



SOUTH WEST TRANSIT ASSOCIATION

27th Annual Conference & EXPO February 11 - 13, 2007 Renaissance Austin Hotel Austin, Texas

Conference Registration Material



IMPORTANT DATES

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.

Hosted by:





SOUTH WEST TRANSIT ASSOCIATION

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)
- Moktee Ahmad—Regional Administrator, Federal Transit Administration Region VII (Kansas City, KS)
- Leslie Rogers—Regional Administrator, Federal Transit Administration Region IX (San Francisco, CA) *invited*

10:00 a.m. Keynote Address

10:45 a.m. -
1:30 p.m. Visit Exhibits & Lunch *(Rio Grande Exhibit Hall)*
Entertainment and refreshments in the Exhibit Hall
Vehicle Displays in Hotel Parking Lot

1:00 p.m. Concurrent Sessions

NTI Workshop: Overview of Transit Procurement for Senior Leadership
(continues through 5:00 p.m.) tentative



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Monday, February 12 (cont'd)

1:30 p.m.

Concurrent Sessions

Preliminary Agenda

Session II Human Resources Roundtable

(continues until 5:00 p.m.) tentative

Session III Customer Focus

- Robert Patrick—Regional Administrator, FTA Region VI (Fort Worth, TX)
- Fred Gilliam—President/CEO, Capital Metro (Austin, TX)
- Dick Ruddell—Executive Director/President, The T (Fort Worth, TX)
- Gary Thomas—President/Executive Director, Dallas Area Rapid Transit (Dallas, TX)

Session IV Transit Oriented Development -

DART Park Lane Pedestrian Connection

- David Ehrlicher—Dallas Area Rapid Transit (Dallas, TX)
- Lynn Flint-Shaw—Board Member, Dallas Area Rapid Transit (Dallas, TX)
- Jack Wierzenski—Dallas Area Rapid Transit (Dallas, TX)
- Michael Morris—Director of Transportation, North Central Texas Council of Governments (Arlington, TX)
- Tim Schmidt—Lockwood, Andrews & Newnam (Dallas, TX)
- Jesse Oliver—Director, Business & Community Relations, Lockwood, Andrews & Newnam (Dallas, TX)

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.

Handling Transit Advertising In-house

- Ross Cravens—Transit Advertising Specialist, Capital Metro (Austin, TX)
- Aida B. Douglas—Business Development Manager/DBE Officer, Capital Metro (Austin, TX)
- Dianne Mendoza, Ph.D.—Director of Business and Community Development, Capital Metro (Austin, TX)

Session IV SWTA Strategic Plan Update

- Keith Jones—Executive Director, Central Arkansas Transit Authority (North Little Rock, AR)
- Patrick Judge—SWTA President; and Public Affairs Director, Regional Transit Authority (New Orleans, LA)
- Carol Ketcherside—Deputy Executive Director for Planning, Valley Metro (Phoenix, AZ)

4:00 p.m.

EXPO Closes & Move-Out

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.)*



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Tuesday, February 13

7:45 a.m. Continental Breakfast

Preliminary Agenda

8:30 a.m. Concurrent Sessions

Session I ITS Technology Showcase

More With Less: How Tyler Transit Leverages ITS and Web-based Technologies

- Tim Quinn—Vice President, RouteMatch Software (Atlanta, GA)
- Norman Schenck—General Manager, Tyler Transit (Tyler, TX) *tentative*

Session II Innovations in Procurement

Session III Customer Service Innovations

Session IV Forming Successful Partnerships with Your Private Transportation Provider

- MV Transportation (speakers TBD)

10:00 a.m. Break

10:15 a.m. SWTA/Texas Transit Association (TTA)
Joint Conference Sessions

Washington Update

- Representative — Federal Transit Administration (Washington, DC) *invited*
- Dale Marsico—Executive Director, Community Transportation Association of America (Washington, DC)
- 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



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

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Tuesday, February 13 (cont'd)

Preliminary Agenda

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

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.



**SOUTH WEST TRANSIT
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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)* —

AFTER February 3, 2007—please register onsite

Before/On Jan 19

After Jan 19

SWTA Member

Conference & EXPO Registration* \$250 \$300

(Full registration includes all Conference sessions/events and EXPO)

Non-SWTA Member

Conference & EXPO Registration* \$350 \$400

(Full registration includes all Conference sessions/events and EXPO)

Optional Item: *(check all that apply)*

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

Subtract \$20 - Texas transportation providers who are also registered to attend the Texas Transit Conference (February 13–14, 2007) will receive a \$20 discount on their SWTA Conference & EXPO registration

\$ _____ Total Due

Credit Card Payments MasterCard Visa Discover AMEX

Name on Credit Card _____

Billing Address & Zip Code (required) _____

Credit Card # _____ Exp. Date _____

Signature _____



REGISTRATION FORM *CONTINUED*

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

- Sunday: Golf Tournament (\$120 fee is due by January 19 Handicap _____)
- Reception 5:30 - 7:00 p.m. in Rio Grande Exhibit Hall
- Monday: Full buffet breakfast in Expo Hall
- Expo Luncheon
- NTI Workshop (*tentative*)
- Annual dinner (Off property—transportation provided)
- Tuesday: Continental breakfast
- Luncheon
- Local transit tour

Spouse/guest tickets for non-transit employees are available. Please call SWTA for details.

Special dietary requests: Vegetarian Other: _____

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?fi=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.



C A P I T A L
METRO



SOUTH WEST TRANSIT ASSOCIATION

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February 11 - 13, 2007 Austin, Texas

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. *****

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 Events/Breaks Annual Dinner Annual Meeting & Luncheon



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 _____

Sunday EXPO Reception

Monday Breakfast in EXPO Hall

Monday Luncheon in EXPO Hall

Monday Evening Annual Dinner (off hotel property)

Tuesday Annual Membership Meeting & Luncheon

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.

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/aush>. 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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- 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 t fax 210/366-1433 OR Register online at www.swta.org





SOUTH WEST TRANSIT ASSOCIATION

2006 Exhibitors (Mesa, AZ)

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'Straint	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.	