

# CALLIE HOYT

## PROFESSIONAL EXPERIENCE

### Motorcycle Industry Council

#### **Manager, Federal Affairs** (August 2017 - present)

- Develop and executive advocacy strategies to influence federal public policy on Capitol Hill and within the Administration on behalf of motorcycle manufacturer industry leaders.
- Manage grassroots campaigns and social media presence to support federal legislative agenda.
- Coordinate with outdoor recreation industry business partners to raise the profile of the outdoor recreation industry and advance policies that support the industry.
- Liaison to House and Senate Motorcycle Caucuses, providing staff with policy insight and industry experts to facilitate caucus briefings that raise awareness of issues relating to the motorcycle industry.
- Author policy letters to Members of Congress signed on to by national industry organizations, and draft official comments in response to Administration actions.

### Intelligent Transportation Society of America (ITS America) - Washington, DC

#### **External Affairs Manager** (February 2014 - December 2014)

- Prepared news releases, internal government affairs updates, policy outreach materials, and newsletter public policy content.
- Managed media efforts and communications planning projects for the 2014 ITS World Congress in Detroit, MI.
- Collaborated with internal public affairs team to rebrand ITS America monthly member newsletter.
- Advanced federal policy priorities serving as liaison to congressional staff.
- Managed logistics and outreach for monthly Congressional Roundtable events, ITS America's annual Capitol Hill Transportation Technology Showcase & Reception, and Legislative Fly-In.

### The Alliance for Driver Safety & Security, Inc., "The Trucking Alliance" - Washington, DC

#### **Manager of Government Affairs** (September 2012 - February 2014)

- Developed and implemented federal advocacy strategies for Washington, DC based coalition of freight transportation and logistics companies in coordination with Senior Management and directly with member company senior executives.
- Spearheaded organization's successful initiative to have legislation introduced in the House and Senate. Worked extensively with Congressional staff and industry stakeholders to develop and draft legislative language.
- Advanced active public relations efforts, including authoring articles for industry publications, redeveloping organization website, and drafting press releases, resulting in successfully raising the profile of the Trucking Alliance, member companies, and priority industry issues.
- Produced all legislative and regulatory policy literature, as well as internal Board of Directors government affairs update memos.
- Expanded business development activities, including outreach efforts with manufacturing vendors, securing allied memberships adding \$96,000 in additional revenue.
- Coordinated major confidential data collection project resulting in the production of rare data set used to illustrate the inefficiencies of certain antiquated federal regulations on trucking company insurance requirements.

### Truckload Carriers Association (TCA) - Alexandria, VA

#### **Safety and Policy Coordinator** (November 2011 - September 2012)

- Communicated association policies to industry stakeholders and key Congressional and regulatory agency staff.
- Increased awareness of TCA activities with active communications efforts, including authoring articles on regulatory and legislative matters pertaining to industry, assisting in managing the TCA newsletter, and maintaining legislative and regulatory content on the association's website.
- Researched and reviewed relevant rulemaking proceedings and supported the development of comment pertaining to TCA positions.
- Interpreted all industry related regulations, safety measures, and legislation, producing concise reports to brief senior staff and TCA leadership on all industry regulatory and legislative developments and coordinated with association policy committees and general membership.
- Assisted in the development, planning, and coordination of the Safety and Security annual meeting, association fleet safety awards, and safety professional of the year program.

## EDUCATION

### George Mason University - Fairfax, VA

#### **B.A. - History**

- Division 1 Student Athlete, Varsity Women's Lacrosse