**PMTA – Allied Member Committee**

Minutes

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): Philadelphia Chapter to host
				+ 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 – Chyanne recommended that we also invite other chambers that operate in the area

* + - * + Venue: Key Bank – Plymouth Meeting
				+ When: February 23rd (Time?)
				+ 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!!!**
				+ Emerson and Alex to discuss more on a separate call regarding this event
				+ Plan to incorporate Allied panel discussion in with this mixer

Invite Local Allied members to be “presenters” for Panel and invite lots of carriers

* + - 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?
			* Kelly and Chyanne are working together to plan/brainstorm a breakout session for March
			* Hot topics to discuss: Technology, Tolling, Legal Issues
		- Youth Outreach
			* + Doug Marcello and the Next Gen group are working to help businesses bridge the gap to schools to reach the younger generations.
				+ We decided to let them handle youth outreach vs. trying to reinvent the wheel
		- 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 9th @11am