



American Road & Transportation Builders Association

November 22, 2011

Dear ARTBA Member:

**With the season of giving close at hand, I am writing to ask for your support of an ARTBA Foundation initiative that is truly making a difference for the children of our industry's fallen workers: the "Lanford Family Highway Worker Memorial Scholarship Program."**

The scholarship fund provides post-high school financial assistance to the children of highway workers who are killed or permanently disabled on the job. To give you a sense of its meaning, consider this powerfully moving testimonial from one of the students:

"[The scholarship] has allowed me to enjoy my college experience without the overwhelming shadow of debt. It has permitted my family and me to visit one another, though we are hundreds of miles apart. And most importantly, it has helped my mother take care of her three daughters while maintaining two jobs. This scholarship is a financial and emotional blessing — not only for me, but for my entire family." — **Brianna Keefe**

Brianna's father, Bret, was killed on the job several years ago while working for PennDOT. He left behind a wife and three young daughters. However, thanks in part to the ARTBA Foundation, Brianna is now a junior at Northwestern University with a double major in journalism and international studies, and her older sister, also a scholarship recipient, graduated from college last May with a double major in business management and marketing.

Sadly, there are other gut-wrenching and tragic stories in our industry that are similar to Brianna's. **But that's why this scholarship exists: to bring hope for the future! Because of contributions from industry leaders like you, we have been able to provide more than 100 scholarships to worthy students from around the country.**

**Please help us fund this important outreach by making a tax-deductible contribution to the ARTBA Foundation scholarship program! Enclosed is a pledge form.** Your donation will help ensure we continue to brighten the educational future of the children of our industry's workers who have paid the ultimate price while working to build a better America.

Thank you in advance for your generosity this holiday season!

Sincerely,

A handwritten signature in black ink that reads "Leo A. Vecellio". The signature is written in a cursive, flowing style.

Leo A. Vecellio, Jr.  
ARTBA-TDF Chairman  
Vecellio Group, Inc.  
West Palm Beach, Florida