

TTA2025

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McALLEN, TEXAS

HOSTED BY METRO McALLEN

2025 TTA State Conference Featured Presentations

Monday, March 10, 2024, 8:30 am - 9:45 am Sponsored by UZURV

Title: I'm Strong If You're Strong: Leadership By Developing The Gifts of Your People and Shaping A Winning Culture, Dr. Kevin Elko

Description:

Structure drives function in every company, family, organization and team. As the leadership expert W. Edwards Deming has said, "Almost all problems an organization faces are systemic." Therefore, it is crucial for the leader to shape the culture over and over in much the same way that an athlete shapes muscle.

In this seminar, the leader learns first how to address the emotions of the team and to excite the team with a vision and a personal connection. Then, by "keeping the main thing the main thing," the leader learns how to maintain everyone's focus on meaningful tasks. Finally, since there are keystone habits that act as fulcrums by which other good habits present themselves, the leader learns how to identify the keystone habits and to bring about a higher level of focus on them.

This entire process occurs because the leader creates a daily "go to" script, designing the words he or she speaks. Thus, the leader has developed organizational muscle and likewise created a winning culture.

Dr. Elko's Bio

Dr. Kevin Elko is a renowned performance consultant, speaker, and bestselling author. He earned his Bachelor's from California University of Pennsylvania and his Doctorate from West Virginia University, where he was later inducted into both institutions' Hall of Fame.

With a background in private practice, Kevin transitioned into professional and collegiate sports, contributing to 30 Super Bowl and National Championship titles with teams like the Pittsburgh Steelers, Dallas Cowboys, Philadelphia Eagles, and Alabama Football. He also works one-on-one with top athletes across multiple sports.

Beyond sports, Kevin has spent over two decades advising Fortune 1000 executives. A bestselling author, his books include The Pep Talk, True Greatness, and Believing is Seeing, with a foreword by legendary coach Nick Saban, whom he has supported through seven National Championships.





Title: Us Vs. Them – The Funniest, Most Informative Generational Key-note Ever!

Jeff Havens

Description:

Key Takeaways:

Learn to replace the complicated four-generation model with a workable dichotomy between older, more experienced workers and their younger, less-experienced counterparts

Understand the key cultural, technological, and social changes that have conspired to create a disconnect between team members from these

two generations

Walk away with several immediately applicable strategies to address and eliminate problems caused by the disconnect mentioned above

Inspire a healthier, more robust work ethic in your younger employees (and your older ones, too)

Inspire a healthier, more robust attitude toward change in your older employees (and your younger ones, too)

Jeff Havens Bio

Over the past decade, Jeff Havens has become one of the most in-demand presenters in North America. His truly unprecedented ability to deliver high-quality, extensively-researched education in an undeniably entertaining way has earned him dozens of repeat clients, all of whom appreciate Jeff's insistence that we'll all improve better and faster if we actually enjoy the learning process. By combining the content of the traditional presentation with the entertainment value of a comedy show, Jeff has found enthusiastic audiences in government, academia, small businesses and several Fortune 50 companies, all while still (somehow) being one of the youngest members of the professional speaking circuit.

Jeff firmly believes that making learning fun is the quickest, cheapest, and most effective way to create a culture where people are eager to continually improve. Whether you want to improve your leadership or inspire more innovation, communicate more effectively or eliminate generational tensions – if it's important to you, Jeff will make it fun.

Tuesday, March 11, 2025, 3:45 pm - 4:15 pm Closing Session



Title: FTA Update From Gail Lyssy, FTA Region 6 Administrator

3:45 pm - 4:15 pm

Description:

Come hear about the latest news from FTA and bring any questions you may have. FTA Region 6 Administrator will provide a brief update from the FTA at the closing session. Ms. Lyssy has over 35 years of experience in the transportation industry. She joined FTA Region 6 in 1996 as the Regional Engineer, was promoted to Director of Program Management and Oversight in 2005, Deputy Regional Administrator in 2014 and Regional Administrator in 2020.

Title: “2025 - A New Year, A New Administration, A New You?”

Paul Comfort

4:15 pm - 4:55 pm

Description:

As we step into 2025, changes in leadership bring shifts in transit priorities, including funding and fuel strategies. What does this mean for the future of public transportation, and how can we adapt to move forward? Beyond transit, this session will also challenge you to embrace renewal and personal growth as we enter the next quarter-century. Join us for an engaging and motivating close to the conference—let’s go!

Paul Comforts Bio:

Paul Comfort is SVP & Chief Customer Officer for Modaxo Americas, one of the world’s largest transit technology companies and is host and producer of the industry leading public transportation podcast, Transit Unplugged heard in over 100 countries and the new YouTube sensation, Transit Unplugged TV show with millions of views. Paul has authored multiple Amazon #1 best-selling books and is the former CEO/GM of the Maryland Transit Administration in Baltimore. Paul also serves as Executive Director of the North American Transit Alliance.

