



President's Message: Three Things to Get Us Started

As many of us are fresh from gathering at CTA's **71 Annual Membership Conference** in Carlsbad, I'm reflecting on the feedback heard from new and long-time members alike: that providing the right balance of education, interaction, and entertainment is priceless. It was so great to see those of you who attended, and I'm energized and excited to be in my new role as CTA's Board President. **As I step into this role, I can think of three initial goals** that will set the Association on a positive path, positioning us for success.

First, **we need to reimagine how we do things at CTA.** This doesn't mean disposing of the things that still work well for us, but it does call for new ideas. By being innovative, we can adapt to current realities our predecessors in trucking might have never imagined decades ago. The ability to make nimble, strategic moves as an industry places us in a better position to respond to regulatory, environmental, and political challenges as well as a host of other new factors we may have not yet identified. Along with time-tested and experienced-based ideas, we need to harness new technology and approaches to focus on what's most important and requires the most attention.

Now these new ideas and approaches won't just come from Long Beach, or Fresno, or the Bay Area for that matter, so here's my second goal: These **ideas need to come from all over.** That's why **I'm calling for a re-engagement throughout the state.** We may haul different things, but truckers throughout California face many of the same roadblocks – both literal and figurative. I want to offer better connection and value to those members who aren't participating with our 11 units at the local level. I also want to see more of you at our statewide events. We are better together. The lawmakers and bureaucrats in Sacramento need to see a unified front for us to have the voice we need. If we can check-in with each other a few times a year we stand a better chance of aligning our efforts to the benefit of all.

Finally, and as part of the results of the two above goals, **I believe CTA can once again become the political 800-pound gorilla it was in decades past.** This calls for a redoubling of efforts among our business units and our members. It's about strategic political engagement – not just in Sacramento, but at city halls and county commissions throughout to state. Your time and vocal support is part of this, but your generous Cargo PAC donations allow us to efficiently and effectively send a message exactly where it needs to go.

We have much work to do, and I'll be sharing more as we move forward towards these three goals and the countless other priorities. I am, again, thankful for your trust and the opportunity to lead the California Trucking Association. **We're going to do great things.**

Robert Loya
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