THOUGHTS FROM THE TRUCKING INDUSTRY

Ken Armstrong
Florida Trucking Association
REGULATIONS

• Safety Regulation Is Good
• Level Playing Field Regulation Is Good
• We know better than you do how to run a trucking company Isn’t
• Non-Research-Based Isn’t
• Federal Government Is Primary
• Major Impact on a Low-Margin Industry
OPERATIONS

• Congestion
• Road and Bridge Quality
• Parking
• Tolls
• Urban Restrictions
• E.g., Physical Plates
COMMUNICATIONS

- Greatest Challenge for You...and Us
- Role of the Freight Coordinator
- You Have Signs!
- The Safety Message
- Trucks Are Your Customer
PREPARATIONS

- Technologies
- Economy
- Politics
- Employee Shortage
- Nature of the Business
PROTECTIONS

• State Transportation Trust Fund
• What’s Good for the Goose...
• The Least Appreciated Mode?
• Public Image; Public Messaging
• Trucks Don’t Produce Their Own Demand
• FTA
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