

TRANSIT REVIVAL TRANSIT SURVIVAL

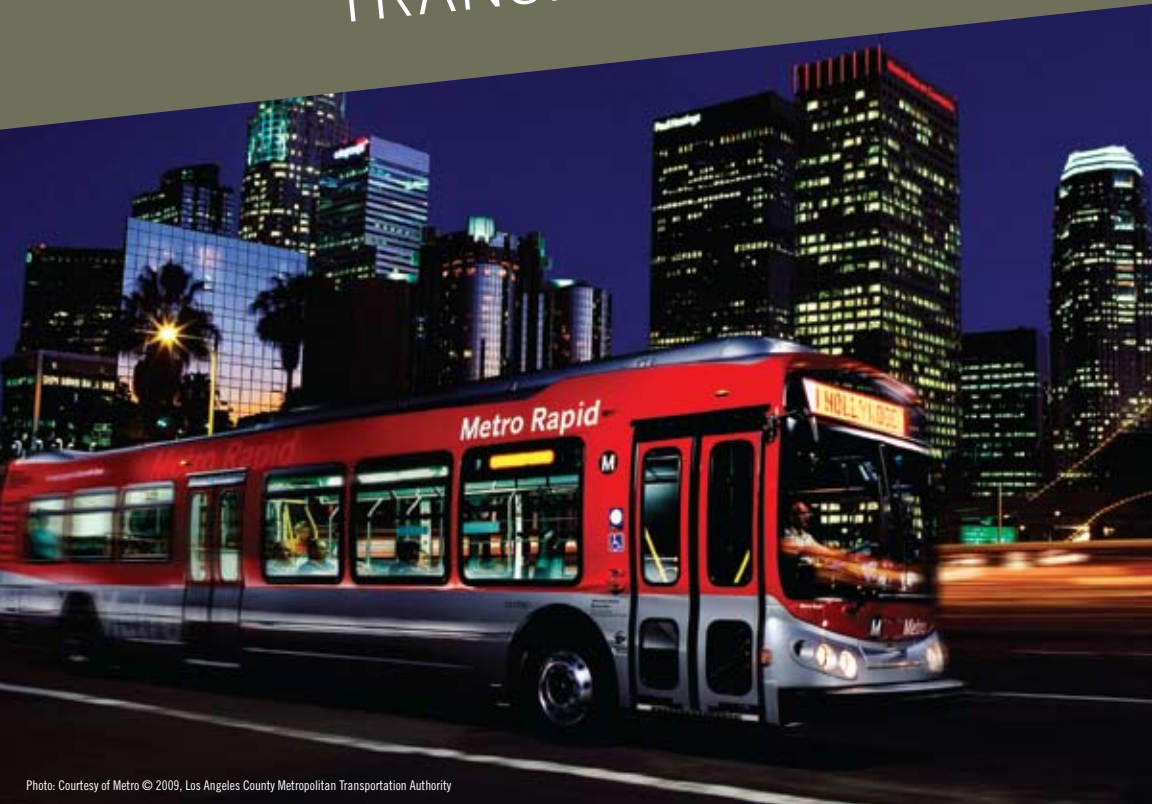


Photo: Courtesy of Metro © 2009, Los Angeles County Metropolitan Transportation Authority

Invest a few days with industry colleagues to explore strategies and solutions to help us through these challenging times.

CALIFORNIA TRANSIT ASSOCIATION 44th ANNUAL FALL CONFERENCE & EXPO

October 27-29, 2009
Pasadena Convention Center
Pasadena, California

09



CALIFORNIA TRANSIT
ASSOCIATION
44TH ANNUAL FALL
CONFERENCE &
EXPO IS THE ONLY
TRANSIT CONFERENCE
TO EXCLUSIVELY
FOCUS ON WHAT
IS HAPPENING IN
CALIFORNIA, MAKING
THIS EVENT THE VERY
BEST INVESTMENT
OF YOUR TIME AND
MONEY.

Attend

Be sure to join the **California Transit Association**, local host **Pasadena Area Rapid Transit System** and agency host **Los Angeles County Metropolitan Transportation Authority (Metro)** in downtown Pasadena October 27-29 for the California Transit Association 44th Annual Fall Conference & EXPO.

Take advantage of the experts, colleagues and business partners gathering this fall to explore how today's transit challenges are being addressed. The conference program is designed for transit organizations of all sizes and for transit industry professionals of all levels.

CONFERENCE FEES. A full conference pass, which includes admission into all activities throughout the three-day conference, costs just \$330 per person for members, \$380 for non-members. A single day pass is also available for \$200 per person for members, \$250 for non-members. Be sure to register on or before **October 9**. After that date, a full conference pass costs an additional \$50, and a single day pass will be \$225 per person for members, \$280 for non-members.

HOTEL ACCOMMODATIONS. Conference attendees may select lodging from two nearby hotels. **Sheraton Pasadena Hotel** is located at 303 East Cordova Street, Pasadena, CA 91101. Be sure to book by **October 10** to receive the discounted* group rate. For reservations call (626) 449-4000, or (800) 457-7940. **Hilton Pasadena** is located at 168 South Los Robles Avenue, Pasadena, CA 91101. Be sure to book by **September 30** to receive the discounted* group rate. For reservations call (626) 577-1000, or 1-800-HILTONS.

*Mention the California Transit Association at either hotel to receive the discounted group rate of \$179 single/double, plus tax. The rate is applicable for the evenings of October 26, 27 and 28, 2009 only.



TRANSIT REVIVAL TRANSIT SURVIVAL

Where Do We Go From Here?

We know the economic climate. The limited resources. The constrained budgets. We know it's not business as usual, but the bottom line is your agency still needs to stay up-to-date on the latest transit strategies and solutions...especially to address the challenges unique to California. At the the conference you will:

LEARN FROM EXPERTS. With six educational tracks, we offer “routes” that focus on Fiscal/Planning & Policy, Marketing, Management/Leadership, Human Resources, Operations and Maintenance. In addition, don't miss the plenary session reviewing recent anti-transit actions by the State, and the analysis of our best hopes for recovery.

DISCOVER FUTURE DIRECTIONS. At the EXPO, meet with over 100 vendors that can share the latest technologies and services. During the sessions, learn about topics such as innovative local partnerships, marketing on a shrinking budget, and alternative sources of funding. We'll also explore the latest in green shops and fleets, as well as other green issues. This is just a sample from the nearly 30 sessions being offered.

EXPAND YOUR NETWORK AND BE HEARD. Now more than ever, we need to make connections with one another. Only by sharing a single voice for transit can we overcome the obstacles before us. This conference brings peers and experts together to network and learn transit best practices and strategies.

TAKE ADVANTAGE OF ONE-STOP ACCESS. California Transit Association 44th Annual Fall Conference & EXPO is at the center of transit in California, and gives you everything in one place: education, experts, exhibitors and peers. Unlike other conferences that can be overwhelming, this is the perfect-sized venue to network and learn how to shift from transit survival mode to the promise of tomorrow's transit revival.



Register Today. Visit www.caltransit.org for more information and to register. For questions please email info@caltransit.org or call California Transit Association (916) 446-4656.

California Transit Association 44th Annual Fall Conference & EXPO



1415 L Street, Suite 200
Sacramento, CA 95814

SCHEDULE AT A GLANCE

TUESDAY, OCTOBER 27

7:00am – 5:30pm Registration Open
8:00am – 5:00pm Rail Operations and Regulatory (ROAR) Committee Meeting
11:00am – 1:00pm Small Operator Awards Luncheon
1:00pm – 2:45pm Maintenance Committee Meeting
1:00pm – 2:45pm Legislative Committee Meeting
3:00pm – 4:45pm Executive Committee Meeting
5:00pm – 7:00pm Welcome Reception in EXPO

WEDNESDAY, OCTOBER 28

7:00am – 5:30pm Registration Open
7:30am – 8:30am Continental Breakfast
8:30am – 9:30am Welcome! Opening General Session
9:30am – 10:15am Plenary Session
10:30am – Noon Concurrent Sessions
Noon – 3:30pm 2009 EXPO & Luncheon
3:30pm – 5:00pm Concurrent Sessions
5:00pm – 6:00pm New 2009 Member Reception
6:00pm – 7:30pm Evening Reception

THURSDAY, OCTOBER 29

8:00am – Noon Registration Open
8:00am – 8:30am Continental Breakfast
8:30am – 10:00am Concurrent Sessions
8:30am – Noon Tech Tour(s)
10:15am – 11:45am Concurrent Sessions
11:45am – 1:45pm Keynote Speaker & Luncheon
1:45pm 2009 Fall Conference & EXPO Concludes



REGISTRATION IS NOW OPEN. Please visit www.caltransit.org for more information.

California Transit Association 44th Annual Fall Conference & EXPO is an excellent value at just over \$100 dollars a day for access to all general admission conference activities, two evening receptions, two lunches, and two breakfasts!