

Transportation Leader

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A NOTE FROM THE PUBLISHER

The Transportation Alliance Has Arrived

The Transportation Alliance (TTA), formerly the Taxicab, Limousine & Paratransit Association (TLPA), is unveiling its new goals, objectives, and branding, as well as its new Mobilize 2019 Annual Convention & Expo. These are exciting times for our industry, and The Transportation Alliance is meeting the challenge head on.

TLPA was organized around serving 1) taxicab, 2) limousine/shuttle and 3) paratransit/nonemergency medical transportation providers through membership divisions that focused on those market segments. Increasingly, those segments are morphing together. That's why TTA has shifted swiftly to knowledge-based member services that address communities of interest across the full for-hire passenger transportation market. This means giving our members vital information on topics such as contracting, technology, driver recruitment and training, risk management, diversification, and much more. In addition, TTA is expanding its focus and programs to more directly address the needs of industry vendors and the purchasers of for-hire transportation service.

TTA's new mission statement is "To be the leading force in advancing the interests of the professional for-hire transportation industry and the public it serves." TTA's goals include:

- Providing programs on innovations and technologies that enhance mobility and service delivery, creating competitive advantages for members;
- Helping our industry thrive through research and information sharing on profitable, diversified business models;
- Improving the image, performance and respect for professional drivers/chauffeurs;
- Serving as a unified voice for the industry.

Our Mobilize 2019 Annual Convention & Expo, happening Oct. 16-19 at the newly refurbished Bally's Las Vegas, is built around achieving these goals. The convention's interactive Learning Labs are centered around the themes of Innovation & Technology, Diversification & Market Trends and Operational Excellence. The convention's General Sessions will tackle major issues such as responding to transportation trends, developing a mutually beneficial working relationship with TNCs, and learning how financial institutions view the future of our industry. A favorite of attendees, our large Expo hall will feature the best technology, products and services from the industry's leading vendors.

We've arranged an extremely low room rate of only \$147 per night at Bally's. And, because we know how important networking is at these events, your registration fee now includes two of our biggest social events: the Convention Kickoff Party and the Closing Night Reception & Silent Auction.

The stage is set. The industry and your association are transforming. It's all happening Oct. 16-19 in Las Vegas. I hope to see you at Mobilize 2019.

Alfred LaGasse



Alfred LaGasse
Publisher

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