

Convince Your Leadership: Membership with WTS International

**Building your personal and professional skillsets:
what is your employer's return on their investment?**

- **Determine the value of WTS membership for you AND for them.** Provide your managers specifics on how your membership with WTS will impact current projects: developing relationships with potential clients and potential solutions providers; inspiring new, diverse, and innovative ideas; rejuvenating your team environment, technical knowledge sharing; and learning best practices for cultural change in your company.
- **Build our International Network.** With over 9,000 members in 69 Chapters across the U.S. and Canada, your WTS network provides valuable connections in all parts of the transportation ecosystem: public, private, research and academia. Looking for an authority in planning, engineering, project management, communications, or even legal aspects of transportation? Find these experts in the WTS Community.
- **Presenting yourself as a solutions-driven employee; committed to professional development.** What are the consistent issues and challenges in your organization? How can you develop the leadership skills to help advance your own career, but also manage your internal teams more efficiently and effectively?
- **Inspire action and change.** It starts with one – becoming engaged with WTS International can lead to greater involvement and commitment to diversity, equity, and inclusion at a full corporate level – and giving you the power to advocate for your organization to become a Corporate Supporter.
- **Cost savings for WTS members.** Membership has its privileges – including discounted programming and event registration rates. Your membership dues pay for themselves as you grow into a frequent participant in our programming.

Dear [NAME],

Membership with WTS International provides connections with over 9,200 members across North America – transportation professionals in all modes and all roles. For education, networking, and professional development, membership with WTS International is crucial for employees interested in advancing their career through leadership skills development and providing new insights to an ever-evolving transportation landscape.

I believe my membership and engagement with WTS will be incredibly valuable for the long-term success of our company. I will gain practical skills pertaining to project deployment, DEI and workforce development, and be able to attend unique networking opportunities leading to making new and strengthening existing business connections. Additionally, I think the following membership benefits will be unique for my role in our company:

Membership with WTS International is split into **Professional** and **Executive** levels. The level I am interested in is _____, and the costs associated with 2024 WTS International membership are \$_____.

This investment will pay off in more efficient practices, proven solutions, new insights, and ideas. In addition, I can provide a report of my key takeaways and recommendations upon annual renewal.

I appreciate your approval, and I look forward to further engaging in the industry and with WTS International.

Sincerely,
[SIGNATURE]