The following organizations have graciously contributed resources toward the success of Lifesavers 16:

- AAA Foundation for Traffic Safety
- American Coalition for Traffic Safety, Inc.
- Advocates for Highway and Auto Safety
- Allstate Insurance Companies
- American Automobile Manufacturers Association
- Association of International Automobile Manufacturers
- Farmers Insurance Group
- Federal Highway Administration
- Geico Philanthropic Foundation
- Mitsubishi Motor Sales of America, Inc.
- Mothers Against Drunk Driving
- 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
- Nationwide Mutual Insurance Company
- State Farm Insurance Companies
- United Services Automobile Association

LOCAL SPONSORS

Ohio Department of Public Safety
LIFESAVERS 16 PARTICIPANTS:

As Governor of the great state of Ohio, and former Mayor of Cleveland, it is my pleasure to welcome you to Cleveland for the 1998 National Lifesavers Conference.

Cleveland has long been recognized as a vital center of education, commerce, transportation and government. Cleveland's rich cultural and recreational resources are world-class; yet the city welcomes its visitors with a small-town sense of friendliness.

The Ohio Department of Public Safety is the host agency, and its representatives will be available throughout the conference to help make your visit an educational and pleasant experience.

Since 1976,

GEORGE V. VOINOVICh
Governor

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES
LIFESAVERS 16
PROGRAM AT-A-GLANCE

SUNDAY, MARCH 29

1:00 pm – 7:00 pm  --- Registration Open/Message Center
5:00 pm – 8:00 pm  --- Lifesavers Opening Reception and Exhibit Hall Opening

MONDAY, MARCH 30

7:00 am – 5:00 pm  --- Registration Open/Message Center
7:30 am – 8:30 am  --- Continental Breakfast in Exhibit Hall
7:30 am – 11:45 am  --- Exhibit Hall Open
8:45 am – 9:45 am  --- Opening Plenary
10:00 am – 11:30 am  --- Workshops
11:45 am – 1:15 pm  --- Luncheon Plenary
1:30 pm – 3:00 pm  --- Workshops
3:00 pm – 6:00 pm  --- Exhibit Hall Open
3:30 pm – 5:00 pm  --- Workshops
5:00 pm – 6:00 pm  --- Poster Session in Exhibit Hall
7:00 pm – 11:00 pm  --- Rock & Roll Hall of Fame Reception

TUESDAY, MARCH 31

7:00 am – 5:00 pm  --- Registration Open/Message Center
7:30 am – 8:30 am  --- Continental Breakfast in Exhibit Hall
7:30 am – 12:00 pm  --- Exhibit Hall Open
8:45 am – 10:15 am  --- Workshops
10:30 am – 12:00 pm  --- Workshops
12:15 pm – 1:45 pm  --- NHTSA Awards Luncheon
2:00 pm – 3:30 pm  --- Workshops
3:45 pm – 5:15 pm  --- Workshops

WEDNESDAY, APRIL 1

7:00 am – 12:00 pm  --- Registration Open/Message Center
8:00 am – 9:30 am  --- Breakfast Plenary
9:45 am – 11:15 am  --- Workshops
**Monday**

7:30 am - 8:30 am  
*Exhibit Hall B*

**Complimentary Continental Breakfast**

8:45 am - 9:45 am  
*Music Hall*

**Opening Plenary**

The Ohio Highway Patrol Color Guard  
Captain Steven Raubenolt

The Honorable Mortimer L. Downey  
Deputy Secretary  
United States Dept. of Transportation

Mitchell Brown, Director, Ohio Dept. of Public Safety  
William Denihan, Director, Cleveland Dept. of Public Safety

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**Time: 10:00 am - 11:30 am**  
**Room: 202**

**Workshop Title:**  
*The Hard Core Drunk Driver: Who Is He and How Can We Deal With Him?*

**Workshop Description:** Two DWI “cases” will be presented, both based upon real incidents. Panel members will be asked to discuss the issue of “identification and assessment” for each — how do we know if these are hard core drinking drivers and how do we assess the nature and extent of their problems? Treatment, sanctioning, alternatives to incarceration, and interrelated elements will be explored. Opportunities for audience comments are built into the program.

**Workshop Leader:**  
Herbert M. Simpson, Ph.D.  
President and CEO  
Traffic Injury Research Foundation  
171 Nepean Street, Suite 20  
Ottawa, Ontario K 2P 0B4, Canada  
Phone: 613/238-5235  
Fax: 613/238-5292  
E-mail: Herbs@istar.ca

**Speakers:**  
Marion Blakey, Project Director  
Hard Core Drunk Driver Project  
The Century Council  
550 South Hope Street, Suite 1950  
Los Angeles, CA 90071-2604  
Phone: 202/879-4142  
Fax: 202/638-1976

Thomas Nochajski, Ph.D.  
Research Institute on Addictions  
1021 Main Street  
Buffalo, New York 14203-1018  
Phone: 716/887-2566  
Fax: 716/887-2477  
E-mail: Tnochajski@RIA.org

Robert B. Voas, Ph.D.  
Senior Research Scientist, Pacific Institute for Research & Evaluation  
7315 Wisconsin Avenue, Ste. 1300 W  
Bethesda, MD 20814  
Phone: 301/951-4233  
Fax: 301/907-8637  
E-mail: VOAS@FIRE.ORG

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**Time: 10:00 am - 11:30 am**  
**Room: 201**

**Workshop Title:**  
*Safe Communities: A Mechanism for Moving a Safety Agenda*

**Workshop Description:** Illustrating a variety of programs that can be carried out using the structure of Safe Communities, from engineering roadside safety to organizing passage of city or county ordinances.

**Workshop Leader:**  
Adele Derby  
Associate Administrator for State & Community Services  
NHTSA – Rm. 5238  
400 Seventh Street, SW  
Washington, DC 20590  
Phone: 202/366-2121  
Fax: 202/366-7394

**Speakers:**  
Larry Ball, Instructor  
Department of Criminal Justice Training  
Funderburk Building  
Kit Carson Drive  
Richmond, KY 40475  
Phone: 606/622-6251

Steve Decker  
Public Transportation Manager  
Department of Transportation  
605 Suwanee Street, MS-53  
Tallahassee, FL 32399-0450  
Phone: 850/488-5455  
Fax: 850/922-2935

Thomas R. Ryan  
Sobriety Checkpoints North  
Central Coordinator/Alcohol Highway Safety Educator  
Highway Safety Network  
112 S. Claude A. Lord Boulevard  
Pottsboro, PA 17901-3602  
Phone: 717/628-2414  
Fax: 717/628-2419
**Time:** 10:00 am – 11:30 am  
**Room:** 211

**Workshop Title:**  
*What’s New in Vehicle Safety Technology?*

**Workshop Description:** Many new and exciting safety technologies are being incorporated into new model vehicles. Depowered and “smart” airbags, side impact airbags, antilock braking systems, and more user-friendly restraint systems are just a few of the new technologies that will be discussed. Workshop participants will be brought up-to-date on the latest research of the effectiveness of these technologies.

**Workshop Leader:**  
Adrian Lund, Ph.D.  
Senior Vice President, Research  
Insurance Institute for Highway Safety  
1005 N. Glebe Rd., Arlington, VA 22201  
Phone: 703-247-1570  
Fax: 703-247-1587

**Speakers:**  
Barry Felrce  
Director of Regulatory Affairs  
American Automobile Manufacturers Association  
1401 H Street, NW, Suite 900  
Washington, DC 20005  
Phone: 202/326-5548  
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Tom Matthews  
Director of Engineering, ITT Automotive  
300 University Drive  
Auburn Hills, MI 48236-2356  
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Fax: 248/340-3484

George Parker  
Vice President, Engineering Affairs  
AIAM  
1001 N. 19th St., Suite 1200  
Arlington, VA 22209  
Phone: 703/525-7788  
Fax: 703/525-8817

Karl-Heinz Zivica  
General Manager  
BMW of North America, Inc.  
1 BMW Plaza, Montvale, NJ 07645  
Phone: 201/573-2068  
Fax: 201/930-8401

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**Time:** 10:00 am – 11:30 am  
**Room:** 205A

**Workshop Title:**  
*Buckle Up America Campaign: Public Attitudes and Opinions*

**Workshop Description:** With 68 percent of the drivers on the road buckled up, the easy gains in belt use have already been made. Future gains will depend on how well programs address their audiences and focus activities for specific responses. This workshop presents the best and most recent research on what the public thinks about safety belts, child safety seats, laws requiring their use and enforcement of those laws, and air bag safety.

**Workshop Leader:**  
Janet Dewey  
Executive Director  
Air Bag Safety Campaign  
National Safety Council  
1025 Connecticut Avenue, NW  
12th floor  
Washington, DC 20036-5405  
Phone: 202/293-2270 Ext. 492  
Fax: 202/822-1399  
E-mail: deweyj@nsc.org

**Speakers:**  
John Boyle  
Senior Vice President  
SRBI  
8403 Colesville Rd Suite 820  
Silver Spring, MD 20910  
Phone: 301/608-3883  
Fax: 301/608-3888  
E-mail: j.boyle@srbi.com

Steve Bradbard  
Researcher  
Lisboa Associates, Inc  
1317 F Street, NW, Suite 400  
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Fax: 202/638-1973  
E-mail: steveb@lisboa.ishub.com

David Mitchell  
Partner  
Greer, Margolis, Mitchell  
Burns & Associates  
1010 Wisconsin Avenue, NW, Suite 800  
Washington, DC 20007  
Phone: 202/338-8700  
Fax: 202/338-2334  
E-mail: davidmitchell@gmmb.com
Workshop Title: Aggressive Driving

Workshop Description: This interactive workshop will familiarize participants with aggressive driving issues from a national perspective by highlighting examples of existing programs from around the country. Issues relating to citizen groups and legislative matters will be addressed.

Workshop Leader:
Sgt. Bob Hohn
Arizona Department of Public Safety
Currently assigned to NHTSA
Traffic Law Enforcement Division
NTS13
400 Seventh Street, SW
Washington, DC 20590
Phone: 202/366-2749
Fax: 202/366-7721
E-mail: bholn@nhtsa.dot.gov

Speakers:
Steve Allan
WBIG 100.3 FM
1300 Rockville Pike
Rockville, MD 20852-1412
Phone: 301/468-7925
Fax: 301/770-0236
E-mail: sail1@juno.com

Janet B. Goehring
National Conference
of State Legislatures
1560 Broadway, Suite 700
Denver, CO 80202
Phone: 303/830-2200
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E-mail: jan.goehring@ncsl.org

Lisa Shiekh
Executive Director
Citizens Against Speeding
and Aggressive Driving, Inc.
P. O. Box 77087
Washington, DC 20013-7087
Phone: 202/244-7377
Fax: 202/244-7377
E-mail: Roadrights@aol.com

Time: 10:00 am – 11:30 am
Room: 230A

Workshop Title: Traffic Courts and the Legal System: Strategies to Improve Your Local Processes

Workshop Description: Traffic courts face common problems in managing traffic cases and crash litigation. The causes of these constraints may stem from unsatisfactory legislation, the dichotomy of criminal versus civil jurisdiction over traffic offenses, inadequate support staff and data processing, insufficient training, or the inaccurate perception of the serious nature of traffic violations. Practitioners in the field will discuss strategies that have worked in their states and local jurisdictions.

Workshop Leader:
Judge G. Michael Witte
Dearborn County Court
P.O. Box 521
Lawrenceburg, IN 47025
Phone: 812/537-8874
Fax: 812/537-4295

Speakers:
Lori Bluhm
Assistant City Attorney
500 W. Big Beaver
Troy, MI 48084
Phone: 248/524-3323
Fax: 248/524-3259

Christy Tull
Ohio Judicial College
Supreme Court of Ohio
30 E. Broad Street, 35th Floor
Columbus, OH 43266-0419
Phone: 614/752-8677
Fax: 614/752-4580

Judge Larry E. Moller
Skagit County District Court
Public Safety Building
600 S. 3rd Street
Mt. Vernon, WA 98273
Phone: 360/336-9319
Fax: 360/336-9318

Time: 10:00 am – 11:30 am
Room: 206

Workshop Title: Switching Gears to Safer Cycling

Workshop Description: Communities can better address bicycle safety as a complete package rather than as a segmented approach. Learn how enforcement of laws and rules of the road make planners better designers of facilities for users of all ages. Hear how the medical community is getting more involved, especially in addressing children's bicycle-related injuries.

Workshop Leader:
Betty Drake, President
Drake & Associates
8003 E Del Tomasol
Scottsdale, AZ 85258
Phone: 602/998-1305
Fax: 602/998-1232
E-mail: bettydrake@aol.com

Speakers:
Tana Ball
Director of Programs
Los Angeles Unified School District
Bike L.A. / Safety Training Program
5607 Capistrano Avenue
Woodland Hills, CA 91367
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Fax: 818/336-4251
E-mail: tball1@lausd.k12.ca.us

Michael Macklin, M.D.
Head of Section, General Pediatrics
Cleveland Clinic Foundation
9500 Euclid Avenue
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Leigh Matusik
Florida DOT
District 5 MS 4-564
719 S. Woodland Boulevard
Deland, FL 32720
Phone: 904/943-5600
Fax: 904/736-5065

Time: 10:00 am – 11:30 am
Room: 204
M O N D A Y

Time: 10:00 am - 11:30 am
Room: 230B

Workshop Title: A Further Focus on Fatigue

Workshop Description: The problem of fatigued and drowsy driving has been recognized as a significant traffic safety problem. This workshop will present information on the latest research and program development from NHTSA, the National Sleep Foundation (NSF), AAA, and New York State.

Workshop Leader:
Anne T. McCarr, Ph.D.
Deputy Director
Institute for Traffic Safety
80 Wolf Road, Suite 607
Albany, NY 12205-2604
Phone: 518/453-0291
Fax: 518/453-0298

Speakers:
Lynn Butler
Senior Account Executive
Global Exchange, Inc.
7910 Woodmont Avenue, Suite 400
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Darrel Drobnich
Program Coordinator
National Sleep Foundation
1367 Connecticut Avenue, NW
Suite 200
Washington, DC 20036
Phone: 202/347-3471
Fax: 202/347-3472

Stephanie Faul
Manager of Public Relations
AAA Foundation for Traffic Safety
1440 New York Avenue, NW
Washington, DC 20005
Phone: 202/639-8944

Susan B. Hardman
Director, Bureau of Injury Prevention
NYS Department of Health
Empire State Plaza-Corning Tower
Room 557
Albany, NY 12237-0677
Phone: 518/473-1143
Fax: 518/473-2853

11:45 am - 1:15 pm
Public Auditorium

Luncheon

Dr. Edward Ogden
Victoria, Australia

Dr. Ogden is a consultant in clinical forensic medicine and is an Associate in the Department of Public Health and Community Medicine at Melbourne University. He is also a consultant to the Victoria Police. He is the only Australian clinician who is a member of the International Committee on Alcohol, Drugs, and Traffic Safety. Dr. Ogden has conducted experiments on the metabolism of alcohol and its effects and has taught the medical aspects of the Breath Analysis Instrument Operators Course at the Victoria State Forensic Science Laboratory.

Special give aways in preparation for Lifesavers Private Party at the Rock and Roll Hall of Fame.

Time: 1:30 pm - 3:00 pm
Room: 205A

Workshop Title: The Employer and Safe Communities: Where's the Fit?

Workshop Description: After an overview presentation of best practices in workplace safety programs, participants will engage in analyzing data, identifying 2-3 problems, and developing an incident reduction plan at one of 7 roundtables. A second overview on "Marketing Traffic Safety to the CEO" will be presented followed by a "pitch" from each of the 7 workgroups.

Workshop Leader:
Susan Herbel, Ph.D.
Executive Director, Network of Employers for Traffic Safety (NETS)
1900 L Street, NW, Suite 705
Washington, DC 20036
Phone: 202/452-6005
Fax: 202/223-7012
E-mail: sherbel@traintsafety.org

Speakers:
Charles Butler
AAA
1000 AAA Drive
Heathrow, FL 32746
Phone: 407/444-7952
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E-mail: cbutler@national.aaa.com

Maria Farrah
Governor's Highway Safety Bureau
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Boston, MA 02202
Phone: 617/727-5073
Fax: 617/727-5077
E-mail: Maria.Farrah@state.ma.us
The Employer and Safe Communities: Where's the Fit?
continued

Tim Hoyt, Vice President, Safety Nationwide Insurance Enterprise
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Mail Drop 1-22-06
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Mark Johnson
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Fax: 330/896-3751
E-mail: Ma1051@hotmail.com

Michael F. Trentacoste, P.E.
Director, Office of Highway Safety
FHWA, HHS-1
400 7th Street, SW
Washington, DC 20590
Phone: 202/366-1153
Fax: 202/366-8518
E-mail: michael.trentacoste@fhwa.dot.gov

Time: 1:30 pm – 3:00 pm
Room: 203

Workshop Title:
Quality Improvement Strategies for Making a Safe Community Even Safer

Workshop Description: Presenters will discuss how quality improvement strategies, used in the Institute for Healthcare Improvement's successful Community Motor Vehicle Breakthrough Series, can be applied to Safe Communities. The workshop will include opportunities to use flow chart systems, utilize outcome data, identify content knowledge, map out short improvement cycles, and track progress.

Workshop Leader:
Catherine Kinney, Ph.D.
Kinney Associates
3255 Bluet Drive
Ann Arbor, MI 48105
Phone: 734/913-0702
Fax: 734/769-0937
E-mail: ckinney@umich.edu

Speaker:
Beth Leopold, Director
Northern New Mexico Health Care Alliance
607 Mills Avenue, #264
Las Vegas, NM 87701
Phone: 505/425-0648
Fax: 505/425-8784
E-mail: nnnmha@nmhu.campus.mci.net

Time: 1:30 pm – 3:00 pm
Room: 212A

Workshop Title:
Air Bag Issues: The Status of Depowering, On-Off Switches, and Deactivation

Workshop Description: An update on the issues surrounding the NHTSA rulemaking to allow the installation of on-off switches for air-bag-equipped vehicles, the public’s response, and projections for the future. Several viewpoints will be presented on the issues.

Workshop Leader:
Philip Recht, Deputy Administrator
National Highway Traffic Safety Administration
400 - 7th St. NW, Rm. 5220
Washington, DC 20590
Phone: 202/366-2775
Fax: 202/366-2106
E-mail: precht@nhtsa.dot.gov

Speakers:
Adrian Lund
Insurance Institute for Highway Safety
1005 North Glebe Road
Arlington, VA 22201-4751
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Fax: 703/247-1587
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Barry Feltz
American Automobile Manufacturers Assn.
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Chuck Hurley
National Safety Council
1025 Connecticut Avenue NW
Suite 1200
Washington, D.C. 20036
Phone: 202/974-2460
Fax: 202/283-0032
E-mail: hurley@nsc.org
Time: 1:30 pm - 3:00 pm
Room: 231

Workshop Title:
Traffic Courts and the Legal System: Strategies to Improve Your Local Processes

Workshop Description: Traffic courts face common problems in managing traffic cases and crash litigation. The causes of these constraints may stem from unsatisfactory legislation, the dichotomy of criminal versus civil jurisdiction over traffic offenses, inadequate support staff and data processing, insufficient training, or the inaccurate perception of the serious nature of traffic violations. Practitioners in the field will discuss strategies that have worked in their states and local jurisdictions.

Workshop Leader:
Judge G. Michael Witte
Dearborn County Court
P.O. Box 521
Lawrenceburg, IN 47025
Phone: 812/537-8874
Fax: 812/537-4295

Speakers:
Lori Bluhm
Assistant City Attorney
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Christy Tull
Ohio Judicial College
Supreme Court of Ohio
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Fax: 614/752-4580

Judge Larry E. Moller
Skagit County District Court
Public Safety Building
600 S. 3rd Street
Mt. Vernon, WA 98273
Phone: 360/336-9319
Fax: 360/336-9318

Time: 1:30 pm - 3:00 pm
Room: 206

Workshop Title:
Repeat Offenders: What Works?

Workshop Description: Three approaches to handling DUl offenders will be presented by research scientists in a brief debate format. Debate judges with diverse backgrounds will be chosen from the audience before the debate begins and will react to the proposals after the debate. Dr. Voas will open general discussion from the floor with questions to both panelists and judges.

Workshop Leader:
Robert B. Voas, Ph.D.
Senior Research Scientist
Pacific Institute for Research and Evaluation
7315 Wisconsin Avenue, Suite 1300 W
Bethesda, MD 20814
Phone: 301/469-2908
Fax: 301/907-8637

Speakers:
Paul R. Marques, Ph.D.
Director of Drug Programs
National Public Services Research Institute
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Fax: 301/731-6649
E-mail: marques@pire.org

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Traffic Injury Research Foundation of Canada
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Gill Woodall, Ph.D.
Associate Professor
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University of New Mexico
Albuquerque, NM 87131
Phone: 505/768-0114
Fax: 505/768-0113

Time: 1:30 pm - 3:00 pm
Room: 230B

Workshop Title:
The Distracted Driver

Workshop Description: This workshop addresses driver distraction and work load issues. Wireless phone use will be discussed along with an emergency medical perspective of the potential benefits of in-vehicle phones. Strategies for minimizing the adverse safety effects of wireless phones and other potential distractions will be offered.

Workshop Leader:
B. Tilman Jolly, M.D.
George Washington University Medical Center
Department of Emergency Medicine
2140 Pennsylvania Avenue N.W.
Washington, DC 20037
Phone: 202/994-3921
Fax: 202/994-3924

Speakers:
Bill Kelley
Deputy Commissioner
California Highway Patrol
P.O. Box 942898
Sacramento, CA 94298-0001
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Fax: 916/657-7324
E-mail: bkelley@chp.ca.gov

Louis Tijerina, Ph.D.
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10829 S.R. 347
East Liberty, OH 43319-0337
Phone: 937/666-4511
Fax: 937/666-3590
E-mail: ltijerina@nhtsa.dot.gov
Time: 1:30 pm – 3:00 pm
Room: 201

**Workshop Title:**
What is Social Marketing?

**Workshop Description:** An introduction to the practice of social marketing as a way to improve public support for your programs and messages. Learn how marketing is different from advertising, and how you need to do both. Learn how to "segment" audiences, target scarce resources, pick your battles, and select the best "targets of opportunity" for behavior change. You'll learn how to find social marketing consultants, select them, and manage them.

**Workshop Leader:**
William Smith
Executive Vice-President
Academy for Educational Development
1255 23rd Street, NW.
Washington, DC 20037
Phone: 202/884-8750
Fax: 202/884-8752
E-mail: bsmith@aed.org

**Speaker:**
John Strand
Senior Program Officer
Academy for Educational Development
1255 23rd Street, NW
Washington, DC 20037
Phone: 202/884-8902
Fax: 202/884-8752
E-mail: jstrand@aed.org

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Time: 1:30 pm – 3:00 pm
Room: 202

**Workshop Title:**
Partners In Progress: Continuing the Commitment

**Workshop Description:** What's happening at the state and local levels to reach the 11,000 fatalities by 2005 impaired driving goal? This workshop showcases current state, local community, and national organizations' programs and activities that are supporting the implementation of the 1997 Partners in Progress: An Impaired Driving Guide For Action.

**Workshop Leader:**
Laura Ludwig, Deputy Director
Department of Public Safety
P.O. Box 7167
240 Parsons Avenue
Columbus, OH 43205
Phone: 614/466-7076
Fax: 614/728-8330
E-mail: lludwig@dps.state.oh.us

**Speakers:**
John Adkins, Judge
Circleville Municipal Court
151 East Franklin Street
Circleville, Ohio 43113
Phone: 614/474-3175
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Patricia Harmon, Executive Director
Ohio Parents for Drug Free Youth
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Fax: 614/268-7533

Tim Kime, Executive Director
Washington Regional Alcohol Program
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Fax: 703/893-0465
E-mail: tim@cs.com

Steve Schmidt, Director
Bureau of Alcohol Education
PA Liquor Control Board
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Harrisburg, PA 17124-0001
Phone: 717/772-1432
Fax: 717/783-2612
E-mail: sschmidt@lb2rscs.lcb.state.pa.us
MONDAY

Time: 1:30 pm – 3:00 pm
Room: 204

Workshop Title:
Protecting Older Children:
Traveling Safely
After Safety Seats

Workshop Description: Most child safety seats and state laws cover children up to the age of four. What about children who are older than four but too young to be comfortable and safely use an adult seat belt? What is the best way to protect these children and what should state and federal occupant protection policies be with respect to older children?

Workshop Leader:
Phyllis Agran, M.D., MPH
Director
Pediatric Injury Prevention Research Group
University of California, Irvine
3255 Berkeley Place
Irvine, CA 92697
Phone: 714/824-5371
Fax: 714/824-8091
E-mail: pgran@uci.edu

Speakers:
Arthur Anderson, Director
Office of Traffic Safety
Business, Transportation
and Housing Agency
7000 Franklin Boulevard, Suite 440
Sacramento, CA 95823
Phone: 916/262-0990
Fax: 916/262-2960

Phil Haseltine, President
American Coalition for
Traffic Safety, Inc.
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Elaine B. Weinstein, Chief
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National Transportation Safety Board
490 L'Enfant Plaza, East, SW
Washington, DC 20594
Phone: (202) 314-6511
Fax: (202) 314-6598
E-mail: Weinst@ntsb.gov

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Time: 1:30 pm – 3:00 pm
Room: 211

Workshop Title:
Comprehensive Traffic Safety
Programs for Kids

Workshop Description: An interactive audience participation workshop exploring traffic safety programs targeted specifically to and for children.

Workshop Leader:
Patti Bauer, R.N., Program Coordinator
Kansas City Injury Coalition for Kids (KICK)
Children's Mercy Hospital
2401 Gillham Road
Kansas City, MO 64108
Phone: 816/234-3469
Fax: 816/234-3039

Speakers:
Colleen McGuire
Injury Prevention Coordinator
Robert Wood Johnson Foundation Program
Mercy Hospital Pittsburgh
8th Floor, Erminie Building
1400 Locust Street
Pittsburgh, PA 15219
Phone: 412/232-8485

Christine Laitta
Education Program Developer/Actress

Kathy Strotmeyer
PA Chapter
American Academy of Pediatrics
5176 Janie Drive
Pittsburgh, PA 15227-3620
Phone: 412/885-0266
Fax: 412/885-1772

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Time: 1:30 pm – 3:00 pm
Room: 210

Workshop Title:
Binge Drinking on
College Campuses and the
Relationship to Drunk Driving

Workshop Description: This workshop identifies the extent of binge drinking on campus, the problems it creates, and the programs that address it. Audience participation to identify critical issues will be encouraged through a talk show format.

Workshop Leader:
Bob Darnell, Planner
Department of Public Safety
240 Parsons Avenue
Columbus, OH 43205-0167
Phone: 614/466-3170
Fax: 614/728-6330

Speakers:
Connie Boehm
Coordinator of Alcohol and
Other Drug Prevention
Student Wellness Center
Ohio State University
1875 Millikin Rd.
Columbus, OH 43210-2200
Phone: 614/292-4527
Fax: 614/292-7042

William De Jong, Ph.D.
29 Rice Spring Lane
Wayland, MA 01778
Phone: 508/358-5327
Fax: 508/358-5327*33

Lauren Marchetti
University of North Carolina
Safety Research Center
730 Airport Road, Suite 300
Campus Box 3430
Chapel Hill, NC 27599-3430
Phone: 919/962-7412
Fax: 919/962-8710
Time: 3:30 pm – 5:00 pm
Room: 230B

Workshop Title: How to Conduct Traffic Safety Demonstrations

Workshop Description: Setting up a traffic safety demonstration, such as a child seat check-point, road block, or other public/media demonstration, raises many issues, such as limited personnel and liability. This panel will present common themes. Participants will select a group (child safety seat check points, .08 drinking demonstrations, and bike rodeos) to share experiences, ask questions, and learn how to avoid common pitfalls.

Workshop Leader:
Lorrie Walker
Program Coordinator
Pennsylvania Traffic Injury Prevention Project
Rosemont Business Campus
Building 2, Suite 307
919 Conestoga Road
Rosemont, PA 19010
Phone: 610/520-9124
Fax: 610/520-9177
E-mail: paaap@voice.net

Speakers:
Sgt. Roger Daniels
Illinois State Police, District 12
401 Industrial Avenue, Suite A
Effingham, IL 62401
Phone: 217/347-2711

Steve Ingersoll, NREMT-P
Injury Prevention Coordinator
EMS Coordinator
Rainbow Babies & Children’s Hospital
Pediatric Trauma Department
11000 Euclid Avenue
Cleveland, OH 44106-6039
Phone: 216/844-7830
Fax: 216/844-7841
E-mail: ingy55@hotmail.com

Time: 3:30 pm – 5:00 pm
Room: 212A

Workshop Title: Innovative DUI Strategies for Youth: Part I

Workshop Description: For all the gains made in reducing underage DUIs, it still remains one of the most challenging problems facing the highway safety community today. Tough laws and sanctions help, but adolescents are still motivated by peer pressure, the allure of alcohol, rebelliousness, and risk taking. From this panel you’ll hear about successful, innovative programs that have worked at the state and local levels.

Workshop Leader:
Pam Beer
PMB Communications
1114 N. Illinois Street
Arlington, VA 22205
Phone: 703/237-5532
Fax: 703/237-8831
E-mail: pmbeer@worldnet.att.net

Speakers:
Fat Farris, Executive Director
Children At Risk Today (CART)
14005 Steeplestone Dr.
Midlothian, VA 23113
Phone: 804/378-7752
E-mail: pcfarris@worldnet.att.net

Lisa Hutcheson, Executive Director
Indiana Coalition to Reduce Underage Drinking
39 Boone Village
Zionsville, IN 46077
Phone: 317/873-3900
Fax: 317/873-0993
E-mail: icrud@indy.net

Bonnie Malone, Jeanne Enstad
Ohio 4H Programs
OSU Extension, State 4H Office
2120 Pyffe Road
Columbus, OH 43210-1084
Phone: 614/292-6944
Fax: 614/292-5937

Amy O’Lei
MADD Natl. Youth Summit Delegate
MADD National Office
511 East John Carpenter Freeway
Suite 700
Irving, TX 75062-8187
Phone: 214/744-6233 Ext. 216 or 218
Fax: 214/863-2206
**Time:** 3:30 pm – 5:00 pm  
**Room:** 231

**Workshop Title:**  
Child Passenger Safety Enforcement

**Workshop Description:** Training provided for officers, Operation ABC, and Safer New Mexico Now efforts.

**Workshop Leader:**  
Calvin Shields  
Safer New Mexico Now  
911 Osceola Road  
Rio Rancho, NM 8825  
Phone: 505/896-0015

**Speakers:**  
Lt. Joel Bolton  
Lake Charles Police Department  
830 Enterprise Boulevard  
Lake Charles, LA 70601  
Phone: 318/491-1393

Gordy Wright  
Director of Public Information  
Georgia Department of Public Safety  
P.O. Box 1456  
Atlanta, GA 30371  
Phone: 404/624-7710  
Fax: 404/624-6706

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**Time:** 3:30 pm – 5:00 pm  
**Room:** 205A

**Workshop Title:**  
Upgrading Seat Belt Laws: A Blueprint Approach

**Workshop Description:** This session will provide attendees with a blueprint for upgrading seat belt laws to primary enforcement. Learn what you, as the "general contractor," need to have in your tool kit to build a strong foundation and increase the chances of enactment. Also learn from a state that made a valiant effort but fell just short of its goal.

**Workshop Leader:**  
Elizabeth A. Baker, Ph.D.  
Chief, Traffic Safety Division  
Office of Traffic and Safety  
7491 Connelley Dr.  
Hanover, MD 21076  
Phone: 410/787-5822  
Fax: 410/787-5823  
E-mail: Bbaker@sha.state.md.us

**Speakers:**  
Richard Coberg, Ph.D.  
P.O. Box 6362  
Norman, OK 73070  
Phone: 405/360-4353  
Fax: 405/360-4389  
E-mail: Drcoberg@aol.com

Betty Mercer, Executive Director  
Office of Highway Safety Planning  
400 Collins Road  
P.O. Box 30633  
Lansing, MI 48909-8133  
Phone: 517/336-6477  
Fax: 517/333-5756  
E-mail: mercerb@state.mi.us

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**Time:** 3:30 pm – 5:00 pm  
**Room:** 203

**Workshop Title:**  
Quality Improvement Strategies for Making a Safe Community Even Safer

**Workshop Description:** Presenters will discuss how quality improvement strategies, used in the Institute for Healthcare Improvement's successful Community Motor Vehicle Breakthrough Series, can be applied to Safe Communities. The workshop will include opportunities to flow chart systems, utilize outcome data, identify content knowledge, map out short improvement cycles, and track progress.

**Workshop Leader:**  
Catherine Kinney, Ph.D.  
Kinney Associates  
3255 Bluett Drive  
Ann Arbor, MI 48105  
Phone: 734/913-0792  
Fax: 734/769-0937  
E-mail: ckinney@umich.edu

**Speakers:**  
Beth Leopold, Director  
Northern New Mexico Health Care Alliance  
607 Mills Avenue. #264  
Las Vegas, NM 87701  
Phone: 505/425-0648  
Fax: 505/425-8764  
E-mail: NNMHCA@NMHU.CAMPUS.MCI.NET
Workshop Title:
Traffic Law Enforcement in the 21st Century

Workshop Description: What is the future of police traffic services as we approach the 21st century? What will traffic law enforcement do to prepare for the challenges unfolding in the new millennium? This group will also discuss the challenges of improving the public's perception of the advantages of police traffic services and how to improve the quality of life for law enforcement by using state-of-the-art management and training techniques.

Workshop Leader:
George Ferris
NHTSA Region V
19900 Governors Drive, Suite 201
Olympia Fields, IL 60461
Phone: 708/503-8822
Fax: 708/503-8991
E-mail: garris@nhtsa.dot.gov

Speakers:
Lt. Colonel Raymond G. Dutcher
Assistant Deputy Superintendent
New York State Police
Division of Technology and Planning
1220 Washington Avenue, Building 22
Albany, NY 12226-2252
Phone: 518/457-6622
Fax: 518/485-7818

Clifford Karchmer
Director of Program Development
Police Executive Research Forum
1120 Connecticut Avenue, NW
Suite 930
Washington, DC 20036
Phone: 202/466-7820
Fax: 202/466-7826

Harlin R. McEwen
Deputy Assistant Director
Federal Bureau of Investigation
935 Pennsylvania Ave, NW
Room #11225
Washington, DC 20535
Phone: 202/324-8910
Fax: 202/324-3364

Workshop Title:
A Further Focus on Fatigue

Workshop Description: The problem of fatigued and drowsy driving has been recognized as a significant traffic safety problem. This workshop will present information on the latest research and program development from NHTSA, the National Sleep Foundation, (NSF), AAA, and New York State Foundation.

Workshop Leader:
Anne T. McCarrick, Ph.D.
Deputy Director
Institute for Traffic Safety
80 Wolf Road, Suite 607
Albany, NY 12205-2604
Phone: 518/453-0291
Fax: 518/453-0298

Speakers:
Lynn Butler
Senior Account Executive
Global Exchange, Inc.
7910 Woodmont Avenue, Suite 400
Bethesda, MD 20814
Phone: 301/656-3100
Fax: 301/652-5264

Darrel Drobnich
Program Coordinator
National Sleep Foundation
1367 Connecticut Avenue, NW
Suite 200
Washington, DC 20036
Phone: 202/347-3471
Fax: 202/347-3472

Stephanie Faul
Manager of Public Relations
AAA Foundation for Traffic Safety
1440 New York Avenue, NW
Washington, DC 20005
Phone: 202/638-5944

Susan B. Hardman
Director, Bureau of Injury Prevention
NYS Department of Health
Empire State Plaza-Corning Tower
Room 557
Albany, NY 12237-0677
Phone: 518/473-1143
Fax: 518/473-2853

Workshop Title:
The Hard Core Drunk Driver: Who Is He and How Can We Deal With Him?

Workshop Description: Two DWI "cases" will be presented, both based upon real incidents. Panel members will be asked to discuss the issue of "identification and assessment" for each — how do we know if these are hard core drinking drivers and how do we assess the nature and extent of their problems? Treatment, sanctioning, alternatives to incarceration, and interrelated elements will be explored. Opportunities for audience comments are built into the program.

Workshop Leader:
Herbert M. Simpson, Ph.D.
President and CEO
Traffic Injury Research Foundation
171 Nepean Street, Suite 200
Ottawa, Ontario K2P OB4
Canada
Phone: 613/238-5235
Fax: 613/238-5292
E-mail: Herbs@istar.ca

Speakers:
Marion Blakey
Project Director
Hard Core Drunk Driver Project
The Century Council
550 South Hope Street, Suite 1950
Los Angeles, CA 90071-2604
Phone: 202/879-4142
Fax: 202/638-1976

Thomas Nochajski, Ph.D.
Research Institute on Addictions
1021 Main Street
Buffalo, New York 14203-1018
Phone: 716/887-2566
Fax: 716/887-2477
E-mail: Tnochajski@RIA.org

Robert B. Voas, Ph.D.
Senior Research Scientist
Pacific Institute for Research & Evaluation
7315 Wisconsin Avenue, Suite 1300 W
Bethesda, MD 20814
Phone: 301/951-4233
Fax: 301/907-8637
E-mail: VOAS@PIRE.ORG
**Monday**

**Time:** 3:30 pm – 5:00 pm  
**Room:** 206

**Workshop Title:**  
Impaired Driving  
Enforcement: Turning Up the Heat

**Workshop Description:** Exploring the law enforcement initiatives outlined in *Partners in Progress: An Impaired Driving Guide for Action*, this workshop will provide a frank discussion of goals, along with ways to reduce barriers, energize public support, and increase law enforcement resources directed toward reducing impaired driving injuries and deaths.

**Workshop Leader:**  
Craig Allred, Director  
Utah Highway Safety Office  
Department of Public Safety  
411 West 7200 South, Suite 300  
Midvale, UT 84047-1006  
Phone: 801/255-0573 Ext. 121  
Fax: 801/255-0823

**Speakers:**  
Chief Peter Carnes  
Yarmouth Police Department  
424 Main Street  
Yarmouth, MA 02675  
Phone: 508/775-0445  
Fax: 508/775-4997

Dennis Foley, Ph.D.  
Albany County, NY, STOP DWI  
Program Administrator  
112 State Street, Room 1300  
Albany, NY 12207  
Phone: 518/447-7706  
Fax: 518/447-7789

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**5:00 pm – 6:00 pm**  
*Exhibit Hall B*  
Poster Session and Refreshments

Time and space have been arranged at the conference for information and resource sharing.

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**7:00 pm – 11:00 pm**  
**Rock & Roll Hall of Fame**

**Rock & Roll Hall of Fame Reception**

The Rock and Roll Hall of Fame and Museum is 150,000 square feet of solid rock. You’ll find original films, interactive displays, rare artifacts and the music that connects more than a few generations. Here the evolution of rock and roll dominates the walls. After all, where else can you see Jim Morrison’s Cub Scout uniform?

The Rock and Roll Hall of Fame Gift Shop will be open from 7 pm-9 pm!

Transportation will be provided to/from the Marriott, Sheraton and Holiday Inn Hotels.
**Time:** 8:45 am – 10:15 am  
**Room:** 205A  

**Workshop Title:**  
Buckle Up America  
Campaign: Experience with High-Visibility Enforcement  

**Workshop Description:** High-visibility enforcement has been identified as one of four key elements of the Presidential Initiative to Increase Seat Belt Use Nationwide. Presenters draw from the data and their own experiences to show effectiveness in raising seat belt use rates to higher than average levels.

**Workshop Leader:**  
Colonel Sid Miles, Commissioner  
Georgia Department of Public Safety  
P.O. Box 1456  
Atlanta, GA 30371  
Phone: 404/624-7710  
Fax: 404/624-7498

**Speakers:**  
Lt. Paul Heatley  
Albuquerque Police Department  
5408 2nd Street, NW  
Albuquerque, NM 87107  
Phone: 505/761-8800  
Fax: 505/761-8896

Colonel (Ret.) Richard Verbeck  
2795 Argyle Drive  
Salem, OR 97302  
Phone: 503/362-0148

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**Time:** 8:45 am – 10:15 am  
**Room:** 206

**Workshop Title:**  
Impaired Driving Enforcement: Turning Up the Heat

**Workshop Description:** Exploring the law enforcement initiatives outlined in Partners in Progress: An Impaired Driving Guide for Action, this workshop will provide a frank discussion of goals, along with ways to reduce barriers, energize public support, and increase law enforcement resources directed toward reducing impaired driving injuries and deaths.

**Workshop Leader:**  
Craig Allred, Director  
Utah Highway Safety Office  
Department of Public Safety  
411 West 7200 South, Suite 300  
Midvale, UT 84047-1006  
Phone: 801/255-0573 Ext. 121  
Fax: 801/255-0823

**Speakers:**  
Chief Peter Carnes  
Yarmouth Police Department  
424 Main Street  
Yarmouth, MA 01984  
Phone: 508/775-0445  
Fax: 508/775-4997

Dennis Foley, Ph.D.  
Albany County, NY, STOP DWI  
Program Administrator  
112 State Street, Room 1300  
Albany, NY 12207  
Phone: 518/447-7706  
Fax: 518/447-7789
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<th>Time</th>
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<td>10:00 am -</td>
<td>Safe Communities:</td>
<td>Make the Web Work for</td>
<td>Automatic, Automated</td>
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<td>11:30 am</td>
<td>A Mechanism for Moving</td>
<td>You: Accessing Traffic</td>
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<td>Comprehensive Traffic Safety Programs for Kids</td>
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<td>Graduated Driver Licensing: The Future is Now</td>
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<td>Child Passenger Safety: Education and Certification</td>
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<td>Innovative DUI Strategies for Youth: Part I</td>
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Tuesday

Time: 8:45 am – 10:15 am
Room: 212A

Workshop Title:
How To Make Dynamic Presentations Using Your Laptop Computer

Workshop Description: Learn how to use a laptop computer and Microsoft PowerPoint software to enliven and illustrate the main points in your presentations. This workshop is designed for the novice who has only limited computer skills.

Workshop Leader:
Alyson Coyle
Transportation Safety Institute
P.O. Box 25082, DEI 70
Oklahoma City, OK 73125-5050
Phone: 405/954-3112
Fax: 405/954-8264
E-mail: Alyson_Coyle@mmacmail.jeebigov

Speaker:
Belinda Jackson
Regional Program Manager
NHTSA Region IV
61 Forsyth Street, SW, Suite 17T30
Atlanta, GA 30303
Phone: 404/562-3739
Fax: 404/562-3763
E-mail: bjackson@nhtsa.dot.gov

---

Time: 8:45 am – 10:15 am
Room: 210

Workshop Title:
Graduated Driver Licensing: The Future Is Now

Workshop Description: Learn about Graduated Driver Licensing, states’ experience, success with night time driving restrictions and teen support, strategies to combat law repeal efforts, and more.

Workshop Leader:
Pat Waller, Ph.D.
Director, Transportation Research Institute
University of Michigan
2901 Baxter Rd.
Ann Arbor, MI 48109-2150
Phone: 313/936-1046
Fax: 313/936-1081
E-mail: pwaller@umich.edu

Speakers:
Rob Foss, Ph.D.
Manager of Alcohol Studies
University of North Carolina
Highway Safety Research Center
730 Airport Rd.
CB#340
Chapel Hill, NC 27599-3430
Phone: 919/962-2202
Fax: 919/962-8710
E-mail: rob_foss@unc.edu

Pam Kidd, Ph.D., FNT, Director
Graduate Nursing Program
Spaulding University
312 Sage Road
Louisville, KY 40207
Phone: 502/588-7195
Fax: 502/588-7175
E-mail: pskid@pop.uky.edu

Allan Williams, Ph.D.
Senior Vice President for Research
Insurance Institute for Highway Safety
1005 N. Glebe Rd.
Arlington, VA 22201-4751
Phone: 703/247-1500

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Time: 8:45 am – 10:15 am
Room: 202

Workshop Title:
Make the Web Work for You: Accessing Traffic Records Data Bases Via the Web

Workshop Description: Attendees in small work groups will allocate various types of resources to support a Safe Community. The groups will develop strategies for conducting a community-level needs assessment and a safety plan using data sources available on the WEB. Participants receive a copy of the reference materials (WEB data sources, data content, access process, etc.) used during the workshop and the group summaries. Resource experts will assist.

Workshop Leader:
Harold (Hank) Weiss, MPH
Center for Injury Research & Control
Allegheny University of Health Sciences
One Allegheny Center, Suite 500
Pittsburgh, PA 15212
Phone: 412/330-6127
Fax: 412/330-6122
E-mail: hweiss@injurycontrol.com

Speakers:
Larry Cook
CODES
410 Chipeta, Suite 222
Salt Lake City, UT 84108
Phone: 801/581-6410
Fax: 801/581-8686

Barry Eisemann
FARS Data Processing Manager
National Center for Statistics and Analysis, NHTSA
400 7th Street SW, Room 6125
Washington, DC 20590
Phone: 202/366-5364
Fax: 202/366-7078
E-mail: Bowesman@nhtsa.dot.gov

Sandra Johnson
Consultant to NASA/NHTSA
400 7th Street SW, Room 6125
Washington, DC 20590
Phone: 202/366-5364
Fax: 202/366-7078
E-mail: Johnson@nhtsa.dot.gov
**Workshop Title:** The Distracted Driver

**Workshop Description:** This workshop addresses driver distraction and workload issues. Wireless phone use will be discussed along with an emergency medical perspective of the potential benefits of in-vehicle phones. Strategies for minimizing the adverse safety effects of wireless phones and other potential distractions will be offered.

**Workshop Leader:**
B. Tilman Jolly, M.D.
George Washington University Medical Center
Department of Emergency Medicine
2140 Pennsylvania Avenue N.W.
Washington, DC 20037
Phone: 202/994-3921
Fax: 202/994-3924

**Speakers:**
Bill Kelley
Deputy Commissioner
California Highway Patrol
P.O. Box 942898
Sacramento, CA 94289-0001
Phone: 916/657-7152
Fax: 916/657-7324
E-mail: bkelley@chp.ca.gov

Louis Tijerina, Ph.D.
Transportation Research Center Inc.
10829 S.R. 347
East Liberty, OH 43319-0337
Phone: 937/666-4511
Fax: 937/666-3590
E-mail: ltijerina@nhfia.dot.gov

**Time:** 8:45 am – 10:15 am

**Room:** 230A

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**Workshop Title:** The National Zero Tolerance Teleconference is Starting in 5 Seconds, 4 Seconds...

**Workshop Description:** This workshop will be conducted as if the participants are actually involved in, or viewing, the National Zero Tolerance Teleconference. Some panelists will actually take part in the Teleconference while others will be Lifesaver participants recruited for participation. Zero tolerance law awareness and enforcement issues will be highlighted.

**Workshop Leader:**
Judy Tindall
National Peer Helpers Association
P.O. Box 2684
Greenville, NC 27858
Phone: 314/916-5800 or 314/739-4077
Fax: 314/916-0146
E-mail: Adja12679@aol

**Speakers:**
Rick Delano
Scholastic, Inc.
555 Broadway
New York, NY 10012-3999
Phone: 212/343-6558
Fax: 212/343-4808

Drew Hunter
BACCHUS
P.O. Box 100430
Denver, CO 80250-0430
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Fax: 303/871-0907

Mark Campbell
Governor's Traffic Safety Bureau
307 East 7th Street
Des Moines, IA 50319
Phone: 515/281-5430
Fax: 515/281-6190
E-mail: campbell@dps.state.ia.us

John Heeney
National Federation of State High School Associations
P.O. Box 26262
Kansas City, MO 64195
Phone: 816/464-5400

**Time:** 8:45 am – 10:15 a.m.

**Room:** 230B

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**Workshop Title:** What is Social Marketing?

**Workshop Description:** An introduction to the practice of social marketing as a way to improve public support for your programs and messages. Learn how marketing is different from advertising, and how you need to do both. Learn how to “segment” audiences, target scarce resources, pick your battles, and select the best “targets of opportunity” for behavior change. You’ll learn how to find social marketing consultants, select them, and manage them.

**Workshop Leader:**
William Smith
Executive Vice-President
Academy for Educational Development
1255 23rd Street, NW.
Washington, DC 20037
Phone: 202/884-8750
E-mail: bsmith@aed.org

**Speakers:**
John Strand
Senior Program Officer
Academy for Educational Development
1255 23rd Street, NW.
Washington, DC 20037
Phone: 202/884-8902
Fax: 202/884-8752
E-mail: jstrand@aed.org

**Time:** 8:45 am – 10:15 a.m.

**Room:** 203
Time: 8:45 am - 10:15 am

Room: 231

Workshop Title: Safe Communities: Incorporating New Partners and Approaches

Workshop Description: Safe Communities models offer creative opportunities to involve individuals or organizations not typically part of the highway safety effort.

Workshop Leader: Jill Cochran, Planner
Ohio Department of Public Safety
P.O. Box 7167
240 Parsons Avenue
Columbus, OH 43205
Phone: 614/466-3250
Fax: 614/466-0433

Speakers:
Mike Baldwin
NHTSA Region X
3140 Jackson Federal Building
915 Second Avenue
Seattle, WA 98174
Phone: 206/220-7640
Fax: 206/220-7651

Lt. John Born
Ohio State Highway Patrol
660 East Main Street
Columbus, OH 43205
Phone: 614/752-2792

Tina Hissong
Office of Highway Safety Planning
4000 Collins Road
P.O. Box 30633
Lansing, MI 48909-8133
Phone: 517/333-5754
Fax: 517/333-5756

Kay Mantonya
Licking County Health Department
675 Price Road
Newark, OH 43055
Phone: 740/349-6535
Fax: 740/349-6510

Thomas T. Reiley, M.D.
Synapse Consultation
17229 Rimrock Drive
Golden, CO 80401
Phone: 303/384-3211

Barbara Sauers
Office of Communications and Outreach, NTS-22
Traffic Safety Programs
National Highway Traffic Safety Administration
400 7th Street, S.W.
Washington, D.C. 20590
Phone: 202/366-0144
Fax: 202/493-2062

Time: 8:45 am - 10:15 am

Room: 211

Workshop Title: Speed in America

Workshop Description: A college-style debate on the pros and cons of increased speed limits. Is speeding really a problem? How much do speed limits really matter? Does law enforcement really give you ten miles over the speed limit? And more...

Workshop Leader: Jack Stuster
Anacapa Sciences
301 East Carillo St., 2nd Floor
Santa Barbara, CA 93101
Phone: 805/966-6157, Ext. 21
Fax: 805/966-7713
E-mail: jstuster@anacapasciences.com

Speakers:
Adrian Lund
Insurance Institute for Highway Safety
1005 N. Glebe Road
Arlington, VA 22201
Phone: 703/247-1500
Fax: 703/247-1588

Sgt. Terry McDonnell
NY State Police
Traffic Services
1220 Washington Avenue, Bldg. 22
Albany, NY 12226
Phone: 518/457-3258

Terry Pence
Program Director
Texas DOT Traffic Operations Division
125 E. 11th St.
Austin, TX 78701-2483
Phone: 512/416-3168
Fax: 512/416-3349
**Time:** 8:45 am – 10:15 am  
**Room:** 204  

**Workshop Title:**  
**The Truth Is Out There: Improving the Quality of Life for the Child Pedestrian**  

**Workshop Description:** Examine how child pedestrians are injured; how their behavior and physiology affects why they are injured; and what communities can do to make their walking environments safer.

**Workshop Leader:**  
Lauren Marchetti, Manager  
Public Information Programs  
University of North Carolina Highway Safety Research Center  
730 Airport Road  
Chapel Hill, NC 27599-3439  
Phone: 919/962-7412  
Fax: 919/962-8710  
E-mail: lauren_marchetti@unc.edu

**Speakers:**  
Mark Fenton  
Editor-at-Large  
WALKING Magazine  
9-11 Harcourt Street  
Boston, MA 02116  
Phone: 617/266-3322  
Fax: 617/266-7373  
E-mail: fenton@walkingmag.com

Allyson A. Kreshak  
Project Coordinator  
Injury Circumstance Evaluation Study  
The Children's Hospital of Philadelphia  
ARC706 @ 34th Civic Center Blvd.  
Philadelphia, PA 19104  
Phone: 215/590-5395  
Fax: 215/590-5425  
email: akreshak@ 
mail.med.upenn.edu

Diane Winn, R.N., MPH  
University of California - Irvine  
Health and Policy Research  
Pediatric Injury Prevention Group  
3255 Berkeley Place  
Irvine, CA 92697-5800  
Phone: 714/824-7410  
Fax: 714/824-8091  
E-mail: dgwinn@uci.edu

**Time:** 10:30 am – 12 noon  
**Room:** 205A  

**Workshop Title:**  
**Harnessing the Strength of Diversity to Create Powerful Messages**  

**Workshop Description:** Don't miss this unique opportunity to meet with Frances Murphy Draper, President of the Afro American Newspaper, to discuss marketing strategies to reach diverse populations. In this highly interactive town hall meeting, you will be asked to share your ideas and concerns regarding cultural and ethnic diversity as it relates to selling traffic safety.

**Workshop Leader:**  
Frances Murphy Draper, President  
Afro American Newspaper  
2519 N. Charles Street  
Baltimore, MD 21218  
Phone: 410/554-8220  
Fax: 410/554-8218  
E-mail: http://www.afroam.org

**Time:** 10:30 am – 12:00 noon  
**Room:** 204  

**Workshop Title:**  
**Child Safety Seat Use and Misuse**  

**Workshop Description:** Join us to learn more about parental perceptions of child safety seat misuse gleaned from focus groups and national surveys as well as two landmark research studies investigating patterns of injury among children involved in motor vehicle crashes.

**Workshop Leader:**  
Angela Mickalide  
Program Director  
National SafeKds Campaign  
1301 Pennsylvania Ave., NW  
Suite 1000  
Washington, DC 20004  
Phone: 202/662-0603  
Fax: 202/393-2072  
E-mail: amickalide@safekids.org

**Speakers:**  
Esha Bhatia  
The Children's Hospital of Philadelphia  
Division of Pediatrics  
34th Street & Civic Center Blvd.  
Philadelphia, PA 19104  
Phone: 215/590-5679  
Fax: 215/590-2180  
E-mail: bhatia@email.chop.edu

Cathy Gotschall  
Trauma Research Associate  
Children's National Medical Center  
111 Michigan Avenue, NW  
Washington, DC 20010  
Phone: 202/884-3960  
Fax: 202/884-6510  
E-mail: cgotscha@cnmc.org

Diane Winn, R.N., MPH  
University of California - Irvine  
Health and Policy Research  
Pediatric Injury Prevention Group  
3255 Berkeley Place  
Irvine, CA 92697-5800  
Phone: 714/824-7410  
Fax: 714/824-8091  
E-mail: dgwinn@uci.edu
Time: 10:30 am – 12:00 noon

Room: 230A

Workshop Title:
Learn How Today:
“First There, First Care”
Bystander Care National Campaign

Workshop Description: This hands-on training session will familiarize participants with bystander care. Discover the Bystander Care National Campaign and related resource information. Training includes car-ready kits containing latex gloves, a mouth piece for CPR, etc.

Workshop Leader:
Amy Geissler, Project Manager
“First There, First Care”
Bystander Care National Campaign
1901 L Street, N.W., Suite 300
Washington, DC 20036
Phone: 202/736-1646
Fax: 202/331-3003
E-mail: amy.geissler@dcogilvyrp.com

Speaker:
K.J. Feury, R.N.
Trauma Service
Morristown Memorial Hospital
100 Madison Avenue
Morristown, NJ 07962-1956
Phone: 973/971-4327
Fax: 973/290-7350
E-mail: karenjeanfeury@mmh.ahtsys.org

Time: 10:30 am – 12:00 noon

Meet in front of the Convention Center at the school bus

Workshop Title:
As Your Mother Always Said, “Don’t Be Late For The School Bus”

Workshop Description: Grab your coat and mittens, don’t forget your book bag, and get to the school bus stop in front of the Convention Center by 10:30 am for a school bus ride you’ll never forget! As you enter the bus, find a seat, sit down, face forward, be quiet, and put on your thinking caps. Learn why you don’t have a seat belt, why traveling in the school bus is safer than in any other motor vehicle, and how to behave in and around the bus. Limited to first 80 participants.

Workshop Leader:
Charles Gauthier
Executive Director
National Association of State Directors of Pupil Transportation Services
P.O. Box 1402
Dover, DE 19903
Phone: 1-800/585-0340
Fax: 302/739-4654

Speakers:
Donnie Dutton
Supervisor Pupil Transportation
Ohio Department of Education
65 S. Front Street, Room 815
Columbus, OH 43215
Phone: 614/466-4230
Fax: 614/466-8700
E-mail: sf-dutton@ode.ohio.gov@inett@odevax

Terry Voy
School Transportation
Iowa Department of Education
Grimes Building
Des Moines, IA 50319
Phone: 515/281-4749
Fax: 515/281-7700
E-mail: tvoj@max.state.ia.us

Ohio Bus Driver
To Be Determined

Time: 10:30 am – 12:00 noon

Room: 230B

Workshop Title:
Aggressive Driving

Workshop Description: This interactive workshop will familiarize participants with aggressive driving issues from a national perspective by highlighting examples of existing programs from around the country. Issues relating to citizen groups and legislative matters will be addressed.

Workshop Leader:
Sgt. Bob Hohn
Arizona Department of Public Safety
Currently assigned to NHTSA Traffic Law Enforcement Division, NTS13
400 Seventh Street, SW
Washington, DC 20590
Phone: 202/366-2749
Fax: 202/366-7721
E-mail: bhohn@nhtsa.dot.gov

Speakers:
Steve Allan
WBBG 100.3 FM
1300 Rockville Pike
Rockville, MD 20852-1412
Phone: 301/468-7925
Fax: 301/770-0236
E-mail: Sallan1@Junocom

Janet B. Goerling
National Conference of State Legislatures
1560 Broadway, Suite 700
Denver, CO 80202
Phone: 303/630-2200
Fax: 303/363-8003
E-mail: jan.goerings@ncsl.org

Lisa Shiekh
Executive Director
Citizens Against Speeding and Aggressive Driving, Inc.
P. O. Box 77087
Washington, DC 20013-7087
Phone: 202/244-7377
Fax: 202/244-7377
E-mail: Roadrights@aol.com

Judge Michael Witte
Dearborn County Court
Third Floor
West High Street
Lawrenceburg, IN 47025
Phone: 812/537-1040 Ext. 874
**Workshop Title:**
**DUI and the Medical Community: To Report or Not Report Suspected Offenders**

**Workshop Description:** Beginning with a videotape dramatization of the DUI problem that emphasizes the Emergency Department visit, this workshop features a point-counterpoint debate about the role of medical providers in reporting suspected DUI offenders who visit the ED. Strategies for getting reporting laws passed, and for reporting practices which do not violate existing laws, will be offered.

**Workshop Leader:**
Jeffrey W. Runge, M.D., FACEP
Assistant Chairman, Department of Emergency Medicine
Carolinan Medical Center
P.O. Box 32861
Charlotte, NC 28223-2861
Phone: 704/355-7092
Fax: 704/355-7047
E-mail: jrunge@carolinan.org

**Speakers:**
Thomas Esposito, M.D., M.P.H.
Associate Professor of Surgery
Asst. Director of Burn and Shock Trauma Institute
Loyola University Medical Center
Building 110, Room 4233
2160 South First Avenue
Maywood, IL 60153
Phone: 708/327-2449
Fax: 708/327-2613

Susan M. Nedza, M.D., FACEP
Chair, Alcohol Concentration Reporting Task Force
American College of Emergency Physicians
c/o Mr. Ken King
P.O. Box 619911
Dallas, TX 75261-9911
Phone: 630/655-3835
Fax: 630/986-9443

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**Workshop Title:**
**New DUI Research**

**Workshop Description:** Partners in Progress has stimulated new research in impaired driving areas that have potential for impact on the problem. This workshop discusses new work and work in progress from the Insurance Institute for Highway Safety, NHTSA, NIAAA and other sponsoring partners.

**Workshop Leader:**
Allan F. Williams, Ph.D.
Senior Vice President, Research
Insurance Institute for Highway Safety
1005 N. Glebe Road
Arlington, VA 22201
Phone: 703/247-1560
Fax: 703/247-1597

**Speakers:**
James C. Fell
Chief, Research and Evaluation Division (NTS-31)
Traffic Safety Programs, NHTSA
400 Seventh Street, SW
Washington, DC 20590
Phone: 202/366-5592
Fax: 202/366-7096
E-mail: Jfel@nhtsa.dot.gov

John Lacey, Ph.D.
Mid America Research Institute
P.O. Box 3329
Sheperdstown, WV 25443
Phone: 304/876-1501
Fax: 304/876-1701

David Preusser, Ph.D.
President, Preusser Research Group
7100 Main Street
Trumbull, CT 06611
Phone: 203/459-8700
Fax: 203/459-8312

Leslie Upledger-Ray, Ph.D.
Senior Epidemiologist
Department of Health and Human Services, San Diego County
6255 Mission Gorge Road
San Diego, CA 92120
Phone: 619/285-6429
Fax: 619/285-6531

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**Workshop Title:**
**Buckle Up America Campaign: Public Attitudes and Opinions**

**Workshop Description:** With 68 percent of the drivers on the road buckled up, the easy gains in belt use have already been made. Future gains will depend on how well programs address their audiences and focus activities for specific responses. This workshop presents the best and most recent research on what the public thinks about safety belts, child safety seats, laws requiring their use and enforcement of those laws, and air bag safety.

**Workshop Leader:**
Janet Dewey
Executive Director
Air Bag Safety Campaign
National Safety Council
1025 Connecticut Avenue, NW
12th floor
Washington, DC 20036-5405
Phone: 202/293-2270 ext.492
Fax: 202/522-1399
E-mail: deweyj@nsc.org

**Speakers:**
Steve Bradbard
Researcher
Lisboa Associates, Inc
1317 F Street, NW, Suite 400
Washington, DC 20004-1115
Phone: 202/737-2622
Fax: 202/638-1973
E-mail: steveb@lisboa.ishub.com

David Mitchell
Partner
Greer, Margolis, Mitchell
Burns & Associates
1010 Wisconsin Avenue, NW
Suite 500
Washington, DC 20007
Phone: 202/333-6700
Fax: 202/338-2334
E-mail: davidmitchell@gmb.com
Workshop Title: Innovative DUI Strategies for Youth: Part II

Workshop Description: Capa City is a community-building simulation experience designed to empower high school age youth to take an active role in preventing alcohol and other drug use and impaired driving by their peers. Capa City provides teens an opportunity to adopt a role within one of eight segments of the mock community (e.g., law enforcement, faith-based, government, etc.). This workshop explains the program and gives participants an interactive, first hand look at a Capa City simulation.

Workshop Leader:
Jill Cochran, Planner
Ohio Department of Public Safety
1970 W. Broad St.
Columbus, OH 43223
Phone: 614/466-3250
Fax: 614/728-8330

Speakers:
Andie Barker, Capa City Administrative Assistant
Tammy Roe, M.Ed., Capa City Coordinator
University of Cincinnati
P.O. Box 210022, ML 002
Cincinnati, OH 45221-0022
Phone: 513/556-1547
Fax: 513/556-2463
E-mail: Tammy.Roe@uc.edu

Nancy Cobus, Planner
Ohio Department of Public Safety
1970 W. Broad St.
Columbus, OH 43223
Phone: 614/466-3250
Fax: 614/728-8330

Heather Komon, R.N., MS, EMT-P
Health Education Coordinator
Injury Prevention Center,
Greater Dayton Area
32 N. Main Street
Suite 1441
Dayton, OH 45402
Phone: 937/228-1236
Fax: 937/228-1055

Time: 10:30 am - 12:00 noon
Room: 210

Workshop Title: Vehicular Homicide: Why Isn’t It Murder?

Workshop Description: Through audience participation in a case scenario, this session explores the charging options/possibilities that face police and prosecutors when deciding what criminal charges to file in vehicular fatality cases. Attendees will be involved in working through issues using a fact pattern from an actual case. Presenters will challenge attendees with additional facts and inquire how those new facts may influence the charge.

Workshop Leader:
Patricia Gould, Director National Traffic Law Center
American Prosecutors Research Institute
99 Canal Center Plaza, Suite 510
Alexandria, VA 22314
Phone: 703/519-1676
Fax: 703/836-3195
E-mail (home): gouldntc@aol.com

Speakers:
James Dietrich
Assistant State’s Attorney
Howard County, Maryland
District Court
3451 Courthouse Drive
Ellicott City, MD 21043
Phone: 410/313-3142
Fax: 410/313-3144

Robert Montgomery
Assistant District Attorney
2nd Judicial District
P.O. Box #526
Blountville, TN 37617
Phone: 423/323-2107
Fax: 423/323-6509
Time: 2:00 pm – 3:30 pm
Room: 230B

Workshop Title: Vehicular Homicide: Why Isn’t It Murder?

Workshop Description: Through audience participation in a case scenario, this session explores the charging options/possibilities that face police and prosecutors when deciding what criminal charges to file in vehicular fatality cases. Attendees will be involved in working through issues using a fact pattern from an actual case. Presenters will challenge attendees with additional facts and inquire how those new facts may influence the charge.

Workshop Leader: Patricia Gould, Director National Traffic Law Center American Prosecutors Research Institute 99 Canal Center Plaza, Suite 510 Alexandria, VA 22314 Telephone: 703/519-1676 Fax: 703/836-3195 E-mail (home): gouldntc@aol.com

Speakers:
James Dietrich Assistant State’s Attorney Howard County Maryland District Court 3451 Courthouse Drive Ellicott City, MD 21043 Telephone: 410/313-3142 Fax: 410/313-3144
Robert Montgomery Assistant District Attorney 2nd Judicial District P.O. Box #526 Blountville, TN 37617 Telephone: 423/323-2107 Fax: 423/323-6509

Time: 2:00 pm – 3:30 pm
Room: 204

Workshop Title: Speed in America

Workshop Description: A college-style debate on the pros and cons of increased speed limits. Is speeding really a problem? How much do speed limits really matter? Does law enforcement really give you ten miles over the speed limit? And more...

Workshop Leader: Jack Stuster Anacapa Sciences 301 East Carrillo St., 2nd Floor Santa Barbara, CA 93101 Phone: 805/966-6157, Ext. 21 Fax: 805/966-7713 E-mail: jstuster@anacapasciences.com

Speakers:
Adrian Lund Insurance Institute for Highway Safety 1005 N. Glebe Rd Arlington, VA 22201 Phone: 703/247-1500 Fax: 703/247-1588
Sgt. Terry McDonnell NY State Police, Traffic Services State Campus, Bldg. 22 Albany, NY 12226 Phone: 518/457-3258
Terry Pence Program Director, Texas DOT Traffic Operations Division 125 E. 11th St. Austin, TX 78701-2483 Phone: 512/416-3168 Fax: 512/416-3349

Time: 2:00 pm – 3:30 pm
Room: 212A

Workshop Title: ITS: Where’s the Safety?

Workshop Description: This session debates the issue as to whether there are adequate safety considerations in the development of intelligent transportation systems (ITS). On one side, it will be argued that safety considerations are few and far between in ITS; on the other side, examples of important safety considerations in ITS will be described.

Workshop Leader: August Burgett, Chief Light Vehicle Dynamics and Simulation Division Office of Crash Avoidance Research NHTSA, NRD-51 400 Seventh Street, SW Washington, DC 20590 Phone: 202/366-0388

Speakers:
Robert (Bob) Ervin Research Scientist University of Michigan Transportation Research Institute (UMTRI) 2901 Baxter Road, Room 211 Ann Arbor, MI 48109-2150 Phone: 734/936-1066 Fax: 734/936-1081/1068
Henry Jasny Advocates for Highway and Auto Safety 750 First Street, NE, Suite 901 Washington, DC 20002 Phone: 202/408-1711 Fax: 202/408-1699
Eddy Llaneras, Ph.D. Staff Coordinator ITS America Washington, DC 20024-2730 Phone: 202/484-4547 Fax: 202/484-3843
Time: 2:00 pm – 3:30 pm

Room: 201

Workshop Title: Buckle Up America
Campaign: Experience with High-Visibility Enforcement

Workshop Description: High visibility enforcement has been identified as one of the key elements of the Presidential Initiative to Increase Seat Belt Use Nationwide. Presenters draw from the data and their own experience to show its effectiveness in raising seat belt use rates to higher than average levels.

Workshop Leader:
Colonel Sid Miles, Commissioner
Georgia Department of Public Safety
P.O. Box 1456
Atlanta, GA 30371
Phone: 404/624-7710
Fax: 404/624-7498

Speakers:
Lt. Paul Heatley
Albuquerque Police Department
5408 2nd Street, NW
Albuquerque, NM 87107
Phone: 505/761-8800
Fax: 505/761-8896

Colonel (Ret.) Richard Verbeck
2795 Argyle Drive
Salem, OR 97302
Phone: 503/362-0148

Time: 2:00 pm – 3:30 pm

Room: 231

Workshop Title: Graduated Driver Licensing: The Future Is Now

Workshop Description: Learn about Graduated Driver Licensing, states’ experiences, success with night time driving restrictions and teen support, strategies to combat law repeal efforts, and more.

Workshop Leader:
Pat Waller, Ph.D.
Director, Transportation
Research Institute
University of Michigan
2901 Baxter Rd.
Ann Arbor, MI 48109-2150
Phone: 313/936-1046
Fax: 313/936-1081
E-mail: pwaller@umich.edu

Speakers:
Rob Foss, Ph.D.
Manager of Alcohol Studies
University of North Carolina
Highway Safety Research Center
730 Airport Rd.
CB#3430
Chapel Hill, NC 27599-3430
Phone: 919/962-2202
Fax: 919/962-8710
E-mail: rob_foss@unc.edu

Pam Kidd, Ph.D., FNT
Director
Graduate Nursing Program
Spaulding University
312 Sage Road
Louisville, KY 40207
Phone: 502/588-7195
Fax: 502/588-7175
E-mail: pkkidd@pop.uky.edu

Allan Williams, Ph.D.
Senior Vice President for Research
Insurance Institute for Highway Safety
1005 N. Glebe Rd.
Arlington, VA 22201-4751
Phone: 703/247-1500

Time: 2:00 pm – 3:30 pm

Room: 202

Workshop Title: DUI and the Medical Community: To Report or Not Report Suspected Offenders

Workshop Description: Beginning with a videotape dramatization of the DUI problem that emphasizes the Emergency Department visit, this workshop features a point-counterpoint debate about the role of medical providers in reporting suspected DUI offenders who visit the ED. Strategies for getting reporting laws passed, and for reporting practices which do not violate existing laws, will be offered.

Workshop Leader:
Jeffrey W. Runge, M.D., FACEP
Assistant Chairman
Department of Emergency Medicine
Carolina Medical Center
P.O. Box 32861
Charlotte, NC 28232-2861
Phone: 704/355-7092
Fax: 704/355-7047
E-mail: jrunge@carolinase.org

Speakers:
Thomas Esposito, M.D., M.H.
Associate Professor of Surgery
Asst. Director of Burn and Shock
Trauma Institute
Loyola University Medical Center
Building 110, Room 4233
2160 South First Avenue
Maywood, IL 60153
Phone: 708/227-2449
Fax: 708/227-2813

Susan M. Nedza, M.D., FACEP
Chair, Alcohol Concentration
Reporting Task Force
American College of Emergency Physicians
c/o Mr. Ken King
P.O. Box 61991
Dallas, TX 75261-9911
Phone: 630/655-3835
Fax: 630/998-9443
Workshop Title:
Safer States With .08

Workshop Description: This session reveals innovative approaches to lowering illegal per se limits and showcases the experience of states that are ahead of the curve on passing and implementing .08 BAC levels. Workshop participants review the facts of alcohol research on impairment levels and the latest legislative developments are highlighted.

Workshop Leader:
Marti Belluschki
Special Assistant to the Secretary of State
State of Illinois
Chicago, IL 60610-3254
Phone: 312/814-2599
Fax: 312/814-5958

Speakers:
James Fell
Chief, Evaluation Division
Office of Research and Traffic Records
NHTSA
400 Seventh Street, SW
Washington, DC 20590
Phone: (202) 366-5592
Fax: (202) 366-7096
E-mail: jfell@nhtsa.dot.gov

Carl A. Soderstrom, M.D.
Director, Office of Physician Education
R. Adams Cowley
Shock Traumas Center
22 S. Greene Street
University Center
Baltimore, MD 21201-1595
Phone: (410) 328-5537
Fax: (410) 328-6017

Time: 2:00 pm – 3:30 pm
Room: 203

Workshop Title:
Can We Identify High-Risk Older Drivers?

Workshop Description: This panel discussion centers on the aging of America and the older driver, older driver mobility, cues for the law enforcement community, and solutions for an aging mobile society will be discussed and evaluated.

Workshop Leader:
Loren Staplin, Ph.D., Director
Transportation Safety Division
The Scientex Corporation
1722 Summeytown Pike
P.O. Box 1367
Kulperville, PA 19443
Phone: 215/412-4912

Speakers:
Frank Cardimen
Traffic Improvement Association
2709 S. Telegraph Road
Bloomfield Hills, MI 48302
Phone: 248/334-4971

Robert Raleigh, M.D.
Chief, Medical Advisory Board
Maryland Motor Vehicle Administration
6601 Ritchie Highway NE
Glen Burnie, MD 21062
Phone: 410/768-7375
Fax: 410/768-7627

Lt. Leonard Zimmerer (Currently assigned to NHTSA)
Florida Highway Patrol
Traffic Law Enforcement Division
NTS-13
400 Seventh Street, SW
Washington, DC 20590
Phone: 202-386-1072
Fax: 202-386-7721
E-mail: lzimmerer@nhtsa.dot.gov

Time: 2:00 pm – 3:30 pm
Room: 206

Workshop Title:
Harnessing the Strength of Diversity to Create Powerful Messages

Workshop Description: Don't miss this unique opportunity to meet with Frances Murphy Draper, President of the Afro American Newspaper, to discuss marketing strategies to reach diverse populations. In this highly interactive town hall meeting, you will be asked to share your ideas and concerns regarding cultural and ethnic diversity as it relates to selling traffic safety.

Workshop Leader:
Frances Murphy Draper
President, Afro American Newspaper
2519 N. Charles Street
Baltimore, MD 21218
Phone: 410/554-8220
Fax: 410/554-8218
E-mail: http://www.afroam.org

Time: 2:00 pm – 3:30 pm
Room: 205A
Time: 2:00 pm – 3:30 pm

Room: 210

Workshop Title:
Binge Drinking on College Campuses and the Relationship to Drunk Driving

Workshop Description: This workshop identifies the extent of binge drinking on campus, the problems it creates, and the programs that address it. Audience participation to identify critical issues will be encouraged through a talk show format.

Workshop Leader:
Bob Darnell, Planner
Department of Public Safety
240 Parsons Avenue
Columbus, OH 43205-0167
Telephone: 614/466-3170
Fax: 614/728-8330

Speakers:
Connie Boehm
Coordinator of Alcohol and Other Drug Prevention
Student Wellness Center
Ohio State University
1875 Millikin Rd.
Columbus, OH 43210-2200
Phone: 614/292-4527
Fax: 614/292-7042

William De Jong, Ph.D.
29 Rice Spring Lane
Wayland, MA 01778
Phone: 508/358-5327
Fax: 508/358-5327*33

Lauren Marchetti
University of North Carolina
Safety Research Center
730 Airport Road, Suite 300
Campus Box 3430
Chapel Hill, NC 27599-3430
Phone: 919/962-7412
Fax: 919/962-8710

Time: 2:00 pm – 3:30 pm

Room: 211

Workshop Title:
Partners In Progress: Continuing the Commitment

Workshop Description: What's happening at the state and local levels to reach the 11,000 fatalities by 2005 impaired driving goal? This workshop showcases current state, local community, and national organizations' programs and activities that are supporting the implementation of the 1997 Partners in Progress: An Impaired Driving Guide For Action.

Workshop Leader:
Laura Ludwig, Deputy Director
Department of Public Safety
P.O. Box 7167
240 Parsons Avenue
Columbus, OH 43205
Phone: 614/466-7076
Fax: 614/728-8330
E-mail: lludwig@dps.state.oh.us

Speakers:
John Adkins, Judge
Circleville Municipal Court
151 East Franklin Street
Circleville, Ohio 43113
Phone: 614/474-3175
Fax: 614/477-8291
E-mail: cme@scioto.net

Patricia Harmon, Executive Director
Ohio Parents for Drug Free Youth
1875 Morse Road, Suite 301
Columbus, Ohio 43229
Phone: 614/268-6255
Fax: 614/268-7533

Tim Kime, Executive Director
Washington Regional Alcohol Program
8027 Leesburg Pike, Suite 314
Vienna, VA 22182
Phone: 703/893-0461
Fax: 703/893-0465
E-mail: tim@cs.com

Steve Schmidt, Director
Bureau of Alcohol Education
PA Liquor Control Board
Room 602 Northwest Office Building
Harrisburg, PA 17124-0001
Phone: 717/772-1432
Fax: 717/783-2612
E-mail: SSCHMIDT@LB2RSCS.LCB.STATE.PA.US
Workshop Title: Upgrading Seat Belt Laws: A Blueprint Approach

Workshop Description: This session will provide attendees with a blueprint for upgrading seat belt laws to primary enforcement. Learn what you, as the "general contractor," need to have in your tool kit to build a strong foundation and increase the chances of enactment. Also learn from a state that made a valiant effort but fell just short of its goal.

Workshop Leader:
Elizabeth A. Baker, Ph.D.
Chief, Traffic Safety Division
Office of Traffic and Safety
7491 Connelley Dr.
Hanover, MD 21076
Phone: 410/787-5822
Fax: 410/787-5823
E-mail: Ebaker@sha.state.md.us

Speakers:
Richard Coberg, Ph.D.
P.O. Box 6362
Norman, OK 73070
Phone: 405/360-4353
Fax: 405/360-4389
E-mail: Drcoberg@aol.com

Betty Mercer, Executive Director
Office of Highway Safety Planning
400 Collins Road
P.O. Box 30633
Lansing, MI 48909-8133
Phone: 517/336-6477
Fax: 517/333-5756
E-mail: mercerb@state.mi.us

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Workshop Title: New DUI Research

Workshop Description: Partners in Progress has stimulated new research in impaired driving areas that have potential for impact on the problem. This workshop discusses new work and work in progress from the Insurance Institute for Highway Safety, NHTSA, NIIA and other sponsoring partners.

Workshop Leader:
Allan F. Williams, Ph.D.
Senior Vice President, Research
Insurance Institute for Highway Safety
1005 N. Glebe Road
Arlington, VA 22201
Phone: 703/247-1560
Fax: 703/247-1587

Speakers:
James C. Fell
Chief, Research and Evaluation Division (NTS-31)
Traffic Safety Programs, NHTSA
400 Seventh Street, SW
Washington, DC 20590
Phone: 202/366-5592
Fax: 202/366-7096
E-mail: JFell@nhtsa.dot.gov

John Lacey, Ph.D.
Mid America Research Institute
P.O. Box 3329
Sheperdstown, WV 25443
Phone: 304/876-1501
Fax: 304/876-1701

David Preusser, Ph.D.
President, Preusser Research Group
7100 Main Street
Trumbull, CT 06611
Phone: 203/459-8700
Fax: 203/459-8312

Leslie Upledger-Ray, Ph.D.
Senior Epidemiologist
Department of Health and Human Services, San Diego County
6255 Mission Gorge Road
San Diego, CA 92120
Phone: 619/285-6429
Fax: 619/285-6531

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Workshop Title: Repeat Offenders: What Works?

Workshop Description: Three approaches to handling DUI offenders will be presented by research scientists in a brief debate format. Debate judges with diverse backgrounds will be chosen from the audience before the debate begins and will react to the proposals after the debate. Dr. Voss will open to general discussion from the floor with questions to both panelists and judges.

Workshop Leader:
Robert B. Voss, Ph.D.
Senior Scientist
Pacific Institute for Research and Evaluation
7315 Wisconsin Avenue
Suite 1300 W
Bethesda, MD 20814
Phone: 301/469-2908
Fax: 301/907-8637

Speakers:
Paul R. Marques, Ph.D.
Director of Drug Programs
National Public Services Research Institute
8201 Corporate Drive, Suite 220
Landover, MD 20785
Phone: 301/731-9891 ext. 102
Fax: 301/731-6649
E-mail: marques@plre.org

Gill Woodall, Ph.D.
Associate Professor
Department of Communication and Journalism
University of New Mexico
Albuquerque, NM 87131
Phone: 505/768-0114
Fax: 505/768-0113

Herbert M. Simpson, Ph.D.
Traffic Injury Research Foundation of Canada
171 Nepean Street, 6th Floor
Ottawa, Ontario
K2P 0B4 CANADA
Phone: 613/238-5235
Fax: 613/238-5292
Time: 3:45 pm - 5:15 pm
Room: 230B

Workshop Title:
How to Conduct Traffic Safety Demonstrations

Workshop Description: Setting up a traffic safety demonstration, such as a child seat check-point, road block, or other public/media demonstration, raises many issues, such as limited personnel and liability. This panel will present common themes. Participants will select a group (child safety seat check points, .08 drinking demonstrations, and bike rodeos) to share experiences, ask questions, and learn how to avoid common pitfalls.

Workshop Leader:
Lorrie Walker
Program Coordinator
Pennsylvania Traffic Injury Prevention Project
Rosemont Business Campus
Building 2, Suite 307
919 Conestoga Road
Rosemont, PA 19010
Phone: 610/520-9124
Fax: 610/520-9177
E-mail: paaap@voicenet.com

Speakers:
Sgt. Roger Daniels
Illinois State Police Academy
3700 E. Lake Shore Drive
Springfield, IL 62707-8639
Phone: 217/786-6925
Fax: 217/625-7802

Steve Ingersoll, NREMT-P
Injury Prevention Coordinator, EMS Coordinator
Rainbow Babies & Children’s Hospital
Pediatric Trauma Department
11110 Euclid Avenue
Cleveland, OH 44106-6039
Phone: 216/844-7830
Fax: 216/844-7841
E-mail: ingy55@hotmail.com

Time: 3:45 pm - 5:15 pm
Room: 203

Workshop Title:
Automatic, Automated Enforcement, Automatically

Workshop Description: This workshop provides participants with various strategies designed to gain support for automated enforcement from government officials, legislative bodies, courts, and the general public. This interactive session includes strategies for photo-radar, red light running, rail road crossing, traffic lane controls, and high-occupancy vehicle lane enforcement.

Workshop Leader:
Alberto Gutier, Director
Governor’s Office of Community & Highway Safety
3010 N. Second St., Suite #105
Phoenix, AZ 85012
Phone: 602/255-3216
Fax: 602/255-1265

Speakers:
George E. Frangos, P.E.
Howard Co. Dept. of Public Works
Traffic Engineering Division
3450 Court House Drive
Ellicott City, MD 21043
Phone: 410/313-3056
Fax: 410/313-3435
E-mail: trafeng@derols.com

J. Randolph (Randy) Jones
Manager, Public Service Division
Charlotte Department of Transportation
600 East 4th Street
Charlotte, NC 28202
Phone: 704/336-3894
Fax: 704/336-4400
E-mail: tjjr@mail.charmeeck.nc.us

Lt. Mike Keeley
Commander, Traffic Enforcement Division
Scottsdale Police Department
9065 East Via Linda
Scottsdale, AZ 85258
Phone: 602/994-2573
Fax: 602/994-2586
E-mail: smtp:mkeeley@ci.scottsdale.az.us

Time: 3:45 pm - 5:15 pm
Room: 212A

Workshop Title:
How To Make Dynamic Presentations Using Your Laptop Computer

Workshop Description: Learn how to use a laptop computer and Microsoft PowerPoint software to enliven and illustrate the main points in your presentations. This workshop is designed for the novice who has only limited computer skills.

Workshop Leader:
Alyson Coyle
Transportation Safety Institute
P.O. Box 25082, DEI-70
Oklahoma City, OK 73125-5050
Phone: 405/954-3112
Fax: 405/954-8264
E-mail: Alyson_Coyle@mmsc.com

Speakers:
Belinda Jackson, Program Manager
Regional Program Manager
NHTSA Region IV
61 Forsyth Street, SW, Suite 17T30
Atlanta, GA 30303
Phone: 404/562-3739
Fax: 404/562-3783
E-mail: bjackson@nhtsa.dot.gov
Workshop Title:
The Effects of Traffic Enforcement on Crime and Criminal Activity

Workshop Description: Stepped-up traffic enforcement efforts provide benefits beyond improvements in traffic safety. Experienced law enforcement leaders who have carried out intensive traffic safety enforcement programs will document the breadth of payoff in safety to the public and provide guidance in mounting such programs.

Workshop Leader:
Com. Maury Hannigan, retired CHP 4880 San Juan Ave. Suite 210
Fair Oaks, California 95628
Phone: 916/967-0561 or 916/966-2533
Fax: 916/965-3428

Speakers:
Chief Harry Crum, retired
Grand Prairie, TX
NHTSA Region VI LEL
819 Taylor Street
Fort Worth, TX 76102
Phone: 817/978-3653
Fax: 817/978-8339

Lt. Paul Heatley
Albuquerque Police Department
5408 2nd Street NW
Albuquerque, NM 87107
Phone: 505/761-8800
Fax: 505/761-8896

Sgt. Jon Lupo
Traffic Services Section
New York State Police
1220 Washington Avenue, Bldg. 22
Albany, NY 12226
Phone: 518/457-3258
Fax: 518/457-9620

Major Ralph Price
North Carolina State Highway Patrol
P.O. Box 29590
Arch Dale Bldg.
512 North Salisbury St.
Raleigh, NC 27626-0590
Phone: 919/733-4030
Fax: 919/733-2161

Time: 3:45 pm – 5:15 pm
Room: 210

Time: 3:45 pm – 5:15 pm
Room: 205A

Workshop Title:
Improving the Health Status of Children: A Discussion

Workshop Description: This facilitated discussion will identify traffic safety program and research needs targeting children ages 0-14. This information will be used to explain NHTSA's Patterns for Life Initiative. Ideas from practitioners at the state and local levels are critical. Help identify community and state needs.

Discussion Facilitators:
Marilena Amoni, Director Office of Traffic Injury Control Programs
NHTSA, NTS-10
400 7th Street SW
Washington, DC 20590
Phone: 202/366-4913
Fax: 202/366-7721
E-mail: mamon@nhtsa.dot.gov

Carol Guzzetta, Director National Safety Belt Coalition
1025 Connecticut Avenue, NW Suite 1200
Washington, DC 20036-5405
Phone: 202/296-6263
Fax: 202/293-0032
E-mail: guzzetta@nsb.org
Time: 9:45 am - 11:15 am
Room: 203

**Workshop Title:**
Automatic, Automated Enforcement, Automatically

**Workshop Description:** This workshop provides participants with various strategies designed to gain support for automated enforcement from government officials, legislative bodies, courts, and the general public. This interactive session includes strategies for photo-radar, red light running, rail road crossing, traffic lane controls, and high-occupancy vehicle lane enforcement.

**Workshop Leader:**
Alberto Gutier, Director
Governor's Office of Community & Highway Safety
3010 N. Second St., Suite #105
Phoenix, AZ 85012
Phone: 602/255-3216
Fax: 602/255-1265

**Speakers:**
George E. Frangos, P.E.
Howard Co. Dept. of Public Works
Traffic Engineering Division
3450 Court House Drive
Ellicott City, MD 21043
Phone: 410/313-3058
Fax: 410/313-3435
E-mail: trafeng@dero's.com

J. Randolph (Randy) Jones
Manager, Public Service Division
Charlotte Department of Transportation
600 East 4th Street
Charlotte, NC 28202
Phone: 704/336-3894
Fax: 704/336-4400
E-mail: trrj@mail.charmeck.nc.us

Lt. Mike Keeley
Commander, Traffic Enforcement Division
Scottsdale Police Department
9065 East Via Linda
Scottsdale, AZ 85258
Phone: 602/994-2573
Fax: 602/994-2688
E-mail: smtp.mikeley@cl.scottsdale.az.us

Time: 9:45 am - 11:15 am
Room: 211

**Workshop Title:**
Innovative DUI Strategies for Youth: Part I

**Workshop Description:** For all the gains made in reducing underage DUls, it still remains one of the most challenging problems facing the highway safety community today. Tough laws and sanctions help, but adolescents are still motivated by peer pressure, the allure of alcohol, rebelliousness, and risk taking. From this panel you'll hear about successful, innovative programs that have worked at the state and local level.

**Workshop Leader:**
Pam Beer, PMB Communications
1114 N. Illinois Street
Arlington, VA 22205
Phone: 703/237-5532
Fax: 703/237-8831
E-mail: pmbeer@worldnet.att.net

**Speakers:**
Pat Farris, Executive Director
Children At Risk Today (CART)
14005 Steeplesone Dr.
Midlothian, VA 23113
Phone: 804/378-7752
E-mail: pcfarris@worldnet.att.net

Lisa Hutcheson, Executive Director
Indiana Coalition to Reduce Underage Drinking
39 Boone Village, Zionsville, IN 46077
Phone: 317/873-3900
Fax: 317/873-0993
E-mail: icrud@indy.net:

Amy O'Leki
MADD National Youth Summit Delegate, MADD National Office
511 East John Carpenter Freeway
Suite 700, Irving, TX 75062-8187
Phone: 214/744-6233 Ext. 216
or 218: Fax: 214/744-6233 Ext. 216
Facebook: 214/869-2206

Bonnie Malone, Jeanne Enstad
Ohio 4H Programs, OSU Extension,
State 4H Office, 2120 Frye Road
Columbus, OH 43210-1084
Phone: 614/292-6944
Fax: 614/292-9907
Time: 9:45 am – 11:15 am
Room: 210

Workshop Title:
Child Passenger Safety: Education and Certification

Workshop Description:
Learn how the new Standardized Child Passenger Safety Technician Training and Certification Program is being implemented and how it can benefit your community.

Workshop Leader:
Steve Anderson
National Programs Coordinator, USAA
9800 Fredericksburg Rd.
San Antonio, TX 78288
Phone: 210/498-0990
Fax: 210/498-7049

Speakers:
Marilena Amoni, Director
Office of Injury Control Programs
NHTSA, NTS-20
400 7th Street, SW
Washington, DC 20590
Phone: 202/366-4913
Fax: 202/366-7721
E-mail: mamonl@nhtsa.dot.gov

Kay Hamada
Driver Training & Professional Development
AAA National Office, MS 76
1000 AAA Drive
Heathrow, FL 32746-5063
Phone: 407/444-7960
Fax: 407/444-7956

Time: 9:45 am – 11:15 am
Room: 212A

Workshop Title:
Safer States With .08

Workshop Description: This session reveals innovative approaches to lowering illegal per se limits and showcases the experience of states that are ahead of the curve on passing and implementing .08 BAC levels. Workshop participants review the facts of alcohol research on impairment levels and the latest legislative developments are highlighted.

Workshop Leader:
Marti Belluschi
Special Assistant to the Secretary of State
State of Illinois
Chicago, IL 60610-3254
Phone: 312/814-2599
Fax: 312/814-5958

Speakers:
James Fell
Chief, Evaluation Division
Office of Research and Traffic Records
NHTSA
400 Seventh Street, SW
Washington, DC 20590
Phone: 202/366-5592
Fax: 202/366-7096
E-mail: jfell@nhtsa.dot.gov

Carl A. Soderstrom, M.D.
Director, Office of Physician Education
R. Adams Cowley
Shock Trauma Center
22 S. Greene Street
University Center
Baltimore, MD 21201-1595
Phone: 410/328-5537
Fax: 410/328-6017

Time: 9:45 am – 11:15 am
Room: 205A

Workshop Title: Make the Web Work for You: Accessing Traffic Records Data Bases Via the Web

Workshop Description: Attendees in small work groups will allocate various types of resources to support a Safe Community. The groups will develop strategies for conducting a community-level needs assessment and a safety plan using data sources available on the Web. Participants receive a copy of the reference materials (WEB data sources, data content, access process, etc.) used during the workshop and the group summaries. Resource experts will assist.

Workshop Leader:
Harold (Hank) Weiss, MPH
Center for Injury Research & Control
Allegheny University
of Health Sciences
One Allegheny Center, Suite 500
Pittsburgh, PA 15212
Phone: 412/330-6127
Fax: 412/647-0622

Speakers:
Larry Cook
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410 Chipeta, Suite 222
Salt Lake City, UT 84108
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Fax: 801/581-8686

Barry Eisemann
FARS Data Processing Manager
National Center for Statistics and Analysis, NHTSA
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Fax: 202/366-7078
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