

**Remarks by ATSS Foundation President Tim Cox  
ATSSA Opening General Session  
Sunday, March 5, 2006  
Ft. Lauderdale, Fla.**

Throughout the year, as I traveled to ATSSA chapters and met with ATSSA members and others, I was proud to share with them how the American Traffic Safety Services Foundation promotes and enhances our industry through educational benefits, programs and many other community activities.

Your Foundation is passionate, caring and giving, as it assists others across the country.

Since 1988, the Foundation has consistently risen to the occasion of Advancing Roadway Safety by creating new and innovative programs that help young people achieve their educational goals.

Most recently, in 2005, a Chuck Bailey Memorial Foundation Scholarship was presented to 20-year-old Clarissa Dark of Kingman, Indiana.

Clarissa's father – Jay Dark – was killed in a work zone in 1988. A driver entered the work zone and killed Jay that April morning, and at the same time, permanently disabled another worker.

The scholarship presented to Clarissa's family will enable her to continue studying secondary education at Ball State University. Her gratitude to all of you is overwhelming and greatly appreciated.

This is only one example of many scholarships that the Foundation has presented. This is something we would like to continue to do, and that, of course, will only be possible through your continued generosity to the Foundation.

Another Foundation activity is of course, the National Work Zone Memorial.

The Memorial traveled to 13 locations across the country this past year, helping to keep the message of work zone safety and awareness "alive" throughout the year – not limiting that message to only one week in April.

The schedule for 2006 is rapidly filling up as well. No other association has a memorial like this. It is truly unique, and makes a bold statement wherever it goes.

I do have the pleasure this morning of announcing that we will soon have a brand new National Work Zone Memorial. The original one served its purpose for many years, but it's now time for that one to retire.

The new Memorial, currently under construction, will be lighter and easier to handle, but will make the same bold statement in the name of Advancing Roadway Safety across the country for the next several years. We plan on unveiling the new Memorial during Work Zone Awareness Week activities in Washington, D.C. in early April at the national media event there.

You can help build this new Memorial by submitting names to ATSSA for inclusion of those killed on our nation's roadways in work zones. Adding names to the new Memorial will continue to be an ongoing activity.

Also, the Foundation poster contest continues to get children involved with the work zone safety message – while at the same time rewarding their efforts by presenting cash prizes to contest winners, as well as to their schools.

Award-winning posters become part of a Foundation calendar that many of you here this morning have already purchased, and are displayed proudly in your homes or offices.

Thank you all for supporting that effort.

As for activities in local communities, within our own ATSSA Chapters, the folks in the Heart of America Chapter sponsor their own poster contest, as does the Illinois Chapter. And the efforts of those children are submitted for national recognition.

I have attended many of these Chapter events and have had the opportunity to present cash prizes to children who draw posters that depict life in roadway work zones. It's a wonderful and heartwarming experience to participate in these events locally, and other Chapters are invited to consider getting involved as well. It's a great way to do something positive in your own community, while at the same time helping to Advance Roadway Safety.

Personal generosity is something I mentioned earlier, and it is worth mentioning again.

First, thank you to the Foundation board members for their time and effort this year. All of these fine people will be in the ATSSA booth all of this week to tell you about the Foundation's many ongoing programs and can show you, if you're interested, ways in which you can help.

Please take a moment sometime this week and stop by and visit them, and thank them for their volunteer service to the Foundation.

Secondly, thanks to all of you who have made, or will make, a monetary pledge to help support the Foundation.

None of these wonderful activities could ever occur without your generosity, thoughtfulness, and your willingness to help others.

The Foundation Golf Classic – probably the “premier event” of ATSSA’s convention week, is a great way to have fun with our friends, but more importantly, it serves as the principle fundraising activity for your Foundation.

Thanks to the players and participants.

Although your financial gifts are very much appreciated, could I ask you a couple more small favors that do not involve money?

First, you can help the Foundation by taking a poster contest kit that will be developed soon to your local school this coming fall, introduce yourself, and then ask them to participate.

Educators we have approached with this package are willing to learn more, and hopefully will lead the effort in having their schools and their students participate in this contest.

Second, please help us locate young people who would benefit from an educational scholarship like the one we recently presented Clarissa.

Unfortunately, some of us may know of a family who has lost a loved one in a work zone and have left behind school-aged children. Please let us know who they are so we can contact them and offer them some financial assistance to help their children live their dreams.

Thank you all for your generosity, volunteerism and joy that you bring to the Foundation year after year.

As I have said before, if you are going to contribute to just one organization this year to help make a difference in someone’s life, please consider the Foundation that “one” organization.

Have a great morning and thank you.