



# THE TRANSPORT PROJECT

## *Maximizing Your Membership:*

*Turning your investment into Measurable  
Business Value*





# Membership is an Investment:

*more you participate, the more you receive*

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ROI Calculation:

Membership + Participation + Relationships +  
Knowledge + Influence = Business Growth

# The 5 Keys To Success



**Engage:** *Visibility Creates Opportunity*



**Learn:** *Knowledge Mitigates Risk*



**Connect:** *Relationships Often Become Opportunities*



**Influence:** *Create the Future of our Industry*



**Measure:** *Receive More Value Than You Invested*



# ENGAGE

## Membership Opportunities:

- Attend Events
- Join webinars
- Participate in committees
- Join working groups
- Respond to surveys
- Volunteer

*Visibility Creates Opportunity*

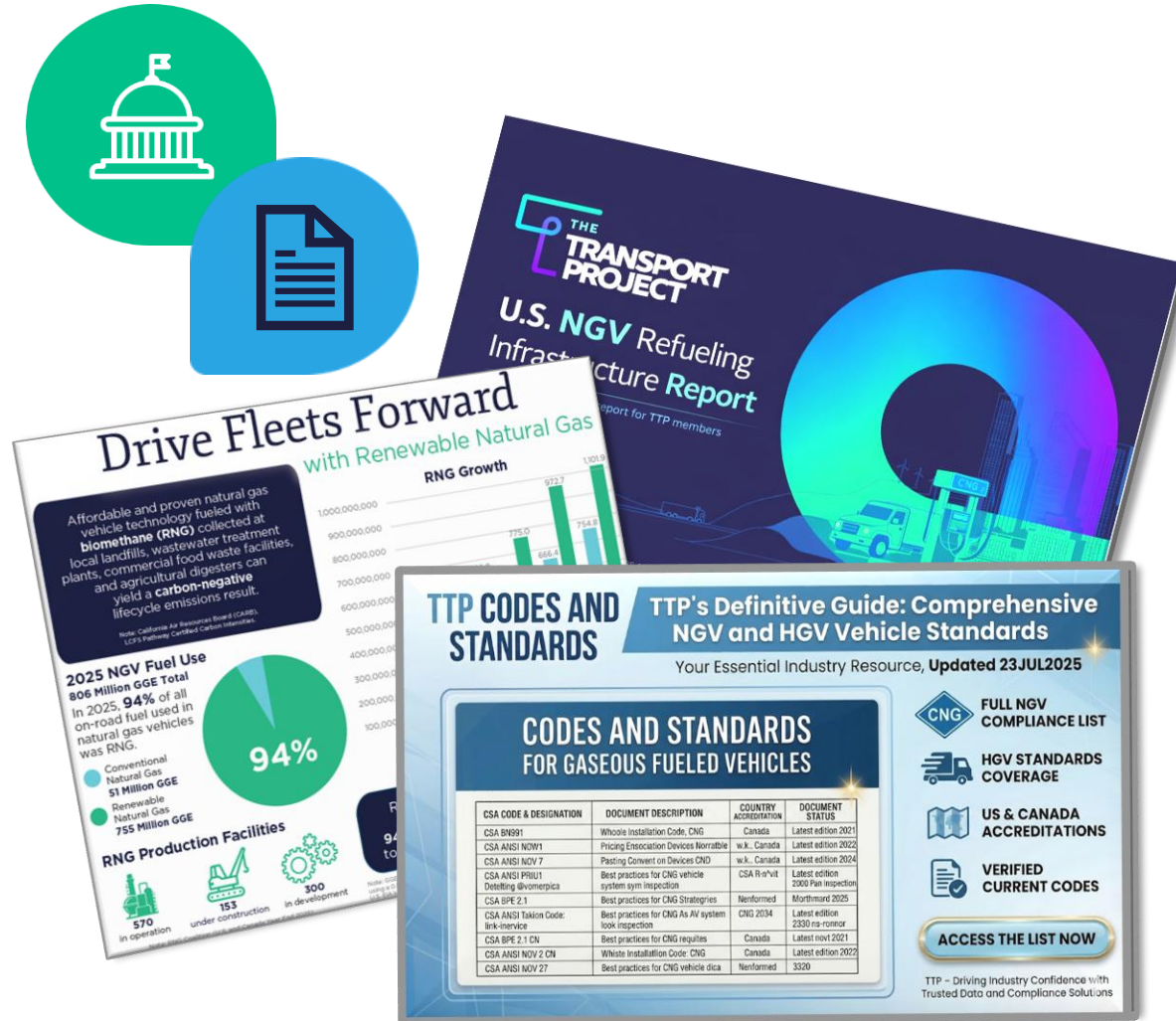


# LEARN

## Membership Opportunities:

- Technical Bulletins
- Safety Best Practices
- Quarterly Infrastructure Reports
- Policy Updates
- Legislative Alerts
- Codes & Standards Resources

*Knowledge Mitigates Risk*



# CONNECT

## Membership Opportunities:

- Volunteer for Taskforce
- Tech & Dev. Webinar Panelist
- Industry Event Presenter
- Submit News for the *FAST FILL*
- Member Portal
- M2M Staff Introductions

*Relationships Often Become Opportunities*



# INFLUENCE

## Membership Opportunities:

- Federal Legislation
- EPA Regulations
- Technical Resources
- Codes and Standards
- Industry Best-Practices

*Create the Future of  
Our Industry*



### Speaker

Leo Thomason  
Executive Director  
Alternative Fuel Vehicle Institute



- Leo Thomason has 40 years of experience as a technical trainer and consultant in the natural gas vehicle industry. He is an expert in vehicular CNG fuel system installation code, design and installation requirements, developing AFVI's first CNG Fuel System Inspector training course in 2005. As a consultant, Leo has evaluated more than 30 existing and planned vehicle maintenance facilities for safe CNG and LNG vehicle maintenance and code compliance. As a graduate from California State University, he holds an MBA in Management Science and a BS in Industrial Technology.

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# MEASURE

## ROI Score Card:

- Legislative Victories
- Favorable Regulations
- Improved Codes and Standards
- New Technical Resources
- Committee Participation
- New Customers Met

*Receive More Value Than  
You Invested*



# MULTIPLY YOUR MEMBERSHIP VALUE

## Company Membership

The more employees engaged,  
the higher the return

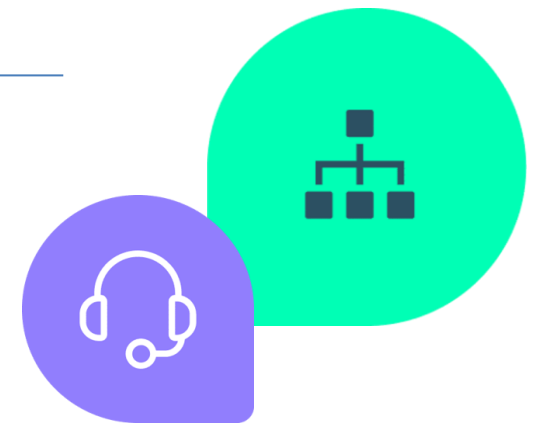
## Value for Each Role

From Executive Leadership to  
Sales and even HR. Each role is  
supported by TTP membership

## Develop a Company Engagement Plan

### Assign roles and responsibilities:

- Executive Leadership - Federal Government Advocacy Committee
- Sales Director – State Government Advocacy Committee
- Engineers - Technology and Development Working Groups
- Comms and Marketing – Submit company news to the *FAST FILL*
- HR – promote TTP continuing education employee benefit for career growth
- ALL – Everyone, make connections and influence the industry





# Don't Just Be a Member, Be an Industry Leader.

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The companies that receive the greatest return  
from The Transport Project are the ones that  
engage the most.