LIFESAVERS/8

National Conference on Highway Safety Priorities

San Diego, California

April 29 - May 2, 1990
The Following Organizations Have Graciously Contributed Resources Toward The Success Of Lifesavers.

Advocates For Highway And Auto Safety
Alliance Of American Insurers
Allstate Insurance Company
American Coalition For Traffic Safety
American Insurance Association
American Medical Association
American Trucking Associations, Inc.
Automobile Importers of America
Buckle-Up California
California Office Of Traffic Safety
Chevron U.S.A., Inc.
GEICO
Highway Users Federation
Insurance Information Institute
Kemper National Insurance Companies
Morton International Automotive Safety Products
Motor Vehicle Manufactures Association
National Association of Governors' Highway Safety Representatives
National Association Of Independent Insurers
National Automobile Dealers Association
National Highway Traffic Safety Administration
National Safety Council
State Farm Insurance Companies
Transamerica Insurance Company
USAA
Volvo Cars of North America
AGENDA
WELCOME TO SAN DIEGO!

SUNDAY, APRIL 29, 1990

1:00PM - 5:30PM  REGISTRATION - Mission Ballroom Foyer

5:00PM - 5:30PM  MODERATORS MEETING - De Anza Room

5:30PM - 7:00PM  OPENING RECEPTION & EXHIBITS - Mission Ballroom

MONDAY, APRIL 30, 1990

7:30AM - 4:30PM  REGISTRATION - Mission Ballroom Foyer

7:30AM - 8:30AM  CONTINENTAL BREAKFAST - Exhibit Hall, Mission Ballroom

8:45AM - 9:45AM  OPENING SESSION - Altas Ballroom
Presiding: Peter K. O'Rourke, Chairman
National Association of Governors' Highway Safety Representatives

Introduction: Adele Derby, Associate Administrator
National Highway Traffic Safety Administration

Welcome: Honorable Maureen O'Connor,
Mayor of San Diego

Remarks: Maurice J. Hannigan, Commissioner
California Highway Patrol

10:00AM - 11:30AM  FIRST SET OF WORKSHOPS

11:45AM - 1:15PM  LUNCHEON - Atlas Ballroom
Presiding: Allstate Insurance Company

Remarks: Representative John J. Cullerton,
State of Illinois, House of Representatives

1:30PM - 3:00PM  SECOND SET OF WORKSHOPS

3:15PM - 4:45PM  THIRD SET OF WORKSHOPS
MONDAY, APRIL 30, 1990 (cont.)

4:45PM - 6:00PM MINI FILM FESTIVAL*

EXHIBITS OPEN - Mission Ballroom

Evening free to enjoy San Diego

Optional Social Event - San Diego Bay Dinner Cruise (Not part of registration)

*Listing in Registration Packet

TUESDAY, MAY 1, 1990

7:30AM - 4:30PM REGISTRATION - Mission Ballroom Foyer

7:30AM - 8:30AM CONTINENTAL BREAKFAST - Exhibit Hall, Mission Ballroom

8:30AM - 10:00AM FOURTH SET OF WORKSHOPS

10:15AM - 11:45AM TOPICAL TABLES - Atlas Ballroom Foyer

EXHIBITS OPEN - Mission Ballroom

12:00 N - 1:30PM AWARDS LUNCHEON - Atlas Ballroom

Presiding: Paul B. Jones, Vice Chairman National Association of Governors' Highway Safety Representatives

Remarks: Jerry Ralph Curry, Administrator National Highway Traffic Safety Administration

1:45PM - 3:15PM FIFTH SET OF WORKSHOPS

3:30PM - 5:00PM POSTER SESSIONS - Exhibit Hall, Mission Ballroom

3:30PM - 5:00PM ORGANIZATION MEETINGS*

Evening free to enjoy San Diego

*Listing in Registration Packet
WEDNESDAY, MAY 2, 1990

7:30AM -  8:15AM  CONTINENTAL BREAKFAST - Exhibit Hall, Mission Ballroom

7:30AM - 11:00AM  REGISTRATION - Mission Ballroom Foyer

8:30AM - 10:00AM  SIXTH SET OF WORKSHOPS

10:15AM - 11:45AM  SEVENTH SET OF WORKSHOPS

12:00N - 1:30PM  CLOSING LUNCHEON - Atlas Ballroom

Presiding:  Mickey Sadoff, President
           Mothers Against Drunk Driving

Remarks:  Thomas J. Donohue
          President and CEO,
          American Trucking Associations
<table>
<thead>
<tr>
<th>Workshop Title</th>
<th>Location</th>
<th>Target Audience</th>
<th>Repeat Date</th>
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</thead>
<tbody>
<tr>
<td>Automatic Crash Protection Status Report</td>
<td>Garden Room North</td>
<td>**</td>
<td>Not Repeated</td>
</tr>
<tr>
<td>&quot;Combined Enforcement&quot; Strategies That Make a Difference</td>
<td>Sierra Room</td>
<td>**</td>
<td>5/1 - 1:45 PM</td>
</tr>
<tr>
<td>Community Participation: Working With Coalitions Task Forces &amp; Advisory Committees</td>
<td>Padre Room</td>
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<td>5/1 - 8:30 AM</td>
</tr>
<tr>
<td>Emergency Medical Services In Rural Areas</td>
<td>Adobe/El Camino Rooms</td>
<td>**</td>
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<td>Improving Older Driver Safety</td>
<td>De Anza/Mesa Rooms</td>
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<td>Role of Nurses in Highway Safety</td>
<td>Council Room</td>
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<tr>
<td>State Strategies for Reducing Alcohol Impaired Driving</td>
<td>Hampton Court</td>
<td>**</td>
<td>5/2 - 8:30 AM</td>
</tr>
<tr>
<td>&quot;Talking Traffic&quot; Involving Media in Your Traffic Safety Programs</td>
<td>Forum Room</td>
<td>***</td>
<td>5/2 - 8:30 AM</td>
</tr>
<tr>
<td>The Drug Evaluation and Classification Program</td>
<td>Windsor Court</td>
<td>***</td>
<td>5/2 - 10:15 AM</td>
</tr>
<tr>
<td>Traffic Crash Investigation Problems</td>
<td>Garden Room South</td>
<td>***</td>
<td>5/1 - 8:30 AM</td>
</tr>
<tr>
<td>Involving Occupant Protection Devices</td>
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</tr>
<tr>
<td>Victim Panels</td>
<td>Sheffield Court</td>
<td>**</td>
<td>5/2 - 8:30 AM</td>
</tr>
<tr>
<td>Young Adults - New Directions in the National Scene</td>
<td>Friars Room</td>
<td>**</td>
<td>5/1 - 1:45 PM</td>
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**Detailed Description of Each Workshop Follows**

* = Beginner  
** = General Audience  
*** = Advanced
AUTOMATIC CRASH PROTECTION STATUS REPORT

Now that federal requirements for automatic crash protection are in full force, (i.e., all new cars must be equipped with automatic belts or an air bag), government officials, safety program managers and the motoring public are going to want to know more about the new technology and how well it is working. Participants will hear the latest on industry and consumer response to the new technology and its performance in the field.

Moderator: Mark Lee Edwards
National Center for Statistics & Analysis
NHTSA/NRD-31
400 7th Street, SW
Washington, D.C. 20590
(202) 366-5349

Speakers: Franc Laux
Manager, Crashworthiness
Automotive Safety Engineering
General Motors, Technical Center
30400 Mound Road
Warren, MI 48090
(313)047-1734

Howard S. Willson
Safety Planning Engineer, Chrysler Motors
CIMS 418-05-02, P.O. Box 1118
Detroit, MI 48288
(313) 965-6037

"COMBINED ENFORCEMENT:"
STRATEGIES THAT MAKE A DIFFERENCE.

Enforcement strategies: a) Targeting traffic violations & making an impact on crime. b) Multi-police agency enforcement, including size and weight. c) Multi-police agency commitment of routine patrol to specific traffic violations.

Moderator: Sgt. Michael S. Farnsworth, Sergeant
Colorado State Patrol (Currently assigned to NHTSA for 1 year)
U.S. Dept. of Transportation, National Highway Traffic Safety Administration, Police Traffic Services Division
400 7th Street SW
Washington, D.C. 20590
(202) 366-5016

Speakers: Major Dennis C. Buono
Field Operations
Ohio State Patrol
660 E. Main Street
Columbus, Ohio 43266-0562
(614) 644-7277

Major John M. Douglass
Operations Division
Overland Park Police Dept.
8500 Antioch
Overland Park, Kansas 66212
(913) 381-5252

GARDEN ROOM NORTH
10:00 - 11:30 a.m. **

SIERRA ROOM
10:00 - 11:30 a.m. **
COMMUNITY PARTICIPATION: WORKING WITH COALITIONS,
TASK FORCES & ADVISORY COMMITTEES

A discussion of how to work effectively with coalitions, task forces and advisory committees to ensure active participation.

Moderator: Larry Cohen, M.S.W.
Director, Prevention Program
Contra Costa County
Health Services Department
75 Santa Barbara Road
Pleasant Hill, CA 94523
(415) 646-6511

Speakers:

Richard S. Staples
Chief,
Jackson Police Department
234 Institute Street
Jackson, TN 38301
(901) 423-3800

Paul L. Jewell
District III Health Educator
Donna Ana County Public Health Office
715 E. Idaho Street
Las Cruces, NM 88001
(505) 524-6000

Sharon Wright
Assoc. Prof., 4-H Youth Development Education
Minnesota Extension Service
University of Minnesota
340 Coffey Hall, 1420 Eckles Ave.
St. Paul, MN 55108
(612) 625-7246

EMERGENCY MEDICAL SERVICES IN RURAL AREAS

Discussion of EMS and highway safety problems unique to rural areas and communities and application of the lessons learned in the urban setting.

Moderator: Barak Wolff
Chief-Primary Care & EMS Bureau
Public Health Division
1190 St. Francis Drive
Santa Fe, NM 87503
(505) 827-2509

Speakers:

Bob W. Bailey
Chief, Office of EMS
701 Barbour Dr.
Raleigh, NC 27603
(919) 733-2285

Dave Samuels
Corporate Director - EMS
Samaritan Health Service
1441 N. 12th Street
Phoenix, AZ 85006
(602) 495-4206

Mike Shumaker
Health Program Specialist
EMS - Dept. of Public Health
P.O. Box 1700
Jackson, MS 39215-1700
(601) 987-3880
IMPROVING OLDER DRIVER SAFETY

The workshop will present the current status of activities to improve vehicles and highways for older drivers and older drivers themselves.

Moderator: Dr. Jesse Blatt
Division Director, Driver Passenger Research Division
NHTSA - NRD-41
400 7th St. SW
Washington, DC 20590
(202) 366-5588

Speakers: Pat Walker, Director
University of Michigan
Transportation Research Institute
2901 Baxter Road
Ann Arbor, MI 48109-2150
(313) 936-1046

Anthony Yanik
Liaison Engineer
General Motors
GM Tech Center
30400 Mound Road
Warren, MI 48090-9015
(313) 947-1766

Harold Lumenfeld, HTO-34
Engineering Psychologist
US Department of Transportation
Federal Highway Administration
400 7th St. SW
Washington DC 20590

ROLE OF NURSES IN HIGHWAY SAFETY

This workshop will describe various ways in which nurses are educating the public about traffic safety.

Moderator: Barbara Foley
R.N. (ENCARE)
c/o Wm. Foley
2211 Poppy Avenue
Long Beach, CA 90805
(213) 422-8311

Speakers: Patricia Brigham, R.N.
Associate Director
Massachusetts Nurses Assn.
340 Turnpike Street
Canton, MA 02021
(617) 821-4625

Starr Teurniet, R.N., CEN
N.C. Emergency Nurses "CARE"
P.O. Box AS
Falkland, NC 27827
(919) 551-5235

Pattie Heath, R.N.
Baptist Hospital
1000 W. Moreno St
Pensacola, FL 32522-7500
(904) 434-4633
STATE STRATEGIES FOR REDUCING ALCOHOL IMPAIRED DRIVING.

This workshop is designed to compare the differing strategies States have taken to deal with this impaired driving problem. States which either have law levels of impaired driving or which have achieved significant reduction since 1982 will describe their approaches.

Moderator:  Jim Hedlund
Director, OASP
NHTSA, NTS-20
400 7th Street, SW
Washington, DC 20590
(202) 366-2715

Speakers:  James Arena
Director,
Division of Highway Traffic Safety
5 Quakerbridge Plaza CN048
Trenton, NJ 08625
(609) 588-3750

Steve Simon
Director, Minnesota Criminal Justice
DUI Task Force
190 Law Center
229 19th Avenue, SO
Minneapolis, MN 55455
(612) 625-5515

HAMPTON COURT
10:00 - 11:30 a.m. **

"TALKING TRAFFIC"
INVOLVING MEDIA IN YOUR TRAFFIC SAFETY PROGRAMS

How to involve the media and stimulate them into actively supporting and working with police traffic safety programs.

Moderator:  William P. Georges
Sergeant Albany New York Police Department
(Assigned to NHTSA for 1 year)
U.S. Dept. of Transportation, National Highway Traffic Safety
Administration, Police Traffic Services Division
400 7th Street SW
Washington, D.C. 20590
(202) 366-6464

Speakers:  Chuck Jackson
Public Information Officer
Maryland State Police
Headquarters
Pikesville, MD 21208
(301) 653-4239

Ms. Kathy Wolgemuth
Public Information Officer
Alaska State Police
5700 East Tudor Road
Anchorage, Alaska 99507
(907) 269-5413

FORUM ROOM
10:00 - 11:30 a.m  ***

Katie Reilly Coordinator,
SLOW...please!!!
Manley Street
Marblehead, MA 01945
(617) 631-7520

- 8 -
THE DRUG EVALUATION AND CLASSIFICATION PROGRAM

Implementation of a Drug Evaluation and Classification Program will be addressed, with a focus on program progress to date; funding sources to support program implementation and expansion; and inter-agency coordination.

Moderator: James Wright
Highway Safety Specialist
National Highway Traffic Safety Administration
400-7th Street, SW
Washington, D.C. 20590
(202) 366-2724

Speakers:
Lt. Jack Grant*
Arizona Highway Patrol
2310 N. 20th Avenue
Phoenix, AZ 85009

Jody Forman
Program Manager
Bureau of Justice Assistance
U.S. Department of Justice
633 Indiana Avenue, N.W.
Washington, D.C. 20531
(202) 724-7934

Ann Reed
DRE Program Coordinator
IN Department of Transportation
Room 801, State Office Bldg.
Indianapolis, IN 46204
(317) 233-3107

Lt. Grant is on a 2-year assignment to NHTSA in Washington, D.C.
His local D.C. address is:
NHTSA (NTS-40)
400 Seventh Street, S.W.
Washington, DC 20590
(202) 366-2749

TRAFFIC CRASH INVESTIGATION PROBLEMS INVOLVING OCCUPANT PROTECTION DEVICES

The workshop will identify the need for policies, procedures, training and other resources to improve the accuracy and quality of data relevant to the use, misuse or non-use of occupant protection devices among victims of traffic crashes.

Moderator: Ms. Katie Lynch
Occupant Protection Program Coordinator
Washington Traffic Safety Commission
1000 S. Chamy St. (P-11)
Olympia, Washington 98504
(206) 586-3865

Speakers:
Mr. William Hall
Highway Safety Research Ctr.
University of North Carolina
134 1/2 E. Franklin St. CB-3430
Chapel Hill, NC 27599-3430
(919) 962-2202

Ms. Jan Goldsmith
Occupant Protection Coordinator
Governor’s Traffic Safety Bureau
307 E. 7th
Des Moines, IA 50319
(515) 281-3907

Sgt. Deborah Townsend
Albany Police Department
P.O. Box 447
Albany, GA 31703-4801
(912) 431-2955 or 431-2100

- 9 -
VICTIM PANELS

A workshop designed to describe innovative programs which bring offenders and victims together in face-to-face situations.

Moderator: Sharon Sikora
Vice President for Victims Issues
Mothers Against Drunk Driving (MADD)
669 Airport Freeway
Suite 310
Hurst, TX 76053
(817) 258-6233
(contact Ann Russell for information, etc.)

Speakers:
Judge Allen Coon
Circuit Court Judge
Josephine County Courthouse
Room 225
Grants Pass, OR 97526
(503) 474-5181

Sharon Lator
Coordinator- Remove Intoxicated Drivers (RID)
Greene County, RID
Box 236, South Main Street
New Baltimore, NY 12124
(518) 756-9653

SHEFFIELD COURT
10:00 - 11:30 a.m.  ***

YOUNG ADULTS - NEW DIRECTIONS IN THE NATIONAL SCENE

New developments in national organizations and national trends as they relate to highway safety and the young adult population.

Moderator: Dr. Richrd Coberg
Director
Educational Alternatives
P.O. Box 6362
Norman, OK 73070
(405) 360-4353

Speakers:
Robert Anastas
Executive Director
Students Against Driving Drunk
P.O. Box 800
Marlboro, MA 01752
(508) 481-3568

Bob Kociolek
Health Specialist
The National PTA
700 N. Rush St.
Chicago, IL 60611-2571
(312) 787-0977

FRIARS ROOM
10:00 - 11:30 a.m.  **

Gil Bellamy
Governor's Representative
Oregon Traffic Safety Commission
State Library Building - 4th Fl.
Salem, OR 97310
(503) 376-3670
<table>
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<td>Windsor Court</td>
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<tr>
<td>70% Belt Use by 1992 - State and National Challenges and Initiatives</td>
<td>Garden Room South</td>
<td>**</td>
<td>5/2 - 8:30 AM</td>
</tr>
<tr>
<td>Community Traffic Safety Programs in Rural America</td>
<td>Friars Room</td>
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<td>5/1 - 1:45 PM</td>
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<td>How to Sell Funding of Traffic Safety Programs to the Legislature</td>
<td>Sierra Room</td>
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<td>Innovative Approaches to Reaching K-12 Youth</td>
<td>Garden Room North</td>
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<td>Innovative Programming in Occupant Protection</td>
<td>Sheffield Court</td>
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<td>5/2 - 10:15 AM</td>
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<td>Military Promotion of Motor Vehicle Safety On and Off the Installation</td>
<td>De Anza/Mesa Rooms</td>
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<td>Motorcycle Safety: How to Pass a Helmet Use Law and be Included in CTSP'S</td>
<td>Forum Room</td>
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<td>Pedestrian and Bicycle Law Enforcement</td>
<td>Council Room</td>
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<td>Sharing the Road: Little Cars and Big Trucks</td>
<td>Adobe/El Camino Rooms</td>
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<td>Targeting Programs to Minority and High Risk Groups</td>
<td>Padre Room</td>
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<td>Young Drivers - Can We Reduce Their Risk?</td>
<td>Hampton Court</td>
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ALCOHOL INCENTIVE GRANTS FOR DRUNK DRIVING PROGRAMS
(SECTION 408 & 410)

WINDSOR COURT
1:30 - 3:00 p.m.  ***

Sources of funding application procedures, program development and implementation and evaluation of alcohol incentive grant program. Also, possible future developments in incentive grant programs.

Moderator:  Ms. Georgia Jupinko
Regional Administrator, NHTSA
819 Taylor Street, Room 8A38
Fort Worth, TX 76102-6177
(817) 472-3514

Speakers:  Gil Bellamy
Governor's Representative,
Oregon Traffic Safety Commission
State Library Building, 4th Floor
Salem, OR 97310
(503) 378-3670

Michael D. Baldwin
Regional Program Manager
NHTSA Region 10
3140 Jackson Federal Building
915 Second Ave.
Seattle, WA 98174
(206) 442-5934

70% BELT USE BY 1992 -
STATE AND NATIONAL CHALLENGES AND INITIATIVES

GARDEN ROOM SOUTH
1:30 - 3:00 p.m.  **

A presentation of two state wide 70 by '90 Task Force efforts and findings from the National Occupant Protection Conference and National Law Enforcement Summit for state and national program challenges to achieve President Bush's 70 percent national safety belt use goal by 1992.

Moderator:  Alfred Crancer
State Program Manager,
NHTSA Region IX
211 Main Street, Suite 1000
San Francisco, CA 94105
(415) 744-3089

Speakers:  Capt. Steve Ellis
Commander of Santa Cruz Area
California Highway Patrol
10395 Soquel Drive
Aptos, CA 95003
(408) 662-0511

JoeAnn O'Hara
Highway Safety Specialist
Office of Enforcement and
Emergency Services
NHTSA, NTS-40
(202) 366-4913

S. Rowan Woolfolk
Governor's Highway Safety Rep.
Division of Traffic Safety
IL Dept. of Transportation
2300 S. Dirksen Parkway, Room 319
Springfield, IL 62704
(217) 782-4972

Honorable Barry Sheerman
House of Commons
London SWIA OAA
Great Britain
COMMUNITY TRAFFIC SAFETY PROGRAMS IN RURAL AMERICA

Participants address strategies for organizing community based programs in rural settings.

Moderator: Kathy Bailey, RN, MSN
Trauma Program Manager,
Pitt County Memorial Hospital
Greenville, NC 27835-6028
(919) 551-5706

Speakers: Sharee Galnore
Coordinator,
Cape Girardeau County CTSP
P.O. Box 366
Cape Girardeau, MO 63702-0366
(314) 335-3377

Leslie Hartford
Project Coordinator,
Fargo DUI Task Force
P.O. Box 150
Fargo, ND 58107
(701) 241-1341

Barbara Caron Fazio
Comm. Safety Belt Program Coordinator
North Central District Health Dept.
1221 F Street
Lewiston, ID 83501
(208) 746-0171

HOW TO SELL FUNDING OF TRAFFIC SAFETY PROGRAMS TO THE LEGISLATURE

Discuss political realities, problems, and approaches in convincing legislature to fund alcohol and other traffic safety initiatives.

Moderator: Donald J. McNamara
Deputy Regional Administrator
NHTSA, Region V
18209 Dixie Highway, Suite A
Homewood, IL 60430
(708) 799-6347

Speakers: Susan D. McHenry
Director, Division of EMS
State Dept. of Health
1536 E. Parkham Rd.
Richmond, VA 23228
(804) 371-3500

Anne Mervenne
Administrative Assistant
Senator Doug Cruce
State Capitol
Lansing, MI 48913
(517) 373-2523

Mel Morgan, Director
Idaho Office of Highway Safety
P.O. Box 7129
Boise, ID 83707
(208) 334-8101
INNOVATIVE APPROACHES TO REACHING K-12 YOUTH

Attesting to reach children and youth with a creative message about using safety belts and not using alcohol and other drugs is challenging. This session will present several innovative approaches that are working.

Moderator: Robert Nicholson
Deputy Associate Administrator
Traffic Safety Programs
400 - 7th Street S.W., NTS - 02
Washington, DC 20590
(202) 366-2675

Speakers:
Mary Justice
Director, Safer New Mexico Now
P.O. Box 9534
Santa Fe, NM 87504
(505) 994-2896

Judy Doll,
Coordinator,
Automotive Safety for Children Program
Riley Hospital, PS-139
702 Barnhill Drive
Indianapolis, IN 46223
(317) 274-2977

Beverly Graham
Substance Abuse Coordinator
Horry County School District
1605 Harry Street
Conway, SC 29526
(803) 248-2206

INNOVATIVE PROGRAMMING IN OCCUPANT PROTECTION

How do you get 300 people to a child passenger safety conference? How effective are local safety belt use ordinances? How can local programs promote automatic protection?

Moderator: Rita Weiss
Highway Safety Specialist,
Office of Occupant Protection, NTS-13
National Highway Traffic Safety Administration
400 Seventh Street, S.W.
Washington, DC 20590
(202) 366-2705

Speakers:
Deborah Baer
President, Maryland CPSA
1310 Church Hill Drive
Pikesville, MD 21208
(301) 653-1979

Susan Lancaster
Public Information & Education Program Mgr.,
Traffic Safety Section
Arkansas State Highway and Trans.
P.O. Box 2261
Little Rock, AR 72203
(501) 455-1406

Howard Wilson
Chrysler Motors
CIMS 418-06-02
Detroit, MI 48286 1118
(313) 956-6037
MILITARY PROMOTION OF MOTOR VEHICLE SAFETY, ON AND OFF THE INSTALLATION.

While mission-safety remains a priority issue for military commands, the majority of all non-combat injuries and fatalities involve privately owned vehicles. This workshop will discuss projects and activities the military undertakes to reduce these losses.

Moderator: Brigadier General James M. Johnston, III
Director, Aerospace Safety
Air Force Inspection and Safety Center
Norton AFB, CA 92409-7001
(714) 382-2407

Speakers:
Steven L. Gibson
Deputy, Director, Operations
Naval Safety Center
Norfolk, VA 23511-5796
(804) 444-2590

George Baker
Safety Officer,
Headquarters, 1st Aviation Brig.
Department of the Army
Ft. Rucker, AL 36362-5000
(205) 255-3000

Lt. Col. C.M. (Robbie) Robinson
Director of Field Operations
Virginia Department of State Police
Box 27472
Richmond, VA 23261-7472
(804) 674-2014

MOTORCYCLE SAFETY: HOW TO PASS A HELMET USE LAW AND BE INCLUDED IN CTSP'S

Strategies used to gain passage of state motorcycle helmet use laws. WHY and HOW to include motorcycle safety in your community traffic safety program.

Moderator: Judy Stone
Executive Director, Advocates for Highway and Auto Safety
400 North Capitol St. Suite 330
Hall of the States
Washington, DC 20001
(202) 624-6878

Speakers:
Lorrie Laing
Chairperson, Nat. Assoc. of State Motorcycle Safety Administrators
Ohio Dept. of Highway Safety
240 Parsons Ave.
Colombus, OH 43266-0563
(614) 466-6855

Mary Price
President,
Californians for Safe Motorcycling
5727 Sutter Ave. #14
Carmichael, CA 95608
(916) 973-0909

Dean DeSoto
Chairman, Gov. Clements Motorcycle Operator Training and Safety Advisory Committee
4203 Woodcock Suite 208
San Antonio, TX 78228
(512) 735-2287
PEDESTRIAN AND BICYCLE LAW ENFORCEMENT

The roles police agencies can play in improving pedestrian and bicycle safety.

Moderator: Dan Burden
Coordinator, Pedestrian and Bicycle Programs
Florida Department of Transportation
605 Suwannee Street, M.S. 19
Tallahassee, FL 32399-0450
(904) 488-4640

Speakers:
Forrest Wilkins
Officer,
Los Angeles Police Dept.
4125 South Crenshaw Boulevard
Los Angeles, CA 90008
(213) 485-7742

Lt. Larry Ball
Commander,
Community Urban County Division of Police
150 East Main Street
Lexington, KY 40507
(606) 258-3636

SHARING THE ROAD:
LITTLE CARS AND BIG TRUCKS

Discussion of strategies and resources available for traffic safety programs about cars and trucks co-existing on congested highways.

Moderator: Lieutenant Colonel Larry N. Thompson
Assistant Director for the Highway Patrol Bureau
Arizona Department of Public Safety
P.O. Box 6638
Phoenix, AZ 85005
(602) 223-2354

Speakers: Chuck Jackson
Public Information Officer,
Maryland State Police
Headquarters
Pikesville, MD 21208
(301) 653-4239

Lt. Don Uelmen (CHP)/NHTSA
CVEPP Coordinator,
U.S. Dept. of Transportation
400 7th Street S.W.
Washington, DC 20590
(202) 366-4293

Alfred R. Tindall
Highway Safety Specialist,
State of New Jersey
Division of Highway Safety
CN 048
Trenton, NJ 08625
(609) 588-3750
TARGETING PROGRAMS TO MINORITY AND HIGH RISK GROUPS

As traffic safety programs do not reach all audiences in the same manner, it is becoming increasingly necessary to target programs to specific groups. This panel will present recent efforts to develop programs directed towards specific audiences. The process by which these programs were developed will also be discussed.

Moderator: Robin Markowitz
Executive Director,
New York Coalition for Safety Belt Use
18-10 Whitestone Expressway
Whitestone, NY 11357
(718) 746-6003

Speakers: Richard Blomberg
President,
Dunlap and Associates
17 Washington Street
Norwalk, CT 06854
(203) 866-8464

Mr. Joseph Moraza
Director, Planning Division
P.O. Box 41289
Minillas Station
San Juan, P. R. 00940
(787) 727-0122

Paul Nathanson
Director, Institute of Public Law
School of Law, 117 Stanford Street, N.E.
University of New Mexico
Albuquerque, NM 87131
(505) 277-5006

YOUNG DRIVERS - CAN WE REDUCE THEIR RISK?

Existing state youth licensing programs, evaluation results, and the pros and cons of a proposed youth licensing program will be discussed.

Moderator: Pat Waller
Director, University of Michigan
Transportation Research Institute
2901 Baxter Road
Ann Arbor, MI 48109-2150
(313) 936-1046

Speakers: Ray Pack
Director, Research & Development
Dept. of Motor Vehicles
2415 First Avenue
Sacramento, CA 95818
(916) 732-7433

Jim McKnight
President,
Public Services Research
8201 Corporate Drive
Landover, MD 20785
(301) 731-9691

Pete Nunnenkamp
Manager, Driver Safety Section
Motor Vehicle Division
1905 Lana Avenue, N.E.
Salem, OR 97314
(503) 378-6927

Mike Calvin
Director of Driver Services,
American Association of Motor Vehicle Administrators
4200 Wilson Blvd., Suite 600
Arlington, CA 22203
(703) 522-4200
<table>
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<th>Workshop Title</th>
<th>Location</th>
<th>Target Audience</th>
<th>Repeat Date</th>
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<tr>
<td>Administrative Licence Suspension for DWI</td>
<td>Hampton Court</td>
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<tr>
<td>Alcohol Interlock Devices</td>
<td>Windsor Court</td>
<td>***</td>
<td>Not Repeated</td>
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<tr>
<td>Alcohol Open Forum</td>
<td>Sheffield Court</td>
<td>***</td>
<td>Not Repeated</td>
</tr>
<tr>
<td>Child Safety Seat Recalls: The Story Behind The Media Reports</td>
<td>Garden Room North</td>
<td>**</td>
<td>Not Repeated</td>
</tr>
<tr>
<td>Community Pedestrian and Bicycle Safety Programs</td>
<td>De Anza/Mesa Rooms</td>
<td>*</td>
<td>5/2 - 8:30 AM</td>
</tr>
<tr>
<td>Cost of Injury in the U.S.</td>
<td>Friars Room</td>
<td>**</td>
<td>Not Repeated</td>
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<tr>
<td>Data Input/Output - Use for Highway Safety Management</td>
<td>Adobe/El Camino Rooms</td>
<td>**</td>
<td>Not Repeated</td>
</tr>
<tr>
<td>EMS: Technical Assistance Program for States</td>
<td>Council Room</td>
<td>**</td>
<td>5/1 - 8:30 AM</td>
</tr>
<tr>
<td>Forum on Youth Traffic Safety Initiatives</td>
<td>Sierra Room</td>
<td>**</td>
<td>5/2 - 10:15 AM</td>
</tr>
<tr>
<td>Marketing and Public Relations: Social Marketing</td>
<td>Forum Room</td>
<td>**</td>
<td>5/2 - 10:15 AM</td>
</tr>
<tr>
<td>Measuring Success: Evaluation of Community Traffic Safety Programs</td>
<td>Padre Room</td>
<td>**</td>
<td>5/2 - 10:15 AM</td>
</tr>
<tr>
<td>Statewide Surveys of Safety Belt Use - Who Needs *Em?</td>
<td>Garden Room South</td>
<td>**</td>
<td>5/1 - 1:45 PM</td>
</tr>
</tbody>
</table>

**Detailed Description of Each Workshop Follows**

* = Beginner  
** = General Audience  
*** = Advanced
ADMINISTRATIVE LICENSE SUSPENSION FOR DWI

Panel members will discuss: How interest groups can work towards passage of such laws; how they are viewed by legislators; and, how a state implemented its law.

Moderator: Wayne Teglia
Director, Department of Motor Vehicles and Public Safety
555 Wright Way
Carson City, NV 89711
(702) 885-5375

Speakers: David Franch
MADD
2505 N Street #1
Sacramento, Ca 95816
(916) 781-3828

Hon. William Lockyer or
Patricia Wynne (legislative, aide)
State Capitol, Room 232
Sacramento, CA 95814
(916) 445-5957

ALCOHOL INTERLOCK DEVICES

Panel members will discuss California’s experience with their interlock program, including evaluation results. NHTSA’s proposed model certification and test procedures will also be discussed.

Moderator: Darryl Young
Legislative Aide to Assemblyman Sam Farr
State Capitol,
Sacramento, CA 95814
(916) 445-8496

Speakers: Joel Phillips
President EMT Group
3090 Fite Circle, Suite 201
Sacramento, CA 95827
(916) 363-9415

Don Collier, Ph. D.
Chairman of the Board Guardian Interlock
Suite 1008
307 N. Michigan Ave.
Chicago, IL 60601
(312) 726-9109
ALCOHOL OPEN FORUM

This open forum involves no speeches or presentations. It provides an opportunity for attendees to ask questions of panel of experts in any area of alcohol or drug impaired driving

Moderator: Jim Hedlund
Director, OASP
NHTSA, NTS-20
400 7th Street, S.W.
Washington, DC 20590
(202) 366-2715

Speakers: Panelist (there are no speakers)
John Moulden
Special Assistant to Chairman
National Transportation Safety Board
800 Independence Ave. N.W
Washington, D.C. 20594
(202) 382-6502

James Nichols, Ph.D.
Deputy Director
OASP, NTS-20
NHTSA
400 7th Street, S.W.
Washington, D.C. 20590
(202) 366-2716

Joan White Quinlan
Chief, Policy and External Review Unit
Office Of Substance Abuse Prevention
Parklawn Building,
5600 Fishers Lane
Rockville, MD 20852
(301) 443-0373

Jon Lacey
Principal Scientists
Mid-America Research Institute
1106 Roosevelt Dr.
Chapel Hill, NC
(919) 967-8789

CHILD SAFETY SEAT RECALLS:
THE STORY BEHIND THE MEDIA REPORTS.

Representatives from the NHTSA discuss the Agency’s child safety enforcement program and the allegations made by the Center for Auto Safety concerning child seat investigations and recalls.

Moderator: Jeff Michael
Child Passenger Safety Specialist
NHTSA, NTS-11
400 Seventh Street S.W.
Washington, DC 20590
(202) 366-2755

Speaker: Robert Hollmuth
Director,
Office of Vehicle Safety Compliance
NHTSA, NEF-30
400 Seventh Street S.W.
Washington D.C. 20590
(202) 366-2832

GARDEN ROOM NO

3:15 - 4:45 p.m. **
COMMUNITY PEDESTRIAN AND BICYCLE SAFETY PROGRAMS

Strategies for planning and implementing comprehensive community pedestrian and bicycle safety programs.

Moderator: Linda Tracey
Program Director, Bicycle Federation of America
1818 R Street, N.W.
Washington, D.C. 20009
(202) 332-8896

Speakers:
Officer Rick Bastin
Commander Community Services
Lexington Fayette Urban City
Division of Police
150 East Main Street
Lexington, KY 40507
(606) 258-3636

Dan Burden
Coordinator, Pedestrian and Bicycle Programs
FL Department of Transportation
605 Suwanee Street, MS 19
Tallahassee, FL 32399-0450
(904) 488-6640

COST OF INJURY IN THE U.S.

The panel will discuss the results of a report to congress on the cost to the nation of injury’s from all causes. Included in the study are costs, incidence of injury by age and sex, the public program impact of injury cost, results of prevention strategies and several case studies describing the devastating impacts on individuals and families.

Moderator: Barbara M. Faigin
Economist, National Highway Traffic Safety Administration
Office of Plans and Policy
NPP-21, Room 5208
Washington D.C. 20590
(202) 366-2584

Speakers: Elizabeth McLoughlin
Director, The Injury Prevention Research Center
San Francisco General Hospital
Building One, Room 308
San Francisco, CA 94110
(415) 821-8209
DATA INPUT/OUTPUT-USE FOR HIGHWAY SAFETY MANAGEMENT

Results from NHTSA data use conference. Latest technology in hardware/software for data input/output.

Moderator:        Vince Burgess
                 Administrator,
                 Transportation Safety Administration
                 P.O. Box 27412
                 Richmond, VA 23269
                 (804) 367-8150

Speakers:         Mark Edwards
                 National Center for Statistics & Analysis
                 NHTSA/NRD-31
                 400 7th Street, S.W.
                 Washington, DC 20590
                 (202) 366-5349

                     Bob Breitenbach
                     Director, Transportation Safety
                     Training Center - Virginia
                     Commonwealth University,
                     Richmond, VA 23284-2017
                     (804) 967-6235

                     Tom Savell
                     President,
                     Dynamic Analysis Testing Associates (DATA)
                     2231 Faraday Ave., Suite 103
                     Carlsbad, CA 92008
                     (619) 931-9511

EMS: TECHNICAL ASSISTANCE PROGRAM FOR STATES

Discussion of NHTSA’s Technical Assistance Program which offers states and communities a tool to use in assessing the effectiveness of their EMS program.

Moderator:        Susan Ryan
                 Program Analyst,
                 NHTSA EMS Division
                 400 7th St. SW
                 Washington DC 20590
                 (202) 366-4299

Speakers:         Thomas A. Boerner
                 Director of Traffic Safety,
                 Department of Public Safety
                 Transportation Building
                 St. Paul, MN 55155
                 (612) 296-3804

                     Dave Samuels
                     Corporate Director - EMS
                     Samaritan Health Service
                     1441 N. 12th St.
                     Phoenix, AZ 85006
                     (602) 495-4286

                     Susan McHenry
                     Director,
                     Division of EMS
                     State Department of Health
                     1538 E. Parham Road
                     Richmond, VA 23228
                     (804) 371-3500
FORUM ON YOUTH TRAFFIC SAFETY INITIATIVES

Report on recommendations resulting from last summer’s forum held at Georgetown University. Forum participants will discuss action items for state and local consideration and inter-state networking opportunities.

Moderator: John Harvey
Driver and Safety Education Consultant,
Vermont State Department of Education
State Office Building
120 State St.
Montpelier, VT 05602
(802) 828-3126

Speakers: Renee Nibler Thompson
Youth Program Director,
Washington Traffic Safety Commission
1000 S. Cherry St.
PD-11
Olympia, WA 98504
(206) 586-3871

Michele Meadows
Youth Coordinator,
Office of Traffic Safety
Business, Transportation and Housing Agency
7000 Franklin Blvd., Suite 330
Sacramento, CA 95823
(916) 445-0527

Kathy Sewell
Director,
Center for Adolescent Development
P.O. Box 7370
Bismarck, ND 58502-7370
(701) 258-9945

MARKETING AND PUBLIC RELATIONS: SOCIAL MARKETING

How to sell your traffic safety program to the community. Future need for public education and public relations.

Moderator: Leo Skinner
Chief, Public Information Office
Ohio Department of Highway Safety
240 Parsons Avenue
Columbus, Ohio 43266-0563
(614) 466-4344

Speakers: Robert L. Deen
Managing Partner,
Deen & Black Public Relations
2212 K Street
Sacramento, CA 95816
(916) 444-8014

Michael Averbuch
V-P, Administration
Charlotte Memorial Hospital and Medical Center
P.O. Box 32861
Charlotte NC 28232
(704) 355-2141

Charles Atkin
Professor, Department of Communication
Michigan State University
562 Communication Arts Bldg.
East Lansing, MI 48824
(517) 353-3259
MEASURING SUCCESS:  
EVALUATION OF COMMUNITY TRAFFIC SAFETY PROGRAMS

Discussion will cover evaluation strategies and methods to determine program "success".

Moderator:  
James C. Ryan, Esquire  
Deputy Regional Administrator  
NHTSA/Region 1  
55 Broadway  
Cambridge, MA 02142  
(617) 494-2681

Speakers:  
Ralph Hingson, Sc.D.  
Professor and chief  
Boston University  
School Of Public Health  
85 East Newton St.  
Boston, MA 02118-2389  
(617) 638-5160

Sandra Usher, Administrator  
Office of the Governor's Highway Safety Representative  
P.O. Box 7167  
240 Parsons Avenue  
Columbus, OH 43266-0563  
(614) 466-0433

PADRE ROOM  
3:15 - 4:45 p.m.  

STATEWIDE SURVEYS OF SAFETY BELT USE—WHO NEEDS 'EM?

The range of safety belts use rates reported by the states is fairly large, from 40 to 70 percent. Some of this spread probably stems from differences in the procedures used by the states to observe belt use and to compile observational data. The lack of comparable data from state to state is perhaps of minor importance now, but if a bill pending in Congress establishes a link between use rates and eligibility for incentive grant funds, then standardized statewide surveys would be needed to ensure fair and equitable distribution of the funds.

Moderator:  
Jesse Blatt, Ph.D.  
Chief, Driver/Passenger Research Division  
NHTSA/U.S. DOT, Room 6242  
400 Seventh Street, SW  
Washington, DC 20590  
(202) 366-5588

Speakers:  
Jean Lauver  
Professional Staff Member  
Senate Committee on  
Environment and Public Works  
Washington, DC 20510  
(202) 224-7853

Tappan Datta, Ph.D., P.E.  
Professor,  
Department of Civil Engineering  
Wayne State University  
2152 Engineering Building  
Detroit, MI 48202  
(313) 559-0300

GARDEN ROOM SOUTH  
3:15 - 4:45 p.m.  
**

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<table>
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<th>Workshop Title</th>
<th>Location</th>
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<tr>
<td>Auto Dealer Occupant Protection Education Programs</td>
<td>Garden Room North</td>
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<td>5/2 - 10:15 AM</td>
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<tr>
<td>Child Passenger Safety: Where Do We Go From Here?</td>
<td>Sheffield Court</td>
<td>**</td>
<td>5/2 - 8:30 AM</td>
</tr>
<tr>
<td>College Prevention Programs And Trends</td>
<td>Adobe/El Camino Rooms</td>
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<tr>
<td>Community Participation: Working with Coalitions, Task Forces and Advisory Committees</td>
<td>Friars Room</td>
<td>*</td>
<td>4/30 - 10:00 AM</td>
</tr>
<tr>
<td>Deterrence vs. Individual Reform: How Administrative and Judicial Systems can Work Together</td>
<td>Windsor Court</td>
<td>***</td>
<td>5/2 - 10:15 AM</td>
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<td>DWI Strategies for the 90's</td>
<td>Sierra Room</td>
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<td>Padre Room</td>
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<td>4/30 - 3:15 PM</td>
</tr>
<tr>
<td>Facility Alcohol Management and It's Relationship to Highway Safety</td>
<td>Hampton Court</td>
<td>*</td>
<td>Not Repeated</td>
</tr>
<tr>
<td>Innovative Self-Sustaining Efforts For State and Local Programs</td>
<td>Forum Room</td>
<td>**</td>
<td>5/1 - 1:45 PM</td>
</tr>
<tr>
<td>Targeting Programs to Minority and High Risk Groups</td>
<td>De Anza/Mesa Rooms</td>
<td>***</td>
<td>4/30 - 1:30 PM</td>
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<tr>
<td>Traffic Crash Investigation Problems Involving Occupant Protection Devices</td>
<td>Garden Room South</td>
<td>***</td>
<td>4/30 - 10:00 AM</td>
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</tbody>
</table>

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** = General Audience  
*** = Advanced

DETAILED DESCRIPTION OF EACH WORKSHOP FOLLOWS
AUTO DEALER OCCUPANT PROTECTION EDUCATION PROGRAMS

A discussion of various approaches to promoting auto dealer occupant protection education programs. Several program leaders present their strategies and experiences.

Moderator:  Addie Crayton  
Texas Safety Association  
P.O. Box 9345  
Austin, TX 78766  
(512) 343-6525

Speakers:  Beverlee Anderson  
Executive Director,  
Tennessee Safety Belt Coalition  
1000 N. Winston Rd., Suite 200  
Knoxville, TN 37919  
(615) 693-4502

Bill Haeger  
Sales Promotion Director,  
Cadillac Motor Car Division  
2860 Clark Ave.  
Detroit, MI 48232  
(313) 554-6987

Elaine Kizewski  
Project Director,  
Wisconsin Transportation Safety Programs  
P.O. Box 733 - 3273 Church St.  
Stevens Point, WI 54481  
(715) 344-7191

CHILD PASSENGER SAFETY: WHERE DO WE GO FROM HERE?

Three of the founders of the nation’s child passenger safety movement discuss where we are and where we need to go with child passenger safety programs.

Moderator:  Jeff Michael (NHTSA)  
Child Passenger Safety Specialist,  
NHTSA  
400 Seventh St. S.W.  
Washington, DC 20590  
(202) 366-2755

Speakers:  Annemarie Shelness  
Child Passenger Safety Advocate  
19 Church St., P.O. Box 326  
New Milford, CT 06776  
(203) 355-0323

Stephanie Tombrello  
Executive Director, Los Angeles Area SafetyBeltSafe U.S.A.  
123 West Manchester Blvd.  
Inglewood, CA 90301  
(213) 673-2668

Deborah Richards  
Child Passenger Safety Consultant  
2559 N.E. 83rd St.  
Seattle, WA 98115  
(206) 524-7235
COLLEGE PREVENTION PROGRAMS AND TRENDS

This workshop will discuss alcohol, other drug and traffic safety efforts on college and university campuses, including innovative projects, creative ideas, and the nature of the problem being addressed by college administrators.

Moderator: Tom Griffin, Director
Health Promotion Resources
Minnesota Institute of Public Health
509 University Ave.
St. Paul, MN 55103
(612) 224-5121

Speakers:
Romell Cooks
NHTSA-Region IV
1720 Peachtree Rd. N.W.
Atlanta, GA 30309
(404) 347-4537

Eli Rodriguez
Texas Safety Association
P.O. Box 9345
Austin, TX 78766
(512) 343-6525

Lila Curry
Program Coordinator,
Alcohol and Other Drug Resource Center
Morgan State University
Counseling Center
Nillen and Cold Spring Lane
Baltimore, MD 21239
(301) 444-3043

COMMUNITY PARTICIPATION: WORKING WITH COALITIONS, TASK FORCES AND ADVISORY COMMITTEES.

A discussion of how to work effectively with coalitions, task forces and advisory committees to ensure active participation.

Moderator: Larry Cohen, M.S.W.
Director, Prevention Program
Contra Costa County
Health Services Department
75 Santa Barbara Road
Pleasant Hill, CA 94523
(415) 646-6511

Speakers:
Richard S. Staples
Chief,
Jackson Police Department
234 Institute Street
Jackson, TN 38301
(901) 423-3800

Sharon Wright
Associate Professor, 4-H Youth Development Education
Minnesota Extension Service
University of Minnesota
340 Coffey Hall, 1420 Eckles Ave.
St. Paul, MN 55108
(612) 625-7246

Paul L. Jewell
District Ill Health Educator,
Dona Ana County Public Health Office
715 E. Idaho Street
Las Cruces, NM 88001
DETERRENCE VS. INDIVIDUAL REFORM: HOW ADMINISTRATIVE AND JUDICIAL SYSTEMS CAN WORK TOGETHER

This workshop will explore how the two objectives of creating general deterrence and reforming DWI offenders who are caught can best be achieved by judicial and administrative systems which work together.

Moderator: James Nichols, Ph.D.
Deputy Director, Office of Alcohol and State Programs
NHTSA, NTS-20
400 7th Street, S.W., Room 5130
Washington, DC 20590
(202) 366-2716

Speakers:
H. Laurence Ross
Professor of Sociology
University of New Mexico
Albuquerque, NM 87131
(505) 277-2501

Steve Simon
Director, Minnesota Criminal Justice
DUI Task Force
190 Law Center
229 19th Avenue, So.
Minneapolis, MN 55455
(612) 525-5516

Judge Linda Chezem
Court of Appeals of Indiana
1188 Merchants Plaza, South Tower
Indianapolis, IN 46204
(317) 232-6907

DWI STRATEGIES FOR THE 90'S

Discussion of effective and progressive DWI strategies and programs which have proven to be successfully and show promise for greater deterrence in the future.

Moderator: Larry D. Larkin
Sgt. - Indiana State Police
NHTSA - OEES/PTS Division
400 7th Street SW
Washington, DC 20590
(202) 366-6463

Speakers:
Denis Foley, Ph.D.
Director,
Albany County Stop DWI
112 State Street
Albany, NY 12210
(518) 447-7707

Lt. Colonel Larry Delaney
Deputy Superintendent, Field Operations
Field Operations, Indiana State Police
100 North Senate Avenue, Room 301
Indianapolis, IN 46204
(317) 232-8235

Colonel J.H. Lanier
Director,
South Carolina Highway Patrol
P.O. Box 191
Columbia, SC 29202
(803) 737-1083
Discussion of NHTSA's Technical Assistance Program which offers states and communities a tool to use in assessing the effectiveness of their EMS program.

Moderator: Susan Ryan  
Program Analyst,  
NHTSA EMS Division  
400 7th St. SW  
Washington DC 20590  
(202) 366-4299

Speakers:  
Thomas A. Boemer  
Director of Traffic Safety,  
Department of Public Safety  
Transportation Building  
St. Paul, MN 55155  
(612) 296-3804

Susan McHenry  
Director,  
Division of EMS  
State Department of Health  
1538 E. Parham Road  
Richmond, VA 23223  
(804) 371-3500

Dave Samuels  
Corporate Director - EMS  
Samaritan Health Service  
1441 N. 12th Street  
Phoenix, AZ 85006  
(602) 495-4286

FACILITY ALCOHOL MANAGEMENT AND ITS RELATIONSHIP TO HIGHWAY SAFETY

To inform the highway safety committee as to how facility alcohol management contributes to highway safety and to generate support and suggestions relative to facility alcohol management from the highway safety community.

Moderator: Roger Kurrus  
National Highway Traffic Safety Administration  
400 Seventh St., S.W.  
Washington, DC 20590  
(202) 366-2750

Speakers:  
Doug Duennes  
Director of Stadium Baseball Club  
San Diego Padres Baseball Club  
P.O. Box 2000  
San Diego, CA 92120-0020  
(619) 283-7294

Cynthia Emmets  
Home TEAM Los Angeles  
The Public Health Foundation of Los Angeles County  
13200 Crossroads Parkway North, Suite 135  
City of Industry, CA 91746  
(213) 699-7320 or (213) 826-0609
INNOVATIVE SELF-SUSTAINING EFFORTS
FOR STATE AND LOCAL PROGRAMS

The workshop will provide an opportunity for participants to discuss alternative funding mechanisms for Alcohol Traffic Safety Programs including public and private partnerships.

Moderator: Michael D. Baldwin
Regional Program Manager
NHTSA Region X
3140 Jackson Federal Building
915 Second Ave.
Seattle, WA 98174
(206) 442-5934

Speakers: T. L. Fitzgerald (UASAP)
Director, VA A&S Action Program
760 J. Clyde Morris Blvd.
Newport News, VA 23601
(804) 595-3301

Wayne Harper, Director
Center for Highway Safety Programs
1 Marketway W., 2nd Floor, Suite 205
York, PA 17401
(717) 771-9711 or (800) 955-7233

Alvan Knot
City Attorney, City of Lansing
124 W. Michigan
Lansing, MI 48933
(517) 483-4320

Joan Harris
Program Manager
Alameda County Municipal Courts
600 Washington St. Suite 4060
Oakland, CA 94607
(415) 268-7490

PUBLIC HEALTH & TRAFFIC SAFETY:
WHAT IS PUBLIC HEALTH DOING?

This workshop will describe injury prevention efforts within the Public Health Service, e.g. Health Objectives for the year 2000; CDC's Injury Control Program; Follow up of the Surgeon General's Workshop and Injury Control Efforts being targeted to children and adolescents.

Moderator: Robert Denniston
Director, Division of Communication Program
Office for Substance Abuse Prevention
Alcohol Drug Abuse & Mental Health Administration
U.S. Department of Health & Human Services
5600 Fishers Lane, Rockville, MD 20857
(301) 443-0373

Speakers: James Belloni
Chief, Program Development & Implementation Branch,
Division of Injury Epidemiology & Control Centers for Disease Control
Atlanta, GA 30333
(404) 488-4622

Bryon P. Bailey
California Area Injury Prevention Specialist
Indian Health Service
299 Fulton Ave.
Sacramento, Ca. 95821

James A. Harrell
Deputy Director
Prevention and Health Promotion
333 C Street, S.W.
Washington, DC 20201
(202) 245-7611

FORUM ROOM
8:30 - 10:00 a.m. **

COUNCIL ROOM
8:30 - 10:00 a.m. *
TARGETING PROGRAMS TO MINORITY AND HIGH RISK GROUPS

As traffic safety programs do not reach all audiences in the same manner, it is becoming increasingly necessary to target programs to specific groups. This panel will present recent efforts to develop programs directed towards specific audiences. The process by which these programs were developed will also be discussed.

Moderator: Ms. Robin Markowitz
Executive Director,
New York Coalition for Safety Belt Use
18-10 Whitestone Expressway
Whitestone, NY 11357
(718) 746-6003

Speakers:
Richard Blomberg
President,
Dunlap and Associates
17 Washington Street
Norwalk, CT 06854
(203) 866-8464

Joseph Moraza
Director, Planning Division
P.O. Box 41289
Minillas Station
San Juan, PR 00940
(809) 727-0122

TRAFFIC CRASH INVESTIGATION PROBLEMS INVOLVING OCCUPANT PROTECTION DEVICES

The workshop will identify the need for policies, procedures, training and other resources to improve the accuracy and quality of data relevant to the use, misuse or non-use of occupant protection devices among victims of traffic crashes.

Moderator: Ms. Katie Lynch
Occupant Protection Program Coordinator,
Washington Traffic Safety Commission
1000 S. Cherry St. (PD-11)
Olympia, Washington 98504
(206) 586-3865

Speakers:
William Hall
Highway Safety Research Center
University of North Carolina
134 1/2 E. Franklin St. CB-3430
Chapel Hill, NC 27599-3430
(919) 962-2202

Sgt. Deborah Townsend
Albany Police Department
P.O. Box 447
Albany, BA 31703-4801
(912) 431-2935 or 2100

Ms. Jan Goldsmith
Occupant Protection Coordinator,
Governor's Traffic Safety Bureau
307 E. 7th
Des Moines, IA 50319
(515) 281-3907
<table>
<thead>
<tr>
<th>Workshop Title</th>
<th>Location</th>
<th>Target Audience</th>
<th>Repeat Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Combined Enforcement&quot;</td>
<td>Forum Room</td>
<td>**</td>
<td>4/30 - 10:00 AM</td>
</tr>
<tr>
<td>Strategies That Make a Difference</td>
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<tr>
<td>Community Traffic Safety Programs in Rural America</td>
<td>Padre Room</td>
<td>**</td>
<td>4/30 - 1:30 PM</td>
</tr>
<tr>
<td>DWI Law Update</td>
<td>Hampton Court</td>
<td>*</td>
<td>Not Repeated</td>
</tr>
<tr>
<td>Employers and the Community: Working Together to Save Lives</td>
<td>De Anza/Mesa Rooms</td>
<td>**</td>
<td>Not Repeated</td>
</tr>
<tr>
<td>Enforcement of All Posted Speed Limits: Media and Community Involvement</td>
<td>Friars Room</td>
<td>**</td>
<td>Not Repeated</td>
</tr>
<tr>
<td>Follow-up to Surgeon General's Workshop on Drunk Driving</td>
<td>Garden Room South</td>
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</tr>
<tr>
<td>High Risk Populations: Latest Developments</td>
<td>Adobe/El Camino Rooms</td>
<td>***</td>
<td>5/2 - 10:15 AM</td>
</tr>
<tr>
<td>Increasing Effectiveness and Efficiency of Speed Enforcement Through Use of New Technologies</td>
<td>Garden Room North</td>
<td>**</td>
<td>5/2 - 10:15 AM</td>
</tr>
<tr>
<td>Innovative Sanctions for DUI Offenders</td>
<td>Sheffield Court</td>
<td>***</td>
<td>Not Repeated</td>
</tr>
<tr>
<td>Innovative Self-Sustaining Efforts for State and Local Programs</td>
<td>Sierra Room</td>
<td>**</td>
<td>5/1 - 8:30 AM</td>
</tr>
<tr>
<td>Statewide Surveys of Safety Belt Use -- Who Need &quot;Em?</td>
<td>Windsor Court</td>
<td>**</td>
<td>4/30 - 3:15 PM</td>
</tr>
<tr>
<td>Young Adults - New Directions in the National Scene</td>
<td>Council Room</td>
<td>**</td>
<td>4/30 - 10:00 AM</td>
</tr>
</tbody>
</table>

** = Beginner  
** = General Audience  
*** = Advanced
"COMBINED ENFORCEMENT"
STRATEGIES THAT MAKE A DIFFERENCE

Enforcement strategies: a) Targeting traffic violations and making an impact on crime. b) Multi-police agency enforcement*, including size and weight. c) Multi-police agency commitment of routine patrol to specific traffic violations.

Moderator: Sgt. Michael S. Farnsworth
Sergeant
Colorado State Patrol (Current assigned to NHTSA for 1 year)
U.S. Dept. of Transportation, National Highway Traffic Safety Administration, Police Traffic Services Division
400 7th St. SW
Washington, D.C. 20590
(202) 366-5016

Speakers:
Major Dennis C. Beuno
Field Operations
Ohio State Patrol
660 E. Main St.
Columbus, Ohio 43266-0562
(614) 644-7277

Mr. Ron H. Sostowski
Director, Div. of State & Provincial
Police, International Association of Chiefs of Police
1110 N. Glebe Road
Arlington, Virginia, 22201
(703) 243-0684

Major John M. Douglass
Operations Division
Overland Park Police Dept.
8500 Antioch
Overland Park, Kansas 66212
(913) 381-5252

COMMUNITY TRAFFIC SAFETY PROGRAMS IN RURAL AMERICA

Participants address strategies for organizing community based programs in rural settings

Moderator: Kathy Bailey, RN, MSN
Trauma Program Manager,
Pitt County Memorial Hospital
Greenville, NC 27835-6028
(919) 551-5706

Speakers:
Sharee Gainore
Coordinator,
Cape Girardeau County CTSP
P.O. Box 366
Cape Girardeau, MO 63702-0366
(314) 335-3377

Leslie Hartford
Project Coordinator,
Fargo DUI Task Force
P.O. Box 150
Fargo, ND 58107
(701) 241-1341

Barbara Caron Fazio
Coordinator, Comm. Safety Belt Program
North Central District Health Dept.
1221 F St.
Lewiston, ID 83501
This workshop panel will consider new and innovative laws that have recently been enacted to deter and improve the enforcement of DWI activities. For example, the enactment of administrative per se laws, vehicle impoundment or forfeiture laws and laws providing for special sanctions against young persons (generally those under 21 years of age) who are convicted of a DWI offense.

Moderator: Ms. Georgia S. Jupinko
Regional Administrator, NHTSA Region VI
619 Taylor St., Room 8A38
Fort Worth, TX 76102-6177
(817) 334-3653 or FTS-334-4300

Speakers:
Wayne Teglia
Director, Nev. Dept. of Motor Vehicles
555 Wright Wy.
Carson City, Nevada 89722-0999
(702) 885-5375

Hon. James D. Rogers (tentative)
Judge,
Hennepin County District Court
Fourth Judicial District
Government Center
Minneapolis, MN 55487
(612) 348-2896

Mr. David Johnston
Director, Ind. Div. of Traffic Safety
801 State Office Bldg., Room 801
Indianapolis, Indiana 46204
(317) 232-1299

Lt. Noel Roy
Florida Highway Patrol
P.O. Box 350220
1011 N.W. 111 Ave.
Miami, FL 33172
(305) 470-2255

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EMPLOYERS AND THE COMMUNITY: WORKING TOGETHER TO SAVE LIVES

Educate attendees on methods for combining community traffic safety with corporate safety and wellness programs

Moderator: Powell Harrison
State Program Manager,
NHTSA Region IX
211 Main St., Suite 1000
San Francisco, CA 94105
(415) 744-3089 (comm) (484)-3089 (FTS)

Speakers: Cynthia Lyle
National Programs Specialist
USAA
USAA Bldg.
San Antonio, TX 78288
(512) 498-0990

Chuck Johanns
Vice President - Corporate Relations
Kemper Group
Long Grove, IL 60049
(708) 540-2513

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- 34 -
ENFORCEMENT OF ALL POSTED SPEED LIMITS:
MEDIA AND COMMUNITY INVOLVEMENT.

With a renewed emphasis on the enforcement of ALL posted speed limits, media and public support is critical to the success of this initiative. How one community, Marlborough, Mass.is garnering media attention and public support for speed enforcement, and what enforcement is doing on the issue from the viewpoint of one State and one local police agency.

Moderator:         Mr. James C. Ryan
                  Region I, Deputy Regional Administrator
                  NHTSA, Region I
                  Transportation Systems Center, Kendall Square - Code 903
                  Cambridge Mass. 02142
                  (617) 494-3427 or FTS 837-3427

Speakers:          Major Robert M. Kirby
                  Chief Safety Education Officer,
                  Florida Highway Patrol
                  Nell Kirkman Bldg. B 466
                  Tallahassee, FL 32399-0553
                  (904) 488-5370

                  Ms. Alison Hartt
                  Program Coordinator,
                  Marlborough Saving Lives
                  255 Main St.
                  Marlborough, Mass. 01752
                  (508) 460-3764

                  Sgt. Chris L. Earnhardt
                  Traffic Division Supervisor,
                  Salisbury Police Department
                  P.O. Box 421
                  Salisbury, NC 28145-0421
                  (704) 636-5333

FOLLOW-UP TO SURGEON GENERAL’S WORKSHOP
ON DRUNK DRIVING

This workshop will provide participants with an opportunity to discuss issues relating to follow-up activities from the Surgeon General's workshop and the National Coalition to Prevent Impaired Driving. Participants will have ample opportunity to discuss the link being made between public health and traffic safety in the drinking and driving area.

Moderator: James Hedlund
           Director, OASP
           NHTSA - NTS-20
           400 - 7th St. SW
           Washington DC 20560
           (202) 366-2175

Speakers: Joan White Quinlan
           Chief, Policy and External Review Unit
           Office of Substance Abuse Prevention
           Parklawn Bldg.
           5600 Fishers Ln.
           Rockville, MD 20852
           (301) 443-0373

           Doris Aiken
           President, RID
           P.O. Box 520
           Schenectady, NY 12301
           (518) 372-0034

           Peter O'Pourke
           Director, Office of Traffic Safety
           7000 Franklin Blvd.
           Suite 330
           Sacramento, Ca 95823
           (916) 445-0527

           George Hacker
           Staff Director, National Coalition to Prevention
           Prevent Impaired Driving
           1730 Rhode Island Ave., N W., Suite 600
           Washington, D.C. 20036
           (202) 659-8475

- 35 -
HIGH RISK POPULATIONS: LATEST DEVELOPMENTS

Not all persons face the same risk of being involved in an accident. This workshop will address the characteristics of those groups whose risk of crash involvement is greater than average.

Moderator:  Mark Lee Edwards
Chief, Mathematical Analysis Division
National Center for Statistics & Analysis
NHTSA/NRD-31
400 7th St., SW
Washington, D.C. 20590
(202) 366-5349

Speakers:  Mark Lee Edwards
(See above)

Sam Yaksich
AAA Foundation for Traffic Safety
1730 M Street N.W. Suite 401
Washington, DC 20036
(202) 775-1456

ADOBE/ EL CAMINO ROOMS
1:45 - 3:15 p.m.  ***

INCREASING EFFECTIVENESS AND EFFICIENCY OF SPEED ENFORCEMENT THROUGH USE OF NEW TECHNOLOGIES

Discussion on two "photo-radar" projects: An on-going project in the City of Paradise Valley, Arizona, and a pilot project to test "photo-radar" on a multiplaned, heavily traveled roadway (Capitol Beltway).

Moderator:  Lt. Colonel C. M. Robinson
Commander of Field Operations
Virginia State Police
P.O. Box 27472
Richmond, VA 23261

Speakers:  Lt. Colonel C. M. Robinson
(See Above)

Chief Donald D. Lozier
Chief of Police,
Paradise Valley Police Dep.
6401 E. Lincoln Dr.
Paradise Valley, AZ 85253
(602) 948-7418

David Skinner
Research Economist
Transportation Systems Center
Cambridge, MA 02142
(617) 637-2257

GARDEN ROOM NORTH
1:45 - 3:15 P.M.  **

- 36 -
INNOVATIVE SANCTIONS FOR DUI OFFENDERS

A discussion and exploration of new or alternative types of sanctions for DUI offenders. A review of successes and possible pitfalls will also be presented.

Moderator: The Honorable Judge Linda Chozem  
Judge of the Court of Appeals of Indiana  
1188 Merchants Plaza So. Tower  
Indianapolis, IN 46204  
(317) 232-6907

Speaker: Hon. Judge Judge Michael Getty  
Circuit Court of Cook County  
2600 California Ave.  
Room 604  
Chicago, IL 60608  
(312) 890-3184

Prof. Steve Simon  
Minnesota Criminal Justice  
DUI Task Force  
190 Law Center  
229 19th Ave., South  
Minneapolis, MN 55455  
(612) 625-5515

Steve Goldsmith  
Marion County Prosecuting Attorney  
City - County Building  
200 E. Washington St.  
Indianapolis, IN 46204  
(317) 236-3522

INNOVATIVE SELF-SUSTAINING EFFORTS FOR STATE AND LOCAL PROGRAMS

The workshop will provide an opportunity for participants to discuss alternative funding mechanisms for Alcohol Traffic Safety Programs including public and private partnerships.

Moderator: Michael D. Baldwin  
Regional Program Manager  
NHTSA, Region X  
3140 Jackson Federal Building  
915 2nd Ave.  
Seattle, WA 98174  
(206) 442-5934

Speakers: T. L. Fitzgerald (UASAP)  
Director, VA A/S Action Program  
760 J. Clyde Morris Blvd.  
Newport News, VA 22601  
(804) 595-3301

Wayne Harper, Director  
Center for Highway Safety Programs  
York County Court House  
28 East Market Street  
York, PA 17401  
(717) 771-9711

Alvan Knot  
City Attorney, City of Lansing  
124 W. Michigan  
Lansing, MI 48933  
(517) 483-4320

Joan Harris  
Program Manager  
Alameda County Municipal Courts  
600 Washington St. Suite 4060  
Oakland, CA 94607  
(415) 268-7400

- 37 -
STATEWIDE SURVEYS OF SAFETY BELT USE—WHO NEEDS ‘EM?

The range of safety belt use rates reported by the states is fairly large, from 40 to 70 percent. Some of this spread probably stems from differences in the procedures used by the states to observe belt use and to compile the observational data. The lack of comparable data from state to state is perhaps of minor importance now, but if a bill pending in Congress establishes a link between use rates and eligibility for incentive grant funds, then standardized statewide surveys would be needed to ensure fair and equitable distribution of the funds.

Moderator:
Jesse Blatt, Ph.D.
Chief, Driver/Passenger Research Division
NHTSA/U.S. DOT, Room 6242
400 Seventh Street, SW
Washington, DC 20590
(202) 366-5588

Speakers:
Jean Lauver
Professional Staff Member
Senate Committee on Environment and Public Works
Washington D.C. 20510
(202) 224-7853

Teppan Datta, Ph.D., P.E.
Prof. Dept. of Civil Engineering
Wayne State University
2152 Engineering Bldg.
Detroit MI 48202
(313) 569-0300

WINDSOR COURT
1:45 - 3:15 p.m.  **

YOUNG ADULTS - NEW DIRECTIONS IN THE NATIONAL SCENE

New developments in national organizations and national trends as they relate to highway safety and the young adult population.

Moderator:
Dr. Richard Coberg
Director, Educational Alternatives
P.O. Box 6362
Norman, OK 73070
(802) 828-3126

Speakers:
Robert Anastas
Executive Director
Students Against Driving Drunk
P.O. Box 800
Marlboro, MA 01752
(508) 481-3558

Bob Kociolek
Health Specialist,
The National PTA
700 N. Rush St.
Chicago, IL 60611-2571
(312) 787-9977

Gil Bellamy
Governor's Representative,
Oregon Traffic Safety Commission
State Library Building - 4th Floor
Salem, OR 97313
(503) 378-3670

COUNCIL ROOM
1:45 - 3:15 p.m.  **
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<td>Advertising and Cause Related Marketing: The Good, The Bad, The Ugly</td>
<td>Pacheco Room</td>
<td>***</td>
<td>Not Repeated</td>
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<tr>
<td>Advocacy: Challenges for the 1990's</td>
<td>Windsor Court</td>
<td>***</td>
<td>Not Repeated</td>
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<tr>
<td>70% Belt Use by 1992 - State and National Challenges and Initiatives</td>
<td>Garden Room North</td>
<td>**</td>
<td>4/30 - 1:30 PM</td>
</tr>
<tr>
<td>Child Passenger Safety: Where Do We Go From Here?</td>
<td>Sheffield Court</td>
<td>**</td>
<td>5/1 - 8:30 AM</td>
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<td>Community Pedestrian and Bicycle Safety Programs</td>
<td>De Anza/Mesa Rooms</td>
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<td>Development of Trauma Systems: a State and Community Guide</td>
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<td>DWI Strategies for the 90's</td>
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<td>5/1 - 8:30 AM</td>
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<td>How to Sell Funding of Traffic Safety Programs To the Legislature</td>
<td>Friars Room</td>
<td>*</td>
<td>4/30 - 1:30 PM</td>
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<tr>
<td>Innovative Approaches to Reaching K-12 Youth</td>
<td>Council Room</td>
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<td>State Strategies for Reducing Alcohol Impaired Driving</td>
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</tr>
<tr>
<td>&quot;Talking Traffic&quot;: Involving Media in Your Traffic Safety Programs</td>
<td>Sierra Room</td>
<td>***</td>
<td>4/30 - 10:00 AM</td>
</tr>
<tr>
<td>Victim Panels</td>
<td>Garden Room South</td>
<td>**</td>
<td>4/30 - 10:00 AM</td>
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*** = Advanced
ADVERTISING AND CAUSE RELATED MARKETING:  
THE GOOD, THE BAD, THE UGLY.

Discussion of the impact advertising and marketing has on Highway Safety

Moderator:  
Brian O'Neill  
President,  
Insurance Institute for Highway Safety  
1005 North Glebe Road, Suite 800  
Arlington, VA 22201  
(703) 247-1500

Speakers:  
William Haeger  
Director, Sales Promotion  
Cadillac Motor Car Division  
2800 Clark  
Detroit, MI 48232  
(313) 554-6987  

Mary Beth Berkoiff  
Client Services Manager  
Burson - Marsteller  
1 East Wacker  
Chicago, IL 60601  
(312) 329-9292

ADVOCACY: CHALLENGES FOR THE 1990'S

A workshop designed to allow activist groups the opportunity to describe what objectives they feel must be met in the 1990's and programs they plan to promote.

Moderator:  
James Nichols, Ph.D.  
Deputy Director,  
Office of Alcohol and State Programs  
400 7th Street, S.W., Room 5130  
Washington, DC 20590  
(202) 366-2716  

Speakers:  
Doris Aiken  
Founder & President  
Remove Intoxicated Drivers (RID)  
P.O. Box 520  
Schenectady, NY 12301  
(518) 372-9624

John McCarthy, Ph. D.  
Professor of Sociology,  
Catholic University of America  
Washington, DC 20064  
(202) 635-5999

Dr. Alex Wagenaar  
Research Fellow,  
Marin Institute for Prevention of Alcohol and other Drug Problems  
1040 B Street, #300  
San Rafael, CA 94901  
(415) 456-5692

Sandy Golden  
Director,  
Campaign Against Drunk Driving  
21 Quince Mill Court  
North Potomac, MD 20818  
(301) 977-3506
70% BELT USE BY 1992 -
STATE AND NATIONAL CHALLENGES AND INITIATIVES

A presentation of two statewide 70 by '90 Task Force efforts and findings from the National Occupant Protection Conference and national law enforcement summit for state and national program challenges to achieve President Bush's 70 percent national safety belt use goal by 1992.

Moderator: Robert Nicholson
Deputy Associate Administrator
Traffic Safety Programs
400 - 7th Street, S.W., NTS -02
Washington, DC 20590
(202) 366-2675

Speakers: Capt. Steve Ellis
Commander of Santa Cruz Area
California Highway Patrol
10395 Soquel Drive
Aptos, CA 95003
(408) 662-0511

JoeAnn O'Hara
Highway Safety Specialist
Office of Enforcement and
Emergency Services
NHTSA, NTS-40
(202) 366-4913

S. Rowan Woolfolk
Governor's Highway Safety Rep.
Division of Traffic Safety
IL Dept. of Transportation
2300 S. Dirksen Parkway, Room 319
Springfield, IL 62764
(217) 782-4972

Honorable Barry Sherman
House of Commons
London SW1A OAA
Great Britain

CHILD PASSENGER SAFETY: WHERE DO WE GO FROM HERE?

Three of the founders of the nation's child passenger safety movement discuss where we are and where we need to go with child passenger safety programs.

Moderator: Jeff Michael (NHTSA)
Child Passenger Safety Specialist,
NHTSA
400 Seventh St. S.W.
Washington, DC 20590
(202) 366-2755

Speakers: Annemarie Sheehan
Child Passenger Safety Advocate
19 Church St., P.O. Box 325
New Milford, CT 06776
(203) 355-0323

Stephanie Tombrello
Executive Director, Los Angeles Area
SafetyBeltSafe U.S.A.
123 West Manchester Blvd.
Inglewood, CA 90301
(213) 673-2666

Deborah Richards
Child Passenger Safety Consultant
2559 N.E. 83rd St.
Seattle, WA 98115
(206) 524-7235
COMMUNITY PEDESTRIAN AND BICYCLE SAFETY PROGRAMS

Strategies for planning and implementing comprehensive community pedestrian and bicycle safety programs.

Moderator: Linda Tracey
Program Director,
Bicycle Federation of America
1818 R Street, N.W.
Washington, D.C. 20009
(202) 332-6986

Speakers: Officer Rick Bastin
Commander Community Services
Lexington Fayette Urban City
Division of Police
150 East Main Street
Lexington, KY 40507
(606) 258-3636

Ann M. Ringland MPH
N.C. Dept. of Environment, Health and
Natural Resources
Division of Maternal and Child Health
P.O. Box 27687
Raleigh, NC 27611-7687
(919) 733-3816

Dan Burden
Coordinator, Pedestrian and Bicycle Programs
FL Department of Transportation
605 Suwanee Street, MS 19
Tallahassee, FL 32399-0450
(904) 488-4640

DEVELOPMENT OF TRAUMA SYSTEMS:
A STATE AND COMMUNITY GUIDE

Discussion of the coalition building process needed to plan and develop trauma systems along with obstacles that can occur in the process. Also presented will be resources for trauma system development at state and local levels.

Moderator: Susan Ryan
Program Analyst,
NHTSA - EMS Division
400 7th Street
Washington, DC 20590
(202) 366-4299

Speakers: Gail Cooper
Chief - EMS
Department of Health
6255 Mission Gorge Rd.
San Diego, CA 92121
(609) 285-6429

Wade N. Spruill, Jr.
Director - EMS
Department of Health
P.O. Box 1700
Jackson, MS 39215-1700
(601) 987-3680

- 42 -
DWI STRATEGIES FOR THE 90'S

Discussion of effective and progressive DWI strategies and programs which have proven to be successful and show promise for greater deterrence in the future.

Moderator: Larry D. Larkin
Sgt. - Indiana State Police
NHTSA - OEES/PTS Division
400 7th Street SW
Washington, DC 20590
(202) 366-8463

Speakers: Denis Foley, Ph.D.
Director,
Albany County Stop DWI
112 State Street
Albany, NY 12210
(518) 447-7707

Colonel J.H. Lanier
Director,
South Carolina Highway Patrol
P.O. Box 191
Columbia, SC 29202
(803) 737-1083

Lt. Colonel Larry Delaney
Deputy Superintendent,
Field Operations, Indiana State Police
100 North Senate Avenue, Room 301
Indianapolis, IN 46204
(317) 232-8235

HOW TO SELL FUNDING OF TRAFFIC SAFETY PROGRAMS TO THE LEGISLATURE

Discuss political realities problems and approaches in convincing legislature to fund alcohol and other traffic safety initiatives.

Moderator: Donald J. McNamara
Deputy Regional Administrator
NHTSA, Region V
18209 Dixie Highway, Suite A
Homewood, IL 60430
(708) 799-6947

Speakers: Susan D. McHenry
Director, Division of EMS
State Dept. of Health
1538 E. Parkham Rd.
Richmond, VA 23228
(804) 371-3500

Mel Morgan
Director,
Idaho Office of Highway Safety
P.O. Box 7129
Boise, ID 83707
(208) 334-8101

Anne Morvene
Administrative Assistant,
Senator Doug Cruce
State Capitol
Lansing MI 48913
(517) 373-2523

FORUM ROOM
8:30 - 10:00 a.m.

FRIARS ROOM
8:30 - 10:00 a.m.
INNOVATIVE APPROACHES TO REACHING K-12 YOUTH

Attempting to reach children and youth with a creative message about using safety belts and not using alcohol and other drugs is challenging. This session will present several innovative approaches that are working.

Moderator: John Harvey
Driver and Education Consultant,
Vermont State Dept. of Education
State Office Building
120 State St.
Montpelier, VT 05602
(802) 828-3126

Speakers:
Mary Justice
Director, Safer New Mexico Now
P.O. Box 9534
Santa Fe, NM 87504
(505) 984-2898

Judy Doll
Coordinator,
Automotive Safety for Children Program
Riley Hospital, PS-139
702 Barnhill Dr.
Indianapolis, IN 46223
(317) 274-2977

Beverly Graham
Substance Abuse Coordinator,
Horry County School District
1605 Horry St.
Conway, SC 29526
(803) 248-2206

STATE STRATEGIES FOR REDUCING ALCOHOL IMPAIRED DRIVING

This workshop is designed to compare the differing strategies states have taken to deal with this impaired driving problem. States which either have low levels of impaired driving or which have achieved significant reduction since 1982 will describe their approaches.

Moderator: Jim Hedlund
Director, OASP
NHTSA, NTS-20
400 7th Street, SW
Washington, DC 20590
(202) 366-2715

Speakers:
James Arena
Director,
Division of Highway Traffic Safety
5 Quakerbridge Plaza CN048
Trenton, NJ 08625
(609) 588-3750

Philip Weiser
Administrator,
Highway Safety Program
Division of Highway Safety
4201 E. Arkansas Avenue
Denver, CO
(303) 757-9438

Steve Simon
Director,
Minnesota Criminal Justice DWI Task Force
190 Law Center
229 19th Avenue, SO
Minneapolis, MN 55455
(612) 625-5515
"TALKING TRAFFIC"
IN VOLVING MEDIA IN YOUR TRAFFIC SAFETY PROGRAMS

How to involve the media and stimulate them into actively supporting and working with police traffic safety programs.

Moderator: William P. Georges, Sergeant
Albany New York Police Department (assigned to NHTSA for 1 year)
U.S. Dept. of Transportation, NHTSA
Police Traffic Services Division
400 7th St. SW
Washington, DC 20590
(202) 366-6464

Speakers: Chuck Jackson
Public Information Officer
Maryland State Police
Headquarters
Pikesville, MD 21208
(301) 653-4239

Ms. Kathy Wolgemuth
Public Information Officer
Alaska State Police
5700 E. Tudor Rd.
Anchorage, Alaska 99507
(907) 269-5413

Katie Reilly, Coordinator,
SLOW...please !!!
Manley St.
Marblehead, MA 01945
(617) 631-7520

VICTIM PANELS

A workshop designed to describe innovative programs with offenders and victims together in face-to-face situations.

Moderator: Sharon Sikora
V.P. for Victims Issues
Mothers Against Drunk Driving
699 Airport Freeway, Suite 310
Hurst, TX 76053
(817) 269-6233

Speakers: Judge Allen Coon
Circuit Court Judge
Josephine County Courthouse
Room 225
Grants Pass, OR
(503) 474-5181

Sharon Lator
Coordinator, Remove Intoxicated Drivers
Green County, RID
P.O. Box 236, S. Main St.
New Baltimore, New York 12124
(518) 756-9653

Robin Paster
Snohomish County
Community Traffic Safety Task Force
2722 Colby, Suite 104
Everett, WA 98201
(206) 338-7200
<table>
<thead>
<tr>
<th>Workshop Title</th>
<th>Location</th>
<th>Target Audience</th>
<th>Repeat Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto Dealer Occupant Protection Education Programs</td>
<td>Hampton Court</td>
<td>**</td>
<td>5/1 - 8:30 AM</td>
</tr>
<tr>
<td>Deterrence vs. Individual Reform: How Administrative and Judicial Systems can Work Together</td>
<td>Garden Room South</td>
<td>***</td>
<td>5/1 - 8:30 AM</td>
</tr>
<tr>
<td>Forum on Youth Traffic Safety Initiatives</td>
<td>Council Room</td>
<td>**</td>
<td>4/30 - 3:15 PM</td>
</tr>
<tr>
<td>High Risk Populations: Latest Developments</td>
<td>Adobe/El Camino Rooms</td>
<td>***</td>
<td>5/1 - 1:45 PM</td>
</tr>
<tr>
<td>Increasing Effectiveness and Efficiency of Speed Enforcement Through Use of New Technologies</td>
<td>Sierra Room</td>
<td>**</td>
<td>5/1 - 1:45 PM</td>
</tr>
<tr>
<td>Innovative Programming in Occupant Protection</td>
<td>Windsor Court</td>
<td>**</td>
<td>4/30 - 1:30 PM</td>
</tr>
<tr>
<td>Marketing and Public Relations: Social Marketing</td>
<td>De Anza/Mesa Rooms</td>
<td>**</td>
<td>4/30 - 3:15 PM</td>
</tr>
<tr>
<td>Measuring Success: Evaluation of Community Traffic Safety Programs</td>
<td>Friars Room</td>
<td>***</td>
<td>4/30 - 3:15 PM</td>
</tr>
<tr>
<td>Motorcycle Safety: How to Pass a Helmet Use Law and be Included in CTSP's</td>
<td>Sheffield Court</td>
<td>*</td>
<td>4/30 - 1:30 PM</td>
</tr>
<tr>
<td>Pedestrian and Bicycle Law Enforcement</td>
<td>Forum Room</td>
<td>*</td>
<td>4/30 - 1:30 PM</td>
</tr>
<tr>
<td>Public Health and Traffic Safety: Efforts within the States &amp; Local Health Departments</td>
<td>Padre Room</td>
<td>*</td>
<td>Not Repeated</td>
</tr>
<tr>
<td>The Drug Evaluation and Classification Program</td>
<td>Garden Room North</td>
<td>***</td>
<td>4/30 - 10:00 AM</td>
</tr>
</tbody>
</table>

** = Beginner  
*** = General Audience  
*** = Advanced
AUTO DEALER OCCUPANT PROTECTION EDUCATION PROGRAMS

A discussion of various approaches to promoting auto dealer occupant protection education programs. Several program leaders present their strategies and experiences.

Moderator: Addie Crayton
Texas Safety Association
P.O. Box 9345
Austin, TX 78766
(512) 343-6525

Speakers: Beverlee Anderson
Executive Director,
Tennessee Safety Belt Coalition
1900 N. Winston Rd., Suite 200
Knoxville, TN 37919
(615) 693-4502

Elaine Kizewski
Project Director,
Wisconsin Transportation Safety Programs
P.O. Box 733 - 3273 Church St.
Stevens Point, WI 54481
(715) 344-7191

Bill Haeger
Sales Promotion Director,
Cadillac Motor Car Division
2860 Clark Ave.
Detroit, MI 48232
(313) 554-6987

DETERRENCE VS. INDIVIDUAL REFORM: HOW ADMINISTRATIVE AND JUDICIAL SYSTEMS CAN WORK TOGETHER

This workshop will explore how the two objectives of creating general deterrence and reforming DWI offenders who are caught can best be achieved by judicial and administrative systems which work together.

Moderator: James Nichols, Ph.D.
Deputy Director, Office of Alcohol and State Programs
NHTSA, NTS-20
400 7th Street, S.W., Room 5130
Washington, DC 20590
(202) 366-2716

Speakers: H. Laurence Ross
Professor of Sociology
University of New Mexico
Albuquerque, NM 87131
(505) 277-2501

Steve Simon
Director, Minnesota Criminal Justice
DUI Task Force
190 Law Center
229 19th Avenue, So.
Minneapolis, MN 55455
(612) 625-5515

Judge Linda Chezem
Court of Appeals of Indiana
1188 Merchants Plaza, South Tower
Indianapolis, IN 46204
(317) 232-6007

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FORUM ON YOUTH TRAFFIC SAFETY INITIATIVES

Report on recommendations resulting from last summer’s Forum held at Georgetown University. Forum participants will discuss action items for state and local consideration and inter-State networking opportunities.

Moderator: John Harvey
Driver and Safety Education Consultant
Vermont State Department of Education
State Office Building
120 State St.
Montpelier, VT 05602
(802) 828-3126

Speakers: Renee Nibler Thompson
Youth Program Director
Washington Traffic Safety Commission
1000 S. Cherry St., PD-11
Olympia, WA 98504
(206) 586-3871

Michele Meadows
Youth Coordinator
Office Of Traffic Safety
Business, Transportation and Housing Agency
7000 Franklin Blvd., Suite 330
Sacramento, CA 95823
(916) 445-0527

Kathy Sewell
Director, Center for
Adolescent Development
P.O. Box 7370
Bismarck, ND 58502- 7370
(701) 258-9945

HIGH RISK POPULATIONS: LATEST DEVELOPMENTS

Not all persons face the same risk of being involved in an accident. This workshop will address the characteristics of those groups whose risk of crash involvement is greater than average.

Moderator: Mark Lee Edwards
Chief, Mathematical Analysis Division
National Center for Statistics & Analysis
NHTSA/NRD-31
400 7th St., SW
Washington, D.C. 20590
(202) 366-5349

Speakers: Mark Lee Edwards
(See above)

David Skinner
Research Economist
Transportation Systems Center
Cambridge, MA 02142
(617) 837-2257

Sam Yaksich
AAA Foundation for Traffic Safety
1730 M Street, N.W. Suite 401
Washington, DC 20036
(202) 775-01456

ADOBE/ EL CAMINO ROOMS
10:15 - 11:45 a.m.  ***
INCREASING EFFECTIVENESS AND EFFICIENCY OF
SPEED ENFORCEMENT THROUGH USE OF NEW TECHNOLOGIES.

Discussion on two "photo-radar" projects: An on going project in the City of Paradise Valley, Arizona, and a pilot project to test "photo-radar" on a multiplexed, heavily traveled roadway (Capitol Beltway).

Moderator: Lt. Colonel C. M. Robinson
Commander of Field Operations
Virginia State Police
P.O. Box 27472
Richmond, VA 23261

Speakers: Lt. Colonel C. M. Robinson
(See Above)

Chief Donald D. Lozier
Chief of Police
Paradise Valley Police Department
6401 E. Lincoln Dr.
Paradise Valley, AZ 85253
(602) 948-7419

Mr. Robert R. Blackburn
Midwest Research Institute
425 Volker Blvd.
Kansas City, Missouri 64110
(816) 753-7600 EXT. 304

WINDSOR COURT
10:15 - 11:45 a.m.  **

INNOVATIVE PROGRAMMING IN OCCUPANT PROTECTION

How do you get 300 people to a child passenger safety conference? How effective are local safety belt use ordinances? How can local programs promote automatic protection?

Moderator: Rita Weir
Highway Safety Specialist,
Office of Occupant Protection, NTS-13
National Highway Traffic Safety Administration
400 Seventh Street, S.W.
Washington, DC 20590
(202) 366-2705

Speakers: Deborah Baer
President, Maryland CPSA
1310 Church Hill Drive
Pikesville, MD 21208
(301) 653-1979

Susan Lancaster
Public Information & Education Program Manager
Traffic Safety Section
Arkansas State Highway and Transportation
P.O. Box 2261
Little Rock, AK 72203
(501) 455-1406

Howard Wilson
Chrysler Motors
CIMS 418-06-02
Detroit, MI 48288-1118
(313) 956-6037

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MARKETING AND PUBLIC RELATIONS: SOCIAL MARKETING

How to sell your traffic safety program to the community. Future need for public education and public relations.

Moderator: Leo Skinner
Chief,
Public Information Office
Ohio Department of Highway Safety
240 Parsons Avenue
Columbus, OH 43226-0563
(614) 466-4944

Speakers: Robert L. Deen
Managing Partner,
Deen & Black Public Relations
2212 K Street
Sacramento, CA 95815
(916) 444-8014

Charles Atkin
Professor,
Department of Communication
Michigan State University
562 Communication Arts Bldg.
East Lansing, MI 48824
(517) 353-3259

Michael Averbuch
V-P Administration
Charlotte Memorial Hospital & Medical Center
P.O. Box 32861
Charlotte, NC 28232
(704) 355-2141

MEASURING SUCCESS; EVALUATION OF COMMUNITY TRAFFIC SAFETY PROGRAMS

Discussion will cover evaluation strategies and methods to determine program "success".

Moderator: James C. Ryan, Esquire
Deputy Regional Administrator
NHTSA/Region 1
55 Broadway
Cambridge, MA 02142
(617) 494-2681

Speakers: Ralph Hingson, Sc.D.
Professor and Chief
Boston University
School of Public Health
85 East Newton Street
Boston, MA 02118-2389
(617) 638-5160

Steve Lind.
Deputy Director
Washington Traffic Safety Commission
1000 South Cherry Street
Olympia, WA 98504
(206) 763-6197

Sandra Usher, Administrator
Office of the Governor's
Highway Safety Representative
P.O. Box 7157
240 Parsons Avenue
Columbus, OH 43286-0563
(614) 466-0433
MOTORCYCLE SAFETY: HOW TO PASS A HELMET USE LAW AND BE INCLUDED IN CTSP's

Strategies used to gain passage of state motorcycle helmet use laws. WHY and HOW to include motorcycle safety in your Community Traffic Safety Program.

Moderator: Judy Stone, Executive Director
Advocates for Highway and Auto Safety
400 N. Capitol St., Suite 330
Hall of the Sates
Washington, DC 20001
(202) 624-8578

Speakers: Lorrie Laing, Chairperson,
Nat. Assoc. of State Motorcycle Safety Adm.
Ohio Department of Highway Safety
240 Parsons Ave.
Columbus, OH 43266-0563
(514) 446-5855

Mary Price, President,
Californians for Safe Motorcycling
5727 Sutter Ave. #14
Carmichael, CA 95608
(916) 973-0909

Dean DeSoto, Chairman,
Gov. Clements Motorcycle Operator Training and Safety Advisory Committee
4203 WoodCock Suite 208
San Antonio, TX 78228
(512) 735-2287

PEDESTRIAN AND BICYCLE LAW ENFORCEMENT

The roles police agencies can play in improving pedestrian and bicycle safety.

Moderator: Dan Burden
Coordinator, Pedestrian and Bicycle Programs
Florida Department of Transportation
605 Suwanee St., M.S. 19
Tallahassee, FL 32399-0405
(904) 448-4640

Speakers: Forrest Wilkins
Officer,
Los Angeles Police Department
4125 S. Crenshaw Blvd.
Los Angeles, Ca 90008
(213) 465-7742

Lt. Larry Ball
Commander, Community Urban County
Division of Police
150 E. Main St.
Lexington, KY 40507
(606) 258-3636

Raymond D. Cotton
Captain,
Maryland State Police
1401 Bel Air Rd.
Bel Air, MD 21014
(301) 879-2101

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PUBLIC HEALTH AND TRAFFIC SAFETY:  
EFFORTS WITHIN THE STATES AND LOCAL HEALTH DEPARTMENTS.

Strategies for implementing traffic safety and promotion activities at the state and local Health Departments.

Moderator:  
Powell Harrison  
State Program Manager,  
211 Main St., Suite 1000  
San Francisco, CA 94105  
(415) 974-9840 (FTS 454-9840)

Speakers:  
Fred Williams  
Program Administrator for Injury Control  
Dept. Health and Rehabilatation  
1317 Winewood Blvd. (PDOHM)  
Tallahassee, FL 32399-0700  
(904) 487-1911

Donna Dossey  
Program Manager,  
Injury Prevention Program  
Health & Environment Program  
1190 St. Francis Dr. (Room S 1076)  
Santa Fe, NM 87503  
(505) 827-2382

Dr. Jan Jurs  
Consultant,  
Wood County Health Dept.  
54 West Wooster St.  
Bowling Green, OH 43402  
(419) 352-6402

THE DRUG EVALUATION AND CLASSIFICATION PROGRAM

Implementation of a Drug Evaluation and Classification Program will be addressed, with a focus on program progress to date; funding sources to support program implementation and expansion; and inter-agency coordination.

Moderator:  
James Wright  
Highway Safety Specialist  
400-7th Street, SW  
Washington, D.C. 20590  
(202) 366-2724

Speakers:  
Lt. Jack Grant*  
Arizona Highway Patrol  
2310 N. 20th Avenue  
Phoenix, AZ 85009

Jody Forman  
Program Manager  
Bureau of Justice Assistance  
U.S. Department of Justice  
633 Indiana Avenue, N.W.  
Washington, D.C. 20531  
(202) 724-7934

* Lt. Grant is on a 2-year assignment to NHTSA in Washington, D.C.
His local address is:
NHTSA (NTS-40)  
400 Seventh Street, S.W.  
Washington, DC 20590  
(202) 366-2749

GARDEN ROOM NORTH
10:15 - 11:45 a.m.  ***