Starting Your Own Business Series

Part 1. The Inspiration:
Lessons Learned from Small Business Owners

Eileen Goodwin
President
Apex Strategies

Ronny Kraft
Principal Transportation Planner
Ronny Kraft Consulting

Dominic Tafoya
Cofounder and
Chief Sales & Marketing Officer
VST Engineering
Our mission is to increase mobility for all by improving the safety, efficiency, accessibility, and convenience of our nation's transportation system.

Creating a connected world through ...

Research
○ Comprehensive Performance Assessment of Passive Crowdsourcing for Counting Pedestrians and Bikes
○ San Jose's SoFA Pocket Park Project: Reclaiming and Revitalizing Surface Parking Space for Urban Agriculture

Education & workforce development
○ Grad program in transportation management (MS degree and certificates)
○ Garrett Morgan Sustainable Transportation Competition for middle-school students

Conferences, webinars, and trainings
○ Riding with Transportation Equity - 2/16, 10-11am (PT) via zoom | Register at tinyurl.com/transportation-equity
○ MTI Leadership Academy

Learn more at transweb.sjsu.edu
Upcoming activities with WTS & MTI

- Learn about MTI’s online Graduate Program in Transportation Management at a virtual information session on March 17, noon (sign up [here](#))

- MTI presents “Riding with Transportation Equity” (webinar) featuring Dr. Bev Scott and COMTO’s new President and CEO April Rai - Register at [https://tinyurl.com/transportation-equity](https://tinyurl.com/transportation-equity)

- The WTS Students and Younger Members Committee is hosting a Resume Workshop on February 22th. Resumes are due by February 17th. Register at [https://forms.gle/uSaimZ2eA6oenHk59](https://forms.gle/uSaimZ2eA6oenHk59)

- WTS is accepting applications for the Women’s Leadership Program, 2022. The deadline for applications is March 18th. Contact [ProgramsWTSSanFrancisco@gmail.com](mailto:ProgramsWTSSanFrancisco@gmail.com) to learn more

- WTS will be hosting a Happy Hour for International Women’s Day on March 8th.