



**AMERICAN  
PUBLIC  
TRANSPORTATION  
ASSOCIATION**

**TO:** Public Transportation System CEOs

**FROM:** William Millar *Bill*  
President

**DATE:** November 12, 2009

**SUBJECT:** **INVITATION TO APTA's 2010 TRANSIT CEOs SEMINAR**

Now is the best time for professional development. When times get tough, the leaders that thrive stay focused – placing more emphasis than ever on key areas such as problem solving, strategy execution, leadership skills, and an engaged workforce. APTA's 2010 Transit CEOs Seminar delivers all of these important professional development opportunities, plus the added bonus of unparalleled networking with your industry peers.

I am pleased to invite you and your deputy to the seminar, January 30 – February 2, at the Hutchinson Island Marriott in Stuart, FL. You told us to not only keep this a quality conference, but keep it affordable. We heard you and we listened – you'll find hotel accommodations for \$119 per night and registration fees comparable to last year.

The seminar will engage your active participation in leadership theory and practice, funding, working with developers, labor relations, mobility management, safety culture, small operations, procurement, and more. Workshops will be led by the top executives of the Eno Transportation Foundation, National Transit Institute, and Behavioral Sciences Technology, Inc.

Please volunteer to speak at the session, "Your Colleagues' Best Practices & New Public Transportation Programs," an opportunity to share ideas that have worked in your organization. We ask you to contact Lynne Morsen of APTA's Program Management and Educational Services Department at (202) 496-4853 or email [lmorsen@apta.com](mailto:lmorsen@apta.com).

Attached you will find the preliminary program, seminar registration, and hotel forms. Maximize your savings with early registration – ends December 29. For questions regarding registration or hotel information, please contact Heather Rachels of APTA's Member Services Department at (202) 496-4838 or email [hrachels@apta.com](mailto:hrachels@apta.com). For your planning, Stuart is served by Palm Beach International Airport, and the hotel will offer limited shuttle service (details to follow.)

We look forward to seeing you in January.

WM/lm:ga  
Attachments

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*President*  
William Millar