NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

MARCH 14-17, 1993
THE PALMER HOUSE HILTON CHICAGO, ILLINOIS
Lifesavers 11
National Conference on
Highway Safety Priorities
March 14-17, 1993
The Palmer House Hilton
Chicago, Illinois

Welcome ........................................................................................................... 3
Conference Sponsors .................................................................................... 4
Agenda ........................................................................................................... 6
Workshop Schedule ....................................................................................... 8
Opening Reception & Exhibit Opening........................................................... 10
Opening Plenary Session ............................................................................... 11
Monday Luncheon Speaker .......................................................................... 17
Professional Development Sessions .............................................................. 25, 34
Poster Session Presentations ....................................................................... 26
Tuesday Luncheon Speaker, NHTSA Awards............................................... 35
Wednesday Breakfast Plenary ..................................................................... 52
Important Locations & Telephone Numbers ............................................... 61
Dear Conference Attendees:

As Governor of the State of Illinois, I am pleased to welcome you to Illinois and the Lifesavers II Conference. Illinois is pleased to host the eleventh annual Lifesavers Conference in Chicago.

Over the past ten years, the Lifesavers Conference has become a national tradition in the traffic safety field. I am sure you will leave this conference with new perspectives on old ideas, new programs to initiate and exciting ideas that will help continue the improvement of the driving environment for the motoring public.

We have made great strides in improving highway safety in Illinois and the country. Decreasing fatality rates and increasing public awareness of highway safety issues prove our success. Although we have accomplished much, we must maintain our commitment to saving lives.

On behalf of the citizens of Illinois, I hope you enjoy your conference and the many attractions which Illinois has to offer. Please have a safe trip home.

Best regards,

Jim Edgar
Governor
The following organizations have graciously contributed resources toward the success of Lifesavers 11:

Advocates for Highway and Auto Safety
Allstate
American Automobile Manufacturers Association
American Coalition for Traffic Safety, Inc.
Association of International Automobile Manufacturers, Inc.
Federal Highway Administration
GEICO
National Association of Governors' Highway Safety Representatives
National Association of Independent Insurers
National Commission Against Drunk Driving
National Highway Traffic Safety Administration
National Safety Council
Nissan Motor Corporation
USAA
The following organizations have graciously contributed resources toward the success of Lifesavers 11:

American Medical Association
Archer-Daniels-Midland Company
Coca-Cola Bottling Company
Consolidated Communications, Inc.
DeMarco Business Products, Inc.
Even-Anna, Ltd.
Illinois Department of Commerce and Community Affairs
Illinois Department of Corrections
Illinois Department of Public Health
Illinois Department of Transportation
Illinois Hospital Association
Illinois State Medical Society
Illinois State Police
Motorola
Northwestern University Traffic Institute
Rehabilitation Institute of Chicago
Spiegel, Inc.
3M
Waste Management, Inc.
Xerox, Inc.
Pre-Meetings:
Saturday, March 13
1:00 p.m. - 7:00 p.m.
Child Passenger Safety Conference

Sunday, March 14
7:30 a.m. - 11:45 a.m.
Child Passenger Safety Conference (continued)

Sunday, March 14
8:00 a.m. - 4:30 p.m.
Community Traffic Safety Program Coordinators Meeting

Sunday, March 14
1:00 p.m. - 4:00 p.m.
A Public Forum by NHTSA Office of Defects Investigation
to address: Retrofit and Recalls for Child Safety Seats and
Accessories

Lifesavers Meetings
Sunday, March 14
1:00 p.m. - 7:00 p.m.
Bay 1-3, 4th Floor
Lifesavers Registration

Sunday, March 14
4:30 p.m. - 5:30 p.m.
Moderators Meeting

Sunday, March 14
5:30 p.m. - 7:00 p.m.
Upper Exhibit Hall, 4th Floor
Opening Reception, Exhibit and Poster Open
**Lifesavers Meetings**

**Monday–March 15**
- 7:30 a.m. - 4:30 p.m.  Registration
- 7:30 a.m. - 8:30 a.m.  Continental Breakfast in Exhibit Hall
- 7:30 a.m. - 6:00 p.m.  Exhibit Hall Open and Poster Display
- 8:45 a.m. - 9:45 a.m.  Opening Session with Speaker
- 10:00 a.m. - 11:30 a.m.  First Set of Workshops
- 11:45 a.m. - 1:15 p.m.  Luncheon with Speaker
- 1:30 p.m. - 3:00 p.m.  Second Set of Workshops
- 3:15 p.m. - 5:00 p.m.  Professional Development Sessions
- 5:00 p.m. - 6:00 p.m.  Poster Presentations
  
  **Dinner on your own**

**Tuesday–March 16**
- 7:30 a.m. - 4:30 p.m.  Registration
- 7:30 a.m. - 8:30 a.m.  Continental Breakfast in Exhibit Hall
- 7:30 a.m. - 5:30 p.m.  Exhibit Hall Open and Poster Display
- 8:45 a.m. - 10:15 a.m.  Third set of Workshops
- 10:30 a.m. - 12:15 p.m.  Professional Development Sessions
- 12:30 p.m. - 1:45 p.m.  NHTSA Awards Luncheon with Speaker
- 2:00 p.m. - 3:30 p.m.  Fourth Set of Workshops
- 3:45 p.m. - 5:30 p.m.  Fifth Set of Workshops
  
  **Dinner on your own**

**Wednesday–March 17**
- 7:30 a.m. - 11:00 a.m.  Registration
- 7:30 a.m. - 10:00 a.m.  Exhibit Hall Open and Poster Display
- 8:00 a.m. - 9:30 a.m.  Breakfast Plenary Session
- 9:45 a.m. - 11:15 a.m.  Sixth Set of Workshops
- 1:00 p.m. - 4:00 p.m.  Post/Organizational Meetings
Monday, 10:00 a.m. - 11:30 a.m.
Fake Motorcycle Helmets, Helmet Laws, and the Improperly Licensed Rider
Enforcement and Youth
Working Together to Reduce Injury: Examples of Traffic Safety/Public Health Collaboration
Correcting the Myths About Air Bags
Working with Business
Speed Compliance Issues
States Without Belt Laws
Rural Emergency Medical Services Care
Status Report on the Drug Evaluation and Classification Program

Monday, 1:30 p.m. - 3:00 p.m.
How to Work With Law Enforcement
Insurance Companies Role in Traffic Safety
Provisional Licensing for Youth
Enforcement Technology
Selling Traffic Safety to the Sheriff
Child Passenger Safety Law Enforcement
Beyond 70% by '92
BAC Limits
Citizens' Role in Highway Safety
Pedestrian Issues
Prosecuting and Adjudicating Traffic Cases

Tuesday, 8:45 a.m. - 10:15 a.m.
Highway Safety Bloopers
Working with the Media
Fake Motorcycle Helmets, Helmet Laws and the Improperly Licensed Rider
Provisional Licensing for Youth
Older Driver Issues
Strengthening Safety Belt and Child Safety Seat Laws
Safety Management Systems
Data Trends
Injury Cost Update
Traffic Safety Programs Targeted for the Native American Population
Tuesday, 2:00 p.m. – 3:30 p.m.
Linkages of Crash and Injury Data and How it Can Be Used to Assist Highway Safety Agencies
Corridor Safety Improvement Program
Special Needs Transportation: It Could Happen to Any Child!
What Are the Safety Implications of IVHS
Age 21 — Community Coalitions
Implementation of ISTEA Open Forum
New Directions in Child Passenger Safety Technology
Taking the Traffic Safety Message to Diverse Populations
Non-Traditional Highway Safety Partnerships

Tuesday, 3:45 p.m. – 5:30 p.m.
Strengthening Safety Belt and Child Safety Seat Laws
Working With Business
How to Work with Law Enforcement
Enforcement and Youth
Victim Impact Panel
Vehicle Technology Issues
Beyond 70% by '92
Self-Sustaining Community Traffic Safety Programs/Opportunities and Strategies
Self Sufficiency: Funding State Traffic Safety Programs
Pedestrian Issues
Enforcement Technology

Wednesday, 9:45 a.m. – 11:15 a.m.
Working With the Media
Data Trends
Age 21 — Community Coalitions
Truck Safety Roundtable
BAC Limits
Working with the Police Officers Standards and Training (POST) to Get Your Training Approved
Child Passenger Safety Law Enforcement
Bicycle Safety/ Helmet Issues
CADRE Implementation and Other Traffic Records Needs
SPECIAL INFORMATION
ABOUT PRE-MEETINGS:
Announcements regarding these pre-meetings were distributed prior to Lifesavers 11. The titles and contacts are listed below.

Saturday, 1:00 p.m. - 7:00 p.m.
Sunday, 7:30 a.m. - 11:45 a.m.
Crystal, 3rd Floor
Child Passenger Safety Conference

Contact:
Cheryl Neerman
Office of Occupant Protection
National Highway Traffic Safety Administration
400 Seventh St., S.W., NTIS-11, Washington, D.C. 20590
(202) 366-2696

Sunday, 8:00 a.m. - 4:30 p.m.
Monroe, 6th Floor
Community Traffic Safety Program Coordinators Meeting

Sponsors:
Community Traffic Safety Clearinghouse and the National Highway Traffic Safety Administration
National Association of Governors’ Highway Safety Representatives

Sunday, 1:00 p.m. - 4:00 p.m.
The Office of Defects Investigation, National Highway Traffic Safety Administration (NHTSA) is sponsoring a public meeting concerning Safety Recalls for Child Safety Seats. NHTSA will discuss its activities to increase the number of child safety seats that are repaired or replaced as a result of a safety recall. The agency will also respond to questions from the public and the industry regarding the agency’s rule-making and enforcement programs. For further information contact the Office of Defects Investigation (202) 366-5198.

Sunday, 4:30 p.m. - 5:30 p.m.
Parlor A, 6th Floor
Moderators’ Meeting

Sunday, 5:30 p.m. - 7:00 p.m.
Upper Exhibit Hall, 4th Floor
Opening Reception and Exhibit Hall Opening.
7:30 a.m. - 8:30 a.m.
Upper Exhibit Hall, 4th Floor
Continental Breakfast

8:45 a.m. - 9:45 a.m.
Grand/State Ballrooms, 4th Floor
Opening Plenary Session
Presentation of Color Guard and Emerald Society.

Speaker:
Charles Hurley, Senior Vice President for Communications
Insurance Institute for Highway Safety
1005 N. Glebe Road, Suite 800; Arlington, VA 22201
(703) 247-1530

Plenary Address by
Governor Jim Edgar, State of Illinois
The Honorable Jim Edgar, Governor
State of Illinois, State House; Springfield, IL 62706

10:00 a.m. - 11:30 a.m.
Parlor A, 6th Floor
Fake Motorcycle Helmets, Helmet Laws,
and the Improperly Licensed Rider
A discussion of the problem and the campaign to reduce the large number
of motorcyclists riding without a proper operators’ license. Helmet use
laws, as well as the increase in production and sale of helmets not meeting
the Department of Transportation Standard will also be discussed.

Moderator: Tom McGovern, Director of Grants Management
Governor’s Highway Safety Bureau
100 Cambridge Street; Saltonstall State Office Building, Room 2104
Boston, MA 02202
(617) 727-5074

Speakers:
Carl Spurgeon, Director of Licensing
Motorcycle Safety Foundation
2 Jenner Street Suite 150; Irvine, CA 92718-3812
(714) 727-3227

Robert Hellmuth, Director, Office of Vehicle Safety Compliance
National Highway Traffic Safety Administration
400 Seventh Street, S.W., NEF-30; Washington, D.C. 20590
(202) 366-2832

Ron E. Engle, Chief, Safety Countermeasures Division
National Highway Traffic Safety Administration
400 Seventh Street, S.W., NTS-23; Washington, D.C. 20590
(202) 366-2717
MONDAY AM

10:00 a.m. - 11:30 a.m.
Parlor B, 6th Floor

Enforcement and Youth
A discussion of the enforcement level directed at youth-impaired driving and underage drinking offenses will be held. Obstacles and successes will be addressed, as well as plans for the future.

Moderator: James B. Wright
Highway Safety Specialist - Youth Programs
National Highway Traffic Safety Administration
400 Seventh St., S.W., Rm 5130; Washington, D.C. 20590
(202) 366-2724

Speakers:
David F. Preusser, PhD, President
PRG
2962 Main Street; Bridgeport, CT 06606
(203) 366-1321

Jack Grant
International Association of Chiefs of Police
515 North Washington Street, Alexandria, VA 22314
(703) 836-6767

Sgt. Paul J. Steigleder
Clackamas County Sheriff's Department
2223 South Kaen Road; Oregon City, OR 97045
(503) 655-8249

Tours of the Rehabilitation Institute of Chicago (RIC) will be offered during each workshop session. Sign-up is located at the RIC exhibit in the Upper Exhibit Hall. Buses will take participants to the RIC for the tours and return them to The Palmer House Hilton. Tour size is limited to 30 people.
10:00 a.m. - 11:30 a.m.
Parlor H-6th Floor

Working Together to Reduce Injury:
Examples of Traffic Safety/Public Health Collaboration

The traffic safety and public health communities share common goals in improving health and safety. This workshop will present some examples of collaborative traffic safety and public health efforts at the state and local levels. Suggestions and strategies for developing and maintaining collaborative working relationships will be presented.

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

Speakers:
Dr. Sue Makintubee, Director, Injury Epidemiology Division
Oklahoma State Department of Health - 0307
1000 North East 10th Street, Oklahoma City, OK 73117-1299
(405) 271-3430

Mary Bobbitt-Cooke, MPH, Program Consultant Injury Control Section
North Carolina Department of Environment, Health and Natural Resources
PO Box 27687, Raleigh, NC 27611-7687
(919) 733-3732

James Belloni, MA
National Center for Injury Prevention and Control
Centers for Disease Control
1600 Clifton Road, F-41, Atlanta, GA 30333
(404) 488-4400
Correcting the Myths About Air Bags
Several myths have emerged concerning air bag performance. One myth is that air bags deploy in all kinds of crashes, making safety belts unnecessary. Representatives from the auto and air bag industry and the police community will discuss these myths in light of what has been learned about their actual performance in the field.

Moderator: Philip Haseltine, President
American Coalition for Traffic Safety, Inc.
1110 North Glebe Road, Suite 1020 Arlington, VA 22201
(703) 243-7501

Speakers:
Trooper Larry Honey
Division of Highway Traffic Safety, Department of Law & Public Safety, Trenton, NJ 08625
(609) 588-3750

Thomas Vos, Director of Research
TRW, Incorporated
4505 West 26 Mile Road, Washington, MI 48094
(313) 781-7225

Charles Hurley, Senior Vice President Communications
Insurance Institute for Highway Safety
1005 North Glebe Rd., Suite 800; Arlington, VA 22201
(703) 247-1530

10:00 a.m. - 11:30 a.m.
Adams, 6th Floor
Working With Business
Designed to discuss the cost of traffic crashes to employers, as well as how to market and deliver traffic safety programs in the workplace.

Moderator: Gloria Craven
AVP National Programs, USAA,
USAA Building; San Antonio, TX 78288
(210) 498-0900

Speakers:
Lisa Dunn, Corporate Relations Manager
Mitsubishi Motor Sales of America
6400 Katella Avenue, Cypress, CA 90630
(714) 372-2434

Gary D. March, Illinois Governors’ Highway Safety Representative
3215 Executive Park Dr.; Springfield, IL 62794-9245
(217) 782-4972

Representative from private industry.
10:00 a.m. - 11:30 a.m.
PDR 17, 5th Floor
Speed Compliance Issues
This workshop will explore the issues involved in determining and defining speed compliance.

National Highway Traffic Safety Administration
400 Seventh Street, S.W., Room 5119, NTS-41
Washington, D.C. 20590
(202) 366-4295

Speakers:
Jodie Stone, Executive Director
Advocates for Highway and Auto Safety
777 North Capitol Street, N.W., Suite 410, Washington, D.C. 20002
(202) 406-1711

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

Julie Crillo, Transportation Specialist
Federal Highway Administration
400 Seventh St., S.W., HHS-32; Washington, D.C. 20590
(202) 366-2170

10:00 a.m. - 11:30 a.m.
PDR-7, 3rd Floor
States Without Belt Laws
Experienced proponents of safety belt use legislation will discuss successes, obstacles, and practical tips on introducing and guiding bills through the legislative process. Legislator and lobbyist views will be presented.

Moderator: Nancy L. Foster, R.N., Safety Education Consultant
3601 Woodside Road; Louisville, KY 40222
(502) 895-9586

Speakers:
Nancy L. Foster, RN, Safety Education Consultant
3601 Woodside Road; Louisville, KY 40222
(502) 895-9586

The Honorable Thomas Horgan, Nebraska State Senator
District 4, State Capitol, Lincoln; NE 68509
(402) 471-2621

The Honorable Joan Pendexter, Maine State Representative
Maine House of Representatives, State House Station 42
36 Hospital Street; Augusta, ME 04333
(207) 287-1440
10:00 a.m. - 11:30 a.m.
PDR-8, 3rd Floor
Rural Emergency Medical Services Care
This workshop will focus on rural Emergency Medical Services (EMS) issues and innovative programs designed to improve EMS care in rural areas.

Moderator: Wade Spruill, Jr., Director
Emergency Medical Services
Department of Health
P.O. Box 1700; Jackson, MS 39215-1700
(601) 987-3880

Speakers:
Dr. Thomas J. Esposito, Assistant Professor of Surgery
Loyola University Medical Center
2160 South First Avenue, Maywood, IL 60153
(708) 216-8787

Jake Culp
Office of Rural Health Policy
Parklawn Bldg., Room 14-22, 5600 Fishers Ln.; Rockville, MD 20857
(301) 443-0835

10:00 a.m. - 11:30 a.m.
PDR-9, 3rd Floor
Status Report on the Drug Evaluation & Classification Program
Drug Evaluation and Classification Program Coordinators on the federal, state, and agency level will describe recent developments, problems encountered and their solutions, and plans for the future.

Moderator: Sandy Richardson, Highway Safety Specialist
National Highway Traffic Safety Administration
400 Seventh Street, S.W., NTS 41, Washington, D.C. 20590
(202) 366-4294

Speakers:
Vern Alley, Police Officer
Department of Public Safety
P.O. Box 6638; Phoenix, AZ 85006-6638
(602) 223-2342

Mark Lewis, Forensic Chemist
New York State Police Crime Lab
Building 22, State Campus; Albany, NY 12226
(518) 457-1208

Karen Sprattler, State DEC Coordinator
Department of Public Safety, Division of Traffic Safety
207 Transportation Building, 395 John Ireland Boulevard
St. Paul, MN 55155
(612) 296-9490
11:45 a.m. - 1:15 p.m.
Grand/State Ballrooms-4th Floor
Luncheon and Plenary Address

Lowell R. Beck, President
National Association of Independent Insurers
2600 River Road, Des Plaines, IL 60018

Gerald L. Maatman, Chairman and CEO
Kemper National Insurance Companies
Long Grove, IL 60049

1:30 p.m. - 3:00 p.m.
Panel A, 6th Floor
How to Work With Law Enforcement
Panelists will discuss techniques to more effectively work with law enforcement to obtain their support for traffic safety programs.

Moderator: James Arena, Director, Division of Highway Traffic Safety
Department of Law & Public Safety, CN 048
Trenton, NJ 08625
(609) 586-3750

Speakers:
Captain Terry Conner
Arizona Department of Public Safety, PO Box 66328
Phoenix, AZ 85005 (602) 223-2497

Maria Farrah, Program Coordinator
Governors’ Highway Safety Bureau, 100 Cambridge Street
Boston, MA 02202 (617) 727-5073
1:30 p.m. - 3:00 p.m.  
Parlor B, 6th Floor  
Insurance Companies' Role in Traffic Safety  
This session will highlight several examples of highway safety activities and program development sponsored by the insurance industry.

Moderator: Al Slechtor  
Chrysler Corporation  
1100 Connecticut Ave., N.W.; Washington, D.C. 20030  
(202) 862-3460

Speakers:  
Terry Typhin  
National Association of Independent Insurers  
2600 River Road; DesPlaines, IL 60018-3286  
(708) 297-7800

August Alegi, Group Vice President  
GEICO  
One GEICO Plaza; Washington, D.C. 20076-0001  
(301) 986-2657

Tim Hoyt  
Nationwide Insurance, One Nationwide Insurance  
Columbus, OH 43216  
(614) 249-6341

1:30 p.m. - 3:00 p.m.  
Parlor B, 6th Floor  
Provisional Licensing for Youth  
This workshop will discuss the benefits of provisional licensing for youth.

Moderator: Pat Waller  
Transportation Research Institute  
University of Michigan, 2901 Baxter, Room 154  
Ann Arbor, MI 48109  
(313) 936-1046

Speakers:  
Dan Mayhew  
Traffic Injury Research Foundation  
171 Nepean Street, 6th Floor, Ottawa, Ontario K2P0B4  
(613) 238-5235

Marshall W. Rickert, Administrator  
Motor Vehicle Administration  
6601 Ritchie Highway, Glen Burnie, MD 21062  
(410) 768-7274
1:30 p.m. - 3:00 p.m.
Parlor F, 6th Floor
Enforcement Technology
During this session, various types of technology used by law enforcement for effective traffic enforcement will be discussed.

Moderator: J. Michael Sheehan, Jr.
Chief, Police Traffic Services Division
National Highway Traffic Safety Administration
400 Seventh Street, S.W., Room 5119-NTS-41, Washington, D.C.
20590 (202) 366-4295

Speakers:
Art Flores, Senior Chemist
UNTSC Transportation Safety Systems
Kendall Square; Cambridge, MA 02142
(617) 494-2133

Roger Bruett, Chief, Washington State Patrol
General Administration Building, MAAX-12, Olympia, WA 98504
(206) 753-6540

Jim Kuboviak
Brazos County Attorney
300 East 26th Street, Suite 325, Bryan, TX 77803
(409) 361-4300

1:30 p.m. - 3:00 p.m.
Parlor H, 6th Floor
Selling Traffic Safety to the Sheriff
Techniques for obtaining support for traffic enforcement from Sheriffs' Offices will be presented during this workshop.

Moderator: Sheriff Johnnie Mack Brown
Greenville County Sheriffs' Office
4 McGee Street; Greenville, SC 29601
(803) 467-5280

Speakers:
Sheriff James R. Dougan
Kent County Sheriff's Department, 701 Ball Avenue, Grand Rapids, MI 49503
(616) 774-3113

Sheriff Paul McGrath
Carson City County
901 East Musser; Carson City, NV 89701
(702) 887-2500
1:30 p.m. - 3:00 p.m.
Monroe, 6th Floor
Child Passenger Safety Law Enforcement
This session will describe ways to motivate public acceptance of enforcement programs, foster police enforcement of child safety seat and safety belt laws, and publicize enforcement efforts. Other issues to be covered include misuse of restraint systems, the use of warnings vs. citations, and acknowledgements for enforcement.

Moderator: Bill Hall
Manager, Children and Youth Studies
Highway Safety Research Center, University of North Carolina
1/2 East Franklin Street, CB #3430, Chapel Hill, NC 27599
(919) 962-2202

Speakers:
Douglas Gurin
Social Science Research, National Highway Traffic Safety Administration, 400 Seventh Street, S.W.
Washington, D.C. 20590 (202) 366-5594

Lieutenant Deborah Townsend
Albany Police Department, P.O. Box 447, Albany, GA 31702-0447
(912) 431-2935

Tony Aprile, Traffic Safety Education Officer
Greensboro Police Department
P.O. Box 3136, 300 West Washington Street
Greensboro, NC 27402-3136
(919) 373-2216

Officer Stephen W. Traglio
Leavenworth Police Department
100 North Fifth Street, Leavenworth, KS 66048
(913) 651-2260
1:30 p.m. - 3:00 p.m.
Adams, 6th Floor
Beyond 70% by '92
Panel will discuss program strategies that will provide the basis for making further gains in safety belt use.

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

Speakers:
Geri Parker, Safety Belt Coordinator
Traffic Safety Unit, State Library Building, 4th Floor
Salem, OR 97310
(503) 378-3669

Randy Rushing, Assistant Deputy Director
Illinois State Police, Division of State Troopers
401 Armory Building, Springfield, IL 62706
(217) 782-7478

John Krause, Chief, State and Community Programs Division
National Highway Traffic Safety Administration
400 Seventh St., S.W., NTS-12, Washington, D.C. 20590
(202) 366-2706
1:30 p.m. - 3:00 p.m.  
PDR 17, 5th Floor  
Blood Alcohol Concentration (BAC) Limits  
This panel will discuss the pros and cons of lowering BAC limits to .08 for all drivers, and zero tolerance for drivers under age 21. A mock testimony before a state legislature will be staged to show the audience an idea how such legislation is introduced and considered.

Moderator: Milo Kirk, President  
Mothers Against Drunk Driving  
511 East John Carpenter Freeway #700, Irving, TX 75062  
(214) 744-6233

Speakers:
Peter K. O'Rourke, Director  
Office of Traffic Safety, Business, Transportation and Housing Agency, 7000 Franklin Boulevard, #440; Sacramento, CA 95823  
(916) 445-0527

The Honorable George Ryan, Secretary of State  
State Capitol Bldg., Rm. 213; Springfield, IL 62756  
(217) 782-2202

W. Marshall Rickert, Motor Vehicle Administrator  
State of Maryland, 6601 Ritchie Highway; Glen Burnie, MD 21062  
(410) 768-7272

James Hedlund, Director Office of Alcohol and State Programs  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NTS-20, Washington, D.C. 20590  
(202) 366-0588
1:30 p.m. - 3:00 p.m.
PDR 7, 3rd Floor
Citizens’ Role in Highway Safety

This workshop will highlight two projects aimed at reducing death and disability from highway injury. The Bystander Care program and the Make The Right Call national campaign are two projects designed to educate the public on how and when to access the emergency medical services system, and what to do until help arrives. This workshop will discuss how these programs can best be used in the states to reduce motor vehicle death and injury.

Moderator: Susan D. Ryan
Acting Director, Office of Enforcement and Emergency Services
National Highway Traffic Safety Administration
400 Seventh Street, S.W.; NTS-40, Washington, D.C. 20590
(202) 366-4913

Speakers:
Gordon Sachs, EMS Program Manager
US Fire Administration
16825 South Seton Avenue; Emmitsburg, MD 21727
(301) 447-1185

Henry Bock, M.D., FACEP
Methodist Hospital of Indiana, Inc.
1701 North Senate Blvd., P.O. Box 1367, Indianapolis, IN 46206
(317) 929-3895

Brenda Sullivan, Account Supervisor
Ogilvy, Adams, & Rinehart
1901 L Street, N.W.; Washington, D.C. 20036
(202) 452-9458

Tours of the Rehabilitation Institute of Chicago (RIC) will be offered during each workshop session. Sign-up is located at the RIC exhibit in the Upper Exhibit Hall. Buses will take participants to the RIC for the tours and return them to The Palmer House Hilton. Tour size is limited to 30 people.
Monday PM

1:30 p.m. - 3:00 p.m.
PDR 8, 3rd Floor
Pedestrian Issues
How to reduce pedestrian fatalities and injuries
- What's new in the '90's?

Moderator: Micky Sadoff, Consultant
250 West Coventry Court; Milwaukee, WI 53217
(414) 352-6988

Speakers:
Calvert Cazier, Health Educator
Department of Health, Division of Family Health Services
288 North 1460 West, P.O. Box 16650, Salt Lake City, UT 84116-6650
(801) 538-6140

William Wilkinson, Executive Director
Bicycle Federation of America
1818 R Street, N.W.; Washington, D.C. 20009
(202) 332-6986

Jack Champlin, Project Director
Prevention Program of Contra Costa County
75 Santa Barbara Road; Pleasant Hill, CA 94523
(510) 646-6511

1:30 p.m. - 3:00 p.m.
PDR 9, 3rd Floor
Prosecuting and Adjudicating Traffic Cases
This workshop will highlight the programs of these two jurisdictions and the leadership provided by the prosecution and judiciary. Some of the highlights will include community programs, coordination at various levels, and effective sanctioning programs.

Moderator: The Honorable Anthony Montelione
Judge of the Fifth Municipal District
Circuit Court of Cook County
10250 South 76th Avenue, Bridgeview, IL 60455
(708) 974-6286

Speakers:
Jeffrey Modisett
Marion County Prosecuting Attorney
560 City-County Building, 200 Washington Street
Indianapolis, IN 46204
(317) 327-3522
Professional Development Sessions
Working SMART, the most efficient use of precious resources, is the key to success in today’s economy. This year’s professional development seminars will give you that key. The seminars address resources from two perspectives: one provides the fundamental knowledge needed to effectively target the use of available resources, and the other is a session on how to expand resources through fundraising.

3:15 p.m. - 5:00 p.m.
Adams, 6th Floor
Problem Identification: Community Project Applications emphasizes that a problem well stated is a problem half solved. Tom Louizou will moderate a session on how to identify problems and determine effective programmatic, as well as politically viable solutions. Mr. Louizou has been associated with highway safety issues throughout his career. He is currently the NHTSA Regional Administrator for Region II, in White Plains, New York. Assisting with the session are other experienced highway safety professionals including Steven Flint, Christopher Minstron, and Debra Townsend. They will introduce the audience to easy, practical problem identification strategies at the community level.

Moderator: Tom Louizou, Regional Administrator
National Highway Traffic Safety Administration, Region II
222 Mamaroneck Avenue, Suite 204, White Plains, NY 10605
(914) 682-6162

Speakers:
Christopher Minstron, Traffic Safety Planner
Nassau County Traffic Safety Board
400 County Seat Drive; Mineola, NY 11501
(516) 535-5032

Steven Flint, Chief Planner
New Mexico Traffic Safety Bureau
P.O. Box 1149; Santa Fe, NM 87504
(505) 827-0427

Debra Townsend, Health Educator
Black Hawk County Health Department
1407 Independence Avenue; Waterloo, IA 50703
(319) 291-2413
MONDAY
PM
3:15 p.m. - 5:00 p.m.
Monroe, 6th Floor
Fundraising Practices and Pitfalls addresses the serious issue of identifying and acquiring resources. Fisher Howe, a Washington D.C. consultant, will provide a no-nonsense approach for designing and implementing fundraising strategies. Mr. Howe is a former officer of the US Foreign Service, and has held various positions in the Department of State. He has written and consulted widely on the subject of fundraising. His clients include the Washington Regional Alcohol Program’s Board of Directors.

Fisher Howe
Lavender/Howe & Associates
1730 Rhode Island Avenue, N.W., Suite 912; Washington, D.C. 20036
(202) 223-4301

Both sessions will involve active audience participation and will provide technical assistance to the participants.

5:00 p.m. - 6:00 p.m.
Upper Exhibit Hall, 4th Floor
Poster Session Presentations
Please take time to visit the poster session area.
There will be two 1/2 hour presentations at each poster.
7:30 a.m. - 8:30 a.m.
Upper Exhibit Hall, 4th Floor
Continental Breakfast

8:45 a.m. - 10:15 a.m.
Parlor A, 6th Floor
Highway Safety Bloopers
This open forum will be a discussion of highway safety programs that didn’t work. Come share your experiences.

8:45 a.m. - 10:15 a.m.
Parlor B, 6th Floor
Working with the Media
Presentation of positive and negative aspects of working with the media at the national and local levels, and how to access the media, place materials and get publicity.

Moderator: Philip Haseltine, President
American Coalition for Traffic Safety, Inc.
1110 North Glebe Road, Suite 1020, Arlington, VA 22201
(703) 243-7501

Speakers:
Chuck Jackson, Director
Baltimore County Office of Communications
400 Washington Avenue; Towson, MD 21204
(410) 789-2370

Charles Hurley, Sr. Vice President for Communications
Insurance Institute for Highway Safety
1005 North Glebe Road, Suite 800
Arlington, VA 22201
(703) 247-1530

Robert W. O’Brien, Director of Public Relations
National Safety Council
1121 Springlake Drive; Itasca, IL 60143
(708) 775-2306
TUESDAY
AM

8:45 a.m. - 10:15 a.m.
Parlor F, 6th Floor
Fake Motorcycle Helmets, Helmet Laws,
and the Improperly Licensed Rider
A discussion of the problem and the campaign
to reduce the large number of motorcyclists
riding without a proper operator's license, helmet use laws as well as
the increase in production and sale of helmets not meeting the
Department of Transportation Standard will also be discussed.

Moderator: Tom McGovern, Director of Grants Management
Governor's Highway Safety Bureau
100 Cambridge Street, Saltonstall State Office Building
Room 2104, Boston, MA 02202
(617) 727-5074

Speakers:
Carl Spurgeon, Director of Licensing
Motorcycle Safety Foundation
2 Jenner Street Suite 150; Irvine, CA 92718-3812
(714) 727-3227

Robert Hellmuth, Director Office of Vehicle Safety Compliance
National Highway Traffic Safety Administration
400 7th Street, S.W., NEF-30; Washington, D.C. 20590
(202) 366-2832

Ron E. Engle, Chief, Safety Countermeasures Division
National Highway Traffic Safety Administration
400 Seventh Street, S.W., NTS-23; Washington, D.C. 20590
(202) 366-2717

8:45 a.m. - 10:15 a.m.
Parlor H, 6th Floor
Provisional Licensing for Youth
This workshop will present the benefits of provisional licensing for youth.

Moderator: Pat Waller
Transportation Research Institute
University of Michigan
2901 Baxter, Room 154, Ann Arbor, MI 48109
(313) 936-1046

Speakers:
Dan Mayhew
Traffic Injury Research Foundation
171 Nepean St., 6th Floor; Ottawa, Ontario K2P0B4
(613) 238-5235

Marshall W. Rickett, Administrator
Motor Vehicle Administration
6601 Ritchie Highway, Glen Burnie, MD 21062
(410) 768-7274
8:45 a.m. - 10:15 a.m.
Monroe, 6th Floor

Older Driver Issues
This workshop will present the overall status of older driver issues and how the states of New York, Massachusetts, and Texas are handling them.

Moderator: Anthony Yanik
Chair, Mature Drivers Technical Committee
General Motors
30400 Mound Road; Warren, MI 48090-9015
(313) 947-1768

Speaker:
Jacqueline Anapole, Director, Elder Affairs
Registry of Motor Vehicles
100 Nashua Street, Room 407; Boston, MA 02114
(617) 727-1221

Carla Baker, Statewide Coordinator
Texas Department of Health
100 West 49th Street; Austin, TX 78756-3199
(512) 458-7403

Donn W. Maryott, Program Specialist
NY Department of Motor Vehicles
Swann Street Building, Room 530; Albany, NY 12228
(518) 474-8417

William E. Scott, Director Office of Program Development & Evaluation
National Highway Traffic Safety Administration
400 Seventh Street, S.W., Room 6240, NTS-30
Washington, D.C. 20590
(202) 366-9591
8:45 a.m. - 10:15 a.m.
Adams, 6th Floor
Strengthening Safety Belt and Child Safety Seat Laws
Panelists will discuss safety belt law weaknesses, consider corrective actions and the pros and cons of changing law provisions, and discuss methods of obtaining public and official support for improvements.

Moderator: Marilyn Sabin, Grant Program Manager
California Office of Traffic Safety Business,
Transportation and Housing Agency
7000 Franklin Blvd., Suite 440; Sacramento, CA 95823
(916) 445-0527

Speakers:
Carol Holzer
North Dakota Department of Health
State Capitol Building; Bismarck, ND 58505
(701) 224-4537

Billy Terrel, Director
Office of Highway Safety
Mississippi Department of Public Safety
301 West Pearl Street; Jackson, MS 39203-3085
(601) 949-2225

James L. Nichols, PhD, Director, Office of Occupant Protection
National Highway Traffic Safety Administration
400 Seventh Street, S.W.; NTS-10, Washington, D.C. 20590
(202) 366-6989
8:45 a.m. - 10:15 a.m.
PDR-17, 5th Floor

Safety Management Systems
This workshop will focus on how the Safety Management System will be implemented in a state: A boon to coordination of state highway safety activities.

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

Speakers:
R. Clarke Bennett, Director Office of Highway Safety
Federal Highway Administration
400 Seventh Street, S.W.; Washington, D.C. 20590
(202) 366-1153

David Manning, Director
Office of Transportation Safety
Hill Farms State Office Building, #809
4802 Sheboygan Avenue; Madison, WI 53707
(608) 267-3610

Adele Derby, Associate Administrator, Regional Operations
National Highway Traffic Administration
400 Seventh Street, S.W., NRO-01; Washington, D.C. 20590
(202) 366-2121

8:45 a.m. - 10:15 a.m.
PDR 7, 3rd Floor

Data Trends
Recent trends in traffic crashes will be examined. Discussions will focus on emerging problems, high risk populations and targets of opportunity for future safety programs.

Moderator: William Walsh, Director
National Center for Statistics and Analysis National Highway Traffic Safety Administration, 400 Seventh Street, S.W., NRD-30
Washington, D.C. 20590
(202) 366-1503

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

Leonard Evans, Senior Researcher
General Motors Research
30500 Mound Road, Warren, MI 48095-9055
(313) 966-2280
This workshop will provide updated information on the costs of motor vehicle-related injuries and how this information can be used for legislative and programmatic purposes. Several perspectives will be provided.

**Moderator:** Joan Harris, *Program Analyst*
National Highway Traffic Safety Administration
400 Seventh Street, S.W., NPP-32, Washington, D.C. 20590
(202) 366-2578

**Speakers:**
Jeffery M. Stokols, J.D., *Legislative Counsel*
Division of Federal Legislation
American Medical Association, 515 North State Street, Room 13530
Chicago, IL 60610
(312) 464-4766

Alan Hoskin, *Manager, Statistics Department*
National Safety Council
1121 Springlake Drive; Itasca, IL 60143
(708) 775-2365

Donald W. Segraves, *Executive Director*
Insurance Research Council 1200 Harger Road, Suite 310
Oak Brook, IL 60521
(708) 572-1177
8:45 a.m. - 10:15 a.m.
PDR 9, 3rd Floor
Traffic Safety Programs Targeted for the Native American Population
This workshop will focus on approaches to building partnerships to effectively deliver traffic safety education to Native American populations.

Moderator: Steven Flint
Chief Planner New Mexico Traffic Safety Bureau
New Mexico Highway and Transportation Department
P.O. Box 1149, Santa Fe, NM 87504-1149
(505) 827-0427

Speakers:
Charles Jaynes, Program Administrator Bureau of Indian Affairs
Indian Highway Safety Program
P.O. Box 2006, Albuquerque, NM 87103
(505) 766-2863

Kathi Gurule
Indian Health Services
(Southern Ute)
P.O. Box 800, Ignacio, CO 81130
(303) 563-9411

Bruce Shults, Regional Program Manager
National Highway Traffic Safety Administration
819 Taylor Street, RM 8A38 Fort Worth, TX 76102
(817) 334-4423
Professional Development Sessions

Working SMART, the most efficient use of precious resources, is the key to success in today’s economy. This year’s professional development seminars will give you that key. The seminars address resources from two perspectives: one provides the fundamental knowledge needed to effectively target the use of available resources, and the other is a session on how to expand resources through fund-raising.

10:30 a.m. - 12:15 p.m.
Adams, 6th Floor

Problem Identification: Community Project Applications
emphasizes that a problem well stated is a problem half solved. Tom Louizou will moderate a session on how to identify problems and determine effective programmatic, as well as politically viable, solutions. Mr. Louizou has been associated with highway safety issues throughout his career. He currently is the NHTSA Regional Administrator for Region II, in White Plains, New York. Assisting with the session are other experienced highway safety professionals including Steven Flint, Christopher Minstron, and Debra Townsend. They will introduce the audience to easy, practical problem identification strategies at the community level.

Moderator: Tom Louizou, Regional Administrator
National Highway Traffic Safety Administration, Region II
222 Mamaroneck Avenue, Suite 204, White Plains, NY 10605
(914) 682-6162

Speakers:
Christopher Minstron, Traffic Safety Planner
Nassau County Traffic Safety Board
400 County Seat Drive, Mineola, NY 11501
(516) 535-5032

Steven Flint, Chief Planner
New Mexico Traffic Safety Bureau
P.O. Box 1149, Santa Fe, NM 87504
(505) 827-0427

Debra Townsend, Health Educator
Black Hawk County Health Department
1407 Independence Avenue; Waterloo, IA 50703
(319) 291-2413
10:30 a.m. - 12:15 pm  
Monroe, 6th Floor  
Fund-raising: Practices and Pitfalls addresses the serious issue of identifying and acquiring resources. Fisher Howe, a Washington D.C. consultant, will provide a no-nonsense approach for designing and implementing fundraising strategies. Mr. Howe is a former officer of the U.S. Foreign Service and has held various positions in the Department of State. He has written and consulted widely on the subject of fundraising. His clients include the Washington Regional Alcohol Program’s Board of Directors.

Fisher Howe  
Lavender/ Howe & Associates  
1730 Rhode Island Avenue, N.W., Suite 912  
Washington, D.C. 20036  
(202) 223-4301

12:30 p.m. - 1:45 p.m.  
Grand/State Ballrooms, 4th Floor  
NHTSA Awards Luncheon and Plenary  
The Honorable Federico Peña  
Secretary, U.S. Department of Transportation  
Washington, D.C.
2:00 p.m. - 3:30 p.m.  
Parlor A, 6th Floor  
Linkages of Crash and Injury Data and How it can be Used to Assist State Highway Agencies  
This workshop will present the advantages of using crash and injury data to identify EMS needs within the community.

Moderator: Trudy Karlson  
Wisconsin Department of Transportation  
Office of Transportation Safety  
Hill Farms State Transportation Building, Room 809  
Madison, WI 53707  
(608) 262-6737

Speakers:  
Phil Salzberg  
Washington Traffic Safety Commission  
1000 S. Cherry St., MS/PD-11; Olympia, WA 98504  
(206) 753-4018

Julie Russell  
Center for Disease Control  
1600 Clifton Road, F-36; Atlanta, GA 30333  
(404) 488-4652

Charles Quade, Senior Program Analyst  
Wisconsin Department of Transportation  
Office of Transportation Safety  
Room 809, Hill Farms State, Madison, WI 53707  
(608) 262-6737

Tours of the Rehabilitation Institute of Chicago (RIC) will be offered during each workshop session. Sign-up is located at the RIC exhibit in the Upper Exhibit Hall. Buses will take participants to the RIC for the tours and return them to The Palmer House Hilton. Tour size is limited to 30 people.
2:00 p.m. - 3:30 p.m.
Parlor B, 6th Floor
Corridor Safety Improvement Program
Workshop will focus on the Corridor Safety Improvement Program (CSIP) initiative, which is supported by the Federal Highway Administration. The CSIP is a comprehensive approach to highway safety that integrates improvements in the highway, driver performance, the vehicle, and emergency medical services.

Moderator: R. C. Ramirez, Highway Engineer
Office of Highway Safety, Federal Highway Administration
400 Seventh Street, S.W.; Washington, D.C. 20590
(202) 366-6409

Speakers:
Nancy Thomas, Corridor Safety Program Manager
Pennsylvania Department of Transportation
P.O. Box 2047; Harrisburg, PA 17105-2047
(717) 787-3393

Stephen R. Ikard, Safety Engineer
South Carolina Division Federal Highway Administration
1835 Assembly Street, Suite 758; Columbia, SC 29201
(803) 253-3885

Ed Rice, State Safety Engineer
Florida Department of Transportation
605 Suwannee Street, Mail Station 53, Tallahassee, FL 32399-0450
(904) 488-3546
2:00 p.m. - 3:30 p.m.  
Parlor E, 6th Floor  
Special Needs Transportation: It Could Happen to Any Child!

This workshop covers the basics of identifying transportation requirements for certain children with special needs and assisting their parents, physicians, and other caregivers in finding the safest way to transport each child (i.e., using special equipment) adopting AAP Guidelines, establishing hospital policies, getting cooperation from various agencies.

**Moderator:** Beth Kindschi, Coordinator  
Monroe Safe Kids Partnership  
N2702 Greenbush Road; Monroe, WI 53566  
(608) 325-5658

**Speakers:**  
Beth Kindschi, Coordinator  
Monroe Safe Kids Partnership  
N2702 Greenbush Road; Monroe, WI 53566  
(608) 325-5658

Dr. Marilyn Bull  
Medical Director for Automotive Safety for Children Program  
Riley Hospital for Children  
702 Barnhill Drive; Indianapolis, IN 46223  
(317) 274-4846

Diane Wolf, Project Coordinator, Nebraska Cares Project  
Safety and Health Council of Greater Omaha  
8710 F Street; Omaha, NE 68127-1532  
(402) 592-9004
2:00 p.m. - 3:30 p.m.
Parlor F, 6th Floor
What Are The Safety Implications of the Intelligent Vehicle Highway System (IVHS)
The IVHS is off the drawing board and on the roadways. "Smart" cars, "Smart" highways, but what are the safety implications?

Moderator: George L. Parker
Associate Administrator for Research and Development
Department of Transportation
400 Seventh Street, S.W., Washington, D.C. 20590
(202) 366-1537

Speaker:
Les Lamm, President
Highway Users Federation
1776 Massachusetts Avenue, N.W., Washington, D.C. 20036
(202) 857-1200

Walter Smith, Assistant Vice President
GEICO, One GEICO Plaza, Washington, D.C. 20076
(301) 986-2757

Gene Farber
Ford Motor Company, American Road
Room 514 World Headquarters P. O. Box 1899
Dearborn, MI 48121-1899
(313) 845-5305
2:00 p.m. - 3:30 p.m.  
Monroe, 6th Floor  
Age 21 Community Coalitions  
The "drinking age" is now 21 in all states, but  
compliance by youth and adult providers is  
low. This workshop will describe how many  
communities have formed broad-based coalitions to address the  
complex issues involved in a coordinated response to this problem.

Moderator: Sherry Cantelon, Social Science Program Specialist  
Office of Juvenile Justice and Delinquency Prevention  
US Department of Justice  
633 Indiana Ave, N.W.; Washington, D.C. 20531  
(202) 307-5914

Speakers:  
Juanita Russell, Director  
National CSIR, Center For Action  
P.O. Box 483; Bedford, IN 47421  
(812) 275-7355

The Honorable James Harris  
Morgan Circuit Court Courthouse  
P.O. Box 1556; Martinsville, IN 46151  
(317) 342-1020

Pan Beer, Executive Director  
Washington Regional Alcohol Program  
8027 Leesburg Pike, Suite 210; Vienna, VA  22182  
(703) 893-0461

Gail Ewing, Member, Montgomery County Council  
Stella B. Werner Office Building  
100 Maryland Avenue; Rockville, MD  20850  
(301) 217-7812
2:00 p.m. - 3:30 p.m.
Adams, 6th Floor
Implementation of ISTEA - Open Forum
Here is your chance to discuss everything you ever wanted to know about highway safety programs in the 1991 Surface Transportation Act.

Moderator: Barbara Harsha, Executive Director
National Association of Governor's Highway Safety Representatives
750 First Street, NE, Washington, D.C. 20002
(202) 789-0942

Speakers:
Adele Derby, Associate Administrator, Regional Operations
National Highway Traffic Safety Administration
400 Seventh Street, S.W., NRO-01; Washington, D.C. 20590
(202) 366-2121

R. Clarke Bennett, Director Office of Highway Safety
Federal Highway Administration
400 Seventh Street, S.W.; Washington, D.C. 20590
(202) 366-1153

Susan Petty, Chief State Programs Division
Office of Motor Carrier Field Operations
Federal Highway Administration
400 Seventh Street, S.W.; Washington, D.C. 20590
(202) 366-9579
2:00 p.m. - 3:30 p.m.
PDR 17, 5th Floor
New Directions in Child Passenger Safety Technology

This session will cover technical aspects of child safety seat design and product marketing.
Discussion will include design considerations for side impact protection and marketing methods for built-in and add-on safety seats.

Moderator: Jeff Michael, Highway Safety Specialist
National Highway Traffic Safety Administration
400 Seventh Street, S.W., NTS-11; Washington, D.C. 20590
(202) 366-2755

Speakers:
David Roberts, Project Manager
CALSPAN Corporation
P.O. Box 400; Buffalo, NY 14225
(716) 631-6816

D'Lea Martens, Business Line Manager
Gerry Baby Products Company
12520 Grant Drive; Denver, CO 80233
(303) 457-0926

Howard Willson
Safety Specialist Product Strategy and Regulatory Affairs
Chrysler Corporation
12000 Chrysler Drive CIM5 415-03-21
Highland Park, MI 48288-1919
(313) 956-6037
2:00 p.m. - 3:30 p.m.
PDR 8, 3rd Floor

Taking the Traffic Safety Message to Diverse Populations

This workshop will explore program development and delivery considerations for marketing traffic safety programs to diverse cultures.

Moderator: Highway Safety Specialist
Office of Alcohol and State Programs
National Highway Traffic Safety Administration
400 Seventh Street, S.W., NTS-22; Washington, D.C. 20590
(202) 366-2719

Speakers:
Dr. Frances Brisbane, Chairperson
National Black Alcoholism and Addictions Council
1629 K Street, N.W. Suite 802; Washington, D.C. 20006
(516) 444-2138

Susan Rani, Occupant Protection Coordinator
Illinois Department of Transportation
3215 Executive Park Drive; Springfield, IL 62794-9245
(217) 782-5865

Jess J. Flores
"El Protector"
Project Administrator
Governor’s Office of Highway Safety
3010 North Second Street, Suite 105; Phoenix, AZ 85012
(602) 255-3216

Lawrence Gamanez, Director
Department of Highway Safety for Navajo Nation
Box Drawer J, Windowrock, AZ 86515
(602) 871-6572
2:00 p.m. - 3:30 p.m.
PDR 9, 3rd Floor
Non-Traditional Highway Safety Partnerships
Panel will feature innovative private sector occupant protection programs and will highlight opportunities for cooperative effort between local highway safety advocates and the private sector.

Moderator: Susan Gorowski, Chief, National Organizations Division
National Highway Traffic Safety Administration
400 Seventh Street, S.W.; NTS-11, Washington, D.C. 20590
(202) 366-2712

Speakers:
Florence Allen, Vice President of Training
Super 8 Motels, Inc.
1910 Eighth Avenue, NE; Aberdeen, SD 57401-3207
(605) 225-2272

Paul Crescimone, Public Relations Manager
Midas International Corporation
225 North Michigan Avenue; Chicago, IL 60601
(312) 565-7672

Ted Miller
National Public Services Research Institute
8201 Corporate Dr., Suite 200; Landover, MD 20785
(301) 731-9891
3:45 p.m. - 5:30 p.m.
Parlor A, 6th Floor
Strengthening Safety Belt and Child Safety Seat Laws
Panelists will discuss safety belt law weaknesses, consider corrective action and the pros and cons of changing law provisions, and discuss methods of obtaining public and official support for improvements.

Moderator: Marilyn Sabin, Grant Program Manager
California Office of Traffic Safety, Business, Transportation and Housing Agency
7000 Franklin Blvd., # 440; Sacramento, CA 95823
(916) 445-0527

Speakers:
Carol Holzer, Director Injury Prevention
North Dakota Department of Public Health
State Capitol Building; Bismarck, ND 58505
(701) 224-4537

Billy Terrel, Director, Office of Highway Safety
Mississippi Department of Public Safety
301 West Pearl Street; Jackson, MS 39203-3085
(601) 949-2225

James L. Nichols, Ph.D., Director Office of Occupant Protection
National Highway Traffic Safety Administration
400 Seventh Street, S.W.; Washington, D.C. 20590
(202) 366-6989
3:45 p.m. - 5:30 p.m.
Parlor B, 6th Floor
Working with Business
Workshop will present the cost of traffic crashes to employers, as well as how to market and deliver traffic safety programs in the workplace.

Moderator: Gloria Craven
AVP National Programs, USAA
USAA Building; San Antonio, TX 78288
(210) 498-0900

Speakers:
Lisa Dunn, Corporate Relations Manager
Mitsubishi Motor Sales of America
6400 Katella Avenue; Cypress, CA 90630
(714) 372-2434

Gary D. March, Illinois Governors’ Highway Safety Representative
3215 Executive Park Drive; Springfield, IL 62794-9245
(217) 782-4972

Representative from private sector.

3:45 p.m. - 5:30 p.m.
Parlor E, 6th Floor
How to Work With Law Enforcement
Panelists will discuss techniques to more effectively work with law enforcement to obtain their support for traffic safety programs.

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

Speakers:
Captain Terry Conner,
Arizona Department of Public Safety
P.O. Box 66328; Phoenix, AZ 85005
(602) 223-2497

Maria Farrah, Program coordinator
Governors’ Highway Safety Bureau
100 Cambridge Street; Boston, MA 02202
(617) 727-5073
3:45 p.m. - 5:30 p.m.
Parlor F, 6th Floor
Enforcement and Youth
A discussion of the enforcement level directed at youth-impaired driving and underage drinking offenses will be held. Obstacles and successes will be addressed, as well as plans for the future.

Moderator: James B. Wright
Highway Safety Specialist - Youth Programs
National Highway Traffic Safety Administration
400 Seventh Street, S.W., Rm 5130; Washington, D.C. 20590
(202) 366-2724

Speakers:
David F. Preusser, PhD, President
PRG
2962 Main Street; Bridgeport, CT 06606
(203) 366-1321

Jack Grant
International Association of Chiefs of Police
515 North Washington Street; Alexandria, VA 22314
(703) 836-6767

Sergeant. Paul J. Steigleder
Clackamas County Sheriff’s Department
2223 South Kaen Road; Oregon City, OR 97045
(503) 655-8249

3:45 p.m. - 5:30 p.m.
Parlor H, 6th Floor
Victim Impact Panel
This panel will discuss what victim impact panels are and how they are being used in the States.

Moderator: Milo Kirk, President
Mothers Against Drunk Driving
511 East John Carpenter Freeway, Suite 700; Irving, TX 75062
(214) 744-6233

Speakers:
Patricia Larson, Director, Victim Services
Alliance Against Intoxicated Motorists
870 East Higgins Road, Suite 131; Schaumburg, IL 60173
(708) 240-0027

Mary Ann Khoury, Director and Founder
DUI Victim Center
2421 Perry Street; Wichita, KS 67204
(316) 832-0734
Vehicle Technology Issues

This workshop will explore and describe various technological developments in vehicles, such as vehicle occupant protection systems and interior vehicle designs.

Moderator: Brian O'Neill, President
Insurance Institute for Highway Safety
1005 North Glebe Road, Suite 800; Arlington, VA 22201
(703) 247-1530

George L. Parker, Associate Administrator, Research & Development
Department of Transportation
400 Seventh Street, S.W.; Washington, D.C. 20590
(202) 366-1537

Robert H. Munson, Director Automotive Safety Office
Ford Motor Company
The American Road, Dearborn, MI 48121-1899
(313) 845-4320

Representative from NISSAN

3:45 p.m. - 5:30 p.m.
Adams, 6th Floor
Beyond 70% by '92
Panel will discuss program strategies that will provide the basis for making further gains in safety belt use.

Moderator: Michael B. Brownlee
Associate Administrator, Traffic Safety Programs
National Highway Traffic Safety Administration
400 Seventh Street, S.W., NTS-01; Washington, D.C. 20590
(202) 366-1755

Speakers:
Geri Parker, Safety Belt Coordinator
Traffic Safety Unit
State Library Building, 4th Floor; Salem, OR 97310
(503) 378-3669

Randy Rushing, Assistant Deputy Director
Division of State Troopers, Illinois State Police
401 Armory Building; Springfield, IL 62706
(217) 782-1320

John Krause, Chief, State and Community Programs
National Highway Traffic Safety Administration
400 Seventh Street, S.W., NTS-12; Washington, D.C. 20590
(202) 366-2706
3:45 p.m. - 5:30 p.m.
PDR-17, 5th Floor
Self-Sustaining Community Traffic Safety Programs - Opportunities & Strategies
Lessons learned and tips to becoming a self-sustaining Community Traffic Safety Program (CTSP) will be presented by coordinators representing CTSPs of various sizes, housed in different agencies. These programs are either no longer supported through Section 402 funds, or are in the process of becoming self-sustaining.

Moderator: Barbara Sauer, Highway Safety Specialist
Regional Operations, NRO-20
National Highway Traffic Safety Administration
400 Seventh Street, S.W.; Washington, D.C. 20590
(202) 366-2121

Speakers:
Kym Craven, Director
Saving Lives Program, City Hall
375 Merrimack Street, Room 33; Lowell, MA 01852
(508) 937-3234

Lorrie Pozarik, Program Coordinator
Fremont County Alcohol & Traffic Safety Program
County Courthouse - Box CC
450 North Second Street, Room 355; Lander, WY 82520
(307) 332-6649

Peggy Ramage
Highway Safety Program
Chattanooga/Hamilton County Health Department
921 East Third Street; Chattanooga, TN 37403
(615) 757-2144
TUESDAY PM

3:45 p.m. - 5:30 p.m.
PDR 7, 3rd Floor
Self-Sufficiency: Funding State Traffic Safety Programs
Two states that qualified for the 410 incentive grant will discuss their respective legislated self-sufficient funding systems. In addition, an overview of the updated NHTSA study on self-sufficiency will be presented.

Moderator: Paul Snodgrass, Highway Safety Specialist
National Highway Traffic Safety Administration, Region IX
211 Main Street, Suite 1000; San Francisco, CA 94105
(415) 744-3089

Speakers:
James M. Albert, Governor’s Representative for Highway Safety
West Virginia Development Office
1204 Kanawha Blvd.; East Charleston, WV 25301
(304) 558-8814

Laura Ludwig, Deputy Director
Department of Highway Safety
240 Parsons Avenue; Columbus, OH 43266-0563
(614) 466-3250

3:45 p.m. - 5:30 p.m.
PDR 8, 3rd Floor
Pedestrian Issues
How to reduce pedestrian fatalities and injuries - What’s new in the 90’s?

Moderator: Micky Sadoff, Consultant
250 West Coventry Court; Milwaukee, WI 53217
(414) 352-6388

Speakers:
Calvert Cazier, Health Educator
Department of Health, Division of Family Health Services
288 North 1460 West P.O. Box 16650
Salt Lake City, UT 84116-0650
(801) 538-6140

William Wilkinson, Executive Director
Bicycle Federation of America
1816 R Street, N.W.; Washington, D.C. 20009
(202) 332-6986

Jack Champlin, Project Director
Prevention Program of Contra Costa County
75 Santa Barbara Road; Pleasant Hill, CA 94523
(510) 646-6511
3:45 p.m. - 5:30 p.m.
PDR 9, 3rd Floor

Enforcement Technology
During this session, various types of technology used by law enforcement for effective traffic enforcement will be discussed.

Moderator: J. Michael Sheehan, Jr.
Chief, Police Traffic Services Division
National Highway Traffic Safety Administration
400 Seventh Street, S.W., NTS-41; Washington, D.C. 20590
(202) 366-4295

Speakers:
Art Flores, Senior Chemist
UNTSC, Transportation Safety Systems
Kendall Square, Cambridge, MA 02142
(617) 494-2133

Roger Bruett, Chief, Washington State Patrol
General Administration Building, MAAX-12; Olympia, WA 98504
(206) 753-6540

Jim Kuboviak
Brazos County Attorney
300 East 26th Street, Suite 325, Bryan, TX 77803
(409) 361-4300
9:45 a.m. - 11:15 a.m.  
**Parlor B, 6th Floor**  
**Working With the Media**  
Presentation of positive and negative aspects of working with the media at the national and local levels, and how to access the media, place materials and get publicity.

**Moderator: Philip Haseltine, President**  
American Coalition for Traffic Safety, Inc.  
1110 North Glebe Road, #1020; Arlington, VA  22201  
(703) 243-7501

**Speakers:**  
Chuck Jackson, Director  
Baltimore County Office of Communications  
400 Washington Avenue; Towson, MD  21204  
(410) 789-2370

Charles Hurley, Sr. Vice President for Communications  
Insurance Institute for Highway Safety  
1005 North Glebe Road, # 800; Arlington, VA  22201  
(703) 247-1530

Robert W. O’Brien, Director of Public Relations  
National Safety Council  
1121 Springlake Drive; Itasca, IL  60143  
(708) 775-2306
9:45 a.m. - 11:15 a.m.
Parlor E, 6th Floor

Data Trends
Recent trends in traffic crashes will be examined. Discussions will focus on emerging problems, high risk populations and targets of opportunity for future safety programs.

Moderator: William Walsh, Director
National Center for Statistics and Analysis National Highway Traffic Safety Administration 400 Seventh Street, S.W., NRD-30 Washington, D.C. 20590
(202) 366-1503

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

Leonard Evans, Senior Researcher
General Motors Research
30500 Mound Road, Warren, MI 48095-9055
(313) 986-2280

Tours of the Rehabilitation Institute of Chicago (RIC) will be offered during each workshop session. Sign-up is located at the RIC exhibit in the Upper Exhibit Hall. Buses will take participants to the RIC for the tours and return them to The Palmer House Hilton. Tour size is limited to 30 people.
The "drinking age" is now 21 in all states, but compliance by youth and adult providers is low. This workshop will describe how many communities have formed broad-based coalitions to address the complex issues involved in a coordinated response to this problem.

**Moderator:** Sherry Cantelon, *Social Science Program Specialist*
Office of Juvenile Justice and Delinquency Prevention
US Department of Justice
633 Indiana Ave., N.W.; Washington, D.C. 20531
(202) 307-5914

**Speakers:**
Juanita Russell, *Director*
National CSR Center For Action
P.O. Box 483; Bedford, IN 47421
(812) 275-7355

The Honorable James Harris
Morgan Circuit Court
Courthouse, P.O. Box 1556; Martinsville, IN 46151
(317) 342-1020

Pam Beer, *Executive Director*
Washington Regional Alcohol Program
8027 Leesburg Pike, Suite 210; Vienna, VA 22182
(703) 893-0461

Gail Ewing, *Member, Montgomery County Council*
Stella B. Werner Office Building
100 Maryland Avenue; Rockville, MD 20850
(301) 217-7812
9:45 a.m. - 11:15 a.m.
Monroe, 6th Floor

Truck Safety Roundtable

Moderator: Jill Hockman, Chief, Driver
Standards Division (HCS-20)
Federal Highway Administration
400 Seventh St., S.W., Room 3400; Washington, D.C. 20590
(202) 366-4001

Speakers:
George L. Reagle, Director
Office of Surface Transportation Safety
National Transportation Safety Board
490 L,Enfant Plaza East, S.W.; Washington, D.C. 20594 (202) 382-6800

Jerry Donaldson, Assistant Director for Highway Safety
Advocates for Highway and Auto Safety
777 North Capitol Street, NE, Suite 410
Washington, D.C. 20002 (202) 408-1711

Steve Campbell, Director of Safety
American Trucking Association
2220 Mill Road; Alexandria, VA 22314
(703) 838-1847

Barry Felrice
Association Administrator for Rulemaking (NRM-OI)
National Highway Traffic Safety Administration
400 Seventh St., S.W., Room 5401, Washington, D.C. 20590
(202) 366-1810

Randy Rushing, Assistant Deputy Director
Division of State Troopers - Illinois State Police
401 Armory Buildin; Springfield, IL 62794-9461
(217) 782-7498
9:45 a.m. - 11:15 a.m.
Adams, 6th Floor
Blood Alcohol Concentration (BAC) Limits
This panel will discuss the pros and cons of lowering BAC limits to .08 for all drivers and zero tolerance for drivers, under age 21. A mock testimony before a state legislature will be staged to show the audience how such legislation is introduced and considered.

Moderator: Milo Kirk, President
Mothers Against Drunk Driving
511 East John Carpenter Fwy. #700; Irving, TX 75062
(214) 744-6233

Peter K. O’Rourke, Director
Transportation and Housing Agency
Office of Traffic Safety Business, 7000 Franklin Blvd., #440; Sacramento, CA 95823
(916) 445-0527

The Honorable George Ryan, Secretary of State
State Capitol Building, Room 213; Springfield, IL 62756
(217) 782-2202

W. Marshall Rickert, Motor Vehicle Administrator
State of Maryland
6601 Ritchie Highway; Glen Burnie, MD 21062
(410) 768-7272

James Hedlund, Director, Office of Alcohol and State Programs
National Highway Traffic Safety Administration
400 Seventh Street; S.W., Washington, D.C. 20590
(202) 366-0588

9:45 a.m. - 11:15 a.m.
PDR 17, 3rd Floor
Working with the Police Officers Standards and Training (POST) To Get Your Training Approved
This workshop will review the benefits, purpose and techniques for acquiring post certification for training curricula.

Moderator: Richard Yost, Sergeant
Phoenix Police Department
302 East Union Hills Drive, Phoenix, AZ 85024
(602) 534-9815

Speaker:
C.V. Rice, Highway Safety Specialist
National Highway Safety Administration
1720 Peachtree Road, N.W. Suite 1048; Atlanta, GA 30309
(404) 257-4537

Representative from POST
9:45 a.m. - 11:15 a.m.  
PDR 7, 3rd Floor  
Child Passenger Safety Law Enforcement  
This session will describe ways to motivate public acceptance of enforcement programs, foster police enforcement of child safety seat and safety belt laws, and publicize enforcement efforts. Other issues to be covered include misuse of restraint systems, the use of warnings vs. citations, and acknowledgements for enforcement.

Moderator: Bill Hall, Manager, Children and Youth Studies  
Highway Safety Research Center  
University of North Carolina  
1/2 East Franklin Street, CB #3430; Chapel Hill, NC 27599  
(919) 962-2202

Speakers:  
Douglas Gurin  
Social Science Research  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W.; Washington, D.C. 20590  
(202) 366-5594

Lieutenant Deborah Townsend  
Albany Police Department  
P.O. Box 447; Albany, GA 31702-0447  
(912) 431-2935

Officer Tony Aprile, Traffic Safety Education Officer  
Greensboro Police Department  
300 West Washington Street, P.O. Box 3136  
Greensboro, NC 27402-3136  
(919) 373-2216

Stephen W. Traglio, Officer  
Leavenworth Police Department  
100 North Fifth Street, Leavenworth, KS 66048  
(913) 651-2260
9:45 a.m. - 11:15 a.m.
PDR-8, 3rd Floor
Bicycle Safety/Helmet Issues
This workshop will include discussions on programs available to the biking arena, including bicycle safety issues, helmet use and effectiveness, etc.

Moderator: William Wilkinson, Executive Director
Bicycle Federation of America
1818 R Street, N.W.; Washington, D.C. 20009
(202) 332-6986

Speakers:
Angela Mickalide, PhD, Director of Programs
National SAFE KIDS Campaign
111 Michigan Avenue, N.W.; Washington, D.C. 20010
(202) 939-4993

John C. Fegan, Bicycle Program Manager
Office of Environment and Planning
Federal Highway Administration
400 Seventh Street, S.W.; Washington, D.C. 20590
(202) 366-5007

Catherine Ratte, Pedestrian, Bicycle, School Bus Program Manager
Wisconsin Office of Highway Safety
P.O. Box 7910; Madison, WI 63707
(608) 267-3155
9:45 a.m. - 11:15 a.m.
PDR-9, 3rd Floor

CADRE Implementation and Other Traffic Records Needs
This workshop focuses on traffic record challenges - present and future - CADRE implementation at the state level, and the national agenda process through the Traffic Records Committee of the National Safety Council.

Moderator: Clay Hatch, Program Manager
National Safety Council
1121 Spring Lake Drive, Itasca, IL 60143-3201
(708) 775-2382

Speakers:
Steve Flint, Chief Planner
New Mexico Traffic Safety Bureau
Highway and Transportation Department
P.O. Box 5824, Santa Fe, NM 87502
(505) 827-0427

Don McNamara, Regional Administrator
Region V, National Highway Traffic Safety Administration
18209 Dixie Highway, Suite A, Homewood, IL 60430
(708) 206-3300

Phyllis Young, Chief, Information Management and Analysis Branch
Office of Highway Safety
Federal Highway Administration
400 Seventh Street, S.W.; Washington, D.C. 20590
(202) 366-2244
1 p.m. - 4 p.m.
Parlor A, 6th Floor
Public Health Seminar - Traffic Safety and Public Health - Working Together

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

1:00 p.m. - 4:00 p.m.
Parlor C, 6th Floor
NAGHSR and NASADAD.

Underage Drinking Steering Committee

Barbara Harsha
National Association of Governors Highway Safety Representatives
750 First St., NE, Suite 720; Washington, D.C. 20002
(202) 789-0942

1 p.m. - 4 p.m.
Parlor B, 6th Floor
National Safety Council - Pedestrian Safety Committee

Harold Thompson
National Safety Council
1121 Spring Lake Drive, Itasca, IL 60143
(708) 775-2383
### Important Locations and Telephone Numbers

<table>
<thead>
<tr>
<th>Location</th>
<th>Bay 1-3 Fourth Floor</th>
<th>PDR 1-3rd Floor</th>
<th>PDR 2-3rd Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>1 p.m. - 7 p.m.</td>
<td>1 p.m. - 5 p.m.</td>
<td>1 p.m. - 5 p.m.</td>
</tr>
<tr>
<td>Sunday, March 14</td>
<td>7:30 a.m. - 4:30 p.m.</td>
<td>7:30 a.m. - 5:30 p.m.</td>
<td>7:30 a.m. - 2 p.m.</td>
</tr>
<tr>
<td>Monday, March 15</td>
<td>7:30 a.m. - 4:30 p.m.</td>
<td>7:30 a.m. - 5:30 p.m.</td>
<td>7:30 a.m. - 2:30 p.m.</td>
</tr>
<tr>
<td>Tuesday, March 16</td>
<td>7:30 a.m. - 4:30 p.m.</td>
<td>7:30 a.m. - 5:30 p.m.</td>
<td>7:30 a.m. - 10:30 a.m.</td>
</tr>
<tr>
<td>Wednesday, March 17</td>
<td>7:30 a.m. - 11 a.m.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Staff Office

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, March 14</td>
<td>1 p.m. - 5 p.m.</td>
</tr>
<tr>
<td>Monday, March 15</td>
<td>7:30 a.m. - 5:30 p.m.</td>
</tr>
<tr>
<td>Tuesday, March 16</td>
<td>7:30 a.m. - 5:30 p.m.</td>
</tr>
<tr>
<td>Wednesday, March 17</td>
<td>7:30 a.m. - 11 a.m.</td>
</tr>
</tbody>
</table>

### Media Office

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, March 14</td>
<td>1 p.m. - 5 p.m.</td>
</tr>
<tr>
<td>Monday, March 15</td>
<td>7:30 a.m. - 2 p.m.</td>
</tr>
<tr>
<td>Tuesday, March 16</td>
<td>7:30 a.m. - 2:30 p.m.</td>
</tr>
<tr>
<td>Wednesday, March 17</td>
<td>7:30 a.m. - 10:30 a.m.</td>
</tr>
</tbody>
</table>

### Telephone Extensions:

You can reach the following offices/services from any house telephone in The Palmer House Hilton:

- **Registration**  #5851/5852/5853
- **Staff Business Office**  #5831
- **Press Office**  #5832
- **EMERGENCY**  #66