

the
transportation
alliance ◀



106TH ANNUAL CONVENTION & EXPO
DALLAS, TX | SEPT 30 - OCT 2, 2024



REENERGIZE | ADAPT | MOBILIZE



CONFERENCE LOGISTICS

INTERNET

Complimentary Wi-Fi service provided - browse the internet and stay connected while at the event. Streaming or video conferencing is not supported.

Network: Hyatt-Meeting

Password: Mobilize24

BADGES

Conference badges are required to access any TTA Mobilize event.

PARKING

TTA participants receive discounted self-parking at \$15 per day.

HOTEL RESTAURANTS

- Coffee Post - 6am - 11am
- Centennial Restaurant; Breakfast: 6:30am – 11am; Lunch: 11:30am - 2pm
- Monduels, the lobby bar, 2pm - 12am
- Crown Block in Reunion Tower, 5pm - 10pm

DALLAS AREA INFORMATION

Restaurants, things to do, and more! www.visitdallas.com



REUNION TOWER

Get a breathtaking 360-degree view of the city from the Geo-Deck. Hyatt Regency Dallas guests receive 20% off Geo-O Deck admission when they show their room key.

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



WELCOME FROM TTA PRESIDENT BILL YUHNKE

Dear TTA Conference Attendees,

On behalf of the entire Association, it is my great pleasure to welcome you to our Mobilize 2024 Annual Conference, held this year in the vibrant and dynamic city of Dallas, Texas!

Dallas is known for its rich history, innovative spirit, and welcoming hospitality—qualities that reflect the very essence of our Association. This year's conference promises to be a unique and enriching experience, bringing together thought leaders, innovators, and professionals from across our industry. Whether this is your first time joining us or you are a long-time participant, we are excited to have you here for what promises to be a rewarding and transformative event.

I would also like to take a moment to extend a heartfelt thank you to our exhibitors and sponsors. Your support and partnership are integral to the success of this conference. From the informative exhibits to the generous sponsorships, you help bring our vision to life and enhance the experience for all attendees. We encourage everyone to visit our exhibitors and learn more about the innovative products, services, and solutions they bring to our industry.

Our team has put together a diverse and engaging program, with learning labs, fun activities and networking opportunities that will inspire and challenge us all. We believe that by coming together, sharing knowledge, and learning from one another, we can continue to grow, innovate, and elevate our industry to new heights.

Please take this opportunity to explore all that this conference and the city of Dallas have to offer. From our informative sessions to the rich cultural experiences of the city, I encourage you to make the most of your time here. We are confident that you will leave with new insights, connections, and a renewed sense of purpose.

Once again, welcome to Dallas and thank you for being part of this incredible community. Your presence and participation make our Association stronger, and we look forward to an unforgettable few days together.

Bill Yuhnke
President, The Transportation Alliance



AGENDA

MONDAY, SEPTEMBER 30

- 12:00pm – 8:00pm.....**Registration Desk Open (Marsalis Foyer)**
- 8:00am – 3:00pm.....**Decorator Set-up (Marsalis B)**
- 12:00pm – 2:00pm.....**Vehicle Move-In (Marsalis B)**
- 2:00pm – 5:00pm.....**Exhibitor Display Set-up (exhibitors only) (Marsalis B)**
- 12:00pm – 1:30pm.....**Foundation Board Meeting (by invitation only)**
Location: Bryan Beeman, Atrium Level
- 1:30pm – 3:30pm.....**TTA Board Meeting (by invitation only)**
Location: Bryan Beeman, Atrium Level
- 3:30pm – 5:30pm.....**Foundation Fundraiser (additional registration)**
Location: Texas & Pacific Room, Union Station
- 5:30pm – 7:00pm.....**Welcome Reception**
Location: Hyatt Regency Dallas, Landmark Circle

TUESDAY, OCTOBER 1

- 8:00am – 2:00pm.....**Exhibitor Display Set-up (exhibitors only) (Marsalis B)**
- 8.45am - 9.15am.....**Continental Breakfast for Learning Labs (Cumberland)**
- 8:00am – 5:30pm.....**Registration Desk Open (Marsalis Foyer)**
- 9:15am – 10:15am.....**First set of concurrent Learning Labs**

• **Technology Track: Fraud in NEMT**

- o **Description:** What can your company do to crack down on fraudulent claims? Learn how to develop the most trustworthy claims in the industry. Don't miss this opportunity to equip your company with the tools and knowledge needed to safeguard against fraudulent claims and foster trust within the industry. Join us for an engaging discussion that could redefine your approach to claims management.
- o **Speakers:**
 - Dan Reid, President/Managing Member, Grove Transit (Hattiesburg, MS)
 - Heather Williams, Training Manager, MediRoutes (Evansville, IN)
- o **Location:** Cumberland KL

• **Loss Control Track: Strategies to Reducing Risk & Minimizing Premiums**

- o **Description:** Join us for an insightful session that delves into the critical aspects of managing transportation operations efficiently and effectively. In this session, we will explore key areas and resources including vetting drivers' qualifications during the hiring process, comprehensive driver training programs, and the procurement of durable vehicles, including accessible options tailored for all passengers.
- o **Speakers:**
 - Steve Yaffe, Proprietor, Yaffe Mobility Consulting (Charlotte, NC)
 - Robbie Werth, Project Manager/Business Development, WeDriveU/Diamond Transportation (Alexandria, VA)
- o **Location:** Cumberland GH



• **Operations Track: Value Based Product Offerings - Service Levels**

- o **Description:** This impactful session will focus on mastering the art of justifying higher prices in the transportation industry through tailored services. We will delve into key strategies for identifying and implementing service levels and modes that align with passenger needs, enabling you to stand out from the competition.
- o **Speaker:** Jeremy Scalzi, Director of Business Development, M7 Ride (New York, NY)
- o **Location:** Cumberland IJ

10:30am – 11:30am.....Second set of concurrent Learning Labs

• **Technology Track: Does Your Technology Meet Your Evolving Needs?**

- o **Description:** Most of us are taking the “Joe Rubino” approach to service offerings. In other words, “If you look out your window and see someone being transported by somebody else, you need to figure out how to get that business.” These days as we evolve into new markets and service offerings, it becomes even more important to understand how these new offerings can or will be reflected through your existing technology platforms. Proprietary client software, APIs, existing software; you need to understand how to make all of these work together. Our panel of technology experts will explain the things you need to consider when trying to determine how, or if, your new evolving business segment is reflected in your technology program.
- o **Speakers:**
 - Vishal Dhawan, CTO, Curb Mobility (New York, NY)
 - Kevin French, CEO Americas, iCabbi (Ottawa, ON)
- o **Location:** Cumberland KL

• **Loss Control Track: Circle of Life in Our Business**

- o **Description:** Just like in nature, business also experiences a cycle of growth, change, and adaptation. Training of our employees serves as the nourishment and foundation that fuels this cycle, ensuring the health and vitality of our business. Let’s navigate the road to success with core concepts and foundational practices.
- o **Speaker:** Frank Ciccarella, Owner, Synergize Consulting, LLC (Chicago, IL)
- o **Location:** Cumberland GH

• **Operations Track: Fleet & Securement Equipment**

- o **Description:** This session will cover a variety of equipment needs for student transportation, including vehicle types, to securement tools and equipment, from transporting 4–5-year-olds, students with developmental disabilities, to ADA securement best practices.
- o **Speaker:** Darren Reaume, Q’Straint
- o **Location:** Cumberland IJ

11:30am – 1:00pm.....**Lunch on Your Own**
See restaurant information on Page 2

12:00pm – 1:00pm.....**Open Meeting of the Taxicab Paratransit Association of CA**
Location: Cumberland E



1:15pm – 2:15pm.....Alternative Risk Insurance Strategies 101

- o **Description:** For many of us these days, insurance is the first or second largest line item on the expense side of our P&L, and there often seems little we can do about it. One solution many fleet owners are turning to is alternative risk strategies, such as Captive Insurance Programs and Risk Retention Programs to control their expenses, and, hopefully, reap the rewards of a good loss control program. Those just starting to dip their toes in the captive pool often find it very confusing, and downright daunting. Is it a member-owned or rented program, and does it matter? Retentions, risk sharing allocations, loss fund balance, collateral, and loss reserves are just some of the many terms you need to familiarize yourself with before you can decide if captive insurance, and more specifically which captive insurance program, is right for your business. Come hear a panel comprised of insurance experts as they walk you through the ABCs of captive insurance programs and other alternative risk insurance programs. At the end of the session, you'll be well-equipped to dip your toes into these seemingly murky waters.
- o **Speakers:**
 - Dan Reid, President/Managing Member, Grove Transit (Hattiesburg, MS)
 - Andrew Don, COO, Research Underwriters (Pittsburgh, PA)
 - Stewart Felvey, Sr. Agent, Transportation, The Hilb Group (Richmond, VA)
 - Corey Ricketts, National Interstate Insurance, (Cleveland, OH)
 - Matt Lammel, Paratransit Insurance Company
- o **Location:** Location: Marsalis Hall A

2:30pm – 3:45pm.....Opening General Session
Location: Marsalis Hall A

4:00pm – 7:00pm.....Grand Opening of Expo Hall & Reception
Location: Marsalis Hall B

6:00pm – 7:00pm.....New Member Reception (Invitation Only)
Location: Bryan Beeman, Atrium Level

7:05pm.....Expo Hall Closed

WEDNESDAY, OCTOBER 2

9:00am – 5:00pm.....Registration Desk Open

9:00am – 9:30am.....Continental Breakfast (Marsalis Hall A)

9:30am – 10:30am.....Expanding Your Service Lines & Knowing What You Need to Know

- o **Description:** These days IYKYK (If You Know, You Know) is a popular initialism, however, as we all seek to expand our business lines into new offerings, you can find it quite expensive if you don't know what you don't know! Many operators are seeing the opportunities of doing NEMT contract work in areas such as Medicaid, Medicare Advantage, and private pay trips. As you enter this market, you need to be familiar with many new terms and requirements, including HIPAA, FWA, credentialing, and brokers, to name a few. Not knowing the rules or requirements of each can be quite costly to the uneducated. We have assembled a panel of individuals with extensive experience working in the NEMT arena to help fill your knowledge gaps.
- o **Speaker:** Dan Reid, President/Managing Member, Grove Transit (Hattiesburg, MS)
- o **Location:** Marsalis Hall A



10:45am – 11:45am.....Third set of concurrent Learning Labs

• **Technology Track: Staying Compliant on HIPAA**

- o **Description:** Transforming your taxi operation into a NEMT operation is not as easy as getting new accounts. Learn how to navigate the complex healthcare industry in this session.
- o **Speaker:** Leo Yanchuk, President, Clearview Solutions
- o **Location:** Cumberland KL

• **Loss Control Track: Driver Onboarding for Student Transportation**

- o **Description:** This session will review how to onboard drivers to safely, and effectively transport students effectively. From risk management of driving minors to student connectivity, this session will cover industry best practices that should help meet and possibly exceed varying state requirements.
- o **Speaker:** Frank Ciccarella, Owner, Synergize Consulting, LLC (Chicago, IL)
- o **Location:** Cumberland GH

• **Operations Track: A Level Playing Field at Airports**

- o **Description:** Most airports have a limited amount of real estate when it comes to curbs. They battle with special interest from all transportation modes and companies. In addition to that, all airports work differently in the way fees, signage, and enforcement of regulations are handled. Ultimately, it is the airport’s responsibility to offer the traveling public safe, reliable, and available transportation options. Operators have the responsibility to deliver on Each transportation mode has its advantages and disadvantages, and each has a following. All modes are good but no single mode is good for all travelers. Join us as we review the results from a recent survey distributed by the Luxury & Marketing Committee. Our intent with this survey is to develop potential action items to present to the TTA executive committee. We will also review a similar survey conducted by the NLA and finish up with an airport perspective. After the presentations, we will start to discuss what makes the most sense for the traveling public, operators, and airports and how to work together to get there.
- o **Speakers:**
 - Dave Bird, Partner, WHC zShuttle, LLC dba SuperShuttle Express (Scottsdale, AZ)
 - Lionel Morales, Communications, Outreach & Marketing Manager, The Black Car Fund (New York, NY)
 - Matt Daus, President, International Association of Transportation Regulators (Brooklyn, NY)
 - Arnold Watkins, Landside Division Superintendent, Dallas Love Field Airport
- o **Location:** Cumberland IJ

11:45am – 2:00pm.....Expo Hall Open (Marsalis Hall B)

11:45am – 1:30pm.....Lunch in Expo Hall



2:00pm – 6:30pm.....**Exhibit Take Down (hall closed to all except exhibitors)**

2:00pm – 3:00pm.....**Closing General Session**

Location: Marsalis Hall A

3:15pm – 4:15pm.....Fourth set of concurrent Learning Labs

• **Technology Track: Top Questions Transportation Providers Should Be Asking When Choosing Technology**

- **Description:** When NEMT transporters are looking for technology (Telematics, Cameras, Phones, Billing, Dispatching/Routing, Payroll, and Tablets/Hardware) for their operations they may not know the best questions to ask to ensure that they pick what’s best for their specific needs. Come and be a part of the conversation to discuss the top questions to ask both yourself and potential partners/vendors when evaluating technology.
- **Speakers:**
 - Jack Hayes, Director of Business Development, Founders Software (Hamburg, NY)
 - Steve Smith, President and Founder, MediRoutes
- **Location:** Cumberland KL

• **Loss Control Track: Driver Onboarding for NEMT Contracts**

- **Description:** What are the necessary credentialing and training for drivers? Customer Service and Defensive Driving are training sessions all for-hire operations will have in place, but as you branch out into NEMT transportation there is so much your drivers and operations people need to understand.
- **Speakers:**
 - Frank Ciccarella, Owner, Synergize Consulting, LLC (Chicago, IL)
 - Jeremy Scalzi, Director of Business Development, M7 Ride (New York, NY)
- **Location:** Cumberland GH

• **Operations Track: Managing Parent Communication**

- **Description:** One of the most important aspects of student transportation is managing parent communication. From maintaining a proactive line of communication, and managing complaints, to handling an incident or emergency, providers and their drivers must be able to effectively communicate to all the appropriate stakeholders, be mindful of HIPAA, and even media management.
- **Speaker:**
 - Lauren Payne, COO, Tristar Transportation (Columbus, OH)
 - Dwight Kines, COO, zTrip WHC Worldwide, LLC
- **Location:** Cumberland IJ

6:30pm.....**Convention Adjourned**



EXHIBITORS & SPONSORS

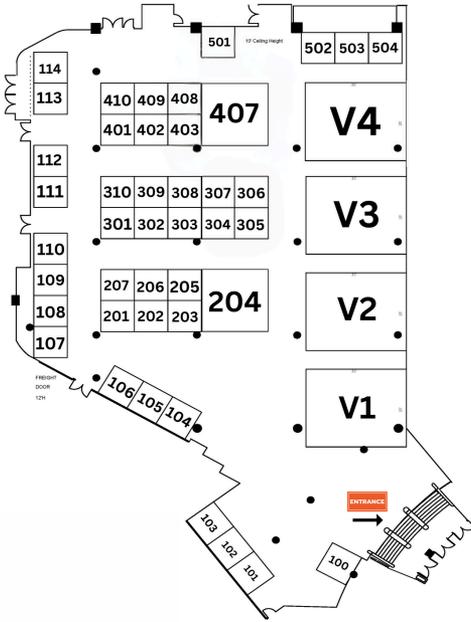


TAXI BUTLER

SYNERGIZE CONSULTING, LLC



EXHIBIT LAYOUT



- | | |
|---|----------------------------------|
| 100 - Research Underwriters | 303 - Gauer Modules |
| 101 - National Interstate Insurance Company | 304 - Routing Box |
| 102 - IT Curves | 305 - Taxi Charger |
| 103 - Route Consultant | 306 - Review Master |
| 104 - Netradyne | 307 - MTI |
| 105 - Hilb Group | 308 - CMT Group |
| 106 - Autocab | 309 - Modivcare |
| 107 - Optigo | 310 - Drivege Vehicle Innovation |
| 108 - Taxi Caller | 401 - Tobi Cloud |
| 109 - Broda | 402 - BancLease Acceptance |
| 110 - Synergize Consulting LLC | 403 - Flipcx |
| 111 - McCarthy Innovation | 407 - iCabbi |
| 112 - Professional Insurance Center | 408 - Ember |
| 113 - Lytx | 409 - RouteGenie |
| 114 - American Business Insurance Services | 410 - Connectel |
| 201 - Mediroutes | 501 - Cab Treasure |
| 202 - Azpired Inc. | 502 - Uber |
| 203 - AMF Bruns of America | 503 - NEMTAC |
| 204 - Curb Mobility | 504 - OurRecords, Inc. |
| 205 - Paratransit Insurance Company | V1 - Fenton Mobility |
| 206 - Model 1 | V2 - BraunAbility |
| 207 - Taxi Butler | V3 - Mobility Works Commercial |
| 301 - Momentm Technologies | V4 - Hudson Bus Sales |
| 302 - Union Leasing | |



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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NOVEMBER 4 - 6, 2025

