



# Vision 2030

Our Strategic Plan for 2027-2029

**Mission:** TIDA educates, defends, and advocates for the motor carrier industry.

**Vision:** Fairness in the resolution and litigation of motor carrier claims.

EDUCATE	DEFEND	ADVOCATE	ENGAGE
<p>Elevate knowledge through signature events, virtual learning and publications.</p>	<p>Utilize member expertise and resources to support the defense of the motor carrier industry.</p>	<p>Promote and advocate awareness to shape industry perception.</p>	<p>Engage and promote trusted relationships amongst the membership.</p>
<p><b>A. Strategic Defense Advisory</b> <i>Deliver timely, targeted and actionable guidance that strengthens defense posture.</i></p> <p><b>B. Knowledge and Skills</b> <i>Cultivate and support long-term continuity through education.</i></p> <p><b>C. Thought Leadership and Innovation</b> <i>Provide timely, cutting-edge topics that anticipate shifts in the litigation landscape.</i></p>	<p><b>A. Expertise</b> <i>Provide a network of verified industry professionals.</i></p> <p><b>B. Access and Support</b> <i>Create a platform for connection and guidance.</i></p> <p><b>C. Resources</b> <i>Maintain resources to assist in claims and litigation.</i></p>	<p><b>A. Positive Advocacy</b> <i>Improve awareness of the industry.</i></p> <p><b>B. Collaborate</b> <i>Unify and amplify relationships with allied organizations.</i></p> <p><b>C. Legal Support</b> <i>Support industry through amicus briefs and other legal endeavors.</i></p>	<p><b>A. Growth</b> <i>Maintain, retain, and grow an engaged and diverse membership.</i></p> <p><b>B. Value</b> <i>Deliver value to TIDA members through the opportunities for members to share expertise, and ideas while building connections.</i></p> <p><b>C. Recognition</b> <i>Recognize member excellence, milestones and awards.</i></p>