Running a Successful Transportation Campaign

Presented by Carl Guardino, President & CEO
Timing Is Everything
Assembly Line – Build the Product or Buy the Product?
Data or Dogma?
Penny Wise or Pound Foolish?
Headlines or Headway?
Private or Public Driven Partnership?
Empower or Overpower?
Watch Dog or Lap Dog?
Money Matters
Pros or Schmoes?
Deliver or Wither?