



ITA's SUCCESSES AND WHAT IS NEXT

May 2, 2023

Dear ITA Members,

It has been an amazing few years at the ITA. As an association we have achieved many great things working together to push the membership forward. We have increased the visibility and stature of the association, provided new benefits to members, and worked to foster the next generation for the industry.

Here are some of the positive developments that have taken place within the ITA over the past few years.

Legislative Achievements:

We have achieved significant milestones in our legislative efforts, including:

- Successful implementation of a dyed diesel rule.
- Forged a positive relationship with the Governor's office.
- Garnered a higher level of respect from Idaho Legislators.
- Prevented the introduction of local registration fees for trucks, in addition to state registration fees.
- Advocated for online CDL renewal.
- Established new relationships with Idaho's Federal delegation.
- Blocked an insurance increase proposal that sought to limit freedom of choice on insurance coverage.

Enhanced Membership Value:

We are committed to providing enhanced value to our members, and over the past few years, we have accomplished the following:

- We have actively sought to strengthen our relationships with key industry stakeholders, including the Idaho Farm Bureau, Associated Logging Contractors, Idaho Associated General Contractors, and the American Trucking Association.
- Maintained a strong relationship with ITD by actively participating in committees and stakeholder meetings.

- Our outreach efforts have made a significant impact, such as procuring a truck simulator which has traveled across Idaho to various events and high schools. This initiative has allowed us to introduce over 1,500 students to the diverse career opportunities within the transportation industry.

ITA Governance:

In the Fall of 2022, we undertook a comprehensive overhaul of our bylaws to ensure compliance with state laws, streamline operations, and promote efficiency. As a part of this effort, we reduced the number of board seats and established new committees, such as a legislative committee.

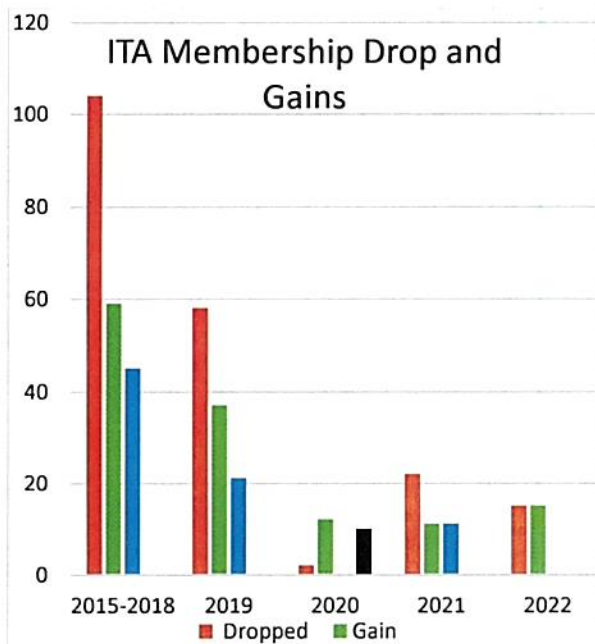
Financial Progress:

Since fiscal year 2020, the ITA has consistently ended the year with a surplus. This achievement was made possible by implementing cost-saving measures, including reducing office overhead, travel budgets, and implementing event budgets. We have included charts below to illustrate the effects of membership contributions on the ITA.

- **Restoring Financial Stability:** Since 2020, the ITA has taken significant steps to curtail programs and bring our financial operations in order. We firmly believe that this decision aligns with our commitment to do what is right for our members. Moreover, we have worked diligently to ensure that events are self-sustaining without relying on membership funding. Events are now primarily funded through sponsorships and registration fees. Membership dues, on the other hand, cover essential expenses such as office overhead, insurance, personnel, and lobbying contracts.
- **Membership Trends:** Between 2015 and 2018, we experienced an average annual membership decrease of 26, while gaining an average of 14 new members per year. In 2019, we encountered a loss of 58 members; however, through the efforts of the board and a new hire in the fourth quarter, we were able to offset this loss with a gain of 37 new members. From 2020 to 2022, we have observed an average annual loss of 13 members but have also seen an average annual gain of 13 new members.
- **Financial Implications:** During the period from 2015 to 2018, our membership revenue declined by \$35,334. In 2019, we experienced an additional drop of \$20,756, resulting in an annual revenue decrease of \$56,090 for the ITA. Between 2020 and 2022, there was a revenue loss of \$6,266 due to the size of our memberships. However, these losses have been offset by automatic dues increases.
- **Diversifying Revenue Streams:** We believe that modern trade associations cannot solely rely on membership dues to remain relevant and sustainable. To this end, we are actively exploring additional revenue streams. One avenue is organizing events that generate positive cash flow for the association. We are also exploring opportunities to

offer services such as truck registrations and paid safety classes. Our goal is to ensure the ITA has multiple sources of income to support its mission and meet the evolving needs of our industry.

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Your Input Matters:

We firmly believe that transparency is vital to foster effective change within our association. After all, the association belongs to its members. As a valued member, we invite you to actively participate in shaping the future of the ITA. We want to hear from you about the resources and support you require to thrive in the coming years.

The next decade presents significant challenges in the trucking industry, with emissions regulations and mandates on diesel trucks becoming increasingly complex. It is our mission to stand by your side and help navigate these changes successfully. Rest assured: the ITA is committed to supporting you throughout these transformations.

We would also like to extend our sincere gratitude for your continued membership and unwavering support. We will be reaching out to you for your ideas and input to guide the association toward a successful future. We also encourage you to consider volunteering and joining committees to actively contribute to the Idaho Trucking Association and make a difference.

We express our heartfelt appreciation to all the volunteers who have dedicated their time and energy to the association. A special thanks go to Past Chair Michelle Miller for her four years of outstanding leadership, as well as to all past and present board members who have contributed to the ITA's growth and stability.

Thank you for your continued trust.

Sincerely,

Allen Hodges
President/CEO

Bryce Morgan
Chair

Handwritten signatures of Allen Hodges and Bryce Morgan. The signature of Allen Hodges is on the left, and the signature of Bryce Morgan is on the right, with a long horizontal line extending from the end of his signature.