



# *The Driving School Association of the Americas, Inc.*

*"The Standard In Driver Education and Traffic Safety Since 1973"*

theDSAA.org

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March 17, 2013

## **Greetings on behalf of the Driving School Association of the Americas,**

As a fellow *Professional Driving School Operator*, I realize just how limited your time is so I will get right to the point. I must admit that when I joined the DSAA in 2006, I had a "what's in it for me" attitude. Now, 6 years later, I have come to truly appreciate the positive influence this organization has had on my own business and our industry in general. So much so, that I have committed myself to become the "DSAA Regional Vice-President for Eastern Canada".

If you have attended any of our regional or national conferences, I hope that you have found the sessions informative and useful. And if there are topics or concerns which you would like to see included in future conferences, this is where I come in. I would consider it a privilege to hear from you.

Many see our industry in the midst of a dramatic transition from the "mom and pop" businesses of years past into highly specialized driver safety professionals. This evolution requires a honing of our fundamental skills and practices, and the development of basic standards to which we all must subscribe.

Beyond professional development, the DSAA offers opportunities for sharing ideas and opinions on safety and training methods, profitability and management strategies, educational resources and equipment & training aids. Round table discussions and socializing with like-minded people provide opportunities for sharing **WHAT'S WORKING & WHAT'S NOT**. This has proven priceless for me. Chatting about "how others are doing it" and the chance to form solid relationships have enhanced me both personally and professionally.

I very much look forward to hearing from you and seeing you at our next DSAA conference in Orlando, Florida in April. Please feel free to call or email me anytime.

Sincerely,

Gurdeep Atwal "DSAA Regional VP – Eastern Canada"  
519.822.2410 / 519.658.8177  
[starlite@295.ca](mailto:starlite@295.ca)

## **The Driving School Association of the Americas Mission Statement**

Promote professionalism within the driving school industry • Help produce safe and proficient drivers through ethical and sound educational and business practices • To be a model through leadership to our government agencies and policy makers  
To accommodate and promote the needs of our member schools • To cooperate with and support other driver safety organizations.

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3125 Wilmington Pike, Kettering, OH 45429  
800-270-DSAA (3722) • Fax: 937-290-0696