

It's a GREAT time
to join!

MB17
SHARE TOMORROW



WHY JOIN FTA DURING MEMBERSHIP BLITZ 2017?

The timing is perfect ... you get on board at FTA with our key events still to come: Truck Driving Championships in June, Safety Summit in July, Annual Conference in August, and Fall Round-Up in October!

Background: Once a year we engage our entire membership in a focus on adding new members to Florida Trucking Association (FTA). Our Third Annual Membership Blitz (MB17) takes place May 17-24.

WHY JOIN FTA AT ALL?

Membership in an association for you is all about opportunity. Here are the opportunities FTA offers you:

- **Success in business development.** We know that your interest in FTA is because that's where the trucking companies are and you want to do business with them. Where else do you find them together in one place? Our carrier membership has increased by almost 40% in just the last 3 years. Attendance by carrier members at our Annual Conference has doubled in the last 4 years.
- **Success on election day.** In 2016 our PAC supported 23 candidates for Florida Senate and House races. We hand-pick the ones who will be pro-business and pro-trucking. How did we do? 21 wins out of 23! Imagine what we could have done if we'd had more members supporting the PAC.
- **Success in meeting your needs.** In addition to focusing on what protects trucking in Tallahassee and D.C., we zero in on safety; we provide dozens of educational opportunities every year; and we create a network for sharing best practices. All of these activities give you a chance to be building relationships and credibility with our carrier members.

MB17 INCENTIVES

New members who join during the Blitz enjoy these perks!

- New 2017 memberships offered at 33% discount.
- New members get one Annual Conference registration at 20% discount.
- All new members during the Blitz are entered for FREE Annual Conference registration drawing.
- During AC, each new member and the person who invited them will be recognized from the stage.

You win when we ALL win. There is strength in numbers. The ALL is the key thing.

- ***Our Voice*** is larger when you join FTA.
- ***Your Team*** gets better when you join FTA.
- ***Your Relationships*** get stronger when you join FTA.

For \$400, you can join the association that's doing more to support trucking in Florida than any-one else. Plus you get the bonus that your dues allow you to have 5 individual members at no ex-tra cost.

MB17 IS THE RIGHT TIME TO DO THE SMART THING AND JOIN FTA!

Check with our **CEO Ken Armstrong** (850-459-1256, ken@FLTrucking.org) or **Brad Pruitt, chair of the Member Recruitment Committee** (903-908-3336, bpruitt@verticalag.com), or **Dot Butler on the FTA staff** (850-222-9900, dot@FLTrucking.org) in order to get information about MB17 and FTA membership!

More about FTA is on the website: www.FLTrucking.org

WE ARE ALL IN THIS TOGETHER, AND THERE IS STRENGTH IN NUMBERS!