



## ABOUT THE OTC

The OTC was formed in 1950 by people who saw the need for a coordinated effort to improve traffic management in Ontario by drawing together the knowledge and expertise of professionals working in the fields of Enforcement, Engineering and Education.

60 years after our founding, the OTC is still hard at work meeting the needs of professionals working in Ontario's traffic sector.

We work on your behalf to fulfill our mission of "developing and promoting expertise regarding traffic matters affecting Ontario in keeping with transportation, social and environmental goals through Engineering, Enforcement and Education.

Membership in the OTC will show your organization's support for the leading traffic industry association in Ontario. In turn, all staff within your organization will have access to:

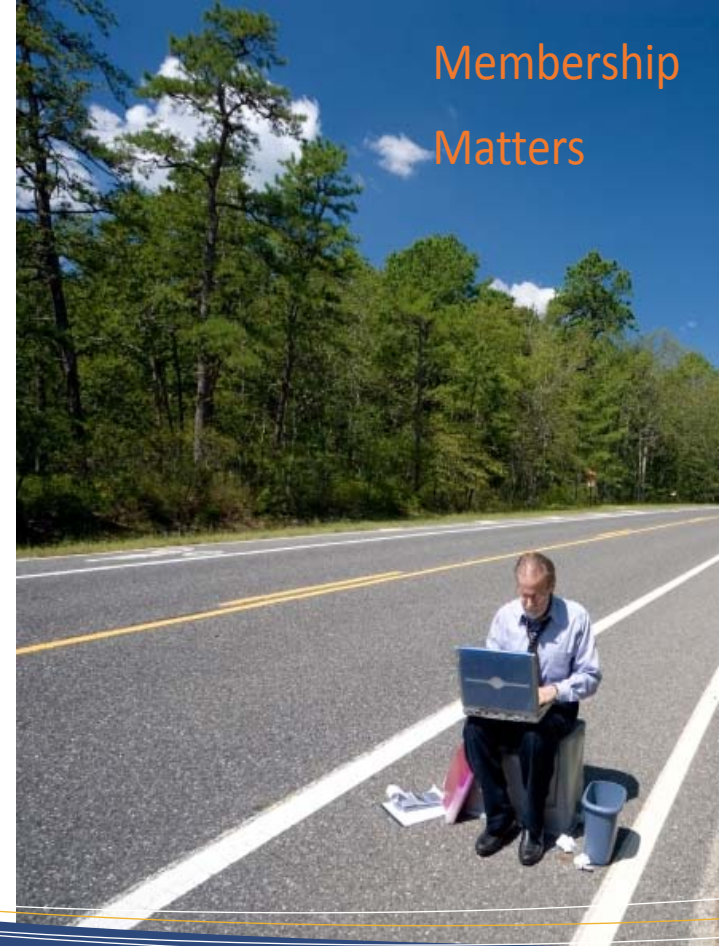
- Reduced fees for top-notch workshops and conferences
- Industry-leading traffic training courses
- Information on the latest traffic industry news
- Membership on OTC Committees to shape policy
- Opportunities to showcase your products and services

## REVIEW OF SELECTED 2010 OTC EVENTS

- Transportation Planning Workshop
- Technical Traffic Operators Course
- Police Traffic Supervisors Course
- Parking Workshop
- Book 7 Training
- Traffic Engineering Workshop
- Transportation Impact Study training
- Joint OTC—ITE seminar
- Municipal Law Enforcement Officer Training
- Annual Conference and AGM
- OTM Book 15 Committee meetings

Renew your existing membership or sign-up today so that your organization can take part in the important work undertaken by the OTC membership for traffic professionals across on Ontario.

# Membership Matters



[www.otc.org](http://www.otc.org)

Keep updated on OTC events, discussions and job postings on our website 24/7/365.

Become an OTC member today!



Ontario Traffic Conference  
160 Lesmill Road  
Toronto, ON M3B 2T5  
Phone: 647-346-4050  
Fax: 647-346-4060  
Info@otc.org



# ONTARIO TRAFFIC CONFERENCE

## MEMBERSHIP MATTERS.

OTC is a member-driven association organization designed to enhance the role and visibility of the traffic industry and its professionals.

### USE OUR EXPERTISE

OTC's Committee members are traffic specialists with expertise on issues of planning, engineering, enforcement, parking, technology and policy issues. Our committees are available to provide technical assistance on demand. Our on-line Discussion Board can get you real answers, in real-time. Visit [www.otc.org](http://www.otc.org)



As an OTC member, you are part of a network of traffic professionals committed to developing and promoting expertise on traffic matters in Ontario. A comprehensive range of resources can be put to good use by your organization immediately with your membership in OTC. Put OTC to work for you! Here are some ways that we can help:

## let your membership lead the way to solutions

### CONFERENCES & WORKSHOPS

OTC Workshops and Conferences are known for the quality of their content, the dynamism of their discussion and the interactive nature of their professional development. Conferences and workshops provide excellent value for delegates looking to exchange ideas and experiences with colleagues in the traffic industry. Some topics from 2010 include: Transportation Impact Studies, Parking, Traffic Engineering, Transportation Planning as well as a joint workshop with the ITE Toronto section.

### YOUR PARTNER IN LEARNING

OTC offers specialized training programs and solutions for the traffic industry. Our training offerings have been designed to deliver the latest techniques and tools to meet the unique needs of traffic professionals. Courses such as Book 7 Training, Municipal Law Enforcement Training, the Police Traffic Supervisors course and the Technical Traffic Supervisors Course provide proven, cost-effective learning solutions to address the needs of our members.



### KEEPING YOU IN TOUCH

OTC offers a variety of publication for the benefit of its members. Periodicals include Ontario Traffic (OT), a colourful magazine that serves as an important source of traffic industry news and Radar, an association bulletin communicating the latest news to OTC members in a timely fashion.



### OUR MEDIUM IS YOUR MESSAGE

OTC has many advertising and sponsorship opportunities to promote traffic-related products and services. Our publications such as OT and Radar are read by over 1500 traffic professionals in Ontario. The OTC website is another great vehicle, with over 9,000 hits a month. Presenting at our Trade Shows and sponsoring events are other ways to enhance your firm's image.



WE'VE BEEN TRAFFIC LEADERS SINCE 1950. HOW CAN WE HELP YOU?

Thinking about joining the Ontario Traffic Conference? Contact us today for more information on the benefits of membership.