FLORIDA TRUCKING ASSOCIATION

SHIPPER MEMBER
INFORMATION

FLORIDA TRUCKING ASSOCIATION

Your Tomorrow Is on a *Truck Today*

Dear Prospective Shipper Member:

Whether or not you decide to join Florida Trucking Association is a choice only you can make of course. I hope you will conclude that FTA is indispensable for you and your company—that we are the ***one place*** that offers you many unique advantages from which you will benefit.

As a prospective Shipper member, you are no doubt seeking access to members of the trucking industry and perhaps other Shipper members as well. The enclosed materials will tell you about that access.

You will also discover a variety of participation opportunities that both keep you up to date and increase the frequency of that access to other members. From a return-on-investment basis, we think you'll decide that we are a bargain. Our membership dues and event registration fees are reasonable, plus we are rapidly adding new members, especially carriers.

Please join FTA today. You know that "strength in numbers" is a powerful truth. I know that we need you. If you have any questions, please contact me at 850-222-9900.

Thank you for considering FTA.

Cordially,

Alix P. Miller

Alix P.Miller, Ph.D.
President and CEO

Enclosures

Florida Trucking: **SHIPPER MEMBERS**

FTA SHIPPER MEMBERSHIP
Gives You the Access

When you become an Shipper member of Florida Trucking Association, you get more than just a membership. You become part of a powerful industry group that provides access to many of the state's trucking companies. It's this access that makes Shipper membership in FTA indispensable. *These are the people you want to do business with!*

What Your Shipper Membership Investment Includes:

- **Access to current industry data** and analysis, which make it easier for you to find an edge in a tight economy.
- **FTA Online Membership Directory,** which puts your name at the fingertips of the industry statewide. This invaluable resource contains all carriers, shipper members, supplier members, specialized councils, and more.
- **Use of the FTA member logo** so that the industry sees your commitment to Florida's trucking industry.
- **Networking opportunities** at the many FTA events held throughout the year. These meetings give you time to meet the movers and shakers in the industry—to make crucial business contacts and talk up your product.
- **Exhibit and sponsorship opportunities** at our biggest events, including conferences, workshops, council meetings and more.
- **Specialized training opportunities** in varied locations statewide. Your entire Florida-based staff will have multiple opportunities to get top-notch training from industry leaders, both in-person and online.
- **Involvement in our specialized councils** to meet the right decision-makers and impact the industry at the know-how level.
- **Speaking opportunities where you can showcase** your knowledge by offering FTA-unique training opportunities.

OTHER MEMBERS INCLUDE:

CARRIER MEMBERS

ABF Freight System
Armellini Express Lines
Carroll Fulmer Logistics Corporation
Cheney Brothers
Commercial Carrier Corporation
Davis Express
Dillon Transport
FedEx Corporation
Florida Power & Light
Landstar Transportation Logistics
Old Dominion Freight Lines
Publix Super Markets
Raven Transport
Ryder System
Saddle Creek Transportation
Southeastern Freight Lines
Southern Glazer's Wine & Spirits
UPS
Walmart
YRC Freight
XPO Logistics

SUPPLIER MEMBERS

A-C-T Environmental & Infrastructure
Allison Transmission
BB&T Insurance Services
Bestpass
CargoNet
CH Robinson
Cummins
Delco Remy
Florida Utility Trailers
Freightliner
Great West Casualty
J.J. Keller & Assoc.
Kenworth
Lytx
Mack Trucks
Omnitracs
Nextran Truck Center
Pilot/Flying J
Roadmaster Drivers School
TA Travel Centers
Thermo King

join now

COMBINE YOUR HORSEPOWER WITH OURS.
Fleet dues start at $595/yr; Shipper and Supplier dues are only $595

Call (850) 222-9900 or visit www.floridatrucking.org
New members joining during the year receive a prorated discount!

FLORIDA TRUCKING ASSOCIATION

Florida Trucking: **WHAT YOU GAIN**

FTA IS THE ONE PLACE *That Is Focused on You!*

When you belong to Florida Trucking Association, you gain more than membership:

You gain a Unified Voice in regulatory/legislative affairs

and in building the image of trucking in Florida. Because trucking is the largest transportation sector in this state, our combined voices can be one very powerful tool to further our interests. With the collective horsepower of our members, we are a force to be heard in government, regulatory and business arenas. FTA also makes the public image of trucking a high priority.

REGULATORY LIAISON : LEGISLATIVE ADVOCATE : IMAGE BUILDER

You gain a Dynamic Network by which you connect yourself

to your peers and to potential customer or suppliers. FTA events and committees help you not only expand your professional knowledge, but they also give you introductions to new business relationships. Whether you're a supplier or shipper member looking to make new account connections or a carrier company wanting a colleague's point of view, our events bring people together, and possibilities abound.

BUSINESS CONNECTOR : LEAD GENERATOR : PEER INTERSECTION

You gain a Valuable Toolbox where you receive a variety of

member benefits to improve your business and a constant flow of education and information. All of our educational sessions and communication tools are designed with busy professionals in mind. That means targeted content in convenient locations—in formats that you can easily use. FTA is also your go-to place for specialized member discount programs on goods and services you need.

EDUCATION SOLUTION : INFORMATION SOURCE : RESOURCE HUB

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FLORIDA TRUCKING ASSOCIATION

Florida Trucking: **MEMBER BENEFITS**

SHARE IN THE REWARDS
FTA Delivers for You

Need more examples of what you get from FTA membership? Take a look:

LEGISLATIVELY SPEAKING

- We passed the **400-lb exemption with regard to truck weights** to accommodate Auxiliary Power Units (APUs), making it feasible for truckers to be more efficient and maintain payload profitability.
- We successfully passed a permit program allowing a **10% increase in scale tolerance, authorizing up to 88,000 pounds** on certain roads, making it easier for you to get trucks from point A to point B.
- We successfully passed **anti-indemnification legislation that voids any motor carrier contract language** that seeks to hold harmless the shipper for intentional acts or negligence that result in damage or loss. *Now that's a breath of fresh air for your insurance rates.*
- We **reduced the across-the-board increase in tag/title fees** from a proposed 100% increase (a $100 million impact on the heavy trucking industry) to just 35%. *That's money in your back pocket every single year.*
- We **realigned and protected intrastate hours of service,** assuring maximum effectiveness and efficiency for Florida's intrastate haulers. *We've got our eye on upcoming federal hours of service changes, as well.*
- We **defeated proposals that would have imposed a sales tax on interstate freight bills** that also included equipment and repair parts. *The last thing you need is another tax on the trucking industry.*

FOR THE MANAGEMENT

- Our extensive calendar of events allows **managers and top-level officials** to meet industry peers, get face time with industry decision-makers, and learn best practices from some of the most savvy businesspeople in the state.
- FTA's **annual competitions,** such as SuperTech and Truck Driving Championships, are a powerful tool for employee motivation, training, and morale.
- Through the power of numbers, FTA **negotiates special "members-only" purchasing agreements** with Affinity Partners, affording you special discounts on services you probably already use.
- **Timely news updates and industry hot topics** hit your in-box on a regular basis—condensed with the cream of the story on top—so you don't have to waste precious daylight.

AT THE EMPLOYEE LEVEL

- FTA's **Safety Management Council** and **Technology & Maintenance Council** offer tremendous opportunities for leadership, professional education and performance-boosting best practice training.
- The annual **SuperTech** and **Florida Trucking Driving Championships** competitions are the first step to competing nationally at these prestigious events.
- **Online training opportunities and face-to-face workshops** bring the classroom to the terminal for many of our companies. Industry updates from leading-edge suppliers give your techs and safety people a leg up on the competition.

We bring training to your own back yard.

FTA maintains a robust menu of regional activties that means you will frequently be able to take advantage of opportunities within a hour's drive of your office.

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FLORIDA TRUCKING ASSOCIATION

Florida Trucking: **MEMBER BENEFITS**

SHARE IN THE REWARDS
FTA Membership Benefits

When you become a member of Florida Trucking Association, you gain a unified voice, a dynamic network, and a valuable toolbox. Here's what that looks like in detail:

- **A powerful advocacy group** that continually works with lawmakers, agencies and interest groups to make sure your business competes on a level playing field.
- **Florida Truck News magazine,** which is a publication dedicated to trucking in Florida. This publication is filled with hot topic articles, best practice information and regulatory updates.
- **FTA Online Membership Directory,** which puts your name at the fingertips of the industry statewide. This invaluable resource contains all carriers, supplier members, specialized councils, and more.
- **Periodic e-mails** that synthesize the emerging news in the trucking industry, so you don't have to spend time culling through the news pile for important details.
- **Networking opportunities** at the many FTA events held throughout the year. These meetings give you time to meet others in your industry—to make crucial business contacts or to find a mentor who's been through it all.
- **Specialized training opportunities** in varied locations statewide. Your technical staff and safety crew will have multiple opportunities to get top-notch training from industry leaders, both in-person and online.
- **Peer support and career-building opportunities** through our specialized professional groups: FTA Safety Management Council and FTA Technology & Maintenance Council. These groups meet quarterly to learn best practices and train on the latest equipment and products.
- **Public image campaigns** telling Floridians the value and professionalism of trucking.
- **Important updates on industry trends** and information from national and state-level sources.
- **Regulatory updates** and information synthesis in plain language—so you can easily understand how proposed laws and regulations will affect you.
- **Mentoring opportunities** from trucking leaders: find a mentor to help you grow your business or lend a hand to an up-and-coming manager. Both gain valuable insight and professional development from our mentoring program.
- **A direct connection to the information you need.** FTA offers technical assistance on regulatory issues, from state agencies such as the Florida Department of Transportation and Department of Highway Safety and Motor Vehicles to the Federal Motor Carrier Safety Administration.
- **Unique member savings programs** for the products you already use, including software, educational materials, and more.
- **Leadership opportunities** are available through the FTA Board of Directors, Council of Delegates, or one of the major councils or committees that oversee and guide the Association.

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FLORIDA TRUCKING ASSOCIATION

Florida Trucking: **COMMITTEES**

SPECIAL INTEREST GROUPS
How You Connect with FTA

Finding your niche in an industry organization shouldn't be hard. We have many opportunities for professional development and peer connection through our special interest councils. You can make an impact and get the most out of your FTA membership!

FTA Safety Management Council

Florida Trucking Association's Safety Management Council (SMC) is made up of safety professionals from its member companies. Their primary goal is simple—make trucking in Florida as safe as possible. With this goal in mind the SMC operates year-round. With wide-ranging programs and public relations campaigns, the SMC has increased both public and industry awareness of the importance of highway safety in Florida. The SMC has been recognized by the Federal Highway Administration for its efforts. The many programs supported by the FTA's safety professionals include:

> **Florida Truck Driving Championships** (qualifier for ATA's National Truck Driving Championship)
> **Annual Safety Management Awards** (awards for fleets, drivers, safety professionals)
> **Florida Vehicle Inspections** (in cooperation with FHP and AgLaw enforcement)
> **Herman Fauss Scholarship** program (for graduating high school seniors)
> **Florida Driver Appreciation** events

FTA Technology and Maintenance Council

Our Technology & Maintenance Council focuses primarily on professional development of service technicians and managers through various in-depth training opportunities and skills competitions. This tight-knit group meets at locations around the state to participate in innovative educational sessions from cutting-edge OEMs and technology/parts manufacturers. These programs include:

> **Florida SuperTech** skills competition (qualifier for ATA's National SuperTech competition)
> **Florida Vehicle Inspections** (joint effort with FTA-SMC)
> **Hands-on professional training** from sponsors such as Cummins, Thermo King, Bendix, Omnitracs, and more

FTA 2.0

If you are a rising executive in your company and want to provide leadership for FTA and the trucking industry, 2.0 might be perfect for you. This corps of next-generation (thus the name "2.0") leaders has a mission to help us as we adapt to a rapidly changing future. The group adopted several areas of focus:

> **Provide feedback** to FTA on new initiatives
> **Champion** public image campaigns for FTA and the industry at large
> **Serve** as FTA's hospitality ambassadors
> **Implement** community service programs
> **Help organize** FTA membership recruitment efforts

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FLORIDA TRUCKING ASSOCIATION

Florida Trucking: **PARTICIPATION**

OPPORTUNITIES TO DEVELOP
Participation Equals Success

Participation makes your company and your people better, and it builds momentum for FTA

Educational Opportunities

Specialized training opportunities in varied locations statewide. Your technical staff and safety crew will have multiple opportunities to get top-notch training from industry leaders, both in-person and online.

> **Spring Rendezvous** with educational sessions and sporting activities to benefit the Florida Teacher Tour
> **Annual Conference,** chock full of timely information on regulations and governance issues at both federal and state level
> **Technology/Maintenance and Safety Management workshops** scattered statewide that focus on a single, concentrated topic
> **Fall Round-Up/Educational Institute,** which is a full day of buffet-style training. Choose your track, choose your session.

Competition Opportunities

> **Florida SuperTech** skills competition (qualifier for ATA's National SuperTech competition)
> **Florida Truck Driving Championships** (qualifier for ATA's National Truck Driving Championship)
> **Annual Safety Management Awards** (awards for fleets, drivers, safety professionals)

Leadership Opportunities

> **FTA Board of Directors** elected from the larger Council of Delegates
> **FTA Council of Delegates** represented by members of special councils and at-large appointments
> **Various volunteer** committee leadership opportunities

Volunteer Opportunities

> **Safety Management Council (SMC)** focuses on driver recognition and advancing safety industry-wide
> **Technology and Maintenance Council (TMC)** develops innovative training maintenance staff
> **2.0 Group** brings together the best and brightest of next-generation company leadership
> **Florida Road Team** is a group of professional drivers who act as spokespersons and safety educators
> **Membership Recruitment Committee (MRC)** identifies and develops FTA membership growth opportunities

Recognition Opportunities

> **Herman Fauss Scholarship** providing college funds for children/grandchildren of CDL drivers
> **Drivers of the Month/Year** as part of our Safety Management Awards
> **Fleet Safety Awards** by carrier type and mileage as part of the annual Safety Management Awards
> **Safety Professional of the Year** recognizes the top Safety Director in Florida's trucking industry

Networking Opportunities are included in everything we do, plus ...

> Annual Conference, Regional Meetings, Herman Fauss Golf Tournament, and more!

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FLORIDA TRUCKING ASSOCIATION

Florida Trucking:
JOIN IN 1-2-3

INVESTING IN YOURSELF
Joining FTA Is Easy!

We aren't complicated. Membership happens fast!

1 DUES ARE REASONABLE

Carrier members are $595 + $20/Florida-based truck
Shipper and Supplier members are $595 + $100/additional location option
Discounts offered for partial-year memberships.
Dues are calculated by calendar year.

2 APPLICATION FORM

Fill out the brief **membership application** in this packet. Use the long-form application (just ask us for it) to enroll key employees for councils either now or any time.

3 QUESTIONS?

Use our website at www.floridatrucking.org
Call our office at (850) 222-9900
Email: info@floridatrucking.org **Fax:** (850) 222-9363
Calendar of events, recent news, staff and board listings, etc., are available online anytime.

join now

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FLORIDA TRUCKING ASSOCIATION

FTA Membership = Strength in Numbers!

Enrollment Form Rev 10-16

Company Name: _____ US DOT #:_____

Billing Address:_____

City/State/Zip: _____

Primary Representative: _____

Job Title:_____

Mailing Address: _____

City/State/Zip: _____

Office Phone: _____ Mobile Phone: _____

Email: _____ Web:_____

Number of trucks dispatched in Florida (includes company-owned and dedicated contractors): _____

MEMBERSHIP CATEGORIES:

- ❑ **Carrier Membership** - $595 annually + $20 per FL-based truck *(maximum $5,995 annually)* = $ _____
- ❑ **Supplier Membership** - $595 annually + $100 per additional location in directory = $ _____
  (Wholesaler, manufacturer, components, distributors, consultants, schools, dealers, agencies, truck stops)
- ❑ **Shipper Membership** - $595 annually + $100 per additional location in directory TOTAL = $_____

***An FTA staff member will call you to confirm receipt of your enrollment form and to answer any questions.**

Your company dues above entitle you to a total of five (5) individual members (executive, safety, fleet maintenance, operations, etc.). We will contact you immediately to help identify your members and obtain their contact information.

Payment Information: ❑ Check enclosed *(payable to Florida Trucking Assoc.)* ❑ Visa ❑ MasterCard ❑ American Express

Credit card number: _____ Security Code: _____

Name as appears on card: _____ Expiration: _____

Statement Mailing address: _____

City/State/Zip:_____ Phone: _____

Email of person making payment (for receipt):_____

Signature: _____ Date: _____

Email: info@floridatrucking.org ***Fax***: (850) 222-9363
Mailing Address: Florida Trucking Association, 350 E. College Ave., Tallahassee, FL 32301