

**Remarks^{©2007} by
ATSS Foundation President
Tim Cox
Sunday, Jan. 28, 2007
ATSSA's 37th Annual Convention
and Traffic Expo
Opening General Session
San Antonio, Texas**

Thanks to all of you for your continued support of our Foundation, which of course, helps make possible so many good things for so many families in need across the country.

I am sure you noticed that we tried something different this morning prior-to officially starting the Opening General Session.

For the first time ever – we featured some of the golf tournament photographs on the big screens as you were chatting and catching up with friends before breakfast.

Those photos were not “archived” relics from a year or two ago. The photos were taken at San Antonio’s Quarry Golf Club this past Friday. The reason why we showed you these photos is a simple one.

We wanted to put some faces to those people “behind the scenes” who generously give to a good cause. People who choose to give to the A-T-S-S Foundation.

Not only are these fine people generous with their money, but they also share a couple of common interests.

First – they all want to have fun. And, judging by some of these photos – I’d say they know how to have lots of fun.

Secondly, and most importantly – they want to save lives on our nation’s roadways – and when things go wrong – when accidents happen – they want to take care of those who are left behind.

I am sorry to say this, and this will come as a surprise to no one – but taking care of business – any kind of business – requires money.

The golf tournament is a great start, and without question – it’s the Foundation’s biggest fundraiser.

But, support of our Foundation is not limited to the golf tournament alone.

There are so many good things going on in the Foundation right now – I don’t have all morning, but please allow me a minute or two to share a few of them with you.

First – a program that is “near and dear” to my heart is our scholarship program.

This program gives young people a chance to further their educational dreams, no matter how hard their lives seem to be after a tragic, personal loss in their family.

Our latest scholarship recipient is Erica Pearson of Littleton, Colorado.

Erica's father – a roadway worker – lost his leg in a tragic work zone accident.

As you can expect, the impact of that accident on the family – both emotionally and financially – was, and is, a tremendous “one day at a time” challenge for the Pearson family.

Those of you who contribute to the general fund of the Foundation at various times throughout the year, or support the Foundation through the golf tournament, help families like the Pearson's.

Erica has consistently chosen to give back to her community of Littleton, Colorado – a suburb of Denver – what she never had, simply by returning there to help those less fortunate than she is through volunteer work.

The community services program of Erica's choice is called “Talent Search,” and that program encourages young students to do good things – to be good people – to stay in school.

In Erica's words, “That support – that connection, is so important to those kids.”

Years ago, Erica was in the exact same position as those kids are in today.

It's both evident and heartwarming to know that Erica realizes that she can overcome many of life's challenges with a good education, and your Foundation is proud to help her achieve her goals.

All of you should be proud to know that Erica is holding a 4.0 grade point average at Colorado State University, where she's working towards a Bachelor's degree in Business Administration.

It doesn't get any better than that, and I am so glad that the Foundation is able to help her, and I am very, very proud of her. I hope you are too.

In other Foundation activities – we had a record-breaking 29 schools – nationwide – participate in our annual poster contest, in which young people draw their impressions of workers' lives behind the cones and barrels.

As a result, we had prize-winning students in towns in Virginia, Missouri, Illinois, and Pennsylvania.

And let's not forget the National Work Zone Memorial. A newer, lighter weight, updated version is now available, and it has already made the rounds throughout 2006, with many visits planned for 2007 – so please, reserve the Memorial today to serve as the centerpiece of your own local roadway safety event this year.

If you're interested in hosting the Memorial – please talk with an ATSSA staff member in the ATSSA booth this week.

Please consider getting personally involved with the Foundation this New Year, by participating in one of its programs. We could use your help identifying candidates for the scholarship – or you could help out by making a financial contribution. If you would visit the ATSSA staff in the booth this week – they will be happy to help you with this important, helpful step.

Thanks again to all of you for your continued, dedicated support of your Foundation, and thanks for being here this week to help our wonderful and exciting industry “Advance Roadway Safety.”