



**SOUTH WEST TRANSIT
ASSOCIATION**

**27th Annual
Conference & EXPO
February 11 - 13, 2007**

**Renaissance Austin Hotel
Austin, Texas**

**Sponsor & Exhibitor
Registration Material**



IMPORTANT DATES

Hosted by:



**CAPITAL
METRO**

Austin, Texas

Jan. 5, 2007:

- Last day for manufacturers, representatives, dealers and other participants representing buses to submit TXDOT Affidavit & Self-Authorization forms

Jan. 19, 2007:

- Last day to reserve a hotel room at the guaranteed group rate of \$119/single & \$129/double
- Last day for early discount on registration fee
- Last day to register for the golf tournament
- Last day to cancel with a refund. No refunds after this date. No-shows will be billed.



SOUTH WEST TRANSIT ASSOCIATION

27th Annual Conference & Expo
February 11 - 13, 2007 Austin, Texas

EXPO QUICK VIEW

Sunday, Feb 11 -

EXPO OPEN: 5:30 p.m.—7:00 p.m.

8:00 a.m. Vehicles must be ready to move into their designated area in the hotel's parking lot.

1:00 - 5:00 p.m. Exhibitor Registration & Move-In
Exhibitors must be completely set-up by 5:00 pm

5:00 p.m. EXPO Fire Marshal Inspection

5:30 - 7:00 p.m. SWTA Expo Opening & Welcome Reception
Refreshments, Hors' devours & Entertainment

Monday, Feb 12 -

EXPO OPEN: 8 a.m. - 4 p.m.

7:45 - 8:30 a.m. Breakfast served in EXPO Hall

10:45 a.m. - 1:30 p.m. Dedicated EXPO Time
Entertainment, Refreshments, and Lunch in the EXPO hall. Vehicles on display in the Parking Lot

1:00 p.m. - 4:00 p.m. Texas Transit Association's Conference Attendees invited to attend SWTA EXPO

3:00 - 3:30 p.m. Break in EXPO Hall

4:00 p.m. EXPO closes & Move-Out*
**Move-out may not begin until 4:00 p.m. and must be completed by 5:00 p.m.*

Tuesday, Feb 13 -

Breakfast w/SWTA Board

Exhibitors and Sponsors are invited to attend breakfast with the SWTA board to discuss the EXPO and other Association activities.

Quick Facts

The EXPO will feature vendors and firms that provide goods and services to the public transportation industry including bus manufacturers. The EXPO will consist of 10' x 10' booths in the hotel's exhibit hall and outdoor vehicle displays.

Booth Selection is based on the order in which registrations are received by the SWTA office. Booth assignments are first-come, first-served and will be assigned by SWTA staff.

Convention Decorating Services will handle all additional booth equipment requests and freight shipping and handling. An exhibitor manual with specific shipping instructions will be sent to each exhibitor once your booth has been assigned. Electric work orders will be handled through the hotel and will be included in your manual.

Freight: If you chose to send your freight directly to the hotel and choose not to use CDS to handle your freight, SWTA will not be responsible for locating your freight and will not arrange for the delivery of your freight from the storage area to your booth. Additionally, exhibitors will be responsible for removing trash from their area prior to the Fire Marshal's inspection at 5:00 p.m. on Sunday, 2/11/07.

Door Prizes: In an effort to increase activity in the Expo Hall, we encourage exhibitors to bring door prizes to give-away during the EXPO.

Bus Manufacturers/Sales Reps: In order to comply with Federal and Texas State statutes, any manufacturer, representative, dealers, and other participants that are representing vehicles who purchase an exhibit booth will be required to **submit TxDOT affidavits to SWTA by January 5, 2007** as required by the Texas Department of Transportation - Motor Vehicle Division. Please contact SWTA for additional information regarding this requirement.

Join SWTA and Save!

The mission of the South West Transit Association is to assist its members in maintaining and improving their ability to provide quality public transportation services. SWTA accomplishes its mission by providing professional development and networking opportunities to transit professionals. SWTA also sponsors an Annual Conference & EXPO that gives transit professionals an opportunity to keep current with transit-related products, technology, and professional services firms. Become a member of SWTA today and you will instantly begin to take advantage of valuable membership benefits, including discounted Annual Conference & EXPO registration and sponsorship fees. For membership details, visit www.swta.org or call 210.366.1436.

CONFERENCE & EXPO REGISTRATION FEES:

Each Exhibit Booth registration includes:

- Complete Annual Conference registration to include:
- Sunday reception; Monday breakfast, lunch, and dinner event; and Tuesday breakfast with SWTA Board, and SWTA Annual Meeting Luncheon.
- 10 x 10 booth to include:
 - Pipe and drape
 - One (1) skirted table
 - Two (2) chairs
 - One (1) trashcan
 - One-line identification sign
- An opportunity to register additional "EXPO ONLY" workers at discounted rate.
- Exhibit booth assignments are first-come, first-served and will be assigned by SWTA staff.

| | | |
|--------------|---------------|---------------------------------------|
| | Before Jan 19 | After Jan 19 Based on availability |
| SWTA Member: | \$500 | \$600 |

| | | |
|------------------|-------|-------|
| Non-SWTA Member: | \$800 | \$900 |
|------------------|-------|-------|

| | | |
|------------------------|--------------|---------------|
| | Before Jan 5 | After Jan 5 |
| Add Vehicle (Outdoor): | \$100 | Not Available |

According to Texas Department of Transportation (TxDOT) Motor Vehicle Division rules and regulations, in order to exhibit at the SWTA show, manufacturers, representative, dealers and other participants representing the sale of vehicles must submit TxDOT affidavits and forms by 01/05/07. Failure to meet this deadline will prohibit you from purchasing a booth.

IMPORTANT INFO

- ALL Manufacturers, representative, dealers and other participants representing the sale of vehicles must submit TxDOT Affidavits by 01/05/07. Failure to meet this deadline will prohibit you from purchasing a booth.
- Everyone on EXPO floor MUST be registered for the conference. Submit registration forms for "EXPO Only" registrants
- SWTA SOLD OUT its booth and vehicle spaces in 2006 so register EARLY to take advantage of discounted registration fees.
- Please submit exhibitor contact information (including e-mail address) on the exhibitor registration form to ensure prompt receipt of exhibitor kit and other conference material.
- **Show Decorator:**
Convention Decorating Service
Exhibitor Service Department
3559 Belgium Lane
San Antonio, TX 78219
ph: 210/581-9220
fax: 210/467-0048
www.conventiondecorating.com

2006
Sponsors



SOUTH WEST TRANSIT
A S S O C I A T I O N



2006 Exhibitors



Altro Transflor

Glaval Bus

RouteMatch Software



American Seating Company

INFODEV EDI, INC.

Safety Vision, LP

Connex ATC

INIT, Inc.

Siemens VDO



Avail Technologies

InterMotive

TCRP - APTA



Blue Bird Coachworks

JRV Products, Inc.

The Braun Corporation



Brasco International, Inc.

Kidde Dual Spectrum

The R.C.A. Rubber Company



BUSWEST

Laidlaw Transit Services, Inc.

Tolar Shelters



Byk-Rak, LLC

Lockwood, Andrews & Newnam, Inc.

Trans/Air Manufacturing Corp

Carmanah Technologies, Inc.

Mark IV Luminator

TranSched Systems Ltd.



Carrier Transport Air Conditioning

Maxon Mobility

Transit Marketing Group



Champion Bus Inc.

Mentor Engineering, Inc.

Transmatic, Inc.



Clever Devices

Motor Coach Industries, Inc.

Transpec Worldwide



Colorado Railcar Manufacturing

Muncie Transit Supply

Trapeze Group



Digital Recorders

National Transit Institute

United Engines LLC



EIDorado National Co.

North American Bus Industries, Inc.

URS Corporation



First Transit, Inc.

Optima Bus Corporation

USSC LLC \ 4ONE LLC



Freedman Seating Company

Q'Strait

Vapor Bus International

Gannett Fleming

Radio Engineering, Inc.

Verint Video Solutions



GFI Genfare

Ricon Corporation



Gillig Corporation

RNL Design



GIRO Inc.

Ron Turley Associates, Inc.



SOUTH WEST TRANSIT
A S S O C I A T I O N

27th Annual Conference & Expo
February 11 - 13, 2007 Austin, Texas

Registration Forms

The following pages contain three registration forms for your convenience.

- Expo registration form—use this form to reserve an exhibit booth. A conference registration for one person is included.
- Registration form—use this form to attend the conference without reserving a booth, or to register additional people from your company if you have already reserved a booth.
- Corporate Sponsorship registration form—use this form to become a conference sponsor at a variety of levels. Complimentary conference registrations are included as a part of sponsorship (see registration form for quantity).



SOUTH WEST TRANSIT
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EXPO REGISTRATION FORM

Name _____ Badge Name _____

Title _____

Company _____

Mailing Address _____

City/State/Zip _____

Phone Number _____ Fax Number _____

E-mail Address _____

Each EXPO Registration listed below includes—1 full registration for person listed above, 1—10x10 booth to include pipe/drape, skirted table, two chairs, trashcan, and a one-line identification sign.

Before/On Jan 19 After Jan 19
Based on availability

SWTA Member

EXPO Registration\$500 \$600

Non-SWTA Member

EXPO Registration\$800 \$900

Optional Items

Before/On Jan 5 After Jan 5

ADD Outdoor Vehicle Exhibit\$100.Not Available

Golf Fee (must be paid by Jan. 19, 2007)\$120 \$120

Total enclosed, to follow in mail, or to charge to credit card: \$ _____

Credit Card Payments MasterCard Visa Discover AMEX

Credit Card Purchase Information: *Total authorized to charge* _____

Name on Credit Card _____

Billing Address & Zip Code (required) _____

Credit Card # _____ Exp. Date _____

Signature _____



RSVP Information—

Please indicate which of the following functions you plan to attend:

- Sunday Golf Tournament; My handicap is _____ ; \$120 fee is due by Jan 19.
- Sunday EXPO Reception Monday Luncheon in EXPO Hall
- Monday Breakfast in EXPO Hall Monday Evening Annual Dinner
- Tuesday Sponsor & Exhibitor’s Breakfast Tuesday Luncheon

Special dietary requests: Vegetarian Other: _____

SWTA occasionally takes photographs and videos at its events. We use them in print and electronic media to promote the association’s activities. Please check this box if you do NOT wish to have any photos of yourself used in this way.

EXPO Contact submit only if different from the EXPO registrant information on previous page.

Name _____

Title _____

Mailing Address _____

City/State/Zip _____

Phone Number _____ Fax Number _____

E-mail Address _____

- Send all conference material to this contact/address Only send registration confirmation to this contact/address
- Only send exhibitor kit to this contact/address Only send invoice to this contact/address

Hotel Information: Austin Renaissance Arboretum, 9721 Arboretum Boulevard, Austin, Texas 78759; <http://marriott.com/property/propertypage/aussh>. To reserve your room at the group rate of \$119/single or \$129/double per night, **call 800/228-9290 or 512/343-2626 by January 19**. The group rate cannot be guaranteed after January 19. Be sure to let the hotel know you are **attending the SWTA Conference**. If you require special room accommodations, please contact the hotel directly.

Dress Code: Business casual for all sessions.

Ground transportation services from Austin-Bergstrom International Airport include:

- Super Shuttle: \$23 per person one-way; 512/258-3826; reservation required on return trip only
- Taxi fare: Approximate \$35-\$45 one-way
- Capital Metro Airport Routes 512/474-1200; <http://www.capmetro.org/riding/schedules.asp?f1=100>
- The Marriott provides complimentary self-parking or \$14/day valet parking

Please mail or fax registration form to: South West Transit Association, 622 Isom Road, #104, San Antonio, TX 78216, phone 210/366-1436 ♦ fax 210/366-1433 ♦ or register on-line at www.swta.org

Cancellations: If you need to cancel a registration, you must do so by January 19. No refunds will be given after that date. No-shows will be billed.



**SOUTH WEST TRANSIT
ASSOCIATION**

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REGISTRATION FORM**

Name _____ Badge _____

Title _____

Company _____

Mailing Address _____

City/State/Zip _____

Phone Number _____ Fax Number _____

E-mail Address _____

Registration Fees* *(check all that apply)*

Use this form to register each person attending the Conference/Expo. All salespersons and/or distributors on the EXPO floor must be registered for the Conference or the Expo Only.

*DOES NOT INCLUDE EXHIBIT BOOTH— see **EXPO Registration Form** for booth/vehicle space.

Before/On Jan 19 After Jan 19

SWTA Member

Conference & EXPO Registration* \$250 \$300
(Full registration includes all Conference sessions/events and EXPO)

EXPO ONLY Registration* \$140 \$190
(EXPO Registration ONLY includes EXPO, Sunday Reception, Monday Breakfast & Monday Lunch)

Non-SWTA Member

Conference & EXPO Registration* \$350 \$400
(Full registration includes all Conference sessions/events and EXPO)

EXPO ONLY Registration* \$200 \$250
(EXPO Registration ONLY includes EXPO, Sunday Reception, Monday Breakfast & Monday Lunch)

Optional Item:

Golf Fee (must be paid by Jan. 19, 2006) \$120 \$120

Credit Card Payments MasterCard Visa Discover AMEX

Credit Card Purchase Information: Total authorized to charge \$ _____

Name on Credit Card _____

Billing Address & Zip Code (required) _____

Credit Card # _____ Exp. Date _____

Signature _____



RSVP Information—For Expo Only Registrations

Please indicate which of the following functions you plan to attend:

- Sunday Golf Tournament; My handicap is _____; \$120 fee is due by Jan 19.
- Sunday EXPO Reception
- Monday Breakfast in EXPO Hall
- Monday Luncheon in EXPO Hall

RSVP Information—For Conference & Expo

Please indicate which of the following functions you plan to attend:

- Sunday Golf Tournament; My handicap is _____; \$120 fee is due by Jan 19.
- Sunday EXPO Reception
- Monday Breakfast in EXPO Hall
- Tuesday Sponsor & Exhibitor's Breakfast
- Monday Luncheon in EXPO Hall
- Monday Evening Annual Dinner
- Tuesday Luncheon

Special dietary requests: Vegetarian Other: _____

- SWTA occasionally takes photographs and videos at its events. We use them in print and electronic media to promote the association's activities. Please check this box if you do NOT wish to have any photos of yourself used in this way.

Hotel Information: Austin Renaissance Arboretum, 9721 Arboretum Boulevard, Austin, Texas 78759; <http://marriott.com/property/propertypage/aussh>. To reserve your room at the group rate of \$119/single or \$129/double per night, **call 800/228-9290 or 512/343-2626 by January 19**. The group rate cannot be guaranteed after January 19. Be sure to let the hotel know you are **attending the SWTA Conference**. If you require special room accommodations, please contact the hotel directly.

Dress Code: Business casual for all sessions.

Ground transportation services from Austin-Bergstrom International Airport include:

- Super Shuttle: \$23 per person one-way; 512/258-3826; reservation required on return trip only
- Taxi fare: Approximate \$35-\$45 one-way
- Capital Metro Airport Routes 512/474-1200; <http://www.capmetro.org/riding/schedules.asp?f1=100>
- The Marriott provides complimentary self-parking or \$14/day valet parking

Checks Payable to: South West Transit Association

Please mail or fax registration form to: South West Transit Association, 622 Isom Road, #104, San Antonio, TX 78216
phone 210/366-1436 ♦ fax 210/366-1433 ♦ or register on-line at www.swta.org

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CORPORATE SPONSORSHIP

Sponsorship Levels please select from the following sponsorship levels and benefits:

Gold: SWTA Member \$1,800 Non-SWTA Member \$2,600
Three (3) Complimentary Conference Registrations & One (1) 8' x 10' Exhibit Booth
8" w x 10" h ad in the Conference Program, conference sign advertising your sponsorship & special recognition at conference events, in the SWTA newsletter, and on the SWTA web site.

Silver: SWTA Member \$1,200 Non-SWTA Member \$1,500
Two (2) Complimentary Conference Registrations
8" w x 10" h ad in the Conference Program, conference sign advertising your sponsorship & special recognition at conference events, in the SWTA newsletter, and on the SWTA web site.

Bronze: SWTA Member \$600 Non-SWTA Member \$800
One (1) Complimentary Conference Registration
8" w x 5" h ad in the Conference Program, conference sign advertising your sponsorship & special recognition at conference events, in the SWTA newsletter, and on the SWTA web site.

*******Black and white camera ready copy for all ads must be received by January 19.*******

Golf Sponsorship: SWTA Member \$100 Non-SWTA Member \$200
SWTA golf tournament hole sponsorship includes signage at the tournament and special recognition at the golf tournament awards.

Sponsor Information

Company _____

Address _____

City/State/Zip _____

Phone Number _____ Fax Number _____

Advertisement Contact:

Phone Number: _____ E-mail _____

Person(s) who will take advantage of the complimentary registration(s):

Name #1 _____ Title: _____

E-mail _____ Phone: _____

Name #2: _____ Title: _____

E-mail _____ Phone: _____

Name #3: _____ Title: _____

E-mail _____ Phone: _____

Is there a conference event you would like to have your company's name associated with?

EXPO Reception EXPO Breakfast, Break or Lunch Annual Dinner Annual Meeting & Luncheon

Each event will have more than one sponsor associated with it.



SPONSOR REGISTRATION FORM *CONTINUED*

RSVP Information

Please indicate which of the following functions you plan to attend: Name #1 Name #2 Name #3

| | | | |
|---|--------------------------|--------------------------|--------------------------|
| Sunday Golf Tournament - handicap _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sunday EXPO Reception | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Monday Breakfast in EXPO Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Monday Luncheon in EXPO Hall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Monday Evening Annual Dinner (off hotel property) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tuesday Annual Membership Meeting & Luncheon | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <small>SWTA takes photographs and videos at events for use in print and electronic media to promote the association's activities. Please check this box if you do NOT wish to have any photos of yourself used in this way.</small> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Payment Information Total Payment due \$ _____ *include golf fees*

Method of Payment: Check MasterCard Visa Discover AMEX

Credit Card Purchase Information: Total authorized to charge \$ _____

Name on Credit Card _____

Billing Address & Zip Code _____

Credit Card # _____ Exp. Date _____

Signature _____

Hotel Information: Austin Renaissance Arboretum, 9721 Arboretum Boulevard, Austin, Texas 78759; <http://marriott.com/property/propertypage/aussh>. To reserve your room at the group rate of \$119/single or \$129/double per night, **call 800/228-9290 or 512/343-2626 by January 19**. The group rate cannot be guaranteed after January 19. Be sure to let the hotel know you are **attending the SWTA Conference**. If you require special room accommodations, please contact the hotel directly.

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Please mail or fax registration form to: South West Transit Association, 622 Isom Road, #104, San Antonio, TX 78216 phone 210/366-1436 ♦ fax 210/366-1433
♦ register on-line at www.swta.org

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SOUTH WEST TRANSIT

A S S O C I A T I O N

**27th Annual Conference & Expo
February 11 - 13, 2007 Austin, Texas**

Sunday, February 11

Preliminary Agenda

- 8:00 a.m. **Tee Time
Golf Tournament**
Cost is \$120 per person due by January 19. If you wish to play golf, check the appropriate box on your conference registration form and send payment. Also, please make sure that we have your current e-mail address. We will notify you via e-mail with additional details.
- 8:00 a.m. **Vehicles Move into Designated Parking Spaces**
- 1:00 p.m. **Exhibitor Registration opens**
Exhibitors may set up any time between 1:00 p.m. and 5:00 p.m. Set up must be completed by 5:00 for Fire Marshall Inspection.
- 2:00 p.m. **General Registration opens**
- 3:00 p.m. **SWTA Board Meeting**
- 5:00 p.m. **Registration closes**
- 5:30 p.m.-
7:00 p.m. **SWTA Expo Opening & Welcome Reception**
(Rio Grande Exhibit Hall at the Renaissance Hotel)

Monday, February 12

- 7:45 a.m. **Breakfast Buffet** *(Rio Grande Exhibit Hall)*
- 8:30 a.m. **Opening General Session
Call to Order/Welcome**
 - Patrick Judge—SWTA President; and Public Affairs Director, Regional Transit Authority (New Orleans, LA)
 - Fred Gilliam—President/CEO, Capital Metro (Austin, TX)**Federal Transit Administration Regional Update**
 - Robert Patrick—Regional Administrator, Federal Transit Administration Region VI (Fort Worth, TX)
 - FTA staff members
- 10:00 a.m. **Keynote Address**
- 10:45 a.m. **Visit Exhibits**
*Entertainment and refreshments (Rio Grande Exhibit Hall)
Vehicle Displays outside the Exhibit Hall*
- 11:45 a.m. **Lunch** *(Rio Grande Exhibit Hall)*
Continued entertainment
- 1:00 p.m. **Concurrent Sessions**
NTI Workshop: Overview of Transit Procurement for Senior Leadership *(continues through 5:00 p.m.) tentative*



SOUTH WEST TRANSIT ASSOCIATION

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Monday, February 12 (cont'd)

Preliminary Agenda

- 1:30 p.m. **Concurrent Sessions**
Session II Human Resources Roundtable
(continues until 5:00 p.m.) tentative
- Session III Customer Focus**
Presentation by FTA Region VI & Invited Panelists
- Session IV Transit Oriented Development -
DART Park Lane Pedestrian Connection**
- 3:00 p.m. **Break** *(Rio Grande Exhibit Hall)*
- 3:30 p.m. **Concurrent Sessions**
- Session I NTI Workshop: Overview of Transit Procurement for
Senior Leadership** *(continued)*
- Session II Human Resources Roundtable** *(continued)*
- Session III Southwest Showcase**
Short presentations about success stories in the region.
- Session IV SWTA Strategic Plan Update**
- 5:00 p.m. **Sessions adjourn for the day**
- 5:30 p.m. **Travel to Annual Dinner**
- 6:00 p.m. **Annual Dinner and Awards**
Full conference registration required.

Tuesday, February 13

- 7:15 a.m. **Breakfast with the SWTA Board for Exhibitors and Sponsors**
- 8:30 a.m. **Concurrent Sessions**
Session I Customer Service Innovations
- Session II Innovations in Procurement**
- Session III To be announced**
- Session IV To be announced**
- 10:00 a.m. **Break**



**SOUTH WEST TRANSIT
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Tuesday, February 13 (cont'd)

Preliminary Agenda

- 10:15 a.m. **SWTA/Texas Transit Association (TTA)
Joint Conference Sessions**
- Washington Update**
- James Simpson—Administrator, Federal Transit Administration (Washington, DC) *invited*
 - Dale Marsico—Executive Director, Community Transportation Association of America (Washington, DC) *invited*
 - William Millar—President, American Public Transportation Association (Washington, DC)
- 11:30 a.m. **Managing Smarter and More Safely with Standards**
Improving safety and managing more efficiently are important goals for any management team. There is a rapidly growing standard movement in our industry which helps reach this goal. The Standard Development and Oversight Council (SDOC), developed by the APTA provides FTA and DOT endorsed support for this movement.
- Anthony M. Kouneski—Vice President of Member Services, American Public Transportation Association (Washington, DC)
- 12:00 p.m. **SWTA/TTA Joint Conference Luncheon**
SWTA Business Meeting
Election of SWTA Officers
Keynote Speaker
- 1:30 p.m. **SWTA Concurrent Session**
- TTA Conference Sessions**
- Local Transit Tour**
- SWTA Board Meeting**
- 3:00 p.m. **SWTA Conference adjourns**

Texas Transit Association Conference continues

Additional topics to be announced - If you have additional suggestions, please contact the SWTA office at 210/366-1436 or e-mail ahernandez@swta.org