



CVTA BOARD OF DIRECTORS 2023 Applicant Statement

Name of Applicant: Sean A. Williams

Name of Member Organization: Southwest Truck Driver Training, Inc.

Membership Class: School

Applicant History

- 1. How many years of experience do you have in the vocational education field?**
 - a. I have just over 20 years of experience do you have in the CDL education field.**
- 2. List all CVTA activities in which you participated and committes on which you have served.**
 - a. I have attended 8 CVTA conferences.**
 - b. I served on the advertising committee in the early 2000s.**
- 3. List other trade association experience.**
 - a. I am on the governing board of the Arizona Trucking association**
 - b. I am on the governing board of the Arizona Trucking Association Foundation**
 - c. I am the Chairman for the AZ TDC since 2017**

Reasons for joining CVTA

As a company, Southwest Truck Driver Training has been on again, off again with CVTA. Since becoming an owner of the company in 2019, I feel that it is mandatory to be part of the largest CDL training school advocacy group. If a school like mine isn't getting involved and participating in steering the industry toward a safe standard of training while running profitable schools and bringing the next generation of professional drivers into the industry, who is going to do it?

Reasons for wanting to serve on the Board of Directors

As the President and CEO of a school company with 24 years in the training space (I have been doing it for just over 20) with more than 15,000 professional drivers trained and placed into careers, I feel it is my responsibility to give back to our industry. I believe participating in the CVTA Board of Directors can be an additional component of how our company gives back to our industry. As a casual observer of CVTA as an organization, I have seen great movement on some items and stagnation on others over the years. I would like to better understand the inner workings of the association, the challenging roadblocks our association and industry face and how the advocacy for our schools with our government works more clearly.

My vision for the future direction of CVTA

As a board member it would not be my sole responsibility to steer the direction of the organization, instead it's to be one component of creating that vision. Like with the transportation industry as a whole, no one role gets the freight to the destination. However, you can have all the load planners, sales, dispatch, HR and payroll you want but with no driver the freight just sits. I feel a Board position is the driver's seat for the advocacy wing of our industry. If no one is steering us in a safe, consistent and productive direction, our advocacy and industry stagnates. I feel new members on a board with new perspectives allow that forward momentum to build and deliver on our ideas.

I would like to see the board develop an initiative to help excite and motivate the next generation of drivers. There is clearly a resurgence of trade schools and the concept that not every high school student needs to attend a university. I would like to see an effort from the Board to develop and deploy a campaign that entices the young people of our country, who are considering a trade, to consider being a professional driver. With the help of our member schools and carriers, I believe we could and should make progress to change the image and perceptions about our industry and rebrand what it means to be a professional driver, just like has been done in years past when our industry has struggled with our reputation.

Reasons I believe I can help CVTA realize that vision

I believe I can help the CVTA realize a vision of continuing to mend the image of a professional driver and make our industry appealing a new generation in order to keep our economy and country functioning. As a second generation school owner with over 20 years in the CDL training space, I believe my experience could be an asset to move any agenda we decide on forward. From 9/11 through the Great recession and on through Covid, Southwest has adapted and gotten stronger year after year. I believe I can add that ability to deliver and get stronger to the CVTA also.