**PMTA – Allied Member Committee**

Agenda

January 11, 2023

11:00 AM

**Attendees**:

**PMTA Mission Statement:** To promote the professional and economic growth of the trucking industry and the businesses that support them.

* + Our Purpose: what’s our why?
    - Be a voice for the trade members of PMTA
    - Establish benefits that PMTA can offer to Allied Members
    - Enhance member retention/growth and Sponsorship growth
* **Ongoing Business for Allied Members**  
  + **Increase Value for Allied Members**
    - Allied Member Informative Seminars for the association  
      * Plan first Seminar/Panel Discussion
        + Where (region):

Philly? Is Dave Spera open a mixer/panel discussion?

* + - * + What chapters should be included:

All members.. If Dave is ok with that? Open to non-members as well? May have a larger draw in the Philly area with proximity to NJ, NY, DE

* + - * + Venue:
        + When:
        + Blast sign-up email to all Allied members
        + Blast event announcement email to all Carrier Members and all others
        + **Get carriers to these events to be beneficial for allied members!!!**
    - Pop up zoom meetings
      * Chyanne introduced this idea – how can we plan these?
      * Do different members facilitate each one?
      * Are there specific topics to be discussed or open conversation?
    - Youth Outreach
      * Touch a Truck events at schools
        + Not all allied members have trucks – how can they still get involved with schools?
        + Schools are huge on educating safety and life skills to their students how can your business align with that?
      * Get involved in the growing CDL courses across the state
        + Schools love the business involvement – it’s incredibly easy to get involved
        + NHS Showcase is March 9th – Come see how your business involvement can benefit a school
    - What can PMTA do for your business
      * Member Discounts – 6 companies are currently on the website listing member discounts for their product/services

* **Committee Goals**
  + **Revenue:** Increase revenue and diversify sources of revenue.
  + **Economic Climate:** Promote pro-growth initiatives to improve the business climate for trucking.
  + **Education:** Provide valuable learning opportunities to members and educate the public on trucking.
  + **Member Assistance:** Be the premier resource for relevant information and effective and valuable services for trucking industry members.
* **Next Meeting**
  + Date: February…