

LIFESAVERS/5

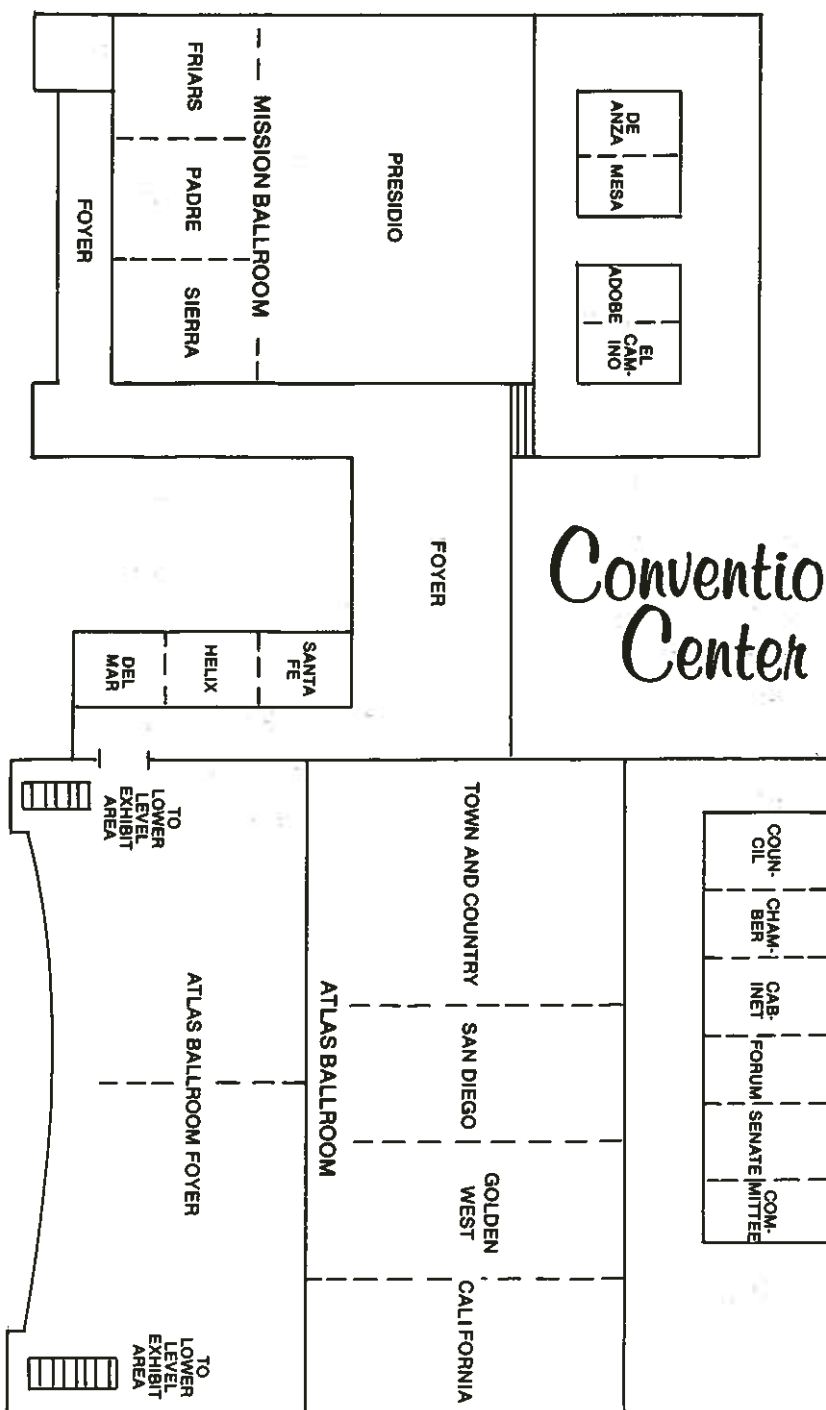
**NATIONAL
CONFERENCE ON
ALCOHOL
COUNTERMEASURES
AND OCCUPANT
PROTECTION**



**DECEMBER 8-10, 1986
SAN DIEGO, CA.**

TOWN & COUNTRY HOTEL

Convention Center



LIFESAVERS/5 AGENDA
SAN DIEGO, CA
DECEMBER 8-10, 1986

SUNDAY

DECEMBER 7, 1986:

- 12:00-7:00PM: REGISTRATION - Mission Foyer
- 3:00-5:00PM: NATIONAL PASSENGER SAFETY ASSN. ANNUAL MEETING
Padre Room
- 5:00-5:30PM: MODERATOR MEETING - Council/Chamber Room
- 5:30-7:00PM: ICEBREAKER RECEPTION & EXHIBITS OPEN
Town & Country/San Diego Room
AUTOMOBILE EXHIBITS - Mission Ballroom parking Lot
- 7:15-8:00PM: MADD NATIONAL CANDLELIGHT VIGIL - Outside Mission Foyer

MONDAY

DECEMBER 8, 1986

- 7:30-4:00PM: REGISTRATION - MISSION FOYER
- 7:30-8:30AM: COFFEE/DANISH IN EXHIBIT HALL - Town & Country/San Diego
- 8:30-9:30AM: OPENING WELCOME - Presidio Room, Mission Ballroom
Presiding: Peter O'Rourke, Director
California Office of Traffic Safety
- Welcome: Honorable Maureen O'Connor
Mayor, San Diego (invited)
- Keynote: John West, M.D.
Chairman, American College of Surgeons
Subcommittee on Prevention
- 10:00-11:30AM: FIRST SET OF WORKSHOPS - Choose 1: See program pages 1-7
- 11:45-1:15PM: LUNCHEON - Golden West/California Rooms
Presiding: Mark Herrman, National Automobile Dealers Assn.
- Awards: Edward O. Fritts, President
National Association of Broadcasters
- David Stern, Commissioner
National Basketball Association
accepting on behalf of T.E.A.M.
- Presenter: Jeff Miller, Deputy Administrator
National Highway Traffic Safety Administration

MONDAY

DECEMBER 8, 1985 cont.

- 1:45-2:45PM: GENERAL SESSION - Presidio Room, Mission Ballroom
HIGHWAY SAFETY: A PRIMARY CONTRIBUTOR TOWARDS A MORE
HEALTHY LIFESTYLE
Moderator: William Scott, Director
Office of Alcohol & State Programs
Nat'l Highway Traffic Safety Administration
- Presenters: Dan E. Beauchamp, PhD.
Professor of Health Policy & Administration
University of North Carolina
- Honorable Peter F. Cohalan,
County Executive
Suffolk County NY
- James Holroyd, M.D.
Chairman, Child & Adolescent Health Committee
American Academy of Pediatrics
- 3:15-4:45PM: SECOND SET OF WORKSHOPS - Choose 1: See program pages 8-14
- 4:45-6:00PM: EXHIBITS OPEN - Town & Country/San Diego
AUTOMOBILE EXHIBITS - Mission Ballroom Parking Lot
- 6:00-7:00PM: RECEPTION - NATIONAL PASSENGER SAFETY ASSOCIATION
FOR MEMBERS OR THOSE INTERESTED IN JOINING NPSA
Presidio Room, Mission Ballroom
- 7:45PM: OPTIONAL DINNER CRUISE ON SAN DIEGO BAY
See Atlas Travel Desk, Mission Foyer for more information

TUESDAY

DECEMBER 9, 1986

- 7:30-10:00AM: REGISTRATION - Mission Foyer
- 7:30-8:30AM: COFFEE/DANISH IN EXHIBIT HALL - Town & Country/San Diego
EARLY BIRD SESSIONS - Consult Early Bird Sheet for rooms
- 8:45-9:45AM: GENERAL SESSION - Presidio Room, Mission Ballroom
COMPREHENSION? UNDERSTANDING? I KNOW YOU BELIEVE YOU
UNDERSTAND WHAT YOU THINK I SAID, BUT I'M NOT SURE YOU
REALIZE THAT WHAT YOU HEARD IS NOT WHAT I MEANT.
Forrest Wright
National Consultant,
Riverside Publishing Company
- 10:00-11:30AM: THIRD SET OF WORKSHOPS - Choose 1: See program pages 15-21

TUESDAY

DECEMBER 9, 1986 cont.

- 11:45-1:15PM: LUNCHEON - Golden West/California Rooms
Presiding: Mary Beth Berkoff, Incoming President
National Passenger Safety Association
- Remarks: Norma Phillips, President
Mothers Against Drunk Driving
- 1:45-3:15PM: FOURTH SET OF WORKSHOPS - Choose 1: See program pages 22-28
- 3:30-4:30PM: POSTER SESSIONS, AUTHORS AVAILABLE - Atlas Foyer
- 3:30-5:00PM: REMOVE INTOXICATED DRIVERS, MEMBERS & FRIENDS MEETING
Santa Fe Room
- MOTHERS AGAINST DRUNK DRIVING, MEMBERS & FRIENDS MEETING
Friar Room
- MASSACHUSETTS & NEBRASKA AFTER THE REFERENDA:
WHAT HAPPENED AND WHY? - Sierra Room
Mike Brownlee, Director, Office of Occupant Protection
Nat'l Highway Traffic Safety Admin.
- 3:30-7:00PM: EXHIBITS OPEN - Town & Country/San Diego
AUTOMOBILE EXHIBITS - Mission Ballroom Parking Lot
- 7:00PM: BANQUET - Golden West/California Rooms
Presiding: Tom Parker, President
Nat'l Assn. of Governor's Highway Safety Reps.
- Remarks: William B. Snyder, Chairman & CEO,
Government Employees Insurance Company

WEDNESDAY

DECEMBER 10, 1986

- 7:30-8:30AM: COFFEE/DANISH IN EXHIBIT HALL - Town & Country/San Diego
EARLY BIRD SESSIONS - Consult Early Bird Sheet for rooms
- 8:45-10:15AM: FIFTH SET OF WORKSHOPS - Choose 1: See program pages 29-35
- 10:30-12:00: SIXTH SET OF WORKSHOPS - Choose 1: See program pages 36-42
- 12:15-2:00PM: CLOSING LUNCHEON - Golden West/California Rooms
Presiding: Eugene Klompus, Field Corporate Relations Dir.
Allstate Insurance Company
- Remarks and Presentations of NHTSA Public Service Awards
Diane K. Steed, Administrator
Nat'l Highway Traffic Safety Administration

WORKSHOP AGENDA

Monday, December 8, 1986

10:00-11:30am

Getting Teens to Buckle Up: Their Views. This workshop will be composed of teens from the San Diego area who will present their perspective on safety belt use and non-use among their peers.

FRIARS ROOM
Rptd: Monday
3:15-4:45

Facilitator: John Shaffer
Minnesota Safety Council
555 Wabasha St. #104
St. Paul, MN 55102
612/291-0150

Special Awareness/Specific Needs: Safety belt programs for target groups. Basic information on target marketing and developing programs for 3 specific audiences:

1. Organized labor
2. Physically handicapped
3. Multi-lingual/multi-cultural groups

SENATE/COM-
MITTEE ROOM
Rptd: Tues.
1:45-3:15

Brief overview of issues involved in reaching specific groups using value-laden language. Will be followed by leader-led discussions for each of the 3 groups. Attendance limited to 45.

Moderator: Katie Hicks
Passenger Protection Program Manager
Washington State Traffic Commission
1000 Cherry St. MS/PD-11
Olympia, WA 98504
206/753-6197

Panelists: Marilyn Bull, MD
Assoc. Prof. of Pediatrics
Dir. Automotive Safety for Children
Riley Hospital for Children
702 Barnhill Dr.
Indianapolis, IN 46223
317/274-4846

Marilyn Faber, Ph.D.
Director, KidSafe
Univ. of Tx Hlth Science Ctr.
7703 Floyd Curl Dr.
San Antonio, TX 78284
512/691-6393

Cindy Rodgers
Dir. Mass. Passenger Safety Program
Dept. of Public Health
Div. of Family Health Services
150 Tremont St.
Boston, MA 02111
617/727-1246

Monday, December 8, 1986 10:00-11:30

How effective are safety belts. Report of the National Transportation Safety Board will be discussed as well as the latest data from other sources.

SIERRA ROOM
Rptd: Wed.
8:45-10:30

Moderator: Betty Theis
Exec. Director
Louisiana Highway Safety Commission
P.O. Box 44061, Capitol Station
Baton Rouge, LA 70804
504/925-6991

Panelists: Barry Sweedler
Director
Bureau of Safety Programming
Nat'l Transportation Safety Board
800 Independence Ave. S.W.
Washington D.C. 20594
202/382-6570

William Boehly
Nat'l Ctr for Stat. & Analysis
Nat'l Highway Traffic Safety
Administration
400 7th St. S.W. #6125
Washington D.C. 20590
202/366-1503

David E. Martin
Dir., Automotive Safety Engineering
General Motors Corp.
Environmental Activities Staff
30400 Mound Rd.
Warren MI 48090-9015
313/575-1230

B.J. Campbell
Director
Univ. of No. Carolina
Highway Safety Research Ctr.
CTP-197A
Chapel Hill, NC 27514
919/962-2202

Legislative and political issues affecting mandatory use laws.
What are the political issues affecting passage of the laws.
What impact does the political process by which the laws are
passed, affect or contribute to repeal efforts. Discussion with
panel members as resources.

PADRE ROOM
Rptd: Tues.
10:00-11:30

Moderator: Judith Coleman Berman
Chief, Community Education Unit
Michigan Office of Highway Sfty Planning
300 S. Washington Square #300
Lansing MI 48913
517/334-7900

John Cullerton
State Representative
111 W. Washington, Suite 1150
Chicago IL 60602
312/372-1155

George Gustafson
Texas Traffic Safety Now Coalition
P.O. Box 9345
Austin, TX 78766
512/451-7421

Rod Monroe
State Senator
3950 S.E. Woodward
Portland, OR 97202
503/236-0401

Bill Rourke
Gov's Traffic Safety Commission
Swan Street Bldg., Empire State Plaza
Albany, NY 12228
518/474-5777

Monday, December 8, 1986 10:00-11:30

Building Community and Political Support for Occupant Protection.
Brief formal presentations from 3 communities, focusing on
strategies to build support for traffic safety from the local
power structure. Participants will then break into small groups
led by a community organizer, to discuss the methods & strategies
presented, and how to transfer the ideas to other communities.
Attendance is limited to 45.

SHEFFIELD
COURT ROOM
Rptd: Mon.
3:15-4:45

Moderator: Eileen Kremers
Asst. to the Suffolk Cty Exec.
H. Lee Dennison Exec. Ofc. Bldg.
Veterans Memorial Highway
Hauppauge, NY 11788
516/360-4016

Facilitators: Judy Spong,
TX Health Dept.
Stephanie Tombrello,
L.A. CPSA
Jan Goodson,
Amer. Trauma Soc.

Panelists: Jim Lazerus
Deputy Mayor
City Hall, 400 Van Ness Ave.
San Francisco, CA 94102
415/558-3456

Robert Coleman
Inspector, Albany Police Dept.
Public Safety Bldg.
Morton & Broad Streets
Albany NY 12202
518/462-8013

Ann Bowen
Panhandle Eastern Pipe Co.
Trunkline Gas Co.
300 Bissonnet Ave
Houston, TX 77005

Mike Sullivan
Director of Public Affairs
& Special Projects
WCCO-TV Channel 4
90 S. 11th St.
Minneapolis, MN 55403
602/339-4444

Selling Automatic Restraints in your programs: This
workshop focuses on the types of audiovisual and print
information suitable for both consumer and media use.
Attendees will review PI&E material and then break into
small groups to brainstorm innovative methods of integrating
this material into their programs.

MEETING HOUSE
Rptd: Monday
3:15-4:45

Facilitators: Rea Tyler
Insurance Instit. for Highway Safety
Watergate 600
Washington D.C. 20037
202/333-0770

Marilena Amoni
Nat'l Highway Traffic
Safety Administration
400 7th St. S.W.
Washington D.C. 20590
202/366-2683

Panelists: Mark Herrman
Nat'l Automobile Dealers
Association
8400 Westpark Dr.
McLean, VA 22102
703/821-7120

John Manikas
Traffic Safety Programs Mgr.
Governmental Relations Staff
The Ford Motor Company
The American Rd. #986
Dearborn, MI 48121
313/322-9172

Monday, December 8, 1986 10:00-11:30

Self Sufficiency I: Stayin' Alive. Parlaying grantsmanship, fundraising, sales techniques and networking into more stable budgeting for alcohol and passenger safety activities.

HELIX ROOM
Rptd: Tues.
1:45-3:15

Moderator: Terry Pence
Alcohol Coordinator
Traffic Safety Section
State Dept. of Highways & Public Transportation
11th & Brazos
Austin TX 78701
512/465-6360

Panelists: Judy Ludwick & Craig Dill
Sacramento Mayor's Safety
Belt Project
812 10th St. #102
Sacramento, CA 95814
916/449-5592

Medical Aspects of Traffic Safety. The biomechanics of a motor vehicle crash, physiological effects of alcohol on human behavior, trauma care systems and their potential for providing optimum care to improve survivability.

WINDSOR COURT
ROOM

Moderator: Susan Ryan
Program Analyst, EMS Division
Nat'l Highway Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-4299

Panelists: Ed Bernstein
Pres. NM Chapt. of American
College of Emerg. Physicians
Div. of Emergency Medicine
Univ. of NM Medical School
6200 Camino-de-Salud, NE
Albuquerque, NM 87131
505/277-5066

Nels Sanddal
Exec. Director
Critical Illness & Trauma
Foundation
102 W. Centennial P.O. Box 656
Boulder, MT 59632
406/225-4225

John West, MD
Chair, Amer College of Surgeons
Subcomm. on Prevention
1310 W. Stewart Suite 603
Orange, CA 92668
714/639-1830

Barak Wolff
Nat'l Assn of State EMS Directors
Primary Care & EMS Bureau
Dept. of Hlth & Environment
P.O. Box 968
Santa Fe, NM 87504-0968
505/827-2509

Monday, December 8, 1986 10:00-11:30

Server Intervention: Half of all DWIs were last served at on-premise establishments, increasing the potential for dram shop law suits, and providing an opportunity to promote point-of-purchase server intervention as a DWI prevention program. This workshop will deal with the subject from a number of perspectives: the business side, components of successful programs, and trends toward state government-mandated server training requirements.

DE ANZA/MESA
ROOM

Moderator: John de Miranda Ed.M.
San Mateo County Alcohol and Drug Program
225 West 37th Ave.
San Mateo, CA 94403
415/573-3703

Panelists: John K. Rezek, Jr.
Manager,
Gator Gardens Enlisted Club
Naval Amphibious Base
Coronado, CA 92155
619/437-3171

Alan Rogers
Director of License Division
Oregon Liquor Control Comm.
9079 Southeast McLoughlin Blvd.
Portland, OR 97222
503/653-3056

Robert Saltz Ph.D.
Study Director
Prevention Research Center
Pacific Institute for Research & Evaluation
2532 Durant Ave
Berkeley, CA 94704
415/486-1111

Victims in the Media: Advocating for victim's rights in the media. Pragmatic skills for victims groups to effectively use the media to advance your issue instead of being used by the media to advance their story.

ADOBE/EL
CAMINO ROOM

Co-facilitators: Anne Seymour
Director of Public Affairs
Sunny von Bulow National
Victim Advocacy Center
307 W. 7th St. Suite 1001
Ft. Worth TX 76102
817/877-3355

Linda Barker
Executive Director
Washington Victims Witness Svce
P.O. Box 17437
Seattle, WA 98107
206/361-4540

Monday, December 8, 1986 10:00-11:30

Assessment, diagnosis and beyond for DWI offenders. Discussion of model program components providing motivation for DWI offenders to comply with probation conditions. How to implement a model DWI offender program.

DEL MAR ROOM
Rptd: Wed.
8:45-10:15

Moderator: Jerri Shaw
Johnson, Bassin & Shaw, Inc.
8737 Colesville Rd. #303
Silver Spring, MD 20910
301/495-1080

Panelists: Ed Vennewitz
Director
Hennepin County Court Svcs
Municipal Probation Div.
A-1100 Government Center
Minneapolis, MN 55487
612/348-2110

Kristi Hogan
Coordinator
DUI Evaluation Center
4210 E. 11th Ave.
Denver CO 80220
303/331-8238

Georgia Waskovich-Swearingen
Arkansas Highway Safety Program
#1 Capitol Mall
Level 4B, Suite 215
Little Rock, AR 72201
501/371-1101

Steve Powers
NY State Dept. of Probation
60 S. Pearl St.
Albany NY 12207
518/473-0693

Update of Judicial and Legislative Trends in Drunk Driving. Innovative approaches by judges, prosecutors, and legislators are presented.

SANTA FE ROOM
Rptd: Mon.
3:15-4:45

Moderator: Stephan Goldsmith
Marion County Prosecutor
Chairperson, Gov's Task Force to
Reduce Drunk Driving
560 City County Bldg.
Indianapolis, IN 46204
317/236-5322

Panelists: Joseph L. Famularo
Deputy Attorney General
Capitol Bldg.
Frankfort, KY 40601
502/564-4006

Wayne R. Andersen
Associate Judge
Circuit Court of Cook Cty
321 N. LaSalle St.
Chicago, IL 60610
312/822-3530

Steve Simon
Univ. of Minn Law School
Chairperson, MN Crim. Justice System
DUI Task Force
190 Law Center
229 19th Ave.
Minneapolis, MN 55455
612/625-5515

Ed Walsh
Coordinator
Gov's Ofc of Highway Safety
345 Harris Ave.
Providence RI 02909
401/277-3024

Monday, December 8, 1986 10:00-11:30

Drunk Driving Enforcement: An update on innovations in enforcement of drunk driving. Discussion of limitations, and public information and education strategies to support enforcement.

COUNCIL/CHAMBER ROOM
Rptd: Tues.
1:45-3:15

Moderator: Bill Nash
Program Manager
TS1-Highway Traffic Safety Division
6500 S. MacArthur
Oklahoma City, OK 73125
405/686-2112

Panelists: Colonel Jack Walsh
Superintendent
Ohio State Patrol
East Main St.
Columbus, OH 43205
614/466-2990

Colonel E.J. Kuntz
Deputy Chief of Police
Wichita Police Dept.
455 N. Main, 6fl. Operations
Wichita, KS 67202
316/268-4239

Chief J. Dekoven Bowen
Charlottesville Police Dept.
606 E. Market St.
Charlottesville, VA 22901
804/971-3288

Chief Douglas Gibb
Honolulu Police Dept.
1455 S. Beretania St.
Honolulu, HI 96814
808/943-3111

False I.D. in driver licensing. Issues related to valid identification and prevention of license alterations. Effective programs for dealing with these problem.

CABINET ROOM

Moderator: Gary March
Secretary of State's Office
2701 Dirksen Pkwy
Springfield, IL 62723
217/785-1440

Panelists: Don Keirn
Chief, Bureau of Driver Improvement
Div. of Licensing
Neil Kirkman Bldg.
2900 Applachee Pkwy
Tallahassee FL 32301
904/488-4579

Carol McNamee
The "Double ID" Project
Honolulu County MADD
P.O. Box 22610
Honolulu, HI 96822
808/533-3515

Gary Brunner
Alcohol Programs Coordinator
Highway Safety Standards Branch
Kentucky State Police
919 Versailles Rd.
Frankfort, KY 40601-9980
502/695-6356

Monday, December 8, 1986 3:15-4:45

Getting Teens to Buckle Up: Their Views. This workshop will be composed of teens from the San Diego area who will present their perspective on safety belt use and non-use among their peers.

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Rptd: Monday
10:00-11:30

Facilitator: John Shaffer
Minnesota Safety Council
555 Wabasha St. #104
St. Paul, MN 55102
612/291-0150

Report Card on Safety Belt Use Laws. Are they working.
The latest data and analysis will be presented.

PADRE ROOM
Rptd: Wed.
10:30-12:00

Moderator: Georgia Jupinko
Administrator
Ofc of Highway Safety
P.O. Box 7167
Columbus, OH 43205
614/466-3250

Panelists: Alex C. Wagenaar Ph.D.
Transportation Research Instit.
Univ. of Michigan
2901 Baxter Rd.
Ann Arbor, MI 48109-2150
313/763-2466

Brian O'Neill
President
Insurance Instit. for Highway
Safety
Watergate 600
Washington D.C. 20037
202/333-0770

B.J. Campbell
Director
Univ. of No. Carolina
Highway Safety Research Ctr.
CTP-197A
Chapel Hill, NC 27514
919/962-2202

Monday, December 8, 1986 3:15-4:45

Building Community and Political Support for Occupant Protection.
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COURT ROOM
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Moderator: Eileen Kremers
Asst. to the Suffolk County Exec.
H. Lee Dennison Exec. Ofc. Bldg.
Veterans Memorial Highway
Hauppauge, NY 11788
516/360-4016

Facilitators: Judy Spong,
TX Health Dept.
Stephanie Tombrello,
L.A. CPSA
Jan Goodson,
Amer. Trauma Soc.

Panelists: Jim Lazerus
Deputy Mayor
City Hall, 400 Van Ness Ave.
San Francisco, CA 94102
415/558-3456

Robert Coleman
Inspector, Albany Police Dept.
Public Safety Bldg.
Morton & Broad Streets
Albany NY 12202
518/462-8013

Ann Bowen
Panhandle Eastern Pipe Co.
Trunkline Gas Co.
300 Bissonnet Ave
Houston, TX 77005

Mike Sullivan
Director of Public Affairs
& Special Projects
WCCO-TV Channel 4
90 S. 11th St.
Minneapolis, MN 55403
602/339-4444

School Bus Safety: Update on recent legislative, regulatory,
and research activities. How to use this information to develop
"spokesperson skills" in dealing with the public and press on this
issue. A mock radio call-in show will be conducted.

WINDSOR
COURT
ROOM

Moderator: Katie Hicks
Passenger Protection Program Mgr
Traffic Safety Commission
1000 S. Cherry, MS/PD-11
Olympia, WA 98504
206/753-6197

Panelists: Roger Good
KMJC Radio
San Diego, CA

Elaine Ruddell
PTA Buckle Up Project
4220 80th St NE
Marysville, WA 98270
206/653-0644

Suzanne Stack
Bureau of Safety Programs
Nat'l Trans. Safety Board
800 Independence Ave
Washington D.C. 20594
202/382-6814

Monday, December 8, 1986 3:15-4:45

Selling Automatic Restraints in your programs: This workshop focuses on the types of audiovisual and print information suitable for both consumer and media use. Attendees will review P&E material and then break into small groups to brainstorm innovative methods of integrating this material into their programs.

MEETING HOUSE
Rptd: Monday
10:00-11:30

Facilitators: Rea Tyler
Insurance Instit. for Highway Safety
Watergate 600
Washington D.C. 20037
202/333-0770

Marilena Amoni
Nat'l Highway Traffic
Safety Administration
400 7th St. S.W.
Washington D.C. 20590
202/366-2683

Panelists: Mark Herrman
Nat'l Automobile Dealers
Assn.
8400 Westpark Dr.
McLean, VA 22102
703/821-7120

John Manikas
Traffic Safety Programs Mgr.
Governmental Relations Staff
The Ford Motor Company
The American Rd. #986
Dearborn, MI 48121
313/322-9172

Highway safety & the need for effective speed control programs: Speed has been demonstrated to be highly interrelated to other deadly driving practices. Thus, despite other countermeasure efforts, unless speed control is included, the other efforts may fail to solve the problem of increasing deaths and injuries.

ADOBE/EL
CAMINO ROOM
Rptd: Tues.
1:45-3:15

Moderator: Clay J. Hall
Director, Ofc of Enforcement
& Emer. Services
Nat'l Highway Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-4913

Panelists: F/Lt Raymond Cotton
Maryland State Police
1200 Reistertown Rd.
Pikesville, MD 21208
301/486-3101

Major Harry A. Crytzer
Bureau Patrol
1800 Elmerton Ave
Harrisburg, PA 17110
717/783-5517

Donald W. Reinfurt
Assoc. Dir. for Analysis Studies
Highway Safety Research Ctr.
University of No. Carolina
Chapel Hill NC
919/962-2202

Hank Rockel
Ofc. of Police Traffic Svces.
Nat'l Highway Traffic Safety
Administration
400 7th St. S.W.
Washington D.C. 20590
202/366-4295

Monday, December 8, 1986 3:15-4:45

Avoiding Burnout: Does your personality fit your job.
Learn to identify characteristics of your job that don't
match your personality. By recognizing them, you can overcome
situations that lead to burnout.

MELIX ROOM
Rptd: Tues.
10:00-11:30

Facilitator: Claude Pressoir
C.W. Michael Associates
407 Greenbrier Dr.
Silver Spring, MD 20910
301/585-8544

Identify and tracking of the habitual DWI offender:
How do the organizations involved in the process view
the offender. Judges, probation officers, and rehabili-
tation professionals consider hypothetical DWI cases and
discuss their perspectives of the cases.

DE ANZA/MESA
ROOM
Rptd: Tues.
10:00-11:30

Moderator: Fred Zwonechek
Administrator
Nebraska Hwy Safety Program
State House Station 94612
Lincoln, NE 68509
402/471-2515

Panelists: Judge James D. Rogers
Hennepin County District Court
Chambers 1856-C Govt. Ctr.
Minneapolis, MN 55487
612/348-2896

Bob Green, Chief
Bureau of Alcohol Countermeasures
N.J. Dept. of Health-CN 365
Trenton, NJ 08625-0365
609/588-3535

Don Henck
James River ASAP
408 E. Market St.
Charlottesville, VA 22901
804/977-3553

Steve Powers
NY State Dept. of Probation
60 S. Pearl St.
Albany NY 12207-1595
518/473-0693

Monday, December 8, 1986 3:15-4:45

The foreign experience: Public/Private alcohol countermeasure programs that have worked in other countries. Do they have potential applications for us? A panel of international representatives will describe current innovations in their respective countries.

SIERRA ROOM
Rptd: Tues.
10:00-11:30

Moderator: Barry Sweedler
Dir. Bureau of Safety Programs SP-10
National Transportation Safety Board
800 Independence Ave N.W.
Washington D.C. 20594
202/382-6570

Panelists: Ron Boyle (Other panelists to be named
representing Finland, England)
Director, Policy Programs
and Police Services
Ministry of the Attorney General
Prov. of British Columbia
910 Govt. St. #5th floor
Victoria BC, CAN V8V 1X4
604/387-1751

Drunk at the Ballpark! What can be done.
Techniques for Effective Alcohol Management (TEAM):
A private/public sector highway safety initiative
that addresses people when they travel to, attend,
and leave sporting events in public assembly facilities.

DEL MAR ROOM

Moderator: Bill Scott
Director, Office of Alcohol Countermeasures
Nat'l Highway Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-2715

Panelists: Rick Welts Douglas Knudson
V.P. Public Relations Mgr, Salt Palace Center
National Basketball Assn. 100 SW Temple
645 5th Ave Salt Lake City, UT 84101
NY, NY 10022 801/534-6660
212/826-7000

Louis Priebe
Dir. Public Relations
National Automobile Dealers Assn
8400 Westpark
McLean VA 22102
703/821-7120

Monday, December 8, 1986 3:15-4:45

Update of Judicial and Legislative Trends in Drunk Driving.
Innovative approaches by judges, prosecutors, and legislators
are presented.

SANTA FE ROOM
Rptd: Monday
10:00-11:30

Moderator: Stephan Goldsmith
Marion County Prosecutor
Chairperson, Gov's Task Force to
Reduce Drunk Driving
560 City County Bldg.
Indianapolis, IN 46204
317/236-5322

Panelists: Joseph L. Famularo
Deputy Attorney General
Capitol Bldg.
Frankfort, KY 40601
502/564-4006

Wayne R. Andersen
Associate Judge
Circuit Court of Cook Cty
321 N. LaSalle St.
Chicago, IL 60610
312/822-3530

Steve Simon
Univ. of Minn Law School
Chairperson, MN Crim. Justice System
DWI Task Force
190 Law Center
229 19th Ave.
Minneapolis, MN 55455
612/625-5515

Ed Walsh
Coordinator
Gov's Ofc of Highway Safety
345 Harris Ave.
Providence RI 02909
401/277-3024

Administrative per se: Evaluation of effectiveness and state
experiences. How to sell the idea in your jurisdiction.

CABINET/
FORUM ROOM
Rptd: Tues.
1:45-3:15

Moderator: Wayne Teglia
Director
Dept. of Motor Vehicles
555 Wright Way, Room 258
Carson City, NV 89711
702/885-5375

Panelists: Peter Nunnecamp
Motor Vehicle Division
1905 Lana Ave NE
Salem OR 97303
503/378-6713

Joel Watne
Special Asst. Attny General
117 University Ave #200
St. Paul, MN 55155
612/296-6598

Art Small
Deputy Attorney General
Attorney General's Office
219 State House
Indianapolis, IN 46204
317/232-6313

Monday, December 8, 1986 3:15-4:45

Environments in which alcohol is made available; To what extent does availability contribute to the DWI problem, particularly when the same environment may also encourage driving. How have local planning and zoning processes been used to influence community norms about drinking and driving. What are the special problems affecting colleges and business environments, and what must they do to be a part of the solution.

COUNCIL/
CHAMBER ROOM

Moderator: Tom Colthurst
Extension Service X-001
University of California, San Diego
La Jolla CA 92093
619/534-6331

Panelists: David S. Anderson Ph.D. Substance Abuse Specialist P.O. Box 65557 Washington D.C. 20035 703/560-6227	Friedner D. Wittman Ph.D. Study Director Prevention Research Ctr. Pacific Instit. for Research & Eval. 2532 Durant Ave. Berkeley CA 94704 415/486-1111
Eric Morrington Community Affairs Mgr. Southland Corporation 2828 N. Haskell Ave. Dallas, TX 75204 214/828-7824	

Innovative DWI sanctions including jail, license suspension, community service. Effectiveness of sanctions are presented and differing perspectives aired.

SENATE/COM-
MITTEE ROOM
Rptd: Wed.
8:45-10:15
(with different
panelists)

Moderator: John Moulden
Bureau of Safety Programs
National Transportation Safety Board
800 Independence Ave S.W
Washington D.C. 20594
202/382-6572

Panelists: Bruce Orenstein Prince Georges County DWI Treatment Faculty 13400 Dille Dr. Upper Marlboro, MD 20772 301/952-4302	Robert A. Thiessen Administrative Judge Wichita Municipal Court 455 N. Main St. Wichita KS 67202 316/268-4279
Cres Van Keulen CA League of Alternative Services Programs 1368 Lincoln Ave #108 San Rafael, CA 94901 415/459-2234	Robert Druckenbrod AZ State Prison, Aspen 2500 East Van Buren Phoenix, AZ 85009 602/255-2500

Tuesday, December 9, 1986 10:00-11:30

Legislative and political issues affecting mandatory use laws.
What are the political issues affecting passage of the laws.
What impact does the political process by which the laws are
passed, affect or contribute to repeal efforts. Discussion with
panel members as resources.

PADRE ROOM
Rptd: Mon.
10:00-11:30

Moderator: Judith Coleman Berman
Chief, Community Education Unit
Michigan Office of Highway Sfty Planning
300 S. Washington Square #300
Lansing MI 48913
517/334-7900

John Cullerton
State Representative
111 W. Washington, Suite 1150
Chicago IL 60602
312/372-1155

George Gustafson
Texas Traffic Safety Now Coalition
P.O. Box 9345
Austin, TX 78766
512/451-7421

Rod Monroe
State Senator
3950 S.E. Woodward
Portland, OR 97202
503/236-0401

Bill Rourke
Gov's Traffic Safety Commission
Swan Street Bldg., Empire State Plaza
Albany, NY 12228
518/474-5777

Everything you always wanted to know about seat belt extenders,
warranties, replacement belts, and car seat compatibility.
The results of a questionnaire sent out to all auto manufacturers
on these issues will be covered.

SENATE/COMM-
ITTEE ROOM
Rptd: Tues.
1:45-3:15

Moderator: Mike Brownlee
Director, Ofc. of Occupant Protection
Nat'l Highway Traffic Safety Administration
400 7th St. S.W.
Washington D.C. 20590
202/366-9294

Panelists: Howard S. Willson
Chairperson, SAE Children's
Restraint Systems Task Force
Chrysler Corporation
P.O. Box 1118, CIMS 418-06-02
Detroit, MI 48288
313/956-6037

Deborah D. Richards
Editor, Passenger Protection
Report
2559 NE 83rd St.
Seattle WA 98115
206/524-7235

H. George Johannessen
Chairman, Technical Committee
American Seat Belt Council
Omni-Safe Assoc.
757 Redwood Ct.
Rochester, MI 48063
313/375-0468

Tuesday, December 9, 1986 10:00-11:30

Passive Restraints: An opportunity to learn the "nuts and bolts" of passive technology - how they work, what will the public see in 1987 and beyond, and the fit between child restraints and passive belts.

COUNCIL/
CHAMBER
ROOM
Rptd: Wed.
8:45-10:15

Moderator: Philip Haseltine

Deputy Assistant Secretary for Policy & Internat'l Affairs
U.S. Dept. of Transportation
400 7th St. S.W.
Washington D.C. 20590
202/366-4540

Panelists: David Romeo

Romeo-Kojyo Inc.
418 S. Price Rd.
Tempe AZ 85281
602/829-1644

Howard S. Willson

Chrysler Corp.
P.O. Box 1118 CIMS 418-06-02
Detroit MI 48288
313/956-6037

John Manikas
Traffic Safety Programs
Govern. Relations Staff
Ford Motor Co.
The American Rd. #986
Dearborn, MI 48121
313/322-9172

David Martin
Director
Automotive Safety Engineering
General Motors Corp.
Environmental Activities Staff
30400 Mound Rd.
Warren MI 48090-9015
313/947-1750

Sharon Yukevich
Sr. Engineering
Regulatory Affairs
Volvo Cars of N.A.
Rockleigh NJ 07467
201/768-7300

Insurance liability: How to minimize you and your organization's potential liability when answering technical questions related to safety belt use and child restraint product information. Do you need insurance coverage for your program and how to go about obtaining it.

SHEFFIELD
COURT ROOM
Rptd: Tues
1:45-3:15

Moderator: Wayne R. Andersen

Associate Judge
Circuit Court of Cook County
321 N. LaSalle St.
Chicago, IL 60610
312/822-3530

Panelists: Robert Driesch, CPCU, CSP

Technical Services Office
Risk Management Services Division
St. Paul Fire & Marine Insurance Co.
385 Washington St.
St. Paul, MN 55102
612/221-8267

John F. Vargo, Ph.D.
3620 N. Washington Blvd.
Indianapolis, IN 46206
317/925-5505

Tuesday, December 9, 1986 10:00-11:30

Facing the Media: What to do when Mike Wallace shows up at your office. Actual reporters, video equipment and audience participation will be utilized as an aid in understanding how to deal most effectively with the media.

FRIAR ROOM
Rptd: Tues
1:45-3:15

Facilitator: Mary Beth Berkoff
Development Office 3rd Floor
The Traffic Institute
Northwestern University
2020 Ridge Rd.
Evanston, IL 60201
312/491-4185

Avoiding Burnout: Does your personality fit your job. Learn to identify characteristics of your job that don't match your personality. By recognizing them, you can overcome situations that lead to burnout.

CABINET/FORUM
ROOM
Rptd: Monday
3:15-4:45

Facilitator: Claude Pressoir
C.W. Michael Associates
407 Greenbrier Dr.
Silver Spring, MD 20910
301/585-8544

Constituency Building 1: Basic theory and discussion of practical application of garnering community support for your issue. Understanding group dynamics and individual personality types and how to interact them positively to form an effective coalition.

HELIX ROOM

Moderator: Marilena Amoni
Office of Occupant Protection
Nat'l Highway Traffic Safety Administration
400 7th St. S.W.
Washington D.C. 20590
202/366-2683

Panelists: Susan Morris
President
S.W. Morris & Co.
4701 Willard Ave #105
Chevy Chase, MD 20815
301/656-3100

Maria Elana Torralva
Exec. Director
Target '90 Goals for
San Antonio
1222 N. Main St. #409
San Antonio, TX 78212
512/227-0207

Tuesday, December 9, 1986 10:00-11:30

The foreign experience: Public/Private alcohol countermeasure programs that have worked in other countries. Do they have potential applications for us? A panel of international representatives will describe current innovations in their respective countries.

SIERRA ROOM
Rptd: Mon.
3:15-4:45

Moderator: Barry Sweedler
Dir. Bureau of Safety Programs SP-10
National Transportation Safety Board
800 Independence Ave N.W.
Washington D.C. 20594
202/382-6570

Panelists: Ron Boyle (Other panelists to be named
Director, Policy Programs representing Finland, England)
and Police Services
Ministry of the Attorney General
Prov. of British Columbia
910 Govt. St. #5th floor
Victoria BC, CAN V8V 1X4
604/387-1751

Identify and tracking of the habitual DWI offender: How do the organizations involved in the process view the offender. Judges, probation officers, and rehabilitation professionals consider hypothetical DWI cases and discuss their perspectives of the cases.

DE ANZA/MESA
ROOM
Rptd: Monday
3:15-4:45

Moderator: Fred Zwonechek
Administrator
Nebraska Hwy Safety Program
State House Station 94612
Lincoln, NE 68509
402/471-2515

Panelists: Judge James D. Rogers Bob Green, Chief
Hennepin County District Court Bureau of Alcohol Countermeasures
Chambers 1856-C Govt. Ctr. N.J. Dept. of Health-CN 365
Minneapolis, MN 55487 Trenton, NJ 08625-0365
612/348-2896 609/588-3535

Don Henck Steve Powers
James River ASAP NY State Dept. of Probation
408 E. Market St. 60 S. Pearl St.
Charlottesville, VA 22901 Albany NY 12207-1595
804/977-3553 518/473-0693

Tuesday, December 9, 1986 10:00-11:30

Developing Grass Root Support for Victims' Rights. How to retain and creatively utilize members for the "long haul". Discussion of differing needs of the individual and the organization, and how to effectively mesh them together.

ADOBE/EL
CAMINO ROOM
Rptd: Wed.
10:30-12:00

Moderator: E. Gene Patterson
Exec Director
Sunny von Bulow National
Victims Advocacy Center
307 W. 7th St.
Ft. Worth, TX 76102
817/877-3355

Panelists: Stephan Ungerlied Ph.D.
Integrated Research Svce.
The North Bank
66 Club Rd. #370
Eugene, OR 97401
503/683-9278

Lou Herzog
No. Virginia MADD
P.O. Box 64
Falls Church, VA 22046
703/978-3364

Judith Rowland
Executive Director
California Ctr on Victimolgy
2404 Broadway
San Diego, CA 92102
619/235-4459

Richard Morsilli
Drexal Burnham Lambert
700 Fleet Center
50 Kennedy Plaza
Providence RI 02903
800/556-7757

Youth and Alcohol: 1 of 4 different workshops on this topic. Prevention on College Campuses. Innovative college programs including cooperative efforts with the community, and how to evaluate their success.

SEI, MAR ROOM

Moderator: David Anderson Ph.D.
Substance Abuse Specialist
P.O. Box 65557
Washington D.C. 20035
703/560-6227

Panelists: Michael Cunningham
Prevention Mgr.
Dept of Alcohol & Drug Programs
111 Capitol Mall
Sacramento, CA 95814
916/323-2087

Tom Greenfield
Dept. of Psychiatry
Univ. of CA, S.F.
401 Parnassus Ave
Box 33-C
San Francisco, CA 94143-0984
415/476-7589

Larry Ellis
Coordinator
Highway Safety Program
James K. Polk State Ofc. Bldg.
505 Deaderick St. #600
Nashville, TN 37219
615/741-2589

Tuesday, December 9, 1986 10:00-11:30

Current & future issues affecting alcohol programs.
Opportunity for Conference participants to raise and discuss
issues impacting on alcohol programs. Panel of government experts
along with audience input will provide structure for discussion.
Attendance limited to 60.

SANTA FE
ROOM

Moderator: Brian O'Neill
President
Insurance Institute for Highway Safety
Watergate 600
Washington D.C. 20037
202/333-0770

Panelists: Clay Hall
Dir. Ofc. of Police Traffic Svces
Nat'l Hghwy Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-4913

Bill Scott, Dir.
Ofc of Alcohol Countermeasures
Nat'l Hghwy Traffic Sfty Admin
400 7th St. S.W.
Washington D.C. 20590
202/366-2715

Jim Nichols
Ofc. of Alcohol Countermeasures
Nat'l Hghwy Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-2716

Mark Ptaszek
Exec. Lt.
Washtenaw Cty Sheriff's Dept.
2201 Hogback Rd.
Ann Arbor, MI 48104

Intervening for safety: Alcohol intervention strategies
involving transport programs. Designated drivers, dial-a-
rides, restaurant/taxi agreement programs are discussed.

HAMPTON COURT
Rptd: Wed
10:30-12:00

Moderator: Paul Jones
Director
Governor's Highway Safety Program
215 E. Lane St.
Raleigh, NC 27601
919/733-3083

Panelists: Wade Federicci
The Great Escape
500 Washington St.
Weymouth, MA 02188
617/337-7732

Martin Yenawine
I'm Smart
P.O. Box 671
422 W. Onondaga St.
Syracuse, NY 13201
315/471-4145

Charles Atkin
Dept. of Communications
Michigan State Univ.
East Lansing, MI 48824
517/353-3259

William Hayes
New Jersey Highway Safety Program
CN-048
Trenton, NJ 08625
609/292-3900

Tuesday, December 9, 1986 10:00-11:30

Screening and diagnosis of alcohol and other drug dependencies for DWI offenders. Update of current techniques including recent innovations in screening youthful offenders.

WINDSOR COURT
ROOM
Rptd: Wed.
8:45-10:15

Moderator: Robert Brook
Admin. Office of Substance Abuse Services
3423 N. Logan St.
P.O. Box 30035
Lansing, MI 48909
517/335-8837

Panelists: Ron F. Knobbe
Hazeldon Foundation
Continuing Educ. Dept.
Box 11
Center City, MN 55012
612/349-9400

Harvey Siegal, Ph.D.
Wright State University
Weekend Intervention Program
P.O. Box 927
Dayton, OH 45401
513/873-3050

George R. Jacobson
Director of Research
DePaul Rehab. Hospital
Medical College of WI.
4143 S. 13th St.
Milwaukee, WI 53221
414/281-4400

Tuesday, December 9, 1986 1:45-3:15

Does misuse of child safety seats and seat belts cause injury to children. How can we obtain cooperation from parents to use them properly & reduce the risk.

PADRE ROOM
Rptd: Wed.
10:30-12:00

Moderator: Elaine Weinstein
Executive Director
National Passenger Safety Assn.
1050 17th St. N.W. #770
Washington D.C. 20036
202/429-0515

Panelists: Sue Korenbaum
S.W. Morris & Co.
4701 Willard Ave.
Chevy Chase, MD 20815
301/656-3100

Phyllis Agran, MD, MPH
Dept. of Pediatrics,
Univ. of CA
101 City Drive S.
Orange CA 92715
714/634-5540

Barry Sweedler
Director
Bureau of Sfty Programs SP-10
Nat'l Trans. Safety Board
800 Independence Ave S.W.
Washington D.C. 20594
202/382-6570

Lisa Molnar
Research Associate
Transportation Research Instit.
University of MI
2901 Baxter Rd.
Ann Arbor, MI 48109-2150
313/763-2466

FMVSS208: Status and outlook of the rule and it's impact.

SIERRA ROOM

Moderator: Tom V. Parker
Chairperson
National Association of Governors'
Highway Safety Representatives
Arkansas Highway Safety Program Director
1 Capitol Mall
Little Rock, AK 72201
501/371-1101

Panelists: Brian O'Neill
President
Insurance Institute for
Highway Safety
Watergate 600
Washington D.C. 20037
202/333-0770

Philip Haseltine
Deputy Assistant Secretary for
for Policy & Internat'l Affairs
U.S. Dept of Transportation
400 7th St. S.W.
Washington D.C. 20590
202/366-4540

Charles L. Spilman
President
Traffic Safety Now, Inc.
300 New Center Bldg.
Detroit, MI 48202
313/872-0796

John Cullerton
State Representative
111 W. Washington, Suite 1150
Chicago IL 60602
312/372-1155

Tuesday, December 9, 1986 1:45-3:15

Everything you always wanted to know about seat belt extenders, warranties, replacement belts, and car seat compatibility. The results of a questionnaire sent out to all auto manufacturers on these issues will be covered.

SENATE/COMM-
ITTEE ROOM
Rptd: Tues.
10:00-11:30

Moderator: Mike Brownlee

Director, Ofc. of Occupant Protection
Nat'l Highway Traffic Safety Administration
400 7th St. S.W.
Washington D.C. 20590
202/366-9294

Panelists: Howard S. Willson

Chairperson, SAE Children's
Restraint Systems Task Force
Chrysler Corporation
P.O. Box 1118, CIMS 418-06-02
Detroit, MI 48288
313/956-6037

Deborah D. Richards

Editor, Passenger Protection
Report
2559 NE 83rd St.
Seattle WA 98115
206/524-7235

H. George Johannessen
Chairman, Technical Committee
American Seat Belt Council
Omni-Safe Assoc.
757 Redwood Ct.
Rochester, MI 48063
313/375-0468

Insurance liability: How to minimize you and your organization's potential liability when answering technical questions related safety belt use and child restraint product information.
Do you need insurance coverage for your program and how to go about obtaining it.

MEETING
HOUSE
Rptd: Tues
10:00-11:30

Moderator: Wayne R. Andersen

Associate Judge
Circuit Court of Cook County
321 N. LaSalle St.
Chicago, IL 60610
312/822-3530

Panelists: Robert Driesch, CPCU, CSP

Technical Services Office
Risk Management Services Division
St. Paul Fire & Marine Insurance Co.
385 Washington St.
St. Paul, MN 55102
612/221-8267

John F. Vargo, Ph.D.
3620 N. Washington Blvd.
Indianapolis, IN 46206
317/925-5505

Tuesday, December 9, 1986 1:45-3:15

Special Awareness/Specific Needs: Safety belt programs for target groups. Basic information on target marketing and developing programs for 3 specific audiences:

1. Organized labor
2. Physically handicapped
3. Multi-lingual/multi-cultural groups

Brief overview of issues involved in reaching specific groups using value-laden language. Will be followed by leader-led discussions for each of the 3 groups. Attendance limited to 45.

SHEFFIELD
COURT ROOM
Rptd: Mon.
10:00-11:30

Moderator: Katie Hicks
Passenger Protection Program Manager
Washington State Traffic Commission
1000 Cherry St. MS/PD-11
Olympia, WA 98504
206/753-6197

Panelists: Marilyn Bull, MD
Assoc. Prof. of Pediatrics
Dir. Automotive Safety for Children
Riley Hospital for Children
702 Barnhill Dr.
Indianapolis, IN 46223
317/274-4846

Marilyn Faber, Ph.D.
Director, KidSafe
Univ. of Tx Hlth Science Ctr.
7703 Floyd Curl Dr.
San Antonio, TX 78284
512/691-6393

Cindy Rodgers
Dir. Mass. Passenger Safety Program
Dept. of Public Health
Div. of Family Health Services
150 Tremont St.
Boston, MA 02111
617/727-1246

Self Sufficiency 1: Stayin' Alive. Parlaying grantsmanship, fundraising, sales techniques and networking into more stable budgeting for alcohol and passenger safety activities.

HELIX ROOM
Rptd: Mon.
10:00-11:30

Moderator: Terry Pence
Alcohol Coordinator
Traffic Safety Section
State Dept. of Highways & Public Transportation
11th & Brazos
Austin TX 78701
512/465-6360

Panelists: Judy Ludwick & Craig Dill
Sacramento Mayor's Safety
Belt Project
812 10th St. #102
Sacramento, CA 95814
916/449-5592

Tuesday, December 9, 1986 1:45-3:15

Facing the Media: What to do when Mike Wallace shows up at your office. Actual reporters, video equipment and audience participation will be utilized as an aid in understanding how to deal most effectively with the media.

FRIAR ROOM
Rptd: Tues
1:45-3:15

Facilitator: Mary Beth Berkoff
Development Office 3rd Floor
The Traffic Institute
Northwestern University
2020 Ridge Rd.
Evanston, IL 60201
312/491-4185

Managing Your Meetings and Your Time: How to manage productive meetings in minimum time. Eliminate overscheduling and inefficiency, and reduce personal stress through effective time management.

DE ANZA/MESA
ROOM
Rptd: Wed.
8:45-10:15

Facilitator: Claude Pressoir
C.W. Michael Associates
407 Greenbrier Dr.
Silver Spring, MD 20910

Highway safety & the need for effective speed control programs: Speed has been demonstrated to be highly interrelated to other deadly driving practices. Thus, despite other countermeasure efforts, unless speed control is included, the other efforts may fail to solve the problem of increasing deaths and injuries.

ADOBE/EL
CAMINO ROOM
Rptd: Mon.
3:15-4:45

Moderator: Clay J. Hall
Director, Ofc of Enforcement
& Emer. Services
Nat'l Highway Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-4913

Panelists: F/Lt Raymond Cotton
Maryland State Police
1200 Reistertown Rd.
Pikesville, MD 21208
301/486-3101

Donald W. Reinfurt
Assoc. Dir. for Analysis Studies
Highway Safety Research Ctr.
University of No. Carolina
Chapel Hill NC
919/962-2202

Major Harry A. Crytzer
Bureau Patrol
1800 Elmerton Ave
Harrisburg, PA 17110
717/783-5517

Hank Rockel
Ofc. of Police Traffic Svces
Nat'l Highway Traffic Safety
Administration
400 7th St. S.W.
Washington D.C. 20590
202/366-4295

Tuesday, December 9, 1986 1:45-3:15

Constituency Building 2: Two state perspectives.

Second in a series on this topic. The first focuses on specific skills development, the third concerns practical community organizing, and this one is an example of state programs and how two states have developed constituencies and implemented comprehensive programs.

HAMPTON
COURT

Moderators: Clay Hall

Director, Ofce of Police Traffic Services
Nat'l Highway Traffic Safety Admin. #6124
400 7th St. S.W.
Washington D.C. 20590
202/366-4913

Panelists: Michael G. Witter

NHTSA Region VIII
555 Zang St. 4th Fl.
Denver, CO 80228
303/236-3444

Ellen Leahy
Health Educ. Program Mgr.
301 W. Alder
Missoula, MT 59802
406/721-5700

Dept of Community Affairs
2571 Exec. Ctr. Circle East
Tallahassee, FL 32301-8244
904/488-5455

Albert E. Goke

Highway Traffic Safety Division
Dept. of Justice
303 N. Roberts
Helena, MT 59620
406/444-3412

NHTSA Region IV
1720 Peachtree Rd. N.W. #581
Atlanta, GA 30309
404/881-4537

Marsha Grobman
Traffic Safety Program Coordinator
Palm Beach County Public Safety Dept.
307 N. Dixie Highway 5th fl. #1
W. Palm Beach, FL 33401
305/837-3767

Administrative per se: Evaluation of effectiveness and state experiences. How to sell the idea in your jurisdiction.

CABINET/
FORUM ROOM
Rptd: Mon.
3:15-4:45

Moderator: Wayne Teglia

Director
Dept. of Motor Vehicles
555 Wright Way, Room 258
Carson City, NV 89711
702/885-5375

Panelists: Peter Nunnecamp

Motor Vehicle Division
1905 Lana Ave NE
Salem OR 97303
503/378-6713

Joel Watne
Special Asst. Attny General
117 University Ave #200
St. Paul, MN 55155
612/296-6598

Art Small

Deputy Attorney General
Attorney General's Office
219 State House
Indianapolis, IN 46204
317/232-6313

Tuesday, December 9, 1986 1:45-3:15

Five Years After: Perspectives of DWI Offenders.
Facilitated discussion about the impact of the criminal
justice system, and changes in the perspective of the
offenders over time.

SANTA FE
ROOM

Co-facilitators: Harvey Segal
Wright State Univ.
Weekend Intervention Program
P.O. Box 927
Dayton, OH 45401
513/873-3050

Sharon Franklin
Director
Alcohol Countermeasures
Program
226 W. Wallace St.
Ft. Wayne, IN 46802
219/428-6204

Dram Shop Liability: Can the civil liability of licensed
establishments be utilized to encourage greater responsibility
in the way alcoholic beverages are served and sold. What has
the response been from the various parties: courts, legislatures,
insurance companies and restaurateurs on this issue.

WINDSOR
COURT ROOM

Moderator: Victor Coleman
Prevention Research Center
Pacific Instit. for Research & Eval.
2532 Durant Ave.
Berkeley, CA 94704
415/486-1111

Panelists: Robert Wilson
District Attorney
DeKalb County Courthouse
556 N. McDonough St.
Decatur, GA 30030
404/371-2561

Wade Federicci
The Great Escape
500 Washington St.
Weymouth, MA 02188
617/337-7732

Keith Mitchell
Allied Services & Audit Professionals
P.O. Box 759
Kirkland, WA 98083
XXX/XXX-XXXX

Tuesday, December 9, 1986 1:45-3:15

Youth and Alcohol: 1 of 4 different workshops on this topic.
New View Points. Recent research on youth issues. Issues
discussed include effect of minimum drinking age laws,
research on the 8-12 year olds, and other findings related
to youth DWI programs.

DEL MAR ROOM

Moderator: John V. Moulden
Bureau of Safety Programs
Nat'l Transportation Safety Board
800 Independence Ave S.W.
Washington D.C. 20594
202/382-6572

Panelists: Michael Klitzner, Ph.D.
7101 Wisconsin Ave. #901
Bethesda, MD 20815
301/951-4233

Robert Lillis
NY Div. on Alcoholism
194 Washington Ave.
Albany, NY 12210
518/473-7712

Robert Denniston
Director
Division of Prevention & Research
Nat'l Instit. for Alcohol Abuse &
Alcoholism Rm 16C10
5600 Parklawn Dr.
Rockville, MD 20857
301/443-4733

Drunk Driving Enforcement: An update on innovations in enforce-
ment of drunk driving. Discussion of limitations, and public
information and education strategies to support enforcement.

COUNCIL/CHAM-
BER ROOM
Rptd: Monday
10:00-11:30

Moderator: Bill Nash
Program Manager
TSI-Highway Traffic Safety Division
6500 S. MacArthur
Oklahoma City, OK 73125
405/686-2112

Panelists: Colonel Jack Walsh
Superintendent
Ohio State Patrol
East Main St.
Columbus, OH 43205
614/466-2990

Chief J. Dekoven Bowen
Charlottesville Police Dept.
606 E. Market St.
Charlottesville, VA 22901
804/971-3288

Colonel E.J. Kuntz
Deputy Chief of Police
Wichita Police Dept.
455 N. Main, 6fl. Operations
Wichita, KS 67202
316/268-4239

Chief Douglas Gibb
Honolulu Police Dept.
1455 S. Beretania St.
Honolulu, HI 96814
808/943-3111

Wednesday, December 10, 1986 8:45-10:15

How effective are safety belts. Report of the National
Transportation Safety Board will be discussed as well as
the latest data from other sources.

SIERRA ROOM
Rptd: Monday
10:00-11:30

Moderator: Betty Theis
Exec. Director
Louisiana Highway Safety Commission
P.O. Box 44061, Capitol Station
Baton Rouge, LA 70804
504/925-6991

Panelists: Barry Sweedler
Director
Bureau of Safety Programming
Nat'l Transportation Safety Board
800 Independence Ave. S.W.
Washington D.C. 20594
202/382-6570

William Boehly
Nat'l Ctr for Stat. & Analysis
Nat'l Highway Traffic Safety
Administration
400 7th St. S.W. #6125
Washington D.C. 20590
202/366-1503

David E. Martin
Dir., Automotive Safety Engineering
General Motors Corp.
Environmental Activities Staff
30400 Mound Rd.
Warren MI 48090-9015
313/575-1230

B.J. Campbell
Director
Univ. of No. Carolina
Highway Safety Research Ctr.
CTP-197A
Chapel Hill, NC 27514
919/962-2202

Safety belts on school buses. Insuring success once the
decision-makers say yes!

HELIX ROOM
Rptd: Wed.
10-30-12:00

Moderator: John L. Harvey
Consultant
Driver and Safety Education/Pupil Transportation
Vermont Dept. of Education
Montpelier, VT 05602
802/828-3126

Panelists: Steve Slagal
Engineer, Product Safety
Wayne Corporation
Box 1447 Industries Rd.
Richmond, IN 47374
317/962-7511

Norman J. Levy
Chairman, Senate Trans. Committee
Legislative Comm. on Critical
Transportation Choices
17 Elk St.
Albany NY 12207
518/455-3155

Carol Fast
Nat'l Coalition of Safety
Belts on School Buses
11 Orlando Ave.
Ardesley NY 10502
914/693-5763

Carol Lynch/Donna Barber
Hartland Elementary School
Hartland VT 05048
802/436-2255

Wednesday, December 10, 1986 8:45-10:15

How to build enforcement support for mandatory adult and child restraint laws. Police training programs designed to increase officer motivation, based upon research of the and perceptions of road patrol officers, will be presented.

SANTA FE ROOM
Rptd: Wed.
10:30-12:00

Moderator: Sheridan L. Rhoads
Deputy Director of Technical Services
Michigan Office of Highway Safety Planning
111 S. Capitol Ave, LL
Lansing MI 48913
517/373-8011

Panelists: Charles Rutherford
Director of Police Training
and Admin. Services
NY Div. of Crim. Justice Svcs.
Bureau for Municipal Police
Executive Park Tower
Styvesant Plaza
Albany NY 12203
518/457-2668

William A. Donohue, Ph.D.
Associate Professor
Dept. of Communications
Michigan State University
East Lansing, MI 48824
517/355-7580

F/Lt. Ray Cotton
Maryland State Police
1200 Reistertown Rd.
Pikesville, MD 21208-3899
301/653-4231

Self Sufficiency 2: Stayin' Alive. Roundtable small group and problem solving for occupant protection organizations. How to use grantsmanship, fundraising, sales and networking skills to target corporations, associations, service clubs and the media. Attendance limited to 45.

SENATE/COM-
MITTEE ROOM
Rptd: Wed.
10:30-12:00

Facilitators: Pat Hill
CA. Office of Traffic Safety
7000 Franklin Blvd. #330
Sacramento, CA 95823
916/445-0527

Susan Jones
Community Svcs Analyst I
Los Angeles County
3175 W. 6th St.
Los Angeles, CA 90020
213/738-2582

Sue Bryant
Traffic Safety Section
TX Dept. of Highways & Public
Transportation
11th & Brazos St.
Austin, TX 78701
512/465-6360

Wednesday, December 10, 1986 8:45-10:15

Passive Restraints: An opportunity to learn the "nuts and bolts" of passive technology - how they work, what will the public see in 1987 and beyond, and the fit between child restraints and passive belts.

COUNCIL/
CHAMBER ROOM
Rptd: Tues.
10:00-11:30

Moderator: Philip Haseltine
Deputy Assistant Secretary for Policy & Internat'l Affairs
U.S. Dept. of Transportation
400 7th St. S.W.
Washington D.C. 20590
202/366-4540

Panelists: David Romeo	Howard S. Willson
Romeo-Kojyo Inc.	Chrysler Corp.
418 S. Price Rd.	P.O. Box 1118 CIMS 418-06-02
Tempe AZ 85281	Detroit MI 48288
602/829-1644	313/956-6037
John Manikas	David Martin
Traffic Safety Programs	Director
Govern. Relations Staff	Automotive Safety Engineering
Ford Motor Co.	General Motors Corp.
The American Rd. #986	Environmental Activities Staff
Dearborn, MI 48121	30400 Mound Rd.
313/322-9172	Warren MI 48090-9015
	313/947-1750
Sharon Yukevich	
Sr. Engineering	
Regulatory Affairs	
Volvo Cars of N.A.	
Rockleigh NJ 07467	
201/768-7300	

Social Marketing: How to market your program. Applying commercial marketing principals to advance a social cause, issue, behavior, product, or service. Understanding the need to rely on service delivery organizations to ensure that programs are comprehensive, timely and responsive to the public's needs.

FRIAR ROOM
Rptd: Wed.
10:30-12:00

Moderator: Marilena Amoni
Chief, National Organizations Division
National Highway Traffic Safety Administration
400 7th St. S.W. Room 5118
Washington D.C. 20590
202/366-2683

Panelists: Elaine Bratic Arkin	Robert Denniston
Consultant	Director
3435 North 14th St.	Prevention & Research Dissemination
Arlington, VA 22201	Nat'l Institute on Alcohol Abuse and
703/524-4089	Alcoholism
	5600 Fishers Lane
	Rockville, MD 20857
	301/443-4733

Wednesday, December 10, 1986 8:45-10:15

Paid media time vs PSA's: Does it make a difference.
Review of 6 pilot projects funded by DOT, to determine the
effectiveness of various public information techniques,
materials and practises in achieving measurable reductions
in crashes, injuries and deaths.

DE ANZA/MESA
ROOM
Rptd: Wed.
10:30-12:00

Moderator: Hank Rockel
Office of Police Traffic Svces
Nat'l Highway Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-4295

Panelists: Mary Beth Berkoff
Safety Belt Project Dir.
Northwestern Univ. Traffic Instit.
2020 Ridge St.
Evanston, IL 60201
312/491-4185

Peter Wolff
EMS Project Director
Abt Assoc. Inc.
55 Wheeler St.
Cambridge MA 02138
617/492-7100

John Billheimer
PTS Project Dir.
Systan, Inc.
343 Second St. P.O. Box U
Los Altos, CA 94022
415/941-3311

Lorraine Novak
Safety Belt Project Dir.
Ctr. for Highway Safety
215 Transportation Sfty Bldg.
Harrisburg, PA 17120
717/787-6853

Sue Morris
Youth Project Dir.
S.W. Morris & Co., Inc.
4701 Willard Ave, #105
Chevy Chase, MD 20815
301/656-3100

Managing Your Meetings and Your Time: How to manage productive
meetings in minimum time. Eliminate overscheduling and
inefficiency, and reduce personal stress through effective
time management.

ADOBE/EL
CAMINO ROOM
Rptd: Tues.
1:45-3:15

Facilitator: Claude Pressoir
C.W. Michael Associates
407 Greenbrier Dr.
Silver Spring, MD 20910

Wednesday, December 10, 1986 8:45-10:15

Constituency Building 3: Organizing Community Traffic Safety Programs. Third in a series on this topic. The first is specific skills development, the second is an example of two states' programs. This session concerns community organizing. Participants will be divided into 3 groups, and each will be given a hypothetical case study that describes a community in detail. Participants will then work out an action plan to bring together all the various traffic safety groups in the community to develop a more effective overall highway safety program. Attendance limited to 45.

SHEFFIELD
COURT ROOM

Facilitators: Anne T. McCartt

Institute for Traffic Safety Management & Research
State University of New York
260 Washington Ave
Albany NY 12210
518/449-3233

Tom Louizou
NHTSA-Region II
222 Maranoneck Ave #204
White Plains, NY 10605
914/683-9690

Kathy Keegan
New York City DOT
51 Chambers St. #1412
New York, NY 10007
212/566-2969

Innovative DWI sanctions including jail, license suspension, community service. Effectiveness of sanctions are presented and differing perspectives aired.

PADRE ROOM
Rptd: Mon.
3:15-4:45
(with different
panelists)

Moderator: Charles R.B. Kirk

Deputy Attorney General
California Department of Justice
6000 State Bldg.
San Francisco, CA 94102
215/557-2544

Panelists: Kathryn Stewart

Director
Pacific Institute for
Research & Evaluation
1777 No. Calif. Blvd.
Walnut Creek, CA 94566
415/939-6666

David MacDonald
125 S. Huntington Ave
P.O. Box 1706
Boston, MA 02130
617/727-0280

Donald W. Gaugush
Director, Comm. Svce Program
Cook County Sheriff's Dept.
Room 313 Daley Center
Chicago, IL 60602
312/443-4350

Marshall Ader
Judge
Metropolitan Justice Bldg.
1351 NW 12th St.
Miami, FL 33125
305/547-5076

Wednesday, December 10, 1986 8:45-10:15

Youth and Alcohol: 1 of 4 different workshops on this topic. The meaning is in the message & are we giving a mixed message to youth? Examples of programs promoting alcohol and other drug free messages will be presented, and a discussion of this approach will be conducted.

DEL MAR
ROOM

Moderator: John Marshall
President
Right On Foundation
102 1/2 E. Broadway
Glendale, CA 95814
213/240-1683

Panelists: Karen Stroud	Val Jackson
Alcohol Prevention Specialist	Dept. of Health
Dept. of Alcohol & Drug Programs	Div. of Alcohol & Drug Abuse
111 Capitol Mall	523 E. Capitol
Sacramento CA 95814	Pierre, SD 57501
916/323-2093	605/773-3123

Peter Jean	Eric Hanson
STOPP	High School Senior
P.O. Box 103	6795 Indian Oak Lane
Hudson, NH 03051-0103	Loomis, CA 95650
603/886-1260	916/652-5290

Screening and diagnosis of alcohol and other drug dependencies for DWI offenders. Update of current techniques including recent innovations in screening youthful offenders.

WINDSOR
COURT ROOM
Rptd: Tues
10:00-11:30

Moderator: Robert Brook
Admin. Office of Substance Abuse Services
3423 N. Logan St.
P.O. Box 30035
Lansing, MI 48909
517/335-8837

Panelists: George R. Jacobson	Ron F. Knobbe
Director of Research	Hazeldon Foundation
DePaul Rehab. Hospital	Continuing Educ. Dept.
Medical College of WI.	Box 11
4143 S. 13th St.	Center City, MN 55012
Milwaukee, WI 53221	612/349-9400
414/281-4400	

Harvey Siegal, Ph.D.
Wright State University
Weekend Intervention Program
P.O. Box 927
Dayton, OH 45401
513/873-3050

Wednesday, December 10, 1986 8:45-10:15

Drinking and Driving Offenders: Are we them, or the myth of the social drinker. Debate on the question "Is it true that DWI offenders drink more than we do?". Focussed presentations on both sides followed by group discussion.

CABINET/
FORUM ROOM
Rptd: Wed.
10:30-12:00

Moderator: Larry Karsten
Deputy Director
Division of Highway Safety
4201 East Arkansas Ave
Denver, CO 80222
303/757-9381

Panelists: Jim Nichols
Office of Alcohol Countermeasures
Nat'l Highway Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-2716

Evelyn Vingilis, Ph.D.
Addiction Research Foundation
33 Russel St.
Toronto Ont. Canada
416/595-6017

Al Crancer
Region IX
Nat'l Highway Traffic Safety Admin.
211 Main St. #1000
San Francisco, CA 94105
415/974-9840

William Williford
NY State Div. of Alcohol
194 Washington Ave
Albany, NY
518/473-4328

Assessment, diagnosis and beyond for DWI offenders.
Discussion of model program components providing motivation for DWI offenders to comply with probation conditions.
How to implement a model DWI offender program.

HAMPTON COURT
Rptd: Monday
10:00-11:30

Moderator: Jerri Shaw
Johnson, Bassin & Shaw, Inc.
8737 Colesville Rd. #303
Silver Spring, MD 20910
301/495-1080

Panelists: Ed Vennewitz
Director
Hennepin County Court Svces
Municipal Probation Div.
A-1100 Government Center
Minneapolis, MN 55487
612/348-2110

Kristi Hogan
Coordinator
DUI Evaluation Center
4210 E. 11th Ave.
Denver CO 80220
303/331-8238

Georgia Waskovich-Swearingen
Arkansas Highway Safety Program
#1 Capitol Mall
Level 4B, Suite 215
Little Rock, AR 72201
501/371-1101

Steve Powers
NY State Dept. of Probation
60 S. Pearl St.
Albany NY 12207
518/473-0693

Wednesday, December 10, 1986 10:30-12:00

Report Card on Safety Belt Use Laws. Are they working.
The latest data and analysis will be presented.

PADRE ROOM
Rptd: Mon.
3:15-4:45

Moderator: Georgia Jupinko
Administrator
Ofc of Highway Safety
P.O. Box 7167
Columbus, OH 43205
614/466-3250

Panelists: Alex C. Wagenaar Ph.D.
Transportation Research Instit.
Univ. of Michigan
2901 Baxter Rd.
Ann Arbor, MI 48109-2150
313/763-2466

Brian O'Neill
President
Insurance Instit. for Highway
Safety
Watergate 600
Washington D.C. 20037
202/333-0770

B.J. Campbell
Director
Univ. of No. Carolina
Highway Safety Research Ctr.
CTP-197A
Chapel Hill, NC 27514
919/962-2202

Does misuse of child safety seats and seat belts cause injury
to children. How can we obtain cooperation from parents to use
them properly & reduce the risk.

SIERRA ROOM
Rptd: Tues.
1:45-3:15

Moderator: Elaine Weinstein
Executive Director
National Passenger Safety Assn.
1050 17th St. N.W. #770
Washington D.C. 20036
202/429-0515

Panelists: Sue Korenbaum
S.W. Morris & Co.
4701 Willard Ave.
Chevy Chase, MD 20815
301/656-3100

Phyllis Agran, MD, MPH
Dept. of Pediatrics,
Univ. of CA
101 City Drive S.
Orange CA 92715
714/634-5540

Barry Sweedler
Director
Bureau of Sfty Programs SP-10
Nat'l Trans. Safety Board
800 Independence Ave S.W.
Washington D.C. 20594
202/382-6570

Lisa Molnar
Research Associate
Transportation Research Instit.
University of MI
2901 Baxter Rd.
Ann Arbor, MI 48109-2150
313/763-2466

Wednesday, December 10, 1986 10:30-12:00

Safety belts on school buses. Insuring success once the
decision-makers say yes!

HELIX ROOM
Rptd: Wed.
8:45-10:15

Moderator: John L. Harvey
Consultant
Driver and Safety Education/Pupil Transportation
Vermont Dept. of Education
Montpelier, VT 05602
802/828-3126

Panelists: Steve Slagal
Engineer, Product Safety
Wayne Corporation
Box 1447 Industries Rd.
Richmond, IN 47374
317/962-7511

Norman J. Levy
Chairman, Senate Trans. Committee
Legislative Comm. on Critical
Transportation Choices
17 Elk St.
Albany NY 12207
518/455-3155

Carol Fast
Nat'l Coalition of Safety
Belts on School Buses
11 Orlando Ave.
Ardesley NY 10502
914/693-5763

Carol Lynch/Donna Barber
Hartland Elementary School
Hartland VT 05048
802/436-2255

How to build enforcement support for mandatory adult and child
restraint laws. Police training programs designed to increase
officer motivation, based upon research of the needs and
perceptions of road patrol officers, will be presented.

SANTA FE ROOM
Rptd: Wed.
8:45-10:15

Moderator: Sheridan L. Rhoads
Deputy Director of Technical Services
Michigan Office of Highway Safety Planning
111 S. Capitol Ave, LL
Lansing MI 48913
517/373-8011

Panelists: Charles Rutherford
Director of Police Training
and Admin. Services
NY Div. of Crim. Justice Svces.
Bureau for Municipal Police
Executive Park Tower
Styvesant Plaza
Albany NY 12203
518/457-2668

William A. Donohue, Ph.D.
Associate Professor
Dept. of Communications
Michigan State University
East Lansing, MI 48824
517/355-7580

F/Lt. Ray Cotton
Maryland State Police
1200 Reisterstown Rd.
Pikesville, MD 21208-3899
301/653-4231

Wednesday, December 10, 1986 10:30-12:00

Self Sufficiency 2: Stayin' Alive. Roundtable small group and problem solving for occupant protection organizations. How to use grantsmanship, fundraising, sales and networking skills to target corporations, associations, service clubs and the media. Attendance limited to 45.

SENATE/COMMIT-
TEE ROOM
Rptd: Wed.
8:45-10:15

Facilitators: Pat Hill

CA. Office of Traffic Safety
7000 Franklin Blvd. #330
Sacramento, CA 95823
916/445-0527

Susan Jones
Community Svces Analyst I
Los Angeles County
3175 W. 6th St.
Los Angeles, CA 90020
213/738-2582

Sue Bryant

Traffic Safety Section
TX Dept. of Highways & Public
Transportation
11th & Brazos St.
Austin, TX 78701
512/465-6360

EMS: An untapped resource at the community level. Highlight of some of the trauma prevention programs developed by states involving EMS providers with safety belts and drunk driving prevention.

WINDSOR COURT
ROOM

Moderator: Susan Ryan
Program Analyst, EMS Division
Nat'l Highway Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-4299

Panelists: Larry Jordan
Admin. EMS
Dept of Hlth & Rehab. Svces
1317 Winewood Blvd. Bldg8, Room110
Tallahassee, FL 32301
904/487-1911

John T. Manning, Planner
EMS/Injury Prevention
Div. of Public Hlth, ADHSS
P.O. Box H-063
Juneau, AK 99811
907/465-3141

Nels Sanddal
Exec. Director
Critical Illness & Trauma
Foundation
102 W. Centennial P.O. Box 656
Boulder, MT 59632
406/225-4225

Barak Wolff, Chief
Primary Care & EMS Bureau
Dept. of Hlth & Environment
P.O. Box 968
Santa Fe, NM 87504-0968
505/827-2509

Wednesday, December 10, 1986 10:30-12:00

Paid media time vs PSA's: Does it make a difference.
Review of 6 pilot projects funded by DOT, to determine the
effectiveness of various public information techniques,
materials and practises in achieving measurable reductions
in crashes, injuries and deaths.

DE ANZA/MESA
ROOM
Rptd: Wed.
8:45-10:15

Moderator: Hank Rockel
Office of Police Traffic Svces
Nat'l Highway Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-4295

Panelists: Mary Beth Berkoff Safety Belt Project Dir. Northwestern Univ. Traffic Instit. 2020 Ridge St. Evanston, IL 60201 312/491-4185	Peter Wolff EMS Project Director Abt Assoc. Inc. 55 Wheeler St. Cambridge MA 02138 617/492-7100
John Billheimer PTS Project Dir. Systan, Inc. 343 Second St. P.O. Box U Los Altos, CA 94022 415/941-3311	Lorraine Novak Safety Belt Project Dir. Ctr. for Highway Safety 215 Transportation Sfty Bldg. Harrisburg, PA 17120 717/787-6853
Sue Morris Youth Project Dir. S.W. Morris & Co., Inc. 4701 Willard Ave, #105 Chevy Chase, MD 20815 301/656-3100	

Social Marketing: How to market your program. Applying commercial
marketing principals to advance a social cause, issue, behavior,
product, or service. Understanding the need to rely on service
delivery organizations to ensure that programs are comprehensive,
timely and responsive to the public's needs.

FRIAR ROOM
Rptd: Wed.
8:45-10:15

Moderator: Marilena Amoni
Chief, National Organizations Division
National Highway Traffic Safety Administration
400 7th St. S.W. Room 5118
Washington D.C. 20590
202/366-2683

Panelists: Elaine Bratic Arkin Consultant 3435 North 14th St. Arlington, VA 22201 703/524-4089	Robert Denniston Director Prevention & Research Dissemination Nat'l Institute on Alcohol Abuse and Alcoholism 5600 Fishers Lane Rockville, MD 20857 301/443-4733
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Wednesday, December 10, 1986 10:30-12:00

Developing Grass Root Support for Victims' Rights.
How to retain and creatively utilize members for the "long haul". Discussion of differing needs of the individual and the organization, and how to effectively mesh them together.

ADOBE/EL
CAMINO ROOM
Rptd: Tues.
10:00-11:30

Moderator: E. Gene Patterson
Exec Director
Sunny von Bulow National
Victims Advocacy Center
307 W. 7th St.
Ft. Worth, TX 76102
817/877-3355

Panelists: Stephan Ungerlied Ph.D. Integrated Research Svce. The North Bank 66 Club Rd. #370 Eugene, OR 97401 503/683-9278	Lou Herzog No. Virginia MADD P.O. Box 64 Falls Church, VA 22046 703/978-3364
---	--

Judith Rowland Executive Director California Ctr on Victimology 2404 Broadway San Diego, CA 92102 619/235-4459	Richard Morsilli Drexal Burnham Lambert 700 Fleet Center 50 Kennedy Plaza Providence RI 02903 800/556-7757
---	---

The Winning Combination: Unlocking your prevention Potential.
Discussion of issues in alcohol prevention and intervention.
How to merge prevention & deterrence. Developing volunteers
and the business sector in your plans.

COUNCIL/
CHAMBER ROOM

Moderator: Joan White
Ofc of Alcohol Countermeasures
Nat'l Highway Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-2721

Panelists: Lillian Coker 6730 Standifer Gap Rd. Chattanooga, TN 37421 615/892-6018	Marsha Grobman Traffic Safety Program Coordinator Palm Beach County Public Safety Dept. 307 N. Dixie Highway 5th Fl. #1 W. Palm Beach, FL 33401 305/837-3767
Fred Garcia Prevention Director Colorado Dept. of Hlth Alcohol & Drug Abuse Div 4210 E. 11th Ave Denver CO 80220 303/331-8201	JoAnne Sanzeri Director Mayor Dianne Feinstein's Prevention/ Intervention DUI Project Room 159, City Hall San Francisco, CA 94102 415/554-6556

Wednesday, December 10, 1986 10:30-12:00

Youth and Alcohol: 1 of 4 different workshops on this topic.
Building constituencies. Successful strategies for developing
and maintaining constituencies to support youth programs.
A computer program designed to ensure success in developing
constituencies will be discussed, and other successful efforts
will be showcased.

DEL MAR ROOM

Moderator: Peter K. Vaslow
ADAMHA
12C-26
5600 Fishers Lane
Rockville, MD 20857
301/443-3820

Panelists: Ira Feiger
Montana Teen Institute
P.O. Box 345
Helena, MT 59624
406/442-2733

Harold Holder, Ph.D.
Director,
Prevention Research Ctr.
2532 Durant Ave.
Berkeley, CA 94704
415/486-1111

Galen Davis
Coordinator, Substance Abuse Prevention
Wichita Public Schools, USD 259
640 N. Emporia
Wichita KS 67214
316/268-7896

Mae Meldgaard
3235 Gemini Ct.
Racine WI. 53406
415/886-0355

Allen Goldhamer Ph.D.
Advocacy Programs Mgr.
Allstate Insurance Co.
Allstate Plaza
Northbrook, IL 60062
312/291-6801

Intervening for safety: Alcohol intervention strategies
involving transport programs. Designated drivers, dial-a-rides,
restaurant/taxi agreement programs are discussed.

HAMPTON COURT
ROOM

Rptd: Tues.
10:00-11:30

Moderator: Paul Jones
Director
Governor's Highway Safety Program
215 E. Lane St.
Raleigh, NC 27601
919/733-3083

Panelists: Wade Federicci
The Great Escape
500 Washington St.
Weymouth, MA 02188
617/337-7732

Charles Atkin
Dept. of Communications
Michigan State Univ.
East Lansing, MI 48824
517/353-3259

Martin Yenawine
I'm Smart
P.O. Box 671
422 W. Onondaga St.
Syracuse, NY 13201
315/471-4145

William Hayes
New Jersey Highway Safety Program
CN-048
Trenton, NJ 08625
609/292-3900

Wednesday, December 10, 1986 10:30-12:00

Drugged Driving Enforcement: Update on innovations for
detection and apprehension of drivers under the influence
of drugs other than alcohol.

SHEFFIELD COURT
ROOM

Moderator: Ron Engle
Alcohol Programs Division
Nat'l Highway Traffic Safety Admin.
400 7th St. S.W.
Washington D.C. 20590
202/366-2727

Panelists: Commander James D. Jones
Executive Officer
Office of the Chief of Police
P.O. Box 30158
Los Angeles, CA 90030
213/485-3205

Colonel L.N. Thompson
Chief, Highway Patrol Bureau
Dept. of Public Safety
P.O. Box 6638
Phoenix, AZ 85005
602/262-8354

Richard Howard
Highway Safety Division
Department of Public Safety
4501 South 2700 West
Salt Lake City, UT 84109
801/965-4411

Drinking and Driving Offenders: Are we them, or the myth
of the social drinker. Debate on the question "Is it true
that DWI offenders drink more than we do?". Focussed
presentations on both sides followed by group discussion.

CABINET/FORUM
ROOM
Rptd: Wed.
8:45-10:15

Moderator: Larry Karsten
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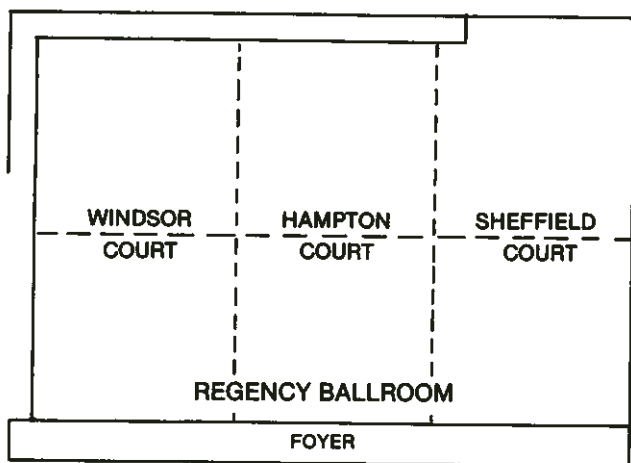
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Regency Ballroom



Meeting House

