



NHDA 2025 Leadership Retreat Agenda

January 26th to 29th, 2025

Casa Marina Resort, Key West, FL

Sunday – January 26

5:00 PM to 7:00 PM

Retreat Welcome Reception*

Networking reception and NFL Championship game viewing

Monday – January 27

9:00 AM to 12:00 PM

NHDA Board of Directors Meeting

Open to members of the NHDA

12:00 PM to 1:00 PM

Pre-lunch Networking Reception*

Afternoon off to explore, go on excursions and de-stress

Open dining with on or off resort options

Tuesday – January 28

LEADERSHIP SESSION #1

9:00 AM to 12:00 PM

Regulatory & Legislative Trend: A Post-election Analysis

Bob Cusack, Managing Editor, *The Hill*

Cusack has covered policy and politics in DC for more than 15 years. Through the years, he has developed a keen understanding and institutional knowledge of the behind-the-scenes happenings on Capitol Hill, K Street, and the White House. His evenhanded perspective on the agendas, milestones, and power plays that shape the American political landscape is unrivaled. He regularly appears as a political analyst on FOX, CNN, CSPAN, MSNBC, ABC, as well as Focus Washington with Chuck Conconi.

Trends Impacting 3PLs & Final Mile

Evan Armstrong, CEO, Armstrong & Associates

Evan has over 30 years of experience in supply chain management. As President of Armstrong & Associates, Inc., he oversees market research initiatives and provides consulting services to supply chain participants in the following areas: business planning, logistics outsourcing, mergers and acquisitions, market analysis and benchmarking, logistics operations and pricing benchmarking, transportation management, and supply



chain systems evaluation and selection. Evan has contributed to articles in the Wall Street Journal, Bloomberg, Financial Times, Economist, Forbes, Industry Week, New York Times, Crain's Chicago Business, Milwaukee Journal Sentinel, and dozens of industry publications.

Afternoon off to explore, go on excursions and de-stress

6:00 PM to 9:00 PM

Beachfront Reception and Dinner with Entertainment*

Orlando Mendez, aka "The Cuban Cowboy," was born and raised in Miami, FL. He is a second-generation Cuban American who found a love for country music at an early age. After graduating from the University of Florida, Orlando began to write and sing his longtime passion: country music. In 2022, Orlando auditioned for season 22 of "The Voice" and was awarded a unanimous, four-chair turn by the coaches on the panel: Blake Shelton, John Legend, Gwen Stefani and Camila Cabello. He was heralded for his unique voice and powerful stage presence and featured in three performances on the show. He brings the vibrancy and energy of his background to the truth and simplicity of country music.

Wednesday – January 29

LEADERSHIP SESSION #2

Open to Guests

9:00 AM to 10:00 AM

Continental Breakfast

10:00 AM to 11:30 AM

Keynote Speaker -- Christine Cashen

*One of the world's most sought-after business humorists, Christine delivers a fast-paced, uproarious program brimming with memorable quips and relevant content that helps audiences spark new and innovative ideas, manage conflict, reduce stress, energize employees, achieve self-improvement, and get and stay motivated. A National Speakers Association CPAE Speaker Hall of Fame® inductee, she also authored *The Good Stuff: Quips & Tips on Life, Love, Work and Happiness*, named motivational book of the year by the Next Generation Indie Book Awards.*

11:30 AM to 12:00 PM

Leadership Retreat Wrap-up: Emily Phillips

*Afternoon off to explore, go on excursions and de-stress
Open dining with on or off resort options*

***Open to Guests**