

LIFESAVERS-9

**MAY 12-15, 1991
CHARLOTTE, NC**



**NATIONAL
CONFERENCE
ON HIGHWAY
SAFETY
PRIORITIES**

*The Following Organizations
Have Graciously Contributed
Resources Toward The Success
Of Lifesavers/9*

Advocates for Highway & Auto Safety

Alliance of American Insurers

Allstate Insurance

American Coalition for Traffic Safety

Association of International Automobile Manufacturers

Farmers Insurance Group

Geico Insurance

Insurance Institute for Highway Safety

Kemper Insurance

Motor Vehicle Manufacturers Association

National Association of Governor's Highway Safety
Representatives

National Association of Independent Insurers

National Safety Council

National Highway Traffic Safety Administration

National Transportation Safety Board

North Carolina Governor's Highway Safety Program

State Farm Insurance

TRW Occupant Restraint Systems

United Services Automobile Association

Volvo Cars of North America

Wine Institute





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North Carolina

Put on your dancin' shoes and be our guest for a great evening of entertainment, courtesy of the North Carolina Highway Safety Foundation, the Safety and Health Council of North Carolina, and our six million-plus North Carolina citizens and corporations.

First up on the program, a barbeque dinner with all the trimmings. No matter what your diet, we know you will come away from this meal with an immediate need to burn off some calories.

Next join us for a bit of Down Home entertainment with North Carolina's premier musical group: "The Red Clay Ramblers."



Formed in 1972, the Ramblers were one of the original string-bands dedicated to southern Appalachian music. But over time, their work has expanded. They have played in concerts all over the world including the off-Broadway production of "Diamond Studs" and most recently in a variety of American venues with their newest show "The Merry Wives of Windsor, Texas." If you're still sitting still when the Red Clay Ramblers finish, have someone check your pulse.





Hoe Down...



To end the evening, we are pleased to present a group that has become a North Carolina treasure: "The Embers." While west coasters were worrying about the wax on their surf boards and the east coast was rocking to the driving beat of Motown, North Carolina gave birth to the Embers and what we call "the original beach music." Don't plan to take a break when the Embers get fired up. You'll find the dance floor ready to go for those of you who want to learn the famous beach music dance, "The Shag." You'll also get a charge out of meeting Raymond Massey, a character almost as familiar to North Carolinians as Andy Griffin's Sheriff Andy Taylor of Mayberry.

**"Down Home Carolina."
We hope you'll enjoy it.**





About the Conference

The Lifesavers National Conference is the largest conference on highway safety priorities in America. Highway safety professionals from the fifty states and several international countries gather once a year to participate in a variety of workshops, seminars, and professional development sessions all designed to highlight the latest in highway safety programming destined to reduce injury and death on our nation's roadways.

This year's conference, Lifesavers/9, is being held in Charlotte, NC, at the Charlotte Convention Center and becomes the first convention in Lifesavers' history to be headquartered and operated almost completely under one roof. The General Session, all banquets, the Monday night social event, our Exposition area, many workshop rooms, and a rest area can be found "under the pyramids."

We are pleased to inaugurate a new series of programs at this year's conference: Professional Development Sessions. These sessions are designed to improve your knowledge as a highway safety professional and make that knowledge pay-off in the real world of highway safety programming. These sessions provide extraordinary exposure on working with legislative groups, building effective coalitions, and making excellent presentations.

We are also pleased with the exciting new Exposition displays brought in especially for this conference. From the state-of-the-art "Vince and Larry" Auto Safety Show to the rich heritage found in the North Carolina Highway Patrol "Hall of History," and we know you will find the exhibit area full of informative and entertaining activities.

Lifesavers Conference offices are located in the Convention Center just off the Trade Street entrance. It will be staffed during all conference activities. The telephone number can be found in the "Phone Directory" included on the inside back cover of this program. Telephone numbers for other important locations are also listed along with extra space for you to write in any information you need to keep handy.

On behalf of the Lifesavers Board of Directors and its National Planning Committee, the North Carolina Department of Transportation, and the North Carolina Governor's Highway Safety Program, we are glad you could join us.

Welcome to Lifesavers/9!

Special Guests



The Honorable Samuel Skinner
Speaker - General Session Luncheon
Secretary,
U.S. Department of Transportation



The Honorable Tim Valentine
(D-NC)
Speaker - General Session
Member-Public Works and
Transportation Committee,
U.S. House of Representatives

General Jerry Ralph Curry (Ret'd)

Speaker - NHTSA Awards Luncheon
Administrator,
National Highway Traffic
Safety Administration





Agenda

Day 1

Sunday, May 12, 1991

- 1:00-7:00 p.m. **Registration**, North Foyer, Convention Center
- 5:00-5:50 p.m. **Moderators' Meeting**, Area "D", Convention Center
- 5:30-7:00 p.m. **Opening Reception and Exhibits**, Exhibit Level, Convention Center

Day 2

Monday, May 13, 1991

- 7:30-8:30 a.m. **Continental Breakfast and Exhibits**, Area "A" Convention Center
- 7:30-4:30 p.m. **Registration**, North Foyer, Convention Center
- 8:45-9:45 a.m. **General Session**, Plaza Level Convention Center
The Honorable Tim Valentine, (D-NC)
Member-Public Works and Transportation
Committee, U.S. House of Representatives
- 10:00-11:30 a.m. **First Set of Workshops**, various locations
- 11:45-1:15 p.m. **General Session Luncheon**, Plaza Level Convention Center
Honorable Samuel Skinner, Secretary, U.S.
Department of Transportation
- 1:30-3:00 p.m. **Second Set of Workshops**, Various locations
- 3:15-5:00 p.m. **Professional Development Sessions**, Various locations
- 5:00-6:00 p.m. **Poster Session and Exhibits**, Exhibit Level Convention Center
- 6:30-11:00 p.m. **"Down Home Carolina" Dinner and Social Event**, Plaza Level Convention Center

Day 3

Tuesday, May 14, 1991

- 7:30-8:30 a.m. **Continental Breakfast and Exhibits**, Area "A"
Convention Center
- 7:30-4:30 p.m. **Registration**, North Foyer Convention Center
- 8:45-10:15 a.m. **Third Set of Workshops**, Various locations
- 10:30-12:15 p.m. **Professional Development Seminars**, Various locations
- 12:30-1:45 p.m. **NHTSA Awards Luncheon**, Plaza Level
Convention Center
General Jerry Ralph Curry, (Ret'd.), Administrator,
National Highway Traffic Safety Administration
- 2:30-3:30 p.m. **Fourth Set of Workshops**, Various locations
- 3:45-5:30 p.m. **Film Festival**, Various locations
- 7:00-9:00 p.m. **Dinner Banquet**, Plaza Level Convention Center

Day 4

Wednesday, May 15, 1991

- 7:30-8:15 a.m. **Continental Breakfast and Exhibits**, Area "A"
Convention Center
- 7:30-11:00 a.m. **Registration**, North Foyer Convention Center
- 8:30-10:00 a.m. **Fifth Set of Workshops**, Various locations
- 10:15-11:45 a.m. **Sixth Set of Workshops**, Various locations
- 12:00-1:00 p.m. **Closing Luncheon**, Plaza Level Convention Center
- 1:00-4:00 p.m. **Organization Meetings**, Assigned locations



Professional Development Sessions

Legislative Advocacy

Monday 3:15-5:00 p.m.
Tuesday 10:30 a.m. - 12:15 p.m.
Radisson Tryon Room

This seminar will focus on the fundamental components of a specific approach to a strong legislative advocacy program. Discussion will include the importance of having a clear understanding of the situation; well-defined objectives; and a strategy; and how to present the case.

Presenter:

Jim Smith and Greg Andrews
Smith Dawson & Andrews
1000 Connecticut Avenue, NW
Suite 302
Washington, DC 20036
(202) 835-0740

Coalition Building

Monday 3:15 - 5:00 p.m.
Tuesday 10:30 a.m. - 12:15 p.m.
Radisson Mint Room

This seminar will focus on how to plan and build effective community-based coalitions to promote highway safety issues. Audience will participate in situational role-playing and problem solving.

Presenter:

Deborah Clark
Greer, Margolis, Mitchell & Associates, Inc.
2626 Pennsylvania Avenue, NW
Suite 301
Washington, DC 20037
(202) 338-8700

Self-Sufficiency/Fundraising

Monday 3:15 - 5:00 p.m.
Tuesday 10:30 a.m. - 12:15 p.m.
Marriott Salon D

Workshop encompasses the principles of fundraising as well as identifying funding sources, writing proposals, working with volunteers and planning special events. Participants should leave the workshop feeling empowered to raise money.

Presenter:

Barry Nickelsberg
Founder and Executive Director
The Funding Center
1145 19th Street, NW
Suite 201
Washington, DC 20036-3701
(703) 683-0000

Making Effective Presentations

Monday 3:15 - 5:00 p.m.
Tuesday 10:30 a.m. - 12:15 p.m.
Marriott Salon E

Basic approaches and skills to determine your message, target your audience, deal with tough questions, call attention to issues, get folks involved, get the viewpoint of others, make media presentations, and how to make presentations before legislative bodies.

Presenter:

David Mitchell
Greer, Margolis, Mitchell & Associates, Inc.
2626 Pennsylvania Avenue, NW
Suite 301
Washington, DC 20037
(202) 338-8700

Monday

Today's Activities

National Campaign to Increase Belt Usage: Part 1	10:00 - 11:30 a.m. Marriott Salon D
Innovative Youth Programs	10:00 - 11:30 a.m. Marriott Salon E
Administrative License Suspension (Revocation)	10:00 - 11:30 a.m. Radisson Mint Room
Sobriety Checkpoints: Progress Since the U.S. Supreme Court Decision	10:00 - 11:30 a.m. Radisson Tryon Room
High Technology in Traffic Safety	10:00 - 11:30 a.m. Marriott Salon B & C
Drug Evaluation and Classification Program	10:00 - 11:30 a.m. Marriott Salon F & G
Emerging Vehicle Safety Technology	10:00 - 11:30 a.m. Radisson Gold Room
Speed Enforcement: State and Community Programs	10:00 - 11:30 a.m. Radisson Colonial Room
Providing Emergency Medical Services in Rural Areas	10:00 - 11:30 a.m. Civic Center Area D
Public Health and Injury Control	10:00 - 11:30 a.m. Civic Center Area E
Belt Use Reporting	10:00 - 11:30 a.m. Civic Center Area G
Highway Safety in the Workplace: Fact or Fiction	10:00 - 11:30 a.m. Civic Center Area H
National Campaign to Increase Belt Usage: Part 2	1:30 - 3:00 p.m. Marriott Salon D
Traffic Enforcement Impact on Criminal Activity	1:30 - 3:00 p.m. Marriott Salon E
Community Traffic Safety Programs: Do They Work?	1:30 - 3:00 p.m. Radisson Mint Room
The Surgeon General's Workshop: Two-Year Follow-Up	1:30 - 3:00 p.m. Radisson Tryon Room
Media and Law Enforcement: How to Get the Message to the Public	1:30 - 3:00 p.m. Marriott Salon B & C
Pedestrian and Bicycle Safety	1:30 - 3:00 p.m. Marriott Salon F & G
Impaired Driving - Open Forum	1:30 - 3:00 p.m. Radisson Gold Room
Truck Safety - Improved Driver Performance and Increased Enforcement	1:30 - 3:00 p.m. Radisson Colonial Room
Providing Emergency Medical Services in Rural Areas	1:30 - 3:00 p.m. Civic Center Area D
Public Health & Injury Control	1:30 - 3:00 p.m. Civic Center Area E
Enforcing Child Passenger Safety Laws: Three Innovative Strategies	1:30 - 3:00 p.m. Civic Center Area G
State Self-Sufficiency for Alcohol Traffic Safety Prog.	1:30 - 3:00 p.m. Civic Center Area H

MONDAY PROFESSIONAL DEVELOPMENT SESSIONS

Legislative Advocacy	3:15 - 5:00 p.m. Radisson Tryon Room
Coalition Building	3:15 - 5:00 p.m. Radisson Mint Room
Self-Sufficiency/Fundraising	3:15 - 5:00 p.m. Marriott Salon D
Making Effective Presentations	3:15 - 5:00 p.m. Marriott Salon E

National Campaign to Increase Belt Usage: Part 1

10:00 - 11:30 a.m.
Marriott Salon D

A review of the highlights of the National Leadership Conference to increase safety belt usage held by the American Coalition for Traffic Safety and the National Highway Traffic Safety Administration.

Moderator:

James L. Nichols, PhD
Director, Office of Occupant Protection
National Highway Traffic Safety Administration
400 7th Street, SW
Washington, DC 20590
(202) 366-9294

Speakers:

Claude Dussault
Régie de la société de
l'assurance
Automobile du Québec
5ième étage
1134 Chemin St. Louis,
Sillery, Québec, Canada G1S
1E5
(418) 643-1878

Captain Steve Ellis
California Highway Patrol
10395 Soquel Drive
Aptos, CA 95003
(408) 662-0511

Paul R. Landry
Assistant Vice President
Traffic Safety Services
Saskatchewan Government
Insurance
2260-11th Avenue
Regina, Saskatchewan S4P 2N7
(306) 566-6183

Phil Haseltine
Executive Director
American Coalition for Traffic
Safety
919 18th Street, NW,
Suite 1001
Washington, DC 20006
(202) 857-0002

Innovative Youth Programs

10:00 - 11:30 a.m.
Marriott Salon E

Panelists will present the most innovative and interesting programs selected at the "National Highway Safety Youth Coordinators' Network" meeting held two days prior to Lifesavers/9.

Moderator:

Renee Thompson
Project Director
National Highway Safety Youth Coordinators' Network
1000 South Cherry Street
Olympia, WA 98504
(206) 586-3871

Speakers:

To be selected by State youth coordinators.

Administrative License Suspension (Revocation)

**10:00 - 11:30 a.m.
Radisson Mint Room**

The workshop will focus on the mechanics and politics of passing administrative license revocation legislation, its benefits, and what local groups can do to help.

Moderator:

Barry Sweedler
Director
Office of Safety Recommendations
National Transportation Safety Board
800 Independence Avenue, SW
Washington, DC 20594
(202) 382-6810

Speakers:

Gloria Craven
Assistant Vice President for
National Programs
United Services Automobile
Association
USAA Building
San Antonio, TX 78288
(512) 498-0900

Milo Kirk
Legislative Chair
Mothers Against Drunk Driving
511 E. John Carpenter Freeway,
Suite 700
Irving, TX 75062
(214) 744-6233

Rhonda Craft
Driver Improvement Manager
Department of Motor Vehicles
2415 First Avenue
Sacramento, CA 95818
(916) 732-0325

Sobriety Checkpoints: Progress Since the U.S. Supreme Court Decision

**10:00 - 11:30 a.m.
Radisson Tryon Room**

This workshop on sobriety checkpoints will review development of the NHTSA model guidelines, practical administrative experiences and innovative approaches.

Moderator:

Robert J. King
Executive Director
Mothers Against Drunk Driving
511 E. John Carpenter Freeway, Suite 700
Irving, TX 75062
(214) 744-6233

Speakers:

Major Melvin Carraway
Enforcement Division
Indiana State Police
100 N. Senate Avenue
Indianapolis, IN 46204
(317) 232-8307

First Lieutenant Al Slaughter
Traffic Services
Michigan State Police
714 S. Harrington Road
East Lansing, MI 48823
(517) 322-1968

Judge John J. Ark
Justice Court - Town of Brighton
406 Irving Place
Rochester, NY 14614
(716) 325-3020

High Technology in Traffic Safety

10:00 - 11:30 a.m.
Mariott Salon B & C

This workshop will focus on the latest developments in technological support of traffic safety such as lap tops, photo radar, and remote breathalyzers.

Moderator:

Timothy Hoyt
Director of Safety
Nationwide Insurance Company
One Nationwide Plaza
Columbus, OH 43216
(614) 249-8113

Speakers:

Captain D. L. Tollett
Chairman, Enforcement
Subcommittee
Commonwealth of Virginia
Department of State Police
P. O. Box 10900
Fairfax Station, VA 22039-
0900
(703) 323-4511

Robert Voas, PhD
Vice President
National Public Services
Research Institute
8201 Corporate Drive, Suite
220
Landover, MD 20785
(301) 731-9891

Chief Daniel E. Robinson
Lincoln Township Police
Department
5768 St. Joseph Avenue
Stevensville, MI 49127
(616) 429-2557

Drug Evaluation and Classification Program

10:00 - 11:30 a.m.
Mariott Salon F & G

Panel will give latest information on prevalence of drug-impaired driving and will review the progress achieved in the Drug Evaluation and Classification Program.

Moderator:

John F. Oates, Jr.
Highway Safety Specialist
National Highway Traffic Safety Administration, NTS-21
400 7th Street, SW
Washington, DC 20590
(202) 366-2730

Speakers:

Eugene Adler
Toxicologist
Arizona Department of Public
Safety Crime Laboratory
2310 N. 20th Avenue
Phoenix, AZ 85005
(602) 223-2394

Roberta C. Mayer
Highway Safety Specialist
National Highway Traffic Safety Administration, NTS-21
400 7th Street, SW
Washington, D.C. 20590
(202) 366-9825

MONDAY

Emerging Vehicle Safety Technology

**10:00 - 11:30 a.m.
Radisson Gold Room**

This workshop will review the plans and progress in the appreciation of new technology to enhance the safety of vehicles. The workshop will include discussions and the development of the national driving simulator, the Intelligent Vehicle Highway System and the next generation of upgraded safety features of vehicles.

Moderator:

Thomas Carr
Vice President, Technical Affairs
Motor Vehicle Manufacturers Association
7430 2nd Avenue, Suite 300
Detroit, MI 48202
(313) 872-4311

Speakers:

H. Keith Brewer
Program Manager
Research and Development
National Highway Traffic
Safety Administration
400 7th Street, SW
Washington, DC 20590
(202) 366-5671

John M. Leinonen
Executive Engineer
Ford Motor Company
Automotive Safety Office
330 Fairlane Plaza, Suite 500
Dearborn, MI 48126
(313) 322-0528

Robert J. Betsold
Director
Office of Safety and Traffic
Operations, Research and
Development
Federal Highway Administra-
tion
400 7th Street, SW
Washington, DC 20590
(202) 285-2021

Speed Enforcement: State and Community Programs

**10:00 - 11:30 a.m.
Radisson Colonial Room**

This workshop highlights three innovative speed enforcement programs: enforcement combined with public information and education; multiple police agencies coordinating personnel deployment to give the impression of more police and stronger emphasis on speed, and enforcement combined with new technologies.

Moderator:

Lieutenant Stephen E. Ford
Operations Division
Overland Park Police Department
8500 Antioch
Overland Park, KS 66212
(913) 381-5252

Speakers:

Captain Roger W. Bruett
Washington State Patrol
General Administration Building
AX 12
Olympia, WA 98504-0612
(206) 586-2340

Walter Smith
Assistant Vice President
Director of Communications
Government Employees
Insurance Company
GEICO Plaza,
Washington, DC 20076
(301) 986-2757

Sergeant Ron Klein
Traffic Safety Division
Metropolitan Police Depart-
ment
City of St. Louis
1200 Clark Avenue
St. Louis, MO 63103
(314) 444-5345

Providing Emergency Medical Services in Rural Areas

10:00 - 11:30 a.m.
Civic Center Area D

This workshop will discuss emergency medical services and highway safety problems unique to rural areas, and present programs to assist rural communities.

Moderator:

Nels Sanddal
Executive Director
Critical Illness & Trauma Foundation
212 10th Street S.
Great Falls, MT 59405
(406) 761-7877

Speakers:

Thomas Esposito, MD
Assistant Professor of Surgery
Loyola University Medical Center
2160 S. First Street
Maywood, IL 60153
(708) 216-4074

Paul Anderson, Chief
Emergency Medical Services
Department of Health & Welfare
450 W. State Street
Boise, ID 83720
(208) 334-5994

Allan Braslow, PhD
President
Braslow & Associates
80 S. Van Dorn Street, Suite E-204
Alexandria, VA 22304
(703) 823-1675

Public Health and Injury Control

10:00 - 11:30 a.m.
Civic Center Area E

A panel discussion of strategies to foster joint working relationships between traffic safety and public health communities in injury control and traffic safety initiatives. National strategies by federal agencies will be included in this workshop.

Moderator:

Carol Ruyan, PhD
North Carolina Injury Prevention Research Center
University of North Carolina CB-7400
Chapel Hill, NC 27599
(919) 962-7413

Speakers:

Mark L. Rosenberg, MD, MPP
Director,
Division of Injury Control
Center for Disease Control
1600 Clifton, Mailstop F-36
Atlanta, GA 30333
(404) 488-4690

Robert Lillis
Manager, Traffic Injury Prevention Project
Corning Plaza, Room 621
Albany, NY 12237
(518) 473-4271

MONDAY

Belt Use Reporting

**10:00 - 11:30 a.m.
Civic Center Area G**

What can you believe from the belt use data you collect? Session will review approaches for obtaining belt use information, methods for ensuring quality results, and appropriate use of results in program decision making.

Moderator:

William Hunter
Associate Director for Engineering Studies
University of North Carolina
Highway Safety Research Center
CB #3430
Chapel Hill, NC 27599-3430
(919) 962-2202

Speakers:

Lawrence "Buster" McKenzie
President
Applied Technology Research Corporation
727 Spain Street
Baton Rouge, LA 70802
(504) 383-4692

Lieutenant Mike N. Geraci
National Highway Traffic Safety Administration
Police Traffic Services, NTS-41
400 7th Street, SW
Washington, DC 20590
(202) 366-4295

Highway Safety in the Workplace: Fact or Fiction

**10:00 - 11:30 a.m.
Civic Center Area H**

Session will review various initiatives in the workplace aimed at improving employee traffic safety, including the proposed OSHA regulations, NETS, insurance, and 70% PLUS.

Moderator:

Terrance Schiavone
Executive Director
National Commission Against Drunk Driving
1140 Connecticut Avenue, NW, Suite 804
Washington, DC 20036
(202) 452-6004

Speakers:

Tim Kennedy
Traffic Safety Specialist
National Safety Council
444 N. Michigan Avenue
Chicago, IL 60611-3991
(312) 527-4800, ext. 8407

William Hartwig
Safety Director
Indiana Bell Telephone
Company
240 N. Meridian Street,
Room 774
Indianapolis, IN 46204
(317) 265-8820

Gerard Scannell
Assistant Secretary
Occupational Safety and
Health
U. S. Department of Labor
200 Constitution Avenue,
NW
Washington, DC 20210
(202) 523-7162

National Campaign to Increase Belt Usage: Part 2

1:30 - 3:00 p.m.
Mariott Salon D

Announcement and discussion of a new national campaign based on enforcement and public awareness to increase safety belt usage.

Moderator:

Adele Derby
Associate Administrator
Traffic Safety Programs, NTS-01
National Highway Traffic Safety Administration
400 7th Street, SW
Washington, DC 20590
(202) 366-1755

Speakers:

Representative
American Coalition for Traffic
Safety
919 18th Street, NW, Suite 1001
Washington, DC 20006
(202) 857-0002

Representative
National Safety Council
444 N. Michigan Avenue
Chicago, IL 60611-3991
(312) 527-4800

Lt. Col. Larry N. Thompson
Assistant Director
Highway Patrol Bureau
Arizona Department of
Public Safety
P. O. Box 6638W
Phoenix, AZ 85005-0590

Traffic Enforcement Impact on Criminal Activity

1:30 - 3:00 p.m.
Marriott Salon E

This panel highlights the impact of vigorous traffic enforcement on criminal activity. The importance of traffic enforcement initiatives that "Look Beyond the Traffic Ticket" are stressed, with panelists relating to successful programs that are presently in operation. The panel will also discuss the economic impact of traffic crashes and selected crimes.

Moderator:

Lt. Col. Tom Kennedy
Massachusetts State Police
Department of Public Safety
1010 Commonwealth Avenue
Boston, MA 02158
(617) 566-4500, ext. 259

Speakers:

Ronald B. Jones
Captain, Special Services
Louisiana State Police
P O. Box 66614
Baton Rouge, LA 70896
(504) 925-6121

Frederick M. Streff
University of Michigan
Transportation Research
Institute
2901 Baxter Road
Lansing, MI 48913
(313) 763-2466

Sheriff Johnny Mack Brown
Greenville County Sheriff
Law Enforcement Center
4 McGee Street
Greenville, SC 29601
(803) 271-6280

MONDAY

Community Traffic Safety Programs: Do They Work?

**1:30 - 3:00 p.m.
Radisson Mint Room**

Community traffic safety programs are producing measurable results. This workshop will address how communities are "buying into" the community program approach and how they can continue without federal funding.

Moderator:

Rommel Cooks
Regional Program Manager
National Highway Traffic Safety Administration
Region IV
1720 Peachtree Road, NW, Suite 501
Atlanta, GA 30309
(404) 347-4537

Speakers:

Jonathan Howland
Boston University
School of Public Health
85 E. Newton Street
Boston, MA 02118
(617) 638-5160

Mark Alonge
Project Director
N. Central Pennsylvania
Highway Safety Network
1 South 2nd Street
Pottsville, PA 17901-3005
(717) 628-2414

Chief Bob Blankenship
Redding Police Department
1313 California Street
Redding, CA 96001
(916) 225-4200

The Surgeon General's Workshop: Two-Year Follow-Up

**1:30 - 3:00 p.m.
Radisson Tryon Room**

The 1988 Surgeon General's Workshop on Drunk Driving generated recommendations in 11 interrelated areas to reduce the problem of impaired driving. This session will discuss priorities, progress, problems, and procrastination in the implementation of the Workshop recommendations.

Moderator:

Peter O'Rourke
Director, Office of Traffic Safety
Business, Housing and Transportation Agency
7000 Franklin Boulevard, Suite 330
Sacramento, CA 95823
(916) 445-0527

Speakers:

Robert Denniston, Director
Division of Communication
Programs
Office for Substance Abuse
Prevention
5600 Fisher's Lane
Rockwall II, 9th Floor
Rockville, MD 20857
(301) 443-0373

Alexander Wagenaar, PhD
Associate Professor of
Epidemiology and
Chair, National Coalition to
Prevent Impaired Driving
University of Minnesota
School of Public Health
I-210 Moos Tower
5151 Delaware Street, SE
Minneapolis, MN 55455
(612) 624-5400

Ronald A. Sarasin
President
National Beer Wholesalers
Association
5205 Leesburg Pike, Suite 1600
Falls Church, VA 22041
(703) 578-4300

Media and Law Enforcement: How to Get the Message to the Public

1:30 - 3:00 p.m.
Marriott Salon B & C

This workshop shows law enforcement administrators how to develop good media relationships, and how to implement successful public information strategies that not only convey the message but also present a positive image of the police agency to the public.

Moderator:

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

Speakers:

Commander William P. Georges
Traffic Safety Division
Albany Policy Department
526 Central Avenue
Albany, NY 12206
(518) 462-8071

PIO William Burquette
Washington State Patrol
General Administration
Building, AX 12
Olympia, WA 98504-0612
(206) 753-6540

Commander Greg Manual
California Highway Patrol
Office of Public Affairs
2555 First Avenue
Sacramento, CA 95823
(916) 445-3908

Pedestrian and Bicycle Safety

1:30 - 3:00 p.m.
Marriott Salon F & G

A comprehensive discussion of pedestrian safety including enforcement, engineering, education and legislation. A discussion of pertinent bicycle safety issues, with emphasis on helmets will also take place.

Moderator:

Clarke Bennett
Director, Office of Highway Safety
Federal Highway Administration
Office of Highway Safety, HHS-1
400 7th Street, SW
Washington, DC 20590
(202) 366-1153

Speakers:

Captain John Moffat
Seattle Police Department
Traffic Section
610 Third Avenue
Seattle, WA 98104
(206) 684-8762

Harold Thompson
Manager, Highway Traffic
Safety Consulting Services
National Safety Council
444 N. Michigan Avenue
Chicago, IL 60611-3991
(312) 527-4800, ext. 8402

Leslie Heffner
Director, Medford Saving Lives
Program
City Hall
85 George P. Hassett Drive
Medford, MA 02155
(617) 396-5500

Linda Tracy
Project Manager
Bicycle Federation of
America
P.O. Box 8315
Missoula, MT 59807
(406) 543-8113

MONDAY

Impaired Driving - Open Forum

**1:30 - 3:00 p.m.
Radisson Gold Room**

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

Moderator:

James Hedlund
Director
Office of Alcohol and
State Programs
National Highway Traffic
Safety Administration
400 7th Street SW
Washington, DC 20590
(203) 366-9588

Speakers:

Judie Stone
Executive Director
Advocates for Highway & Auto
Safety
777 North Capitol Street
Suite 410
Washington, DC 20002
(202) 408-1711

Eugene Peterson
Director
Washington Traffic Safety
Commission
1000 S. Cherry Street MS/
PD-11
Olympia, WA 98504
(206) 753-6197

Micky Sadoff
President
Mothers Against Drunk Driving
511 E. John Carpenter
Freeway, #700
Irving, TX 75062
(214) 744-6233

Truck Safety - Improved Driver Performance and Increased Enforcement

**1:30 - 3:00 p.m.
Radisson Colonial Room**

An overview of industry and other organization programs which are working to improve truck driver safety performance, to increase enforcement by uniform state and local patrol officers, and restoring the image of the truck driver as a professional.

Moderator:

Chief Robert P. Rengstorff
Chief, Enforcement Services Division
California Highway Patrol
444 N. Third Street
Sacramento, CA 95814-0227
(916) 445-3253

Speakers:

K. Michael O'Connell
Professional Truck Driver
Institute of America
8788 Elk Grove Boulevard
Elk Grove, CA 95624
(916) 686-5146

Lt. Gary Stevens
National Highway Traffic
Safety Administration
Police Traffic Services, NTS-
400 7th Street, SW
Washington, DC 20590
(202) 366-4293

Peter W. Palmer
American Trucking Association
America's Road Team
200 Mill Road
Alexandria, VA 22314
(703) 830-1853

Providing Emergency Medical Services in Rural Areas

1:30 - 3:00 p.m.
Civic Center Area D

This workshop will discuss emergency medical services and highway safety problems unique to rural areas, and present programs developed to assist rural communities.

Moderator:

Nels Sanddal
Executive Director
Critical Illness & Trauma Foundation
212 10th Street S.
Great Falls, MT 59405
(406) 761-7877

Speakers:

Thomas Esposito, MD
Assistant Professor of Surgery
Loyola University Medical Center
2160 S. First Street
Maywood, IL 60153
(708) 216-4074

Paul Anderson, Chief
Emergency Medical Services
Department of Health &
Welfare
450 W. State Street
Boise, ID 83720
(208) 334-5994

Allan Braslow, PhD
President
Braslow & Associates
80 S. Van Dorn Street, Suite E-204
Alexandria, VA 22304
(703) 823-1675

Public Health & Injury Control

1:30 - 3:00 p.m.
Civic Center Area E

A panel discussion of strategies to foster joint working relationships between traffic safety and public health communities in injury control and traffic safety initiatives. National strategies by federal agencies will be included in this workshop.

Moderator:

Carol Ruyan, PhD
North Carolina Injury Prevention
Research Center, University of North Carolina CB-7400
Chapel Hill, NC 27599
(919) 962-7413

Speakers:

Mark L. Rosenberg, MD, MPP
Director,
Division of Injury Control
Center for Disease Control
1600 Clifton, Mailstop F-36
Atlanta, GA 30333
(404) 488-4690

Robert Lillis
Manager, Traffic Injury Prevention Project
Corning Plaza, Room 621
Albany, NY 12237
(518) 473-4271

MONDAY

Enforcing Child Passenger Safety Laws: Three Innovative Strategies

**1:30 - 3:00 p.m.
Civic Center Area G**

Several innovative approaches to enforcing child passenger safety laws will be presented and discussed. Included will be an offender class program and a citizen observation program.

Moderator:

Captain Ray Cotton
Maryland State Police
Pikesville, MD 21208-3899
(301) 486-3101

Speakers:

Sharri Chappell
2115 Windsor Drive
Murfreesboro, TN 37130
(615) 890-5309

Officer Robert Ulm
Des Moines Police Department
25 E. First Street
Des Moines, IA 50309
(515) 382-4884

Jan Buckner
Team Psychologist
Department of Motor Vehicle
2300 W. Broad Street
Richmond, VA 23269
(804) 367-6620

State Self-Sufficiency for Alcohol Traffic Safety Programs

**1:30 - 3:00 p.m.
Civic Center Area H**

To discuss various statewide legislated funding systems to include fines, fees, assessments, surcharges and alcohol excise taxes.

Moderator:

John Moulden
Board of Directors
Mothers Against Drunk Driving
511 E. John Carpenter Freeway, #700
Irving, TX 75062
(214) 744-6233

Speakers:

William T. McCollum
Executive Director
Commission on the Alcohol Safety Action Programs
1001 E. Broad Street, Suite 245
Richmond, VA 23219
(804) 786-5895

William T. Hayes
Deputy Director
Division of Highway Traffic Safety
Quakerbridge Plaza
Building #5, CN-048
Trenton, NJ 08625
(609) 588-3750

PROFESSIONAL DEVELOPMENT SESSIONS

Legislative Advocacy

3:15 - 5:00 p.m.
Radisson Tryon Room

This seminar will focus on the fundamental components of a specific approach to a strong legislative advocacy program. Discussion will include the importance of having a clear understanding of the situation; well-defined objectives and a strategy; and how to present the case.

Presenter:

Jim Smith and Greg Andrews
Smith Dawson & Andrews
1000 Connecticut Avenue, NW
Suite 302
Washington, DC 20036
(202) 835-0740

Coalition Building

3:15 - 5:00 p.m.
Radisson Mint Room

This seminar will focus on how to plan and build effective community-based coalitions to promote highway safety issues. Audience will participate in situational role-playing and problem solving.

Presenter:

Deborah Clark
Greer, Margolis, Mitchell & Associates, Inc.
2626 Pennsylvania Avenue, NW
Suite 301
Washington, DC 20037
(202) 338-8700

Self-Sufficiency/Fundraising

3:15 - 5:00 p.m.
Marriott Salon D

Workshop encompasses the principles of fundraising as well as identifying funding sources, writing proposals, working with volunteers and planning special events. Participants should leave the workshop feeling empowered to raise money.

Presenter:

Barry Nickelsberg
Founder and Executive Director
The Funding Center
1145 19th Street, NW
Suite 201
Washington, DC 20036-3701
(703) 683-0000

Making Effective Presentations

3:15 - 5:00 p.m.
Marriott Salon E

Basic approaches and skills to determine your message, target your audience, deal with tough questions, call attention to issues, get folks involved, get the viewpoint of others, make media presentations, and how to make presentations before legislative bodies.

Presenter:

David Mitchell
Greer, Margolis, Mitchell & Associates, Inc.
2626 Pennsylvania Avenue, NW
Suite 301
Washington, DC 20037
(202) 338-8700

MONDAY

Tuesday

Today's Activities

Impaired Driving — Open Forum	8:45 - 10:15 a.m. Marriott Salon D
State and Community Belt Law Enforcement	8:45 - 10:15 a.m. Marriott Salon E
Targeting Your Public Information and Education Program	8:45 - 10:15 a.m. Radisson Mint Room
Sobriety Checkpoints: Progress Since the U.S. Supreme Court Decision	8:45 - 10:15 a.m. Radisson Tryon Room
Comprehensive Motorcycle Safety	8:45 - 10:15 a.m. Marriott Salon B & C
Administrative License Suspension (Revocation)	8:45 - 10:15 a.m. Marriott Salons F & G
Courts, Judges and Prosecutors: Are We Doing Enough?	8:45 - 10:15 a.m. Radisson Gold Room
Truck Safety - Improved Driver Performance and Increased Enforcement	8:45 - 10:15 a.m. Radisson Colonial Room
Trauma Systems: Will They Be There When You Need Them?	8:45 - 10:15 a.m. Civic Center Area D
Building Support for Traffic Safety: Working With Elected Officials	8:45 - 10:15 a.m. Civic Center Area E
Enforcing Child Passenger Safety Laws: Three Innovative Strategies	8:45 - 10:15 a.m. Civic Center G
Experience With Automatics	8:45 - 10:15 a.m. Civic Center Area H

TUESDAY PROFESSIONAL DEVELOPMENT SESSIONS

Legislative Advocacy	10:30 a.m. - 12:15 p.m. Radisson Tryon Room
Coalition Building	10:30 a.m. - 12:15 p.m. Radisson Mint Room
Self-Sufficiency/Fundraising	10:30 a.m. - 12:15 p.m. Marriott Salon D
Effective Presentations	10:30 a.m. - 12:15 p.m. Marriott Salon E
Responsible Alcohol Advertising	2:00 - 3:30 p.m. Marriott Salon D
State and Community Belt Law Enforcement	2:00 - 3:30 p.m. Marriott Salon E
Community Traffic Safety Programs — A Potpourri of New Ideas	2:00 - 3:30 p.m. Radisson Mint Room
New Legislation in Highway Safety: How Will It Affect You	2:00 - 3:30 p.m. Radisson Tryon Room
Comprehensive Motorcycle Safety	2:00 - 3:30 p.m. Marriott Salon B & C
Pedestrian and Bicycle Safety	2:00 - 3:30 p.m. Marriott Salons F & G
Youth Traffic Safety Programs - What's Important?	2:00 - 3:30 a.m. Radisson Gold Room
Responsible Alcohol Service and Alternative Transportation Programs	2:00 - 3:30 p.m. Radisson Colonial Room
Cost of Injury	2:00 - 3:30 p.m. Civic Center Area D
High Technology in Traffic Safety	2:00 - 3:30 p.m. Civic Center Area E
Traffic Enforcement Impact on Criminal Activity	2:00 - 3:30 p.m. Civic Center Area G
Experience With Automatics	2:00 - 3:30 p.m. Civic Center Area H

Impaired Driving — Open Forum 8:45 - 10:15 a.m. Marriott Salon D

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

Moderator:

James Hedlund
Director
Office of Alcohol and State Programs
National Highway Traffic Safety Administration
400 7th Street SW
Washington, DC 20590
(202) 366-9588

Speakers:

Judie Stone
Executive Director
Advocates for Highway &
Auto Safety
777 North Capital Street,
Suite 410
Washington, DC 20002
(202) 408-1711

Eugene Peterson
Director
Washington Traffic Safety
Commission
1000 South Cherry Street
MS/PD-11
Olympia, WA 98504
(206) 753-6197

Micky Sadoff
President
Mothers Against Drunk Driving
511 E. John Carpenter Freeway, #700
Irving, TX 75062
(214) 744-6233

State and Community Belt Law Enforcement

8:45 - 10:15 a.m.
Marriott Salon E

How to implement state and community belt law enforcement. Discussion of the National Safety Belt Usage Campaign, the Model Enforcement Program for Police Agencies, and community outreach.

Moderator:

Col. Jerry Hough (Ret.)
Michigan State Police
Consultant
Traffic Safety Now of Michigan, Inc.
5685 Highland Road, No. 1
Waterford, MI 48327
(313) 674-4661

Speakers:

Captain Steve Ellis
California Highway Patrol
10395 Soquel Drive
Aptos, CA 95003
(408) 662-0511

Lieutenant Mike N. Geraci
National Highway Traffic
Safety Administration
Police Traffic Services
NTS-41
400 7th Street, SW
Washington, DC 20590
(202) 366-4295

TUESDAY

Targeting Your Public Information and Education Program

**8:45 - 10:15 a.m.
Radisson Mint Room**

How to design, implement, and market programs for special populations and hard-to-reach groups including emergency medical services, public health, rural, ethnic and culturally-specific audiences.

Moderator:

Sue Morris
President
S. W. Morris & Company
4701 Willard Avenue, #105
Chevy Chase, MD 20815
(301) 656-3100

Speakers:

Nancy Langford
Director of Corporate and Media Planning
Harvard University
677 Huntington Avenue
Boston, MA 02115
(617) 432-1038

Frances Brisbane, PhD
President, National Black Alcoholism Council, Inc.
1629 K Street, NW, #802
Washington, DC 20006
(202) 296-2696

Andrew Briscoe
Director, Public Affairs
Mothers Against Drunk Driving
511 E. John Carpenter Freeway, #700
Irving, TX 75062
(214) 744-6233

Sobriety Checkpoints: Progress Since the U.S. Supreme Court Decision

**8:45 - 10:15 a.m.
Radisson Tryon Room**

This workshop on sobriety checkpoints will review development of the NHTSA model guidelines, practical administrative experiences and innovative approaches.

Moderator:

Robert J. King
Executive Director
Mothers Against Drunk Driving
511 E. John Carpenter Freeway, Suite 700
Irving, TX 75062
(214) 744-6233

Speakers:

Major Melvin Carraway
Enforcement Division
Indiana State Police
100 N. Senate Avenue
Indianapolis, IN 46204
(317) 232-8307

First Lieutenant Al Slaughte
Traffic Services
Michigan State Police
714 S. Harrington Road
East Lansing, MI 48823
(517) 322-1968

Judge John J. Ark
Justice Court - Town of Brighton
406 Irving Place
Rochester, NY 14614
(716) 325-3020

Comprehensive Motorcycle Safety

8:45 - 10:15 a.m.
Marriott Salon B & C

Discussion will center on the six major issues of motorcycle safety: use of helmets and protective gear, motorcycle operator licensing, motorcycle rider education, impaired riding, motorcycle rider and vehicle conspicuity and motorist awareness of motorcycles.

Moderator:

Tom McGovern
Executive Director
Governor's Highway Safety Bureau
100 Cambridge Street
Saltonstall State Office Building, Room 2104
Boston, MA 02202
(617) 727-5073

Speakers:

Steve Garets
Director of Education Programs
Team Oregon
Motorcycle Safety Programs
Oregon State University
Corvallis, OR 97331
(503) 737-2459

Richard Alcorta, MD
Suburban Hospital,
Emergency Room
8600 Old Georgetown Road
Bethesda, MD 20814
(301) 530-3880

Wayne Curtain
Vice President Government
Relations
Motorcycle Rider Foundation
P.O. Box 1808
Washington, DC 20013-1808
(202) 944-4920

Administrative License Suspension (Revocation)

8:45 - 10:15 a.m.
Marriott Salons F & G

The workshop will focus on the mechanics and politics of passing administrative license revocation legislation, its benefits, and what local groups can do to help.

Moderator:

Barry Sweedler, Director
Office of Safety Recommendations
National Transportation Safety Board
800 Independence Avenue, SW
Washington, DC 20594
(202) 382-6810

Speakers:

Gloria Craven
Assistant Vice President for
National Programs
United Services Automobile
Association
USAA Building
San Antonio, TX 78288
(512) 498-0900

Milo Kirk
Legislative Chair
Mothers Against Drunk
Driving
511 E. John Carpenter
Freeway, Suite 700
Irving, TX 75062
(214) 744-6233

Rhonda Craft
Driver Improvement Manager
Department of Motor Vehicles
2415 First Avenue
Sacramento, CA 95818
(916) 732-0325

TUESDAY

Courts, Judges and Prosecutors: Are We Doing Enough?

**8:45 - 10:15 a.m.
Radisson Gold Room**

This workshop will discuss needs and suggest ways to improve courtroom testimony skills, use of experts, and improve chemical test evidence in prosecuting DWI cases.

Moderator:

John Walker
Assistant County Attorney
Maricopa County Attorney's Office
First American Title Building
111 W. Monroe, Suite 1800
Phoenix, AZ 85003
(602) 262-8506

Speakers:

Warren R. Lindsey, Esq.
Carroll County Attorney's Office
P.O. Box 218
Ossipee, NH 03864
(603) 539-7769

Mike Dupree
DUI Prosecutor
Ninth Judicial Circuit Solicitor's
Office
P.O. Box 7001
Charleston Heights, SC 29415
(803) 740-5850

William Aiken
Vice President
Remove Intoxicated Drivers, USA
1013 Nott Street
Schenectady, NY 12308
(518) 372-0034

Truck Safety - Improved Driver Performance and Increased Enforcement

**8:45- 10:15 a.m.
Radisson Colonial Room**

An overview of industry and other organizational programs which are working to improve truck driver safety performance, to increase enforcement by state and local patrol officers, and to restore the image of the truck driver as a professional.

Moderator:

Chief Robert P. Rengstorff
Chief, Enforcement Services Division
California Highway Patrol
444 N. 3rd Street
Sacramento, CA 95814-0227
(916) 445-3253

Speakers:

K. Michael O'Connell
Professional Truck Driver
Institute of America
8788 Elk Grove Boulevard
Elk Grove, CA 95624
(916) 445-686-5146

Peter W. Palmer
American Trucking Association
America's Road Team
200 Mill Road
Alexandria, VA 22314
(703) 830-1853

Lieutenant Gary Stevens
National Highway Traffic Safety
Administration
Police Traffic Services, NTS-41
400 7th Street, SW
Washington, DC 20590
(202) 366-4293

Trauma Systems: Will They Be There When You Need Them?

**8:45 - 10:15 a.m.
Civic Center Area D**

This workshop will discuss the patterns of injuries from motor vehicle crashes. It will also discuss effective prevention strategies in education, enforcement, regulations, public information, and engineering. The workshop will highlight the need for joint support from highway safety, emergency medical services, medical, and public health communities to develop trauma systems to care for the highway crash patient.

Moderator:

Leonard Inch
Regional Executive Director
Sierra-Sacramento Valley EMS
9323 Tech Center Drive, Suite 1200
Sacramento, CA 95826
(916) 366-2064

Speakers:

Bob Bailey, Chief
Office of Emergency Medical Services
701 Barbour Drive
Raleigh, NC 27603
(919) 733-2285

Nels Sanddal
Executive Director
Critical Illness & Trauma Foundation
212 10th Street S.
Great Falls, MT 59405
(406) 761-7877

Building Support for Traffic Safety: Working With Elected Local Officials

**8:45 - 10:15 a.m.
Civic Center Area E**

This workshop will assist state and community advocates to generate the support of local elected officials and their professional associations for traffic safety programs.

Moderator:

Barbara Harsha
Executive Director
National Association of Governors' Highway Safety Representatives
444 N. Capitol Street, Suite 524
Washington, DC 20001
(202) 624-5877

Speakers:

R. Gene McCombs
City Manager
P.O. Drawer GG
Kannapolis, NC 28082
(704) 938-5131

Moses A. Ray, DDS
Mayor
P.O. Drawer 220
Tarboro, NC 27886
(919) 823-4238

Carla DuPuy
Director, Public Affairs
Charlotte/Mecklenburg Hospital Authority
P.O. Box 32861
Charlotte, NC 28232
(704) 355-3310

TUESDAY

Enforcing Child Passenger Safety Laws: Three Innovative Strategies

8:45 - 10:15 a.m.
Civic Center G

Several innovative approaches to enforcing child passenger safety laws will be presented and discussed. Included will be an offender class program and a citizen observation program.

Moderator:

Captain Ray Cotton
Maryland State Police
Pikesville, MD 21208-3899
(301) 486-3101

Speakers:

Sharri Chappell
2115 Windsor Drive
Murfreesboro, TN 37130
(615) 890-5309

Officer Robert Ulm
Des Moines Police Department
25 E. First Street
Des Moines, IA 50309
(515) 382-4884

Jan Buckner
Team Psychologist
Department of Motor Vehicle
Crash Investigation
P.O. Box 27412
2300 W. Broad Street
Richmond, VA 23269
(804) 367-6620

Experience With Automatics

8:45 - 10:15 a.m.
Civic Center Area H

The workshop will present technical experience regarding automatic crash protection in the United States consumer fleet. This session will focus on what's on the horizon, the effectiveness of belt use, and fleet purchases.

Moderator:

Phil Haseltine
Executive Director
American Coalition for Traffic Safety
919 18th Street, NW, Suite 1001
Washington, DC 20006
(202) 857-0002

Speakers:

Chuck Kahane, PhD
Plans and Policy
National Highway Traffic Safety
Administration/NPP-10
400 7th St., SW
Washington, DC 20590
(202) 366-2560

Brian O'Neill
President
Insurance Institute for
Highway Safety
1005 N. Glebe Rd. Suite 800
Arlington, VA 22201
(703) 247-1500

Robert A. Rogers
Director, Automotive Safety
Engineering
General Motors Technical
Center
30400 Mound Road
Warren, MI 48090
(313) 947-1750

PROFESSIONAL DEVELOPMENT SESSIONS

Legislative Advocacy

10:30 a.m. - 12:15 p.m.
Radisson Tryon Room

This seminar will focus on the fundamental components of a specific approach to a strong legislative advocacy program. Discussion will include the importance of having a clear understanding of the situation; well-defined objectives and a strategy; and how to present the case.

Presenter:

Jim Smith and Greg Andrews
Smith Dawson & Andrews
1000 Connecticut Avenue, NW
Suite 302
Washington, DC 20036
(202) 835-0740

Coalition Building

10:30 a.m. - 12:15 p.m.
Radisson Mint Room

This seminar will focus on how to plan and build effective community-based coalitions to promote highway safety issues. Audience will participate in situational role-playing and problem solving.

Presenter:

Deborah Clark
Greer, Margolis, Mitchell & Associates, Inc.
2626 Pennsylvania Avenue, NW
Suite 301
Washington, DC 20037
(202) 338-8700

Self-Sufficiency/Fundraising

10:30 a.m. - 12:15 p.m.
Marriott Salon D

Workshop encompasses the principles of fundraising as well as identifying funding sources, writing proposals, working with volunteers and planning special events. Participants should leave the workshop feeling empowered to raise money.

Presenter:

Barry Nickelsberg
Founder and Executive Director
The Funding Center
1145 19th Street, NW
Suite 201
Washington, DC 20036-3701
(703) 683-0000

Effective Presentations

10:30 a.m. - 12:15 P.M.
Marriott Salon E

Basic approaches and skills to determine your message, target your audience, deal with tough questions, call attention to issues, get folks involved, get the viewpoint of others, make media presentations, and how to make presentations before legislative bodies.

Presenter:

David Mitchell
Greer, Margolis, Mitchell & Associates, Inc.
2626 Pennsylvania Avenue, NW
Suite 301
Washington, DC 20037
(202) 338-8700

TUESDAY

Responsible Alcohol Advertising

2:00 - 3:30 p.m.
Marriott Salon D

Debate among various points of view regarding alcohol advertising.

Moderator:

Chuck Hurley
Vice President for Communications
Insurance Institute for Highway Safety
1005 N. Glebe Road, Suite 800
Arlington, VA 22201
(703) 247-1500

Speakers:

George Hacker
Staff Director
National Coalition to Prevent
Impaired Driving
1730 Rhode Island Avenue, NW
Suite 600
Washington, DC 20036
(202) 659-0054

Jeff Becker
The Beer Institute
1225 Eye Street, NW, #825
Washington, DC 20005
(202) 737-2337

Representative Mike Heavey
Chairman
House Commerce and Labor
Committee
12209 Marine View Drive SW
Seattle, WA 98146
(206) 786-7938

State and Community Belt Law Enforcement

2:00 - 3:30 p.m.
Marriott Salon E

How to implement state and community belt law enforcement. Discussion of the National Safety Belt Usage Campaign, the Model Enforcement Program for Police Agencies, and community outreach.

Moderator:

Col. Jerry Hough (Ret.)
Michigan State Police
Consultant
Traffic Safety Now of Michigan, Inc.
5685 Highland Road, No. 1
Waterford, MI 48327
(313) 674-4661

Speakers:

Captain Steve Ellis
California Highway Patrol
10395 Soquel Drive
Aptos, CA 95003
(408) 662-0511

Lieutenant Mike N. Geraci
National Highway Traffic Safety
Administration
Police Traffic Services, NTS
400 7th Street, SW
Washington, DC 20590
(202) 366-4291

Community Traffic Safety Programs — A Potpourri of New Ideas

2:00 - 3:30 p.m.
Radisson Mint Room

Securing funds from the private sector, developing a citizen-based speed watch program, and developing a trauma center are topics to be addressed in this workshop.

Moderator:

Carol Moody Becker
NAGHSR CTSP Clearinghouse
444 North Capitol Street, #530
Washington, DC 20001
(202) 328-3340

Speakers:

Richard Gentsch
Director of Traffic Injury
Prevention Program
Carolina Medical Center
P.O. Box 32861
Charlotte, NC 28232-2861
(704) 355-4034

Paula Deter
Hancor Inc.
401 Olive Street
Findlay, OH 45840
(419) 422-6521

Alison Hartt
Saving Lives Program Coordinator
City Hall
140 Main Street
Marlborough, MA 01752
(508) 460-3764

New Legislation in Highway Safety: How Will It Affect You

2:00 - 3:30 p.m.
Radisson Tryon Room

This workshop discusses proposed and enacted legislation that will affect highway safety programs at the national, state and local levels.

Moderator:

Jane Roemer
Executive Director, Public Policy
National Safety Council
1050 17th Street, Suite 770
Washington, DC 20036
(202) 293-2270

Speakers:

Adele Derby
Associate Administrator
Traffic Safety Programs, NTS-01
National Highway Traffic Safety
Administration
400 7th Street, SW
Washington, DC 20590
(202) 366-1755

Remy Aronoff
Bureau of Health Resources
Development
Health Resources & Services
Administration
5600 Fishers Lane,
Room 11A-22
Rockville, MD 20857-1488
(301) 443-7577

Jean Lauver
Professional Staff
US Senate Committee on
Environment & Public Works
458 Dirksen Senate Office
Building
Washington, DC 20510
(202) 224-7863

TUESDAY

Comprehensive Motorcycle Safety

2:00 - 3:30 p.m.
Marriott Salon B & C

Discussion will center on the six major issues of motorcycle safety: use of helmets and protective gear, motorcycle operator licensing, motorcycle rider education, impaired riding, motorcycle rider and vehicle conspicuity and motorist awareness of motorcycles.

Moderator:

Tom McGovern
Executive Director, Governor's Highway Safety Bureau
100 Cambridge Street
Saltonstall State Office Building, Room 2104
Boston, MA 02202
(617) 727-5073

Speakers:

Steve Garets
Director of Education Programs
Team Oregon
Motorcycle Safety Programs
Oregon State University
Corvallis, OR 97331
(503) 737-2459

Richard Alcorta, MD
Suburban Hospital,
Emergency Room
8600 Old Georgetown
Road
Bethesda, MD 20814
(301) 530-3880

Wayne Curtain
Vice President Government
Relations
Motorcycle Rider Foundation
P.O. Box 1808
Washington, DC 20013-1808
(202) 944-4920

Pedestrian and Bicycle Safety

2:00 - 3:30 p.m.
Marriott Salons F & G

A comprehensive discussion of pedestrian safety including enforcement, engineering, education and legislation. A discussion of pertinent bicycle safety issues, with emphasis on helmets will also take place.

Moderator:

Clarke Bennett
Director, Office of Highway Safety
Federal Highway Administration
Office of Highway Safety, HHS-1
400 7th Street, SW
Washington, DC 20590
(202) 366-1153

Speakers:

Captain John Moffat
Seattle Police Department
Traffic Section
610 3rd Avenue
Seattle, WA 98104
(206) 684-8762

Harold Thompson
Manager, Highway Traffic
Safety Consulting Services
National Safety Council
444 N. Michigan Avenue
Chicago, IL 60611-3991
(312) 527-4800 Ext. 8402

Leslie Heffner
Director
Medford Saving Lives Program
City Hall
85 George P. Hassett Drive
Medford, MA 02155
(617) 396-5500

Linda Tracy
Project Manager
Bicycle Federation of America
P.O. Box 8315
Missoula, MT 59807
(406) 543-8113

Youth Traffic Safety Programs - 2:00 - 3:30 p.m. What's Important? Radisson Gold Room

Panelists representing national organizations will discuss recent recommendations their organizations have made to address the youth crash problem.

Moderator:

John L. Harvey
President, ADTSEA
Regional Coordinator Traffic
Safety Education
1025 W. Indiana Avenue
Spokane, WA 99205-4561
(509) 456-6195

Speakers:

William Cullinane
Assistant Director
Students Against
Driving Drunk
P.O. Box 800
Marlboro, MA 01752
(508) 481-3568

David Bragdon
Program Director
National Commission
Against Drunk Driving
1140 Connecticut Avenue, NW
Washington, DC 20036
(202) 452-0130

Beckie Brown
National Board Member
Mothers Against
Drunk Driving
8605 Cessna Drive
New Port Richey, FL 34654
(813) 847-6824

Barbara Reed
President
Tennessee State Chapter
Remove Intoxicated
Drivers, USA
205 Louisiana Avenue
Oak Ridge, TN 37830
(615) 482-4205

Responsible Alcohol Service 2:00 - 3:30 p.m. and Alternative Radisson Colonial Room Transportation Programs

Programs on responsible alcohol management and alternative transportation will be discussed: server training, facility alcohol management and designated drivers.

Moderator:

Bette Theis
Executive Director
Louisiana Highway Safety Representative
P.O. Box 66336
Baton Rouge, LA 70896
(504) 925-6991

Speakers:

Al Lauersdorf
Alcohol Programs Manager
National Safety Council
444 N. Michigan Avenue
Chicago, IL 60611
(312) 527-4800 Ext. 8540

John Ross
Member
Oregon Traffic Safety
Commission
State Library Building
4th Floor
Salem, OR 97310
(503) 364-6835

Adonis "Sporty" Jeralds
Operations Facility Manager
Charlotte Coliseum
Charlotte, NC
(704) 357-4700

TUESDAY

Cost of Injury

2:00 - 3:30 p.m.
Civic Center Area D

This workshop will present an overview of motor vehicle morbidity with a focus on economic and social consequences as experienced on worksite and industry. The panelists will discuss the scope of injury cost and its implications on public policy.

Moderator:

Judie Stone
Executive Director
Advocates for Highway & Auto Safety
777 North Capital Street, NE
Suite 410
Washington, DC 20002
(202) 408-1711

Speakers:

Alan Hoskin
National Safety Council
Research Department
444 N. Michigan Avenue
Chicago, IL 60611
(312) 527-4800 Ext. 7307

Ted Miller
Senior Research Associate
The Urban Institute
2100 M Street, NW
Washington, DC 20037
(202) 857-8512

William Hartwig
Safety Director
Indiana Bell Telephone
Company
240 N. Meridian Street
Room 774
Indianapolis, IN 46204
(317) 265-8820

High Technology in Traffic Safety

2:00 - 3:30 p.m.
Civic Center Area E

This workshop will focus on the latest developments in technological support of traffic safety such as lap tops, photo radar, and remote breathalyzers.

Moderator:

Timothy Hoyt
Director of Safety
Nationwide Insurance Company
One Nationwide Plaza
Columbus, OH 43216
(614) 249-8113

Speakers:

Captain D. L. Tollett
Chairman, Enforcement
Subcommittee
Commonwealth of Virginia
Department of State Police
P.O. Box 10900
Fairfax Station, VA 22039-0900
(703) 323-4511

Robert Voas, PhD
Vice President
National Public Services
Research Institute
8201 Corporate Drive, Suite
220
Landover, MD 20785
(301) 731-9891

Chief Daniel E. Robinson
Lincoln Township Police
Department
5768 St. Joseph Avenue
Stevensville, MI 49127
(616) 429-2557

Traffic Enforcement Impact on Criminal Activity

**2:00 - 3:30 p.m.
Civic Center Area G**

This panel highlights the impact of vigorous traffic enforcement on criminal activity. The importance of traffic enforcement initiatives that "Look Beyond the Traffic Ticket" are stressed, with panelists relating to successful programs that are presently in operation. The panel will also discuss the economic impact of traffic crashes and selected crimes.

Moderator:

Lt. Col. Tom Kennedy
Massachusetts State Police
Department of Public Safety
1010 Commonwealth Avenue
Boston, MA 02158
(617) 566-4500 Ext. 259

Speakers:

Ronald B. Jones
Captain, Special Services
Louisiana State Police
P.O. Box 66614
Baton Rouge, LA 70896
(504) 925-6121

Frederick M. Streff
University of Michigan
Transportation Research
Institute
2901 Baxter Road
Lansing, MI 48913
(313) 763-2466

Sheriff Johnny Mack Brown
Greenville County Sheriff
Law Enforcement Center
4 McGee Street
Greenville, SC 29601
(803) 271-6280

Experience With Automatics

**2:00 - 3:30 p.m.
Civic Center Area H**

The workshop will present technical experience regarding automatic crash protection in the United States consumer fleet. This session will focus on what's on the horizon, the effectiveness of belt use, and fleet purchases.

Moderator:

Phil Haseltine
Executive Director
American Coalition for Traffic Safety
919 18th Street, NW, Suite 1001
Washington, DC 20006
(202) 857-0002

Speakers:

Chuck Kahane, PhD
Plans and Policy
National Highway Traffic Safety
Administration NPP-10
400 7th Street, SW
Washington, DC 20590
(202) 366-2560

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

Robert A. Rogers
Director, Automotive Safety
Engineering
General Motors Technical
Center
30400 Mound Road
Warren, MI 48090
(313) 947-1750

TUESDAY

Wednesday

Today's Activities

Responsible Alcohol Service and Alternative Transportation Programs	8:30 - 10:00 a.m. Marriott Salon D
Strategic Program Planning for Getting Belt Legislation at the State and Local Levels	8:30 - 10:00 a.m. Marriott Salon E
Targeting Your Public Information and Education Program	8:30 - 10:00 a.m. Radisson Mint Room
Upgrading State Belt Use Laws	8:30 - 10:00 a.m. Radisson Tryon Room
Media and Law Enforcement: How to Get the Message to the Public	8:30 - 10:00 a.m. Marriott Salon B & C
Courts, Judges, and Prosecutors: Are We Doing Enough?	8:30 - 10:00 a.m. Marriott Salon F & G
Reducing Youth Fatalities Through Enforcement	8:30 - 10:00 a.m. Radisson Gold Room
Technical Challenges in Child Passenger Protection	8:30 - 10:00 a.m. Radisson Colonial Room
Research in Highway Safety for Non-Technical Practitioners	8:30 - 10:00 a.m. Civic Center Area D
Fuel Economy/Vehicle Size and Safety	8:30 - 10:00 a.m. Civic Center Area E
Highway Safety in the Workplace: Fact or Fiction	8:30 - 10:00 a.m. Civic Center Area G
State Self-Sufficiency for Alcohol Traffic Safety Prog.	8:30 - 10:00 a.m. Civic Center Area H
Responsible Alcohol Advertising	10:15 - 11:45 a.m. Marriott Salon D
Strategic Program Planning for Getting Belt Legislation at the State and Local Levels	10:15 - 11:45 a.m. Marriott Salon E
Community Traffic Safety Programs - A Potpourri of New Ideas	10:15 - 11:45 a.m. Radisson Mint Room
Upgrading State Belt Use Laws	10:15 - 11:45 a.m. Radisson Tryon Room
Data Collection, Linkage and Uniform Elements	10:15 - 11:45 a.m. Marriott Salon B & C
Rear Seat Safety	10:15 - 11:45 a.m. Marriott Salon F & G
Youth Traffic Safety Programs - What's Important?	10:15 - 11:45 a.m. Radisson Gold Room
Speed Enforcement: State and Community Programs	10:15 - 11:45 a.m. Radisson Colonial Room
Cost of Injury	10:15 - 11:45 a.m. Civic Center Area D
Research in Highway Safety for Non-Technical Practitioners	10:15 - 11:45 a.m. Civic Center Area E
Comprehensive School Bus Safety	10:15 - 11:45 a.m. Civic Center Area G
Trauma Systems: Will they be there when you need them?	10:15 - 11:45 a.m. Civic Center Area H

Responsible Alcohol Service and Alternative Transportation Programs

**8:30 - 10:00 a.m.
Marriott Salon D**

Programs on responsible alcohol management and alternative transportation will be discussed: server training, facility alcohol management and designated drivers.

Moderator:

Bette Theis
Executive Director
Louisiana Highway Safety
Representative
P.O. Box 66336
Baton Rouge, LA 70896
(504) 925-6991

John Ross
Member
Oregon Traffic Safety
Commission
State Library Building
4th Floor
Salem, OR 97310
(503) 364-6835

Speakers:

Al Lauersdorf
Alcohol Programs Manager
National Safety Council
444 N. Michigan Avenue
Chicago, IL 60611
(312) 527-4800 Ext. 8540

Adonis "Sporty" Jeralds
Operations Facility Manager
Charlotte Coliseum
Charlotte, NC
(704) 357-4700

Strategic Program Planning for Getting Belt Legislation at the State and Local Levels

**8:30 - 10:00 a.m.
Marriott Salon E**

Workshop will examine case histories of successful occupant protection programs where objectives were clearly identified at the outset, and a plan of attack was laid out and followed.

Moderator:

Cheryl S. Neverman
Highway Safety Specialist
National Highway Traffic Safety Administration
400 7th Street, SW, NTS-13
Washington, DC 20590
(202) 366-2696

Speakers:

Mike Selig
Head, Traffic Safety Section
Arkansas Highway Safety Program
Arkansas State Highway & Transport Department
P.O. Box 2261
Little Rock, AR 72203
(501) 569-2234

Ray Larson
Commonwealth Attorney
Commonwealth Attorney's Office
Fayette County
116 N. Upper Street, Suite 300
Lexington, KY 40507
(606) 252-3571

WEDNESDAY

Targeting Your Public Information and Education Program

8:30 - 10:00 a.m.
Radisson Mint Room

How to design, implement, and market programs for special populations and hard-to-reach groups including EMS, public health, rural, ethnic and culturally-specific audiences.

Moderator:

Sue Morris
President
S. W. Morris & Company
4701 Willard Avenue, #105
Chevy Chase, MD 20815
(301) 656-3100

Speakers:

Nancy Langford
Director of Corporate and
Media Planning
Harvard University
677 Huntington Avenue
Boston, MA 02115
(617) 432-1038

Frances Brisbane, PhD
President
National Black Alcoholism
Council, Inc.
1629 K Street, NW, #802
Washington, DC 20006
(202) 296-2696

Andrew Briscoe
Director, Public Affairs
Mothers Against Drunk Driving
511 E. John Carpenter Freeway, #700
Irving, TX 75062
(214) 744-6233

Upgrading State Belt Use Laws

8:30 - 10:00 a.m.
Radisson Tryon Room

A review of recent efforts to upgrade state safety belt use laws with emphasis on upgrading from secondary to primary enforcement laws.

Moderator:

Charles Spilman
Executive Director
Traffic Safety Now
7430 Second Avenue, Suite 300
Detroit, MI 48202
(313) 872-0796

Speakers:

Barbara Bolton
Virginia Auto Safety Alliance
1500 Forest Avenue
Suite 218
Richmond, VA 23288
(804) 288-0530

Eugene Peterson, Director
Washington Traffic Safety
Commission
1000 South Cherry Street
MS/PD-11
Olympia, WA 98504
(206) 753-6197

Wayne R. Teglia
Director
Department of Motor Vehicles
& Public Safety
555 Wright Way
Carson City, NV 89711-0090
(702) 687-5375

James Nichols, PhD
Director
Office of Occupant
Protection
National Highway Traffic
Safety Administration
400 7th Street, SW
Washington, DC 20590
(202) 366-9294

Media and Law Enforcement: How to Get the Message to the Public

**8:30 - 10:00 a.m.
Marriott Salon B & C**

This workshop description shows law enforcement administrators how to develop good media relationships, and how to implement successful public information strategies that not only convey the message but also present a positive image of the police agency to the public.

Moderator:

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

Speakers:

Commander William P. Georges
Traffic Safety Division
Albany Police Department
526 Central Avenue
Albany, NY 12206
(518) 462-8071

PIO William Burquette
Washington State Patrol
General Administration
Building AX 12
Olympia, WA 98504-0612
(206) 753-6540

Commander Greg Manual
California Highway Patrol
Office of Public Affairs
2555 First Avenue
Sacramento, CA 95823
(916) 445-3908

Courts, Judges, and Prosecutors: Are We Doing Enough?

**8:30 - 10:00 a.m.
Marriott Salons F & G**

This workshop will discuss needs and suggest ways to improve courtroom testimony skills, use of experts, and improve chemical test evidence in prosecuting DWI cases.

Moderator:

John Walker
Assistant County Attorney
Maricopa County Attorney's Office
First American Title Building
111 W. Monroe, Suite 1800
Phoenix, AZ 85003
(602) 262-8506

Speakers:

Warren R. Lindsey, Esq.
Carroll County Attorney's Office
P. O. box 218
Ossipee, NH 03864
(603) 539-7769

William Aiken
Vice President
Remove Intoxicated Drivers,
USA
1013 Nott Street
Schnectady, NY 12308
(518) 372-0034

Mike Dupree
DUI Prosecutor
Ninth Judicial Circuit
Solicitor's Office
P. O. Box 7001
Charleston Heights, SC
29415
(803) 740-5850

WEDNESDAY

Reducing Youth Fatalities Through Enforcement

8:30 - 10:00 p.m.
Radisson Gold Room

What are the programs or techniques police can use to more effectively enforce laws that will reduce fatal crashes among youth? Examples will include methods to reduce the sale of alcohol to underage youth, targeting non-belt users, etc.

Moderator:

Chuck Hurley
Vice President for Communications
Insurance Institute for Highway Safety
1005 N. Glebe Road
Arlington, VA 22201
(703) 247-1500

Speakers:

Dave F. Preusser, PhD
President
Preusser Research Group, Inc.
2962 Main Street
Bridgeport, CT 06606
(203) 366-1321

Sergeant Mark Leonard
Marlborough Police
Department
Marlborough, MA 01752
(508) 485-1212

Charles Bloomfield
Passenger Accountability Law
19061 Wells Drive
Tarzana, CA 91356
(818) 344-6379

Technical Challenges in Child Passenger Protection

8:30 - 10:00 a.m.
Radisson Colonial Room

This workshop will address several current technical issues that have been causing concern among child passenger safety advocates. Included will be discussions about the use of child safety seats with passenger side air bags, occupant protection for older children and an update on child safety seat recalls.

Moderator:

Jeff Michael, EdD
Highway Safety Specialist
National Highway Traffic Safety Administration, NTS-11
400 7th Street, SW
Washington, DC 20590
(202) 366-2755

Speakers:

Kathleen Weber
Project Director
Child Passenger Protection
University of Michigan
2901 Baxter Building
Ann Arbor, MI 48109
(313) 764-4722

Howard S. Willson
Safety Planning Engineer
Chrysler Motors (CIMS 418-
06-02)
P.O. Box 1118
Detroit, MI 48288
(313) 956-6037

William Boehly
Associate Administrator for Enforcement
National Highway Traffic Safety
Administration, NEF-01
400 7th Street, SW
Washington, DC 20590
(202) 366-9700

Research in Highway Safety for Non-Technical Practitioners

8:30 - 10:00 a.m.
Civic Center Area D

Non-technical presentations of the latest highway safety research for use in planning, developing and implementing traffic safety programs.

Moderator:

B. J. Campbell, PhD
Director
Highway Safety Research Center
University of North Carolina
Chapel Hill, NC 27514
(919) 962-2202

Speakers:

Alexander C. Wagenaar, PhD
Associate Professor
School of Public Health
University of Minnesota
1-210 Moos Tower
515 Delaware Street, SE
Minneapolis, MN 55455
(612) 624-5400

Representative
Insurance Institute for
Highway Safety
1005 N. Glebe Road
Suite 800
Arlington, VA 22201
(703) 247-1500

Fuel Economy/Vehicle Size and Safety

8:30 - 10:00 a.m.
Civic Center Area E

Discussion of the impact on safety of policies which require downsizing of vehicles

Moderator:

Chairman
National Association of Governors' Highway Safety
Representatives
444 North Capitol Street, Suite 530
Washington, DC 20001
(202) 624-5877

Speakers:

Linda Lance
Senior Counsel
227 Hart Senate Office Building
Committee on Commerce,
Science and Transportation
Washington, DC 20511
(202) 225-0415

Clarence Ditlow
Center for Auto Safety
2001 I Street, NW
Washington, DC 20009
(202) 328-7700

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

WEDNESDAY

Highway Safety in the Workplace: Fact or Fiction

8:30 - 10:00 a.m.
Civic Center Area G

Session will review various initiatives in the workplace aimed at improving employee traffic safety, including the proposed OSHA regulations, NETS, insurance, and 70% PLUS.

Moderator:

Terrance Schiavone
Executive Director
National Commission Against
Drunk Driving
1140 Connecticut Avenue, NW
Suite 804
Washington, DC 20036
(202) 452-6004

Speakers:

Tim Kennedy
Traffic Safety Specialist
National Safety Council
444 N. Michigan Avenue
Chicago, IL 60611-3991
(312) 527-4800 Ext. 8407

William Hartwig
Safety Director
Indiana Bell Telephone
Company
240 N. Meridian Street,
Room 774
Indianapolis, IN 46204
(317) 265-8820

Gerard Scannell
Assistant Secretary
Occupational Safety
and Health
U.S. Department of Labor
200 Constitution Ave., NW
Washington, DC 20210
(202) 523-7162

State Self-Sufficiency for Alcohol Traffic Safety Programs

8:30 - 10:00 a.m.
Civic Center Area H

To discuss various statewide legislated funding systems to include fines, fees, assessments, surcharges and alcohol excise taxes.

Moderator:

John Moulden
Board of Directors
Mothers Against Drunk Driving
511 E. John Carpenter Freeway, Suite 700
Irving, TX 75062
(214) 744-6233

Speakers:

William T. McCollum
Executive Director
Commission on the Alcohol Safety Action Program
1001 E. Broad Street
Suite 245
Richmond, VA 23219
(804) 786-5895

William T. Hayes
Deputy Director
Division of Highway Traffic Safety
Quakerbridge Plaza
Building #5, CN-048
Trenton, NJ 08625
(609) 588-3750

Responsible Alcohol Advertising 10:15 - 11:45 a.m. Marriott Salon D

Debate among various points of view regarding alcohol advertising.

Moderator:

Chuck Hurley
Vice President for Communications
Insurance Institute for Highway Safety
1005 N. Glebe Road, Suite 800
Arlington, VA 22201
(703) 247-1500

Speakers:

George Hacker
Staff Director
National Coalition to Prevent
Impaired Driving
1730 Rhode Island Avenue,
NW
Suite 600
Washington, DC 20036
(202) 659-0054

Jeff Becker
The Beer Institute
1225 Eye Street, NW, #825
Washington, DC 20005
(202) 737-2337

Representative Mike Heavey
Chairman
House Commerce and Labor
Committee
12209 Marine View Drive, SW
Seattle, WA 98146
(206) 786-7938

Strategic Program Planning for 10:15 - 11:45 a.m. Getting Belt Legislation at the Marriott Salon E State and Local Levels

Workshop will examine case histories of successful occupant protection programs where objectives were clearly identified at the outset, and a plan of attack was laid out and followed.

Moderator:

Cheryl S. Neverman
Highway Safety Specialist
National Highway Traffic Safety Administration
400 7th Street, SW, NTS-13
Washington, DC 20590
(202) 366-2696

Speakers:

Mike Selig
Head, Traffic Safety Section
Arkansas Highway Safety Program
Arkansas State Highway & Transport Department
P.O. Box 2261
Little Rock, AR 72203
(501) 569-2234

Ray Larson
Commonwealth Attorney
Commonwealth Attorney's Office
Fayette County
116 N. Upper Street, Suite 300
Lexington, KY 40507
(606) 252-3571

WEDNESDAY

Community Traffic Safety Programs - A Potpourri of New Ideas

**10:15 - 11:45 a.m.
Radisson Mint Room**

Securing funds from the private sector, developing a citizen-based speed watch program, and developing a trauma center are topics to be addressed in this workshop.

Moderator:

Carol Moody Becker
NAGHSR CISP Clearinghouse
444 North Capitol Street, #530
Washington, DC 20001
(202) 328-3340

Speakers:

Richard Gentsch
Director to Traffic Injury
Prevention Program
Carolina Medical Center
P. O. Box 32861
Charlotte, NC 28232-2861
(704) 355-4034

Paula Deter
Hancor Inc.
401 Olive Street
Findlay, OH 45840
(419) 422-6521

Alison Hartt
Saving Lives Program
Coordinator
City Hall
140 Main Street
Marlborough, MA 01752
(508) 460-3764

Upgrading State Belt Use Laws 10:15 - 11:45 a.m. Radisson Tryon Room

A review of recent efforts to upgrade state safety belt use laws with emphasis on upgrading from secondary to primary enforcement laws.

Moderator:

Charles Spilman
Executive Director
Traffic Safety Now
7430 Second Avenue, Suite 300
Detroit, MI 48202
(313) 872-0796

Speakers:

Barbara Bolton
Virginia Auto Safety Alliance
1500 Forest Avenue, Suite 218
Richmond, VA 23288
(804) 288-0530

Wayne R. Teglia
Director
Department of Motor Vehicles
and Public Safety
555 Wright Way
Carson City, NV 89711-0090
(702) 687-5375

Eugene Peterson, Director
Washington Traffic Safety
Commission
1000 South Cherry Street
MS/PD-11
Olympia, WA 98504
(206) 753-6197

James Nichols, PhD
Director
Office of Occupant
Protection
National Highway Traffic
Safety Administration
400 7th Street, SW
Washington, DC 20590
(202) 366-9294

Data Collection, Linkage and Uniform Elements

10:15 - 11:45 a.m.
Marriott Salon B & C

This workshop is a primer for those involved with traffic safety and public health issues. The discussion will focus upon the Emergency Medical Services Sensitivity Index, CADRE and quality and access to state drivers' records.

Moderator:

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

Speakers:

Nancy L. Greene
Policy Analyst
National Association of
Governors' Highway Safety
Representatives
444 North Capitol Street
Washington, DC 20001
(202) 624-5877

Brad Kading
Vice President
The Alliance of American
Insurers
1501 Woodfield Road,
Suite 400 West
Schaumburg, IL 60173-4980
(708) 330-8500

Mark Edwards, PhD
Chief, Mathematical
Analysis Division
National Center for Statistics
and Analysis
National Highway Traffic
Safety Administration
400 7th Street, SW
Washington, DC 20590
(202) 366-5348

Rear Seat Safety

10:15 - 11:45 a.m.
Marriott Salon F & G

A brief review of the size and characteristics of the safety problem in the rear seat will be followed by presentations on new technologies being introduced (e.g., built in child safety seats) and other actions being taken to enhance rear seat safety (e.g., making retrofit kits available).

Moderator:

Barry Felrice
Associate Administrator, Rulemaking
National Highway Traffic Safety
Administration, NRM-01
400 7th Street, SW
Washington, DC 20590
(202) 366-1810

Speakers:

Jean Crocker
General Motors Corporation
Service Parts Operations
Public Relations
6060 West Bristol Road
Flint, MI 48554
(313) 236-5000

John M. Leinonen
Executive Engineer
Ford Motor Company
Automotive Safety Office
330 Fairlane Plaza, Suite 500
Dearborne, MI 48126
(313) 322-0528

Howard S. Willson
Safety Planning Engineer
Chrysler Motors (CIMS 418-06-02)
P.O. Box 1118
Detroit, MI 48288
(313) 956-6037

WEDNESDAY

Youth Traffic Safety **10:15 - 11:45 a.m.**
Programs - What's Important? Radisson Gold Room

Panelists representing national organizations will discuss recent recommendations their organizations have made to address the youth crash problem.

Moderator:

John L. Harvey
President, ADTSEA
Regional Coordinator Traffic
Safety Education
1025 W. Indiana Avenue
Spokane, WA 99205-4561
(509) 456-6195

Speakers:

William Cullinane
Assistant Director
Students Against Driving Drunk
P. O. Box 800
Marlboro, MA 01752
(508) 481-3568

Beckie Brown
National Board Member
Mothers Against Drunk Driving
8605 Cessna Drive
New Port Richey, FL 34654
(813) 847-6824

David Bragdon
Program Director
National Commission Against
Drunk Driving
1140 Connecticut Avenue, NW
Washington, DC 20036
(202) 452-0140

Barbara Reed, President
Tennessee State Chapter
Remove Intoxicated Drivers,
USA
205 Louisiana Avenue
Oak Ridge, TN 37830
(615) 482-4205

Speed Enforcement: **10:15 - 11:45 a.m.**
State and Community **Radisson Colonial Room**
Programs

This workshop highlights three innovative speed enforcement programs: enforcement combined with public information and education; multiple police agencies coordinating personnel deployment to give the impression of more police and stronger emphasis on speed, and enforcement combined with new technologies.

Moderator:

Lieutenant Stephen E. Ford
Operations Division
Overland Park Police Department
8500 Antioch
Overland Park, KS 66212
(913) 381-5252

Speakers:

Captain Roger W. Bruett
Washington State Patrol
General Administration
Building AX 12
Olympia, WA 98504-0612
(206) 586-2340

Walter Smith
Assistant Vice President
Director of Communications
Government Employees
Insurance Company
GEICO Plaza
Washington, DC 20076
(301) 986-2757

Sergeant Ron Klein
Traffic Safety Division
Metropolitan Police
Department
City of St. Louis
1200 Clark Avenue
St. Louis, MO 63103
(314) 444-5345

Cost of Injury

10:15 - 11:45 a.m.
Civic Center Area D

This workshop will present an overview of motor vehicle morbidity with a focus on economic and social consequences as experienced on worksite and industry. The panelists will discuss the scope of injury cost and its implications on public policy.

Moderator:

Judie Stone
Executive Director
Advocates for Highway & Auto Safety
777 North Capital Street, NE, Suite 410
Washington, DC 20002
(202) 408-1711

Speakers:

Alan Hoskin
National Safety Council
Research Department
444 N. Michigan Avenue
Chicago, IL 60611
(312) 527-4800, ext. 7307

Ted Miller
Senior Research Associate
The Urban Institute
2100 M. Street, NW
Washington, DC 20037
(202) 857-8512

William Hartwig
Safety Director
Indiana Bell Telephone
Company
240 N. Meridian Street,
Room 774
Indianapolis, IN 46204
(317) 265-8820

Research in Highway Safety for Non-Technical Practitioners

10:15 - 11:45 a.m.
Civic Center Area E

Non-technical presentations of the latest highway safety research for use in planning, developing and implementing traffic safety programs.

Moderator:

B. J. Campbell, PhD
Director
Highway Safety Research Center
University of North Carolina
Chapel Hill, NC 27514
(919) 962-2202

Speakers:

Alexander C. Wagenaar, PhD
Associate Professor
School of Public Health
University of Minnesota
1-210 Moos Tower
515 Delaware Street, SE
Minneapolis, MN 55455
(612) 624-5400

Representative
Insurance Institute for
Highway Safety
1005 N. Glebe Road,
Suite 800
Arlington, VA 22201
(703) 247-1500

WEDNESDAY

Comprehensive School Bus Safety

**10:15 - 11:45 a.m.
Civic Center Area G**

School bus transportation safety is making great strides in trying to protect children who ride buses. Unfortunately, state and local systems may not be able to take advantage of new technology to protect children. Panelists will address whether safety is being compromised or taking a low priority because of budget pressures.

Moderator:

Nancy Bauder
President
National Coalition for
School Bus Safety
Route 4, Box 241A
Leavenworth, KS 66048
(816) 474-7040

Speakers:

Norfleet Gardner
Director, Division of
Transportation
Education Building, Room 416
116 W. Edenton Street
Raleigh, NC 27603-1702
(919) 733-4762

Matt Matheson
Vice President for Engineer-
ing
Thomas Built Buses
P. O. Box 2450
Highpoint, NC 27261
(919) 889-4871

Ronald E. Engle, Chief
Safety Countermeasures
Division
National Highway Traffic Safety
Administration, NTS-23
400 7th Street, SW
Washington, DC 20590
(202) 366-2717

Trauma Systems: Will they be there when you need them? 10:15 - 11:45 a.m. Civic Center Area H

This workshop will discuss the patterns of injuries from motor vehicle crashes. It will also discuss effective prevention strategies in education, enforcement, regulations, public information, and engineering. The workshop will highlight the need for joint support from highway safety, EMS, medical, and public health communities to develop trauma systems to care for the highway crash patient.

Moderator:

Leonard Inch
Regional Executive Director
Sierra-Sacramento Valley Emergency Medical Service
9323 Tech Center Drive, Suite 1200
Sacramento, CA 95826
(916) 366-2064

Speakers:

Nels Sanddal
Executive Director
Critical Illness & Trauma Foundation
212 10th Street S.
Great Falls, MT 59405
(406) 761-7877

Bob Bailey, Chief
Office of Emergency Medical Services
701 Barbour Drive
Raleigh, NC 27603
(919) 733-2285

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Telephone Directory

<u>Lifesavers Conference Office</u>	<u>372-9129</u>
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<u>Charlotte Convention Center</u>	<u>332-5051</u>
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<u>Marriott</u>	<u>333-9000</u>
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<u>Radisson</u>	<u>377-0400</u>
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<u>Holiday Inn</u>	<u>335-5400</u>
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<u>Omni</u>	<u>377-6664</u>
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Lifesavers Conference, Incorporated

919 18th Street NW, Suite 1001

Washington, DC 20006

(202) 857-0002