



# *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 how limited your time is so I will get right to the point.

Our family owns and operates a successful driving school that has been in business for 50 years. When we joined the DSAA soon after its inception, we wondered what benefits we would gain through our membership and how the DSAA could help our business grow. Now, many years later, we have come to truly appreciate the positive influence this organization has had on our business and our industry in general. So much so, that I have once again committed myself to become the Western Canadian Regional Vice-President of the DSAA.

If you have attended any of our regional or national conferences, I hope that you have found the sessions informative and useful. 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. No idea is too small, actually, the sharing of ideas is what makes our membership so strong.

Many see our industry in the midst of a dramatic transition, from 'older' practices that still hold true today to the more modern teaching methods that are emerging to the forefront of driver education. 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 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 has worked and what could use improving. This has proven priceless for me. Discussing how others are doing it, and the chance to form solid relationships, have enhanced me both personally and professionally.

I look forward to hearing from you and seeing you at future DSAA conferences. The next conference is taking place in Orlando, Florida in April. Please feel free to call or email me anytime.

Sincerely,

Lisa Briton Hodges  
DSAA Western Canadian Vice-President

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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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