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35th ANNUAL

PENNSYLVANIA PUBLIC TRANSPORTATION ASSOCIATION







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Company Representative Vanessa Cousins Voice: 302.762.2600 x204 Fax: 302.762.2390 vcousins@syncretic.com www.syncretic.com Syncretic Software, Inc. 228 Philadelphia Pike Wilmington, DE 19809



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- MATP Quarterly Reporting
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Jeff Forville

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Vanessa Cousins

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April 27, 28, & 29, 2010

Lancaster Marriott & Convention Center

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CONFERENCE MENU & SPONSORS

Non-fat and Alternative Meals for Special Diets Available Request As Needed From Server

Tuesday Coffee Break Sponsored By Nevison Group Inc.

Tuesday Membership Luncheon Sponsored By Shepard Bros. Inc.
House Salad, Chicken au Poivre, Cookies & Brownies

Tuesday Reception Sponsored By USSC / 4ONE LLC / Avail Technologies, Inc. / RouteMatch

Tuesday Award Dinner Sponsored By Neopart LLC

Spinach Salad, Roasted Salmon & Petite Filet
Desert Served in Expo Hall - Chocolate Indulgence Cake and Coffee/Tea - Served in Expo Hall

Wednesday Continental Breakfast Sponsored By Direct Media Inc.

Wednesday Lunch Sponsored By
New Flyer Industries
House Salad, Sautéed Tenderloin Tips, Crème Brûlée Cheesecake

Wednesday Ice Cream Social Sponsored By TransTrak Systems / Gillig Corporation / Avail Technologies, Inc. / MCI

Wednesday Big Night Out Sponsored By Ilderton Conversion Company

Thursday Good Morning Buffet Breakfast Sponsored By Clear View Strategies, LLC

Scrambled Eggs, Bacon & Sausage, Breakfast Potatoes French Toast with Maple Syrup, Assortment of Cold Cereals Seasonal Sliced Fruit, Assortment of Breakfast Pastries & Muffins

Hospitality Suite Sponsored By Michael Baker Jr., Inc. and Ilderton Conversion Company

KEYNOTE SPEAKER JEFFREY MA SPONSORED BY AVAIL TECHNOLOGIES, INC.

CHECK OUT THE MARKETING MATERIALS IN THE EXPO

Take advantage of this opportunity to gain new ideas for implementation in your organization! The PPTA Marketing & Communications Committee invited members to display their materials.

All marketing materials are exhibited in the EXPO and are available for review by all!



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Super Stars of Transit Class of 2010

Andrea Boardley

SFPTA

Ed Delbaggio

CATA

Centre Area Transportation Authority

Roland Featherman

Monroe County Transportation Authority

Jackie Hadrick

Suburban Transit Network, Inc.

Chris Hoyt

Red Rose Transit Authority

Brian Jones

Crawford Area Transportation Authority

Steve Myers

Red Rose Transit Authority

April Owen

rabbittransit

York County Transportation Authority

Roberta Schlosser

CamTran

Cambria County Transit Authority

Kelly Stewart

Butler Transit Authority

John Westford

Perry County Transportation Authority



TUESDAY, APRIL 27

CONFERENCE SCHEDULE (CONTINUED ON PAGE 9)

8:00 a.m.-7:00 p.m. Conference Registration in Vine Street Lobby Booth

8:30 a.m.-9:30 a.m. Rural Management Assistance (RMA) Session in Constitution Board Room

9:00 a.m.-10:30 a.m. Commonwealth Salon 1

Community Transportation - Cynthia Zerbe, Chairman

Commonwealth Salon 2 O

Operations - Tim Miller, Chairman

Independence Room Federal Room Marketing & Communications - Marc Roncone, Chairman

Committee Meetings (Session I) - Open to All PPTA Members

Membership Services - Teri Giurintano, Chairman

10:30 a.m.- 10:45 a.m. Coffee Break in Meeting Room Hallway

10:45 a.m.- 12:00 p.m Commonwealth Salon 1

10:45 a.m.- 12:00 p.m. Committee Meetings (Session II) - Open to All PPTA Members

Government Affairs - David Kilmer, Chairman

Commonwealth Salon 2 Independence Room

Federal Room

Maintenance - Carl Souder, Chairman Human Resources - John Palko, Chairman

Financial Officers - Coletta Corioso & Bonnie Stine, Co-Chairmen

11:00 a.m.-3:00 p.m.

EXPO Set-Up (Vehicles 11:00; Booths 1:00) in Freedom Hall B

12:15 p.m.-1:45 p.m.
Commonwealth Salon 3 & 4

Luncheon & Annual Membership Business Meeting

2:00 p.m.-3:45 p.m.

Three Concurrent Sessions

Commonwealth Salon 1

1. How Performance Measurement Improves Performance Joshua Schank, Director of Transportation Research, National Transportation Policy Project of the Bipartisan Policy Center As transportation policy becomes more performance-driven, Mr. Schank will provide an in-depth overview of the NTPP study, "Performance Driven: A New Vision for US Transportation Policy" and how its findings can help lead transportation systems to increase performance to achieve economic growth, national connectivity, metropolitan accessibility, energy security and environmental protection and safety. You won't want to miss this opportunity to learn how we can redefine our transportation systems and make the case we are investing wisely.

Independence Room

2. Facilities Risk Management to Reduce Injuries
Jill Nagy, Esq. & Matthew Daecher, Daecher Consulting Group
In these increasingly demanding times of optimizing resources to reduce
costs and increase efficiencies, transportation systems must balance safety
concerns and the cost of operations. Learn how to create a safety-first work
environment to manage risk in a cost effective manner.

Federal Room

3. COSTARS & Vehicle Procurement to Maximize Resources

PennDOT & DGS Staff

Attend this session to learn how to take advantage of lower prices from more than 3400 suppliers of products. Public agencies can get the best deal through the state's COSTARS program to purchase furniture, copiers, janitorial supplies, printing and graphic services, gasoline and fuel oil and much, much more. Also included in this session will be the latest news about the statewide vehicle procurement contract. If you're seeking new ideas to maximize your resources, this session will provide a wealth of information you can put to use right away.

Professional Supervisor Program Graduates Class of 2010

Richard Bagwell

Northern Area Multi-Service Center of Allegheny Co. (NAMSC)

Rick Cope

Indiana County Transit Authority

Juliann Doyle

Wayne County Transportation System

Sharon Fisher

Berks Area Regional Transportation Authority (BARTA)

Tanya Goode

Monroe County Transportation Authority (Pocono Pony)

Cynthia Hendrickson

TransIT Services of Frederick County, MD

Pamela Le

York County Transportation Authority (rabbittransit)

Chris Lord

Schuylkill Transportation System (STS)

Brian McLean

Triangle Transit, NC

Monniequa Meyers

S&S Transit

Ron Meyers

S&S Transit

Dave Mondeaux

Capital Area Transit (CAT)

Doug Sekerski

Crawford Area Transportation Authority

Marchel Simmons

Red Rose Transit Authority

Paul Tebbs

Red Rose Transit Authority

Kristen Vida

DuFAST Transit

Tom Young

Capital Area Transit (CAT)

Cynthia Zerbe

Union/Snyder Transportation Alliance (USTA)



TUESDAY, APRIL 27

CONFERENCE SCHEDULE (CONTINUED)

3:30 p.m. EXPO Opens

Freedom Hall B

3:45 p.m.-5:00 p.m. EXPO / Free Time

4:00 p.m.-5:00 p.m. PPTA Board of Directors Open Meeting Constitution Board Room

5:00 p.m.-6:00 p.m. Freedom Hall B Reception in the EXPO

6:00 p.m.-8:30 p.m. Annual Award Dinner

Commonwealth Salon 3 & 4 Honoring the Super Stars of Transit and Graduates from PennSCORE,

our Professional Supervisor Program, and our first class to complete the

Transit Executive Seminar

8:45 p.m.-9:45 p.m.

Freedom Hall B

Coffee and Dessert in the EXPO Freedom Hall B

10:00 p.m.-12:00 a.m. Peer-to-Peer Networking

Suite 722

TransitSCORE Graduates Class of 2010

Richard Bagwell

Northern Area Multi-Service Center of Allegheny Co. (NAMSC)

Stephen Huyck

River Valley Transit

Alan Pettengill

Northern Area Multi-Service Center of Allegheny Co. (NAMSC)

Gary Phillips

First Transit

Robert Smith

Mid Mon Valley Transit

Transit Executive Seminar Graduates Class of 2010

Laura Atikinson

Washington Rides

Monica Ayer-Silvious

Cumberland County Transp.

Joshua Baker

Blair Senior Services

Kathy Clark

BCTA

LaVerne Collins

PennDOT

Rose Cook

Cumberland County Transp.

William Davis

Blair Senior Services

Anthony DePolo

Luzerne-Wyoming Counties

Steven Dulaney

Greene County Transp.

Angela Elias

ACTS

John Ellsworth

County of Lebanon Transit

Richard Farr

rabbittransit

Robert Fiume

COLTS

Randy Flyte

LANTA

Melissa Gemelli

LANTA

Teri Giurintano

County of Lebanon Transit

Jeffrey Glisson

Red Rose Transit Authority

Sheila Gombita

Washington Rides

Karen Graber

Endless Mountains Transit

Lori Groover-Smith

FACT

Karen Hoesch

ACCESS

Laura Hopko

BARTA

John Kanyan

IndiGO

David Kilmer

Red Rose Transit Authority

Valerie Kissell

Mid-Mon Transit Authority

Mark Kutzer

CATA

Thomas Landon

Luzerne-Wyoming Counties

John Levitsky

PennDOT

Rose Lucey-Noll

CamTRAN

Patricia Miller

rabbittransit

Dana Moyer

STS

Colleen O'Brien

Luzerne-Wyoming Counties

Jose Ozoa

LANTA

Gary Rank

PennDOT

Jenna Reedy

Rabbittransit

Kim Renze

FACT

Marc Roncone

Mid-Mon Transit Authority

Sherry Snyder

CATA

Anthony Stever

PennDOT

Rose Sutter

ВСТА

Tom Tulip

Shenango Valley Shuttle

Kristen Vida

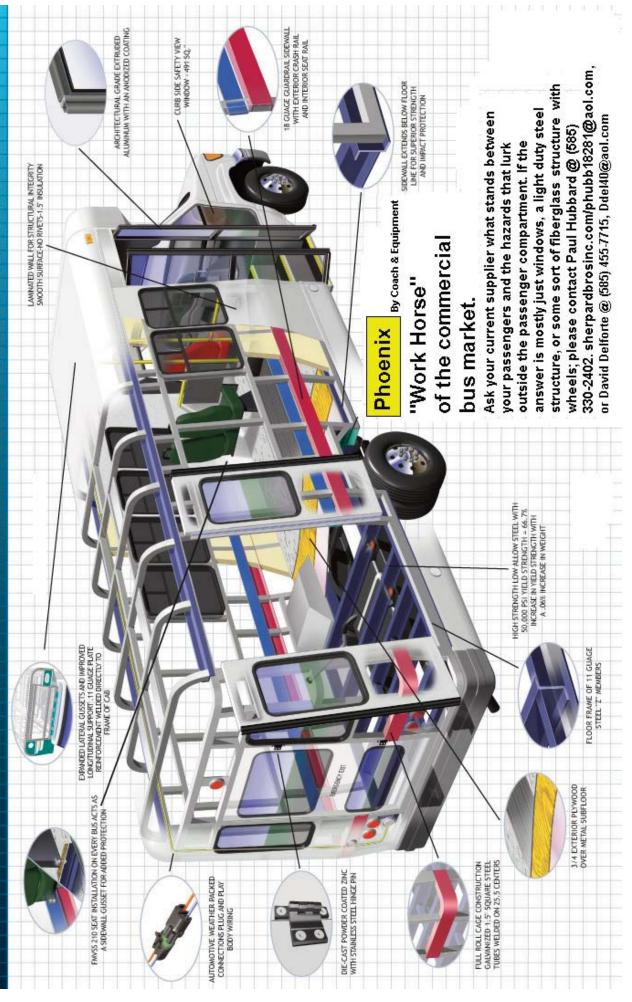
DuFAST

Cindy Zerbe

USTA







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Michael Baker Jr., Inc.

Hospitality Suite

Clear View Strategies, LLC

Thursday Breakfast

Direct Media

Wednesday Breakfast

Gillig Corporation

Ice Cream Social

Ilderton Conversion Company

Hospitality Suite & Big Night Out

Motor Coach Industries

Ice Cream Social

NEOPART LLC

Award Dinner

Nevison Group, Inc.

Tuesday Morning Break

New Flyer Industries

Wednesday Lunch

Shepard Bros.

Tuesday Membership Luncheon

TransTrak Systems

Ice Cream Social

USSC / 4One LLC / RouteMatch Software

Tuesday Reception





WEDNESDAY, APRIL 28

CONFERENCE SCHEDULE (CONTINUED ON PAGE 15)

7:30 a.m.-6:00 p.m. Conference Registration in Vine Street Lobby Booth

7:15 a.m.-8:15 a.m. Freedom Hall B

Continental Breakfast in EXPO

7:15 a.m.-4:00 p.m. Freedom Hall B

EXPO Open

8:00 a.m.-10:15 a.m. Heritage Ballroom

Welcome & Opening Remarks Richard H. Farr, PPTA Chairman



Keynote Address: How Do You Measure Up? Using Your Data Effectively to Create High Performance Teams Presented By Jeffrey Ma

Originally known for his legendary mathematical skills on the MIT blackjack team featured in the best-selling book *Bringing Down the House* and the hit movie 21, Jeff Ma translated his gift for making money through metrics to the business world when he launched Citizen Sports. This revolutionary sports media company is changing the way businesses today use numbers and metrics to build their brand and retain customer loyalty. Bringing the billion dollar fantasy sports leagues to social networking and smart phone "app" technology, Ma combined two of the most popular online ideas, transforming them into a must-have acquisition for Yahoo. From Sports Illustrated to ESPN and from Ford to McDonald's, he has been instrumental in bringing these powerful organizations into the digital age.

Jeff Ma will show how harnessing the power of these technology-driven platforms, using not only social media, but concrete data and numbers, can create incredible success. Ma makes these innovative new techniques interesting and actionable. Whether sharing his personal experiences on the blackjack table or his consultations with sports executives and scouts, he demonstrates how you can use math and media to make a positive difference in your organization. Thoughtful and charismatic, Ma's story from the blackjack table to corporate America will inspire you to change the way you see your operations. This summer, look for his new book, *The House Advantage: Playing the Odds to Win Big in Business.* You won't want to miss this dynamic keynote speaker who will show you how to use metrics to help revolutionize your transit operations.

What you will learn from Jeffrey Ma:

- How to use metrics from internal and external data to make intelligent business decisions.
- The lessons of teamwork and strategic implementation necessary to achieve success.
- How blackjack and the business world are surprisingly similar and what blackjack rules can translate into your organization.





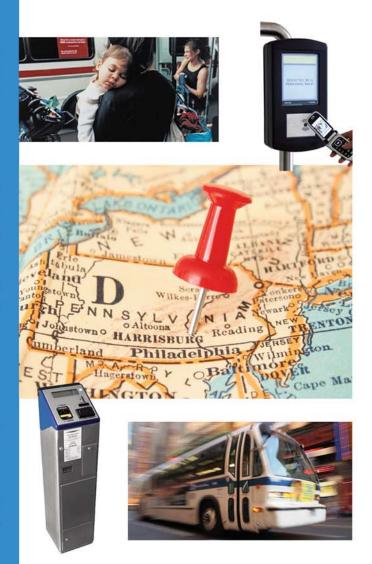
Scheidt & Bachmann Building Smart Transit Communities

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Fare collection systems

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WEDNESDAY, APRIL 28

CONFERENCE SCHEDULE (CONTINUED ON PAGE 17)

Heritage Ballroom

10:15 a.m.-11:45 a.m. Policy and Regulatory Update

Department Representatives from PennDOT, FTA, Aging & DPW

Gain the most up-to-date information from agency staff.

12:00 p.m.-1:30 p.m.

Luncheon

Commonwealth Salon 3 & 4

Featuring: The Honorable Allen D. Biehler, PennDOT Secretary and

William Millar, APTA President

1:45 p.m.-3:00 p.m.

Four Concurrent Workshops (Session One):

Commonwealth Salon 1

1. Optimizing Organizational Performance Ray Melleady, Vice President, Neopart, LLC

From strategic planning to pay-for-performance, your staff can be engaged and accountable for achieving organizational success. Learn how this former transit General Manager implemented the programs necessary to ensure a

committed workforce focused on performance.

Commonwealth Salon 2

2. The Three Rs of Transit Funding & Reporting

PennDOT Staff

From application to approval to data reporting, transit staff must know the rules, the reasons and the responsibilities on both sides of the grant process. Learn the what, why and how of assuring your system provides the correct information in the correct way to maximize staff time and resources. BRING

YOUR QUESTIONS & SPECIFIC CONCERNS TO THIS SESSION!

Independence Room

3. Social Media for Public Transportation

Rick Holberg and Vince Reedy, Holberg Design Social media is changing the way we communicate and it can have an impact on the way your organization does business, community outreach and marketing. You can build brand recognition through effective social media campaigns and move your outreach to a new level. Learn the latest on putting a wide variety of social marketing tools to work for your organization and

how to determine the return on investment of your marketing plans.

Federal Room

4. Shared Ride Policy & Procedures Manuals Joseph ZaVisca, ZaVisca Consulting

As you seek ways to improve your performance in the delivery of shared ride service, a policy and procedure manual will help quide your organization and staff on the path to high achievement and improved customer service. Joe will demonstrate how to develop policies and procedures, with an emphasis on compliance with the Americans with Disabilities Act, to reduce

trip denials to zero!



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WEDNESDAY, APRIL 28

CONFERENCE SCHEDULE (CONTINUED)

3:15 p.m.-4:00 p.m. Freedom Hall B

Ice Cream Social and Door Prize Drawings in the EXPO Network with your peers as you enjoy your ice cream treat!

Win a prize from our vendor raffle drawings!

4:00 p.m.-5:00 p.m.

EXPO Closes/Teardown

4:15 p.m.-5:30 p.m.

Three Concurrent Workshops (Session Two):

Commonwealth Salon 1

1. Complete Streets & Regional Planning Randy Neufeld, National Complete Streets Coalition Owen O'Neil, LANTA and Walter Cherwony, Gannett Fleming Learn about the success of LANTA's public transportation study and how they created a multi-modal approach to transportation delivery. Mr. Neufeld will describe how your community can achieve complete streets that create multimodal transportation networks. Learn how to build support, adopt a policy and integrate complete street concepts into plans, processes and standards.

Commonwealth Salon 2

2. Best Practices & Performance Standards for PWD & Shared Ride Robert P. Schmitt, RTR Associates and Karen Hoesch, ACCESS Pennsylvania's Transportation Alliance has worked diligently to identify best practices in the delivery of transportation for people with disabilities and the shared ride programs. Learn all about their ideas on best practice policies, levels of service and ADA compliance and discover how you can put their findings to work in your system to improve customer service.

Federal Room

3. Transit Facility Energy Audits Tim King, AIA, LEED AP and Ed Roethlein, AIA, LEED AP, CDM Energy efficiency makes good business sense in transit vehicles and facilities. Learn the benefits of a facility energy audit and how you can capitalize on related funding and incentives.

6:00 p.m.-10:30 p.m. (Buses Depart Vine Street Lobby at 6:15 p.m.)

Big Night Out at the Pennsylvania Rail Road Museum Relax and unwind as you enjoy a catered dinner at Pennsylvania's premier Rail Road Museum. Explore a world-class collection of more than 100 locomotives and rail cars on display, including the priceless Pennsylvania Railroad Historical Collection. Eat, drink and be merry!

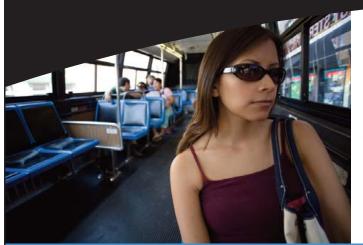
11:00 p.m.-12:00 a.m. Peer-to-Peer Networking

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THURSDAY, APRIL 29

CONFERENCE SCHEDULE

7:30 a.m.-8:30 a.m. Commonwealth Salon 3

Good Morning Breakfast Buffet

8:45 a.m.-11:00 a.m. Commonwealth Salon 1 & 2

How Do You Measure Up? PennDOT Staff

Performance measurement is an integral part of regulatory initiatives at both the state and federal level. Lean about PennDOT's pilot project on performance reviews and efforts to further develop the process. A discussion of human service transportation pilot applications and the implementation of the proposals will also be included. The dotGrants COA and CCA changes will be presented for your review and comment. This session will conclude with an interactive discussion of efforts we must pursue to assure predictable, sustainable funding for public transportation. With the general assembly special session on transportation funding on the calendar in May, the time

is now to show how we measure up and serve our communities.







FOR PPTA MEMBERSHIP INFORMATION CONTACT:

The Pennsylvania Public Transportation Association
600 North Third Street, Fourth Floor
Harrisburg, PA 17101-1113
(717) 234-7211 / (717) 234-7420
(717) 234-7176 (fax)
mpierce@ppta.net / cconaway@penntrain.net
www.ppta.net / www.penntrain.net

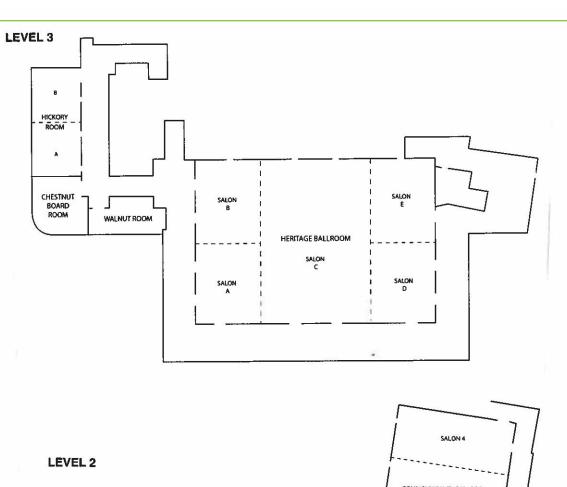


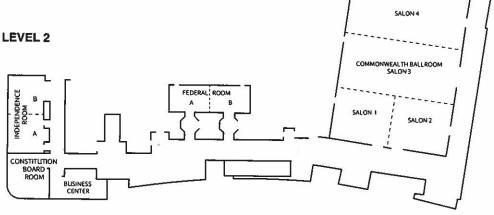


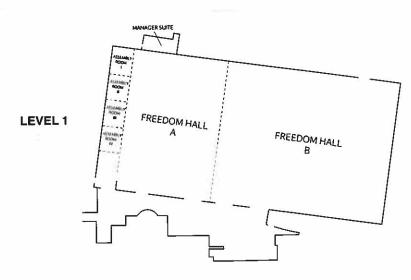
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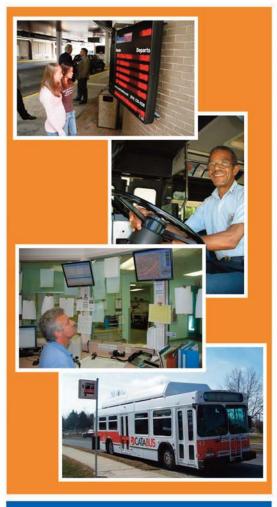


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