

# AMTA Road Map *2024*

A large semi-truck is driving on a two-lane road in a desert landscape. The truck is a white cab with a long trailer. The background shows rolling hills and a clear sky. The truck is moving towards the viewer, and the road curves slightly to the right.

**Take the wheel and learn more about the  
Association driving Alberta's commercial  
transportation industry forward**



Robert Harper,  
President

## How to use this guide

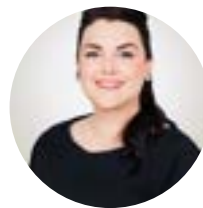
Welcome!

The Alberta Motor Transport Association is a not-for-profit, advocacy and safety training association function as The Voice, The Standard and The Resource for commercial transportation in Alberta. For 85 years, our work has encompassed a broad range of environmental, social, economic, safety and compliance matters that impact provincial highways. Projects in research and innovation brings key stakeholders together to lead research and develop innovative technologies that will significantly enhance the industry while reducing human and environmental impacts.

This guide acts as a detailed road map of AMTA offerings and member benefits. If reading our digital version, learn more about the association's various departments, initiatives and programs and click the various links (underlined and orange) to learn more about what AMTA can do for you.



Karen Chow  
Corporate Secretary,  
Board Secretariat  
[karen.chow@amta.ca](mailto:karen.chow@amta.ca)



Brittany James  
Executive Assistant  
to the President  
[brittany.james@amta.ca](mailto:brittany.james@amta.ca)



## AMTA Memberships at a glance

### Full Carrier

Includes fleets with highway transportation vehicles. Fees collected for AMTA advocacy initiatives. Opportunity to run for AMTA and Canadian Trucking Alliance Boards.

### Associate Carrier

Carriers with WCB codes General Trucking (50714), Specialty Hauling (50701) or Garbage Hauling (57901) automatically qualify. Includes course discounts.

### Supplier Member

Include companies that provide products and services to the transportation industry. Explore sponsorship opportunities and get your name in front of audiences.

### AMTA-Plus

An opportunity to directly reach the AMTA membership base and promote your business while supporting commercial transportation.

**Learn more on page 16**



## Member Services

We are here for you! AMTA Member Services includes Member Solutions, Membership Growth, Stakeholder Retention, [Industry Advisement](#), Marketing and Communications, and runs the [Partners in Compliance \(PIC\) program](#).



Michelle Spacil,  
Director,  
Member Services



Cliff Litke,  
Senior Advisor  
Workplace Support  
Services



Andrew Barnes,  
Senior Advisor,  
Compliance & Regulatory  
Affairs



Doug Walton  
Senior Advisor,  
Member Solutions



Dave Elniski,  
Industry Advisor  
Safety & Compliance



Chad Albert  
Advisor,  
Member Solutions



Kristin Picken  
Advisor,  
Member Solutions



Helen Taylor  
Coordinator  
Member Services

## What can Member Services do for you?

- Considering becoming an [AMTA member](#)? Already a member and feel your needs aren't being met? Reach out to our [Member Solutions](#) team to meet, and chat with a real person on everything from advocacy to events



Reach out today to [membership@amta.ca](mailto:membership@amta.ca)



## Marketing & Communications

Marketing and Communications plays a critical role in fostering connections between the Association, its membership, industry, key stakeholders, and beyond. It supports AMTA staff by providing tools and resources that cultivate member engagement and aid in driving Alberta's commercial transportation industry forward.



Kelsey Hipkin  
Communications  
Manager



Emmanuel Sackey  
Marketing  
Manager



Robyn Betts  
Marketing &  
Communications  
Specialist



Laurie Tod  
Coordinator Sponsorship &  
Member Solutions

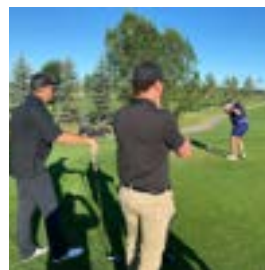


Erica Veresh  
Events Specialist



## What can Marketing and Communications do for you?

- Interested in participating in, sponsoring or volunteering for one of our many [events](#)? Let MARCOM guide you through the process!
- Get your name out there by [advertising in our eNews!](#)





## Compliance and Regulatory Affairs (CRA)

AMTA Full Carrier Members provide financial support to AMTA through annual membership fees, ensuring we keep road transportation issues and needs at the forefront of provincial, federal and international agendas. AMTA works with senior leaders of truck and bus fleets to develop and advocate for solutions to road transportation issues and opportunities. Compliance and Regulatory Affairs (CRA) responds to the problems, challenges and opportunities that are impacting our member companies.

To be effective advocates for the issues that matter most to fleets that operate in Alberta, our programs and initiatives

also aim to educate and inform our stakeholders and the general public about why those issues should matter to them, too. Advocacy issues include permitting, driver training, fatigue management, Hours of Service, on-road safety performance and transportation career pathways.

On trucking issues of a national scope, we work in tandem with the Canadian Trucking Alliance, the federation of provincial trucking associations. Similarly, we work with the Canadian Motor Coach Association to advocate for the motor coach industry. AMTA also participates in the Canadian Council of Motor Transport Administrators, Commercial Vehicle Safety Alliance (Western Hemisphere), and the Task Force on Weight and Dimensions.

## What can CRA do for you?

- Industry networking
- Tailored legislative advice
- Committee and Board opportunities
- Priority service
- Expand business networks
- Inside track on lobbying
- Shape industry policy





## Industry Advancement

Our Industry Advancement team is looking to the future! Industry Advancement covers [Research and Innovation](#), Project Bids and Management, Government Relations and [Advocacy](#) and Industry and Stakeholder Relations.

This includes, exciting projects like the [Alberta Zero Emission Truck Electrification Collaboration](#) (AZETEC), [Cooperative Truck Platooning System](#) (CTPS) and more.



Terri Johnson  
Program Manager,  
Research & Innovation



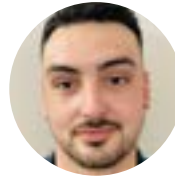
Nikko Wang  
Manager, Projects



Erin Horb  
Technology Advisor &  
Hydrogen Specialist



Jamie King  
Coordinator, Research  
& Innovation



Ryan Swift  
Coordinator, Data,  
Research & Policy

## What can Industry Advancement do for you?

- The application of new technology and disruption in industry is advancing quickly. We engage and inform on the Research and Innovation projects that are changing industry as we know it
- AMTA continually collaborates with government on advocacy issues important to our [members](#). Be an active voice. Reach out and share your concerns or ideas for advancing commercial transportation







## Education

As an employer, it is in your best interest to be active in injury and illness prevention, to meet responsible public policy and legislative responsibilities for the health and safety of workers, and to help achieve a healthier and safer workplace. We offer [broad sector training](#), developed specifically for the industry by health and safety professionals who have an extensive understanding of the commercial transportation industry.



Erica Cormack,  
Manager  
Education



Robert Destree,  
Senior Instructor,  
Driver Development



Jamie Benjamin,  
Graphic Designer &  
Course Developer



Sijetlana Blagojevic  
Education  
Administration



Cavan, Da Ponte,  
Driver Development 1



Jim Hall,  
Education  
Administrator &  
Driver Development 1



Jan Boone,  
Team Lead,  
Education Development

## What can Education do for you?

- Our [Certified Transportation Safety Professional](#) (CTSP) program aids individuals in developing and managing a carrier's road transportation safety and compliance programs in part or in whole. [Coordinator](#) designations are also offered!



[Click here](#) for our full course/learning library





## Quality Assurance

COR is the Certificate of Recognition (COR) is a voluntary program designed by the Partnerships in Injury and Reduction (PIR). It is essential to WCB's injury reduction strategies and a key component of the Partnerships programs.



Agnes Rozanska,  
Manager,  
Quality Assurance



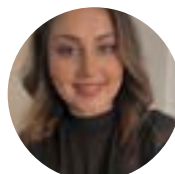
Kasia Mrowiec,  
QA Reviewer



Deborah MacDonald,  
QA Reviewer



Rochelle Hoffos  
QA Reviewer



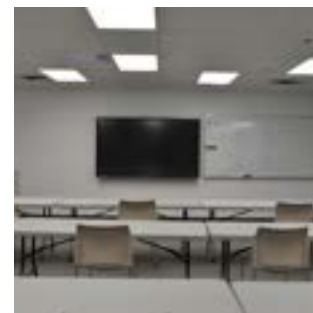
Lovepreet Nijjar  
QA Administrator



Angela Foubert  
QA Reviewer

## What can Quality Assurance do for you?

- Reduction in WCB premiums for COR holders
- Do you have 10 or fewer employees? The Small Employer Certificate of Recognition (SECOR) is available to you just call and ask our team today!
- By participating in the COR program, you will help your organization: decrease workers' time away from work; reduce additional hiring or training costs and reduce costs associated with claims



Reach out today to [cor@amta.ca](mailto:cor@amta.ca)



## Corporate Shared Services

Functions of Corporate Shared Services include: finance, administration, payroll and human resources, inventory management and more.



Harry Lohstroh  
Controller



Angie Parent,  
Finance  
Supervisor



Sheila Vitao,  
Finance  
Administrator



Madison Pool,  
Customer Service  
Specialist

## What can Corporate Shared Services do for you?

- Questions about invoices or member fees? Our Finance Department is here to answer all your questions



## Partners in Compliance (PIC)



For more than 25 years, the PIC program has empowered companies and their fleets to embrace greater proficiency. Our members receive the tools, information and support required to grow dedicated safety cultures, while gaining many competitive advantages for their businesses.

We create and reach proactive safety benchmarks that advance the transportation industry. But, we also rise to protect our drivers and communities. Because, millions of us cross paths on these painted lines, and we all rely on each other to bring the right mindset every mile.

### What can PIC do for you?

- Our member carriers save the government portion of their Alberta Driver Abstracts, Alberta Commercial Abstracts and CVIP shop licences
- Carrier members' Safety Fitness Rating changes to 'Excellent'
- Permit fees for Oilwell Service Vehicle Cycle Exemption, CAODC, Divided Record Authority, Water Well Drilling Rig Exemption and the Municipal Firefighting Vehicle Exemption Permit, are waived for carrier members



Visit [picalberta.ca](http://picalberta.ca) today!





## Events

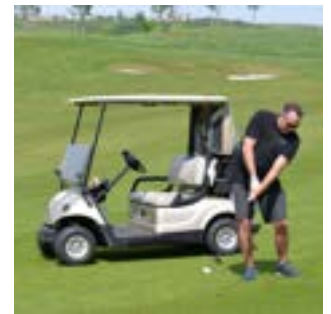
AMTA hosts, partners on and organizes more than a dozen events each year. From showcasing the skills of commercial drivers, to celebrating diversity in industry to, providing networking venues for our membership and their clients, there is an AMTA event for everyone.

The association has various events committees in which you can get in on the fun and put your stamp on making any given event the best it can be.

AMTA events would not be the success they are without our gracious sponsors and volunteers. Want to learn more about AMTA and its people? Volunteer and hang out with some like-minded people while supporting the commercial transportation industry!

## What kind of events can I look forward to?

- Our Annual Conference includes keynotes from top industry stakeholders, our Annual General Meeting and our highly-anticipated Awards Gala
- Western Women with Drive celebrates diversity and inclusivity in industry
- Work on your swing while networking at one of our three yearly golf tournaments
- See what it takes to be a commercial driver at the up close and personal Professional Truck Driving Championship
- Celebrate commercial drivers with Driver Appreciation Days, held in conjunction with National Trucking Week



Want more information? Email us: [events@amta.ca](mailto:events@amta.ca)

**Other special  
programs and  
initiatives we can  
offer you!**



## Driver of the Month



Shine a spotlight on our heroes behind the wheel!

Is there a driver in your fleet with an exemplary record? Do they go above-and-beyond not only for industry but for the motoring public? Maybe this driver is a veteran of the road, or maybe they are new to the profession but showing great skill and a passion for safety.

Especially with the last couple years, the [Driver of the Month program](#) has become more important than ever in celebrating those who kept people and goods on the move during the COVID-19 pandemic. You know your drivers are great - nominate one today and share that greatness with the rest of Alberta!

### What can a Driver of the Month nomination do for me?

- Selected winners are presented with a Driver of the Month certificate, monogrammed AMTA jacket and more
- The nominating Carriers receive a matching certificate to display this accomplishment with pride
- The selected driver is featured on AMTA's website and social media platforms and their name is added to the list of contenders for Driver of the Year. [Driver of the Year](#) is announced and celebrated at AMTA's Leadership Conference & AGM



Contact our team today at [nominations@amta.ca](mailto:nominations@amta.ca)





## AMTA Simulator

AMTA has two simulators and the qualified instructors to aid members in increasing their confidence and skill levels in a controlled environment. Selection of the various modules allows for customization of training and will enhance your driver's experience.

"Expanding upon our established snow plow training program, Ledcor Highways wanted to further prepare operators for the risks and hazards associated with driving a snow plow. By collaborating with AMTA, we were able to deliver a comprehensive snow plow simulator training program to over 100 operators prior to the winter season."

- Ledcor Group

### What can the simulator do for my fleet?

- The visual representation provides drivers with a real-life perspective from the driver's seat, offering a 180-degree forward field of view and rear-view mirrors
- A variety of programs, including Changing Gears: The Golden Shifter, Maneuvering in the City: The Golden Steering, Backing Up, school bus, snow plow and more
- The most significant benefit of a simulated experience is the evaluation process. Hands-on learning is increased with immediate feedback



We have a video! Click the icon to view



View our entire Micro-Learn library by [clicking here!](#)



"Expand on opportunities to grow your business network"

With AMTA Plus, you have the opportunity to directly reach the greater AMTA membership base, and therefore, promote your business while supporting the commercial transportation industry.

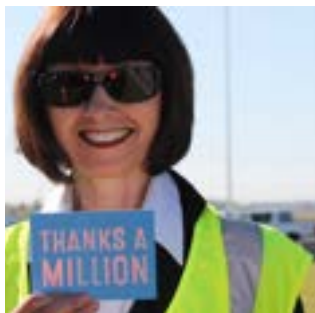
The opportunity to engage with...

**16,000+**

Full Carriers, Associate Members and Suppliers

### Joining AMTA Plus can open doors you may have never imagined!

- See increased sales and revenue opportunities with engagement access with our more than 15,000 member companies
- Showcase your products and services to members through AMTA meetings and events
- Contribute to industry through discounts on products and services integral to keeping Alberta's commercial transportation, and economic recovery, moving
- Receive joint marketing support through a variety of integrated tactics



Contact our team today at [membership@amta.ca](mailto:membership@amta.ca)



## Micro-Learn Video Series

"Expand on opportunities to grow your business network"

The AMTA and its partners have produced a number of [Micro-Learn](#) videos to promote safety in the workplace. These accompanying bulletins can be used in tandem and posted on your company's billboards for further safety education.

[Our first series](#) - filmed in partnership with Canada Cartage - focused on safety surrounding slips, trips and falls. Our second series - filmed in partnership with Rosenau Transport - focuses on Musculoskeletal Injury (MSI) Prevention. Members are encouraged to share videos in the workplace as safety moments and download the accompanying bulletins for staff. And we're in the process of completing series three: Psychosocial.

### So what kind of videos and bulletins can I expect?

- Be the Positive Pressure
- A Clean Shop is a Happy Shop
- Coaching to Perform
- Uneven Playing Fields
- Share the Safety
- Shortcuts to Injury
- Jumping to Contusions
- Slips, Trips and Broken Hips
- Weather, It Can Affect You
- The Bigger Picture
- Head on a Swivel
- Situational Awareness
- The Importance of Worksite Inspections



View our entire Micro-Learn library by [clicking here!](#)



# What are your membership options?





## Become a member today!

Alberta's commercial transportation sector is vital to our province and country, driving all aspects of our economy forward. For more than eight decades, AMTA has created strong relationships with all levels of government, advising on important issues and giving a voice to our members. On national and international matters especially, we partner closely with the Canadian Trucking Alliance and Motor Coach Canada. Whether it's shaping vital legislation, new regulations or business practices, the AMTA is on the ground floor, helping command the future of the commercial transportation industry. The association has a variety of membership opportunities; which one is best for you?

### Full Carrier Member

Full Carrier Members include fleets with highway transportation vehicles including trucks, tankers, motor coaches etc. Fees collected through Full Carrier membership dues fund AMTA advocacy initiatives, and through those initiatives, are able to have their say in shaping industry policies. A Full Carrier Membership includes a dedicated account manager to act as your first point of contact to recommend the right association services for you. Kick your participation up a notch and run for election on both the AMTA and Canadian Trucking Alliance Boards. Get exclusive access to AMTA events, including extensive networking opportunities.

### Associate Carriers

Carriers with WCB codes General Trucking (50714), Specialty Hauling (50701) or Garbage Hauling (57901), automatically qualify as an Associate Carrier and get course discounts and more.

### Supplier Member

AMTA Supplier Members include companies that provide products and services to the transportation industry, such as commercial auditors, safety consultants, educators, insurance brokers, equipment retailers and more. Get your company profile included on our [amta.ca](http://amta.ca) database, utilize event opportunities to network, and with our expanding pool of Full Carrier fleets and explore dozens of sponsorship opportunities, get your name in front of a variety of audiences.

### AMTA-Plus

As an AMTA-Plus, you have the opportunity to directly reach the greater AMTA membership base and, therefore, promote your business while supporting the commercial transportation industry. An addition to a Supplier Membership.

**Explore your membership opportunities today at [membership@amta.ca](mailto:membership@amta.ca)**

# Products and Services at a glance

Benefits	Full Carrier Member	Supplier Member	Associate Carriers	Public
<b>Training/Safety Education</b>				
All courses (classroom and online), simulator training, training merchandise and materials	Discounts of up to 50% for classroom, 20% for online and 25% for merch and materials	Discounts of up to 50% for classroom and 25% for merch and materials	Discounts of up to 50% for classroom and 25% for merch and materials	Full price
<b>Certificate of Recognition</b>				
Audit Review Fee	Waived (up to two hours)	Waived (up to two hours)	Waived (up to two hours)	\$200
<b>Compliance and Regulatory Affairs</b>				
Regulatory news, committees, forums and events	Yes	No	No	No
<b>Board and Committee Participation</b>				
AMTA Board of Directors	Yes	Yes	No	No
Member Services Committees	Yes	Yes	Yes	Yes
Safety Committees	Yes	Yes	No	No
<b>News, events and updates</b>				
Bi-weekly eNews, Annual Report	Yes	Yes	Yes	Yes
AMTA events/ Regional Meetings	Yes	Yes	Yes	Yes
Facility and training area rentals	Discount Available	Discount Available	Discount Available	Full Price