Membership Kit
Top 10 Reasons to Become a Member

1. Be a part of a leading organization within the shipping and transportation industry that puts you in direct contact with key decision makers and trend setters! NASSTRAC: A leader in education; an advocate in Washington; your connection to the industry.

2. Get valuable one-on-one expertise from NASSTRAC’s legal counsel John Cutler on contract reviews, assistance with bills of lading and more. And, as a member, you have access to NASSTRAC’s transportation contract templates for your use in building your transportation program.

3. Hear how others are solving the same challenges as you. Connect with peers using the online member directory. Use our searchable directory to connect with other industry professionals from companies of all sizes and types. Hearing what others are doing can help you make better decisions for you and your company.

4. Hear it straight from the source. Participate in NASSTRAC webinars, a live, online educational option where relevant topics and industry experts come together to discuss topics like LTL Pricing Fundamentals & Trends and Truckload Capacity: The Linchpin of Your Supply Chain.

5. Think of NASSTRAC as access to the best of the best. What could be better than learning more about the latest industry best practices and relevant information at our Annual Shippers Conference & Transportation Expo and Regional Events? Receiving a member discount! Where else would you have the opportunity to chat with senior management from the country’s major transportation providers including, FedEx and UPS.

6. Receive newsletters that keep you in the forefront. NewsLink, provides the latest industry thought-leaders and member news to you all in one place. E-Link, delivered directly to your inbox is a quick read packed with timely information every other week.

7. Your entire company benefits! Shippers can use the Transportation Resource Directory to find potential partners. You can also use the Job Finder to find jobs or employees. Both resources are launching this year on the NASSTRAC website!

8. Be a part of something bigger. You’ll stay on top of regulatory and legislative developments and NASSTRAC’s industry position—initiatives with impact!

9. Participate in sponsorship opportunities to get involved and build your industry relationships.

10. Get noticed for the work you do! Whether it’s NASSTRAC Shipper of the Year, Carrier of the Year, or Member of the Year, NASSTRAC members are celebrated for their achievements.
Subject: Join Me in Supporting NASSTRAC

Dear <NAME>,

If you're seeking solutions, best practices, information or industry connections, I have the answer. As a member of the National Shippers Strategic Transportation Council (NASSTRAC), I want you to be aware of this important organization and how becoming a member can give you further industry education, free legal hotline, advocacy alerts and networking opportunities with other transportation and logistics professionals.

NASSTRAC is a membership-based organization for people like you and me who are responsible for moving their company’s freight through the supply chain. I joined NASSTRAC in XXXX. My favorite part about this organization is ____________________________.

Here are a couple examples of how you can get involved with NASSTRAC:

- **Join NASSTRAC**

  Whether you have been in the shipping industry for decades or are just starting out, join transportation and logistics professionals from across the country to learn from each other and better promote the shipping and transportation profession. As a NASSTRAC member, I have access to:

  - **Annual Shippers Conference & Transportation Expo and regional events**: With the hottest topics and leading speakers, these in-person events will keep you in-the-know and present the newest trends in the field. Where else could you talk directly with senior managers from the largest carriers in the country?
  - **Webinars**: A live, online educational option where hot topics and industry experts come together to give you the education you need.
  - **Advocacy**:
    - **Legislative and Regulatory Filings**: Stay on top of legislative and regulatory developments and NASSTRAC's position.
    - **Legal hotline**: Get valuable one-on-one expertise from NASSTRAC's legal counsel John Cutler on contract reviews, assistance with bills of lading and more.
    - **Career advice**: This is where ideas are shared and careers grow—a vital component to your member experience.
  - **And much more!**

  Find out which membership type is applicable to you and join today!

- **Sign up for NASSTRAC’s newsletter, NewsLink**

  *NewsLink* is NASSTRAC’s bi-monthly newsletter providing you with news that highlight issues and developments affecting the shipping and transportation industry. Get the latest news all in one place, saving you time from having to check other sources. Members enjoy a complimentary subscription. To sign up for this newsletter, please email info@nasstrac.org.

NASSTRAC provides a place for me to gather with other logistics professionals from around the country. Learn more about how being a member of NASSTRAC can help you improve your transportation and logistics department at www.nasstrac.org.

Regards,

<NAME>
Sample Telephone Call Script

Before Call

- Take a look at their company website: familiarize yourself with the type of work they do.
- Based on their industry, decide what challenges they may have.
- Pick out a few benefits that NASSTRAC offers that you could discuss with them that would help them overcome these challenges.

During Call

1. Introduction
   a. Who are you
   b. Explain why you are calling

   “Hi <NAME>, This is <YOUR NAME>, I’m a/the <YOUR TITLE> at <YOUR COMPANY> and I’m also a member of NASSTRAC. Are you aware of what NASSTRAC is, and how it benefits professionals in the shipping and transportation like you and me?”

- Great!
- Discuss how being a member of NASSTRAC has been a benefit to you and your company
- Explain why you think becoming a member of NASSTRAC will benefit them
  o Access to Annual Shippers Conference & Transportation Expo and regional events
    ▪ Hear from leading speakers, stay up-to-date on relevant topics
  o Free legal advice on contract reviews, assistance with bills of lading and more
  o Opportunity to connect with leading professionals, like CEOs, senior executives and other key decision makers in our industry

- Explain background
  o NASSTRAC stands for the National Shippers Strategic Transportation Council. I have been a member for <XX> years, and this organization has been tremendously beneficial for me and my company.
  o Through education opportunities, advocacy for the industry, and provider relations connections, you will have access to learn from, and make connections with others like you and me.
- Discuss how being a member of NASSTRAC has been a benefit to you and your company
- Explain why you think becoming a member of NASSTRAC will benefit them
  o Discuss what challenges they have and how NASSTRAC can help [Reference Business Challenges Chart]

[Get contact information]

After Call

Follow-up - Send email below.
Subject: Join Me in Supporting NASSTRAC

Dear <NAME>,

I really enjoyed speaking with you about NASSTRAC. Joining NASSTRAC is simple, and can be completed in just a few simple steps:

**Step 1: Who are you?**

   A) My organization is a beneficial owner of freight (manufacturer, retailer, wholesale), a 3PL/IMC/Intermediary, or a consultant who controls or influences freight decisions
   B) My organization supplies transportation services, warehousing, or technology services (i.e., motor carrier, expedited carrier, ocean line, air carrier, software provider).

**Step 2: Choose Your Type of Membership**

   Based on your answer to Step 1, choose your membership type:

   • A): Regular Membership
   • B): Associate Membership

**Step 3: Understand the Dues Structure**

Corporate membership dues in NASSTRAC are based upon the gross global sales of your parent organization. Below is a description of the dues structure.

<table>
<thead>
<tr>
<th>Gross Global Sales (Parent Company)</th>
<th># of Individuals Included</th>
<th>Annual Dues</th>
</tr>
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<tbody>
<tr>
<td>Under $5 million</td>
<td>1</td>
<td>$300</td>
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<tr>
<td>$5 million, but less than $100 million</td>
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<td>$1 billion, but less than $2.5 billion</td>
<td>5</td>
<td>$1,650</td>
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<tr>
<td>$2.5 billion and over</td>
<td>6</td>
<td>$2,000</td>
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**Step 4: Join!**

Click [here](#) to become a NASSTRAC member!

If you're seeking solutions, best practices, information, or industry connections, NASSTRAC is your premiere resource! You can learn more about how being a member of NASSTRAC can help you improve your transportation and logistics department at [www.nasstrac.org](http://www.nasstrac.org).

Regards,

<NAME>
Step 1: Who are you?

C) My organization is a beneficial owner of freight (manufacturer, retailer, wholesale), a 3PL/IMC/Intermediary, or a consultant who controls or influences freight decisions

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Step 4: Join!

Click here to become a NASSTRAC member!
Newsletter Samples

NASSTRAC Congratulates Dick Hitchcock, 2014 Joe Cutrona Service Award Winner

This is a really exciting time for NASSTRAC. To start, our 2014 Joe Cutrona Service Award winner, Dick Hitchcock, has been a very valuable asset to our organization and our community. Dick has been involved in the transportation industry for over 30 years, and his experience and knowledge have been invaluable to our efforts.

Dick hitchcock is the founder and CEO of Hitchcock Transportation, a company that provides transportation services to a wide range of clients. He has been an active member of NASSTRAC for over 15 years, and during that time, he has consistently demonstrated his commitment to the company and the industry.

Dick has been a tireless advocate for the transportation industry, and he has worked tirelessly to ensure that NASSTRAC remains a strong and effective voice for its members. He has been involved in many of the organization’s key initiatives, including the development of its new website, the expansion of its membership base, and the organization’s efforts to address important industry issues.

We are truly grateful for Dick’s contributions to NASSTRAC, and we are honored to recognize him with the 2014 Joe Cutrona Service Award. Dick’s dedication and commitment to the industry are truly inspiring, and we are proud to have him as a part of our NASSTRAC family.

Thank you, Dick, for all that you have done for NASSTRAC and the transportation industry. We look forward to many more years of working with you.

You Can’t Handle the Truth

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**FMCSA Tries Again with Proposed Electronic Logging Devices Rule**

The FMCSA’s latest attempt to erode the trucking industry’s livelihood has been met with skepticism and resistance. The rule, which would mandate the use of electronic logging devices (ELDs) for all drivers operating under the Federal Motor Carrier Safety Administration’s (FMCSA) regulations, has been met with criticism from industry stakeholders who argue that the technology is expensive and unnecessary.

In its latest iteration, the proposed rule would require all truck drivers to use ELDs to keep track of their hours of service, which would replace the traditional paper logbooks. The rule is intended to improve safety on the nation’s highways by reducing the risk of fatigue-related accidents.

**Shippers Beware: For Your Purposes, CSA is Snake Oil**

Shippers are warned to be cautious of the Common Carrier Act (CSA) reforms, as they are not for their benefit but for the benefit of the carriers themselves. The argument made is that these reforms are a way for carriers to increase their profits at the expense of shippers.

**News & Notes**

Congratulations to the 2014 Recipients of NASSTRAC’s Member of the Year Awards

Regular Member
Roger McMillan, President of Strickler’s Trucking

Associate Member
Larry Clifton, Owner of Clifton’s Trucking

President’s Award
R.C. (Rick) Cowan, President of Cowan Bros.

**Logistics Case Study: U.S. Xpress Touts Clear Communication, Relationships in Chattahoochee Product Rollout**

U.S. Xpress, a leading less-than-truckload carrier, has implemented a new product called Chattahoochee, which is designed to streamline and optimize the supply chain. The product has been well-received by customers, who appreciate the clear communication and strong relationships between the carrier and its partners.

**Capital Zipper**

**Truck Tonnage Index Up 2.3% in May**

The truck tonnage index for May was up 2.3% compared to the same month in 2013, according to the American Trucking Associations’ (ATA) monthly truck tonnage index. The index is based on information provided by 13 large truck-transportation companies.

**NASSTRAC Applauds Supreme Court Ruling on Challenge to L.A. Port Drayage Rules**

NASSTRAC, the national association representing the trucking industry, praised the Supreme Court’s decision to strike down the Los Angeles County port’s drayage regulations. The regulations, which were seen as anti-competitive, faced significant opposition from the trucking industry.

**NASSTRAC Congratulates Dick Hitchcock, 2014 Joe Cottrua Service Award Winner**

Dick Hitchcock, a veteran of the trucking industry, has been named the 2014 Joe Cottrua Service Award winner. The award is given annually to an individual who has made significant contributions to the trucking industry.

**View full PDF version here.**
“I can’t articulate how much I’ve learned over the years from great people in this industry. I can’t tell you enough about the value of the contacts I’ve made over all these years, or about the truly special friends I’ve made, but I can tell you this; I’ll never be able to give back as much as I’ve received as a NASSTRAC member. Being an active NASSTRAC member has helped me grow in the industry, as a person, and as a leader. Watching the next generation of NASSTRAC members come into the Association has been truly rewarding.”

Terri Reid, Director Supply Chain & Transportation, Famous Footwear

“NASSTRAC membership brings untold value to companies. I consistently reach out to those in the network for solutions. I value the many friendships and relationships I’ve built over the years. Education, as well as advocacy, are two key aspects that set NASSTRAC apart from other organizations.”

Sherry Ennis, CLP Transportation Manager, Revlon

“The connections made possible through NASSTRAC enabled me to learn about the evolving multichannel and last mile delivery tactics. I sent a note to several other members, and within a few days, I had several good contacts and suggestions to help learn about these areas.”

Steve Carter, Director, Global Logistics Planning & Strategy, Target

“The focus of education and advocacy helps me to be more effective in my role and more valuable to my organization.”

Brian Damiani, Vice President of Logistics, Simplified Logistics