



ATA'S MOVING AND STORAGE CONFERENCE

By joining forces with ATA, moving and storage members would have a seat at the table in formulating policies affecting companies operating heavy-duty trucks on our nation's highways. Joining with ATA provides the moving and storage segment a significant boost in advocacy firepower on Capitol Hill and before the regulatory agencies, while also allowing the broader trucking industry to present a more unified front before lawmakers and regulators.

Moving & Storage Conference:

The mission of the Moving & Storage Conference is to advocate on the industry's behalf at the state and federal levels, and within the ATA Federation, on the legislative and regulatory issues applicable to the moving and storage industry.

If you join the ATA Moving & Storage Conference, you will be part of a powerful team that will advocate on your behalf, not solely on moving and storage issues, but overall trucking and transportation issues as well.

The Moving & Storage Conference will concentrate on issues of utmost importance to your industry and strategize on legislative and regulatory action that will allow your business to grow.

The Moving & Storage Conference will be governed by a Board of Directors with their own set of by-laws. A transition team made up of small movers, independent movers, agents and van lines are currently drafting those by-laws. Once a Board of Directors is established, Conference members may stand up policy committees very similar to what you may have experienced while a member of AMSA.

The Conference would be represented with one seat on the ATA Executive Committee and the ATA Board of Directors. The representative would be chosen by the Conference Board of Directors.

ATA has hired Katie McMichael, formerly Director of Government Affairs at AMSA, to help lead the Conference and she will represent you on Capitol Hill and in the agencies. ATA's team of lobbyists, along with their consultants, will work directly with Katie to underscore the importance of issues affecting your industry. Our Capitol Hill staff will support the Moving & Storage Conference and work both the House and Senate in conjunction with your priorities. Our regulatory team, otherwise known as our staff experts, will work directly with the Conference to ensure your priorities are front and center.

Through the Moving & Storage Conference, the Conference will have access to ATA's political action committee, Truck PAC, our legal experts as well as our army of legislative and regulatory teams. You will have a dedicated voice that knows your industry while the rest of the army learns the business.

ATA will host a Moving Day on Capitol Hill and ATA will look at ways to grow the program through their own Call on Washington program. ATA's Capitol Hill Office is located two blocks from the U.S. Capitol and Moving & Storage Conference members will have access to the ATA facility.

You will also have the opportunity to be part of a robust grassroots network, where any ATA member can contact their congressional delegations to advocate on behalf of the moving and storage industry. We understand the importance of personal relationships and how critical it is for Members of Congress to hear from constituents, not just from the staff in Washington, D.C.

The Moving & Storage Conference will continue to work to strengthen the brand of ProMover, working directly with the ATA Industry Affairs teams to promote the brand.

Moving & Storage Conference Member will enjoy the following benefits:

- ***Dedicated Conference*** to prioritize and advocate for issues that affect the moving and storage industry – such as Independent Contractors, Rogue Operators, HHG Brokers, Military Issues; Limited Liability and more;
- ***Compliance:*** ATA will provide all members of the Moving & Storage Conference, access to an arbitration program, similar to what members of the moving and storage industry have enjoyed, to help them meet their regulatory obligations. ATA will be offering an Agents of Process BOC-3 program and the military tariff/400NG cloud-based program;
- ***ATA Member Rate:*** Members of the Moving & Storage Conference will enjoy the ATA member discount for products, services, training, meeting registration fees and more.
- ***Government, Regulatory and Political Affairs Plan:*** Access to ATA regulatory and lobbying staff, from the senior lobbyists who call on senior administration officials to the regulatory and legal career staff in agencies. Further, on an as needed and strategic basis, ATA retains outside consultants with a broad spectrum of political, regulatory, legislative and legal expertise. ATA Conference staff meet weekly with ATA's advocacy team to highlight, strategize and execute on issues of importance.
- ***Legislative Affairs:*** In addition to the Conference Director, the ATA legislative affairs office will designate one primary lobbyist to assist the Conference, and the entire legislative office is available for Conference issues, depending on Congressional Committee, Member, and subject matter. ATA currently has five lobbyists that reside in our Capitol Hill office. In addition, the Conference would have access to the Capitol Hill offices for fly-ins or other Conference-specific activities, as needed and available. Legislative priorities for the conference would be supplemented with outside lobbying consultants with expertise in broad subject matters and relationships with Members of Congress, including congressional leadership, committee and staff. Administrative and staffing assistance for a Conference fly-in would be provided.
- ***Issue Conflicts:*** Where Conference priorities may conflict with ATA policies, the ATA lobbying effort would not be available, though intelligence-gathering, de-confliction efforts and Members of Congress contacts would still be available. At that time, the Conference would be able to pursue their priorities on their own.

- **Regulatory Affairs:** The Conference staff would lead the Conference-specific regulatory issues, but the ATA regulatory staff would be available for support and coordination as well. For example, Tax Policy issues could be worked in coordination with the Tax Policy staff, and the Technical Advisory Group (TAG) bridges the Technology and Maintenance Council with the Technology and Engineering Policy Committee and sets standards internally that are shared broadly with government agencies and other industries.

Senior ATA advocacy and legal staff would assist in strategy and coordination with key government stakeholders across the government to achieve outcomes consistent with the Conference priorities and membership.

- **State Government Affairs:** The ATA Federation, including the State Trucking Associations across the country, are coordinated with the Trucking Association Executive Council (TAEC), through regular meetings and conference calls. Conference staff are invited to the annual meeting of the TAEC, and conference issues are coordinated in the efforts of our ATA Federation. There are dedicated communications platforms online and virtually for regular education, advocacy, and coordination.
- **Political Affairs – Truck PAC:** ATA's Political Action Committee, Truck PAC, is a nearly \$1 million PAC, per political cycle. Truck PAC hosts dozens of political events in ATA facilities as well as attending hundreds of events hosted by partners. Participation in Truck PAC requires ATA membership and agreement to participate. Conference members would be eligible to contribute and participate in strategy and execution of our political goals. Truck PAC provides a scoring mechanism to evaluate which elected officials support the industry, and our political support aligns with officials who understand, engage with and support our industry and its goals.
- **Communications/Media:** ATA has the resources and experienced staff to fully support the communications needs of the moving and storage members. ATA has a media team who have decades of experience working in communications roles on Capitol Hill, at regulatory agencies and in the transportation arena. They are expert at crafting communications strategies and initiatives to generate coverage of key issues and/or reach specific audiences. The team would welcome supporting the Conference advocacy and visibility goals, by working through multiple channels – earned media, social channels, web presence and video storytelling. In addition, ATA has a full-service creative services department that would be able to support the Conference needs - with two art directors, a creative manager, videographer/photographer and in-house print shop.

- ***Image Programs:*** ATA has a robust image program that promotes the professional truck driver, technician and the overall trucking industry. Moving and storage members have an opportunity to participate in programs such as America's Road Team, the Share the Road highway safety program, the Independent Contractor Ambassador program, the National Truck Driving Championships, National Truck Driver Appreciation Week and TMC's SuperTech competition. The moving and storage industry could be showcased through the ATA-led Trucking Moves America Forward (TMAF) image movement. TMAF highlights all sectors of the industry through billboard campaigns, trailer decals, op-ed campaigns and a strong social media strategy. ATA's image programs have been highlighted on national and local television, radio, print and digital media as well as through different events and venues. Most recently four tractor-trailers were the backdrop of a White House event where the President and Transportation Secretary Chao thanked God for truckers, honoring four America's Road Team Captains on the south lawn.