

- See the list of upcoming events on page 2!
- Have an interesting idea for an article or a feature, please let us know!
- Want to get involved with the on-going production of Hi-Lites, send us an e-mail!

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Attached:

New Member and Renewal Membership Application Form attached

Annual Dinner Ticket Order Form

Golf Outing I registration

Come to the Annual Dinner to congratulate the Scholarship Winners

Transportation Hi-Lites

2nd Quarter, 2007

Dan Mason to be Speaker at Transportation Council's Annual Dinner April 18th!

By: Tom Nescot
Annual Dinner Chair

The Rochester Transportation Council is pleased to announce our 83rd Annual Dinner. This year's event will be held on Wednesday April 18, 2007 at the Hyatt Regency Rochester. Please join us at our premier event to celebrate the beginning of another exciting year and recognize the winners of the 2007 Transportation Council Scholarship Award. Our annual dinner is also a wonderful opportunity for you to network with council members and their guests.

This year's speaker will be the Rochester Redwing's GM, Dan Mason. The 2007 season will mark Dan's 18th with the Red Wings and his 13th

season as the club's GM. He's been named International executive of the year twice, in 1996 and 1997. During his tenure with the club, the Red Wings have qualified for the playoffs six times and have won two league championship titles, and collected several Minor League-wide awards for promotional excellence. In 2006, the Red Wings won the International League Wild Card before losing in the Governors' Cup Finals. Also in 2006, the Red Wings received the University of Massachusetts Prism Award, in the minor league category, exemplifying excellence in sport franchise management. In 2004 the Red Wings received The John H. Johnson Award, Minor League Baseball's most prestigious award. In 1997, the Red Wings were awarded Minor League Baseball's Larry MacPhail

Award for promotional excellence.

Dan is the past president of the Rochester Press Radio Club, but is a current executive committee member. Dan is also a board member of McQuaid Jesuit High School, Hillside Family of Agencies, and Compeer. Dan lives in Rochester with his wife Sheila and his two children, Cameron and Anna.

Dan is a 1985 graduate of McQuaid Jesuit High School and a 1989 graduate of the University of Notre Dame.

Attached to HI-Lites is the registration form to order your tickets to this premier event!

Golf Outing I at Victor Hills June 5th

By Jim Aldrich

The Transportation Council's 53rd Spring Golf Outing will be held at Victor Hills Golf Course on Tuesday, June 5th, 2007. The Golf Outing is open to Rochester Transportation Council members and their guests and is limited to the first 200 paid golfers.

The format will be a four-person scramble with tee-offs beginning at

10:30 am and running approximately every 7 minutes. Sausage, hotdogs, hamburgers, chicken, soda and beer will be available continuously throughout the day. In addition, steak, chicken, salads and other food will be served afterwards on an informal basis, starting at approximately 5:00 p.m. Door prizes and awards will be distributed shortly after the

last foursome finishes.

All tickets are to be purchased from Edna Smith at the Council Office **by no later than Friday, May 25th**, and **tee-times** may be scheduled by calling **(585) 244-1800** once you have received your ticket number(s).

ROCHESTER
TRANSPORTATION
COUNCIL
150 STATE STREET
ROCHESTER, NEW
YORK 14614-1308

Phone: 585.244.1800
Fax: 585.263.3679
www.RochesterBusinessAlliance.com

We're on the Web
www.rochesterbusinessalliance.com

Contributors:
Tom Nescot
Jim Aldrich
John Tracy

Transportation Council
President 2007
Tom Nescot



The Rochester Transportation Council is a non-profit professional organization that promotes exchange among members of ideas and information concerning traffic and transportation, provides a forum for study and free discussion of traffic and transportation problems, and promotes cooperative relationships and understanding among shippers and transportation providers.

To become a member of the Rochester Transportation Council, contact the Rochester Business Alliance at 585-244-1800.

Sunshine Committee Report and "In the News"

We recently learned of the passing of Deb Heinonen's mother. We extend our sympathy to Deb and her family.

Ralph Tetta, Sr., passed away in Florida last week. Many will remember Ralph for the 25+ years he spent as traffic manager at Mailwell Envelope in Henrietta. Our sympathies go out to his family.

If you have news about any of our members, please share it!

Calendar of Events

(See attached registration flyers for further details for each of these events.)

April 18th: Transportation Council's **Annual Dinner** at the Hyatt Regency.

April 24th: "Doing Business in Peru, Chile and Mexico", Seminar and luncheon presented by the International Resource Group. 8:30-noon at the Strathallan. \$29 IRG Members/\$39 nonmembers/\$19 students. Contact the IRG at IRG@rochester.rr.com or 1-866-755-9733 for registration.

May 2nd: International Business Council is hosting the 2nd annual **International Trivia Event**. It will be held at Rosey's at the Renaissance from 6-9pm. Come as an individual or form a team! Go to www.rochesterbusinessalliance.com for more information or contact rochesteribc@rballiance.com to register.

THE TRANSPORTATION COUNCIL

150 State Street, Suite 400

Rochester, New York 14614

(585) 256-4641/Fax: (585) 224-2728

Website: www.rochesterbusinessalliance.com

TRANSPORTATION COUNCIL MEMBERSHIP APPLICATION

With a history rich in tradition and leadership, the Transportation Council strives to meet the needs of transportation professionals. The Council offers a variety of educational seminars and social functions, which provide opportunities for our members to exchange information. Members of the transportation industry are encouraged to work through Transportation Council members, where they will receive fair value for their transportation dollars. We trust our membership to adhere to the highest standards of business ethics in their professional and community activities.

The council offers approximately six educational programs per year, and our members determine these through our annual membership survey. Every effort is made to respond to current market situations and address the most urgent needs of our members.

Several social functions are also sponsored each year, including the Rochester Transportation Council's Annual Dinner, a Clambake, a Holiday Party, and Spring and Summer Golf Outings. These events offer our members outstanding opportunities to expand their industry contacts and to develop additional business opportunities from within the membership of the council.

Additionally, the Council publishes a Membership Roster and a Transportation Services Directory, both of which help to promote the services of our members and their firms. Members are encouraged to work through other Council members when they need various transportation services because, from our members, they can be assured of receiving full value for their transportation dollars.

We encourage transportation professionals to make business associates aware of the Rochester Transportation Council. To apply for membership, please complete the form below and return it to the Council.

MEMBERSHIP APPLICATION FORM

Option I: Individual Membership: \$55.00 if received prior to January 31, 2007
Individual Membership: \$60.00 if received after February 1, 2007

Option II: Corporate Membership: \$225 flat fee for up to five (5) individuals. **Additional corporate members are \$45 each. Corporate Memberships are transferable within the sponsoring company. Corporate members receive 10% off all scheduled events.**

Applicant: _____ Job Title _____

Firm: _____ Phone: () _____

Address: _____ Zip _____

E-MAIL: _____

m Renewal – Individual

m Renewal – Corporate Please attach list of up to five (5) individuals.

m New applicant

Sponsor (Must be a current Council Member) _____

Scholarship Fund Contribution (Optional): \$ _____ Total Enclosed: \$ _____

Please send your check, payable to the Transportation Council, along with this form, to the Transportation Council at 150 State Street, Suite 400, Rochester NY 14614. Thank you!

THE TRANSPORTATION COUNCIL
150 State Street
Rochester, New York 14614
(585) 256-4641 / fax: (585) 224-2728
www.RochesterBusinessAlliance.com

February 28, 2007

Dear Transportation Council Member:

The Rochester Transportation Council is pleased to announce our 83rd Annual Dinner. This year's event will be held on Wednesday April 18, 2007 at the Hyatt Regency Rochester. Please join us at our premier event to celebrate the beginning of another exciting year and recognize the winners of the 2007 Transportation Council Scholarship Award. Our annual dinner is also a wonderful opportunity for you to network with council members and their guests.

This year's keynote speaker is Rochester Red Wings general manager Dan Mason. Under Dan's leadership, the Red Wings organization has won two league championship titles, qualified for the play-offs six times and collected many awards for promotional and sports franchise management excellence.

The cocktail reception will begin at 5:15 p.m., with dinner served at 6:45 p.m. Ticket prices are \$60.00 per person if purchased by April 4, 2007, and \$65.00 per person thereafter. (Tickets for Honorary/Life Transportation Council members are available at \$50.00 each). We encourage the purchase of tables (eight people per table) but will gladly accommodate smaller groups. Tables will be assigned on a first-come, first-served basis. **ALL TICKET SALES ARE FINAL.**

Dinner choices are Grilled New York Strip Steak, Chicken Breast with pecan and cranberry stuffing or Portabella Napoleon (vegetarian option) and each ticket includes two complimentary cocktails. All attendees will be eligible for door prizes which will be drawn by our guest speaker.

CORPORATE DONATIONS help offset our expenses and are greatly appreciated. We have two levels of participation: Silver Sponsor at \$150 or Gold Sponsor at \$300. All sponsors are acknowledged in our program. Additionally, Gold Sponsors will be recognized from the podium during dinner. Contact Paul DeCarolis, at DeCarolis Truck Rental, Inc., (585) 254-1169, or Barb Cutrona, at the Rochester Business Alliance, (585) 256-4642 for further details.

With your support, we know that the 2007 Annual Dinner will be one of our finest ever. Please complete the ticket request form today and reserve your seats! Questions? Contact Edna Smith at (585) 256-4641 or Edna.Smith@RBAliance.com. We look forward to seeing on you April 18th.

Respectfully,

Tom

Tom Nescot
2007 Annual Dinner Chairperson
Transportation Council of Rochester

Pat

Pat Lynch
2006 President
Transportation Council of Rochester

83rd ANNUAL TRANSPORTATION COUNCIL DINNER

Ticket Request

Wednesday, April 18, 2007

at the Hyatt Regency Rochester Hotel, 125 East Main Street, Rochester, NY
Enter the parking ramp on Broad Street

Reception: 5:15 p.m. / Dinner: 6:45 p.m.

Please reserve _____ ticket(s) at \$60.00 each (before April 4, 2007)

Please reserve _____ ticket(s) at \$65.00 each (after April 4, 2007)

Please reserve _____ Honorary / Life Member tickets @ \$50.00 each

Please reserve _____ Table(s) of eight @ \$440.00 each (before April 4, 2007)

Please reserve _____ Table(s) of eight @ \$480.00 each (after April 4, 2007)

CONTACT NAME _____ PHONE (____) _____

FIRM _____

ADDRESS _____ ZIP _____

E-MAIL _____

Total Enclosed: \$ _____

*Please make your check(s) payable to the Transportation Council. All sales are final.
Return this form with your payment to the Council at 150 State Street, Rochester, NY 14614*

Please specify menu selection for each ticket purchased:

NAME		STEAK	CHICKEN	VEGETARIAN
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

IF YOU ARE ORDERING MORE THAN EIGHT TICKETS, PLEASE USE BACK OF FORM.

For more information, contact Edna Smith at (585) 256-4641 or Edna.Smith@RBAliance.com

THE TRANSPORTATION COUNCIL
of the Rochester Business Alliance, Inc.
150 State Street
Rochester, New York 14614
(585) 244-1800/Fax: (585) 263-3679
Website: www.RochesterBusinessAlliance.com

53rd SPRING GOLF OUTING

**Tuesday, June 5, 2007
Victor Hills Golf Course
1450 Brace Road
Victor, New York**

GOLF, CART AND BUFFET - \$65.00 PER PERSON/\$60.00 PER COUNCIL RETIREE

NON-GOLFERS DINNER BUFFET ONLY - \$20.00

The **Transportation Council's 53rd Spring Golf Outing** will be held at **Victor Hills Golf Course** on **Tuesday, June 5th, 2007**. The Golf Outing is open to Rochester Transportation Council members and their guests and is limited to the first 200 paid golfers.

The format will be a four-person scramble with tee-offs beginning at 10:30 am and running approximately every 7 minutes. Sausage, hotdogs, hamburgers, chicken, soda and beer will be available continuously throughout the day. In addition, steak, chicken, salads and other food will be served afterwards on an informal basis, starting at approximately 5:00 p.m. Door prizes and awards will be distributed shortly after the last four-some finishes.

All tickets are to be purchased from Edna Smith at the Council Office **by no later than Friday, May 25th**, and **tee-times** may be scheduled by calling them at **(585) 244-1800**, once you have received your ticket number(s).

DOOR PRIZES CONTRIBUTE SIGNIFICANTLY TO THE SUCCESS OF THIS EVENT. ALL DOOR PRIZES ARE APPRECIATED AND DONORS WILL BE ACKNOWLEDGED AT THE OUTING.

JIM ALDRIDGE
(509-2193)

TOM NESLOT
(588-9514)

Co-Chairpersons, 53rd Spring Golf Outing

53rd SPRING GOLF OUTING - TUESDAY, JUNE 5, 2007 - VICTOR HILLS GOLF COURSE

Please make checks payable to the "Transportation Council" and return them to the Council at 150 State Street, Rochester, NY 14614, **by May 25th**.

Please reserve ___ ticket(s) for Golf, Cart & Buffet @ \$65.00 each.

Please reserve ___ ticket(s) for Golf, Cart & Buffet @ \$60.00/Retiree.

Please reserve ___ ticket(s) for Buffet Only @ \$20.00 each.

NAME _____ TELEPHONE (____) _____

FIRM _____ AMOUNT ENCLOSED: \$ _____

ADDRESS _____ ZIP: _____

(IF PAYING FOR MORE THAN ONE GOLF TICKET, PLEASE INDICATE NAMES OF ALL PLAYERS ON BACK OF THIS REGISTRATION FORM.)