

# Lifesavers

Lifesavers 12  
Symposium  
March 8-10, 1994  
The Washington  
Hilton and Towers  
Washington, D.C.



NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

**lifesavers 12**

# **Lifesavers**



**National Conference  
on Highway Safety Priorities**

**March 8-10, 1994**

**Washington  
Hilton & Towers  
Washington, DC**



Welcome

## **WELCOME TO THE LIFESAVERS 12 SYMPOSIUM**

The National Conference on  
Highway Safety Priorities

### **Sponsors**

Several organizations graciously contribute resources toward the success of Lifesavers. Please see the list of sponsors of the Lifesavers 12 Symposium enclosed in your registration packet.

Lifesavers gratefully acknowledges their generous support.

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Lifesavers 12 Symposium

National Conference on Highway Safety Priorities

March 8-10, 1994

Washington Hilton &amp; Towers

Washington, DC

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## SYMPOSIUM AGENDA

### PRE-MEETINGS:

**TUESDAY, MARCH 8, 1994**

8:00 a.m. - 5:00 p.m.	Community/Corridor Traffic
Lincoln West	Safety Programs

8:30 a.m. - 5:00 p.m.	NHTSA Children and Youth
Lincoln East	Forum

1:30 p.m. - 4:00 p.m.	Pedestrian/Bicycle Safety
Conservatory	Forum

### LIFESAVERS MEETINGS

**TUESDAY, MARCH 8, 1994**

1:00 p.m. - 7:00 p.m.	Registration
Concourse Level	

5:00 p.m. - 6:30 p.m.	Opening Reception and
Exhibit Hall,	Exhibits
Concourse Level	

6:30 p.m. - 8:30 p.m.	Welcome Dinner Banquet
International Ballroom	NHTSA Awards
Center	

## SYMPOSIUM AGENDA *continued*

### WEDNESDAY, MARCH 9, 1994

7:00 a.m. - 4:30 p.m.

Registration

Concourse Level

7:00 a.m. - 8:00 a.m.

Continental Breakfast

Exhibit Hall

7:00 a.m. - 3:00 p.m.

Exhibit Hall Open

*(except during lunch)*

8:00 a.m. - 9:30 a.m.

Plenary

International Ballroom  
Center

10:00 a.m. - 11:30 a.m.

Breakout Sessions

12:00 p.m. - 1:30 p.m.

Luncheon

International Ballroom  
Center

2:00 p.m. - 5:00 p.m.

Visits to Capitol Hill

5:00 p.m. - 7:00 p.m.

Capitol Hill Reception  
Rayburn House Office Building  
Independence Avenue & South  
Capitol Street  
Rayburn Cafeteria,  
Room #B-357

## SYMPOSIUM AGENDA continued

### THURSDAY, MARCH 10, 1994

7:00 a.m. - 4:30 p.m.      Registration  
Concourse Level

7:00 a.m. - 8:00 a.m.      Continental Breakfast  
Exhibit Hall, Concourse Level

7:00 a.m. - 5:00 p.m.      Exhibit Hall Open  
*(except during lunch)*

8:00 a.m. - 9:30 a.m.      First Set of Workshops

10:00 a.m. - 11:30 a.m.      Second Set of Workshops

11:45 a.m. - 1:00 p.m.      Luncheon  
International Ballroom  
Center

1:00 p.m. - 2:30 p.m.      Third Set of Workshops

3:00 p.m. - 4:30 p.m.      Fourth Set of Workshops

4:45 p.m. - 6:00 p.m.      Closing Plenary  
International Ballroom  
Center



## WORKSHOPS

All workshops will be held on Thursday

8:00 a.m. - 9:30 a.m.

- ▶ Older Driver Issues
- ▶ Occupant Protection - Innovative Programs
- ▶ Safety Management Systems
- ▶ Speed
- ▶ Young Drivers
- ▶ Traffic Records
- ▶ Pedestrians
- ▶ Status of NHTSA Regulatory Issues
- ▶ Alcohol Update

10:00 a.m. - 11:30 a.m.

- ▶ Alcohol Update
- ▶ Child Occupant Protection Legislation and Policy
- ▶ Employers: A Delivery Mechanism for Highway Safety Priority Programs
- ▶ Status of FHWA Regulatory Issues
- ▶ Young Drivers
- ▶ Motorcycle Safety
- ▶ Highway Safety and Your Health
- ▶ Vehicle Technology Issues
- ▶ Increasing Belt Use to 75% and Reducing Alcohol Involvement to 43%

**1:00 p.m. - 2:30 p.m.**

- ▶ Field Implications of BAC Limits
- ▶ Occupant Protection - Innovative Programs
- ▶ Safety Management Systems
- ▶ Speed
- ▶ Childhood Injury Prevention
- ▶ Motorcycle Safety
- ▶ Traffic Records
- ▶ Programs Targeting Driver Populations
- ▶ Increasing Belt Use to 75% and Reducing Alcohol Involvement to 43%

**3:00 p.m. - 4:30 p.m.**

- ▶ Field Implications of BAC Limits
- ▶ Child Occupant Protection Legislation and Policy
- ▶ National Data Trends
- ▶ Childhood Injury Prevention
- ▶ Older Driver Issues
- ▶ Pedestrians
- ▶ Highway Safety and Your Health

# Hotel Floorplan



## Lifesavers



# Hotel Floorplan

AL BALLROOM

LINCOLN ROOM

WEST

EAST

E CORRIDOR

MONROE ROOM

WEST

EAST

MILITARY ROOM

HEMISPHERE ROOM

THOROUGHbred ROOM

EXHIBITS

PACKA ROOM



**SYMPOSIUM PROGRAM****TUESDAY, MARCH 8, 1994**

1:00 p.m. - 7:00 p.m.      **Registration**  
Concourse Level

Pre-Meetings:  
8:00 a.m. - 5:00 p.m.      **Community/Corridor Traffic**  
Lincoln West                      **Safety Programs**

8:30 a.m. - 5:00 p.m.      **NHTSA Children and Youth**  
Lincoln East                      **Forum**

1:30 p.m. - 4:00 p.m.      **Pedestrian/Bicycle Safety**  
Conservatory                      **Forum**

5:00 p.m. - 6:30 p.m.      **Opening Reception and**  
Exhibit Hall                      **Exhibit Hall Opening**

6:30 p.m. - 8:30 p.m.      **Welcome Dinner Banquet**  
International Ballroom      **NHTSA Awards**  
Center

**National Highway Traffic**  
**Safety Administration**

**Wednesday**

**WEDNESDAY, MARCH 9, 1994**

**7:00 a.m. - 4:30 p.m.**  
**Concourse Level**

**Registration**

**7:00 a.m. - 8:00 a.m.**  
**Exhibit Hall**

**Continental Breakfast**

**8:00 a.m. - 9:30 a.m.**  
**International Ballroom**  
**Center**

**Opening Plenary**

**Presentation of U.S. Armed  
Forces Color Guard  
Sergeant First Class Susan Elaine Stearns  
U.S. Army Band "Pershing's Own"  
Washington, D.C.**

**The Honorable  
Norman Y. Mineta  
U.S. House of Representatives  
Chairman, House Committee on  
Public Works and Transportation**

10:00 a.m. - 11:30 a.m.

**Breakout Sessions**

10:00 a.m. - 11:30 a.m.  
Jefferson West

**INNOVATIONS IN STATE  
LOBBYING**

Five veterans of state government lobbying will share creative techniques for breaking through legislative gridlock to dislodge "difficult" legislation, including an overview of state lobbying techniques, details from highway safety success stories and tips on building coalitions to strengthen support.

**Moderator:**

Judith Lee Stone, President  
Advocates for Highway and Auto Safety

**Panelists:**

Rebecca Brady, Sr. Committee Director, Transportation  
National Conference of State Legislatures

Beckie Brown, National President  
Mothers Against Drunk Driving

W. Calvin Chaney, JD, Director of Chapter Services  
American College of Emergency Physicians

The Honorable Joan M. Pendexter  
Maine State House of Representatives



Wednesday

10:00 a.m. - 11:30 a.m.

**LEARNING HOW TO WORK WITH THE MEDIA**

Georgetown East

Gain insights and tips on working successfully with the media to place stories that increase the public's awareness of your safety campaign.

Moderator:

Tony Wells, Manager Industry and Corporate Relations  
Nissan North America, Inc.

Panelists:

Warren Brown, Auto Writer, The Washington Post

Ed Henry, Auto Editor

Kiplinger's Personal Finance Magazine

John Harter, Reporter, WJLA-TV

Barry McCahill, Acting Director, Office of Public and  
Consumer Affairs, National Highway Traffic Safety  
Administration

10:00 a.m. - 11:30 a.m.

**PENDING ALCOHOL LEGISLATION**

Georgetown West

Panelists from MADD, IIHS, NTSB and NHTSA will discuss current state legislative issues and programs, and what is happening on Capitol Hill to support these developments.

**Moderator:**

Jim Hedlund, Ph.D.

Director, Office of Alcohol & State Programs, National Highway Traffic Safety Administration

**Panelists:**

Karolyn Nunnallee, Vice President for Public Policy  
Mothers Against Drunk Driving

Chuck A. Hurley, Vice President, Insurance Institute for Highway Safety

Steve Blackistone, Legislative Liaison  
National Transportation Safety Board

Wednesday

10:00 a.m. - 11:30 a.m.

**APPROPRIATIONS PROCESS/ISSUES**

Jefferson East

This session will focus on the appropriations process, the relationship of that process to the authorization process, the role of the DOT in the appropriations process, and pending appropriations issues for FY 95.

Moderator:

James Arena, Director, New Jersey Division of Highway Traffic Safety and National Association of Governors' Highway Safety Representatives Chair

Panelists:

Peter J. (Jack) Basso, Director, Office of Fiscal Services, Federal Highway Administration, Washington, D.C.

Peter Rogoff, Professional Staff Member, Transportation Subcommittee, Senate Appropriations Committee, Washington D.C.

Caryll Rinehart, Professional Staff Member, Surface Transportation Subcommittee, House Public Works and Transportation Committee, Washington, D.C.

**12:00 p.m. - 1:30 p.m.**  
**International Ballroom**  
**Center**

**LUNCHEON AND**  
**PLENARY ADDRESS**

2:00 p.m. - 5:00 p.m.

**VISITS TO CAPITOL HILL**

5:00 p.m. - 7:00 p.m.

**CAPITOL HILL RECEPTION**

Rayburn House Office Building  
Independence Avenue  
& South Capitol Street  
Rayburn Cafeteria, Room #B-357

**THURSDAY, MARCH 10, 1994**

7:00 a.m. - 4:30 p.m.  
Concourse Level

**Registration**

7:00 a.m. - 8:00 a.m.  
Exhibit Hall, Concourse Level

**Continental Breakfast**

7:00 a.m. - 5:00 p.m.

**Exhibit Hall Open**  
*(except during luncheon)*

Thursday

## WORKSHOPS

8:00 a.m. - 9:30 a.m.

Cabinet

**OLDER DRIVER ISSUES**—This workshop will highlight some of the key older driver issues and present information about several programs addressing them.

Moderator:

Dr. Jim McKnight, President  
National Public Service Research Institute  
8201 Corporate Drive, Suite 220  
Landover, MD 20785  
(301) 731-9891

Speakers:

Terecia Wilson, Highway Safety Officer  
South Carolina Department of Public Safety  
955 Park Street, Room 205  
Columbia, SC 29202  
(803) 737-1164

Bonnie S. Kantor, Sc.D., Director  
Office of Geriatrics & Gerontology  
Ohio State University  
2040 Davis Center  
480 W. Ninth Avenue  
Columbus, OH 43210  
(614) 293-4815

8:00 a.m. - 9:30 a.m.

Military

**OCCUPANT PROTECTION - INNOVATIVE PROGRAMS—**

Innovative programs to promote safety belt use at the State and community levels will be described.

**Moderator:**

Thomas J. Enright, Regional Administrator, Region IV  
National Highway Traffic Safety Administration  
1729 Peachtree Road, N.W.  
Suite 1048  
Atlanta, GA 30309-2439  
(404) 347-4537

**Speakers:**

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

Tim Hoyt, Safety Officer  
Nationwide Insurance  
One Nationwide Plaza  
Columbus, OH 23215-2220  
(614) 249-8113

Eugene Alli, Chief  
Sturgis Police Department  
122 N. Nottawa  
Sturgis, MI 49091  
(616) 651-3231

Thursday

8:00 a.m. - 9:30 a.m.

Hemisphere

**SAFETY MANAGEMENT SYSTEMS**—This session will address the progress of developing safety management systems (SMS) statewide. SMS will be examined from both the Federal and State perspectives.

**Moderator:**

Adele Derby, Associate Administrator  
Regional Operations  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NRO-01  
Washington, D.C. 20590  
(202) 366-2112

**Speakers:**

Dennis Judycki, Associate Administrator  
Safety and System Applications  
Federal Highway Administration  
400 Seventh Street, S.W., HST-1  
Washington, D.C. 20590  
(202) 366-2149

Fred Zwonechek, Administrator  
Office of Highway Safety  
P.O. Box 94612  
Lincoln, NE 68509  
(402) 471-2525

George Reagle, Associate Administrator, Motor Carriers  
Federal Highway Administration  
400 Seventh Street, S.W., HMT-1  
Washington, D.C. 20590  
(202) 366-2519

8:00 a.m. - 9:30 a.m.

Jefferson East

**SPEED**—The discussion will focus on the issues involved in determining and defining speed compliance, explaining national maximum speed limit monitoring and discussing programs that are effective in reducing speed.

**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:**

Steve Ford, Captain  
Overland Park Police Dept.  
8500 Antioch  
Overland, KS 66212  
(913) 381-5252 Ext. 601

Craig Allred, Director  
Department of Public Safety, Highway Safety Office  
411 West 7200 South, Suite 300  
Midvale, UT 84047-1016  
(801) 255-0573 Ext. 121

Julie Cirillo, Chief, Information Management and  
Analysis Branch  
Federal Highway Administration  
400 Seventh Street, S.W., HHS-13  
Washington, D.C. 20590  
(202) 366-2170



Thursday

8:00 a.m. - 9:30 a.m.

Lincoln West

**YOUNG DRIVERS**—Discussion of enforcing youth alcohol and impaired driving laws.

Moderator:

Barry Sweedler, Director  
Office of Safety Recommendations  
National Transportation Safety Board  
490 L'Enfant Plaza East, S.W.  
Washington, D.C. 20944  
(202) 382-6810

Speakers:

Mark Ptaszek, Commander, Law Enforcement Division  
Washenaw County Sheriff's Dept.  
2201 Hogback Road  
Ann Arbor, MI 48104  
(313) 971-4978

Beckie Brown, President  
Mothers Against Drunk Driving  
511 East John Carpenter Freeway, Suite 700  
Irving, TX 75062  
(214) 744-6233

Jack Grant, Technical Management Specialist  
Division of State and Provincial Police  
International Association of Chiefs of Police  
515 N. Washington Street  
Alexandria, VA 22314-2357  
(703) 836-6767

8:00 a.m. 9:30 a.m.  
Jefferson West

**TRAFFIC RECORDS**—Highway safety information data needs for highway safety management, including corridor safety programs, accurate accident location, linkages between key data files, and development and implementation of state highway safety management systems (SMSs).

**Moderator:**

Mark L. Edwards, Ph.D., Vice President  
Star Mountain, Inc.  
3601 Eisenhower Avenue  
Alexandria, VA 22304  
(703) 960-7000

**Speakers:**

John J. Zogby, Partner  
InfoGroup  
1227 North High Street  
Duncannon, PA 17020  
(717) 834-5363

Sandra Johnson, Consultant  
National Center for Statistics and Analysis  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NRD-30  
Washington, D.C. 20590  
(202) 366-5364

Thomas Bryer, Director  
Pennsylvania Department of Transportation, Bureau of  
Highway Safety & Traffic Engineering  
215 Transportation and Safety Building  
Harrisburg, PA 17120  
(717) 787-7350

Thursday

8:00 a.m. - 9:30 p.m.  
Lincoln East

**PEDESTRIANS**—This session will explore the NHTSA and FHWA programs addressed for groups such as traffic engineers, police and parents, to improve their understanding of pedestrian problems and needs. Discussion will focus on other groups which should be considered and techniques to approach them.

**Moderator:**

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

**Speakers:**

Edwina Cloherty, Program Director  
Keep Boston Moving Safely  
Boston Transportation Department  
City Hall, Room 721  
Boston, MA 02201  
(617) 635-4295

John Fegan, Bicycle Program Manager  
Federal Highway Administration  
400 Seventh St., S.W.  
Washington, D.C. 20590  
(202) 366-5007

Alfred J. Farina, Research Psychologist  
National Highway Traffic Safety Administration  
400 Seventh St., S.W., NTS-32  
Washington, D.C. 20590  
(202) 366-5585

8:00 a.m. 9:30 a.m.  
Thoroughbred

**STATUS OF NHTSA REGULATORY ISSUES**—This workshop will provide a brief description of the regulatory process and how to influence it; status of ISTEA rulemakings; child safety seat and occupant protection rules and other significant/controversial safety regulatory issues.

Barry Felrice, Associate Administrator,  
Rulemaking National Highway Traffic Safety  
Administration  
400 Seventh Street, S.W., NRM-01  
Washington, D.C. 20590  
(202) 366-1810

Thursday

8:00 a.m. - 9:30 a.m.

International Ballroom West

**ALCOHOL UPDATE**—This workshop will highlight new strategies to attack impaired driving: immobilizing offenders' vehicles, using new driver license technology and empowering youth.

**Moderator:**

Jim Hedlund, Director, Alcohol and State Programs  
National Highway Traffic Safety Administration  
100 Seventh Street S.W., NTS-20  
Washington, D.C. 20590  
(202) 366-9588

**Speakers:**

Elwin Rasmussen, Coordinator,  
Vehicle Immobilization Program  
Franklin County Municipal Court  
375 South High Street, 9th Floor  
Columbus, OH 43215-4520  
(614) 645-5962

Marshall Rickert, Administrator  
Maryland Motor Vehicle Administration  
6601 Ritchie Highway  
Glen Burnie, MD 21062  
(410) 768-7274

Jeffrey Beyer, Vice President, Public Relations  
Farmers Insurance  
4680 Wilshire Blvd., Third Floor  
Los Angeles, CA 90010  
(213) 932-3200

10:00 a.m. - 11:30 a.m.

Cabinet

**ALCOHOL UPDATE**—This workshop will highlight new strategies to attack impaired driving: immobilizing offenders' vehicles, using new driver license technology and empowering youth.

**Moderator:**

Jim Hedlund, Director, Alcohol and State Programs  
National Highway Traffic Safety Administration  
400 Seventh Street S.W., NTS-20  
Washington, D.C. 20590  
(202) 366-9588

**Speakers:**

Elwin Rasmussen, Coordinator,  
Vehicle Immobilization Program  
Franklin County Municipal Court  
375 South High Street, 9th Floor  
Columbus, OH 43215-4520  
(614) 645-5962

Marshall Rickert, Administrator  
Maryland Motor Vehicle Administration  
6601 Ritchie Highway  
Glen Burnie, MD 21062  
(410) 768-7274

Jeffrey Beyer, Vice President, Public Relations  
Farmers Insurance  
4680 Wilshire Blvd., Third Floor  
Los Angeles, CA 90010  
(213) 932-3200

Thursday

10:00 a.m. - 11:30 a.m.

Military

**CHILD OCCUPANT PROTECTION LEGISLATION AND POLICY** —This workshop will explore the gaps in child passenger safety laws; the potential consequences of upgrades in the laws; and other alternative actions to legislation including developing policies by governmental agencies.

**Moderator:**

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

**Speakers:**

Deborah D. Stewart, Editor, "Safe Ride News"  
American Academy of Pediatrics  
726 Belmont Place East  
Seattle, WA 98102  
(206) 328-1424

Ted Miller, Director, Third Party Payers Resource Center  
Children's Safety Network  
8201 Corporate Drive  
Landover, MD 20785  
(301) 731-9891

William Kamela, Director of Public Policy  
National SAFEKIDS Campaign  
111 Michigan Avenue, N.W.  
Washington, D.C. 20010-2970  
(202) 939-4993

10:00 a.m. 11:30 a.m.  
Hemisphere

**EMPLOYERS: A DELIVERY MECHANISM FOR HIGHWAY SAFETY PRIORITY PROGRAMS** —This panel will explore the methods and resources available when recruiting corporate and public sector employer assistance in implementing highway safety priority programs. Panelists from a state highway safety office, state employer programs coordinator, and private sector participants will provide a wide assortment of tested and new approaches for implementing highway safety initiatives.

**Moderator:**

Tim Hoyt, Safety Officer  
Nationwide Insurance  
One Nationwide Plaza  
Columbus, OH 23215-2220  
(614) 249-8113

**Speakers:**

Ron Burk, Program Specialist  
Ohio Dept. of Highway Safety  
240 Parsons Avenue, Room 216  
Columbus, OH 43266-0433  
(614) 644-7641

Deborah Hicks, Director

NETS  
801 Oberlin Road  
Raleigh, NC 27605  
(919) 755-9777

Lisa Dunn, Corporate Relations Manager  
Mitsubishi Motor Sales of America, Inc.  
6400 Katella Avenue  
Cypress, CA 90630  
(714) 372-6429



Thursday

10:00 a.m. - 11:30  
Lincoln East

**STATUS OF FHWA REGULATORY ISSUES** —Discussion will focus on a shared vision of trucking safety and will include FHWA regulatory issues.

**Moderator:**

George Reagle, Associate Administrator  
Motor Carriers  
Federal Highway Administration  
400 Seventh Street, S.W., HMT-1  
Washington, D.C. 20590  
(202) 366-2519

**Speakers:**

Raymond Cotton, Captain  
Commerical Motor Vehicle Division  
Maryland State Police  
610 Taylor Avenue and Rowe Boulevard  
Annapolis, MD 21401  
(410) 974-2042

**Rita Bontz, President**

Independent Truckers and Drivers Association  
1109 Plover Drive  
Baltimore, Md 21227  
(410) 242-0507

**Patricia Adduci, Commissioner**

New York State Department of Motor Vehicles  
Empire State Plaza  
Swan Street Building  
Albany, NY 12228  
(518) 474-0841

**John Steinhoff, Director, Region III**

Motor Carriers Federal Highway Administration  
City Crescent Building  
10 South Howard Street, Suite 4000  
Baltimore, MD 21201  
(410) 962-4571

10:00 a.m. - 11:30 a.m.  
Lincoln West

**YOUNG DRIVERS**—Discussion of enforcing youth alcohol and impaired driving laws.

**Moderator:**

Barry Sweedler, Director  
Office of Safety Recommendations  
National Transportation Safety Board  
490 L'Enfant Plaza East, S.W.  
Washington, D.C. 20944  
(202) 382-6810

**Speakers:**

Mark Ptaszek, Commander, Law Enforcement Division  
Washtenaw County Sheriff's Department  
2201 Hogback Road  
Ann Arbor, MI 48104  
(313) 971-4978

Beckie Brown, President  
Mothers Against Drunk Driving  
511 East John Carpenter Freeway, Suite 700  
Irving, TX 75062  
(214) 744-6233

Jack Grant, Technical Management Specialist  
Division of State and Provincial Police  
International Association of Chiefs of Police  
515 N. Washington Street  
Alexandria, VA 22314-2357  
(703) 836-6767

Thursday

10:00 - 11:30

Jefferson West

**MOTORCYCLE SAFETY**—Panel discussion focusing on the effectiveness of motorcycle helmet use laws, the results of California's law, and the increasing sale and use of motorcycle helmets that do not comply with Federal Motor Vehicle Safety Standard 218.

**Moderator:**

Dr. Jess Kraus, Director  
Injury Prevention Research Center  
UCLA School of Public Health  
10833 Le Conte Avenue  
Los Angeles, CA 90024-1722  
(310) 206-4115

**Speakers:**

Mike Nivens, Sergeant, Office of Special Projects  
California Highway Patrol  
2555 1st Avenue  
Sacramento, CA 94298-0001  
(916) 657-7222

William A. Boehly, Associate Administrator, Enforcement  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NEF-01  
Washington, D.C. 20590  
(202) 366-9836

Dr. Robert Muelleman  
University of Missouri, Truman Medical Center  
2301 Holmes Street  
Kansas City, MO 64108  
(816) 556-3790

10:00 a.m. - 11:30 a.m.

Jefferson East

**HIGHWAY SAFETY AND YOUR HEALTH**—This workshop will focus on linking highway safety and public health coalitions and programs to reduce deaths and injuries on the highways and reduce associated costs.

**Moderator:**

Sue Gallagher, MPH, Director  
Children's Safety Network  
Education Development Center  
55 Chapel Street  
Newton, MA 02160  
(617) 969-7100

**Speakers:**

Donald C. Bischoff, Associate Administrator,  
Plans and Policy  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NPP-01  
Washington, D.C. 20590  
(202) 366-2550

Diana Kelker, Executive Director  
Think First Foundation  
22 South Washington Street  
Park Ridge, IL 60068  
(708) 692-2740

Bryna Helfer, Coalition Coordinator  
EMSC National Resource Center  
111 Michigan Avenue, NW  
Washington, D.C. 20010  
(301) 650-8061

Kathy Williams, MS, Injury Prevention Specialist  
Office of EMS and Trauma Systems  
Department of Health  
P.O. Box 47853  
Olympia, WA 98504-7853  
(206) 705-6738

Thursday

10:00 a.m. - 11:30 a.m.  
Thoroughbred

**VEHICLE TECHNOLOGY ISSUES**—This workshop will examine recent developments in vehicle technology issue. Specific attention will be paid to developments in ignition interlock technology.

Moderator:

William E. Scott, Director  
Office of Program Development and Evaluation  
National Highway Traffic Safety Administration  
400 Seventh St., S.W., NTS-30  
Washington, D.C. 20590  
(202) 366-9591

Speakers:

Bill Leisure, Director, Office of Crash Avoidance Research  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NRD-50  
Washington, D.C. 20590  
(202) 366-5662

Bob Huffman, Manager  
Vehicle Safety Improvement Process  
General Motors Safety Operations  
30500 Mound Road  
Warren, MI 48090  
(810) 947-1764

10:00 a.m. - 11:30 a.m.  
International Ballroom West

**INCREASING BELT USE TO 75% AND REDUCING ALCOHOL INVOLVEMENT TO 43%—**This session will address the utilization of enforcement-based programs to reach the Secretary of Transportation's highway safety goals for 1997. Discussion will focus on specific program approaches, including the use of periodic, highly-publicized enforcement emphasis periods.

**Moderator:**

Dr. James Nichols, Director  
Office of Occupant Protection  
National Highway Traffic Safety Administration,  
400 Seventh St., S.W., NTS-10  
Washington, D.C. 20590  
(202) 366-6989

**Speakers:**

Carol Karsten, Alcohol Program Manager  
Wisconsin Department of Transportation  
4802 Sheboygan Ave., Room 809  
Madison, WI 53707-7910  
(608) 266-0550

Joe Parker, Director  
Governor's Highway Safety Program  
215 East Lane Street  
Raleigh, NC 27601  
(919) 733-3083

Mike Geraci, Lieutenant  
Colonie Police Department  
132 Wolf Road  
Latham, NY 12110  
(518) 783-2744, Ext. 1270

**Thursday**

**11:45 a.m. - 1:00 p.m.**  
**International Ballroom**  
**Center**

**LUNCHEON AND  
PLENARY ADDRESS**

The Honorable Federico Peña,  
Secretary,  
U.S. Department  
of Transportation

**WORKSHOPS CONTINUED**

**1:00 p.m. - 2:30 p.m.**  
**Cabinet**

**FIELD IMPLICATIONS OF BAC LIMITS** — This workshop will focus on detecting and prosecuting violators of BAC limits below .10 — what's being done and what the future holds.

**Moderator:**

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) 366-9588

**Speakers:**

Ralph Bowden, Solicitor of State Court of DeKalb County  
DeKalb County Solicitors Office  
Decatur, GA 30030  
(404) 371-7046

Jim McCauley, Acting Chief  
State Programs Division of Motor Carriers  
Federal Highway Administration  
400 Seventh Street, S.W., P2-0322  
Washington, D.C. 20590  
(202) 366-0133

Robin Mayer, Highway Safety Specialist  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NTS-21  
Washington, D.C. 20590  
(202) 366-9825

1:00 p.m. - 2:30 p.m.

Military

**OCCUPANT PROTECTION - INNOVATIVE PROGRAMS—**

Innovative programs to promote safety belt use at the state and community levels will be described.

**Moderator:**

Thomas J. Enright, Regional Administrator, Region IV  
National Highway Traffic Safety Administration  
1729 Peachtree Road, N.W.  
Suite 1048  
Atlanta, GA 30309-2439  
(404) 347-4537

**Speakers:**

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

Tim Hoyt, Safety Officer  
Nationwide Insurance  
One Nationwide Plaza  
Columbus, OH 23215-2220  
(614) 249-8113

Eugene Alli, Chief  
Sturgis Police Department  
122 N. Nottawa  
Sturgis, MI 49091  
(616) 651-3231



1:00 p.m. - 2:30 p.m.

Hemisphere

**SAFETY MANAGEMENT SYSTEMS**—This session will address the progress of developing safety management systems (SMS) statewide. SMS will be examined from both the Federal and State perspectives.

**Moderator:**

Adele Derby, Associate Administrator  
Regional Operations  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NRO-01  
Washington, D.C. 20590  
(202) 366-2112

**Speakers:**

Dennis Judycki, Associate Administrator  
Safety and System Applications  
Federal Highway Administration  
400 Seventh Street, S.W., HST-1  
Washington, D.C. 20590  
(202) 366-2149

Fred Zwonechek, Administrator  
Office of Highway Safety  
P.O. Box 94612  
Lincoln, NE 68509  
(402) 471-2525

George Reagle, Associate Administrator  
Motor Carriers  
Federal Highway Administration  
400 Seventh Street, S.W., HMT-1  
Washington, D.C. 20590  
(202) 366-2519

1:00 p.m. - 2:30 p.m.

Jefferson East

**SPEED**—The discussion will focus on the issues involved in determining and defining speed compliance, explaining national maximum speed limit monitoring and discussing programs that are effective in reducing speed.

**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:**

Steve Ford, Captain  
Overland Park Police Dept.  
8500 Antioch  
Overland, KS 66212  
(913) 381-5252 Ext. 601

Craig Allred, Director  
Department of Public Safety, Highway Safety Office  
411 West 7200 South, Suite 300  
Midvale, UT 84047-1016  
(801) 255-0573 Ext. 121

Julie Cirillo, Chief, Information Management and  
Analysis Branch  
Federal Highway Administration  
400 Seventh Street, S.W., HHS-13  
Washington, D.C. 20590  
(202) 366-2170

Thursday

1:00 p.m. - 2:30 p.m.  
Lincoln West

**CHILDHOOD INJURY PREVENTION**—This workshop will address a variety of childhood injury prevention issues including child occupant protection, bicycle safety and helmet laws, and grass roots coalitions that address childhood injury prevention issues.

**Moderator:**

Ronda Barrett, Prevention Coordinator  
University of Kansas Medical Center  
Children's Rehabilitation Unit  
3901 Rainbow Boulevard  
Kansas City, KS 66160  
(913) 588-5900

**Speakers:**

Angela Mickalide, Program Director  
National SAFEKIDS Campaign  
111 Michigan Avenue N.W.  
Washington, D.C. 20010  
(202) 884-4993

Catherine S. Gotschall, Sc.D., Trauma Research Associate  
Children's National Medical Center  
111 Michigan Avenue N.W.  
Washington, D.C. 20010  
(301) 650-8065

Brian Meshkin, Student  
Glenelg High School  
3450 Shady Lane  
Glenwood, MD 21738  
(301) 854-6484

1:00 p.m. - 2:30 p.m.  
Jefferson West

**MOTORCYCLE SAFETY**—Panel discussion focusing on the effectiveness of motorcycle helmet use laws, the results of California's law, and the increasing sale and use of motorcycle helmets that do not comply with Federal Motor Vehicle Safety Standard 218.

**Moderator:**

Dr. Jess Kraus, Director  
Injury Prevention Research Center  
UCLA School of Public Health  
10833 Le Conte Avenue  
Los Angeles, CA 90024-1722  
(310) 206-4115

**Speakers:**

Mike Nivens, Sergeant, Office of Special Projects  
California Highway Patrol  
2555 First Avenue  
Sacramento, CA 94298-0001  
(916) 657-7222

William A. Boehly, Associate Administrator,  
Enforcement  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NEF-01  
Washington, D.C. 20590  
(202) 366-9836

Dr. Robert Muelleman  
University of Missouri, Truman Medical Center  
2301 Holmes Street  
Kansas City, MO 64108  
(816) 556-3790

Thursday

1:00 p.m. - 2:30 p.m.  
International Ballroom East

**TRAFFIC RECORDS**—Highway safety information data needs for highway safety management, including corridor safety programs, accurate accident location, linkages between key data files, and development and implementation of state highway safety management systems (SMSs).

**Moderator:**

Mark L. Edwards, Ph.D., Vice President  
Star Mountain, Inc.  
3601 Eisenhower Avenue  
Alexandria, VA 22304  
(703) 960-7000

**Speakers:**

John J. Zogby, Partner  
InfoGroup  
1227 North High Street  
Duncannon, PA 17020  
(717) 834-5363

Sandra Johnson, Consultant  
National Center for Statistics and Analysis  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NRD-30  
Washington, D.C. 20590  
(202) 366-5364

Thomas Bryer, Director  
Pennsylvania Department of Transportation, Bureau of  
Highway Safety & Traffic Engineering  
215 Transportation and Safety Building  
Harrisburg, PA 17120  
(717) 787-7350

1:00 p.m. - 2:30 p.m.  
Lincoln East

**PROGRAMS TARGETING DRIVER POPULATIONS —**

Discussion of various programs that target specific high risk driving populations, including Spanish-speaking, repeat DUI offenders and "El Protector." Plans for upcoming program approaches will be presented.

**Moderator:**

Dr. Tes del Tufo, Alcohol Program Manager  
Delaware State Police, Office of Highway Safety  
P.O. Box 430,  
Dover, DE 19901  
(302) 739-5615

**Speakers:**

Letcher Graham, Special Assistant  
Virginia Department of Transportation,  
Safety Administration  
P.O. Box 27412,  
Richmond, VA 23269  
(804) 367-0409

Roy Huerta, Sergeant, "El Protector" Program  
California Highway Patrol  
2555 First Avenue,  
Sacramento, CA 95818  
(916) 657-8810

Myrna Ortiz, Director  
National Hispanic Traffic Safety Program  
National Coalition of Hispanic Health and Human  
Services Organizations (COSSMHO)  
1501 16th St., N.W.,  
Washington, D.C. 20036-1401  
(202) 387-5000

Dr. Richard Smith, Manager  
Injury Prevention Division of Environmental Health  
Indian Health Service  
12300 Twinbrook Parkway, Suite 610  
Rockville, MD 20852  
(301) 443-1054

Thursday

1:00 p.m. - 2:30 p.m.

International Ballroom West

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Joe Parker, Director  
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215 East Lane Street  
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Mike Geraci, Lieutenant  
Colonie Police Department  
132 Wolf Road  
Latham, NY 12110  
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3:00 p.m. - 4:30 p.m.  
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DeKalb County Solicitors Office  
Decatur, GA 30030  
(404) 371-7046

Jim McCauley, Acting Chief  
State Programs Division of Motor Carriers  
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Robin Mayer, Highway Safety Specialist  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NTS-21  
Washington, D.C. 20590  
(202) 366-9825



Thursday

3:00 p.m. - 4:30 p.m.  
Military

**CHILD OCCUPANT PROTECTION LEGISLATION AND POLICY**—This workshop will explore the gaps in child passenger safety laws; the potential consequences of upgrades in the laws; and other alternative actions to legislation including developing policies by governmental agencies.

Moderator:

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

Speakers:

Deborah D. Stewart, Editor, "Safe Ride News"  
American Academy of Pediatrics  
726 Belmont Place East  
Seattle, WA 98102  
(206) 328-1424

Ted Miller, Director, Third Party Payers Resource Center  
Children's Safety Network  
8201 Corporate Drive  
Landover, MD 20785  
(301) 731-9891

William Kamela, Director of Public Policy  
National SAFEKIDS Campaign  
111 Michigan Avenue, N.W.  
Washington, D.C. 20010-2970  
(202) 939-4993

3:00 p.m. - 4:30 p.m.  
Lincoln East

**NATIONAL DATA TRENDS**—Discussion of national data trends, including those of high risk and diverse populations.

**Moderator:**

Steve Flint, Bureau Chief  
New Mexico Highway & Transportation Department  
Traffic Safety Bureau  
604 W. San Mateo  
Santa Fe, NM 87504  
(505) 827-0427

**Speakers:**

Dr. Quinn Brackett  
Texas Transportation Institute  
158 Read Building  
College Station, TX 77843-4243  
(409) 845-3019

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

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

3:00 p.m. - 4:30 p.m.  
Lincoln West

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Ronda Barrett, Prevention Coordinator  
University of Kansas Medical Center  
Children's Rehabilitation Unit  
3901 Rainbow Boulevard  
Kansas City, KS 66160  
(913) 588-5900

**Speakers:**

Jeffrey Diver, National Field Director  
National SAFEKIDS Campaign  
111 Michigan Avenue N.W.  
Washington, D.C. 20010  
(202) 884-4993

Catherine S. Gotschall, Sc.D., Trauma Research Associate  
Children's National Medical Center  
111 Michigan Avenue N.W.  
Washington, D.C. 20010  
(301) 650-8065

Brian Meshkin, Student  
Glenelg High School  
3450 Shady Lane  
Glenwood, MD 21738  
(301) 854-6484

3:00 p.m. - 4:30 p.m.  
Jefferson West

**OLDER DRIVER ISSUES**—This workshop will highlight some of the key older driver issues and present information about several programs addressing them.

**Moderator:**

Dr. Jim McKnight, President  
National Public Service Research Institute  
8201 Corporate Drive, Suite 220  
Landover, MD 20785  
(301) 731-9891

**Speakers:**

Terecia Wilson, Highway Safety Officer  
South Carolina Department of Public Safety  
955 Park Street, Room 205  
Columbia, SC 29202  
(803) 737-1164

Bonnie S. Kantor, Sc.D., Director  
Office of Geriatrics & Gerontology  
Ohio State University  
2040 Davis Center  
480 W. Ninth Avenue  
Columbus, OH 43210  
(614) 293-4815

Thursday

3:00 p.m. - 4:30 p.m.

Jefferson East

**PEDESTRIANS**—This session will explore the NHTSA and FHWA programs addressed for groups such as traffic engineers, police and parents, to improve their understanding of pedestrian problems and needs. Discussion will focus on other groups which should be considered and techniques to approach them.

Moderator:

Richard Blomberg, President

Dunlap & Associates

17 Washington Street

Norwalk, CT 06854

(203) 866-8464

Speakers:

Edwina Cloherty, Program Director

Keep Boston Moving Safely

Boston Transportation Department

City Hall, Room 721

Boston, MA 02201

(617) 635-3070

John Fegan, Bicycle Program Manager

Federal Highway Administration

400 Seventh St., S.W.

Washington, D.C. 20590

(202) 366-5007

Alfred J. Farina, Research Psychologist

National Highway Traffic Safety Administration

400 Seventh St., S.W., NTS-32

Washington, D.C. 20590

(202) 366-5585

3:00 p.m. 4:30 p.m.  
International Ballroom West

**HIGHWAY SAFETY AND YOUR HEALTH**—This workshop will focus on linking highway safety and public health coalitions and programs to reduce deaths and injuries on the highways and reduce associated costs.

**Moderator:**

Sue Gallagher, MPH, Director  
Children's Safety Network  
Education Development Center  
55 Chapel Street  
Newton, MA 02160  
(617) 969-7100

**Speakers:**

Donald C. Bischoff, Associate Administrator,  
Plans and Policy  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W., NPP-01  
Washington, D.C. 20590  
(202) 366-2550

Diana Kelker, Executive Director  
Think First Foundation  
22 South Washington Street  
Park Ridge, IL 60068  
(708) 692-2740

Bryna Helfer, Coalition Coordinator  
EMSC National Resource Center  
111 Michigan Avenue, N.W.  
Washington, D.C. 20010  
(301) 650-8061

Kathy Williams, MS, Injury Prevention Specialist  
Office of EMS and Trauma Systems  
Department of Health  
P.O. Box 47853  
Olympia, WA 98504-7853  
(206) 705-6738

Thursday

4:45 p.m. - 6:00 p.m.  
International Ballroom  
Center

CLOSING PLENARY

## Mark Your Calendar !

Lifesavers 13 -

Indianapolis, Indiana

April 2-5, 1995

## Important Locations & Telephone Numbers

### Registration

### Concourse Level

Tuesday, March 8 1:00 p.m. - 7:00 p.m.

Wednesday, March 9 7:00 a.m. - 4:30 p.m.

Thursday, March 10 7:00 a.m. - 4:30 p.m.

### Staff Office

### Dupont

Tuesday, March 8 7:30 a.m. - 5:00 p.m.

Wednesday, March 9 7:30 a.m. - 5:00 p.m.

Thursday, March 10 7:30 a.m. - 5:00 p.m.

### Media Office

### Edison

Tuesday, March 8 1:00 p.m. - 5:00 p.m.

Wednesday, March 9 7:30 a.m. - 5:00 p.m.

Thursday, March 10 7:30 a.m. - 5:00 p.m.

### Telephone Extensions:

You can reach the following offices/services from any house telephone in the Washington Hilton & Towers:

Registration (202) 797-4506  
797-4507

Staff Office Ex. 3505

Media Office Ex. 3506

EMERGENCY Ex. 60



