



Dear colleague,

On June 10, I will be moderating APTA's 2nd International Webinar: "Making Sustainability a Strategic Priority: International and U.S. Experiences". Considering sustainability's increasing significance in our sector, I believe this subject is very timely and I encourage you to join us on June 10 for the event. This webinar will focus on what it means to make sustainability a strategic priority for transit systems and the steps to take and the benefits to be gained. It will give insight to why and how more and more transit agencies in the U.S. and around the world are making sustainability a key goal. Leaders from transit systems in Hong Kong, Brussels, Calgary, Salt Lake City, and New York will share how they got started on sustainability, the lessons they have learned so far, the challenges they still face and the most rewarding results they have achieved. They will also address issues such as what embarking on sustainability means for your workforce, what financial commitments it requires, and what are the returns on investment.

All of us as General Managers and CEOs, as well as our senior staff, need to be well educated on this topic and this webinar is a great starting point. It will also act as a great introduction to APTA's 2008 Sustainability and Public Transportation Workshop, July 27-29 in Chicago, where I hope to see you as well.

I look forward to your participation and questions on June 10. Please note that for further information and registration, you can go to the APTA website <http://eo2.commpartners.com/users/apta/form.php> or contact APTA's Joe Niegoski, Director, Educational Services at jniegoski@apta.com, (202) 496-4870 or Rich Weaver, Senior Program Manager, Planning and Programs at rweaver@apta.com, (202)496-4809.

Warm regards,

A handwritten signature in black ink that reads "Kevin Desmond". The signature is written in a cursive, flowing style.

Kevin Desmond