

UNLOCK YOUR POTENTIAL



With the Premier Leadership Development Program
for 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



“

LEAD ATA is a great opportunity to build connections across the industry, gain a broader perspective on industry issues, and grow as a leader alongside an incredible group of people.

Maddie Sullivan
Volvo Trucks

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



LEAD ATA has given me the opportunity to work with transportation professionals outside my everyday network. It has given my class the ability and training to speak to congress on industry matters, in order to positively impact trucking and unite companies big and small which share the same goals.

John Millican
Hyundai Translead





Program Information

- Applicants from motor carrier, allied, and moving & storage members will be selected to participate in the LEAD ATA class of 2027.
- 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 11, 2026.
- Applicants are responsible for their travel costs and tuition.
- \$1100 program tuition must be paid in full prior to November 2026.

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

LEAD ATA CLASS OF 2027 MEETING SCHEDULE

4 Core Meetings (required to graduate) • Graduation

MEETING 1



ATA 101 & PROGRAM OVERVIEW

ATA Annual Management Conference & Exhibition
Charlotte Convention Center, Charlotte, NC
October 16-20, 2026

MEETING 2



TRANSPORTATION POLICY, THE REGULATORY PROCESS, PRESENTATION & MEDIA TRAINING

Washington DC
January 27-29, 2027

MEETING 3



BUSINESS & PERSONAL DEVELOPMENT

ATA Mid-Year Management Session
Westin La Paloma,
Tucson, AZ
May 14-19, 2027

MEETING 4



GOVERNMENT AFFAIRS & THE LEGISLATIVE PROCESS

Washington, DC
June 22-24, 2027

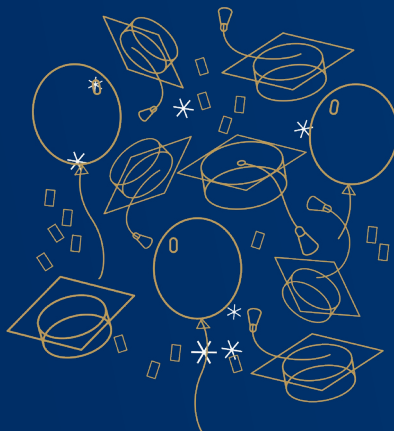
**Subject to change*

GRADUATION



ATA Annual Management Conference & Exhibition

Tampa Convention Center, Tampa, FL
May 16-19, 2027



FOLLOW US:



ATA LinkedIn



ATA Instagram



ATA Facebook



ATA YouTube



ATA X