

**Automotive Transportation Service**  
**Superintendents' Association**  
**Toronto Chapter**  
*Est. 1938*



**TALE-LITE**  
March 2011



*\* Notice of General Meeting - - - - Thursday, March 10<sup>th</sup>, 2011 \**

*Guest Admission: First 2 introductory FOC, thereafter \$20.00*  
Refreshments from 5:00 pm- - - - - Dinner served at 6:00 pm  
Paradise Banquet & Convention Center - - - - - 7601 Jane Street, Concord

**SPONSOR**

**LIFETIME GREEN**

**\* MEETING – March 10<sup>th</sup>**

**Lifetime Green Inc.** will be sponsoring our monthly dinner at the Paradise Banquet Hall to present EcoTrue in what promises to be an interesting and informative presentation.

“EcoTrue is a 100% Bio-degradable, 100% vegetable based, non-toxic, Canadian manufactured fuel detergent that cleans your entire fuel system. It is designed to dramatically reduce harmful emissions from your vehicles as well as increase fuel efficiency and fuel economy. EcoTrue is a product of **Lifetime Green Inc.**, a Canadian company dedicated to promoting the values of both ecological responsibility and economic sensibility.”

Speakers will include, Tom Papadakos CEO of **Lifetime Green** and Sean Coulter director of international consulting for Pro-Active Research. Special guests include Wayne Chappel of Chappel Fuels in Chatham Ontario and Dwayne Leslie, creator and manufacturer of EcoTrue.

**Bring along a friend or colleague who you think would be a welcome addition to our ATS organization, to attend this meeting and to join us for dinner!**

**DOWN THE ROAD**



- **April 14..... – Western Toronto International Trucks**
- **May 9, 10 & 11....- CFMS – Hilton Suites, Markham – [www.cfmsonline](http://www.cfmsonline)**
- **Monthly..... – General Meetings – *Contact Brian Sibbald @ 905-302-5470 for any available opportunities to sponsor & advocate your business!!***

▪ **NOTE:** Brian Sibbald explains that any member responsible for arranging a sponsor for a General Meeting will have their membership dues paid for 1 year! (In the event of multiple sponsors in the same meeting, dues payment will be apportioned).

**ACT NOW!! LAST CHANCE TO NOMINATE!!**

**!We're looking for the 23<sup>rd</sup> Fleet Maintenance Manager of the Year!**



**WANTED!:** The best of the best in Canadian Fleet Maintenance, as sponsored by **Volvo Trucks of Canada!** **Last chance to nominate that guy or gal you think deserving of such an award!!!**

Deadline for receiving nominations is March 11<sup>th</sup>, 2011!! Act now!!

Visit: [www.cfmsonline.com](http://www.cfmsonline.com) or [www.torontoats.com](http://www.torontoats.com) or contact your CFMS representative or, Vic Wintjes at 416-802-7475.

**MEMBERSHIP APPLICATION - ATSSA**



Get your **new-and-improved** just-released membership form by visiting **[www.torontoats.com](http://www.torontoats.com)**

This is a two-sided form: Side 1 reviews the benefits, activities and objectives of the ATSSA; and side two the actual form to complete and submit for membership. Make sure to print some copies to hand-out to industry acquaintances who you think would benefit from membership, as well as enhance our organisation!

**MEMBERSHIP DUES**



**ATT: Toronto ATSSA Members:** The 2011 membership renewals have been sent out and should be paid upon receipt. Payments can be made for memberships (as for all events) by credit card- at the door- at any General Meeting and like events. You may also opt to call our Treasurer, Dave Cook at: 1-519-396-5219, to arrange payment.

### LADIES NIGHT DANCE

From all the reports, the Toronto ATS dance on February 26<sup>th</sup>, 2011 was another roaring success!



Either everyone had itchy feet, or, the new dance band “Replay” energized the crowd as there were few non-dancers!

A great deal of thanks must go again to Brian Sibbald and his entertainment committee.

Our sponsors are also owed a great deal of thanks for their contributions. (Please see list on the last page).

### MEETING – FEBRUARY 10<sup>th</sup>

The meeting was sponsored by Abrams Towing and quarterbacked by Joey Gagne, President at Abrams. Joey advised that he ‘would talk about how great Abrams is some other time’; that in this



particular go-around he wanted to review the considerable benefits derived by networking in one’s industry. And that probably one of the best and least expensive ways is through membership in industry associations, such as the ATSSA. Joey, aided by participation/endorsement by members from the audience, went on to explain how: he & his staff cultivate new members and maintain good relationships

with their current clientele: gets to meet & know people in the maintenance business who often point him in the right direction regarding his own fleet, and meets OEM’s and Suppliers that helps expedite and resolve any of his fleet problems-or garner tips on maintenance-not to mention specing tips-for improving the performance and capability of his fleet. An ideal way to keep up-to-date on the latest fixes, new products, and latest in efficiencies. With over 130 vehicles in his fleet, the current President of the Provincial towing association of Ontario, and past board member (still an active member) of the Ontario Recovery Group; long time member of the ATSSA and CFMS, Joey should know of which he speaks!

For fleet supervisory personnel, the monthly dinner meetings by the ATSSA provide a regular opportunity to network with peers and industry representatives. For manufacturers and suppliers, these ATSSA meetings provides the opportunity to address and mix with a captive audience of current and prospective clientele in relaxed surroundings and at minimum effort and cost! The cost to a sponsor is the direct price of the multiple group rate meal! A very cost effective and acceptable transparent method, given today’s business environment, of marketing and imparting product knowledge. A win-win situation for all!

At the head table from Abrams with Joey was: Keith Walton, Derek Mayer and Wallace Boustead. Abrams was also very generous in their promotional hand outs; one person at each of the 10 tables won a TV!

**A special thanks to Joey and to Abrams for the choice of subject matter for the evening. Very well done!**

50/50 Draw: Won by John Haines of Canada Cartage. House donation went to Sick Kids.

**ATSSA TORONTO CHAPTER  
DIRECTORS & OFFICERS (2010/2011)**

President	Steve Plaskos	647-234-1153
Vice President & LAC Chair.(& CFMS rep.)	Dan Cushing	416-806-4206
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Secretary	Vic Wintjes	416-802-7475
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**THANKS TO OUR SPONSORS FOR THE ATSSA (Tor.)  
LADIES NIGHT DANCE ON FEBRUARY 26<sup>th</sup>, 2011!!**

A Towing	Harper Truck Centres Inc.	Quality Collision Centre-East Ajax
<b>Abrams Towing Services</b>	Innovative Trailer Design Industries	Rexdale Mobile Truck Wash
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Checker's Collision	Kenworth Truck Centres	Southwood Graphics & Signs
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Cooksville Tire	LA Truck & Trailer	<b>Texis Truck Exhaust</b>
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<b>A special thanks to these major contributors!</b>		
<b>“FAVOUR THOSE WHO SUPPORT THE ATSSA!”</b>		