



**LONG BEACH**  
TRANSIT

**NEWS**

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OCTOBER 5, 2006

### **LONG BEACH TRANSIT HOSTS 41ST ANNUAL CALIFORNIA TRANSIT ASSOCIATION CONFERENCE**

Long Beach Transit will host the 41<sup>st</sup> Annual California Transit Association (CTA) Fall Conference and EXPO to be held at the Long Beach Convention and Entertainment Center and the Long Beach Hyatt, November 7-9, 2006. The fall conference is a forum that enables discussion of key transit issues, features a product showcase, and offers insight into transit agency programs and best practices.

"Transit ridership is increasing around the country and the world. Long Beach Transit and other California transit agencies are benefiting from this increased ridership and are consistently looking for ways to make things easier for our customers and to better our communities," said Larry Jackson, President & Chief Executive Officer, Long Beach Transit.

"Long Beach Transit is proud to host this year's CTA conference and we look forward to the forthcoming new and exciting innovations to public transportation." Jackson will welcome 400 public transportation managers, directors and presidents, along with 300 vendors on Wednesday, November 8 at 9am at the Opening General Session.

During the opening session, Jackson will introduce California Senator Alan Lowenthal (27<sup>th</sup> District), who is receiving the CTA's prestigious Legislator of the Year Award. He is being recognized for his strong support of public transportation during his eight years in the Legislature, and now as Chair of the Senate Committee

on Transportation and Housing. Lowenthal has been a leader in securing transportation funding and working towards solutions that enable transit agencies to improve service to their customers.

Joshua W. Shaw, Executive Director of the CTA, will also welcome participants to the conference and highlight the success of the Association over the past year. CTA Chair and Chief Executive Officer of the Golden Empire Transit District, Chester Moland, will address the future directions and programs of the organization, and induct two Association members into the transit "hall of fame".

Issues to be discussed during this three-day conference include transit legislation, security, safety and emission standards. Speakers include best-selling author Rachael Simon, NASA astronaut Mike Mullane and others. On Wednesday, November 8, Rachel Simon will discuss why transportation shapes and holds the community. Simon is the author of best-selling memoir *Riding The Bus With My Sister*, also a Hallmark Hall of Fame movie, which tells the story of her sister Beth, a woman with a cognitive disability, who is also one of the world's most enthusiastic bus riders. On Thursday, November 9, Mike Mullane offers a thrilling look at space travel and the lessons he has learned about teamwork and leadership.

Educational sessions are offered throughout the conference focusing on finance / administration; marketing / public relations / advocacy; management / leadership; maintenance; operations; and rail. Example topics include *Preparing for the 2007 Engines; Leadership Challenge: Managing Growth; Rail Safety and Regulatory Oversight; Alternative Fuels and Hybrids: Stories from the Trenches; Legislation, Regulations and Initiatives; Reducing Worker's Comp at the Hiring Stage; Marketing Exchange; From Bus to Bank: Fare Box Practices; Local Security Preparedness* and more. For more information visit [www.caltransit.org](http://www.caltransit.org) or call (916) 446-4656.

### **About the California Transit Association**

Founded in 1965, the California Transit Association provides legislative advocacy, member outreach and educational support to a diversified membership of over 200 individuals and organizations, ranging from local governments to industry suppliers and manufacturers to public transit operators.