

SPECIAL EDUCATIONAL CONFERENCE

**Press Release
For Immediate Release**

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Drivers Drive Your Business

The Infrastructure Health and Safety Association Fleet Safety Council’s Annual Educational Conference will be held at the Four Points Sheraton in London, Ontario October 21-23, 2011!

This event brings together fleet safety professionals from the truck, bus and courier industries as well as insurance and many other related businesses to discuss the latest in driver training, staff development and risk management techniques. Our Theme this year is “Drivers Drive Your Business”.

The Annual Educational conference brings together professionals from across Ontario, representing a transportation sector workforce of over 68,500. Supporting our theme this year, we have a powerful group of people hosting a series of seminars and workshops that address recruiting strategies to attract, evaluate, select and hire qualified drivers; retention strategies to keep experienced drivers longer; and the employee turnover issues that can mean the difference between a profit and loss. Each delegate will receive the complete CTHRC Human Resource Manual as part of their full registration. In addition, we will have a timely session on Sleep Apnea and to close our conference, we are hosting a panel discussion on Social Media, with industry leading experts. Our action packed agenda includes an influential group of individuals that will leave our delegates full of ideas to take home and implement within their own organizations.

We are happy to present PC Mike Akpata from Windsor Police that distinguishly served in the Canadian Military in Afghanistan, speaking on Personal Responsibility, Elaine Charal with a session on Handwriting Analysis, Dr. Barry Kurtzer from Driver Check on Sleep Apnea, Linda Gaultier from the CTHRC on the state of Human Resources in the Transportation Industry, a 3 hour Human Resource Management Workshop presented by the staff of the CTHRC and finally, an intriguing Panel discussion on Social Media, Moderated by Lou Smyrlis of Truck News with Diana Degan, Social Media Expert and Consultant to the Transportation Industry, Al Goodhall, 2010 Winner of Driver of the Year for the Central Chapter and Social Media Junkie with a regular column in Truck News, and Lorne Honickman, Partner in the firm McCague Borlack and a specialist in the area of the legal implications of social media use in the Transportation workplace. Lorne is the popular host of CourtTV and the weekly talk show Legal Briefs.

Our delegates will leave this year’s conference with a comprehensive set of skills and material that they can immediately use. Our information packed agenda and growing list of major sponsors including Dalton Timmis, Markel and Marsh Insurance, provide our delegates with an exceptional opportunity to build contacts, gain knowledge and have fun! That is why the delegate list continues to grow every year.

The Council’s goal is to achieve knowledge through training. In today’s uncertain business environment, the Fleet Safety Council’s mission is certainly a necessity for all companies.

For more information on Attending or Sponsoring this event, please contact Betty Taylor or Lori Van Opstal or visit our website at www.ihsa.ca