



“An engaged membership gives the MTA an energy and momentum to fulfill our mission and deliver on our strategic plan.”

I want you to get engaged!

I don't want you to enter a formal agreement to get married. Nor do I want you to begin a fight or battle between armed forces. You can do those things on your own time.

What I want you to do is have a more meaningful and fulfilling relationship with the MTA. Like many other organizations, the MTA's lifeblood is its membership. An engaged membership gives the MTA an energy and momentum to fulfill our mission and deliver on our strategic plan.

So what does engagement mean to you?

I'm sure you are all familiar with parents that are engaged in their children's activities. Any youth or high school coach can tell you that parents are engaged in their kids. Many times this engagement is focused on one player on a team, their child, to the detriment of the rest of the team.

I am sure you all have similar experiences with employees.

The example shows very strong engagement that is not as effective as it should be because it isn't dedicated to the betterment of the organization in which these individuals are members.

Now consider the parent who is engaged in their own child but is supportive of the entire team, encourages all the players, supports the coaching staff, helps with chores to maintain the field and organizes activities for the team. This is full engagement that not only helps their child but helps the child more completely by making the entire team better.

Consider the employee that understands that his/her best long term interest is in making sure the

carriers customers are provided with exceptional service which then results in a more complete partnership between the carrier and the customer. This employee may have to make some adjustments in their schedule or a driver may have a variance in miles from week to week. The driver will almost certainly end up with the same or more pay while at the same time ensuring the long term stability of the customer/carrier relationship.

Now consider an MTA where you engaged in helping the MTA achieve its strategic goals while at the same time you are developing relationships with industry peers, getting a deep dive into issues facing our industry and providing input into solutions to industry concerns. That is engagement and that is what the MTA can offer you.

The best advice I received when I began working full time in trucking was to join the MTA. I have developed relationships with other members who have been mentors, friends and advisors to me as I have managed our business through good times and tough times. The resources that have been provided through conferences, seminars and allied member relationships have been invaluable.

The MTA has many opportunities for you to get involved now. Whether it is with the Safety or Maintenance Council, a standing committee, a task force or attending one of the three annual conferences (Safety, Management and Annual), there is something for everyone. **TM**

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