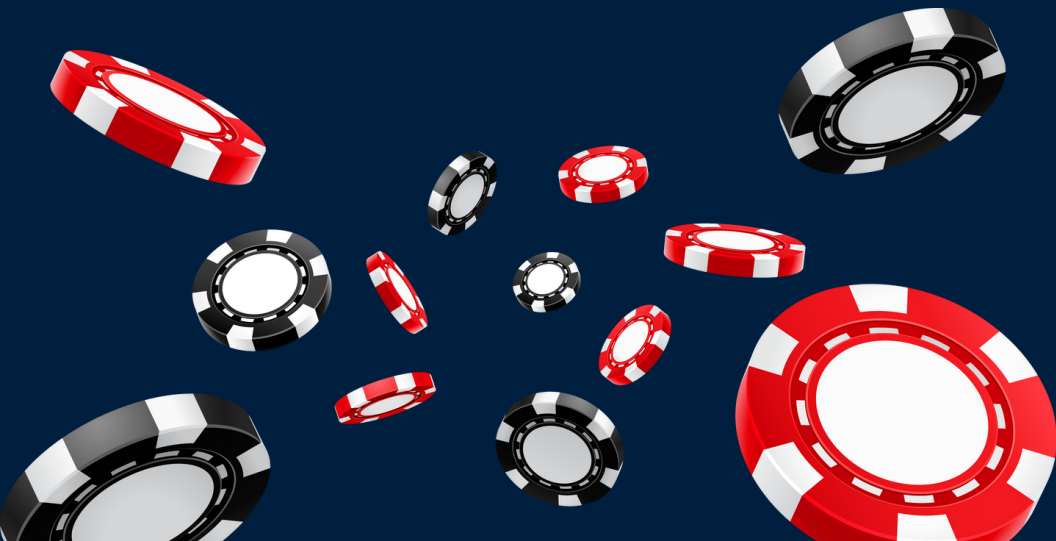


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➤ **MOBILIZE 2025**

107th ANNUAL CONVENTION & EXPO
LAS VEGAS, NEVADA
NOVEMBER 3 - 6, 2025



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107th ANNUAL CONVENTION & EXPO
LAS VEGAS, NEVADA
NOVEMBER 4 - 6, 2025

CONVENTION LOGISTICS

BADGES

Conference badges are required to access any TTA Mobilize event.

DAN DOLLARS

What are Dan Dollars?

Dan Dollars are part of a fun game that encourages attendees to visit as many booths as possible and engage with exhibitors. Each exhibitor receives a stack of Dan Dollars to hand out to attendees who stop by your booth. Whether they impress you with great questions, a fun conversation, or a genuine interest in your products or services, **you decide who earns your Dan Dollars!**

Attendees will collect Dan Dollars throughout the show and turn them in at the **TTA Teller Booth** for a chance to win **cash prizes** – so the more you hand out, the more people will want to stop by your booth.

PARIS HOTEL RESTAURANTS



LAS VEGAS AREA INFORMATION



INTERNET

Wi-Fi: Complimentary hotel access available. Best for email and basic browsing; limited speed.

LOST AND FOUND

Check with the TTA Mobilize registration desk for any misplaced items.

QUESTIONS?

If you need assistance, stop by the registration desk, and we will be happy to assist!



THANKS TO OUR SPONSORS



Dear TTA Conference Attendees,

On behalf of the entire Association, it is my great pleasure to welcome you to Mobilize 2025, our 107th Annual Conference and Expo—this year set against the dazzling backdrop of Las Vegas, Nevada! Mobilize 2025 is the capstone event in our efforts to Drive Value to Our Members.

Las Vegas is a city defined by **energy, innovation, and limitless opportunity**—qualities that mirror the spirit of The Transportation Alliance and our members. This year's conference brings together the best minds and boldest leaders in for-hire transportation, from taxi and paratransit to NEMT, microtransit, and beyond. Whether you're here for the first time or returning as a long-standing member of our community, you're part of a gathering that celebrates progress, partnership, and the power of connection.

I want to extend my sincere thanks to our **sponsors and exhibitors**. Your continued support and partnership make this event possible. From thought-provoking sessions to the dynamic exhibit hall, your contributions elevate the experience for everyone in attendance. I encourage all attendees to explore the exhibit floor, discover new technologies, and connect with the companies shaping the future of mobility. I can assure you that every exhibitor brings another solution that might help in your business operations.

Our program this year offers engaging mainstage sessions, practical learning labs, and unforgettable networking experiences, all designed to inform and inspire. Together, we'll tackle the challenges facing our industry, share solutions, and explore how we can continue to grow stronger—**individually and collectively**.

As you participate in this year's conference, I invite you to take full advantage of what both Mobilize 2025 and Las Vegas have to offer. Attend sessions that challenge your thinking, build relationships that strengthen your business, and enjoy the vibrant energy that defines this city.

Mobilize 2025 is a unique opportunity for you to experience unequalled networking opportunities, gain valuable insights on the motor vehicle for-hire industry, and learn innovative solutions to problems all fleet operators encounter. Thank you for being here and for contributing to the strength and success of our association. Your engagement makes all the difference. I look forward to an exciting and productive few days together here in Las Vegas!

Warm regards,
Dan Reid
President, The Transportation Alliance

MONDAY, NOVEMBER 3

6:00pm – 9:00pm.....Mobilize Our Mission

- **Location:** Bellagio Resort & Casino
- **Sponsors:** Paratransit Insurance Company and zTrip

TUESDAY, NOVEMBER 4

12:00pm – 7:00pm.....Registration Desk Open

8:00am – 3:00pm.....Decorator Set-up

9:00am – 10:30am.....Foundation Board Meeting (by invitation only)

- **Location:** Bordeaux

10:30am – 12:00pm.....TTA Board Meeting (by invitation only)

- **Location:** Bordeaux

12:00pm – 2:00pm.....Vehicle Move-In

2:00pm – 5:00pm.....Exhibitor Display Set-up (exhibitors only)

4:00pm – 5:00pm.....PAC Reception (Open to all 2025 PAC Donors)

- **Location:** Bordeaux
- **Sponsors:** FLEET and National Interstate Insurance

5:30pm – 7:00pm.....Under the Paris Sky: A Parisian Poolside Welcome Reception

- **Location:** Paris Hotel Pool
- **Sponsor:** F.A.I.T.H. Wellness Transport

WEDNESDAY, NOVEMBER 5

7:30am – 5:30pm.....Registration Desk Open

8:00am - 9:10am.....Continental Breakfast

- **Location:** Versailles Hallway

8:00am - 9:10am.....New & Prospective Member Breakfast

- **Location:** Chablis
- **Sponsor:** Samsara

9:15am – 10:15am.....Concurrent Learning Labs

Business Development:

Networking: Stronger Together

- **Description:** Many fleets still try to go it alone, but in the face of national competition, it's time to unite as an industry and move beyond historic divisions. In this session, we'll explore how technology is no longer the barrier it once was, and how collaboration is now both possible and necessary.
- **Speakers:**
 - Kevin French, CEO, Americas, iCabbi
 - Jason Peery, Executive Director, St. Louis County Cab
- **Location:** Versailles 1/2

Loss Control:

Ensuring Passenger Safety through Policies & Procedures

- **Description:** Within the commercial auto space, specifically in the NEMT industry, injuries often arise from accidents, improper vehicle securement, or during passenger loading and unloading. By implementing effective safety policies and ensuring driver compliance, the risk of such incidents can be minimized. This session will cover common losses related to wheelchairs and outline best practices for securement and handling during loading and unloading to enhance passenger safety.
- **Speakers:**
 - Jessie Coffey, Senior Marketing Representative, National Interstate Insurance Company
 - Jim Cermak, Product Training Manager, Drivever
- **Location:** Versailles 3/4

Operations:

Fleet Budgets Under Pressure—What Smart Operators Do Differently

- **Description:** Fleet costs keep rising, but savvy operators are finding ways to stay ahead. This session will focus on the financial aspects of fleet planning—what lenders care about, how to improve cash flow, and what metrics truly drive results. We'll cover practical and strategic moves for staying in control, even when costs are rising.
- **Speaker:** Jay Mudrick, Owner, Fleet Advisory Associates
- **Location:** Champagne 3/4

10:30am - 11:30am.....Concurrent Learning Labs

Technology:

Case Study: Use of Artificial Intelligence in Transportation Systems

- **Description:** This presentation will highlight how transportation operators can enhance their reservation and scheduling systems using AI and Machine Learning. It will focus on creating a rider-centric application that benefits all users, including those less comfortable with technology. By effectively implementing AI, even technologically hesitant riders can actively participate in operations, improving efficiency and service quality. Practical examples of successful use cases will be shared.
- **Speaker:** Matthew Mohebbi, CEO, IT Curves
- **Location:** Versailles 1/2

Business Development:

Enhanced Mobility & 5310 Funding: Unlocking Support for Specialized Services

- **Description:** Learn how to approach cities and nonprofits to access Enhanced Mobility and 5310 funding for age-friendly and specialized transportation services. This session begins with the basics and progresses to practical strategies for building partnerships and implementing grant-supported programs.
- **Speakers:**
 - Robbie Werth, Business Development Officer, We Drive U
 - David Somers, Senior Research Associate, USAging
- **Location:** Champagne 3/4

Standards:

Standards That Stick: Building a National Framework for NEMT Quality & Accountability

- **Description:** This session will explore the importance of shared definitions and benchmarks for success, highlighting current developments in NEMT standards, including accreditation and service delivery guidelines. Attendees will learn about the NEMT National Registry, aimed at increasing transparency and streamlining compliance across healthcare transportation. If you've ever wondered why we don't all use the same measurements, this session is for you.
- **Speaker:** Peter Hicks, Executive Director, NEMTAC
- **Location:** Versailles 3/4

11:45am - 1:45pm.....Expo Hall Grand Opening

- **Location:** Concorde ABC

11:45am - 1:30pm.....Lunch

- **Location:** Concorde ABC

2:00pm – 3:30pm.....Next Generation Technologies in Motion – AI and Beyond

- **Description:** 2025 is the year of AI, and the transportation industry is moving full speed ahead. This powerhouse session will bring together leading innovators and executives who are reshaping how our industry operates. Join us as these leaders showcase how AI and next-gen technologies are transforming fleet operations, boosting efficiency, and enhancing the passenger experience. Don't miss this dynamic session that will inspire you to take your business to the next level.
- **Speakers:**
 - Bill George, CEO of zTrip
 - Kelly Milan, Owner of Sunshine Rides and Co-Founder of OneOps.ai
 - Stan Nov, Chief Data Officer of Sky Transportation, LLC
 - Michael Robertshaw, Transportation Industry Specialist and Co-Founder of OneOps.ai
 - Kyle Summers, Chief Operating Officer of Old Dominion Transportation Group
- **Location:** Champagne 3/4

3:30pm – 4:30pm.....Hiding in Plain Sight - Join the Fight to Stop Human Trafficking

- **Keynote Speaker:** Derek Benner, CEO, Our Rescue
- **Sponsors:** Liberty Cab/TTA Foundation and JC Paratransit Solutions
- **Location:** Champagne 3/4

4:30pm – 7:00pm.....Reception

- **Sponsors:** Paratransit Insurance Company and Onde
- **Location:** Concorde ABC

7:00pm.....Expo Hall Closed

THURSDAY, NOVEMBER 6

8:00am – 3:00pm.....Registration Desk Open

- **Please Note:** Breakfast is on your own

8:30am - 9:30am.....Concurrent Learning Labs

Business Development:

Microtransit: Models, Money & Momentum

- **Description:** New to microtransit or exploring its potential? This session covers the fundamentals of microtransit, including service models and expected revenue per passenger. Learn how to create a strong pilot proposal and gain insights from leading providers like Spare, RideCo, and Via. Perfect for operators looking to expand or innovate with microtransit services.
- **Speakers:**
 - Terry O'Toole, President, Kansas City Operations, zTrip
 - Teague Kirkpatrick, National Director of Business Development, zTrip
- **Location:** Versailles 1/2

Loss Control:

After The Impact: What Every Driver and Operator Needs to Do Next

- **Description:** Crashes happen—but your response can make all the difference. This session will walk through exactly what drivers and operators should do in the immediate aftermath of an incident. A panel featuring experts in telematics, insurance, training, and operations, including a frontline operator, will cover the best practices for documentation, photo collection, and real-time decision-making. Whether you're updating protocols or training new staff, you'll leave with clear guidance to protect your business, your team, and your riders.
- **Speakers:**
 - Dan Reid, President/Managing Member, Grove Transit/Go Ride
 - James Blain, President, PAX Training
 - Drew Plunk, Director of Claims, Paratransit
 - Angie Bretag, Sr. Director of Sales, Motive Cameras
- **Location:** Champagne 3/4

Operations:

Driving Success Together: Maximizing Third-party & Contractor Relationships

- **Description:** This session will challenge conventional thinking and redefine the way we view these essential relationships—moving beyond transactional engagements to fostering true collaboration. Drawing from years of experience in NEMT and Transit, Dan Resch will highlight how independent contractors and vendors are not just service providers but integral partners who shape the success of our industry. Attendees will gain actionable insights into identifying, cultivating, and maximizing partnerships to drive operational excellence.
- **Speaker:** Daniel Resch, Provider Network Manager, Uzurv Holdings
- **Location:** Versailles 3/4

9:45am - 10:45am.....Concurrent Learning Labs

Operations Development:

Scaling Success in NEMT

- **Description:** Discover how to scale your NEMT business through innovative technology, strong partnerships, and operational best practices. This session explores tools for efficiency, strategies for fleet modernization, and tactics for improving service quality and compliance, equipping you to grow sustainably in a rapidly evolving industry.
- **Speakers:**
 - James Smith, President/COO, JC Paratransit Solutions
 - Alexander Vazquez, CEO, R4H Medical Transportation
- **Location:** Versailles 3/4

Loss Control:

When it Goes to Court: Legal Realities After an Accident

- **Description:** This follow-up session builds on the accident response discussion, focusing on the legal aspects of post-incident procedures for newer operators. Led by insurance and legal experts, it covers essential topics such as preparing for depositions, the “reptile theory” in plaintiff arguments, identifying fraud risks, and your rights as an insured party. Whether you’re new to legal proceedings or looking to enhance your preparedness, this session offers practical insights for navigating the courtroom.
- **Speakers:**
 - Dan Reid, President/Managing Member, Grove Transit/Go Ride
 - Frank Ciccarella, Owner, Synergize Consulting, LLC
 - Ashley Doty, Senior Claim Attorney, National Interstate Insurance
 - Steve Friedberg, President, Research Underwriters
- **Location:** Champagne 3/4

Business Development:

What Your Broker Wants You to Know to Grow Your TP Business

- **Description:** Join us for a candid conversation on what top brokers wish every Transportation Provider (TP) understood. Learn how to build stronger partnerships, win more trips, and stand out in today’s competitive market. Using the Magic Triangle framework (People, Process, Technology), this session will cover key strategies to improve operations, streamline credentialing, and overcome technology challenges. Attendees will leave with actionable insights to strengthen broker relationships and expand their business.
- **Speakers:**
 - Ed Platt, Manager of New Products, Momentm Technologies
 - Kris Lyon, VP of Business Development, Momentm Technologies
 - Paul Broussard, CEO, MediTrans
- **Location:** Versailles 1/2

9:45am - 10:45am.....Open for One-On-One Meetings in Exhibit Hall

- **Location:** Concorde ABC

10:45am - 1:00pm.....Expo Hall Open

11:30am - 12:30pm.....Lunch

- **Location:** Concorde ABC

1:00pm.....Exhibit Hall Closed for 2025

1:00pm - 6:00pm.....**Exhibit Hall Take Down (hall closed to all except exhibitors)**

1:10pm - 2:40pm.....**TTA Business Meeting**

- **Description:** Join fellow members for TTA’s Annual Business Meeting, the highlight of the year. Hear TTA President Dan Reid’s Year in Review, celebrate exceptional leadership with the Presidential Award, and receive updates on legislative priorities, financial performance, and the TTA Foundation’s impact. Members will also participate in the election and swearing-in of new board members, followed by remarks from incoming president Bill Rouse, and a recognition of past leaders who shaped our association.
- **Location:** Champagne 3/4

2:40pm - 3:45pm.....**Preparing for the Next Technological Innovations & Disruptions - from NEMT to P3, to AI and AVs**

- **Speaker:** Matt Daus, President, IATR
- **Location:** Champagne 3/4

3:50am - 5:00pm.....**Fireside Chat: The Uber-Taxi Partnership - A Conversation Years in the Making**

- **Description:** At Mobilize 2025, we’re bringing together voices who helped shape one of the most transformative collaborations in the for-hire transportation industry. Join our panelists for an in-depth, unscripted conversation about the evolution of the Uber–Taxi partnership – from early discussions and regulatory challenges to technical integrations and rapid trip growth. Discover how cities, operators, and technology leaders are redefining what collaboration looks like in today’s mobility ecosystem.
- **Speakers:**
 - Bill Rouse, CEO, L.A. Yellow Cab Co-Op
 - Jarvis Murray, Commercial Rideshare & Mobility Administrator, LADOT
 - TBA, Uber Representative
- **Location:** Champagne 3/4

5:00pm.....**Adjourn**

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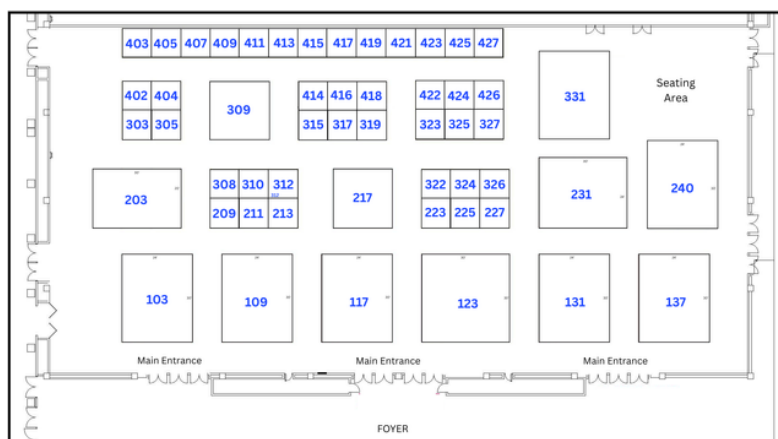
MTE
HEAVY TRUCK EQUIPMENT

Masters
Transportation

mobilworks
Commercial

Flywheel

EXPO HALL LAYOUT



ADABoy.....	117	Masters Transportation.....	405
American Business Insurance Services..	225	MediRoutes.....	323
AMF - Bruns of America.....	223	Midwest Transit Equipment.....	423
Autocab.....	109	Mobility Works.....	103
Autozone.....	310	Momentm.....	322
AZPIRED.....	209	Motive.....	416
Bambi.....	309	NEMTAC.....	407
BraunAbility.....	123	Netradyne.....	422
Broda.....	308	OneOps.ai.....	427
CallCab Experts.....	404	Optigo.....	303
CMT Group.....	315	Our Rescue.....	419
Coast.....	426	OurRecords, Inc.....	325
Curb Mobility.....	217	Pac Biz Outsourcing, Inc.....	417
DDS Wireless.....	409	PAX Training.....	413
Drivege.....	137	Paratransit Insurance Co.....	211
Duet.....	319	Professional Insurance Centers....	324
ember.....	317	Research Underwriters.....	312
Fenton.....	131	Routing Box.....	421
Fleet.....	331	RoutingGenie.....	425
Flip CX.....	305	Surya Insurance Company.....	403
Flywheel Technologies.....	203	Synergize Consulting.....	327
FR Conversions.....	231	Taxi Caller.....	227
Gauer Modules.....	213	TaxiCharger.....	326
Global Dispatch Management.....	415	TaxiStand.....	424
iCabbi.....	240	TESCO Bus & Van Sales.....	411
IT Curves.....	418	The Hilb Group.....	414

MOBILIZE 2026



Anaheim, CA

ENJOY THE RIDE

October 26-28, 2026

SAVE THE DATE

NOTES

NOTES



ABOUT THE TRANSPORTATION ALLIANCE

Established in 1917, **The Transportation Alliance** is a non-profit trade association of and for the private passenger transportation industry. Our extensive membership spans the globe and includes taxicab companies, executive sedan and limousine services, airport shuttle fleets, nonemergency medical transportation companies, and paratransit services.

Contact Us!



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