

2024

ARKANSAS PUBLIC TRANSPORTATION CONFERENCE



Sponsored by:
Arkansas Transit Association
Arkansas Department of Transportation
Federal Transit Administration

Hosted by:
Rock Region Metro

9:00 a.m. - 3:30 p.m. **Registration & Refreshments**

9:45 a.m. **Bus Leaves for Tour**

10:00-11:30 a.m. **Tour of North Little Rock's World-Famous Old Mill**

1:30-2:15 p.m. **Pregnant Workers Fairness Act Update**



Amber Wilson Bagley
Attorney / Rose Law Firm

The presentation will provide a comprehensive overview of the recent EEOC ruling on the Pregnant Workers Fairness Act (PWFA), which aims to protect pregnant employees' rights in the workplace. We will cover critical legal obligations for employers, the processes for requesting and implementing accommodations, and the potential consequences of non-compliance, including legal liabilities.

2:15-3:00 p.m. **Wage and Hour Update**



Brett Taylor
Attorney / Rose Law Firm

The Wage and Hour Update will include an overview of the Federal Labor Standards Act, the Department of Labor's new overtime rule, and the Arkansas Minimum Wage Act. The overview will also cover common pitfalls and best practices to ensure compliance.

3:00-3:20 p.m. **Afternoon Refreshments** *Sponsored by BraunAbility*

3:20-4:00 p.m. **Embracing AI as a Team Member**



Erika Finnestead
Marketing Manager / Ozark Regional Transit

In this session, we'll explore the evolving role of Artificial Intelligence (AI) in the workplace, emphasizing how AI can complement human creativity, enhance productivity, and drive innovation. We'll discuss practical strategies for integrating AI into your team dynamics, overcoming common fears, and leveraging AI to achieve new levels of success.

4:00-4:30 p.m. **Digital Communications: Utilizing Social Media and Your Website**



Chris McMillen
CEO / Mass Enthusiasm

Learn how to effectively leverage the power of social media platforms and optimize your website to engage with your community, build your brand, and meet your organizational goals. Chris McMillen will share practical strategies and tools to enhance your online presence, making digital communication a powerful asset for your organization. Whether you have a well-developed digital strategy or you're just starting to think about it, this session will provide you with valuable takeaways.

Monday

September 30th

4:30-6:00 p.m. Vendor Welcome Reception
Sponsored by Model 1 Commercial Vehicles

6:00 p.m. Dinner on Your Own

Tuesday

October 1st

7:30 a.m.-3:30 p.m. Registration

8:00-8:30 a.m. Morning Vendor EXPO
Sponsored by KJ Backpack

8:30-8:40 a.m. Welcome to North Little Rock
Craig Cloud, ATA President, Friendship Community Care
Mayor Terry Hartwick, North Little Rock

8:40-9:30 a.m. Addiction and Opioid Overdose Prevention



Monte Payne
Program Manager/Peer Supervisor / Wolfe Street Foundation

Wolfe Street Foundation's Monte Payne will discuss drug and alcohol addiction with a focus on addiction among your employees and clients. He'll talk about the rise of opioid abuse in Arkansas and how you can use NARCAN to stop an opioid overdose in its tracks.

9:30-9:45 a.m. Morning Break *Sponsored by BraunAbility*

9:45-11:00 a.m. Communication & Emotional Intelligence



Dan Mulraney
Founder / Mulraney Consulting

Strong communication is essential to the success of any organization. Nationally recognized speaker Dan Mulraney will talk about the impact of emotional intelligence on the quality of your communication. You will learn how to become more self-aware, request feedback, and increase empathy to become a better, more authentic, and effective communicator.

11:00-11:45 a.m. Vendor EXPO & Refreshments
Sponsored by Q'Straint/Sure-Lok

12:00-1:30 p.m. Annual Meeting & Luncheon
Sponsored by Nationwide Bus Parts



Keynote Presentation

Victoria DeFrancesco Soto, Ph.D.

Dean / University of Arkansas Clinton School of Public Service

Victoria DeFrancesco Soto, Dean of the Clinton School of Public Service, will talk about the history and mission of the first graduate school in America to offer a Master of Public Service degree. You will hear about the value and impact of public service at the local, state and global levels.

Tuesday

October 1st

1:30-2:00 p.m. **Afternoon Vendor EXPO**
Sponsored by Endera Motors

2:00-3:30 p.m. **Defusing Conflict**



Dan Mulraney
Founder / Mulraney Consulting

Transportation workers are facing high levels of frustration and anger from clients and co-workers, raising questions about the causes of this phenomenon and potential solutions. This presentation explores the origins of the rise in stress in the community and at your agency. Dan will discuss the importance of being proactive about your agency's approach to de-escalating conflict, as well as how to better understand your clients and implement processes to effectively defuse tense situations when they occur.

3:30-5:00 p.m. **Trade Show & Door Prize Drawings**
Sponsored by GILLIG

5:30 p.m. **Famous Fish Fry Reception at ATA**
Sponsored by Passio Technologies

6:00 p.m. **Famous Fish Fry from Eat My Catfish**
Sponsored by Central States Bus Sales

Wednesday

October 2nd

8:00-8:30 a.m. **Morning Refreshments**

8:30-10:00 a.m. **FTA Programs Roundtable (Sections 5307, 5310 and 5311)**

Gail Lyssy, Administrator, FTA Region VI

Latina Sisco, Section Head of Public Transportation, ARDOT

Rich Sampson, Executive Director, South West Transit Association



**Thank you for attending the 2024
Arkansas Public Transportation Conference!**



Rock Region
METRO

