

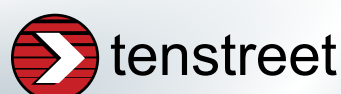
UNLOCK YOUR POTENTIAL



With the Premier Leadership Development Program
for Young Transportation Professionals



Thank You to Our Sponsors





LEAD ATA: Shaping the Future of Trucking Leadership

LEAD ATA is a premier, year-long program designed for rising leaders in the transportation industry. It offers hands-on experience, in-depth industry insights, and a transformative path to leadership. Each year, a diverse group of participants representing various roles, regions, and fleet sizes are selected to reflect the full scope of our industry.

What to Expect

- Four mandatory sessions throughout the year
- A growing network of industry peers
- Expanded leadership and management skills
- A deep dive into ATA's advocacy work



Mission

The mission of **LEAD ATA** is to create a positive and engaging experience that inspires and equips participants to pursue rewarding careers within the industry.

Goals



Raise Awareness

Showcase the industry and its diverse career paths



Spark Interest

Highlight exciting, innovative work being done



Build Skills

Develop knowledge and abilities for professional growth



Facilitate Networking

Connect participants with industry leaders



Offer Support

Guide participants as they pursue careers in trucking



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The LEAD ATA program has been transformative in my professional growth. This program has enhanced my leadership skills through the hands-on experience and the access to industry leaders, as well as the expansion of my professional network.

Manny Hoyt

Director of Growth Marketing, TrueNorth
2024 LEAD Graduate

ATA is committed to investing in your growth. This program is your opportunity to elevate your career and help shape the future of our industry.



Why Apply

LEAD ATA gives you direct access to industry experts, new professional relationships, and behind-the-scenes knowledge of how ATA advocates on behalf of the trucking industry. You'll leave with a better understanding of how national policies are shaped and how you can play a role in advancing them.

What You'll Gain

Graduates receive:

- A certificate of completion (digital and physical)
- Access to the LEAD ATA alumni network
- A 20% discount on ATA meeting registrations—for life

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To be part of LEAD ATA is an incredible honor. When I sit in the room with the group of peers that we have. To be in that same level of leadership and intelligence is something I will never forget.

Josh Mecca

Director of Recruiting, Grammer Logistics
2024 LEAD Graduate





Program Information

- Applicants from motor carrier, allied, and moving & storage members will be selected to participate in the LEAD ATA class of 2026.
- Applicants must be employed by an ATA member in good standing.
- Applicants should complete each section in full (nomination form, application, resume). Only completed applications will be accepted.
- Downloadable electronic applications are available on our website: lead-ata.trucking.org
- Candidates will be notified of selection results by September 2, 2025.
- Applicants are responsible for their travel costs and tuition.
- \$1050 program tuition must be paid in full prior to November 2025.

Email questions to ataindustryaffairs@trucking.org. For additional information please visit lead-ata.trucking.org.

LEAD ATA CLASS OF 2026 MEETING SCHEDULE

4 Core Meetings (required to graduate) • Graduation • 2 Optional Meetings

MEETING 1



ATA 101 & PROGRAM OVERVIEW

ATA Annual Management Conference & Exhibition
San Diego, CA
October 25-28, 2025

MEETING 2



TRANSPORTATION POLICY, THE REGULATORY PROCESS, PRESENTATION & MEDIA TRAINING

ATA Headquarters
Washington, DC
January 28-29, 2026

MEETING 3



BUSINESS & PERSONAL DEVELOPMENT

ATA Mid-Year Management Session
Diplomat Hotel
Hollywood, FL
May 17-20, 2026

MEETING 4



GOVERNMENT AFFAIRS & THE LEGISLATIVE PROCESS

Washington, DC
June 23-25, 2026*

**Subject to change*

GRADUATION

ATA Annual Management Conference & Exhibition
Charlotte Convention Center
Charlotte, NC
October 17-20, 2026

OPTIONAL MEETING

ATA Technology & Maintenance Council (TMC) Annual Meeting
Music City Center
Nashville, TN
March 16-19, 2026

OPTIONAL MEETING

ATA National Truck Driving Championships (NTDC)
David L. Lawrence Convention Center
Pittsburgh, PA
August 11-14, 2026

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