



Managing
the
Professional
Way

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Service

Customers

Identify



Retain



North Carolina Public
Transportation Conference

May 17-19, 2004
Hilton Riverside
Wilmington, NC

Co-sponsored by the North Carolina Public
Transportation Association and the North Carolina
Department of Transportation

Tuesday, May 18th from 10:30 - 12:00noon

1. Marketing: Exposure and Education - Presenter: Pat Mitchell, North Carolina State University

Are you marketing with a budget so tight it squeaks? Then you need to join this interactive, hands-on workshop to look at what works and what doesn't - and what you can do effectively with little to no money. We'll have lots of "real life" examples. There will also be lots of discussion on topics such as knowing your customer, targeting your message, and using low-cost, highly-effective strategies such as customer service, outreach, partnerships, and your most important marketing tool - your front line, your drivers.

2. ADA Functional Assessments

Presenter: Russell Thatcher, Senior Transportation Planner, TranSystems

This session will present comprehensive new guidance and training materials developed by Easter Seals Project ACTION on using functional assessments to determine ADA paratransit eligibility. The role of functional assessments in an overall eligibility determination process will be discussed. The components of a comprehensive physical functional assessment will be presented and a new training CD on conducting physical functional assessments will be previewed. Materials that can be used to train staff to properly conduct assessments of cognitive transit skills will also be previewed. Recommended approaches for determining the eligibility of applicants with vision disabilities will also be discussed. The session is recommended for transit systems that now use functional assessments to determine ADA paratransit eligibility as well as those considering adding assessments to their process.

3. Public Speaking Made Easy

Presenter: Jeff Davidson, MBA, CMC, Executive Director, Breathing Spaces, Inc.

The ability to powerfully and persuasively impact others is an important part of your career and your life. Despite the onslaught of new communication technology, the need to develop your speaking skills seems to be greater than ever. In all sectors of business, government, and society there is a demand for bold men and women who can rally, instruct, inspire, and entertain others. Based on his exciting new book, *The Complete Guide to Public Speaking*, author Jeff Davidson offers a rollicking, comprehensive session on how to be more effective as a presenter.