



A Message from the Chairman

With Christmas around the corner, I am excited about the Foundation's recently launched Christmas giving campaign. It is fortunate that we have directors on our board who remember some of the Foundation's important history. I recently learned that one of the reasons that the Foundation was established was to assist OTA members with showing their appreciation to their customers at Christmas. Many members made donations to the OTA Education Foundation on behalf of their valued customers.

We're borrowing a page from our own history book, and asking industry – carriers and allied trades alike – to take advantage of our Christmas giving program. By making a donation during the days leading up to the holiday season, donors will receive *Christmas Donation Acknowledgement Cards* to enclose with the regular mailing of Christmas cards. We're hoping that by adding another formal donation opportunity each year, the Foundation will continue to make substantial strides in supporting the academic endeavours of children of the men and women who keep our industry moving.

In 2011, our goal was to increase the number of donors who support the Foundation. For too long, we have relied on a handful of companies who contributed annually. I am pleased that the number of donors is on an upward climb, but not nearly to the extent that we would like to see.

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Foundation announces Christmas Giving Campaign



We're getting back to our roots! Not many know it, but one of the driving reasons behind the Education Foundation being founded was to address concerns from industry about the extravagant gift giving expectations at Christmas. With the brand-new Foundation in place, carriers often opted to give a donation on behalf of their valued customers.

More than 50 years later, the Foundation is once again offering the trucking and allied trades industry the opportunity to add a little holiday punch to corporate Christmas cards. Companies that make donations to the Foundation before November 30 will receive *Christmas Donation Acknowledgement Cards* to enclose with their personalized Christmas cards. It's a great way to show customers how much their business is valued, and it supports the trucking industry's Foundation at the same time.

To participate in the Education Foundation's Christmas Giving campaign, contact the Foundation at education.foundation@ontruck.org, or just use the order form on the last page of this newsletter.

Bud Barr Recognized with New Scholarship

The OTA Education Foundation is pleased to announce a new scholarship – The Bud Barr Award – which will honour the memory of William “Bud” Barr who passed away in 2009 at the age of 88. Bud was a fixture in the Ontario trucking industry, and an active member with the Ontario Trucking Association for decades. Following his passing, OTA’s David Bradley remarked that “there was not a voluntary position at OTA that Bud did not hold”. Bud’s legacy continued with the OTA Education Foundation, where he served as executive director from 1992 until 2005, when his failing health forced him to step down.

Bud is remembered as a remarkable individual who seemed to feel a connection to each and every one of the students who applied for scholarships from the Foundation. “The Education Foundation’s board is honoured to be able to pay tribute to Bud by naming a scholarship after him” said Scott Smith, Foundation chairman and president of J. D. Smith and Sons. “Given his history with both the industry and the Foundation, it is extremely fitting that Bud’s memory will live on through this scholarship”.

The annual scholarship will be awarded to one outstanding university-bound student each year. The recipient will be selected by the OTA Education Foundation’s selection committee, and applicants will be assessed on their academic and personal accomplishments, contributions to community, extra-curricular activities, as well as personal, academic and career goals. This scholarship, like the J. O. Goodman and C. V. Hoar awards, will be funded through donations to the Foundation.

Add some Punch to your Christmas Cards

Enclose Christmas Donation Acknowledgement Cards to show your support of the



OTA Education Foundation

(Order Form on Page 8)

Message from Chairman

...cont'd from page 1

As we continue to educate the industry about the Foundation, I am optimistic that this number will continue to grow.

The number of companies that sponsor scholarship applicants has certainly grown. During the three years ending in 2009, on average only 19 companies sponsored scholarship applications each year. By comparison, the following two years saw an average of nearly 40 sponsoring companies each year. I am pleased that the industry has started to recognize the benefits that the Foundation offers to its workers, and hope that the scholarship marketing kit that we provided to donors this year was helpful.

I am also pleased to see corporate donations from industry are continuing in the right direction. I am hopeful that this trend will continue. We have moved from a mere \$22,000 in donations in 2007 to about \$33,500 in 2011. We are also thankful to those companies that have elected to direct proceeds from annual golf tournaments our way. In addition to the David Virgoe Memorial Golf Tournament, Durham Truck & Equipment Sales & Service of Mississauga, and Cummins Eastern Canada of Mississauga have raised donations at their golf tournaments for the Foundation. We appreciate their generosity, and encourage other companies to consider the Foundation to be their charity of choice for similar events.

Of course, one of the key reasons that the Foundation exists is to support the education goals of students who have parents who work in trucking. We continue to be committed to allocating a significant portion of our revenues to fund post-secondary scholarships. In fact, over the past 4 years the Foundation actually spent an average of 107% of corporate donations received from corporations on scholarships totalling \$145,000. While impressive for such a small organization like ours, the reality is that more than 50% of applicants

did not receive scholarships, and many of those were very deserving candidates. Let's hope that our Christmas gift giving campaign will result in our ability to award even more scholarships in 2012.

Our many scholarship applicants are studying a broad range of programs from nursing, paramedic and life sciences to economics, engineering, business, broadcasting and child development. It's nice to know that many of these successful individuals will be able to thank Ontario's trucking industry when they eventually start their careers. On behalf of our directors and our scholarship winners, I would like to thank all of you who have helped us make a difference by making a donation to the Foundation.



Scott Smith
Chairman, OTA Education Foundation

Industry keeps "Driving" (and Putting) for Foundation

Three industry golf events chose to direct tournament proceeds to the OTA Education Foundation in 2011.

For the third year in a row, the Foundation was selected to be the official charity of the David Virgoe Memorial Golf Tournament and Silent Auction. The annual event, which is organized by David's widow Debbie and other family members, serves as a tribute to the late David Virgoe, a truck driver who lost his life after taking evasive action to avoid oncoming traffic caused by street racers on Highway 400 in 2007.

Durham Truck & Equipment Sales & Service of Ajax also lent its support to the Foundation when the company held its second annual Customer Appreciation Golf Tournament in June. Proceeds from two 50/50 draws and a closest to the

mannequin contest were earmarked to support the Foundation.

Cummins Eastern Canada *Beat Mike* Golf Challenge also directed proceeds to the Foundation. At the company's annual tournament, all players challenge president Mike Christodoulou on a designated par 3 hole. Any player with a tee shot that is closer to the hole than Mike's wins \$25. Cummins then doubles the amount won during the day and donates it to the Education Foundation.

All proceeds from these industry-sponsored events are used to fund the Foundation's annual scholarship program and are appreciated by the Foundation's many scholarship winners.

J.O. Goodman Award Winner sets sights on Dentistry

The OTA Education Foundation awarded the 2011 J. O. Goodman Scholarship to Bailey Todd, a University of Ottawa student who is pursuing an Honours Degree in Science in French immersion. Bailey is a graduate of Uxbridge Secondary School in Uxbridge, where she played rep hockey, was involved in several school clubs and teams managed two part-time jobs and still made the honour roll. Bailey's application was sponsored by Don Anderson Haulage Limited.

Bailey was chosen as the outstanding first-year university applicant by the Foundation's Selection Committee. J. O. Goodman applicants are assessed on their high school academic achievement, service to community and volunteer work, extra-curricular activities, as well as an essay that answers a question on trucking.

Bailey's service as a volunteer is extensive. She has volunteered with the Canadian Association for Riding for the Disabled, Uxbridge Fall Fair, Uxbridge Cottage Hospital, Jennifer-Ashleigh Children's

Charity, and Rick Hansen's Wheels in Motion. Bailey's greatest accomplishment is the completion of the bronze, silver and gold standard of the prestigious Duke of Edinburgh Award which recognizes physical activity, community service, the acquisition of new skills and involves an adventurous component as well.

Once she has earned her Honours Bachelor of Health Science degree, Bailey plans to study dentistry, a goal she has held since grade three.

"As a selection committee, we really felt that Ms. Todd epitomizes what the J.O. Goodman award stands for", says the committee's Barrie Montague, formerly of the Ontario Trucking Association. The committee was impressed by Bailey's sense of community and her appreciation for the opportunities that she has had in her life.

The J. O. Goodman Scholarship Award winner is selected each year from all qualifying scholarship applications from students who are entering their first year post-secondary studies at a recognized university.

C.V. Hoar Award Winner has Entrepreneurial Spirit

The OTA Education Foundation awarded the 2011 C. V. Hoar Scholarship to Brittany Jasek, a former student of Lakeshore Catholic High School of Port Colborne. Brittany is now attending Mohawk College in Hamilton where she is studying Small Business and Entrepreneurship. Brittany's scholarship application was sponsored by Cavalier Transportation Services Inc. of Bolton, where her father has worked as a driver for nearly 5 years.

Brittany was chosen as the outstanding first-year college applicant by the Foundation's Selection Committee. C. V. Hoar applicants are assessed on their high school academic achievement, service to

community and volunteer work, extra-curricular activities, as well as an essay that answers a question on trucking.

"I am very determined to start my own business within the next five years" Brittany stated in a letter addressed to the Selection Committee. Brittany plans to take courses in business and fashion design, after which she hopes to open a store in the Niagara-Haldimand area.

Brittany worked part-time during high school, and completed two sessions of co-op which provided the opportunity for her to learn what it takes to manage a small business. She also held a part-time job, volunteered at the public library and at school, while maintaining honour-roll standing.

The C.V. Hoar Scholarship Award winner is selected each year from all qualifying scholarship applications from students who are entering their first year post-secondary studies at a recognized college.

2011 Scholarship Winners Announced

The following students each received an OTA Education Foundation **University** Scholarship in the amount of \$1,500 for 2011. Each application had to be sponsored by a trucking or trucking-related company (also listed) for which one of the student's parents work.

Buckham Transport Ltd.

Cory Rankin.....Trent University

Carrot Express Limited

Luke AndersonUniversity of Western Ontario

Cavalier Transportation Services Inc.

Jenna LedsonQueen's University

Don Anderson Haulage Limited

Bailey Todd University of Ottawa

Erb Group of Companies

Emily Sanderson..... University of Waterloo

F1 Freight Systems

Jennifer Strank University of Toronto

J & R Hall Transport Inc.

Kristin Knill University of Guelph @ Humber

Leo Alarie and Sons Construction Ltd.

Lisa Pollak Brock University

MSM Transportation

Bianca Andre..... University of Western Ontario

ProNorth Transportation

Shannon Gowing Nipissing University

Rosedale Transport Ltd.

Lauren Uloth Wilfred Laurier University

SLH Transport

Kaitlin Sedore..... Queen's University

The TDL Group

Tiffany Mast..... Redeemer University College

Toronto Tank Lines

Rebecca Dunk Carleton University

TST Expedited Services

Raoul Enoiu..... University of Windsor

Anna Janik McMaster University

TST Overland Express

Nickolas Eaves University of Toronto

Jake Forde..... Laurentian University @ Georgian

Dylan Grech University of Windsor

Kayla McLean York University

Kaitlyn Merrill Brock University

Jessica Nguyen..... University of Toronto

Wills Transfer Limited

Amy McIlvenna University of Ottawa

Kevin McIlvenna..... Queen's University

The following students each received an OTA Education Foundation **College** Scholarship in the amount of \$1,000 for 2011. Each application had to be sponsored by a trucking or trucking-related company (also listed) for which one of the student's parents work.

Cavalier Transportation Services Inc.

Brittany Jasek..... Mohawk College

TST Overland Express

Jesse Merrill Durham College

Foundation Awards Endowed Scholarships

Several of the Foundation's compliment of *endowed* scholarships have been, or will be, awarded for 2011. These scholarships are funded by income generated on the initial investments endowed by the companies for which the scholarships are named. Each scholarship is awarded based on criteria established by the scholarship sponsor. Annual donations from industry are not used to fund these scholarships.

The following students received scholarships under the Foundation's endowed scholarship program:

The Bison Transport Scholarship

Awarded to a full-time student enrolled in a recognized Transportation, Logistics, Human Resources or Business program at a Canadian University or College

Kevin McIlvenna

Queen's University, Kingston ON

Don Anderson Haulage Business and Technology Scholarships

Awarded to two graduating Stouffville District Secondary School students with high overall averages who are attending college to study business or technology

Business Scholarship

Cory Chesham

Seneca College, Toronto ON

Technology Scholarship

Kyle Raymer

Centennial College, Scarborough ON

The Erb Group of Companies “Service to Community” Scholarship

Awarded to a first-year post-secondary student who demonstrates a commitment to his/her community through volunteerism

Rebecca Dunk

Carleton University, Ottawa ON

Glasvan Great Dane Truck Trailer Service Technician Scholarship

Awarded to two high-achieving students registered in the Truck Trailer Service program

Not Awarded – Program not Offered

Grant’s Transport Limited Mathematics Scholarship

Awarded to the top university-bound math student graduating from Timiskaming District Secondary School

Zachary Hervieux-Moore

Queen’s University, Kingston ON

The J. D. Smith and Sons “Leaders of Tomorrow” Scholarship

Awarded to a university student who demonstrates a commitment to community, school or other volunteer undertaking through exemplary leadership qualities

Luke Anderson

University of Western Ontario, London ON

OTA Allied Trades Division Scholarships

Awarded to one university student and one college student who have completed at least one year of post-secondary education, and who has demonstrated a strong commitment to his/her academic performance

Kristin Knill

University of Guelph-Humber, Toronto ON

Fabio Marrama

Niagara College, Welland ON

OTA Professional Driver Memorial Scholarship

Awarded to a full-time college or university student who is the child of a professional truck driver who has been killed or seriously injured while driving a commercial vehicle on the job

David Lafferty Jr.

University of Guelph, Guelph ON

Trailcon Leasing Trailer Service Technician Scholarship

Awarded to one student registered in the Truck Trailer Service program

Not Awarded – Program not Offered

TST Overland Express International Transportation and Customs Scholarship

Awarded to two students entering their second year of the International Transportation and Customs Program at Seneca College

Lauren Cooper

Yao Zhou

Foundation says “Thank You” to 2011 Donors

The Foundation’s scholarship program would not be possible without the generous support of our donors. The Foundation, on behalf of its scholarship recipients, would like to thank the following contributors that provided donations to fund the Foundation’s 2011 Scholarship program:

Alliance Security Systems of Northumberland Ltd.

Apps Transport Group

Bridgeland Terminals Limited

Cavalier Transportation Services Inc.

Cros Croft Transport Inc.

Cummins Eastern Canada LP

David Lawrence of CIBC Wood Gundy

Drumbo Transport Limited

Durham Truck and Equipment

Eaton Yale Company

Einwechter Limited

Empire Transportation Ltd.

Garry Mercer Trucking Inc.

Harland Veinotte Ltd.

HSBI Benefits Inc.

J & R Hall Transport Inc.

J.D. Smith and Sons Limited

Kriska Holdings Limited

L.I.F. Tricking Inc.

Logikor Dedicated Logistics

Manitoulin Transport

Maritime Delivery Services (Canada) Limited

Markel Insurance Company of Canada

Miller Office Trailers

Newcom Business Media Inc.

Old Republic Insurance Company of Canada

Peterbilt of Canada

Premier Bulk Systems

Safety Insurance Services (1959) Ltd.

SLH Transport Inc.

Span-Nation Transportation Services Inc.

Steed Standard Transport

The Tandet Group

Tibbs Transport Inc.

TransCore Link Logistics

Tredd Insurance Brokers

Trendway Transportation Services Inc.

Volume Tank Transport Inc.

W. F. Hayball Foundation

W.S. Bell Cartage

Westland Transportation

Wills Transfer Limited

Woodcock Brothers Corporate Group



Don't Just Send a Card...

*Show your Customers
how much you value their business*

Make a Christmas Donation

to the

OTA Education Foundation

on behalf of your valued customers

Make a Donation by November 30

and receive

Christmas Donation Acknowledgement Cards

*to enclose with your corporate
Christmas Cards*

(see reverse for order form)



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Scott Tilley

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Driving Education since 1958

Make a Christmas Donation

Make a Donation by November 30 and receive Donation Acknowledgement Cards to enclose with your own corporate Christmas Cards.

Christmas Donation Acknowledgement Card Order Form

Donation	Cards	\$/Customer	Donation	Cards	\$/Customer
\$ 300.00	20	Only \$15.00	\$ 1,100.00	100	Only \$11.00
\$ 550.00	40	Only \$13.75	\$ 1,400.00	140	Only \$10.00
\$ 800.00	60	Only \$13.33	\$ 1,500.00	180	Only \$3.33
\$ 950.00	80	Only \$11.88	\$ 1,600.00	200	Only \$8.00

(Each Christmas donation card measures 4.25" h X 5.5" w)



I would like to make a donation to the OTA Education Foundation on behalf of my valued customers. Please send me _____ Donation Acknowledgement Cards so that I may include them with our corporate Christmas card mailing this year. I am enclosing a cheque payable to the OTA Education Foundation in the amount of \$_____. Please send a charitable tax receipt to the following address:

Company Name _____

Address _____

Contact Name _____ Title _____

Address _____

City _____ Province _____ P/C _____

Phone No. _____ E-Mail Address _____

Complete and mail with cheque to: OTA Education Foundation, Inc., 555 Dixon Road, Toronto, ON M9W 1H8