**PMTA – Allied Member Committee**

Minutes

February 9, 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
				+ Where (region): What Chapters are heaviest in carrier members?
				+ What chapters should be included:

All members in the area

Neighboring Chambers

Invite nonmembers to boost numbers?

* + - * + Venue: We are reaching out to Bob Dolan with the Lehigh Chapter to see if they have any interest in hosting an event for the panel discussion.
				+ When: TBD – Depends on Lehigh if they are willing to host
				+ 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!!!**
				+ Kevin Forbes Expressed interest in joining as a panel member
				+ Tim Schaffner expressed that there needs to be a Topic/Direction to base the discussion off of – what’s hot in the Lehigh Community?
				+ Tim Schaffner Also recommended having the event mid-day (Lunch and Learn Format) to try and reach more of the carrier community.
		- Pop Up Zoom Meetings
			* Discuss the brainstorming session that Kelly and Chyanne had.
			* Kelly and Brandon will reach out to Rebecca and John to see if they are available for a March 23rd Zoom event.
			* Once a date is confirmed we can blast the event out via social media.
			* It was expressed that inviting the public (nonmembers) would be beneficial to try and recruit new members to PMTA
		- Youth Outreach
			* Job Fair @ NHS – can the local members attend?
			* PMTA working to revive youth driving championships.
				+ How can the allied member community help to impact this?
				+ Highland Chapter is also holding a job fair on April 29th – Registration was blasted out
				+ Discussion was had on find all schools in PA and possibly sending an invite out to the school to try and revive the YDC’s
		- What can PMTA do for your business
			* Member Discounts – 6 companies are currently on the website listing member discounts for their product/services
			* Make sure PMTA knows what your business offers to the PMTA Community so they can post that info for all to see.

* **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: March 30th @ 11am