National Conference on Highway Safety Priorities

April 12 – 15, 1992
Denver, Colorado
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Welcome to Lifesavers 10

During the decade of the 1980s, the nation made great progress in highway safety. Since the first Lifesavers conference in 1982, states have worked diligently to prevent drinking and driving and encourage child safety seat and safety belt use laws. Lifesavers conferences played an important role as a forum for participants to gain technical expertise and share ideas.

As a result many states have tough DUI laws, safety belt laws and all 50 states have child safety seat laws. According to the Fatal Accident Reporting System (FARS), nationally, traffic fatalities dropped nearly 13 percent from 1980 to 1990 and the fatality rate decreased from 22.48 to 17.90 during the same period. While the gains are substantial, it may be we have accomplished the easy part. The challenges in the 1990s include reaching the repeat DUI offender and other high risk populations who disregard traffic laws and do not buckle up.

The new Intermodal Surface Transportation Efficiency Act gives greater emphasis to safety than ever before. As a demonstration of Congressional and Administration concern, the bill includes incentives for states adopting safety belt and helmet use laws and penalties for those that do not.

As the national program moves toward a more efficient transportation system, states must focus on maintenance, traffic management and safety. Research into new technologies, such as Intelligent Vehicle Highway Systems (IVHS), and development of effective public policy will prove critical to future successes.

The Lifesavers Conferences will continue to play an important role in traffic safety. It will take renewed enthusiasm, commitment and cooperation by all concerned to reduce the human and economic pain associated with injuries and fatalities from traffic crashes.

I am certain the information presented at Lifesavers 10 will assist you in developing programs to meet the challenges we face.

Sincerely,

[Signature]

A. Ray Chamberlain
Executive Director
Colorado Department of Transportation
President
American Association of State Highway and Transportation Officials
Special Guests

The Honorable Andrew Card
Secretary
U.S. Department of Transportation
Opening Session Speaker
Monday, April 13, 1992

The Honorable Roy Romer
Governor
State of Colorado
Luncheon Speaker
Monday, April 13, 1992

General Jerry Ralph Curry (Retired)
Administrator
National Highway Traffic
Safety Administration
NHTSA Awards Luncheon Speaker
Tuesday, April 14, 1992

Thomas H. Hanna
President and Chief Executive Officer
Motor Vehicle Manufacturers
Association of the United States, Inc.
Breakfast Plenary Session
Wednesday, April 15, 1992
Agenda

**DAY 1**
- 1:00 – 7:00 p.m. Registration, South Lobby, Radisson Hotel
- 5:00 – 5:30 p.m. Moderators' Meeting, Colorado Room, Radisson Hotel
- 5:30 – 7:00 p.m. Opening Reception and Exhibits, Exhibits Area, Radisson Hotel

**SKETCH**
- 7:30 – 4:30 p.m. Registration, South Lobby, Radisson Hotel
- 7:30 – 8:30 a.m. Continental Breakfast and Exhibits, Exhibit Area, Radisson Hotel
- 8:45 – 9:45 a.m. Opening Session, Grand Ballroom, Radisson Hotel
- 10:00 – 11:30 a.m. First Set of Workshops, Radisson Hotel
- 11:45 – 1:15 p.m. Luncheon, Grand Ballroom, Radisson Hotel
- 1:30 – 3:00 p.m. Second Set of Workshops, Radisson Hotel
- 3:15 – 5:00 p.m. Professional Development Sessions, Radisson Hotel
- 5:00 – 6:00 p.m. Poster Session and Exhibits, Exhibits Area, Radisson Hotel
- 7:00 p.m. "Rhinestone Cowboys – Diamonds 'n Denim” Social Event, Grand Ballroom, Radisson Hotel

**DAY 3**
- 7:30 – 4:30 p.m. Registration, South Lobby, Radisson Hotel
- 7:30 – 8:30 a.m. Continental Breakfast and Exhibits, Exhibit Area, Radisson Hotel
- 8:45 – 10:15 a.m. Third Set of Workshops Radisson Hotel
- 10:30 – 12:15 p.m. Professional Development Sessions, Radisson Hotel
- 12:30 – 1:45 p.m. NHTSA Awards Luncheon, Grand Ballroom, Radisson Hotel
- 2:00 – 3:30 p.m. Fourth Set of Workshops, Radisson Hotel
- 3:45 – 5:30 p.m. Fifth Set of Workshops, Radisson Hotel
- Dinner on your own or register for the “Hot Spot” of your choice
- Conference Registration, South Lobby, Radisson Hotel

**DAY 4**
- 7:30 – 11:00 a.m. Registration, South Lobby, Radisson Hotel
- 8:00 – 9:30 a.m. Breakfast Plenary Session
- 9:45 – 11:15 a.m. Grand Ballroom, Radisson Hotel
- 1:00 – 4:00 p.m. Sixth Set of Workshops, Radisson Hotel
- Organization Meetings, See Conference registration folder for locations

**Sunday, April 12, 1992**

**Monday, April 13, 1992**

**Tuesday, April 14, 1992**

**Wednesday, April 15, 1992**
Monday, 3:15 - 5:00 pm  
Columbine Room
Tuesday, 10:30 am - 12:15 pm

**Effective Presentations to the Media**
An interview for a television or radio news program or talk show is an opportunity to get your story out. Participants in this session will learn how to prepare for an interview, make key points effectively, handle negative questions and critique performances.

Robert J. Aronson  
Chief Executive Officer  
Aronson Ward Inc.  
615 Firstar Financial Center  
1550 E. 79th Street  
Bloomington, MN 55425  
(612) 854-1488

Monday, 3:15 - 5:00 pm  
Silver Room
Tuesday, 10:30 am - 12:15 pm

**Fundraising**
Sooner or later, most traffic safety programs need to fundraise to stay in business. Participants in this session will learn how to identify funders, receive serious consideration for their proposals and build long-term partnerships.

Diane Carabello  
Director of Development  
The Legal Center  
10280 W. 13th Place  
Lakewood, CO 80215  
(303) 722-0300

Monday, 3:15 - 5:00 pm  
Vail Room
Tuesday, 10:30 am - 12:15 pm

**Legislative Advocacy and Marketing**
If traffic safety initiatives are going to be successful, legislators and the community need to know about them. Participants in this session will learn how to identify their audiences, target messages, advertise their efforts and select partners and sponsors. Participants will also learn more about the legislative process and providing information to legislators.

Floyd Ciruli  
President  
Ciruli Associates, Inc.  
1380 Lawrence Street, Suite 650  
P.O. Box 8915  
Denver, CO 80201  
(303) 595-0748
## Workshop Schedule

### Morning (am)
- Traffic Safety Enforcement and Youth .................................................. 7
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Monday AM

10:00 am - 11:30 am  
**BEVERLY ROOM**

**Traffic Safety Enforcement and Youth**
Discussion of effective means of enforcing laws related to impaired driving, belt use, speeding, motorcycle use and underage drinking

**Moderator:**
Captain Alex Jones  
Office of Special Representative  
California Highway Patrol  
2555 1st Avenue  
Sacramento, CA 95818  
(916) 657-7249

**Speakers:**
David Preusser, Ph.D  
President, Preusser Research Group, Inc.  
2962 Main Street  
Bridgeport, CT 06606  
(203) 366-1321

Alex Wagenaar, Ph.D  
University of Minnesota  
School of Public Health  
515 Delaware Street, SE 1-210 Moos Tower  
Minneapolis, MN 55455  
(612) 624-8370

Edward Hawkins,  
Senior Deputy  
Arapahoe County Sheriff's Department  
2120 West Littleton Blvd.  
Littleton, CO 80120  
(303) 797-4406

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10:00 am - 11:30 am  
**CAPITOL ROOM**

**Implications of Auto Crashes on Insurance Costs**
Panelists will explore the insurance industry versus public advocacy response and solutions to the vehicle crash problem.

**Moderator:**
Chuck Johnauns  
Senior Vice President of Public Affairs and Communications  
Kemper National Insurance  
Route 22  
Long Grove, IL 60049  
(708) 540-2513

**Speakers:**
Mario Napolitano  
Corporate Risk Manager  
Dominos Pizza  
30 Frank Lloyd Wright Drive  
Ann Arbor, MI 48106  
(313) 990-5265

Tim Hoyt  
Safety Officer  
Nationwide Insurance  
1 Nationwide Boulevard  
Columbus, OH 43215

Robert Hunter  
President  
National Insurance Consumer Organization  
121 N. Payne Street  
Alexandria, VA 22314  
(703) 549-8050

August Alegi  
Group Vice President  
GEICO Insurance  
GEICO Plaza  
Washington, DC 20076  
(301) 866-2657
Monday AM
10:00 am - 11:30 am
CENTURY ROOM

ALR and other DWI Laws — What's Working?
Participants will learn from the experience of local, State and National leaders, who will comment on effective DWI laws and obstacles to their enactment. Special emphasis will be devoted to Administrative License Revocation, and the success of the ALR Coalition.

Moderator:
Milo Kirk
President
Mothers Against Drunk Driving
511 E. John Carpenter Freeway
Irving, TX 75062
(214) 744-6233

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

Barry Sweedler
National Transportation Safety Board
800 Independence Avenue
Washington, DC 20594
(202) 382-6810

William Aiken
Executive Director
Remove Intoxicated Drivers, U.S.A.
1013 Notl Street
Schenectady, NY 12308

10:00 am - 11:30 am
COLORADO ROOM

Rural Initiatives
This workshop will provide information on suggested techniques and strategies being implemented through the National Sheriff’s Association to develop programs in traffic safety for their constituencies.

Moderator:
Sheriff Jimmy Metts
Lexington County Sheriff’s Office
521 Gibson Road
Lexington, SC 29601
(803) 359-8230

Speakers:
Perry Brown
Deputy Director
Office of Highway Safety Programs
1205 Pendleton Street, Room 412
Columbia, SC 29201
(803) 734-0421

Lieutenant Dennis Turner
Pickens County Sheriff’s Office
216 E.C Road
Pickens, SC 29671
(803) 898-5500
Public Information Campaign Strategies That Succeed

A discussion of public information campaign strategies that have been successful and why. Criteria for measuring success will be part of the discussion.

Moderator:
Susan Morris
President, SW Morris and Company
7910 Woodmont Avenue, Suite 400
Bethesda, MD 20814-9015
(301) 656-3100

Speakers:
Pam Beer  Andy Briscoe
Washington Regional National Public Affairs Director
Alcohol Program Mothers Against Drunk Driving
8027 Leesburg Pike 511 E. John Carpenter Freeway
Suite 210 Suite 700
Vienna, VA 22182 Irving, TX 75062
(703) 670-1110 (214) 744-6233

Mort Weinstein
Recording Artists Against Drunk Driving
Medical Concepts, Marketing Co.
1308 Factory Place, Suite 3B
Box 36
Los Angeles, CA 90013
(213) 624-9398
Monday AM
10:00 am - 11:30 am
DENVER ROOM

408 & 410: How to Get More Funding for Your DWI Program

Explain to non-408/410 States the key points in how to pass the necessary legislation, obtain data, make application and the type of new DWI Programs that can be funded with the additional alcohol funds.

Moderator:
Adele Derby
Associate Administrator
Regional Operations, National Highway Traffic Safety Administration
400 Seventh Street, SW
Washington, DC 20590
(202) 366-2121

Speaker:
Joe Cassady
Program Manager,
Division of Highway Safety
Department of Public Safety
P.O. Box 104808
Jefferson City, MO 65110
(314) 751-7643

Jan Sutton
408 Program Coordinator
California Office of Traffic Safety
7000 Franklin Boulevard Suite 300
Sacramento, CA 95823
(916) 445-0527

Carol Karsten
Alcohol Coordinator
Office of Transportation Safety,
Wisconsin Department of Transportation
4802 Sheboygan Avenue, Suite 809
Madison, WI 53707-7919
(608) 266-0550

Steve Flint
Planner/Director
Traffic Safety Bureau
P.O. Box 5824
Joseph M. Montoya Building
Room 3102
Santa Fe, NM 87502-5824
(505) 827-0427
Monday AM

10:00 am - 11:30 am  GOLD ROOM

**Securing Judicial Acceptance of Nystagmus and Drug Recognition**

Participants will learn how to plan and conduct successful “Frye” hearings to permit horizontal gaze nystagmus and drug recognition evidence to be heard in court. Means of securing the services of expert witnesses will be explained. Non-legal professionals will be able to share successful strategies with their local prosecutors.

**Moderator:**
James Hedlund
Director, Office of Alcohol and State Programs
National Highway Traffic Safety Administration, NTS-20, Room 5130
400 Seventh Street, SW
Washington, DC 20590
(202) 366-9588

**Speakers:**
Cliff Vanell
Assistant Prosecutor
455 North Fifth Street, Suite 400
Phoenix, AZ 85004
(602) 262-7058

Bonnie Saltzman
Deputy District Attorney
303 West Colfax
Denver CO 80204
(303) 575-5157

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

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10:00 am - 11:30 am  SAVOY ROOM

**Getting The Most From Child Passenger Safety Law Enforcement**

Presentation and discussion of several effective child passenger safety law approaches.

**Moderator:**
Bill Hall
Research Associate
University of North Carolina
Highway Safety Research Center
CB# 3430
Chapel Hill, NC 27599
(919) 962-2202

**Speakers:**
Chief Glen Larson
Lincolnshire Police Department
Lincolnshire, IL 60014
(708) 945-8514

Stephanie Tombrello
Executive Director
SafetyBeltSafe
123 W. Manchester Blvd.
Inglewood, CA 90301
(213) 673-2666

Michael Schurman
Director, Atlantic Co.
Highway Safety Office
01 Shore Road
Northfield, NJ 08225
(609) 647-7000 X4463
Monday AM

10:00 am - 11:30 am  SILVER ROOM

70% by '92 and Beyond – What’s Needed

The purpose of this workshop is to discuss the current status of belt programs and future programs issues with focus on the continuation of Operation Buckle Down through the use of 402 funding, national campaigns and training

Moderator:
Michael B. Brownlee
Associate Administrator
Traffic Safety Programs
National Highway Traffic Safety Administration/NTS-01
400 Seventh Street, SW
Washington, DC 20590
(202) 366-1755

Speakers:
Rosalie Thornburg
Governor’s Representative
Coordinator
Office of Traffic Safety
2175 W 4th 2nd Floor
Topeka, KS 66603
(913) 296-3756

Larry D. Ball
Assistant Chief
Lexington Police Department
150 E. Main Street
Lexington, KY 40507
(606) 258-3600

SILVER ROOM

10:00 am - 11:30 am  SPRUCE ROOM

Speed Enforcement Technology

This workshop will provide information on the various technology and techniques used to address the speed problem.

Moderator:
Brian Traynor
Highway Safety Specialist
NHTSA
400 Seventh Street, SW
Washington, DC 20590
(202) 366-4295

Speakers:
Captain Roger Brueett
Washington State Patrol
General Admin. Bldg. MA-AX12
Olympia, WA 98504-0612
(206) 753-6540

James Arena
Director
Division of Highway Traffic Safety
Department of Law & Public Safety
Trenton, NJ 08625
(609) 588-3750

Trooper Roderick C. Williams
Michigan Department of State Police
Field Operations Division
7150 Harris Drive
Lansing, MI 48913
(517) 322-5489
Monday PM

10:00 am - 11:30 am

**Traffic Safety and Public Health: Models for Collaboration**

This workshop will provide operational models for establishing collaborative efforts between public health and traffic safety agencies. It will demonstrate the value of broadening in place prevention networks and to enhance traffic safety efforts.

**Moderator:**

Maria Vegega, PhD
Program Analyst
Office of Alcohol and State Programs
National Highway Traffic Safety Administration
400 Seventh Street, SW, Room 5130
Washington, DC 20590
(202) 366-2719

**Speakers:**

Larry Cohen
Director, Contra Costa County
Prevention Program
75 Santa Barbara Road
Pleasant Hill, CA 94523
(510) 646-6511

Chris Miara
Research Associate
Education Development Center
55 Chapel
Newton, MA 02160
(617) 969-7100

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

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10:00 am - 11:30 am

**Effective DWI Enforcement Technology**

This workshop will provide information on various DWI enforcement technologies to reduce the incidence of impaired driving.

**Moderator:**

Clayton Hall
Director, Office of Enforcement and Emergency Services
National Highway Traffic Safety Administration
400 Seventh Street, SW
Washington, DC 20590
(202) 366-4913

**Speaker**

Patrick McCreary
First Sergeant
Indiana State Police
Government Center North
100 N. Senate Avenue
Indianapolis, IN 46204-2259
(317) 232-8200

John McKay
Program Manager
Texas Department of Transportation
125 East 11th Street
Austin, TX 78701-2483
(512) 465-6751
MondayPM

1:30 pm - 3:00 pm

EMS and Highway Safety Working Together

This workshop will discuss the patterns of injuries from motor vehicle crashes and how EMS and highway safety can work together to prevent highway injuries and deaths.

Moderator:
Nancy Greene
Policy Analyst
National Association of Governors' Highway Safety Representatives
750 First Street, NE, Suite 720
Washington, DC 20002
(202) 789-0942

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

Ed Van Sciver
Missouri Department of Health
1738 East Elm
P.O. Box 570
Jefferson City, MO 65102
(314) 751-6274

Nels Sanddal
President & CEO
Critical Illness & Trauma Foundation
212 10th Street, South
Great Falls, MT 59405
(406) 452-6435
MondayPM

1:30 pm - 3:00 pm
CAPITOL ROOM

Planning for a Safe and User Friendly Pedestrian/Bicycle Environment.

Community use of existing resources for developing strategies. Development and implementation of activities for improving bicycle and pedestrian safety, also encompassing the use of the 3E approach.

Moderator:
Mary Cheryl Larango
Pedestrian/Bicycle Safety Specialist
Missoula Traffic Safety Task Force
City of Missoula
435 Ryman
Missoula, MT 59802
(406) 444-0516

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

Sharon Harvey
Boulder Traffic Planner
Alternative Transportation
P.O. Box 791
Boulder, CO 80306
(303) 441-3216
MondayPM

1:30 pm - 3:00 pm
CENTURY ROOM

Why Police Managers Should Support Occupant Protection
This workshop will showcase examples of how police executives have cut operating expenses, reduced legal problems, and improved labor management relations by initiating belt use policies in their departments.

Moderator:
Captain Ronald P. Miner
Commander, Traffic Division
Fairfax County Police Department
3911 Woodburn Drive
Annandale, VA 22003
(703) 280-0551

Speakers:
Inspector William P. Georges
Traffic Safety Division
Albany Police Department
526 Central Avenue
Albany, NY 12206
(518) 259-6500

Michael A. Brave, Esq
3006 Nimitz Street
Eau Claire, WI 54701
(715) 833-1125

Captain Terry W. Conner
Department of Public Safety
P.O. Box 6638
Phoenix, AZ 85005
(602) 223-2044

1:30 pm - 3:00 pm
COLORADO ROOM

Use of Personal Computers (PCs) for Collection and Reporting of Data With Emphasis on Police Applicants
Presentation and discussion of latest personal computer (PC) technology for hardware and software use by State and local accident investigation and reporting agencies.

Moderator:
Tom Boerner, PhD
Director of Traffic Safety
Department of Public Safety
Transportation Building
St. Paul, MN 55155

Speakers:
Tom Savell, PhD
President, DALLA Corp.
2231 Faraday Avenue
Carlsbad, CA 92008
(619) 931-9511

Officer Louis Berry
West Palm Beach Police Department
901 Detura Street
West Palm Beach, FL 33401
(407) 835-2930
1:30 pm - 3:00 pm  COLUMBINE ROOM
Motorcycle Helmet Use Laws - Why, How and Where
A discussion will be held on why helmet laws are needed, where they are needed and how to get them enacted.

Moderator:
Judie Stone
Director, Advocates for Highway and Auto Safety
777 N. Capitol Street
Washington, DC 20002
(202) 408-1711

Speaker:
Senator John J. Cullerton
4th Legislator District
1057 W. Belmont
Chicago, IL 60657
(312) 883-0770

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

Dr. Linda Lloyd
Director, Cancer Registry
Texas Department of Health
1100 West 49th Street
Austin, TX 78756
(512) 458-7265

Robert Terry
Legislative Assistant
State Capitol
P.O. Box 942849
Sacramento, CA 94249-0001
(916) 445-0965

1:30 pm - 3:00 pm  DENVER ROOM
Roadways
This workshop will explore emerging roadway-related public policy issues concerning the Intermodal Surface Transportation Efficiency Act of 1991 (Highway Bill). The implications of this brand new system will be discussed.

Moderator:
Jerry Donaldson
Advocates for Highway and Auto Safety
777 North Capitol Street, Suite 410
Washington, DC 20002
(202) 408-1711

Speakers:
R. Clark Bennett
Director, Office of Highway Safety
Federal Highway Administration, HHS-I
400 Seventh Street, SW
Washington, DC 20590
(202) 366-1153

Barbara Harsha
Executive Director
National Association of Governors' Highway Safety Representatives
750 First Street, NE, Suite 720
Washington, DC 20002
(202) 789-0942

Terry Baxter
Managing Director
National Transportation Safety Board
800 Independence Avenue, SW
Washington, DC 20594
(202) 382-6518
MondayPM
1:30 pm - 3:00 pm
GOLD ROOM

Cost of Injury: What Every Legislator Should Know about the Economics and Social Impact of Motor Vehicle-Related Death and Injury

This workshop will establish awareness of the costs of motor vehicle crashes activate State and local legislation and support.

Moderator:
Maria Vegega, PhD
Program Analyst
National Highway Traffic Safety Administration, NTS-22
400 Seventh Street, SW
Washington, DC 20590
(202) 366-2719

Speaker:
Howard Adams
Governor's Highway Safety Coordinator
Governor's Highway Safety Office
3010 North Second, Suite 105
Phoenix, AZ 85012
(602) 255-3216

Janet Johnson
Program Analyst
Office of Plans and Policy
National Highway Traffic Safety Administration
400 Seventh Street, SW
Washington, DC 20590
(202) 366-2578

Marc Rosenberg
Vice President for Federal Affairs
Insurance Information Institute
1101 17th Street, NW, Suite 408
Washington, DC 20036
(202) 833-1580
MondayPM

1:30 pm - 3:00 pm  SAVOY ROOM

Judges and Prosecutors: The Court’s Role in Deterring DWI

Participants will learn what representative judges and prosecutors are doing to help deters DWI, and will have opportunities to discuss what more can and should be done by the courts.

Moderator:
Honorable Anthony S. Montelione
Presiding Judge
Fifth Municipal District
10220 South 76th Avenue
Bridgeview, IL 60455
(708) 974-6286

Speakers:
Cliff Vanell
Assistant Prosecutor
455 North Fifth Street, Suite 400
Phoenix, AZ 85004
(602) 262-7058

Honorable John J. Ark
Brighton Town Justice
406 Irving Place
Rochester, New York 14614
(716) 325-3020

Robert J. Whitley
Deputy District Attorney
303 West Colfax
Denver, CO 80204
(303) 640-5155

1:30 pm - 3:00 pm  SILVER ROOM

Impaired Driving - Open Forum

Audience will submit questions on any impaired driving issues sometimes before the workshop. Panel will review questions and address as many as possible during the workshop.

Moderator:
James Hedlund
Director, Office of Alcohol and State Programs
National Highway Traffic Safety Administration, NTS-20
400 Seventh Street, SW, Rm, 5130
Washington, DC 20590
(202) 966-9588

Speakers:
Chuck Hurley
Vice President
Insurance Institute for Highway Safety
1005 North Glebe Road
Arlington, VA 22201
(703) 247-1500

James Arena
Director
Division of Highway Traffic Safety
Department Law & Public Safety,
CN 048
Trenton, NJ 08625
(609) 588-3750

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

Jeff Becker
Vice President, Alcohol Issues
The Beer Institute
1225 Eye Street, NW
Washington, DC 20005
(202) 737-2337
MondayPM

1:30 pm - 3:00 pm  SPRUCE ROOM
Officer Training—How is it Being Done?

The purpose of this workshop is to promote technology sharing concerning
alternative ways to accomplish the training necessary to win officer support.
(Examples: OPUE, roll call videos, IACP Police Fleet Safety Workshops, POP
outreach program and LETN programming.)

Moderator:
Robert Wall
Traffic Safety Specialist
Fairfax County Police Department
1110 N. Glebe Road, Suite 200
Arlington, VA 22201
(703) 243-6500

Speakers:
Lieutenant Deborah Townsend       Billy Prince
Albany Police Department         President
P.O. Box 447                     LETN
Albany, GA 31703                 1303 Marsh Lane
(912) 431-2935                  Carrollton, TX 75006
                                          (800) 535-5386

Lieutenant Michael Ceraci
Colonie Police Department
Traffic Division
Memorial Town Hall
Newtonville, NY 12128
(518) 783-6799

1:30 pm - 3:00 pm  TERRACE ROOM
Innovative DWI Safety Programs

Participants will have opportunities to learn about and discuss new ideas for
detering and preventing DWI at the local, State or Provincial levels.

Moderator:
Gary D. March
Governor’s Representative
Division of Traffic Safety
Illinois Department of Transportation
P.O. Box 19245
3215 Executive Park Drive
Springfield, IL 62794-9245
(217) 782-4972

Speakers:
Stella Wilson       Barney Jones, PhD
Impaired Driving Programs    Research Analyst
John E. Brownlee Bldg., 10th Fl.  Motor Vehicle Division
10365 97th Street
Edmonton, Alberta, Canada T5J3W7
(403) 422-7024
                                          (503) 378-7541
1:30 pm - 3:00 pm
VAIL ROOM

Two Roads to 70% by '92—The Summer Blitzes and Operation Buckle Down

Panelists will summarize results of 1991 summer safety belt law enforcement blitz campaign (Summertime Blues) activities being performed as part of Operation Buckle Down; the long-term belt use law enforcement program designed to make belt law enforcement an integral part of everyday traffic law enforcement; the status of preparations for the 1992 summer campaign; and share other ideas and strategies for increasing belt use by police and the public.

Moderator:
James L. Nichols
Director, Office of Occupant Protection
National Highway Traffic Safety Administration/NTS-10
400 Seventh Street, SW
Washington, DC 20590
(202) 366-9294

Speakers:
1st Sgt. Larry Larkin
Indiana State Police
100 N Senate Avenue
IGCN, Room 301
Indianapolis, IN 46204-2259
(317) 232-5907

Theresa Wilson
State Highway Safety Office
Division of Public Safety
1205 Pendleton Street, Room 412
Columbia, SC 29201
(803) 734-0421

Katie Lynch
State Highway Safety Office
Washington Traffic Safety Commission
1000 South Cherry Street
Olympia, Washington 98504
(206) 753-6197
Tuesday

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8:45 am -10:15 am BEVERLY ROOM

Trauma Systems: What's Working and Where Do We Go From Here

This workshop will discuss trauma systems, what makes them successful and what still needs to be done.

Moderator:
Sue Ryan
Chief, Emergency Medical Services Division
National Highway Traffic Safety Administration
400 Seventh Street, SW
Washington, DC 20590
(202) 366-6429

Speakers:
Leonard Inch
Regional Executive Director
Sierra - Sacramento Valley
Emergency Medical Services
3853 Taylor Road, Suite G
Loomis, CA 95650
(416) 652-3690

Chief Charles Perez
Director
Office of Trauma Services
111 NW 1st Street, Suite 2500
Miami, FL 33128
(305) 375-1158

(continued on next page)

8:45 am -10:15 am CAPITOL ROOM

Programs for Older Drivers and Pedestrians

Exciting new developments and programs for older drivers and pedestrians will be reviewed and described in this session.

Moderator:
Richard Blumberg
President, Dunlap and Associates
17 Washington Street
Norwalk, CN 06854
(203) 866-8464

Speakers:
Steve Lee
American Association of Retired Persons
1909 K Street, NW
Washington, DC 20049
(202) 434-6020

Jackie Anapolle
Director of Elder Affairs
Registry of Motor Vehicles
Commonwealth of Massachusetts
100 Nashua Street
Boston, MA 02114

(continued on next page)
TuesdayAM

(617) 727-1221
8:45 am - 10:15 am

CENTURY ROOM

Public/Private Partnerships That Worked for the 70% by '92 Safety Belt Program

The mission of NHTSA's National Occupant Protection Program is to prevent serious and fatal motor vehicle-related injuries through public acceptance of occupant protection systems. During the Summer of 1992 public and private organizations will showcase their successes.

Moderator:
Jane Roemer
National Safety Council
1050 17th Street, NW
Washington, DC
(202) 293-2270

Speakers:
Diana Ash
Manager, Safety and Loss Control Department
Domino's Pizza
30 Frank Lloyd Wright Drive
Ann Arbor, MI 48106-0997
(313) 930-3867

Anne Russell
Assistant Director for Public Policy
Mothers Against Drunk Driving
P.O. Box 541688
Dallas, TX 75454-1688
(214) 744-6233

James Arena
Director
Division of Highway Traffic Safety
Department of Law and Public Safety
CN-048
Trenton NJ 08625,
(609) 588-3750
Tuesday AM

8:45 am - 10:15 am
COLORADO ROOM

Self-Sufficient Funding for DWI Programs
To discuss various Statewide legislated funding systems to include fines, fees, assessments and surcharges.

Moderator:
Michael T. Impellizzeri
Chief, Special Programs Division
National Highway Traffic Safety Administration
400 Seventh Street, SW, NTS-22, Rm. 5130
Washington, DC  20590
(202) 366-2732

Speakers:
Steve Flint
Planner, Director
Traffic Safety Bureau
901 W. Cordova Road
P.O. Box 5824
Joseph M. Montoya Bldg., Rm. 3102
Santa Fe, New Mexico 87502-5824
(505) 827-4270

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

Paul Helzer
Program Manager
Colorado Department of Transportation
Office of Transportation Safety
4201 E. Arkansas Avenue
Denver, CO 80222
(303) 757-9462

William Hayes
Deputy Director
Division of Highway Traffic Safety
NJ Department of Law & Public Safety
CNO48
Trenton, NJ 08625

8:45 am - 10:15 am
COLUMBINE ROOM

Youth Panel
A panel of young people from diversified backgrounds will respond to questions from Lifesavers/10 attendees on all aspects of traffic safety issues as they impact on youth.

Moderator:
Renee Thompson
Washington Traffic Safety Commission
1000 South Cherry Street, PD-11
Olympia, WA 98504
(206) 586-3871

Speakers:
Craig Killgo
Office of Alcohol and State Programs,
National Highway Traffic Safety Administration
400 Seventh Street, SW
Washington, DC 20590
(202) 366-6648

A panel of 6-7 young people from Colorado
Tuesday AM
8:45 am - 10:15 am
DENVER ROOM

Drug Evaluation Classification (DEC) Latest Developments

In addition to getting an update on the national DEC program attendees will be provided with recent data concerning drug-impaired driving offenses; the impact of DEC on arrests and convictions; and program management and cost effectiveness issues.

Moderator:
Glen Karr
Highway Safety Specialist
National Highway Traffic Safety Administration
Office Regional Operations
400 Seventh Street, SW
Washington, DC 20590
(202) 366-0350

Speakers
David F. Preusser
President
Preusser Research Group
2962 Main Street
Bridgeport, CT 06606
(203) 366-1321

Ann Reed
State DEC Program Coordinator
Indiana Division of
Traffic Safety
Room 1201
State Office Building
Indianapolis, IN 46204
(317) 232-1289

Cliff Vanell
Assistant City Prosecutor
Phoenix Prosecutor's Office
455 North 5th Street, Suite 400
Phoenix, AZ 85004
(602) 262-7058

James Hedlund, PhD
Director, Office of Alcohol and Safety Programs
National Highway Traffic Safety Administration
400 Seventh Street, SW, Rm 5130
Washington, DC 20590
(202) 366-2730
8:45 am -10:15 am  
**GOLD ROOM**

**Judges Taking a Pro-Active Role in the Community**

A follow-up to Traffic Safety Summit II supporting judges' pro-active role regarding prevention of youthful traffic and drug offenses.

**Moderator:**
Honorable Linda Chezem  
Court of Appeals of Indiana  
1188 Merchant's Plaza South Tower  
Indianapolis, IN 46204  
(317) 232-6907

**Speakers:**
Honorable J. Dean Lewis  
Fifteenth District Juvenile and Domestic Relations Court  
601 Caroline Street, Third Floor  
Fredericksburg, VA 22401  
(703) 372-1072

Shari Cantelion  
Office of Juvenile Justice and Delinquency Prevention  
U.S. Department of Justice  
633 Indiana Avenue, NW, Room 1103  
Washington, DC 20530  
(202) 307-5914

Honorable James Ray  
Lucas County Juvenile Court  
429 Michigan Street  
Toledo, OH 43624  
(419) 249-6719

8:45 am -10:15 am  
**SAVOY ROOM**

**Deferring The Repeat DWI Offender**

Participants will learn of innovative and effective means of improving specific and general deterrence of repeat DWI offenders. Panelists will describe a wide range of programs encompassing improved identification enforcement and sanctioning of multiple offenders.

**Moderator:**
Robert Darnell  
Contract Officer  
Department of Highway Safety  
P.O. Box 7167  
Columbus, OH 43205  
(614) 466-3250

**Speakers:**
Major Donald Goodman  
Chief, Field Operations  
Ohio State Highway Patrol  
Columbus, OH 43205  
(614) 466-7277

Judge Joseph M. Troy  
Outagamie County Circuit Court  
410 South Walnut, Room C-223  
Appleton, WI 54911  
(414) 832-5245

William Aiken  
Executive Director  
Remove Intoxicated Drivers, U.S.A.  
1013 Notl Street  
Schenectady, NY 12308
Tuesday AM

8:45 am - 10:15 am

**Combatting Underage Drinking**

Discussion of the general effect (if any) of alcohol advertising on underage drinking.

**Moderator:**
Pam Beer
Washington Regional Alcohol Program
8027 Leesburg Pike, Suite 210
Vienna, VA 22182

**Speakers:**
Kathryn Stewart
Pacific Institute
7315 Wisconsin Avenue
Bethesda, MD 20814
(301) 951-4233

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

Robert Denniston
Director, Division of Communication Programs
Office of Substance Abuse Prevention
5600 Fishers Lane, Rockville II
Rockville, MD 20857
(301) 443-0373

8:45 am - 10:15 am

**Speed and Traffic Safety**

This workshop will inform the audience about the size of the speed problem, describe DOT/NHTSA planned on-going efforts to address the issue, and get feedback from the attendees.

**Moderator:**
Brian Trayner
Highway Safety Specialist
National Highway Traffic Safety Administration
400 Seventh Street, SW, NTS-41
Washington, DC 20590
(202) 366-4295

**Speakers:**
Walter Smith
Assistant Vice President
Government Employees Insurance Company
One Geico Plaza
Washington, DC 20076
(301) 986-2757

Noble Bowie
Program Analyst
National Highway Traffic Safety Administration
400 Seventh Street, SW, NHP-32
Washington, DC 20590
(202) 366-2549

Allan F. Williams, PhD.
Senior Vice President for Research
Insurance Institute for Highway Safety
1005 N. Glebe Road
Arlington, VA 22201
(703) 247-1500
Tuesday AM

8:45 am - 10:15 am

**Targeting Highway Safety Programs for Special Populations**

Presentations about successfully targeting highway safety programs for different subgroups of the driving population (e.g., culturally diverse and minority populations).

**Moderator:**
Susan W. Morris
President, SW Morris & Company, Inc.
7910 Woodmont Avenue, Suite 400
Bethesda, MD 20814
(301) 656-3100

**Speakers:**
Shari Spitzer
Program Analyst
Office of Program Development Evaluation
400 Seventh Street, SW
Washington, DC 20590
(202) 366-1361

Frances Brisbane, PhD
Chairperson, National Black Alcoholism and Addictions Council
1629 K Street, NW
Suite 802
Washington, DC 20006
(202) 296-2696

Carol Popkin
Highway Safety Research Center
University of North Carolina
Chapel Hill, NC 27599-3433
(919) 962-8717

Tila Rendon
Governor’s Office of Highway Safety
3010 N. 2nd Street, Suite 105
Phoenix, AZ 85012
(602) 255-3216

8:45 am - 10:15 am

**VAIL ROOM**

**70% by ’92 and Beyond - What’s Needed?**

The purpose of this workshop is to discuss the current status of belt programs and future program issues with a focus on the continuation of Operation Buckle Down through the use of 402 funding, national campaigns, and training.

**Moderator:**
Michael B. Brownlee
Associate Administrator
Traffic Safety Programs
NHTSA/NTS-01
400 Seventh Street, SW
Washington, DC 20590
(202) 366-1755

**Speakers:**
Rosalie Thornburg
Governor’s Representative Coordinator
Office of Traffic Safety
217 S.E. 4th, 2nd Floor
Topeka, KS 66603
(913) 296-3756

Maurice Hannigan
Commissioner,
California Highway Patrol
2555 First Avenue
Sacramento, CA 95818
(916) 657-7152

Larry D. Ball
Assistant Police Chief
Lexington Police Department
150 E. Main Street
Lexington, KY 40507
(606) 258-3600
Tuesday PM

2:00 pm - 3:30 pm  BEVERLY ROOM

Preventable Mortality: Rural Vs. Urban

This workshop will define and discuss differences between urban and rural preventable mortality utilizing current research with suggested solutions. The workshop will also discuss current EMS rural initiatives, including the Bystander Care Program and the Mobile Trauma Training Unit (MTTU) program.

Moderator:
Nels Sanddal
President & CEO
Critical Illness and Trauma Foundation
212 10th Street, South
Great Falls, MT 59405
(406) 452-6435

Speakers:
Richard L. Warburton, Chief
Bureau of Emergency Medical Services.
Department of Health
P.O. Box 16960
Salt Lake City, UT 84116-0660
(208) 334-5994

Gordon Jensen
Deputy Director
Indian Health Service
Phoenix Area Office
3738 North 16th Street, Suite A
Phoenix, AZ 85016
(602) 640-2053

Michael Armacost
Training and Certification Administrator
Colorado Department of Health
Emergency Medical Services Division
4210 E. 11th Avenue
Denver, CO 80220
(303) 331-8630

2:00 pm - 3:30 pm  CAPITTOLO ROOM

Innovative Pedestrian and Bicycle Strategies

Fundamental steps in developing support for pedestrian and bicycle safety issues. Specific bicycle and pedestrian policies, legislative approaches, and innovative community involvement will be highlighted in this session.

Moderator:
Micky Sadoff
Consultant on Highway Safety Issues
250 West Coventry Court
Milwaukee, WI 53217
(414) 352-6388

Speakers:
Councilman C. Vernon Gray
George Howard Building
3430 Courthouse Drive
Ellicott City, MD 21043-4392
(301) 992-2001

Gail Shibley
Director of Communication
Bureau of Traffic Management
1120 S. West 5th Avenue
Portland, OR 97204
(503) 796-5185

Kim Craven
Director
Lowell Saving Lives Program
City Hall, Room 33
375 Merrimack Street
Lowell, MA 01852
(508) 902-3234
2:00 pm - 3:30 pm  
**CENTURY ROOM**

**Designing a CTSP: Creative Thinking in Meeting Local Traffic Safety Needs**

A discussion of innovative successful approaches communities can use to start a community traffic safety program.

**Moderator:**
Troy Ayers  
Regional Programs Manager  
National Highway Traffic Safety Administration, Region IV  
1720 Peachtree Road, NW, Suite 501  
Atlanta, GA 30309  
(404) 347-4537

**Speakers:**
Jill Berington  
Contract Officer  
Department of Highway Safety  
P.O. Box 01167  
Columbus, OH 43205  
(614) 466-3250

Paul Cunningham  
Director, Trauma Services  
Pitt County Memorial Hospital Trauma Center  
P.O. Box 6028  
Greenville, NC 27835  
(919) 551-4299

2:00 pm - 3:30 pm  
**COLORADO ROOM**

**Belt Use Programs in the Workplace**

Panel will discuss the effect of the OSHA ruling, and present some ideas for employee training.

**Moderator:**
Sue Gorcowski  
Chief, Program Implementation Division  
Associate Administration for Regional Operations  
National Highway Traffic Safety Administration/NRO/Rm. 5118  
400 Seventh Street, SW  
Washington, DC 20590  
(202) 366-2712

**Speakers:**
Gerard Scannell  
Vice President, Corporate Affairs  
Johnston and Johnston  
One Johnston and Johnson Plaza  
New Brunswick, NJ 08933  
(908) 524-3090

Eric H. Kagan  
Vice President, Business Development  
Diversified Services, PHH Fleet America  
307 International Circle  
Hunt Valley, MD 21030-1337  
(410) 771-6396
TuesdayPM

2:00 pm - 3:30 pm

Innovative Youth Programs

Innovative youth programs will be showcased by individuals involved in implementation. Featured will be efforts that include a variation on the V Impact Panel for high schools, a teacher ride-on program with local police coordinated interagency approach to teen highway safety issues at concert.

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

Speakers:
Michael Dix
Highway Safety Specialist
NHTSA, Region 7
6301 Rockhill Road
Kansas City, MO 64131
(816) 926-7867

Sgt. Rick Handler
Linn County Sheriff's Office
3rd Avenue Bridge
Cedar Rapids, Iowa 52401
(319) 399-3521

Sgt. Jim Rehman
Anchorage Police Department
4501 S. Bragaw
Anchorage, Alaska 99507
(907) 786-8558
2:00 pm -3:30 pm  
DENVER ROOM

**DWI Checkpoints and Saturation Patrols**

Participants will learn of innovative and effective methods of conducting sobriety checkpoints. They will also learn how saturation patrols can be used cost-effectively to increase DWI arrests and enhance general deterrence. Panelists and participants will have an opportunity to discuss the relative merits of checkpoints and saturation patrols.

**Moderator:**
Major Doug Ostrander  
Chief, Traffic Division  
New York State Police  
State Campus, Building 22  
Albany, New York 12226  
(518) 457-6622

**Speakers:**

- Lt. Jim Hein  
  Iowa State Patrol  
  Box 12, RR 4  
  Cherokee, Iowa 51012  
  (712) 225-5119

- Officer Maurice Hall  
  Master Patrolman  
  Metropolitan Police Department  
  501 New York Avenue, NW  
  Washington, DC  
  (202) 727-4439

- John Pescatore, Director  
  Bergen County Highway Safety Office  
  Bergen Pines Hospital Community Place  
  East Ridgewood Avenue  
  Paramus, New Jersey 07652  
  (201) 967-4268

- Sergeant Joe Klima  
  Phoenix Police Department  
  620 West Washington Street  
  Phoenix, AZ 85024  
  (602) 534-0815

2:00 pm -3:30 pm  
GOLD ROOM

**Perspectives of the Proposed Upgrade of FMVSS 213**

A discussion of various perspectives on the planned upgrade of FMVSS 213, Child Restraint Systems.

**Moderator:**
Patricia Breslin  
Director, Office of Vehicle Safety Standards  
National Highway Traffic Safety Administration  
400 Seventh Street, SW  
Washington, DC 20590  
(202) 366-0842

**Speakers:**

- Jerome Koziatek  
  Restraint Engineer  
  190 W. Boston Road  
  Hinckley, OH 44233  
  (216) 659-4961

- Lisa Sullivan  
  Research Engineer  
  Vehicle Research and Test Center  
  P.O. Box 37  
  East Liberty, OH 43319  
  (513) 666-4511

- Annemarie Shelness  
  Shelness Productions  
  19 Church Street  
  P.O. Box 326  
  New Milford, CT 06776  
  (203) 355-0323
TuesdayPM

2:00 pm - 3:30 pm

SAVOY ROO

Statewide Media Programs — A Showcas for Programs

This is a discussion of various media programs developed by states to help accomplish the President's goal of 70 percent safety belt use by 1992. States sha what worked and what didn't and how they achieved what they did.

Moderator:
Katie Lynch
Occupant Protection Specialist
Washington Traffic Safety Commission
100 S. Cherry Street, MS/PD-11
Olympia, WA 98504
(206) 586-3667

Speakers:
Beverly J. Miller
Project Manager/Media
Kansas Safety Belt Education Office
343 Justin/Kansas State University
Manhattan, KS 66506-1424
(913) 532-5780

Leo Skinner
Chief, Public Information Office
Ohio Department of Highway Safety
P.O. Box 7167
240 Parsons Avenue
Columbus, OH 43226-0563
(614) 466-4344

Stephenie Erickson
Kinzley-Hughes, Inc.
1600 Stout Street
Denver, CO 80202
(303) 572-1957

2:00 pm - 3:30 pm

SILVER ROC

Occupant Protection Programs—An Open Forum

Persons involved or interested in becoming involved in program implementa will have a chance to ask questions, voice objections, and make recommenda to National Highway Traffic Safety Administration staff.

Michael B. Brownlee
Associate Administrator
Traffic Safety Programs
National Highway Traffic Safety Administration/NTS-01
400 Seventh Street, SW
Washington, DC 20590
(202) 366-1755

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

34
2:00 pm - 3:30 pm

SPRUCE ROOM

**Recent Trends In Crash Involvement**

A review of the latest trends in crash involvement from a national (FARS, GES) and State perspective with an emphasis on priority areas (alcohol use, belt use, speeding, etc.).

**Moderator:**
Forest M. Council
Highway Safety Research Center
University of North Carolina, Dept. 3430
Chapel Hill, NC 27599
(919) 962-2207

**Speakers:**

Mark Lee Edwards
Chief, Mathematical Analysis Division
National Center for Statistics
& Analysis
National Highway Traffic Safety Administration, NRD-31
400 Seventh Street, SW
Washington, DC 20590
(202) 366-5349

Fredrick M. Stref, PhD
Division Head
Social and Behavioral Analysis Division
University of Michigan Transportation Research Institute
2901 Baxter Road
Ann Arbor, MI 48109-2150
(313) 763-2466

Anne T. McCarrt, PhD
Deputy Director
Institute for Traffic Safety Management & Research
260 Washington Avenue
Albany, NY 12210
(518) 449-3233
TuesdayPM

2:00 pm -3:30 pm TERRACE ROOM
Using Medical Outcome Data to Support Traffic Safety
The panel will discuss the uses of medical outcome data to support highway safety needs. The benefits of linking data systems, i.e. ambulance run reports, police crash reports, and hospital reports will be provided.

Moderator:
Nancy Green
Policy Analyst
National Association of Governors' Highway Safety Representatives
750 First Street, NE
Suite 720
Washington, DC 20002
(202) 789-0946

Speakers:
Sandra Johnson
Director
Maine Health Information Center
81 Winthrop Street
Augusta, ME 04330
(202) 366-5364

Maureen McArdle
Trauma Nurse Coordinator
Emergency Medical Services
Department of Health
625 Mission Gorge Rd.
San Diego, CA 92120
(619) 285-6429

Richard Cales, MD
One Pacific Marina #708
Alameda, CA 94501
(510) 748-0120

2:00 pm -3:30 pm VAIL ROOM
Targeting Highway Safety Programs for Special Populations
Presentations about successfully targeting highway safety programs for different subgroups of the driving population (e.g., culturally diverse and minority populations).

Moderator:
Susan W. Morris
President, SW Morris & Company, Inc.
7910 Woodmont Avenue, Suite 400
Bethesda, MD 20814
(301) 656-3100

Speakers:
Shari Spitzer
Program Analyst
Office of Program Development Evaluation
National Highway Traffic Safety Administration
400 Seventh Street, SW
Washington, DC 20590
(202) 366-1361

Carol Popkin
Highway Safety Research Center
University of North Carolina
Chapel Hill, NC 27599-3433
(919) 962-8717

Frances Brisbane, PhD
Chairperson, National Black Alcoholism
and Addictions Council
1629 K Street, NW
Suite 802
Washington, DC 20006
(202) 296-2696

Tila Rendon
Governor's Office of Highway Safety
301 N. 2nd Street, Suite 105
Phoenix, AZ 85012
(602) 255-3216
TuesdayPM

3:45 pm -5:30 pm

BEVERLY ROOM

Reward and Incentive Programs to Increase Safety Belt Usage

The purpose of this workshop is to show innovative ways to use the 70% PLUS awards to increase community seatbelt usage and to explore avenues of gaining secondary education support and active participation in the 70% PLUS awards program.

Moderator:
C.V. Rice
Regional Program Manager
National Highway Traffic Safety Administration Region IV
1720 Peachtree Road, NW
Suite 501
Atlanta, GA 30309
(404) 347-4537

Speakers:
Michael F. Bassett
Highway Safety Coordinator
Driver & Traffic Safety Education
Alabama Department of Education
50 N. Ripley Street
Montgomery, AL 36130-3901
(205) 242-8013

John Harvey
Regional Coordinator, Traffic Safety Education Service
District 101
1025 West Indiana Avenue
Spokane, WA 99205-4561
(509) 456-6195

3:45 pm -5:30 pm

CAPITOL ROOM

Occupant Protection Law Enforcement Strategies and Successes

This workshop will focus on significant increases in State and local use rates and the success of integrating seat belt enforcement with other law enforcement efforts.

Moderator:
Lt. Colonel Larry Thompson
Chief, Arizona Highway Patrol Bureau
3010 N. 2nd Street, Suite 105
Phoenix, AZ 85012
(602) 223-2354

Speakers:
Chief George Johnson
Warner Robins Police Department
P.O. Box 1488
Warner Robins, GA 31099
(912) 529-1161

Dennis Foley, PhD
Albany County
112 State Street, Room 1300
Albany, NY 12207
(518) 447-7706
TuesdayPM
3:45 pm - 5:30 pm
CENTURY ROOM

Fine Tuning the Belt Laws - Is it Worth the Effort?
Panelists will survey weaknesses, consider corrective action, consider the pros and cons of tinkering with the laws, and discuss how to again public support primary belt laws.

Moderator:
Judith Rosman
Executive Director, Traffic Safety Now
7430 Second Avenue, suite 300
Detroit, MI 43202
(313) 872-0796

Speakers:
Barbara W. Beckett
Executive Director
Maryland Committee for Safety Belt Use
820 Richie Highway
Severna Park, MD 21146
(301) 544-3603

Judy Simonis
President, Wisconsin Women Highway Safety Leaders
W8294 -Highway M.
Merrill, WI 53705
(715) 536-8026

Natalie Smith
Assistant, Director, Public Information
Department of Motor Vehicles
2300 West Broad Street
Richmond, VA 23220
(804) 367-8114

Kathleen Teague
Director
Florida Coalition for Auto Safety Now, Inc.
P.O. Box 3927
Tallahassee, Florida 32315
(904) 386-5044
TuesdayPM

3:45 pm - 5:30 pm  COLORADO ROOM

Technology Transfer: Training is the Tool

Many Highway Safety Technologies are transferred to the field through training programs. This workshop will address training opportunities and experiences as well as how to access the programs.

Moderator:
Susan Herbel
Training Coordinator
Office of Regional Operations
National Highway Traffic Safety Administration
NR0-20
400 Seventh Street, SW
Washington, DC 20590
(202) 366-0229

Speakers:
Pam Beer
President
Washington Regional Alcohol Program
8027 Leesburg Pike, Suite 210
Vienna, VA 22182
(703) 893-0461

Chuck Pelletier
IACP Training Manager
1110 North Glebe Road, Suite 200
Arlington, VA 22201
(703) 243-6500

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

3:45 pm - 5:30 pm  COLUMBINE ROOM

Youth Panel

A panel of young people from diversified backgrounds will respond to questions from Lifesavers 10 attendees on all of traffic safety issues as they impact youth.

Moderator:
Renee Thompson
Washington Traffic Safety Commission
1000 South Cherry Street, P3-11
Olympia, WA 98504
(206) 586-3871

Speakers:
Craig Kilgo
Office of Alcohol and State Programs
400 Seventh Street, SW
Washington, DC 20590
(202) 366-6648

A panel of 6-7 young people from Colorado
TuesdayPM

3:45 pm - 5:30 pm  DENVER ROOM

Overcoming Barriers in Reaching the
Hard-to-Reach — Success Stories

"Buckle Up" messages targeted to specific populations were successful in hitting
their mark. Three local programs targeted to Urban Blacks rural populations and
low income parents will be highlighted.

Moderator:
Rita Weiss
Highway Safety Specialist, NRO-01
Office of Regional Operations
National Highway Traffic Safety Administration
400 Seventh Street, SW
Washington, DC 20590
(202) 366-0169

Speakers:
Talma Cato
Director, Michigan Association
of Highway Safety Leaders
5685 Highland Road, #1
Pontiac, MI 48327
(313) 674-4661

Ronald Gordon
President
ZGS Television Productions
Suite 411
2300 Clarendon Boulevard
Arlington, VA 22201
(703) 354-5656

Cindy Young
Child Passenger Safety Coordinator
Maternal and Child Health Department
246 North High Street, 6th Floor
Columbus, OH 43266-0599
(614) 466-5332
TuesdayPM

3:45 pm - 5:30 pm
GOLD ROOM

Motorcycle Operator Licensing and How to Market Motorcycle Safety

Each year more than 40 percent of motorcycle operators involved in fatal crashes are not properly licensed to operate the vehicle. This workshop will discuss the problem and introduce a variety of countermeasures addressing the problem including how to market motorcycle safety and discuss the national campaign scheduled to be implemented in 1993.

Moderator:
Wayne Curtin
Vice President Government Relations
Motorcycle Rider Foundation
P.O. Box 1808
Washington, DC 20013
(202) 516-0983

Speakers:
Carl Spurgeon
Director, Licensing Programs
Motorcycle Safety Foundation
2 Jenner Street, Suite 150
Irvine, CA 92718
(714) 727-3227

Amy Peterson
Minnesota Institute of Public Health
2829 Vemdale Avenue
Anoka, MN 55303
(612) 427-5310

Ronald Engle
Chief, Safety Countermeasures Division
National Highway Traffic Safety Administration, NTS-23
400 Seventh Street, SW
Washington, DC 20590
(202) 366-1739

Julie Filatoff
Director of Communications
Motorcycle Safety Foundation
2 Jenner Street, Suite 150
Irvine, CA 92718
(714) 727-3227
TuesdayPM

3:45 pm - 5:30 pm
SAVOY ROOM

Safely Sharing The Roads With Trucks
Education and information programs which instruct passenger vehicle operators how to safely share the roads with commercial motor carriers will be presented and discussed in this workshop.

Moderator:
Richard Howard
Director, Utah Highway Safety Office
4501 South 2700 West
Salt Lake, UT 84119
(801) 255-4717

Speakers:
Linda Householder
Director
Professional Drivers of America
P.O. Box 2135
Sandy, UT 84091
(801) 255-4717

Thomas H. Culpepper, PhD
Managing Director,
Traffic Safety Engineering
American Automobile Association
1000 AAA Drive
Heathrow, FL 32746-5063
(407) 444-7909

William Dep
Member, America's Road Team
American Trucking Association
2200 Mill Road
Alexandria, VA 22314
(703) 538-1871

William Hayes
Division of Highway Traffic Safety
Quakerbridge Plaza, Bldg., #5 CN-048
Mercerville, NJ 08619
(609) 588-3750
3:45 pm - 5:30 pm
SILVER ROOM

National Drunk and Drugged Driving Awareness Week: Where do we go from here?

A presentation on success of the last 10 years followed by a spirited discussion on the future: i.e., will 3D Week be necessary in the year 2000? National plan for 1992 observance of National Drunk and Drugged Driving (3D) Awareness Week will be reviewed with strategies for implementation at the State and local level.

Moderator:
Terrace Schiavone
Executive Director
National Commission Against Drunk Driving
1910 K Street, NW
Suite 810
Washington, DC 20006
(202) 452-6004

Speakers:
Gary March
Governor's Representative
Illinois Department of Transportation
3215 Executive Park Drive
Springfield, IL 62794-9245
(217) 782-4972

Robert Denniston
Division of Communication
Office of Substance Abuse Prevention
Rockwall II, 9th Floor
5600 Fishers Lane
Rockville, MD 20857
(301) 443-0373

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

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

3:45 pm - 5:30 pm

SPRUCE ROOM

Safety Management Systems

The 1991 Intermodal Surface Transportation Efficiency Act requires that each state prepare a Safety Management Plan to insure the safety aspects of highway decisions are appropriate and timely. This workshop will focus on developing these plans from both the federal and state perspectives. Pilot projects at the state level will be discussed.

Moderator:
Harvey Atchison
Director, Division of Transportation Development
Colorado Department of Transportation
4201 E. Arkansas Avenue
Denver, CO 80222
(303) 757-9525

Speakers:
Larry Christensen
Transportation Safety Coordinator
Oregon Department of Transportation
400 State Library Building
Salem OR 97310
(503) 378-3669

Thomas A. Hall
Chief, Safety Management Division
Office of Highway Safety
Federal Highway Administration
400 Seventh Street, SW
Washington D.C. 20590
(202) 366-2171
TuesdayPM

3:45 pm - 5:30 pm

TERRACE ROOM

Two Roads to 70% by '92—The Summer Blitzes and Operation Buckle Down

Summarize results of 1991 summer safety belt law enforcement blitz campaign (Summertime Blues): activities being performed as part of Operation Buckle Down, the long-term belt use law enforcement program designed to make belt law enforcement an integral part of everyday traffic law enforcement; the status of preparations for the 1992 summer campaign; and share other ideas and strategies for increasing belt use by police and public.

Moderator:
James L. Nichols, PhD
Director, Office of Occupant Protection
National Highway Traffic Safety Administration/NTS-10
400 Seventh Street, SW
Washington, DC 20590
(202) 366-9294

Speakers:
1st Sgt. Larry Larkin
Indiana State Police
100 N Senate Avenue
ICCN, Room 301
Indianapolis, IN 46204-2259
(317) 232-5907

Theresa Wilson
State Highway Safety Office
Division of Public Safety
1205 Pendleton Street, Room 412
Columbia, SC 29201
(803) 734-0421

Katie Lynch
State Highway Safety Office
Washington Traffic Safety Commission
1000 South Cherry Street
Olympia, Washington 98504
(206) 753-6197
TuesdayPM
3:45 pm - 5:30 pm
VAIL ROOM

**Sustaining Local Traffic Safety Programs - Techniques for Self-Sufficiency**

The workshop will discuss successful strategies for communities to use in obtaining self-sustaining status.

**Moderator:**
Carol Moody Becker
Project Director
CTSP Clearinghouse,
National Association of Governor's Highway Safety Representative
750 First Street, NE
Washington, DC 20002
(202) 785-8448

**Speakers:**

Larry Nelson
Highway Safety Coordinator
Huntsville Office of Highway Safety
2221 Drake Avenue, SW
Huntsville, AL 35805
(205) 532-7256

Grace Perry
Traffic Safety Coordinator
City of Phoenix Street Transportation Department
125 E. Washington Street
Phoenix, AZ 85004
(602) 262-6284

Dean DeSoto
Executive Director
Community Alliance for Traffic Safety
4203 Woodcock Drive, Suite 208
San Antonio, TX 78228
(512) 735-2287
Wednesday

Workshop Schedule

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Wednesday AM

9:45 am - 11:15 am

EMS and Highway Safety Working Together

This workshop will discuss the patterns of injuries from Motor Vehicle Crashes and how EMS and highway safety can work together to prevent highway injuries and deaths.

Moderator:
Nancy Greene
Policy Analyst
National Association of Governors' Highway Safety Representatives
750 First Street, NE, Suite 720
Washington, DC 20002
(202) 789-0942

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

Nels Sandal
President & CEO
Critical Illness & Trauma Foundation
212 10th Street, South
Great Falls, Montana 59405
(406) 452-6435

Ed Van Sciver
Missouri Department of Health
1738 East Elm
P.O. Box 570
Jefferson City, MO 65102
(314) 751-6274

9:45 am - 11:15 am

How to Detect Drunk Motorcyclists

Alcohol involvement is much higher in motorcycle crashes than any other highway vehicle. This workshop will present findings from NHTSA’s motorcycle DWI Visual Cues project which trains law enforcement officers how to identify impaired motorcyclists by using behavioral cues.

Moderator:
Senator John J. Cullerton
4th Legislative District
1057 W. Belmont
Chicago, IL 60657
(312) 883-0770

Speakers:
Jack Stuster, PhD
Project Director
ANACAPA Sciences
901 Olive Street
Santa Barbara, CA
(805) 966-6157

Sgt. Dennis Zine
Los Angeles Police Department
6240 E. Figueroa Street
Los Angeles, CA 91401
(818) 902-0336

Lt. Steve Raubenolt
Ohio Highway Patrol Chardon Post
Inspection and Standards Section
660 E. Main Street
93102-1406 Columbus, OH 43205
(614) 466-6812
9:45 am - 11:15 am

**Vehicle Safety Issues**

Panelists will provide latest information regarding manufacturer plans, performance in the field, challenges; field audience questions.

**Moderator:**
Phil Haseltine  
Executive Director  
American Coalition for Traffic Safety  
919 18th Street, NE, Suite 1001  
Washington, DC 20006

**Speakers:**

W. Randall Edwards  
Manager Safety Security and Noise Regulatory Affairs  
Chrysler Corporation,  
1200 Chrysler Drive  
Highland Park, MI 48288  
(313) 956-4378

Wayne J. Kippola  
Executive Engineer  
Automotive Safety Office  
Ford Motor Company  
Fairlane Plaza South, Suite 500  
330 Town Center Drive  
Dearborn, MI 48126  
(313) 594-2262

Milford R. Bennett  
Assistant Director, Auto Safety Engineering, Research & Environmental Staff  
General Motors Technical Center  
30400 Mound Road  
Warren, MI 48090  
(313) 947-0149
Wednesday AM

9:45 am - 11:15 am  
COLORADO ROOM

Driver Courtesy: Is it a Lost Art?

Driver behavior is influenced by law, but a lot can be done by changing attitude and behaviors that are not regulated by law. Examples of various approaches will be presented.

Moderator:
Michael T. Impellizzeri  
Chief, Special Programs Division  
Traffic Safety Programs  
National Highway Traffic Safety Administration  
400 Seventh Street, Sw, NTS-22, Room 5130  
Washington, DC 20590  
(202) 366-2732

Speakers:
Robert Deen  
Managing Partner, Deen and Black Public Relations  
2212 K Street, Suite 100  
Sacramento, CA 95816  
(916) 444-8014

John Pescatore  
Director  
Bergen County Highway Safety  
Bergen Pines Complex, Box 210  
E. Ridgewood Avenue  
Paramus, NJ 07652  
(201) 967-4268

Tom Hall  
Chief  
Safety Management Division  
Federal Highway Administration  
400 Seventh Street, SW  
Washington, DC 20590  
(202) 366-2171
9:45 am -11:15 am
COLUMBINE ROOM

An Alternative Spin on a Traditional Theme: Youth Programs in Non-High School Settings

This workshop will describe program efforts beyond traditional high school based programs. College, workplace and other non-traditional traffic safety approaches will be discussed.

Moderator:
Maria Vegega, PhD
Program Analyst
Office of Alcohol and State Programs
National Highway Traffic Safety Administration
400 Seventh Street, SW NTS-22
Washington, DC 20590
(202) 366-2719

Speakers:
Lila L. Curry
Counseling Program Director
Morgan State University
Coldspring Lane & Hillen Road
Baltimore, MD 21239
Ann Arbor, MI 48106-0997
(301) 319-3043-3133

Ira Feiger, PhD
Director
Transition Resource Systems, Inc.
P.O. Box 307
Helena, MT  59624
(406) 443-6202

Diane Ash
Safety Director
Domino’s Pizza, Inc.
30 Frank Lloyd Wright Drive
P.O. Box 997
(313) 930-3867
Wednesday AM

9:45 am -11:15 am

Update on National Child Passenger Safety Programs

A presentation and discussion of several current national child passenger safety programs.

Moderator:
William Boehly
Associate Administrator for Enforcement
National Highway Traffic Safety Administration/NEF-01
400 Seventh Street, SW, Room 5321
Washington, DC 20590
(202) 366-9700

Speakers:
Andrea Spitzer
Project Manager
National Easter Seals
70 East Lake Street
Chicago, IL
(312) 726-6200

Stephanie Tombrello
Executive Director
SafetyBeltSafe
123 W. Manchester Boulevard
Inglewood, CA 90301
(213) 673-2666

Jeffrey Diver
Director of Field Services
National SAFE KIDS Campaign
111 Michigan Avenue, NW
Washington, DC 20010-2970
(202) 939-4993
Wednesday AM

9:45 am -11:15 am  GOLD ROOM

Conducting Safety Belt Use Surveys: Using Their Results

Panel will discuss the importance of collecting survey data to evaluate program effectiveness, how to collect survey data for a reasonable cost, and how to use the results to project how many lives might be saved by further increases in the use rates.

Moderator:
Barbara Harsha
Executive Director
National Association of Governors' Highway Safety Representatives
750 First Street, NE
Suite 720
Washington, DC 20002
(202) 789-0942

Speakers:
Donald Reinfurt, PhD
Highway Safety Research Center
University of North Carolina
134 1/2 E. Franklin Street
Administration/NTS-10
Chapel Hill, NC 27599-3430
(919) 962-2202

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

Allan Williams
Senior Vice President for Research
Insurance Institute for Highway Safety
1005 North Glebe Road
Arlington, VA 22201
(703) 247-1500
Wednesday AM

9:45 am - 11:15 am
SAVOY ROOM

Impaired Pedestrians/Impaired Bicyclists
The use of alcohol by pedestrians and bicyclists has been shown to be a major cause of their crashes with motor vehicles. There have been significant recent changes in societal attitudes towards excessive drinking, the responsibilities of those who make, sell and serve alcoholic beverages, and the importance of taking care of one's body. These changes open the door to a wide range of new pedestrian and bicyclist accident countermeasures. This session will briefly explore the problem and then focus on the range of possible countermeasures. Audience participation and reaction will be encouraged.

Moderator:
Micky Sadoff
Consultant
230 W Coventry Court
Milwaukee WI 53217
(414) 352-6388

Speakers
Richard Blomberg
President
Dundap and Associates
17 Washington Street
Norwalk, CT 06856
(203) 866-8964

Catherine Ratte'
Program Manager
U.S. Department of Transportation
Office for Transportation Safety
P.O. Box 7910
Madison, WI 53707
(608) 267-3155

Ronald Engle
Chief, Safety Countermeasures Division
National Highway Traffic Safety Administration, NTS-23
400 Seventh Street, SW
Washington, DC 20590
(202) 366-1739

9:45 am - 11:15 am
SILVER ROOM

Combatting Underage Drinking
Discussion of the effect (if any) of alcohol advertising on underage drinking.

Moderator:
Pam Beer
Washington Regional Alcohol Program
8027 Leesburg Pike, Suite 210
Vienna, VA 22182

Speakers:
Kathryn Stewart
Pacific Institute
7315 Wisconsin Avenue
Bethesda, MD 20814
(301) 951-4233

Robert Denniston
Director, Division of Communication
Office of Substance Abuse Prevention
5600 Fishers Lane, Rockwall
Rockville, MD 20857
(301) 443-0373

Jeff Becker
The Beer Institute
1225 Eye street NW
Washington, DC 20005
(202) 737-2337
Wednesday AM

9:45 am -11:15 am            SPRUCE ROOM

Combined Enforcement: Doing More With Less

This workshop will discuss the strategies, techniques and the officers necessary to develop and implement an effective enforcement program.

Moderator:
Colonel Larry Thompson
Lieutenant Colonel
Arizona Department of Public Safety
2102 W. Encanto Blvd.
Phoenix, AZ 85009
(602) 223-2000

Speakers:
Captain John Pudliner
Pennsylvania State Police
Bureau of Patrol, Headquarters
1800 Elmerton Avenue
Harrisburg, PA 17110
(717) 783-5517

Lieutenant Dennis Taff
St. Louis Police Department
1410 N. 14th Street
St. Louis, MO 63106
(314) 444-5345

Major Steve Ford
Overland Park Police Department
Overland Park Justice Center
85000 Antioch
Overland Park, Kansas 66212
(913) 381-5252
Wednesday AM

9:45 am - 11:15 am

TERRACE ROOM

Recent Trends in Crash Involvement

A review of the latest trends in crash involvement from a national (FARS, GES) and state perspective with an emphasis on priority areas (alcohol use, seat use, speeding, etc.).

Moderator:
Forest Council
Highway Safety Research Center
University of North Carolina, Dept. 3430
Chapel Hill, NC 27599
(919) 962-2207

Speakers:
Mark Lee Edwards
Chief, Mathematical Analysis Division
National Center for Statistics and Analysis
National Highway Traffic Safety Administration, NRD-31
400 Seventh Street, SW
Washington, DC 20590
(202) 366-5349

Fredrick M. Stief, PhD
Division Head
Social and Behavioral Analysis Division
University of Michigan Transportation Research Institute
2901 Baxter Road
Ann Arbor, MI 48109-2150
(313) 763-2466

Anne T. McCarty, PhD
Deputy Director, Institute for Traffic Safety Management and Research
260 Washington Avenue
Albany, NY 12210
(518) 449-3233

9:45 am - 11:15 am

VAIL ROOM

Effective DWI Enforcement Technology

This workshop will provide information on various DWI enforcement technologies to reduce the incidence of impaired driving.

Moderator:
Terrance Gainer
Director
Illinois State Patrol
103 Armory Building
P.O. Box 19461
Springfield, IL 62794-9461
(217) 782-7263

Speakers:
John McKay
Program Manager
Texas Department of Transportation
125 East 11th Street
Austin, TX 78701-2483
(512) 465-6751

Patrick McCreary
First Sergeant
Indiana State Police
Government Center North
100 N. Senate Avenue
Indianapolis, IN 46224-2259
(317) 232-8200
Telephone Directory

Denver Athletic Club.................................534-1211
(for use by guests of the Radisson Hotel Denver)

Emergencies.............................................0
(Dial “0” for hotel operator. The hotel operator will contact 911 and notify hotel security)

Hotel Denver Downtown............................573-1450

International Athletic Club .......................623-2100
(for use by guests of the Hotel Denver Downtown)

Radisson Hotel Denver...............................893-3333

Tabor Athletic Club.................................595-9500
(for use by guests of the Westin Hotel Tabor Center)

The Westin Hotel Tabor Center ..................572-9100