

2022 Strategic Plan: TANY's Four Pillars of Focus



MEMBERSHIP

- Develop revitalized membership marketing materials to target membership segments, implement testimonials and address TANY's return on investment
- Restructure and modernize the association's membership dues structure to best reflect the trucking industry and sustain the organization
- Pursue mergers, acquisitions, and partnerships with like-minded organizations
- Improve the sales process through technology and implementing best practices



WORKFORCE DEVELOPMENT

- Expand Charter High School program using Buffalo, NY as a best practice sample
- Establish a TANY Training Center to provide professional development opportunities for drivers, mechanics and other key personnel
- Implement a statewide job/career fair strategy to increase member hiring options



ADVOCACY

- Improve interaction with elected officials by utilizing regional meetings, events, terminal visits and other local programs
- Establish regional issue communication and educational plan for elected officials and decision makers
- Create a NYC PAC
- Establish NYC dedicated staff presence to advocate for TANY on the unique challenges in the world's largest city



TRAINING/ EDUCATION

- Construct education platform for delivering content online, through webinars and instructional videos
- Scale and catalog training and informational programs long delivered by Swede Oun of O & K Truck Repairs, Ltd.
- Develop specific training course(s) to address the challenges of "Urban Driving"