

THE MODERN CARRIER LANDSCAPE: CAPACITY, SECURITY & MARKET REALITY IN NORTH AMERICAN FREIGHT



Date and Time:

Wednesday, March 18, from 2:00 p.m. - 3:00 p.m. Eastern Time
(1:00 p.m.-2:00 p.m. CT, 12:00 p.m.-1:00 p.m. MT, 11:00 p.m.- 12:00 p.m. PT)

Overview:

The current North American freight transportation sector is driven by major changes in capacity dynamics, heightened compliance demands, shifting market behaviors, and ongoing issues with shipment security and carrier integrity.

We will address practical strategies for mitigating today's issues and planning for those developing in 2026 and beyond. While no one can predict the trucking market with 100% accuracy, proactive efforts can position your organization to reduce costs, protect your cargo, and minimize liability exposure from fraudulent or reckless truckload carriers.

We will examine key aspects regarding shipment security and carrier vetting. Cargo theft and freight fraud have escalated into widespread risks, prompting the call for stronger collaboration between shippers, carriers, and third-party providers. Implementing robust, multi-layered vetting processes, including advanced technology, proactive compliance monitoring, and structured carrier qualification programs is no longer a recommendation but an urgent necessity to safeguard your freight throughout North America.

On the workforce front, the ongoing debate over the "driver shortage" persists. Many freight analysts argue it's not a true lack of available drivers but rather a retention crisis.

Looking ahead as capacity tightens, security threats evolve, and compliance pressures mount, the most resilient companies will be those that prioritize vetting, strategic partnerships, data-driven decisions, and forward-thinking positioning to turn uncertainty into lasting advantage.

Presenter(s):

Woody Coleman, Sunset Transportation, Managing Director

Woody Coleman is Managing Director at Sunset Transportation (an Armada company) in Memphis, TN, and has been an RFA member since January 2024. With 45+ years as a transportation executive, he's led across the full spectrum of 3PL operations covering truckload (TL) with deep expertise in refrigerated and dry shipments, plus LTL (refrigerated & dry), flatbed, TOFC, and COFC rail movements.

Woody is known for long-tenured customer partnerships, many spanning 20–40 years and for solution engineering that drives growth, reliability, and on-time performance for food manufacturers. He pairs rigorous operational discipline with tailored strategies that reduce risk and elevate service in temperature-controlled supply chains.

Jeremy Sesti, Sunset Transportation, Director of Operations

Jeremy Sesti is the Director of Operations for Sunset Transportation (an Armada company) in Memphis, TN, bringing more than 20 years of hands-on leadership in the third-party logistics (3PL) industry. His expertise spans truckload (TL) and less-than-truckload (LTL) operations with deep specialization in both refrigerated and dry freight, supported by extensive experience in intermodal, flatbed, project cargo, hazmat, and cross-border shipping.

Jeremy leads strategic refrigerated and dry just-in-time freight programs while overseeing stringent carrier compliance processes that protect customers from perilous chameleon carriers and fraud threats such as double brokering. He also directs complex project freight operations, ensuring flawless execution in high stakes, high variability environments.

How does the webcast work?

It's easy and convenient! It is a virtual seminar that you can "attend" and participate in right from your office. Webcasts are provided at **NO COST** to RFA members!

The RFA webcast will include live audio along with a slide presentation on the web. You just need a phone connection for the audio and an Internet connection.

To get the most out of a webcast, it is recommended that you have no more than five people at any one computer connection. If you have multiple locations, please register each location separately.

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that you can join from your office!**

How to attend this meeting?

To register to attend the meeting, just send an email to Meg at info@refrigeratedfoods.org.

Once you have registered for the meeting, you will receive an email message inviting you to attend the webcast with instructions on how to attend. This message will provide the information that you need to join the meeting.

Register now!

Registration should be received no later than March 16, 2026. Confirmations will not be sent until you are successfully registered.

If you have questions about the meeting, please contact Meg Levin at meg@refrigeratedfoods.org