



NIAGARA



**Year in
Review
2010**

Leadership Overview

CAA Niagara 2010 Board of Directors

Bruno lafrate – Chair
Neil Dixon – Vice-Chair
Richard Halinda – Past Chair
Greg Berti
Sharon Broderick
Jan Cook
William Heelis
David Kerr
Susan J. Murray
Robert O'Dell
James Richardson (retired 2010)

Senior Management Team

Pat Nielsen
President & CEO

Rick Mauro
Vice President, Marketing &
Public Relations

Pat Rotz
Vice President, Travel & Auto Club

Doug Stones
Vice President, Finance

Bill Willard
Vice President, Automotive

Kevin Ruthven
Director, Information Technology

Yvonne Nasri
Manager, Human Resources

Management Team

Tom Banks & Jeff Fraser
Fleet Supervisors

Lisa Boardman
Travel Products

Angela Fletcher
Niagara Falls - Branch Manager

Anne Frank
Thorold - Branch Manager

Donna-Dale Jones
Products & Training

Leslie Kwok
Accounting Services

Jackie Lozon & Sue McComb
Contact Centre Supervisors

Johanne Ottens
St. Catharines - Branch Manager

Lee Ricker
Car Care Centre - Repair Operations

Lois Sarkisian
Group Tours

Ron Vietgen
Grimsby - Branch Manager

Krista White
Welland - Branch Manager

Chair's Message



What a difference a year makes. As I look back over my first 12 months as the Board Chair of CAA Niagara, I marvel at what we have accomplished. Though we started the year during challenging economic times, CAA Niagara has weathered the storm, with 1,000 more Members to show for it.

Working with numerous community partners, CAA Niagara continued a 99-year tradition of advocating on behalf of its Members, supporting traffic safety programs that make the region a better place to live.

We remain as committed as ever to safer roads in Niagara, and devoted time and resources to combating distracted and impaired driving and crumbling roads in our community.

Recognizing that our club has been built one Member at a time, we will continue to treat our Members like friends and family, even during tough times.

I thank our President and CEO Pat Nielsen, my fellow Board Members and our staff at CAA Niagara for making 2010 a terrific year.

Bruno lafrate

President's Message



CAA Niagara has been part of the community for 99 years, and today it is stronger than ever. I am happy to report that 2010 was another successful year, as we continued on the path of our three-year rejuvenation strategy.

We have made substantial investments in a number of areas, and we are already beginning to see the results. Customer service training helped shift our culture to one that is data driven and results focused, and our Members are reaping the benefits when they visit our Branches.

Our pledge to offer best-in-class travel, insurance, automotive services and roadside assistance to our Members earned us several awards across different business divisions, bringing us closer to our goal of Total Member Satisfaction. We experienced a significant increase in the number of Members who placed their trust in CAA by purchasing home and auto insurance.

We strived to make CAA a great place to work, and 95 per cent of our employees reported they were satisfied with their jobs.

I would be remiss if I didn't express my sincere appreciation to CAA Niagara's Board, management and staff. I am proud to have been a part of our club's successes in 2010 and look forward to a bright 2011.

Pat Nielsen

CAA Niagara in Your Community



Worst Roads Campaign

Our eighth annual Worst Roads campaign was held in cooperation with the Welland-Pelham, Niagara Falls and St. Catharines-Thorold Chambers of Commerce and the Ontario Road Builders' Association. This year, three Niagara roads landed on the list of Ontario's Top 20 Worst Roads: Welland Avenue in St. Catharines (9), McLeod Road in Niagara Falls (10) and Fourth Avenue in St. Catharines (16).

Destination: Vacation CAA Travel Show

More than 400 people were swept into "vacation mode" at our CAA Travel Show in September. CAA Niagara travel consultants wearing tropical leis shared their extensive travel experience and exclusive Travel Show specials, while guests sipped punch and enjoyed the live steel drum band.

Senior Driving Seminar

Presented in partnership with the Ontario Ministry of Transportation, Dell Pharmacy and the CAA Car Care Centre, our annual Senior Driving Seminar was attended by almost 250 seniors. They learned about the MTO Driver Renewal Program, the effects that prescription medications and illnesses may have on their driving, and some valuable car maintenance tips.

CAA Classic Car and Truck Show

CAA Car Care Centre hosted its inaugural Classic Car and Truck Show with Cruise Niagara. Auto enthusiasts were treated to an up-close look at 100 cars and trucks from as far back as the 1930's. A modified Ford Mustang took the top prize.



High School "Mock Crash" Events

As part of CAA's ongoing commitment to promote safe driving in Niagara, we participated in "mock crash" events at area high schools. These reenactments were presented in collaboration with the Niagara Regional Police Service, Fire Services and EMS, and showed the chaos that exists when a driver chooses to operate a vehicle under the influence of alcohol and/or drugs. The shocking visual of someone being extricated from a crashed car by the "Jaws of Life" and then arrested for impaired driving, had a lasting effect on the students.



Winter
Festival of Lights
NIAGARA FALLS ★ ONTARIO ★ CANADA

Our historic partnership with the Winter Festival of Lights, marked the first time in its 28-year history that the festival had a title sponsor. An economic impact study of 2009's Winter Festival of Lights found that it generated almost \$60 million in economic benefits for the region, and CAA Niagara is proud to support a festival that has such a positive effect on the community where our Members live, work and play.



What's New at CAA Niagara

Rejuvenated Branches

Visitors to our Niagara Falls, Welland and Grimsby branches were treated to completely refurbished facilities as part of a Niagara-wide plan to modernize and serve our Members better. Everything from the floors to the furniture has been updated, incorporating a more pleasant earth-tone colour scheme. Each branch now has its own private space dedicated to auto and property insurance. Next on the list for renovations are the St. Catharines and Thorold branches.



AAA Members' First Choice for Travel Agency Services Award

CAA Niagara was recognized as the AAA/CAA Travel Agency Of the Year at the AAA Annual General Meeting in May. Chosen as the best Travel Agency in the AAA/CAA Federation for 2009, CAA Niagara beat more than 50 AAA/CAA Clubs to win the prestigious award. The agency was evaluated on a number of criteria, including customer satisfaction scores, total sales and growth targets. Congratulations to our friendly, knowledgeable and award-winning Travel Consultants!



Free Roadside Tire Repair

CAA Niagara expanded its roster of roadside services with the launch of free roadside tire repair. Now our drivers can plug most tire punctures on the spot, re-inflate your tire and have you on your way within minutes. It's a service that complements others like gasoline delivery and battery boosting. And the best part? It's free for all Members, at every Membership level.

Membership Made Easier

Using our website got easier in 2010. We streamlined the process for logging into your Member profile; now all you need is your CAA Membership number and postal code. You can make changes to your accounts and even check your CAA Dollars from the comfort of your computer.

Enhanced Services at Car Care Centre

Our Car Care Centre in St. Catharines added new services to its menu. It became an accredited Drive Clean testing facility, performing emissions tests for vehicle renewals or ownership transfers. Car Care Centre also started offering a full range of light diesel service and fleet repairs. More than 15 corporate fleets, including other road service companies, have been maintained at our Car Care Centre.



Achievements in 2010



Auto Club

Membership reached an all-time high of 114,451 in 2010. CAA Niagara maintained its position as the region's first choice for emergency roadside assistance with some 40 per cent of households having Memberships. Niagara was among the top 10 CAA/AAA clubs for quality of roadside assistance and earned two Niagara This Week Diamond Awards for "Best Towing Services."

Maps and TourBooks continued to be a popular Member benefit with more than 60,000 distributed in 2010. Our Drive You Home program was re-launched in May, offering Members an alternative way to get themselves and their vehicles home when they couldn't or shouldn't get behind the wheel. We're proud to provide a consistently high level of personal and professional service...one Member at a time.

Travel

CAA, Niagara's largest travel agency, saw sales rebound in 2010...while providing everything from escorted day tours to luxury cruises. CAA Niagara Travel was awarded the "Members' First Choice for Travel Agency Services" at the 2010 AAA annual general meeting, and four Niagara This Week Diamond Awards for "Best Travel Agency." In order to maintain our consistently high level of customer service and travel knowledge, we hired four new Travel Consultants. Our Group Tours Department hosted more than 125 Day and Multi-Day tours, taking passengers from Chicago to Newfoundland, and achieved a significant milestone, when their 20,000th customer booked a tour.



Insurance

CAA Niagara experienced an impressive 10 per cent increase in its auto and property insurance sales, as our agents wrote more 1,300 new policies for Members. Out-of-Province Medical Insurance policy sales exceeded 2009 by more than 20 per cent, which is indicative of the competitive rates, and policies that are tailored to meet the specific needs of Niagara residents. CAA Niagara also saw a considerable increase in Personal Accident Insurance, Health, Dental and Life Insurance sales.

Vehicle Repairs

2010 was a year of tremendous growth at our Car Care Centre in St. Catharines. In order to better serve our customers, we hired new technicians and expanded our light diesel service department. Car Care Centre also became an accredited Drive Clean testing facility, performing emissions tests for vehicle renewals or ownership transfers. In March, the 143-point Vehicle Inspection Service was launched in partnership with Wiley Luxury Brand Auto, bringing relief to local residents worried about making the right used car purchase. Looking forward to spring, 2011, the Vehicle Inspection Service will be made available to the general public, giving CAA Members and non-Members alike the CAA stamp of approval on a vehicle they're buying or selling.



2010 By The Numbers



	2010	2009	2008	2007
Membership	114,451	113,451	112,853	112,444
Plus Members	60,464	59,850	60,045	60,056
Premier Members	5,655	5,631	3,096	

- 310,646** CAA Dollars® earned by Members
- 88,241** Roadside Service calls
- 60,331** Maps and TourBooks® distributed
- 7,593** TripTiks® prepared
- 7,130** Work Orders completed at Car Care Centre
- 3,096** Members used our enhanced online membership services
- 2,817** CAA batteries sold and installed
- 1,137** International Driving Permits sold
- 1,029** Oil & Lube changes completed
- 859** New Auto Insurance policies written
- 479** Drive Clean tests completed
- 470** New Property Insurance policies written
- 114** Day Tours organized
- 60** Used Vehicle Inspections
- 31** Commercial businesses used our Fleet Repair Service
- 18** Multi-Day Tours organized
- 3** Flatbed trucks purchased



CAA Niagara Branches

Grimsby

155 Main St. E.
905-945-5555

Thorold

3271 Schmon Pkwy.
905-984-8585

Niagara Falls

6788 Thorold Stone Rd.
905-357-0001

Welland

440 Niagara St.
905-735-1100

St. Catharines

76 Lake St.
905-688-0321

Car Care Centre

363 Lake St., St. Catharines
905-682-0011

