



The Driving School Association of the Americas, Inc.

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

theDSAA.org

March 17, 2013

Greetings on behalf of *The Driving School Association of the Americas, Inc.!*

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 many years ago, I had a "what's in it for me" attitude. Now, multiple 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 once again committed myself to become the Western Regional Vice-President of our Association.

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.

Beyond professional development education, the DSAA offers opportunities for sharing ideas and opinions on safety and training methods, as well as profitability and management strategies. Round table discussions and socializing with like-minded people provide opportunities for sharing WHAT'S WORKING and 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.

Finally, probably one of the biggest hurdles to overcome for any driving school owner is the fear that someone else will "steal their secrets of success". As an association member, I have found that over the years I have always gained from fellow school owners' vast experiences, and have never lost. Furthermore, I have learned that by always remembering the "PIKE" (Partnership, Information, Knowledge and Education) principal gained as a result of my participation in the DSAA, I have not only grown as a professional, but all that I have learned and applied in my school, has led to my continued commitment to saving lives.

Sincerely yours,

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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 education 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 and support other driver safety organizations.

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