ksm Transport Advisors

FreightMath Alliance

October 8–9, 2025

Agenda

October 8–9, 2025

FreightMath Alliance Fall Meeting

Conference Location:
KSM Headquarters
800 East 96th Street, Suite 150
Indianapolis, IN 46240

Scan this QR code with your phone to view agenda, membership directory, and final presentation slides.

Session Time	Speaker/Session Title
Tuesday, October 7, 2025 – Arrival & Networking	
6:00 p.m. onward	**Arrival & Informal Welcome Reception** • Check in at your hotel; light refreshments and casual mingling • Opportunity to connect ahead of formal sessions
Wednesday, October 8, 2025 – Kickoff & Collaboration	
8:00–9:00 a.m.	**Registration & Working Breakfast** Participant check-in, name badges, and networking over breakfast
9:00–10:15 a.m.	**Alliance Kickoff, FreightMath & FreightMarks Insights** *Facilitated by Chris Henry, COO, KSM Transport Advisors* • **Welcome and Alliance Overview** –objectives, vision, and collaborative goals • **FreightMath Principles & Tools** –framework, key metrics, and decision-support model • **Feature Unveiling** –Launched and Coming Soon • **Segment-Level Costing & Current/Future Logic** –David Dunst, Director of Carrier Intelligence, KSM Transport Advisors • **Monday Morning Quarterback** –Jordan Nelson, Director of FreightMath, KSM Transport Advisors • **FreightFit Network Optimization + Power BI Enhancements** –Adam Smith, Director of FreightMath Engineering and Implementation, KSM Transport Advisors • **Map Ledger** –Pete Richards, Software Developer, KSM Transport Advisors • **Rate Benchmarking and RFP Pricing** –Chris Henry • **FreightMarks YTD Benchmarking** –review of member performance trends and insights
10:15–10:30 a.m.	**Break**
10:30–11:30 a.m.	**Surviving the Freight Recession – Strategic Discussion** *Facilitated by David Roush, President, KSM Transport Advisors* • Recovery timeline expectations • Carrier survival strategies • Leveraging FreightMath during downturns • Managing brokers effectively • Using external and internal benchmarks to negotiate better • Directing teams to source freight to best-performing markets vs. driver preferences
11:30 a.m.–12:15 p.m.	**Utilizing Time to Improve Trucking Company Efficiency** *Presented by Swan Webb, Co-Founder & Data Scientist, Results From Data* • Moving from under-to over-sold (airline model) • Preplanning as a driver of utilization and profitability • Time-based strategies for dispatching and routing • Case examples from carriers implementing stronger time discipline
12:15–1:15 p.m.	**Lunch**

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Wednesday, October 8, 2025 (cont.)	
1:15–1:45 p.m.	**Increase in Breakthrough's Fuel Recovery Among Shippers** • FreightMath observations and protecting total rate per mile • Key questions to ask when shippers transition to BTF • Data-sharing implications with BTF • Workflow discussion – updating loads/orders efficiently
1:45–2:15 p.m.	**Benchmarking Review – Cross-Mode Trends** • Key performance benchmarks across each mode • Recent trends, risks, and opportunities
2:15–3:30 p.m.	**The Use of AI in Carriers** Interactive discussion covering 10–15 high-impact areas for AI: • Legal/contract review; agentic workflows (replacing expensive RPA) • AI-powered route optimization; predictive maintenance scheduling; automated fuel optimization • Forecasting demand and freight flows; AI in RFP and bid pricing strategies • Driver safety monitoring and coaching; fraud detection; compliance monitoring • Back-office automation (billing, settlements, paperwork) • ELD data analysis for productivity; LLMs for policy/SOP generation • Dynamic load matching and marketplace optimization; sustainability and emissions tracking • Risks, ethics, and governance considerations
3:30–3:45 p.m.	**Break**
3:45–4:45 p.m.	**Interactive Session: Boon.AI** • Demo of Boon.AI's compound AI agents in logistics • **Case examples:** fuel management, compliance, detention tracking, workflow alerts • Integration approaches with TMS, ELD, and financial systems • **Group activity:** identify two manual processes at member companies to automate
4:45–5:15 p.m.	**Group Debrief & Key Takeaways**
5:15–5:45 P.M.	**Planning Day Two & Open Q&A**
Evening	**Dinner Reception (Optional)**

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Thursday, October 9, 2025	
	Breakouts & Best Practices
7:30–8:30 a.m.	**Breakfast & Informal Networking**
8:30–10:30 a.m.	**Group A Breakout Session** *Facilitated by Jim Stockeland, former EVP Bison USA* • Shifting from a Reactive to Strategic Mindset • Current State Assessment / S.W.O.T. Analysis • **Areas of Focus for Truckload Carriers:** People and Culture, Network Profitability, Financial Discipline • Goal Setting and Accountability
8:30–10:30 a.m.	**Group B Breakout Session** *Facilitated by Chris Henry* Incentive-Based Compensation (40 min.) • **Purpose:** Align incentives with performance and operational goals • Which models (OR-tied, fuel efficiency, safety scores) work? • Balancing fairness and motivation across departments • Rollout challenges and change management • **Outcome:** Identify 2-3 pilot-ready incentive structures Fuel Best Practices & Innovation (40 min.) • **Round the Room:** recent wins driving fuel efficiency • **Behavioral drivers:** idling, throttle/speed, route optimization • **Technology:** telematics, AI-driven routing, fuel hedging • Driver engagement and training • **Outcome:** Actionable best practices and tool list Maintenance Best Practices & Innovation (40 min.) • Benchmarking maintenance costs effectively • **Innovations:** predictive maintenance, onboard diagnostics, telematics • Tying maintenance to safety and profitability • **Outcome:** Framework for benchmarking and test-worthy innovations
10:30–10:45 a.m.	**Break**
10:45 a.m.–12:45 p.m.	**Group B Breakout Session** *Facilitated by Jim Stockeland* • Shifting from a Reactive to Strategic Mindset • Current State Assessment / S.W.O.T. Analysis • Areas of Focus for Truckload Carriers: People and Culture, Network Profitability, Financial Discipline • Goal Setting and Accountability

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10:45 a.m.–12:45 p.m.	**Group A Breakout Session** *Facilitated by Chris Henry* Incentive-Based Compensation (40 min.) • **Purpose:** Align incentives with performance and operational goals • Which models (OR-tied, fuel efficiency, safety scores) work? • Balancing fairness and motivation across departments • Rollout challenges and change management • **Outcome:** Identify 2-3 pilot-ready incentive structures Fuel Best Practices & Innovation (40 min.) • **Round the Room:** recent wins driving fuel efficiency • **Behavioral drivers:** idling, throttle/speed, route optimization • **Technology:** telematics, AI-driven routing, fuel hedging • Driver engagement and training • **Outcome:** Actionable best practices and tool list • Maintenance Best Practices & Innovation (40 min.) • Benchmarking maintenance costs effectively • **Innovations:** predictive maintenance, onboard diagnostics, telematics • Tying maintenance to safety and profitability • **Outcome:** Framework for benchmarking and test-worthy innovations
12:45 p.m.	**Closing Remarks & Adjourn**

Questions? Please contact:

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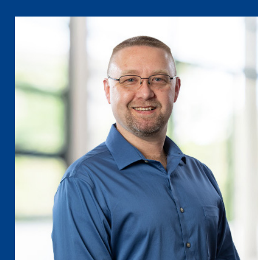

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Notes:

Antitrust Guidelines

FreightMath Alliance (FMA)

Antitrust Guidelines

To help better protect attendees and their companies and firms from antitrust investigations, criminal prosecutions, and private treble-damage actions[1], the following Antitrust Guidelines should be followed in connection with any FreightMath Alliance (FMA) sponsored meeting of representatives of competing transportation or logistics companies ("Meeting"):

1. **General**
   a. Membership and participation in the FreightMath Alliance (FMA) will be voluntary.
   b. Participation will be limited to analytics and data professionals employed by participating companies.

2. **FMA Meetings**
   a. **Agenda, Discussion, and Minutes**
   An agenda, attaching these Antitrust Guidelines, should be distributed at the start of the Meeting and the chair/Meeting leader should, at the start, draw the attendees' attention to the need to comply with the Guidelines. Discussion of transportation and logistics related items not on the agenda should be kept to an absolute minimum, and there should be no discussion of the Topics to Avoid, which are listed below.

   b. **Topics to Avoid**
   The following topics should not be discussed at the Meeting or by two or more companies conferring informally outside the Meeting: individual (as contrasted with aggregated data available via public / anonymized indexes) motor carrier or broker freight rates, fuel or insurance surcharges, credit terms, revenue or total expense per mile, service volumes or capacity, future sales or marketing strategies, new-service plans, customer or supplier lists, wage or salary rates, owner-operator or company-driver compensation, broker commission rates equipment prices or rents, or other actual input costs. Also completely off-limits are agreements to set or stabilize rates or components of rates for transportation or logistics services, agreements to limit the volume or type of such services, agreements to divide up trucking or logistics customers, geographic areas, or commodities, and agreements not to deal, or to deal only on specified terms, with competitors, customers, suppliers, or others.

   c. **"Best Practices" Discussions**
      1. While discussions relating to legal issues and to petitioning the various branches of government for action are generally protected from antitrust challenge by the First Amendment under the Noerr-Pennington Doctrine, "best practices" discussions by motor carriers should be limited to those designed to reduce costs, increase output, achieve economies of scale or network efficiencies, or realize some other efficiency, such as improved safety or environmental performance. Discussions should be confined to what is reasonably necessary to accomplish these legitimate goals and should not include any of the above Topics to Avoid.

      2. No agreement should be reached (with respect to the operation of the participants' motor carrier or logistics businesses) to use a particular practice, to deal with customers on particular terms, to deal with suppliers on particular terms except in connection with a group-purchasing or other joint venture reviewed in advance by an attorney, or to exclude a competitor for using a different practice.

[1] Violations of the antitrust laws can result in prison terms of up to 10 years on each count, fines of up to $1 million for an individual and $100 million for a corporation on each count, court injunctions and Federal Trade Commission cease-and-desist orders, treble (three times actual) damages, restitution, and an award of attorneys' fees to the plaintiff. 15 U.S.C. §§ 1, 15(a), 26, 45; 18 U.S.C. § 3584.

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