

21st Annual General Meeting and Celebration By Jackie Murphy, Co-Chair

The Annual General Meeting this year was on October 22 and it was a big success. The evening was kicked off by Tim Maxwell and his fellow musicians, Peter Verity and Arthur Renwick who gave us a great start and set the mood for the evening. The business of the meeting was conducted quickly so that we could focus on the evening's special presentations. The 2008 Messenger award was given to the **Centre for Social Innovation**. We were delighted that founders Tonya Surman and Margaret Zeidler attended the meeting to accept on behalf of the Centre for Social Innovation. Mary Sharp did a fantastic job of presenting the anniversary plaques to A-WAY staff and made sure that all staff had a moment of recognition.



Margaret Zeidler and Tonya Surman of the Centre for Social Innovation after receiving the 2008 Messenger Award from A-WAY

We were sad to say goodbye to long-time board members Neil McQuaid and Myrna Schacherl. Both of them have made impressive contributions to A-WAY's board. Myrna and Neil were always mindful of the needs and concerns of the couriers and took care to make sure that perspective was always at the centre of decision-making. They will be missed, but hopefully will keep in touch in the future.

This year's candidates for election were particularly impressive. After hearing four impressive speeches, the members chose Karen Shaw and Bonnie Holmes as the successful candidates. All the current board members look forward to working with them in the coming year. The evening was brought to a close with a raffle with great door prizes and more music.

Thank you to Laurie and her staff for organizing such an impressive evening. See you all next year!



Executive Director Laurie Hall receives flowers from Co-Chair Jackie Murphy for a job well-done at A-WAY'S 21st Annual Celebration

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YIMBY: Yes, In My Backyard Festival

By Peter Bozoki

On Saturday, October 25th, 2008, A-WAY EXPRESS participated in the 3rd Annual YIMBY festival held at the Gladstone Hotel here in Toronto. This was the second time that A-WAY had a table at this event which draws neighbourhood groups, citizens and politicians to address issues affecting their community and express their visions to make Toronto a better city.

YIMBY is a play on words in contrast and opposition to the more commonly used NIMBY (Not in My Backyard) that many neighbourhood instruments get unfairly labeled. YIMBY realizes that more often than not, these groups that respond to unchecked development are the ones that are networking, sharing information and making sure that people don't get left behind in the city building process. The annual festival at the Gladstone is about promoting healthy community development and implementing positive urban policy and ideas.

A-WAY decided to attend this fun event because of the platform it gave to further educate the general public and broaden awareness of our business and achievements in the community, and to promote our services to policy makers and other powers that be. The festival was a great gathering for a business like A-WAY, which has a mandate fundamental to community economic development, to celebrate its 21 years of success.

Media coverage of the festival was plentiful and I even had the opportunity to be interviewed on camera by the coordinator of the event, Magda Olszanowski, for OMNI Television explaining why A-WAY was there. The full piece was to be aired on the OMNI network the following week.

A-WAY was pleased to see many of our regular customers in attendance including: Parkdale Activity and Recreation Centre (PARC), Mainstay Housing, and Houselink to name a few. It was pleasant to see that many other visitors to our display table had already heard of A-WAY through word of mouth and/or articles published in various journals and were pleased to learn more about the latest happenings surrounding our business.

The YIMBY festival turned out to be a productive and highly enjoyable event to attend. The festival is about the inevitable change that has to happen in the 'new' Toronto that's coming up and A-WAY intends to be included in that positive change. Being part of this festival was another example of the many ways the marketing team strives stay included and raise awareness. A-WAY hopes to have a presence at the gathering in the years to come.



Arthur Renwick and Peter Verity, Award Winning Toronto Musicians Performing at A-WAY'S 21st Annual Celebration



A-WAY EXPRESS SPONSORS CAR-FREE DAY IN TORONTO

By Rosemarie Gelineau

On Monday, September 22nd, 2008, Toronto celebrated Car-Free Day, an international event held in over 1500 cities around the world. Organized by the Sierra Club and sponsored by the City of Toronto, Citytv and A-WAY Express (to name a few), Car-Free Day is a forum to educate people about the negative impact of our dependence on cars and a celebration of alternative transportation: walking, bicycling and public transit. Toronto was the first city in North America to hold a Car-Free Day celebration, after the release of three reports outlining the health problems incurred from smog and pollution.

Our marketing manager, Tim Maxwell and I attended the event, representing A-WAY as both a sponsor and a successful illustration of Car-Free's principles. Our booth was surrounded by other environmentally-aware companies, including LEAF, ZipCar, Toronto Hydro, our customer TEA and our new customer, zerofootprint.

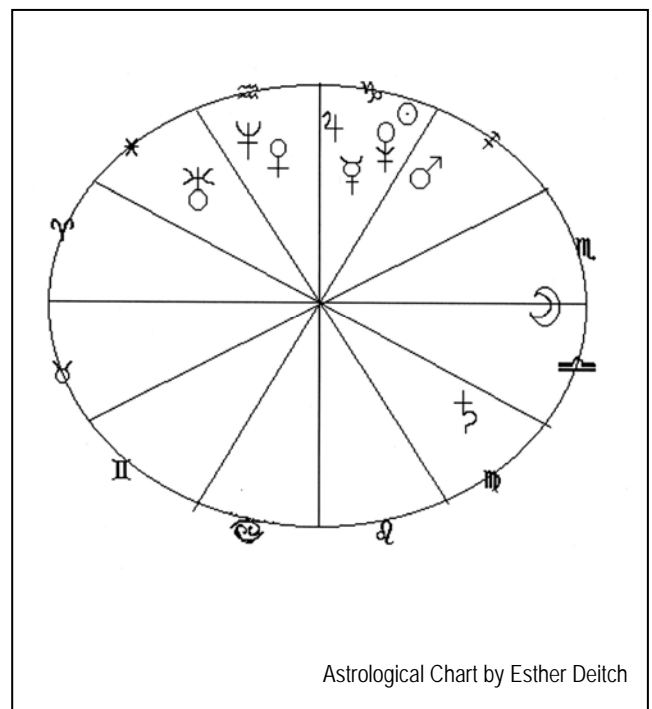
The day started off chilly, but soon warmed up after organizer, Joseph Motiki introduced Tim, who spoke after Councillor Kyle Rae. Tim commanded the stage and quickly espoused the many virtues of A-WAY, including our quiet standing as a pioneer in the "green" movement 21 years ago. Music followed, with performances by the bands Whaletooth, Coal Mine Canaries, Lacerda and Canadian Idol Finalist, Mookie Morris (much to the delight of the younger female audience). We had a visit from our Executive Director, Laurie Hall, who, along with Tim was able to have a tête à tête with Mayor Miller and Adam Giambrone, chair of the T.T.C.

All in all, the day was a success! As a sponsor, our A-WAY logo was featured prominently on stage and elsewhere, heightening our visibility. A contribution from The Cooperators helped make it possible for us to sponsor the event. In addition, *every* opportunity that we have to spread the word about our green, not for profit, socially-conscious courier service, is another chance to enlighten, educate and gather support for the company we all love.

ASTROLOGICAL *WHETHER* REPORT: Winter Solstice December 21, 2008

By Esther Deitch

The shortest day of the year kicks off a week that will bring us the holidays of Hanukkah, Christmas and Kwanzaa and will culminate with the New Moon on the morning of December 27, a few days before New Year's. Most of the planets are huddled 'round the mature wintry signs of Capricorn and Aquarius, perhaps trying to find a bit of warmth from the distant Sun, or perhaps hoping to hurry the Sun's return! Only Saturn, opposing Uranus, keeps its own company in Virgo, the sign of the warrior maiden. Saturn is our planet of responsibility, and when it opposes Uranus, the lover of uniqueness, we have an interesting flavour for our holiday season. And it just so happens that these two, though positioned in opposition at this time, are the co-rulers of Aquarius, a sign that is characterized by their qualities of independence and altruism. At this same moment, Aquarius is hosting the pleasure-loving Venus and her dreamy, half-mad uncle Neptune. I predict that this will give us an atmosphere full of possibilities, where we can create new and better ways of relating with each other in this holiday season.



Astrological Chart by Esther Deitch

Recognizing Our Customers

There are more than 1,600 A-WAY EXPRESS customers, and while we can't list them all here and now, we do want to recognize them for their support and use of A-WAY. In each issue of our newsletter, we will introduce you to a few of our customers. Some new, some old, some very big and some very small – all of them are important to us and we recommend them to you. **In this issue we recognize some of the new customers that used A-WAY this year:**

The David Suzuki Foundation

A-WAY EXPRESS is financially supported by:

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A-WAY EXPRESS
Toronto's Social Purpose Courier
Providing Affordable Same-Day Service Since 1987

A-WAY EXPRESS is a non-profit, volunteer-based courier service, founded to meet social challenges. Since 1987, A-Way Express has served as a model and a culture in the spirit of co-operation. The service is successful and supported that promotes increased self-respect and productivity among our recipients.

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EXPRESS IT WITH CO-OPERATORS
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Marketing Assistant Peter Bozoki at The Law Office Management Association Conference and Trade Show, Collingwood, in September. Thanks to The Cooperators for the new Tradeshow Display!