

Towing and Recovery Association of America (TRAA)

Harriet Cooley, executive director

TRAA is pleased to announce the addition of two new employees to its staff in its Alexandria, Virginia headquarters:

Natasha Patterson has been hired as our new full time director of certification and will be in charge of all national certification activities. Previously employed as training and certification coordinator for the American moving and storage association, Natasha comes to us with a wealth of experience in the administration, marketing and development in a national certification program much like our own.

In addition to her certification expertise, Natasha has developed and managed an online supplier directory "buyers guide", created brochures, member mailings and has managed membership recruitment and retention programs.

Natasha previously developed a revenue sharing program with state associations much like a project TRAA is currently exploring.

Juanita martin has been hired as TRAA's office manager during the last few months Juanita has been assisting TRAA in a part time position as office manager. Previously Juanita held the position as customer service and support administration coordinator for messier services inc. Juanita is highly organized and a proven master of communications and problem solving. She will significantly contribute to TRAA's ability to respond and fulfill customer service requirements and enhance member relations.

"We are delighted that TRAA has come to the place where we are able to bring two such qualified professionals on board that can enhance customer service while assisting TRAA in future growth and programs. These new positions will allow us to continue our on line roll out of our driver certification program while researching new member benefit programs. We look forward to working with them and we hope you will all join in welcoming them to the TRAA team"

Stated by Sam Brewer, TRAA president.