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Form 990

Return of Organization Exempt From Income Tax

2010

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

Open to Public Inspection

► The organization may have to use a copy of this return to satisfy state reporting requirements

A For the 2010 calendar year, or tax year beginning 01-01-2010 and ending 12-31-2010

B Check if applicable

C Name of organization
AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION INCD Employer identification number
23-7305991

E Address change

F Name change

G Initial return

H Terminated

I Amended return

J Application pending

Doing Business As

Number and street (or P O box if mail is not delivered to street address)

15 RIVERSIDE PARKWAY STE 100

Room/suite

City or town, state or country, and ZIP + 4

FREDERICKSBURG, VA 224061022

G Gross receipts \$ 12,027,302

F Name and address of principal officer

ROGER WENTZ
15 RIVERSIDE PARKWAY STE 100
FREDERICKSBURG, VA 224061022H(a) Is this a group return for affiliates? Yes NoH(b) Are all affiliates included? Yes No
If "No," attach a list (see instructions)

H(c) Group exemption number ►

I Tax-exempt status

 501(c)(3) 501(c) (6) (insert no) 4947(a)(1) or 527

J Website: ► WWW.ATSSA.COM

K Form of organization Corporation Trust Association Other ►

L Year of formation 1969

M State of legal domicile VA

Part I Summary

1 Briefly describe the organization's mission or most significant activities
TO ADVANCE ROADWAY SAFETY

2 Check this box ► if the organization discontinued its operations or disposed of more than 25% of its net assets

3 Number of voting members of the governing body (Part VI, line 1a)

3 20

4 Number of independent voting members of the governing body (Part VI, line 1b)

4 20

5 Total number of individuals employed in calendar year 2010 (Part V, line 2a)

5 38

6 Total number of volunteers (estimate if necessary)

6 20

7a Total unrelated business revenue from Part VIII, column (C), line 12

7a 121,554

b Net unrelated business taxable income from Form 990-T, line 34

7b -7,262

	Prior Year	Current Year
8 Contributions and grants (Part VIII, line 1h)	2,499,937	2,999,619
9 Program service revenue (Part VIII, line 2g)	4,395,132	4,683,387
10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	126,053	114,137
11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	638,649	1,202,174
12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	7,659,771	8,999,317

13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	50,000	0
14 Benefits paid to or for members (Part IX, column (A), line 4)	0	0
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	2,784,586	2,858,632
16a Professional fundraising fees (Part IX, column (A), line 11e)	0	0
b Total fundraising expenses (Part IX, column (D), line 25) ►0		
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)	5,117,724	5,496,294
18 Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25)	7,952,310	8,354,926
19 Revenue less expenses Subtract line 18 from line 12	-292,539	644,391

	Beginning of Current Year	End of Year
20 Total assets (Part X, line 16)	7,002,453	8,118,167
21 Total liabilities (Part X, line 26)	4,020,896	4,464,369
22 Net assets or fund balances Subtract line 21 from line 20	2,981,557	3,653,798

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	***** Signature of officer	2011-09-15 Date
	MITZI OSTERHOUT DIRECTOR OF FINANCE & ADMIN Type or print name and title	

Paid Preparer Use Only	Print/Type preparer's name ROBERT CASEY	Preparer's signature ROBERT CASEY	Date	Check if self-employed <input type="checkbox"/>	PTIN
	Firm's name ► LARSONALLEN LLP	Firm's EIN ►			
	Firm's address ► 2900 S QUINCY ST STE 150 ARLINGTON, VA 22206	Phone no ► (703) 998-5100			

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Part III Statement of Program Service AccomplishmentsCheck if Schedule O contains a response to any question in this Part III **1** Briefly describe the organization's mission

ATSSA IS A NATIONAL TRADE ASSOCIATION FORMED TO REPRESENT COMPANIES AND INDIVIDUALS WHO PROVIDE TRAFFIC SAFETY DEVICES AND SERVICES FOR THE NATION'S HIGHWAYS

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

If "Yes," describe these new services on Schedule O

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If "Yes," describe these changes on Schedule O

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported**4a** (Code) (Expenses \$ including grants of \$) (Revenue \$)

TRAINING, EDUCATION & CERTIFICATION - ATSSA MAINTAINS A CERTIFICATION PROGRAM AND TRAINING COURSES IN THE TRAFFIC AND WORKZONE SAFETY INDUSTRY FOR BOTH MEMBERS AND NON-MEMBERS

4b (Code) (Expenses \$ including grants of \$) (Revenue \$)

CONFERENCES, CONVENTIONS & MEETINGS - ATSSA PROVIDES A FORUM IN WHICH THEY REPORT ON PRIOR YEAR ACTIVITIES AND DISCUSS CURRENT PLANS AND THE WORKZONE SAFETY INDUSTRY FOR BOTH MEMBERS AND NON-MEMBERS

4c (Code) (Expenses \$ including grants of \$) (Revenue \$)

GOVERNMENT RELATIONS - ATSSA WORKS WITH CONGRESS AND OTHER OFFICIALS, EDUCATING THEM ON THE IMPORTANCE OF INCREASING THE USE AND FUNDING OF IMPROVED ROADWAY SAFETY DEVICES AND SERVICES TO SAVE LIVES AND REDUCE INJURIES

4d Other program services (Describe in Schedule O) **See also Additional Data for Description**

(Expenses \$ including grants of \$) (Revenue \$)

4e **Total program service expenses** \$

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A		No
2 Is the organization required to complete Schedule B, Schedule of Contributors (see instruction)?		No
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I		No
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II		
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5 Yes	
6 Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I		No
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas or historic structures? If "Yes," complete Schedule D, Part II		No
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III		No
9 Did the organization report an amount in Part X, line 21, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV		No
10 Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? If "Yes," complete Schedule D, Part V		No
11 If the organization's answer to any of the following questions is 'Yes,' then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI	11a Yes	
b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b Yes	
c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII	11c	No
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX	11d	No
e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e Yes	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part XI	11f Yes	
12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII	12a	No
b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional	12b Yes	
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13	No
14a Did the organization maintain an office, employees, or agents outside of the United States?	14a	No
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? If "Yes," complete Schedule F, Parts I and IV	14b	No
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the U.S.? If "Yes," complete Schedule F, Parts II and IV	15	No
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the U.S.? If "Yes," complete Schedule F, Parts III and IV	16	No
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions)	17	No
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II	18	No
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III	19	No
20a Did the organization operate one or more hospitals? If "Yes," complete Schedule H	20a	No
b If "Yes" to line 20a, did the organization attach its audited financial statement to this return? Note. Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions)	20b	

Part IV Checklist of Required Schedules (continued)

21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21		No
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		No
23	Did the organization answer "Yes" to Part VII, Section A, questions 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	23	Yes	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b-24d and complete Schedule K. If "No," go to line 25	24a		No
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	25b		
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		No
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete Schedule L, Part III	27		No
28	Was the organization a party to a business transaction with one of the following parties? (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)	28a		No
a	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b		No
b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28c		No
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	29		No
30	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	30		No
31	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M	31		No
32	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	32		No
33	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II	33		No
34	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301 7701-2 and 301 7701-3? If "Yes," complete Schedule R, Part I	34	Yes	
35	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1	35		No
a	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2		Yes	<input checked="" type="checkbox"/> No
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2	36		
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? Note. All Form 990 filers are required to complete Schedule O	38	Yes	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V

		Yes	No
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a	0
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b	0
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	Yes
2a	Enter the number of employees reported on Form W-3, <i>Transmittal of Wage and Tax Statements</i> filed for the calendar year ending with or within the year covered by this return	2a	38
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	No
<p>Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)</p>			
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	Yes
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	3b	Yes
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a	No
b	If "Yes," enter the name of the foreign country ► See instructions for filing requirements for Form TD F 90-22 1, Report of Foreign Bank and Financial Accounts		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a	No
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b	No
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c	
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible?	6a	No
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b	
7	Organizations that may receive deductible contributions under section 170(c).	7a	
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7b	
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7c	
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7d	
d	If "Yes," indicate the number of Forms 8282 filed during the year	7e	
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7f	
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7g	
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7h	
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	8	
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	9a	
9	Sponsoring organizations maintaining donor advised funds.	9b	
a	Did the organization make any taxable distributions under section 4966?		
b	Did the organization make a distribution to a donor, donor advisor, or related person?		
10	Section 501(c)(7) organizations. Enter	10a	
a	Initiation fees and capital contributions included on Part VIII, line 12	10b	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities		
11	Section 501(c)(12) organizations. Enter	11a	
a	Gross income from members or shareholders	11b	
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them)		
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a	
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b	
13	Section 501(c)(29) qualified nonprofit health insurance issuers.	13a	
a	Is the organization licensed to issue qualified health plans in more than one state?		
<p>Note. See the instructions for additional information the organization must report on Schedule O</p>			
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b	
c	Enter the amount of reserves on hand	13c	
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a	No
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	14b	

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response to any question in this Part VI

Section A. Governing Body and Management

1a Enter the number of voting members of the governing body at the end of the tax year **1a** 20

b Enter the number of voting members included in line 1a, above, who are independent **1b** 20

2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? **2** No

3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person? **3** No

4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? **4** No

5 Did the organization become aware during the year of a significant diversion of the organization's assets? **5** No

6 Does the organization have members or stockholders? **6** Yes

7a Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body? **7a** Yes

b Are any decisions of the governing body subject to approval by members, stockholders, or other persons? **7b** No

8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following

a The governing body? **8a** Yes

b Each committee with authority to act on behalf of the governing body? **8b** Yes

9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O **9** No

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

10a Does the organization have local chapters, branches, or affiliates? **10a** Yes

b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization? **10b** Yes

11a Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form? **11a** Yes

b Describe in Schedule O the process, if any, used by the organization to review this Form 990

12a Does the organization have a written conflict of interest policy? If "No," go to line 13 **12a** Yes

b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts? **12b** Yes

c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done **12c** Yes

13 Does the organization have a written whistleblower policy? **13** Yes

14 Does the organization have a written document retention and destruction policy? **14** Yes

15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?

a The organization's CEO, Executive Director, or top management official

b Other officers or key employees of the organization

If "Yes" to line 15a or 15b, describe the process in Schedule O (See instructions)

16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? **16a** No

b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements? **16b** Yes

Section C. Disclosure

17 List the States with which a copy of this Form 990 is required to be filed VA

18 Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c) (3)s only) available for public inspection. Indicate how you make these available. Check all that apply

Own website Another's website Upon request

19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public. See Additional Data Table

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization

THE ORGANIZATION
15 RIVERSIDE PARKWAY STE 100
FREDERICKSBURG, VA 224061022
(540) 368-1701

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

 Check if Schedule O contains a response to any question in this Part VII
Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

• List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation, and **current** key employees. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

• List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."

• List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.

• List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

• List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply)					(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099- MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Officer or director or individual trustee	Institutional Trustee	Office	Key employee	Highest compensated employee			
(1) DANE ALSABROOK DIRECTOR	1 00	X					0	0	0
(2) JUAN ARVIZU DIRECTOR	1 00	X					0	0	0
(3) JIM BABCOCK DIRECTOR	1 00	X					0	0	0
(4) JERRY BRHELLE DIRECTOR	1 00	X					0	0	0
(5) NOVICE COLE DIRECTOR	1 00	X					0	0	0
(6) DAVID COWAN DIRECTOR	1 00	X					0	0	0
(7) DOUGLAS DANKO PRESIDENT ELECT	1 00	X					0	0	0
(8) SUZETTE ENGERMAN DIRECTOR	1 00	X					0	0	0
(9) JEFFERY GARRETT DIRECTOR	1 00	X					0	0	0
(10) MARY HANNAH DIRECTOR	1 00	X					0	0	0
(11) KATHLEEN HOLST PAST PRESIDENT	1 00	X					0	0	0
(12) JOESPH JEFFREY CHAIR	1 00	X					0	0	0
(13) BROOK JERZYK DIRECTOR	1 00	X					0	0	0
(14) JEFF JOHNSON DIRECTOR	1 00	X					0	0	0
(15) TOM MCSWAIN PAST PRESIDENT	1 00	X					0	0	0
(16) WILLIAM PEEK DIRECTOR	1 00	X					0	0	0

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply)					(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099- MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee			
(17) HAL PERKINS DIRECTOR	1 00	X					0	0	0
(18) HENRY ROSS PAST PRESIDENT	1 00	X					0	0	0
(19) SCOTT SEELEY DIRECTOR	1 00	X					0	0	0
(20) PETER SPEER DIRECTOR	1 00	X					0	0	0
(21) JOHN TOBIN DIRECTOR	1 00	X					0	0	0
(22) ROGER WENTZ CEO	40 00			X			330,662	0	72,364
(23) MITZI OSTERHOUT DIRECTOR OF FINANCE & ADMI	40 00			X			124,439	0	25,252
(24) LAURA PERROTTA DIRECTOR OF GOVT RELATIONS	40 00				X		108,885	0	13,145
(25) DONNA CLARK DIRECTOR OF TRAINING & PRO	40 00				X		101,856	0	12,975
(26) JAMES BARON DIRECTOR OF COMMUNICATIONS	40 00				X		108,722	0	12,910
1b Sub-Total									
c Total from continuation sheets to Part VII, Section A									
d Total (add lines 1b and 1c)							774,564	0	136,646

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 in reportable compensation from the organization **5**

	Yes	No
3		No
4		
5	Yes	
		No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization

(A) Name and business address	(B) Description of services	(C) Compensation
TRAFFIC SAFETY CONSULTANTS PO BOX 134 TRIMBLE, MO 64492	TRAINING INSTRUCTOR	172,248
RUFFALO & ASSOCIATES 20423 ROSEMALLOW COURT POTOMAC FALLS, VA 20165	CONSULTING FIRM	120,000
2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization 2		

Part VIII Statement of Revenue**Contributions, gifts, grants
and other similar amounts****Program Service Revenue****Other Revenue**

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
1a Federated campaigns	1a				
b Membership dues	1b				
c Fundraising events	1c				
d Related organizations	1d				
e Government grants (contributions)	1e	2,942,146			
f All other contributions, gifts, grants, and similar amounts not included above	1f	57,473			
g Noncash contributions included in lines 1a-1f \$					
h Total. Add lines 1a-1f		2,999,619			
2a CONVENTIONS & MEETINGS			Business Code		
		611710	1,681,012	1,681,012	
b MEMBERSHIP DUES		900099	1,221,810	1,221,810	
c TRAINING & EDUCATION		611430	1,050,417	1,050,417	
d GRANT INCOME		900099	409,310	409,310	
e COMMUNICATIONS		541800	319,592		128,590
f All other program service revenue			1,246		191,002
g Total. Add lines 2a-2f		4,683,387			
3 Investment income (including dividends, interest and other similar amounts)					
			114,180		114,180
4 Income from investment of tax-exempt bond proceeds					
5 Royalties			191,637		191,637
6a Gross Rents		(i) Real	(ii) Personal		
		65,716			
b Less rental expenses		78,881			
c Rental income or (loss)		-13,165			
d Net rental income or (loss)			-13,165		-7,036
					-6,129
7a Gross amount from sales of assets other than inventory		(i) Securities	(ii) Other		
		2,676,142			
b Less cost or other basis and sales expenses		2,676,185			
c Gain or (loss)		-43			
d Net gain or (loss)			-43		-43
8a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c) See Part IV, line 18					
a					
b Less direct expenses	b				
c Net income or (loss) from fundraising events					
9a Gross income from gaming activities See Part IV, line 19	a				
b Less direct expenses	b				
c Net income or (loss) from gaming activities					
10a Gross sales of inventory, less returns and allowances					
a		1,264,683			
b Less cost of goods sold	b	272,919			
c Net income or (loss) from sales of inventory			991,764	991,764	
Miscellaneous Revenue		Business Code			
11a MISCELLANEOUS		900099	31,938		31,938
b					
c					
d All other revenue					
e Total. Add lines 11a-11d		31,938			
12 Total revenue. See Instructions		8,999,317	5,355,559	121,554	522,585

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the U S See Part IV, line 21				
2 Grants and other assistance to individuals in the U S See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the U S See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	911,210			
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	1,440,710			
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	99,924			
9 Other employee benefits	227,884			
10 Payroll taxes	178,904			
a Fees for services (non-employees) Management				
b Legal	36,740			
c Accounting	25,948			
d Lobbying				
e Professional fundraising services See Part IV, line 17				
f Investment management fees	5,062			
g Other	2,070,299			
12 Advertising and promotion	226,282			
13 Office expenses	931,482			
14 Information technology	49,025			
15 Royalties	10,430			
16 Occupancy	214,759			
17 Travel	503,700			
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	822,630			
20 Interest	55,221			
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	139,269			
23 Insurance	60,842			
24 Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24f If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O)				
a CREDIT CARD DISCOUNTS	109,552			
b AWARDS	74,535			
c MISCELLANEOUS EXPENSES	61,672			
d COMMISSION	45,061			
e MEMBERSHIP DUES	29,594			
f All other expenses	24,191			
25 Total functional expenses. Add lines 1 through 24f	8,354,926			
26 Joint costs. Check here <input checked="" type="checkbox"/> if following SOP 98-2 (ASC 958-720) Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				

Part X Balance Sheet

		(A) Beginning of year	(B) End of year
Assets	1 Cash—non-interest-bearing	478	1 926,479
	2 Savings and temporary cash investments	40,162	2 441,331
	3 Pledges and grants receivable, net	433,694	3 381,036
	4 Accounts receivable, net	67,115	4 110,035
	5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L		5
	6 Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers, and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) Schedule L		6
	7 Notes and loans receivable, net		7
	8 Inventories for sale or use	244,447	8 517,870
	9 Prepaid expenses and deferred charges	321,775	9 361,893
	10a Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D	3,583,277	
	10b Less accumulated depreciation	1,654,094	1,932,843 10c 1,929,183
	11 Investments—publicly traded securities	743,793	11 1,118,394
	12 Investments—other securities See Part IV, line 11	3,073,089	12 2,132,985
	13 Investments—program-related See Part IV, line 11		13
	14 Intangible assets		14
	15 Other assets See Part IV, line 11	145,057	15 198,961
	16 Total assets. Add lines 1 through 15 (must equal line 34)	7,002,453	16 8,118,167
Liabilities	17 Accounts payable and accrued expenses	723,487	17 748,533
	18 Grants payable		18
	19 Deferred revenue	2,116,562	19 2,613,823
	20 Tax-exempt bond liabilities		20
	21 Escrow or custodial account liability Complete Part IV of Schedule D		21
	22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L		22
	23 Secured mortgages and notes payable to unrelated third parties	1,035,790	23 943,239
	24 Unsecured notes and loans payable to unrelated third parties		24
	25 Other liabilities Complete Part X of Schedule D	145,057	25 158,774
	26 Total liabilities. Add lines 17 through 25	4,020,896	26 4,464,369
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.		
	27 Unrestricted net assets	2,755,874	27 3,430,801
	28 Temporarily restricted net assets	225,683	28 222,997
	29 Permanently restricted net assets		29
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 30 through 34.		
	30 Capital stock or trust principal, or current funds		30
	31 Paid-in or capital surplus, or land, building or equipment fund		31
	32 Retained earnings, endowment, accumulated income, or other funds		32
	33 Total net assets or fund balances	2,981,557	33 3,653,798
	34 Total liabilities and net assets/fund balances	7,002,453	34 8,118,167

Part XI Reconciliation of Net AssetsCheck if Schedule O contains a response to any question in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	8,999,317
2	Total expenses (must equal Part IX, column (A), line 25)	2	8,354,926
3	Revenue less expenses Subtract line 2 from line 1	3	644,391
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	2,981,557
5	Other changes in net assets or fund balances (explain in Schedule O)	5	27,850
6	Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	3,653,798

Part XII Financial Statements and ReportingCheck if Schedule O contains a response to any question in this Part XII

	Yes	No
1 Accounting method used to prepare the Form 990 <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? <input type="checkbox"/>	2a	No
2b Were the organization's financial statements audited by an independent accountant? <input type="checkbox"/>	2b	Yes
2c If "Yes," to 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O <input type="checkbox"/>	2c	Yes
2d If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separated basis		
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? <input type="checkbox"/>	3a	Yes
3b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits <input type="checkbox"/>	3b	Yes

SCHEDULE C

Political Campaign and Lobbying Activities

For Organizations Exempt From Income Tax Under section 501(c) and section 527

► Complete if the organization is described below.
► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

2010

Open to Public Inspection

If the organization answered "Yes," to Form 990, Part IV, Line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C
- Section 501(c) (other than section 501(c)(3)) organizations Complete Parts I-A and C below Do not complete Part I-E
- Section 527 organizations Complete Part I-A only

If the organization answered "Yes," to Form 990, Part IV, Line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A

If the organization answered "Yes," to Form 990, Part IV, Line 5 (Proxy Tax) or Form 990-EZ, Part V, line 35a (Proxy Tax), then

• Section 501(c)(4), (5), or (6) organizations Complete Part III

Name of the organization
AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION INC

Employer identification number

23-7305991

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

1 Provide a description of the organization's direct and indirect political campaign activities in Part IV

2 Political expenditures

3 Volunteer hours

Part I-B Complete if the organization is exempt under section 501(c)(3).

1 Enter the amount of any excise tax incurred by the organization under section 4955 ► \$ _____

2 Enter the amount of any excise tax incurred by organization managers under section 4955 ► \$ _____

3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? Yes No

4a Was a correction made? Yes No

b If "Yes," describe in Part IV

Part I-C Complete if the organization is exempt under section 501(c) except section 501(c)(3).

1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ► \$ _____

2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities ► \$ _____

3 Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b ► \$ _____

4 Did the filing organization file **Form 1120-POL** for this year? Yes No

5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments For each organization listed, enter the amount paid from the filing organization's funds Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC) If additional space is needed, provide information in Part IV

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

A Check <input type="checkbox"/> if the filing organization belongs to an affiliated group	B Check <input type="checkbox"/> if the filing organization checked box A and "limited control" provisions apply		
Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing Organization's Totals	(b) Affiliated Group Totals
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)			
b Total lobbying expenditures to influence a legislative body (direct lobbying)			
c Total lobbying expenditures (add lines 1a and 1b)			
d Other exempt purpose expenditures			
e Total exempt purpose expenditures (add lines 1c and 1d)			
f Lobbying nontaxable amount Enter the amount from the following table in both columns			
If the amount on line 1e, column (a) or (b) is: Not over \$500,000 Over \$500,000 but not over \$1,000,000 Over \$1,000,000 but not over \$1,500,000 Over \$1,500,000 but not over \$17,000,000 Over \$17,000,000		The lobbying nontaxable amount is: 20% of the amount on line 1e \$100,000 plus 15% of the excess over \$500,000 \$175,000 plus 10% of the excess over \$1,000,000 \$225,000 plus 5% of the excess over \$1,500,000 \$1,000,000	
g Grassroots nontaxable amount (enter 25% of line 1f)			
h Subtract line 1g from line 1a If zero or less, enter -0-			
i Subtract line 1f from line 1c If zero or less, enter -0-			
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?		<input type="checkbox"/> Yes <input type="checkbox"/> No	

4-Year Averaging Period Under Section 501(h)

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f on page 4.)

Lobbying Expenditures During 4-Year Averaging Period

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) Total
2a Lobbying non-taxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots non-taxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

	(a)		(b)	
	Yes	No	Amount	
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of				
a Volunteers?				
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?				
c Media advertisements?				
d Mailings to members, legislators, or the public?				
e Publications, or published or broadcast statements?				
f Grants to other organizations for lobbying purposes?				
g Direct contact with legislators, their staffs, government officials, or a legislative body?				
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?				
i Other activities? If "Yes," describe in Part IV				
j Total lines 1c through 1i				
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?				
b If "Yes," enter the amount of any tax incurred under section 4912				
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912				
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?				

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?	1	No
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	No
3 Did the organization agree to carryover lobbying and political expenditures from the prior year?	3	Yes

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A, line 3 is answered "Yes".

1 Dues, assessments and similar amounts from members	1	1,221,810
2 Section 162(e) non-deductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).	2a	49,458
a Current year	2b	
b Carryover from last year	2c	49,458
c Total	3	49,458
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	4	
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	5	
5 Taxable amount of lobbying and political expenditures (see instructions)		

Part IV Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, and Part II-B, line 11. Also, complete this part for any additional information

Identifier	Return Reference	Explanation

2010

Open to Public
Inspection**SCHEDULE D**
(Form 990)**Supplemental Financial Statements**

► Complete if the organization answered "Yes," to Form 990,
Part IV, line 6, 7, 8, 9, 10, 11, or 12.
► Attach to Form 990. ► See separate instructions.

Department of the Treasury
Internal Revenue Service**Name of the organization**

AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION INC

Employer identification number

23-7305991

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate contributions to (during year)		
3 Aggregate grants from (during year)		
4 Aggregate value at end of year		

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? Yes No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds may be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? Yes No

Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply)

Preservation of land for public use (e.g., recreation or pleasure) Preservation of an historically importantly land area

Protection of natural habitat Preservation of a certified historic structure

Preservation of open space

2 Complete lines 2a-2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year

	Held at the End of the Year
2a	
2b	
2c	
2d	

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the taxable year ► _____

4 Number of states where property subject to conservation easement is located ► _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting and enforcing conservation easements during the year ► _____

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ► \$ _____

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and 170(h)(4)(B)(ii)? Yes No

9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items

b If the organization elected, as permitted under SFAS 116, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items

(i) Revenues included in Form 990, Part VIII, line 1 ► \$ _____

(ii) Assets included in Form 990, Part X ► \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 relating to these items

a Revenues included in Form 990, Part VIII, line 1 ► \$ _____

b Assets included in Form 990, Part X ► \$ _____

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's accession and other records, check any of the following that are a significant use of its collection items (check all that apply)

a Public exhibition d Loan or exchange programs
 b Scholarly research e Other
 c Preservation for future generations

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV

5 During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIV and complete the following table

	Amount
1c	
1d	
1e	
1f	

2a Did the organization include an amount on Form 990, Part X, line 21? Yes No

b If "Yes," explain the arrangement in Part XIV

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current Year	(b) Prior Year	(c) Two Years Back	(d) Three Years Back	(e) Four Years Back
1a Beginning of year balance					
b Contributions					
c Investment earnings or losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the year end balance held as

a Board designated or quasi-endowment ►

b Permanent endowment ►

c Term endowment ►

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by

	Yes	No
3a(i) unrelated organizations		
3a(ii) related organizations		

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

4 Describe in Part XIV the intended uses of the organization's endowment funds

Part VI Investments—Land, Buildings, and Equipment. See Form 990, Part X, line 10.

	Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		170,698			170,698
b Buildings		2,458,828	881,603		1,577,225
c Leasehold improvements					
d Equipment		449,164	366,818		82,346
e Other		504,587	405,673		98,914
Total. Add lines 1a-1e (Column (d) should equal Form 990, Part X, column (B), line 10(c).)					1,929,183

Part VII Investments—Other Securities. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A) CERTIFICATES OF DEPOSIT	2,132,985	F
Total. (Column (b) should equal Form 990, Part X, col (B) line 12.)	2,132,985	

Part VIII Investments—Program Related. See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation Cost or end-of-year market value
Total. (Column (b) should equal Form 990, Part X, col (B) line 13.)		

Part IX Other Assets. See Form 990, Part X, line 15.

(a) Description	(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 15.)	

Part X Other Liabilities. See Form 990, Part X, line 25.

(a) Description of Liability	(b) Amount
Federal Income Taxes	
DEFERRED COMPENSATION PLAN	158,774
Total. (Column (b) should equal Form 990, Part X, col (B) line 25.)	158,774

2. Fin 48 (ASC 740) Footnote In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC740)

Part XI Reconciliation of Change in Net Assets from Form 990 to Financial Statements

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	8,999,317
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	8,354,926
3	Excess or (deficit) for the year Subtract line 2 from line 1	3	644,391
4	Net unrealized gains (losses) on investments	4	27,850
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV)	8	
9	Total adjustments (net) Add lines 4 - 8	9	27,850
10	Excess or (deficit) for the year per financial statements Combine lines 3 and 9	10	672,241

Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements	1	9,353,803
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a	Net unrealized gains on investments	2a	
b	Donated services and use of facilities	2b	
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV)	2d	56,779
e	Add lines 2a through 2d	2e	56,779
3	Subtract line 2e from line 1	3	9,297,024
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV)	4b	-297,707
c	Add lines 4a and 4b	4c	-297,707
5	Total Revenue Add lines 3 and 4c. (This should equal Form 990, Part I, line 12)	5	8,999,317

Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements	1	8,706,726
2	Amounts included on line 1 but not on Form 990, Part IX, line 25		
a	Donated services and use of facilities	2a	
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIV)	2d	351,800
e	Add lines 2a through 2d	2e	351,800
3	Subtract line 2e from line 1	3	8,354,926
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV)	4b	
c	Add lines 4a and 4b	4c	0
5	Total expenses Add lines 3 and 4c. (This should equal Form 990, Part I, line 18)	5	8,354,926

Part XIV Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, Part XI, line 8, Part XII, lines 2d and 4b, and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

Identifier	Return Reference	Explanation
DESCRIPTION OF UNCERTAIN TAX POSITIONS UNDER FIN 48	PART X	THE ORGANIZATION EVALUATED THEIR TAX POSITIONS AND DETERMINED THAT THEIR POSITIONS ARE MORE-LIKELY-THAN-NOT TO BE SUSTAINED ON EXAMINATION. NO PROVISION FOR INCOME TAX IS REQUIRED FOR 2010. THE ORGANIZATION'S 2007, 2008 AND 2009 TAX YEARS ARE OPEN FOR EXAMINATION BY THE IRS. THE ASSOCIATION AND THE FOUNDATION FILE AS TAX EXEMPT ORGANIZATIONS, SHOULD THAT STATUS BE CHALLENGED IN THE FUTURE, ALL YEARS SINCE INCEPTION WOULD BE SUBJECT TO REVIEW BY THE IRS.
PART XII, LINE 2D - OTHER ADJUSTMENTS		TEMPORARILY RESTRICTED NET ASSET RELEASES 56,779
PART XII, LINE 4B - OTHER ADJUSTMENTS		COST OF GOODS SOLD -272,919 TEMPORARILY RESTRICTED NET ASSET 54,093 RENTAL EXPENSES - 78,881
PART XIII, LINE 2D - OTHER ADJUSTMENTS		COST OF GOODS SOLD 272,919 RENTAL EXPENSES 78,881

Schedule J
(Form 990)**Compensation Information**

OMB No 1545-0047

2010Department of the Treasury
Internal Revenue Service

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees
► Complete if the organization answered "Yes" to Form 990, Part IV, question 23.
► Attach to Form 990. ► See separate instructions.

Open to Public Inspection**Name of the organization**

AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION INC

Employer identification number

23-7305991

Part I Questions Regarding Compensation

Yes No

1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items

<input type="checkbox"/> First-class or charter travel	<input type="checkbox"/> Housing allowance or residence for personal use
<input type="checkbox"/> Travel for companions	<input type="checkbox"/> Payments for business use of personal residence
<input type="checkbox"/> Tax indemnification and gross-up payments	<input type="checkbox"/> Health or social club dues or initiation fees
<input type="checkbox"/> Discretionary spending account	<input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)

b If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all the expenses described above? If "No," complete Part III to explain

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?

3 Indicate which, if any, of the following the organization uses to establish the compensation of the organization's CEO/Executive Director. Check all that apply

<input type="checkbox"/> Compensation committee	<input type="checkbox"/> Written employment contract
<input checked="" type="checkbox"/> Independent compensation consultant	<input checked="" type="checkbox"/> Compensation survey or study
<input type="checkbox"/> Form 990 of other organizations	<input type="checkbox"/> Approval by the board or compensation committee

4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization

a Receive a severance payment or change-of-control payment from the organization or a related organization?

b Participate in, or receive payment from, a supplemental nonqualified retirement plan?

c Participate in, or receive payment from, an equity-based compensation arrangement?

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III

Only 501(c)(3) and 501(c)(4) organizations only must complete lines 5-9.

5 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of

a The organization?

b Any related organization?

If "Yes," to line 5a or 5b, describe in Part III

6 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of

a The organization?

b Any related organization?

If "Yes," to line 6a or 6b, describe in Part III

7 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III

8 Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regs. section 53.4958-4(a)(3)? If "Yes," describe in Part III

9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

Note. The sum of columns (B)(i)-(iii) must equal the applicable column (D) or column (E) amounts on Form 990, Part VII, line 1a.

(A) Name	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) ROGER WENTZ	(i) 260,145 (ii) 0	30,302 0	40,215 0	49,235 0	23,129 0	403,026 0	0 0
(2)							
(3)							
(4)							
(5)							
(6)							
(7)							
(8)							
(9)							
(10)							
(11)							
(12)							
(13)							
(14)							
(15)							
(16)							

Part III Supplemental Information

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 4c, 5a, 5b, 6a, 6b, 7, and 8. Also complete this part for any additional information

Identifier	Return Reference	Explanation
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SCHEDULE O
(Form 990 or 990-EZ)Department of the Treasury
Internal Revenue Service**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on
Form 990 or to provide any additional information.
► Attach to Form 990 or 990-EZ.

2010**Open to Public
Inspection****Name of the organization**

AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION INC

Employer identification number

23-7305991

Identifier	Return Reference	Explanation
FORM 990, PART VI, SECTION A, LINE 1		THE EXECUTIVE COMMITTEE SHALL BE APPOINTED ANNUALLY BY THE CHAIRPERSON, WITH THE APPROVAL OF THE BOARD, THREE VOTING MEMBERS OF THE BOARD (TWO FULL MEMBER DIRECTORS AND ONE OF THE TWO IMMEDIATE PAST CHAIRPERSON DIRECTORS) WHO, WITH THE CHAIRPERSON AND THE CHAIRPERSON ELECT, SHALL CONSTITUTE AN EXECUTIVE COMMITTEE NOT MORE THAN TWO MEMBERS OF THE EXECUTIVE COMMITTEE SHALL BE FROM THE SAME FIRM THEY MAY EXERCISE THE POWERS OF THE BOARD OF DIRECTORS WHEN THE BOARD OF DIRECTORS IS NOT IN SESSION, REPORTING TO THE BOARD OF DIRECTORS AT ITS SUCCEEDING MEETING ANY ACTION TAKEN THREE MEMBERS SHALL CONSTITUTE A QUORUM FOR THE TRANSACTION OF BUSINESS MEETINGS MAY BE CALLED BY THE CHAIRPERSON OR BY THREE EXECUTIVE COMMITTEE MEMBERS THE EXECUTIVE COMMITTEE SHALL CONDUCT THE ANNUAL REVIEW OF THE PRESIDENT AND CHIEF EXECUTIVE OFFICE

Identifier	Return Reference	Explanation
FORM 990, PART VI, SECTION A, LINE 6		<p>THE ASSOCIATION SHALL HAVE THE FOLLOWING CLASSES OF MEMBERSHIP A FULL MEMBER - TO QUALIFY AS A FULL MEMBER, REVENUES MUST BE DERIVED FROM BUSINESS OPERATIONS CONDUCTED IN AT LEAST ONE OF THE DESIGNATED DIVISIONS, AND AT LEAST 50% OF THESE REVENUES MUST BE FROM SOURCES OTHER THAN THE PARENT OR AFFILIATED COMPANIES FULL MEMBER FIRMS MUST CLASSIFY THEMSELVES INTO ONE OF THE FOLLOWING DIVISIONS 1) TRAFFIC SERVICES DIVISION - INSTALLATION, RENTAL AND/OR SERVICING OF TEMPORARY TRAFFIC CONTROL ZONES, 2) PAVEMENT MARKING DIVISION - INSTALLATION, MAINTENANCE OR REMOVAL OF PAVEMENT MARKINGS, 3) SIGN MANUFACTURING DIVISION - INSTALLATION, MAINTENANCE OR SALES OF TRAFFIC SIGNS, 4) MANUFACTURERS AND SUPPLIERS DIVISION - MANUFACTURE OR SUPPLY OF TRAFFIC CONTROL DEVICES, ROADWAY SAFETY FEATURES AND/OR RELATED MATERIALS, OR 5) GUARDRAIL SERVICES DIVISION - INSTALLATION AND/OR MAINTENANCE OF ROADSIDE SAFETY FEATURES EACH FULL MEMBER FIRM IS ENTITLED TO ONE REPRESENTATIVE MEMBER TO A DIVISION OF ITS CHOICE AS PART OF ITS DUES PAYMENT THE REPRESENTATIVE MEMBER OF A FULL MEMBER FIRM SHALL BE ENTITLED TO SERVE ON THE BOARD OF DIRECTORS THE REPRESENTATIVE MEMBER OF A FULL MEMBER FIRM SHALL BE ENTITLED TO VOTE FOR BOARD DIRECTORS AND OPERATING COMMITTEE MEMBERS THE REPRESENTATIVE MEMBER IS ENTITLED TO VOTE FOR THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS THE REPRESENTATIVE MEMBER OF A FULL MEMBER FIRM SHALL BE ENTITLED TO SERVE ON AND HOLD ELECTIVE OFFICE IN STANDING COMMITTEES THE REPRESENTATIVE MEMBER OF A FULL MEMBER FIRM SHALL BE ENTITLED TO PARTICIPATE IN AND HOLD ELECTIVE OFFICE IN CHAPTERS THE REPRESENTATIVE MEMBER OF A FULL MEMBER FIRM IS ENTITLED TO ONE VOTE IN THE AFFAIRS OF THE ASSOCIATION B SUPPLEMENTAL DIVISION REPRESENTATIVE MEMBER - IF A FULL MEMBER COMPANY CONDUCTS SUPPLEMENTAL OPERATIONS SUBSTANTIAL ENOUGH TO QUALIFY FOR MEMBERSHIP IN ANOTHER FULL MEMBER DIVISION, IT MAY BE ENTITLED TO ENROLL ONE OR MORE FULL TIME EMPLOYEES AS A SUPPLEMENTAL DIVISION REPRESENTATIVE MEMBER UPON PAYMENT OF THE APPROPRIATE FEE NOT MORE THAN ONE REPRESENTATIVE MEMBER FROM EACH PRIMARY GEOGRAPHIC LOCATION OF THE FULL MEMBER MAY JOIN EACH DIVISION SUPPLEMENTAL DIVISION REPRESENTATIVE MEMBER SHALL HAVE THE SAME RIGHTS AND PRIVILEGES AS THE FULL MEMBER FIRM REPRESENTATIVE MEMBER C ASSOCIATE MEMBER - TO QUALIFY AS AN ASSOCIATE MEMBER OF THIS ASSOCIATION, A PERSON MUST BE A FULL TIME EMPLOYEE OF EITHER A FULL, AFFILIATE, INTERNATIONAL, OR TRANSPORTATION ENGINEERING AND DESIGN FIRM MEMBER COMPANY AN ASSOCIATE MEMBER SHALL BE ENTITLED TO SERVE ON AND HOLD ELECTIVE OFFICE IN STANDING COMMITTEES AN ASSOCIATE MEMBER SHALL BE ENTITLED TO PARTICIPATE IN AND HOLD ELECTIVE OFFICE IN CHAPTERS AN ASSOCIATE MEMBER IS ENTITLED TO ONE VOTE FOR THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS AN ASSOCIATE MEMBER MAY VOTE IN CERTAIN OF THE ASSOCIATION'S AFFAIRS D AFFILIATE MEMBER - TO QUALIFY AS AN AFFILIATE MEMBER OF THIS ASSOCIATION, A FIRM MUST, AS ITS PRIMARY BUSINESS, BE A PROVIDER OF ROADWAY SAFETY SERVICES AND DEVICES AND MUST NOT QUALIFY UNDER ANY OTHER MEMBERSHIP CATEGORY EACH AFFILIATE MEMBER FIRM IS ENTITLED TO ONE REPRESENTATIVE MEMBER AS PART OF ITS DUES PAYMENT THE REPRESENTATIVE MEMBER OF AN AFFILIATE MEMBER FIRM IS ELIGIBLE TO SERVE AS THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS THE REPRESENTATIVE MEMBER OF AN AFFILIATE MEMBER FIRM IS ENTITLED TO VOTE FOR THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS THE REPRESENTATIVE MEMBER OF AN AFFILIATE MEMBER FIRM SHALL BE ENTITLED TO SERVE ON AND HOLD ELECTIVE OFFICE IN STANDING COMMITTEES THE REPRESENTATIVE MEMBER OF AN AFFILIATE MEMBER FIRM SHALL BE ENTITLED TO PARTICIPATE IN AND HOLD ELECTIVE OFFICE IN CHAPTERS THE REPRESENTATIVE MEMBER OF AN AFFILIATE MEMBER FIRM MAY VOTE IN CERTAIN OF THE ASSOCIATION'S AFFAIRS E INTERNATIONAL MEMBER - TO QUALIFY AS AN INTERNATIONAL MEMBER OF THIS ASSOCIATION, A FIRM MUST MEET THE QUALIFICATIONS OF EITHER FULL OR TRANSPORTATION ENGINEERING AND DESIGN FIRM MEMBER AND NOT HAVE AN OFFICE OR DO BUSINESS WITHIN THE UNITED STATES EACH INTERNATIONAL MEMBER FIRM IS ENTITLED TO ONE REPRESENTATIVE MEMBER AS PART OF ITS DUES PAYMENT THE REPRESENTATIVE MEMBER OF AN INTERNATIONAL MEMBER FIRM IS ELIGIBLE TO SERVE AS THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS THE REPRESENTATIVE MEMBER OF AN INTERNATIONAL MEMBER FIRM IS ENTITLED TO VOTE FOR THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS THE REPRESENTATIVE MEMBER OF AN INTERNATIONAL MEMBER FIRM SHALL BE ENTITLED TO VOTE FOR THE INTERNATIONAL MEMBER TO THE OPERATING COMMITTEE THE REPRESENTATIVE MEMBER AND FULL TIME EMPLOYEES OF AN INTERNATIONAL MEMBER FIRM SHALL BE ENTITLED TO SERVE ON THE OPERATING COMMITTEE THE REPRESENTATIVE MEMBER OF AN INTERNATIONAL MEMBER FIRM SHALL BE ENTITLED TO SERVE ON AND HOLD ELECTIVE OFFICE IN STANDING COMMITTEES THE REPRESENTATIVE MEMBER OF AN INTERNATIONAL MEMBER FIRM MAY VOTE IN CERTAIN OF THE ASSOCIATION'S AFFAIRS F INDIVIDUAL CONSULTANT MEMBER - TO QUALIFY AS AN INDIVIDUAL CONSULTANT MEMBER OF THIS ASSOCIATION, A PERSON MUST PROVIDE PROFESSIONAL SERVICES TO THE ROADWAY SAFETY INDUSTRY OR TRANSPORTATION AGENCY IN THE AREAS OF ACCIDENT RECONSTRUCTION, EXPERT WITNESS, ACCIDENT ANALYSIS OR THE DESIGN AND/OR INSPECTION OF TRAFFIC CONTROL PLANS AND MUST NOT QUALIFY UNDER ANY OTHER MEMBERSHIP CATEGORY AN INDIVIDUAL CONSULTANT MEMBER IS ELIGIBLE TO SERVE AS THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS AN INDIVIDUAL CONSULTANT MEMBER IS ENTITLED TO ONE VOTE FOR THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS AN INDIVIDUAL CONSULTANT MEMBER SHALL BE ENTITLED TO SERVE ON AND HOLD ELECTIVE OFFICE IN STANDING COMMITTEES AN INDIVIDUAL CONSULTANT MEMBER SHALL BE ENTITLED TO PARTICIPATE IN AND HOLD ELECTIVE OFFICE IN CHAPTERS AN INDIVIDUAL CONSULTANT MEMBER MAY VOTE IN CERTAIN OF THE ASSOCIATION'S AFFAIRS G INSTRUCTOR MEMBER - TO QUALIFY AS AN INSTRUCTOR MEMBER OF THIS ASSOCIATION, A PERSON MUST HAVE A CURRENT INSTRUCTOR CERTIFICATE FROM ATSSA AND DOES NOT QUALIFY UNDER ANY OTHER MEMBERSHIP CATEGORY AN INSTRUCTOR MEMBER IS ENTITLED TO ONE VOTE FOR THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS AN INSTRUCTOR MEMBER SHALL BE ENTITLED TO SERVE ON AND HOLD ELECTIVE OFFICE IN STANDING COMMITTEES AN INSTRUCTOR MEMBER SHALL BE ENTITLED TO PARTICIPATE IN AND HOLD ELECTIVE OFFICE IN CHAPTERS AN INSTRUCTOR MEMBER MAY VOTE IN CERTAIN OF THE ASSOCIATION'S AFFAIRS H TRANSPORTATION ENGINEERING AND DESIGN FIRM MEMBER TO QUALIFY AS A TRANSPORTATION ENGINEERING AND DESIGN FIRM MEMBER, A FIRM MUST PROVIDE PROFESSIONAL TRANSPORTATION ENGINEERING, PLANNING AND DESIGN SERVICES TO GOVERNMENT AGENCIES AND/OR PRIVATE INDUSTRY AND MUST NOT QUALIFY UNDER ANY OTHER MEMBERSHIP CATEGORY EACH TRANSPORTATION ENGINEERING AND DESIGN FIRM MEMBER IS ENTITLED TO ONE REPRESENTATIVE MEMBER AS PART OF ITS DUES PAYMENT THE REPRESENTATIVE MEMBER OF A TRANSPORTATION ENGINEERING AND DESIGN FIRM IS ELIGIBLE TO SERVE AS THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS THE REPRESENTATIVE MEMBER OF A TRANSPORTATION ENGINEERING AND DESIGN FIRM IS ENTITLED TO VOTE FOR THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS THE REPRESENTATIVE MEMBER OF A TRANSPORTATION ENGINEERING AND DESIGN FIRM SHALL BE ENTITLED TO SERVE ON AND HOLD ELECTIVE OFFICE IN STANDING COMMITTEES THE REPRESENTATIVE MEMBER OF A TRANSPORTATION ENGINEERING AND DESIGN FIRM MEMBER SHALL BE ENTITLED TO PARTICIPATE IN AND HOLD ELECTIVE OFFICE IN CHAPTERS THE REPRESENTATIVE MEMBER OF A TRANSPORTATION ENGINEERING AND DESIGN FIRM MEMBER MAY VOTE IN CERTAIN OF THE ASSOCIATION'S AFFAIRS I TRANSPORTATION AGENCY OFFICIAL - TO QUALIFY AS A TRANSPORTATION AGENCY OFFICIAL MEMBER OF THIS ASSOCIATION, A PERSON MUST BE EITHER A FULL-TIME OR RETIRED EMPLOYEE OF A PUBLIC AGENCY AT THE FEDERAL, STATE, OR LOCAL LEVEL, OR A FULL-TIME EMPLOYEE OF A UTILITY COMPANY OR COLLEGE/UNIVERSITY AND MUST NOT BE AN EMPLOYEE OF OR HAVE A FIDUCIARY OR PECUNIARY INTEREST IN ANY LEGAL ENTITY WHICH IS ELIGIBLE FOR MEMBERSHIP IN ANY OTHER CATEGORY A TRANSPORTATION AGENCY OFFICIAL SHALL BE ENTITLED TO SERVE ON AND HOLD THE POSITION OF SECRETARY IN STANDING COMMITTEES A TRANSPORTATION AGENCY OFFICIAL SHALL BE ENTITLED TO PARTICIPATE IN AND HOLD ELECTIVE OFFICE IN CHAPTERS A TRANSPORTATION AGENCY OFFICIAL IS NOT ENTITLED TO A VOTE IN THE ASSOCIATION'S AFFAIRS J INDEPENDENT MANUFACTURERS REPRESENTATIVE MEMBER - TO QUALIFY AS AN INDEPENDENT MANUFACTURERS REPRESENTATIVE MEMBER OF THIS ASSOCIATION, A PERSON MUST BE A SELF-EMPLOYED INDIVIDUAL AND MUST REPRESENT THE PRODUCTS OF AT LEAST ONE ATSSA MEMBER COMPANY AN INDEPENDENT MANUFACTURERS REPRESENTATIVE MEMBER IS ENTITLED TO ONE VOTE FOR THE AT-LARGE MEMBER TO THE BOARD OF DIRECTORS</p>

Identifier	Return Reference	Explanation
FORM 990, PART VI, SECTION A, LINE 7A		THE BOARD NOMINATES THE PRESIDENT-ELECT AND THE MEMBERS VOTE ON IT

Identifier	Return Reference	Explanation
FORM 990, PART VI, SECTION B, LINE 11		FORM 990 IS REVIEWED BY THE GOVERNING BODY BEFORE FILING

Identifier	Return Reference	Explanation
	FORM 990, PART VI, SECTION B, LINE 12C	<p>ALL MANAGERS, DIRECTORS, BOARD MEMBERS, COMMITTEE MEMBERS, AND THE CEO AT ATSSA ARE REQUIRED TO SIGN A CONFLICT OF INTEREST POLICY ATSSA'S HUMAN RESOURCES MANAGER MAINTAINS COPIES OF ALL STAFF MEMBERS' SIGNED COPIES OF THE POLICY ATSSA'S EXECUTIVE ASSISTANT OVERSEES THE BOARD AND COMMITTEE MEMBERS' ACCEPTANCE OF THE POLICY MUCH OF THE REINFORCEMENT IS SELF-MONITORED INDIVIDUALS ARE ASKED TO COMPLETE A CONFLICT OF INTEREST QUESTIONNAIRE ANNUALLY ADDITIONALLY, INDIVIDUALS WHO OBSERVE POSSIBLE INFRACTIONS MAY REPORT THE ISSUE AS FOLLOWS - ATSSA EMPLOYEES ARE ENCOURAGED TO SPEAK WITH THE HUMAN RESOURCES MANAGER, THE DIRECTOR OF FINANCE & ADMINISTRATION, OR THE CEO ABOUT A CONCERN REGARDING ANOTHER STAFF MEMBER -A POSSIBLE INFRACTION BY THE CEO MAY BE REPORTED TO THE BOARD CHAIRMAN, DIRECTOR OF FINANCE & ADMINISTRATION, OR THE HUMAN RESOURCES MANAGER -A POSSIBLE INFRACTION BY A COMMITTEE MEMBER SHOULD BE REPORTED TO THE BOARD CHAIRMAN, CEO, COMMITTEE CHAIR, DIRECTOR OF FINANCE & ADMINISTRATION, OR EXECUTIVE ASSISTANT -A POSSIBLE INFRACTION BY A BOARD MEMBER SHOULD BE REPORTED TO THE BOARD CHAIRMAN, CEO, OR THE DIRECTOR OF FINANCE & ADMINISTRATION IF A CONFLICT IS IDENTIFIED, AN INVESTIGATION WILL OCCUR TO IDENTIFY SURROUNDING FACTS</p>

Identifier	Return Reference	Explanation
	FORM 990, PART VI, SECTION B, LINE 15	ATSSA HUMAN RESOURCES MANAGER REVIEWS SALARIES OF KEY EMPLOYEES ANNUALLY USING THE "GREATER WASHINGTON AREA ASSOCIATION COMPENSATION & BENEFITS STUDY" AND THE "BLUE CHIP ASSOCIATION EXECUTIVE COMPENSATION & BENEFITS STUDY" ATSSA UTILIZES AN OUTSIDE VENDOR TO CONDUCT A MORE FORMAL SALARY SURVEY AT LEAST ONCE EVERY FIVE YEARS SALARY COM CONDUCTED A SALARY SURVEY FOR ATSSA IN 2008

Identifier	Return Reference	Explanation
	FORM 990, PART VI, SECTION C, LINE 19	GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY, AND FINANCIAL STATEMENTS ARE MADE AVAILABLE UPON REQUEST

Identifier	Return Reference	Explanation
CHANGES IN NET ASSETS OR FUND BALANCES	FORM 990, PART XI, LINE 5	NET UNREALIZED GAINS ON INVESTMENTS 27,850

Identifier	Return Reference	Explanation
SHARING OF HOURS BETWEEN RELATED ORGANIZATIONS	FORM 990, PART VII, LINE 1A	HENRY ROSS & PETER SPEER SHARED AVERAGE 50HR BETWEEN AMERICAN TRAFFIC SAFETY SERVICES FOUNDATION AND ASSOCIATION

SCHEDULE R (Form 990)

Related Organizations and Unrelated Partnerships

OMB No 1545-0047

2010

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

Name of the organization

AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION INC.

Employer identification number

23-730599

Part I Identification of Disregarded Entities (Complete if the organization answered "Yes" on Form 990, Part IV, line 33.)

Part II Identification of Related Tax-Exempt Organizations (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

Part III Identification of Related Organizations Taxable as a Partnership (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.)

Part IV Identification of Related Organizations Taxable as a Corporation or Trust (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

Part V Transactions With Related Organizations (Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35, 35A, or 36.)**Note.** Complete line 1 if any entity is listed in Parts II, III or IV**1** During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

- a** Receipt of (i) interest (ii) annuities (iii) royalties (iv) rent from a controlled entity
- b** Gift, grant, or capital contribution to other organization(s)
- c** Gift, grant, or capital contribution from other organization(s)
- d** Loans or loan guarantees to or for other organization(s)
- e** Loans or loan guarantees by other organization(s)
- f** Sale of assets to other organization(s)
- g** Purchase of assets from other organization(s)
- h** Exchange of assets
- i** Lease of facilities, equipment, or other assets to other organization(s)
- j** Lease of facilities, equipment, or other assets from other organization(s)
- k** Performance of services or membership or fundraising solicitations for other organization(s)
- l** Performance of services or membership or fundraising solicitations by other organization(s)
- m** Sharing of facilities, equipment, mailing lists, or other assets
- n** Sharing of paid employees
- o** Reimbursement paid to other organization for expenses
- p** Reimbursement paid by other organization for expenses
- q** Other transfer of cash or property to other organization(s)
- r** Other transfer of cash or property from other organization(s)

	Yes	No
1a		No
1b	Yes	
1c		No
1d		No
1e		No
1f		No
1g		No
1h		No
1i		No
1j		No
1k		No
1l		No
1m	Yes	
1n	Yes	
1o		No
1p		No
1q		No
1r		No

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

	(a) Name of other organization	(b) Transaction type(a-r)	(c) Amount involved	(d) Method of determining amount involved
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

Part VI Unrelated Organizations Taxable as a Partnership (Complete if the organization answered "Yes" on Form 990, Part IV, line 37.)

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

Part VII Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule R (see instructions)

Identifier	Return Reference	Explanation
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Additional Data

Software ID:
Software Version:
EIN: 23-7305991
Name: AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION INC

Form 990, Part III - 4 Program Service Accomplishments (See the Instructions)

4d. Other program services

(Code) (Expenses \$ including grants of \$) (Revenue \$)

PUBLICATIONS - ATSSA PROVIDES INFORMATION AND DATA RELATIVE TO THE TRAFFIC SAFETY INDUSTRY TO ITS MEMBERS AND NONMEMBERS AND TO VARIOUS GOVERNMENTAL AGENCIES OTHER PROGRAMS - COMMUNICATIONS & TECHNICAL ASSISTANCE CENTER