAY - Private Behind-the-Scenes Group Tour of Philips Arena**

#### SUMMIT MEALS and SNACKS

**Tuesday Afternoon Pre-Game hors d'oeuvres and drinks at Opening Reception**

**Tuesday Night Dinner and Drinks in Skybox during Basketball Game**

**Wednesday Morning Breakfast**

**Wednesday Mid-Morning Snack**

**Wednesday Late-Morning Snack**

**Wednesday Mid-Afternoon Snack**

**Wednesday Night Dinner and Drinks in Skybox during Hockey Game**

**Thursday Morning Breakfast**

**Thursday End-of-Summit Luncheon and Closing Remarks**

\*General Itinerary may change slightly prior to the event.

