



P.O. Box 16907 / Jackson, Mississippi 39236-6907 / www.gulfregionits.org

Dear Colleagues:

Most Southerners are familiar with the term 'grits' as a meal. But what about 'GRITS?' Both 'grits' are common to the South, but only the Gulf Region Intelligent Transportation Society (GRITS) is working towards a better tomorrow for all.

As an industry, Intelligent Transportation Systems (ITS) is becoming a prevalent solution for improving mobility and safety for travelers in the United States. Transportation officials realize more than ever that the ability to build and expand roads to keep up with traffic demand is increasingly limited by funding and the physical landscape. In looking for new solutions to these issues, ITS arises as a proven, economical, effective approach to increasing the capacity and safety of our roadways.

Over the past year and a half, several local companies and government agencies engaged in the continued development of ITS in Louisiana, Mississippi, and Alabama and have formed this new professional organization - GRITS for short. GRITS is a joint local chapter under the national Intelligent Transportation Society of America (a.k.a. ITS America).

The GRITS organization provides valuable opportunities, resources and tools to those working in and around the ITS field, such as:

- Cooperative learning situations that provide a mechanism for peer discussion;
- A means to educate policy makers about the benefits and tools of ITS;
- Opportunities for colleagues to engage in networking and sharing ideas;
- A forum for fostering partnerships that can lead to economic development and job creation among private firms and between the public and private sectors;
- Advocacy for legislative agendas that support the chapter's mission; and
- A private sector voice to promote the advantages and benefits of ITS technologies for safety, efficiency, economy, and traveler convenience.

GRITS would like to extend its benefits to you and your colleagues through membership and/or sponsorship of the organization. We feel strongly that the organization provides unique opportunities to share expertise and experience, as well as further the utilization of valuable, necessary ITS tools and systems. Note that membership in GRITS also provides special benefits for attending the 2010 Annual Meeting to be held at the Hilton Capitol Center in Baton Rouge. We hope that you select to join us in our efforts.

Please visit our website for more information and registration options: www.GulfRegionITS.org

Many thanks for your support,

Mike Stokes
President