**PMTA – Allied Member Committee**

Agenda

March 30, 2023

**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
        + Update from Bob Dloan and the Lehigh Chapter

Are they willing to host?

Time Frame?

Possible Location?

What topic would be best to discuss?

What businesses are local that would have insight on the topic?

* + - * + 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
      * Recap Event
      * Notes/Feedback:
    - Youth Outreach
      * Job Fair @ NHS
      * Highland Chapter Job Fair
      * PMTA working to revive youth driving championships.
        + How can the allied member community help to impact this?
        + Letters to Schools?
    - 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: April…