

Make-A-Wish®

MOTHER'S DAY TRUCK CONVOY

★ 30TH ANNIVERSARY ★



YOUR COMPLETE
GUIDE TO THE
★★★★★★★★
05.12
2019
★★★★★★★★
FESTIVITIES

A NOTE FROM MAKE-A-WISH DIRECTOR BEN LEE

By most estimates, the Convoy shouldn't still exist. Thirty years ago, nobody would have conceived that a child's wish — to ride in a big rig truck and talk to his sister on a CB radio — would have given birth to a three-time Guinness World Record-holding event that is annually the world's longest truck convoy and is widely regarded as "the world's most positive expression of the truck driving industry."

Today, 10,000-plus trucks and nearly \$7 million later, against all odds, the Mother's Day Truck Convoy is rolling bigger, louder and sweeter than ever. Most residents of Lancaster County have tried unsuccessfully to explain the delightfully bizarre hybrid of Mother's Day and big trucks to outsiders. We've learned you can't explain why it works — it just needs to be seen to be believed.

In many ways the world is a different place than it was in 1990: George H.W. Bush was president, gas was \$1.12 a gallon. We were all still half a decade away from having an email address or using the internet! Make-A-Wish Lancaster County was founded just four years earlier and was granting a couple dozen wishes a year.

But what has endured through economic

plenty and hardship, kids growing up and starting their own families, the world changing in almost every conceivable way, is this not-so-little event that grew to become an iconic, cherished tradition that is known all over the country. It would be impossible to try to put a number on the lives that have been directly touched and changed by the Mother's Day Truck Convoy of Lancaster County. This year your local chapter of Make-A-Wish is aiming to grant a record 365 wishes: on average, one wish a day. This year's Convoy alone will raise the funds necessary to grant about 70 percent of the wishes in the Susquehanna Valley.

My favorite stories are the tales the drivers tell me about growing up with the Convoy: watching their own dads drive in it, or watching wide-eyed from the roadside, anxiously waiting for their turn to grow up and take the wheel. I love the myriad stories of drivers who have built real, lifelong friendships with the wish children they drive every year. Many wish kids help their driver fundraise throughout the year. Some of those wish kids have since grown up and are now riding in the Convoy with the same driver on their left, and their own kids to their right.

I'm inspired by the many mothers who share their special day with us, the drivers who spend hours polishing their trucks and come from a dozen states, the 25,000 members of the community who line the roadway to cheer, the dozens of corporate sponsors who share their name with ours, the hundreds of volunteers who make the day possible and, most of all, the wish families who inspire us with their courage and joy, even in the face of impossible difficulty.

You're invited to join us at Burle Business Park on Mother's Day this year. I'll be there all day. But for sure you'll find me at 1:30 p.m. waving and yelling as the trucks depart while the pavement shakes beneath my feet.



Ben Lee,
Make-A-Wish Regional Director,
Susquehanna Valley

Together, we create life-changing wishes for children with critical illnesses.

SCHEDULE OF EVENTS

Sunday, May 12, 2019
Burle Business Park,
1000 New Holland Ave, Lancaster

6-11 a.m.: Driver registration
(Drivers enter via the Pleasure Road entrance)

6 a.m.-3:30 p.m.: Food sales

8-11 a.m.: Wish Family registration

7 a.m.-3:30 p.m.: Make-A-Wish items for sale

8:30 a.m.-3:30 p.m.: Convoy Carnival (live auction, live music, carnival games, costumed characters, interactive vendors and more)

Noon-12:30 p.m.: Stage ceremony

1:30 p.m.: The Convoy departs Burle Business Park (Last truck will finish and return to Burle Business Park around 4:30 p.m.)

New this year:

A Star Wars live action scene will take place on the main stage at 12:30 p.m.!

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THE HISTORY OF THE MOTHER'S DAY TRUCK CONVOY

The Mother's Day Truck Convoy is the most enduring fundraising event and face of Make-A-Wish in Lancaster County. What was to become a repeated entry in the Guinness Book of World Records started in a grocery store in Middletown, Pa.

In 1990, Bitsy Strausser was shopping at the Fox Market when she met a friend who knew her two children, Matt and Heather, both of whom were wheelchair-bound by a genetic neuromuscular disease. Her friend recommended Bitsy contact the Lancaster Make-A-Wish Foundation. She did so and soon after was visited by George and Deborah Raber, Make-A-Wish board members and volunteer wish-granters. Matt had always been fascinated by big rig trucks. His wish was to ride in a truck with a trailer and talk on the CB radio with his sister.

When George and Deborah reported Matt's wish to the board of directors, the wish was taken up by Ken Laukhuff, president of Teamsters Local 771, and a member of the Make-A-Wish board. From the Union Hall, Ken called the manager at Pensupreme Dairy and asked if the company would be willing to donate a truck and a driver to transport a Make-A-Wish kid. The manager was receptive but could not commit without clearing it with the company's head and safety authorities.

Next, he called Kunzler, a Lancaster meat processing company, with the same request. They were enthusiastic but said they would have to talk to their insurance company. He went on to call Yellow Freight, ABF Freight, United Parcel and John Ewell Milk Transport, all of whom replied with the same enthusiastic-but-uncertain answer.

The start of a tradition

Ken was about to leave the office when his secretary paged him with a call from Pensupreme Dairy: They would be happy to give Matt a ride. This was followed shortly with a call from Kunzler, and before the day was over, all of the companies he had contacted had responded positively. How was he going to say no to any of them? He got on the phone to J.C. Hale, the founder of Make-A-Wish Lancaster.

"I don't know if we have a problem or something which is going to work really well. I have eight companies who want to take the kids for a ride. What about a convoy and we call it the 'Mother's Day Convoy?'"

J.C. figured it would work. An article was



Heather and Matt Strausser, the inspiration for the Mother's Day Truck Convoy, attend the event on its 20th anniversary.

run in the paper inviting other trucking companies to enter their trucks and trailers. Soon there were 44 trucks committed..

At this time there were a handful of other Make-A-Wish kids in the area, most of whom already had their wish, and a few who were still waiting. Because it felt like a waste to have so many open seats in the trucks, the decision was made to invite them all to ride. The date was set for Mother's Day, May 13, 1990. (The rationale was that moms could get a couple-hour break while their kids were enjoying a ride, and there would be less traffic on the road.)

In 1990, the shops in the Lancaster Shopping Center were closed on Sunday. When approached, they were willing to let the trucks start and finish the Convoy on their property. With all those drivers, parents, kids and spectators, food would be required. Pensupreme Dairy contributed 1,000 cartons of orange drink, Kunzler chipped in 400 hot dogs. Miller & Hartman donated 800 pounds of charcoal, Anderson Bakery provided 1,000 bags of pretzels and Aument's IGA supplied rolls, ice and bags. Aument's IGA also lent the equipment for running a chicken barbecue, and they arranged for the chicken to be donated.

Volunteers handled the stands and the state police provided an escort. One young man was too frail to get up into a truck

cab so the state trooper gave him and his mother a ride in the back of the cruiser complete with a hookup to his CB radio.

It rained all afternoon, right up until it was time for the Convoy to depart, at which point the clouds parted and the sun came out. The Convoy began with much blowing of air horns up Route 283 to the Harrisburg International Airport and back. After the kids were off-loaded and under shelter, it started to rain again. Was someone up there watching? It has been said, by reliable sources, that after the kids hugged and thanked their drivers, these men who wrestle big rigs over the road stood together and wept.

The first Convoy raised \$8,000. It was quickly decided that it had to be done again. J.C. Hale secured permission from Burle Industries on New Holland Pike to stage the second Convoy on its extensive parking lot. This time the word was out and 170 trucks showed up! It was decided to take two routes. Half of the trucks went through Lancaster, down Prince Street to Orange Street and west on the Columbia Pike to Columbia Borough, where they got on Route 30 and returned to Burle. The other group got on Route 222, went north to Brownstown, through Akron on Route 272 to State Street in Ephrata. At the square, they turned east on Route 322,

getting on Route 222 South at the east end of town, then back to Burle. One of the primary reasons the Convoy no longer runs through the city of Lancaster is that one of the trucks in the group going through the city was just enough over the legal height to take down some electric wires. The second Convoy raised \$32,000 to grant the wishes of future children with critical illnesses.

The third Convoy, in 1992, took the basic shape that has continued for 28 years: tents for food, an auction, registration, live music and games for wish families and the wider community, and entertainers and clowns delighting kids and adults. There were 226 trucks and \$50,000 was raised.

In March 1996, on the 10th anniversary of the founding of Make-A-Wish Lancaster, J. C. and Carole Hale retired as president and vice president/secretary. That year, 366 trucks convoyed for Make-A-Wish. Trucks came from all over the country, including Maine, Texas, Florida and Wisconsin. Sixty kids got to ride with the drivers and blow the air horn to their heart's content. A record \$130,000 was raised.

Worldwide recognition

Prior to 2003, the Guinness Book of World Records listed the longest truck convoy at 95 trucks, which took place in the Orlando, Florida area in 2002. Considering the second Convoy had 170 trucks, breaking the record seemed like a breeze. Make-A-Wish decided to go for the world record. Event volunteers set to it with their usual passion and the 2003 Convoy with its 288 rigs took its place on the world stage. To assure their position, they filed the paperwork the next year and upped their total to 319.

This record stood until 2015, when it was surpassed by a woman's group in the Netherlands. Patriotism and pride in the event compelled organizers to reclaim the title of "World's Longest Truck Convoy." In 2016, there were 620 trucks in the Mother's Day Truck Convoy. (However, only 590 fulfilled Guinness Book of World Records strict size standards.) The Make-A-Wish Mother's Day Truck Convoy is now officially the "World's Longest Truck Convoy" yet again. Indeed, the 2016 Convoy was so long that the first trucks were returning to the Burle parking lot before the last trucks left!

GUIDE TO THE

Make-A-Wish

MOTHER'S DAY
TRUCK CONVOY

The Convoy is big, loud and can be intimidating if you don't know what to expect. The Convoy is experienced in two parts: the Convoy Carnival and the Convoy itself. Here is your guide:

CARNIVAL

8:30 a.m. - 3:30 p.m.

A family carnival takes place at Burle Business Park, 1000 New Holland Ave, Lancaster, all day! It includes live music, carnival games, delicious fair food, a live auction, costumed characters and more! There is no cost to attend.

Parking is limited. Many people find parking options in the residential area across New Holland Avenue. Free shuttle bus transportation is provided from the parking lots of the Lancaster Catholic High School and Grandview Plaza (on New Holland Avenue).

CONVOY

1:30 - 4:30 p.m.

The world's longest truck Convoy departs Burle Business Park at 1:30 p.m. It travels up Route 222 and exits at Route 772 North. It travels through Brownstown and Akron, then enters Ephrata via State Street. The Convoy turns right onto Main Street in Ephrata and travels east until it turns south back on Route 222, returning to Burle Business Park. It takes roughly 90 minutes for a truck to complete the 26-mile Convoy route.

Roughly 25,000 people watch the Convoy.



Popular areas to gather to watch the Convoy are Kmart (on South State Street), Sheetz (across the street from Walmart on East Main Street) and along Main Street in downtown Ephrata). We will be selling \$10 Fan Packs at these three locations this year!

What should I watch for in this year's convoy?

■ Wave to Our Wish Kids! This year more than 120 past and present wish kids are riding in the Convoy alongside a driver, usually with a parent. Because a child's illness affects the whole family, wish siblings are invited to ride, too!

■ Livestream the Convoy! Want to see the Convoy from the perspective of a leading truck? Our friends at LNP Media are livestreaming! Go to: LancasterOnline.com.

■ Share Your Photos and Stories on the Convoy Facebook Event Page. We want to hear from you! Share your stories at the Mother's Day Truck Convoy Facebook page.

Can I donate to the Convoy?

Sure! Help grant the next wish by donating to Make-A-Wish. Go to WishConvoy.org and click "MAKE A DONATION." Search for an individual driver by name or give directly to team "Make-A-Wish."

How does the Convoy raise funds for Make-A-Wish?

Our amazing drivers will raise more than \$300,000 this year. Our incredible corporate sponsors contribute approximately \$150,000. The Convoy Carnival food, games, auction and clown donations will make more than \$100,000, if the weather is great and the community comes out to enjoy a great day.

If you're interested in being a sponsor, volunteering or participating in the Convoy, contact the Make-A-Wish office today!

717-283-4880 | Convoy@philadesv.wish.org



LIVE MUSIC

Live music is featured throughout the day at the Convoy. This year's lineup is:

8:30 to 9:15: Christopher West

9:15 to 10: Blossom Hill

10 to 11: Forgiven

11 to noon: Flaming Dick and The Hot Rods

LIVE AUCTION

The annual live auction underneath the big tent attracts people from all over Central Pennsylvania each year. Hundreds of items are available for auction at the Convoy Carnival at Burle Business Park this year.

The auction runs from 8:30 a.m. - 3:30 p.m. The high-dollar, most exciting items are auctioned off at noon sharp!

Highlights this year include:

- Carl Wade's famous handmade wooden semi-truck (\$1,500 value)
- Freshwater pearl necklace (\$300 value) from Koser Jewelers
- Playset (\$1,900 value) from Swing Kingdom
- 14K white gold peridot diamond earrings (\$570 value) from Brent L. Miller Jewelers
- Night on the town (\$500 value) from Charles F. Snyder Funeral Home
- Two-night stay at Tall Pines Campground (\$350 value)

WHAT IS A TOP 30 OR GRAND DRIVER?

The first 30 trucks you see leading this year's Convoy will be the 30 drivers that raised the most money from June 16, 2017 to June 15, 2018.

This tradition of celebrating the Top 30 fundraising drivers at the Mother's Day Truck Convoy began very early in the Convoy's history, and since then this special group of men and women have raised millions of dollars.

Top 30 drivers get priority parking on the grounds, a customized banner for their bumper, and an invitation for two to join us at our Convoy celebration dinner in September.

Prior to 2017, raising \$1,000 was enough to qualify for the Top 30. When raising "a grand" didn't guarantee a Top 30 spot, we created the Grand Driver designation. Every driver that raises a grand but does not make the Top 30 will be a Grand Driver who also has their own personalized bumper banner, priority parking and an invitation to the Convoy celebration dinner in September!



TOP 30 & GRAND DRIVER TOTALS:

2015: \$124,112
2016: \$157,513
2017: \$178,299
2018: \$222,006

In 2018, 25 drivers qualified as Grand Drivers.
In 2017 the total driver fundraising was \$260,000 and in 2018 it was \$343,449!

THIS YEAR'S TOP 30

30	Michael Peak	\$2,995.00
29-A	Rodney Howard	\$3,350.00
29-B	Bob Gray	\$3,350.00
28	Ben Eberly	\$3,436.00
27	Mike Humay	\$3,472.00
26	Jeff Myers	\$3,475.00
25	Brandon Suter	\$3,500.00
24	Paul Reinbold	\$3,510.00
23	Austin Kling	\$3,600.00
22	Greg Bullock	\$3,795.00
21	Donald Steiner	\$3,912.00
20	Terry Swartz	\$4,262.50
19	Jeff Lied	\$4,322.05
18	Tim Kauffman	\$4,465.00
17	Zook Molasses	\$4,500.00
16	Tim Potts	\$4,740.00
15	Greg Crawford	\$5,200.00
14	Betty Nields	\$5,446.00
13	Jeffrey Harsh	\$5,550.00
12	Leonard, Heiser	\$6,793.03
11	Timothy Rohrer	\$7,159.00
10	Dennis Arter	\$7,605.00
9	Matthew Moyer	\$8,160.00
8	Michael Sipes	\$8,206.00
7	Joel Neff	\$9,270.00
6	Daryl Miller	\$10,307.01
5	Allen Steffy	\$11,225.00
4	Keith McQuate	\$15,204.69
3	Rob Finch	\$16,776.68
2	Marvin Sauder	\$20,285.00
1	Keith Wagner	\$24,033.87

WHAT DO THE DIFFERENT TRUCK BUMPER BANNERS MEAN?



The first 30 trucks you'll see are the prestigious drivers who have worked hard to raise money for Make-A-Wish. The Top 30 are our top 30 fundraisers. This year our Top 30 drivers raised a combined \$221,905.83!



The 100-plus trucks that are carrying a wish kid along the Convoy route. Some kids had their wish granted decades ago; some as recently as this month! Many kids have been with the same driver for years and years.



Grand Drivers are drivers who raised at least \$1,000 or more, but didn't make the Top 30 cutoff. This year 27 Grand Drivers raised \$44,096.70!



Grand Fans are non-drivers who support the Convoy by raising more than \$1,000. Visit WishConvoy.org to learn how you can be a Grand Fan!



We're celebrating women truckers on Mother's Day! We welcome the "Real Women of Trucking" at this year's Convoy. Keep an eye out for their special bumper banners.



HISTORY OF THE CONVOY CLOWNS

In 1990, Dennis Ober was a Teamster in Local 771. He heard about the first Convoy and went to watch. He enjoyed it so much he went the second and third year.

The fourth year he went to the Burle Business Park parking lot on Mother's Day as Obie the Clown, entertaining the kids and clowning for the gathered crowd. Obie was a member of the Mid-Penn Merry-makers, a local clown club, which came to the fifth Convoy establishing their presence as a forever part of Convoy tradition.

Many years ago, one Convoy committee member suggested the clowns ride with the Convoy to collect donations from roadside fans. Buckets were acquired, and Obie organized a "Convoy Clown Corps." The first year six clowns collected \$600.

As they were better organized their numbers increased to as high as 54, and they were collecting funds from spectators along the route each year upward of \$15,000. Today the clowns, are as much a part of the Convoy as the trucks and are organized by Mark and Amy Nolt.

COSTUMED CHARACTERS AND MORE

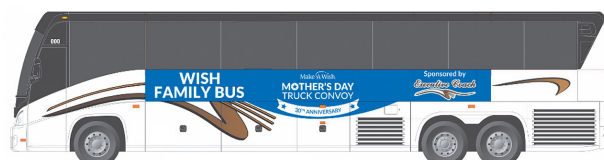
In recent years a colorful array of other costumed characters and mascots have become Convoy regulars that bring joy to hundreds of children. This year's line-up includes:

- Capital City Jedi Knights
- 501st Garrison Carida and Rebel Legion
- Barnstormers' Cylo
- Turkey Hill: Hilda Turkey and Callie Cow
- Penn State Nittany Lion
- Enchanted Teapot: Wonder Woman, Batman, Batgirl, Superman, Supergirl, Flash, Aquaman, Mera, and more!
- Party Toonz: Paw Patrol (all characters), Minions, Hello Kitty, Elmo.
- M&M Mars: M&M
- Mack and Pete, the two new truck characters we can't wait to introduce to you!

NEW AT THIS YEAR'S CONVOY

Wish Angel Family Bus & the Wish Angel Trailer. The first and most special vehicle in the Convoy, the Wish Angel trailer contains stars with the names of our local area wish kids who have passed away. This is the second year the trailer is leading the Convoy, and it is towed by No. 1 driver and wish grandpa Keith Wagner (riding with his wish kid grandson, Bubba).

You'll want to stay till the end of the Convoy this year. The final vehicle is a bus provided by Executive Coach which is carrying wish angel families (wish families who had a wish child pass away). Expect the Wish Angel Family Bus to depart Burle Business Park around 3 p.m. and return around 4:30 p.m.



Welcome LEGO! For the first time LEGOLAND® Discovery Center will be joining us at the Convoy Carnival from 8:30-11:30 a.m.! Meet a real Master Model Builder, enjoy LEGO character meet-and-greets, giveaways and a hands-on LEGO building zone for kids.

Working Truck Beauty Contest! We held an online contest where the community already submitted and voted for their favorite truck in each category: Best Paint/Wrap, Best Lights at Night, Best Non-Semi Truck, Best 1998 or Older. Come see the winners parked at Burle Business Park and vote with your dollars which truck wins the Working Truck Beauty Contest!

Buy a "Driver Fan Pack." The first ever "Driver Fan Pack" is a fun way to raise funds to grant wishes and show drivers and wish kids your support. Each Driver Fan Pack contains blue/white face paint, a custom pennant and pompom to wave. Cost is \$10 at the Make-A-Wish Items tent and along the Convoy route (for sale outside Kmart, Sheetz and Main Street in Ephrata from 1-2:30 p.m.)



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Make-A-Wish extends our most sincere gratitude to RoadPro® Family of Brands for the unparalleled support they have extended to the Mother's Day Truck Convoy, now in their fifth year as the "Presenting Sponsor" of the World's Longest Truck Convoy.

RoadPro has given more than \$100,000 to Make-A-Wish through their support of the Convoy. This year they grew their donation to \$30,000 in honor of the 30th anniversary. RoadPro is proud to help financially support this LNP publication and the forthcoming "History of the Mother's Day Truck Convoy" book that will be published in Fall 2019.

In addition to substantial monetary donations, RoadPro has served the Convoy by providing resources to truck drivers, lending personnel to help staff the Convoy Carnival, promotion, marketing and much more.

RoadPro, a division of DAS Companies, sprang from a young man's initiative. What started as a flea market booth developed into the world's No. 1 full-service marketing company to the travel center industry. The company prides itself on its dedication to bringing the comforts of home to the professional driving community. They fill this mission by providing products at travel centers throughout the U.S. and Canada. They also provide valuable information to the trucking community through social media presence, a monthly newsletter, website and Gear Guide publication. RoadPro supports truckers and the community in which they work.

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