



Dear ITS Colleague,

ITS California is a unique organization. We are *the* association that represents the Intelligent Transportation Systems industry in California, and therefore share a common objective: the deployment of Intelligent Transportation Systems in this great State. To be successful, we depend on the support of our members. I hope you will consider renewing or becoming a new member.

2009 proved to be a milestone year for our organization. The ITS CA Southern Section cemented its role of providing regular, unique and well-attended venues to network and discuss prescient ITS issues, while the Northern section expanded its influence through the introduction of breakfast business meetings with key industry figures. The groundbreaking Annual Meeting, in Anaheim, reversed the nationwide trend of diminishing conference attendance by *doubling* last year's attendance to over 300 professionals. Finally, a new logo, expressing the industry's awareness of the positive impact of ITS technologies on the environment, gave the organization a justifiably new face to the world.

More than ever, in 2009, ITS California consistently proved its relevance and importance to ITS deployment in California. No other organization could have provided an open forum for discussion of Title 21 expansion as ITS California did in Anaheim. The networking opportunities provided by the local meetings benefit public and private sector professionals alike, but they are made possible by the support of the ITS California membership.

So again, you are invited to join us, your ITS colleagues, to hear new ideas and have others hear your ideas. Please visit our website at www.itscalifornia.org for more information, and please find, below, a 2010 ITS California membership application. We enter the new year with changes to the membership dues structure to encourage smaller local agencies to join and to better represent small companies. As a member, you will enjoy benefits such as the ITS CA Newsletter, with the latest news of ITS activities in California, notices of new contracting opportunities, and priority selection for presenting at the Annual meeting, which this year will be in Northern California.

We look forward to your participation and support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alan Clelland', with a small dot at the end.

Alan Clelland
Chair, ITS California Board of Directors