



The **Voice** of the  
**TRUCKING**  
**INDUSTRY**

**ALLIED MEMBERSHIP**



# WHY ATA

The American Trucking Associations (ATA) is the largest and most comprehensive national trade association for the trucking industry. We leverage the strength and size of our membership, which includes a robust federation of state associations, affiliated conferences, and individual members in order to develop, advocate, and advance innovative research-based policies that promote highway safety, security, environmental sustainability, and profitability. We are proud to represent our 37,000 member companies', including for-hire motor carriers, private carriers, allied companies and shipping companies, in Washington, DC and to serve as a national voice of the trucking industry.

## Since our inception in 1933, we have been passionate and resolute in our efforts to:

- Provide opportunities for members to gain the necessary connections, visibility, credibility, data, and resources to make their businesses thrive
- Educate the public on the vital role of the industry
- Advise business leaders on the core issues affecting the industry
- Develop and advance the industry's legislative and regulatory policies

*ATA is focused on achieving bottom-line results for our members, and for our Allied members, that means providing access to our Fleet members resulting in increased conversations and potential new business. We invite you to learn more about ATA and to join us as we shape the future of the trucking industry.*

# BUILD CONNECTIONS

ATA provides Allied members with a variety of channels for connecting with Fleet members in order to build brand awareness, establish industry relationships, and ultimately, to develop new business.

Throughout the year, ATA hosts a variety of industry-leading conferences and meetings that bring together Fleet and Allied members to network, engage in the exchange of information, hear advocacy updates, and influence the direction of the trucking industry and the Association's policies. Furthermore, our events have been recognized for their cutting-edge programming, dynamic speakers, meaningful discussions, educational seminars, and exhibits.

## EVENTS

Each year, we hold two major meetings for business leaders in the trucking industry, The Management Conference & Exhibition and the Mid-Year Management Session. Additionally, we host a variety of other meetings and events for our members ranging in topics from financial, legal, and safety, to technology, security, maintenance, and human resources, to trucking and the American economy. Our Allied members find that exhibiting and sponsoring at ATA meetings and trade shows is a meaningful way gain access and connections to our Fleet members. **ATA Allied members enjoy discounted rates for both registration fees and exhibit space at any of our shows.**

## COMMITTEES

ATA members have many opportunities to confront issues, develop solutions, and see results. Our Allied members work side-by-side with Fleet members, and through their direction and involvement, ATA makes a difference in Washington, at the state level and in the courtrooms. Our policy committees include:

- Chairman's Membership Committee
- Communications and Image Committee
- Environmental and Energy Committee
- Hazardous Materials Committee
- Highway Committee
- Independent Contractors Committee
- Insurance Task Force
- Labor and Regulatory Committee
- Safety Committee
- Small Carrier Committee
- Supply Chain Security & Loss Prevention Committee
- Tax Committee
- Technology and Engineering Committee



## COUNCILS

ATA Councils bring together individual hands-on practitioners in key areas of trucking to discuss and improve upon inefficiencies in the industry. Through our Councils, members have access to industry-wide knowledge, recommended practices, and the latest in technical innovation to help improve their company's efficiency and bottom-line performance. ATA members receive a discounted rate on Council membership. Our four Councils include:

- National Accounting and Finance Council
- Safety Management Council
- Technology and Maintenance Council
- Transportation Security Council

## CONFERENCES

ATA conferences are specialized groups that represent distinct areas of the trucking industry that have their own unique legislative and regulatory needs. Conference members gather to discuss their unique challenges and how ATA can best advocate on their behalf. Conference membership is included with ATA membership.

- **Agricultural & Food Transporters Conference** – commercial transporters of agricultural commodities, food, forestry, and mineral products
- **Automobile Carriers Conference** – motor carriers responsible for the transportation of automobiles and trucks for manufacturers, dealers, and consumers
- **Government Freight Conference** – motor carriers, brokers, and freight forwarders who haul or arrange freight transportation to and from any federal agency or facility
- **Intermodal Motor Carrier Conference** – trucking operations at ports and railheads in the handling of intermodal containers



# EDUCATE

ATA works to advance the trucking industry through education, information, and image and outreach. As the thought leaders of our organization, Allied members have a unique role of serving as trusted partners to our Fleet members by advising them on the latest trends that are at the forefront of the industry. We enable our Allied members to gain additional exposure to our member fleets through sponsorship of webinars, issues updates and other educational events.

## EDUCATION

Our educational programming includes workshops and webinars that examine trucking industry trends, issues, and interests. We host webinars that cover topics most pertinent to the industry. Our members receive full access to all current and past educational programming and materials.

## INFORMATION

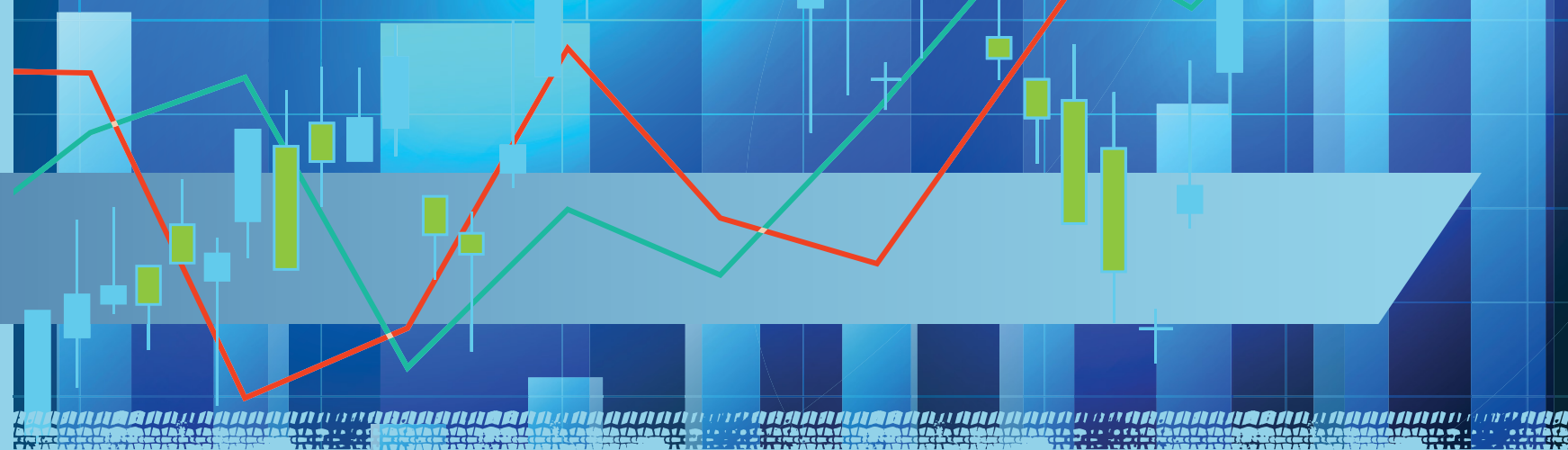
We provide a wealth of newsletters, publications, and resources to keep members up-to-speed on all matters related to the trucking industry; these include:

- **Email Newsletters** – We have a variety of daily and weekly email updates that range in topics from the latest legislative activities and news from leading industry suppliers, to economic updates and state laws, to industry legal proceedings and much more.
- **Publications** – Transport Topics is ATA's flagship publication for the transportation industry that delivers weekly updates covering major issues, industry events, and new developments on all aspects related to the business of trucking. ATA members receive two complimentary subscriptions to Transport Topics.
- **Business Solutions Resource** – ATA offers products such as recommended practices for safety, equipment and maintenance, security, driver recruitment and retention, in-depth economic and statistical reports, subscriptions, safety awards and more. Members receive discounts on products and proceeds supporting the trucking industry.

## IMAGE AND OUTREACH

As the voice of the trucking industry, we continually facilitate valuable national image campaigns and outreach opportunities to educate the motoring public on the safety, professionalism, and essentiality of the industry – leading to a more positive image of the trucking industry overall. Supplier members can also support the ATA Image Trucks by providing their products/services on the trucks and becoming a sponsor.

- **National Competitions and Awards** – We develop and promote driving and skills training through national competitions and awards, and we raise safety awareness through joint programs with the U.S. Department of Transportation.
- **Program Ambassadors** – ATA's **Share the Road** and **America's Road Team** are programs designed to put the image of a friendly, professional ambassador behind the wheel of the nation's commercial vehicles. ATA member companies are eligible to serve the industry in these programs. We select ambassadors with millions of accident-free miles and decades of service to represent the industry as safe driving advocates in front of young drivers and members of the general motoring public.





# EXPERT RESOURCES

ATA is here to provide our members with the answers, advice, and tools they need to grow and support their businesses. We provide a wealth of economic data that reviews performance and trends, compiles the latest industry information from the private sector as well as government agencies, and provides short -and long-range forecasts for all aspects of the trucking industry. Our staff is comprised of subject matter experts that are available to advise and support each and every employee within our member companies. They are also available upon request to speak at your company's events.

## Member companies depend on ATA to provide expertise in the following, but not limited to, key areas:

- Economic analysis and industry research studies
- Engineering, equipment, and maintenance
- Environmental regulations
- Fuel economy and energy issues
- Hazardous material transport issues
- Hours-of-service issues
- Infrastructure issues
- International trade
- Labor standards and regulations
- Safety standards and regulation
- Security, claims, and loss prevention
- Taxes and finance (national and state)

# ADVOCATE

As the recognized leader in transportation advocacy, ATA diligently educates and guides policymakers about the essential role that trucking plays in the economy. Additionally, we promote responsible policies to improve highway safety and fight to advance the labor and infrastructure goals of our industry. We have developed and nurtured relationships with key White House staff, lawmakers, and regulators within the federal government in order to fight unfair taxes, eliminate burdensome regulations, and create a healthy and prosperous environment for our member companies.

Our relentless pursuit of policies in favor of the trucking industry has proven successful, and we have seen steady activity and victories that are aligned with the industry's best interests and that have made a positive impact on our members' bottom lines and driver safety.

**“We are proud to represent our 37,000 member companies’ interests in Washington, DC and to serve as the voice of the trucking industry.”**

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It is our job to ensure that politicians and regulators understand our members' businesses and enact laws and policies that support the future of our industry.



# IN THEIR WORDS ...

“We joined ATA because we recognized ATA would help amplify our message to the industry. Being a start-up company, it’s difficult to get fleets to recognize who we are so we needed ATA to help magnify our message.”

**Lance Platt**

CEO  
Epic Vue

*MEMBER SINCE 2015*

“We draw several benefits from our membership with ATA. First and foremost, our membership shows our commitment to this industry, to the segments, to our customers, and it helps establish credibility for our company. In addition, it gives us the ability to establish ourselves as a long-term partner and having ATA as a resource for industry trends and questions. And obviously networking benefits.”

**Henry Popplewell**

President  
SkyBitz

*MEMBER SINCE 2001*



# BE AN ATA CHAMPION

Membership with ATA is the leading way to gain access to the safest and most successful motor carriers and private fleets in the industry. Our goal is to facilitate connections between Allied members and our 1,200 Fleet members, who can be directly contacted from our Membership lists and by connecting at our events. As an ATA member, your organization will be listed in the directory and can be discovered (by product or service type) by our fleet members. Furthermore, involvement in ATA is a proven way to highlight and grow your business. We also have several Regional Vice Presidents of Membership who interact with our Fleet members on a daily basis and can provide excellent background information and introductions to the carriers your business is most trying to reach.

**Join us today and receive access to our comprehensive suite of member benefits. We are counting on business leaders like you to join us and serve as champions and warriors for our industry, and we hope you will take part in building our federation's future.**



## ***AMERICAN TRUCKING ASSOCIATIONS***

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