**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