

Lifesavers 2001

National Conference on Highway Safety Priorities

PROGRAM



March 25-27, 2001

Adam's Mark Hotel

Denver, Colorado

Wellington E. Webb
MAYOR



City and County of Denver

OFFICE OF THE MAYOR
CITY AND COUNTY BUILDING
DENVER, COLORADO • 80202-5390
TELEPHONE: 720-865-9000 • FAX: 720-865-9040
TTY/TTD: 720-865-9010

February 21, 2001

Welcome Lifesavers 2001 Conference Participants

On behalf of the citizens of Denver, Colorado, I would like to welcome you to our city as participants at the Lifesavers 2001 National Conference on Highway Safety Priorities.

While in Denver, we invite you to take advantage of the many attractions that our city has available in the Denver area, such as the Denver Art Museum, the Colorado History Museum, and other historical sites, as well as shopping and dining at our fine shops and restaurants located on the 16th Street Mall and throughout our fine city.

This year's Lifesavers Conference offers over 70 workshops that will focus on many issues related to traffic and occupant safety. I have every confidence that the information you receive at this conference will benefit members of your own communities.

As Mayor of the City of Denver, I wish you continued success and trust that you will enjoy your stay while in Denver.

Yours truly,

Wellington E. Webb

Wellington E. Webb
Mayor



Lifesavers 2001 National Conference on Highway Safety Priorities

Sponsors

The following organizations have graciously contributed resources toward the success of Lifesavers 2001

AAA Foundation for Traffic Safety
Advocates for Highway and Auto Safety
Air Bag & Seat Belt Safety Campaign
Automotive Coalition for Traffic Safety, Inc.
Cellular Telecommunications and Internet Association
DaimlerChrysler Corporation
General Motors Corporation
International Association of Chiefs of Police
International Center for Injury Prevention
Mothers Against Drunk Driving
National Association of Governors' Highway Safety Representatives
National Highway Traffic Safety Administration
National SAFE KIDS Campaign
National Safety Council
Nationwide Mutual Insurance Company
State Farm Mutual Automobile Insurance Company

Local Sponsors

Colorado Department of Transportation
Colorado State Patrol
South Metro Fire Rescue
S.M.A.C.C.K.

March 25-27, 2001
Adam's Mark Hotel
Denver, Colorado



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STATE OF COLORADO

EXECUTIVE CHAMBERS

136 State Capitol
Denver, Colorado 80203-1792
Phone: (303) 866-2471



Bill Owens
Governor



March 25, 2001

Greetings:

On behalf of the citizens of the State of Colorado it is my pleasure to welcome you to Lifesavers 2001 – the National Conference on Highway Safety Priorities. I am a long-time supporter of your important work to prevent traffic fatalities and injuries on our nation's highways. This is the third time Colorado has had the honor of hosting this forum on traffic safety issues.

Since 1982, Lifesavers conferences have offered the latest in research, programs and training to highway safety professionals across the country. This year, the 19th Lifesavers conference will offer the widest scope of workshops ever in an effort to address the most significant threats to safety on our roadways. I am confident that the information and knowledge you gain will be an asset as you return to your community.

For visitors, the *Mile High City* offers many national and local historical attractions, as well as fine dining and shopping. Unparalleled recreational opportunities are available in our majestic Rocky Mountains, including many wonderful ski resorts. I wish you the best for a successful event and an enjoyable stay in Colorado.

Sincerely,

Bill Owens
Governor



Lifesavers Program At-A-Glance and Exhibit Hours

Saturday, March 24

4:00 pm - 7:00 pm

Registration Open

Sunday, March 25

7:00 am - 5:30 pm

Registration Open

7:00 am - 12:00 noon

Exhibitor Set-Up

12:00 noon - 7:30 pm

Lifesavers Exhibit Grand Opening

2:00 pm - 3:30 pm

1st Workshop Session

3:30 pm - 4:00 pm

Complimentary Refreshment Break
in Exhibit Area

4:00 pm - 5:30 pm

2nd Workshop Session

5:30 pm - 7:30 pm

Reception in Exhibit Area

Monday, March 26

7:00 am - 5:30 pm

Registration Open

7:30 am - 8:30 am

Continental Breakfast in Exhibit Area

8:30 am - 9:45 am

Opening Plenary (*Exhibit Hall Closed*)

9:45 am - 3:30 pm

Exhibit Area Open

10:00 am - 11:30 am

3rd Workshop Session

11:45 am - 1:15 pm

Luncheon Plenary

(*Exhibits closed during lunch*)

1:30 pm - 3:00 pm

4th Workshop Session

3:00 pm - 3:30 pm

Complimentary Refreshment Break
in Exhibit Area

3:30 pm - 5:00 pm

5th Workshop Session

Tuesday, March 27

7:00 am - 5:30 pm

Registration Open

7:30 am - 8:30 am

Continental Breakfast in Exhibit Area

7:30 am - 12:30 pm

Exhibit Area Open

8:45 am - 10:15 am

6th Workshop Session

10:15 am - 10:45 am

Complimentary Refreshment Break
in Exhibit Area

10:45 pm - 12:15 pm

7th Workshop Session

12:30 pm - 1:45 pm

NHTSA Awards Luncheon

2:00 pm - 5:00 pm

Exhibitor Break Down

2:00 pm - 3:30 pm

8th Workshop Session

3:45 pm - 5:15 pm

9th Workshop Session

5:30 pm - 7:30 pm

Closing Reception



Workshops Over 50 workshops will be offered, including tracks on child passenger safety, law enforcement, impaired driving, data and research, safe communities, occupant protection and more!

THE WIDEST VARIETY AND SCOPE OF WORKSHOPS EVER!

(Last minute changes may occur, check with registration desk for final workshops.)

Ad Hoc Track

- A Community Buckles Down to Help African American Men Buckle Up
- Making Travel Easy and Safe for the People with Disabilities
- Bicycle Safety: A Hands-On Experience
- Strategies to Make Your Community More Walkable
- Motorcycle Awareness and You
- Transportation: Its Emerging Role in After-School Programs
- Novice Driver Education: A New Look, a New Way
- Teens, Cars and Crashes. What To Do?
- Straight From the Mouth: What Kids Are Doing That Works
- A Cultural Approach to Increasing Traffic Safety in the African American Community
- Cherish Lives, Buckle Up!
- Traffic Safety Marketing 400: Bye-Bye Bumper Stickers
- America's Fastest Growing Population: Older Drivers
- Vehicle Technology Update
- Increasing Your Chances of Funding: Grant Writing Tips of the Trade
- Legislatures and Lawmaking: Bringing Traffic Safety to the Capitol
- First There, First Care Bystander Care for the Injured
- EMS: The Vital Link to Successful Traffic Safety Programs
- Accommodating Disabilities in Traffic Safety Program Initiatives
- Smart Drivers: Sharing the Road Safely



Child Passenger Safety Track

- National CPS Programs: Filling the Needs of Children
- Child Passenger Safety Training Effective Programs
- Child Passenger Safety Training—Re-Certification
- Protecting Yourself and Your Organization from Liability
- Update on Air Bags
- Child Safety Seats and Accessories: Show and Tell
- Public Policy Issues in Child Occupant Protection
- Anatomy of a Recall
- Booster Seats: State and Community Programs
- Booster Seats and Innovative Products



Data and Research Track

- Research on Current Experience with Graduated Drivers Licensing Laws
- .08 BAC Research: Impairment, Crash Risk and Effectiveness
- Polling and Public: Recent National Highway Safety Surveys
- Is Distracted Driving a Major Highway Safety Problem? What the Research Shows
- Evaluation of Technology and Its Traffic Safety Applications
- An Overview of Selected Recent Research
- What's New in Child Passenger Safety Research
- School Bus Occupant Protection: New Research and New Directions
- Using Data Part 1 and Part 2
- Fatality Analysis Reporting System (FARS)



**Please wear
your badge!**



Impaired Driving Track

- Comprehensive Approaches to the Higher Risk Driver Problem
- Reducing Underage Drinking, (Research and Science)
- State and Community Responses to Underage Drinking
- Binge Drinking on College Campuses
- The Aftermath of Drunk Driving
- Treating the Drunk Driver in the Emergency Department
- Child Endangerment: When Drunk Drivers Transport Children
- 08 BAC: How to Get It Passed in the States
- Weaving Technology Into the Fight Against Drunk Driving



Seat Belt Track

- Who Is Moving the Belt Numbers and How They Are Doing It
- Effective Belt Use Strategies for the New Millennium: Report of the 2001 Belt Use Summit
- Increasing Seat Belt Use Among Minority Populations
- Increasing Seat Belt Use in Rural America
- Increasing Seat Belt Use in Secondary Enforcement States
- Getting Local Agencies Involved in Belt Enforcement
- The Effectiveness of Education and Diversion Programs for Belt Law Violators
- The Right Way to Use Paid Advertising in Increasing Seat Belt Use
- Leadership in Enforcement



Law Enforcement Track

- Leadership in Enforcement
- Getting Local Agencies Involved in Belt Enforcement
- Racial Profiling Issues and Enforcement
- The Joint OpABC Mobilization: Did It Work for Drunk Driving?
- Applying Enforcement Technologies
- Law Enforcement Resource Issues
- Surging Waves or Steady Pressure
- Innovative Child Passenger Safety Enforcement Strategies
- What Happened in South Carolina?
- New Directions in Speed Management
- Innovative Impaired Driving Enforcement Programs



Safe Communities Track

- Safe Communities - For the 21st Century and Beyond
- Safe Communities Diversity Coalitions
- Safe Communities - How Do You Implement Social Marketing Strategies to Create Community Interest
- Expanding the Number of Safe Communities in Your State
- Saving Our Youth Through Safe Communities - Partnerships That Really Work
- Data and Evaluation Methods for Safe Communities
- Working Towards Self-Sufficiency in Your Safe Communities
- Safe Communities County-wide/Regional Efforts vs. Single Community Programs
- The Role of Local Practitioners in Promoting Safe Communities



Program

Sunday March 25

7:00am-5:30pm

Registration Open
Plaza Court

7:00am-12noon

Exhibitor's Move-In
Plaza Foyer

12noon-7:30pm

Exhibit Area Open
Plaza Foyer

2:00pm-3:30pm

1" Workshop Session

CHILD PASSENGER SAFETY TRACK



**Child Passenger
Safety Training-Effective
Programs**
Sunday, March 25
2:00pm-3:30pm
Plaza F

At this workshop, learn about how various agencies, community groups and advocates have partnered to implement child passenger safety training (NHTSA's *Standardized CPS Training program and shorter courses*). Speakers will discuss the objectives of their training respective programs, their sources of funding, follow-up resources they provide, and their quality assurance. The information shared will be useful to organizations wishing to create, enhance or improve child passenger safety programs.

Moderator:

Joe Colella
National SAFE KIDS Campaign
1301 Pennsylvania Ave., NW
Suite 1000
Washington, DC 20004

Speakers:

Edward J. O'Connor
Senior Highway Safety Specialist
New Jersey Division of
Highway Traffic Safety
P.O. Box 048
Trenton, NJ 08625-0048

Ann King, RN, CPN
Maternal Child Outreach
Saint Francis Medical Center
2620 West Faidley Avenue
Grand Island, NE 68803

Emilie B. K. Crown, RN, CEN
Program Manager
Montgomery County
CPS Program
100 Maryland Avenue,
Suite 330
Rockville, MD 20850

IMPAIRED DRIVING TRACK



**Weaving
Technology Into the Fight
Against Drunk Driving**
Sunday, March 25
2:00pm-3:30pm
Plaza Ballroom A/B

This workshop would focus on in-vehicle devices and the research on their effectiveness as a means of deterring drunk drivers. It would also focus on the challenges and opportunities associated with increasing the use of in-vehicle devices in the states.

Moderator:

John Moulden
President
NCADD
1900 L Street, NW Suite 705
Washington, DC 20036

Speakers:

Judge Val Washington
Driver-ID Inc.
The Buhl Building
535 Griswold Suite 1810
Detroit, MI 48226

Scott Tippetts
Chief Statistician
Pacific Institute for Research and
Evaluation
11710 Beltsville Drive
Calverton, MD 20705

Dr. Fred Goldberg
Card Safety System AB
Box 1210
S-181 24 LIDINGO
Sweden

SEAT BELT TRACK



**Who Is
Moving the
Belt Numbers and How
They Are
Doing It.**
Sunday, March 25
2:00pm-3:30pm
Plaza Ballroom E

What states had the largest increases in seat belt use during 2000 and what strategies did they employ?

Moderator:

Adele Derby
*Associate Administrator for
State and Community
Services*
NHTSA
400 7th Street, SW
Washington, DC 20590

Speakers:

Major Jack Van Steenburg
New York State Police
1220 Washington Avenue,
Bldg. 22
Albany, NY 12226

Alberto Gutier
*Director, Governor's Office
of Highway Safety*
3030 North Central Ave.
Suite 1550
Phoenix, AZ 85012

Max Young
Director
Department of Public
Safety
300-A Outlet Pointe Blvd.
Columbia, SC 29210

Registration/Message Center—Plaza Foyer

Saturday, March 24.....4:00 pm - 7:00 pm
Sunday, March 257:00 am - 5:30 pm
Monday, March 267:00 am - 5:30 pm
Tuesday, March 27.....7:00 am - 5:30 pm

AD HOC TRACK**Traffic Safety****Marketing 400:****Bye-Bye Bumper Stickers**

Sunday, March 25

2:00pm-3:30pm

Plaza Ballroom C



Designed for the more seasoned traffic safety professional, this workshop answers the questions you should be asking before you develop any public information/education materials. What is social marketing? Who is your target market? How do you reach it? What is the best vehicle for your message? How do you create buzz, yet break through the noise?

Moderator:

Sue Gorcowski

*Director, Office of**Communications and Outreach*
NHTSA

400 7th Street, SW, NTS-20

Washington, DC 20590

Speaker:

William A. Smith

Executive Vice President and
Director

Social Development Division

Academy for Educational

Development

1825 Connecticut Avenue, NW

Washington, DC 20009

IMPAIRED DRIVING
TRACK**Comprehensive****Approaches to the Higher Risk**
Driver Problem

Sunday, March 25

2:00pm-3:30pm

Governor's Square 14



Repeat offenders, high BAC drivers and people who drive on suspended licenses as a result of DUI convictions make up a significant part of the drunk driving problem. This workshop would focus on the latest research on aggressive methods to reduce drinking and driving among people in this hard-to-reach group. It would also review existing plans that propose solutions to the higher risk driver problem.

Moderator:

Kevin Quinlan

National Transportation

Safety Board

490 L'Enfant Plaza East, SW

Suite 6501

Washington, DC 20594

Speakers:

Anne McCartt

Preusser Research Group

7100 Main Street

Trumbull, CT 06611

Judge Dorothy Baker

Circuit Judge Multnomah County

1021 SW Fourth Avenue,

Room 338

Portland, OR 97204

Bill Georges

Vice President of Programs

The Century Council

1310 G St, NW Suite 600

Washington, DC 20005

Dean Wilkerson

Executive Director

MADD National Office

511 E. John Carpenter Fwy. #700

Irving, TX 75062

AD HOC TRACK**First There,****First Care****Bystander Care for the**
Injured

Sunday, March 25

2:00pm-3:30pm

Governor's Square 17



Despite our best efforts with prevention, crashes still happen. But there's still an opportunity to help! Many crash victims die from severe bleeding or blocked airway before EMS arrives at the scene. The *First There, First Care* program prepares motorists who come upon the scene of a crash to keep victims alive with basic life-saving medical care. This session provides hands-on training. Also, find out about the new *First There, First Care* campaign materials and how you can start a Bystander Care program in your community.

Moderator:

Linda D. Dodge

Regional Program Manager

NHTSA-Region VIII

555 Zang Street, Room 430

Lakewood, CO 80228

Speaker:

Phyllis Uribe, RN, BSN,

CCRN

*Trauma Education &**Program Supervisor*

Swedish Medical Center

501 East Hampden Avenue

Englewood, CO 80110

SAFE COMMUNITIES
TRACK**Safe Communities -****For the 21st Century and**
Beyond

Sunday, March 25

2:00pm-3:30pm

Governor's Square 16



A truly self-sustaining Safe Community requires one or more architects that develop a construction blueprint for the future. This blueprint requires a solid foundation that can only be developed from a comprehensive review of the community's needs, perceptions, history, culture, and readiness for participation. This profile of the community must be kept up to date if it is to reflect community growth and change.

Moderator:Robin Mazzuca, RN, BSN,
CEN*Injury Control Contractor*

Loyola University

Medical Center

5616 Willow Spring Road

LaGrange Highlands, IL

60525

Speakers:

Cheryl Wittke, Coordinator

Safe Community Coalition

of Madison & Dane County

P. O. Box 566

Madison, WI 53701

Mary T. Russell, Ed.D., RN,
RPT*Director, Safe Communities*

Lifelong Mobility Center

Florida Atlantic University

777 Glades Road

Boca Raton, FL 33431

**Speakers and
moderators were
correct at time
of printing**

DATA AND RESEARCH TRACK

Research on Current Experiences with Graduated Drivers Licensing Laws
Sunday, March 25
2:00pm-3:30pm
Governor's Square 11

Graduated licensing laws have been found to be very effective in reducing motor vehicle deaths and injuries, particularly for young drivers. Several jurisdictions have had graduated licensing laws on the books for a number of years. How effective have these laws been in those jurisdictions and have they changed attitudes and driving behavior? This workshop will attempt to address these questions.

Moderator/speaker:
Allan Williams
Chief Scientist
Insurance Institute for Highway Safety
1005 N. Glebe Road
Arlington, VA 22201

Speakers:
Mark Edwards
Managing Director
AAA
1000 AAA Dr.
Heathrow, FL 32746

Sean McLaurin
Highway Safety Specialist
NHTSA
400 7th Street, SW
NTS-32
Washington, DC 20590

CHILD PASSENGER SAFETY TRACK

Public Policy Issues in Child Occupant Protection
Sunday, March 25
2:00pm-3:30pm
Governor's Square 10

A lot has happened in the past year in occupant protection both at the state and federal level. Washington and California have new child occupant laws that vastly improve on the types of laws in other jurisdictions. The United States Congress recently passed and the President signed the Child Passenger Protection Act. This session will review how the government can and should play an active role in protecting children, will review these new laws and provide tips on how you can influence the process so as to protect children.

Moderator:
Alan Korn
Director of Public Policy
National SAFE KIDS Campaign
1301 Pennsylvania Ave, NW
Suite 1000
Washington, DC 20004

Speakers:
Senator John Cullerton
3400 North Lakeshore Drive
Chicago, IL 60657

Kacey A. Hansen, RN
Chair, Government Affairs Committee
Emergency Nurses Assoc.
Trauma Office
John Muir Medical Center
1601 Yanacio Valley Rd.
Walnut Creek, CA 94598

David Kelly
Program Manager
Air Bag & Seat Belt Safety Campaign
1025 Connecticut Ave., NW
Suite 1200
Washington, DC 20036

LAW ENFORCEMENT TRACK

Innovative Impaired Driving Enforcement Programs
Sunday, March 25
2:00pm-3:30pm
Governor Square 12

This workshop will discuss various aspects of impaired driving enforcement. The panelists will focus on best practices for conducting sobriety checkpoints and saturation patrols. There will also be a review of programs from around the country with an emphasis on youth enforcement.

Moderator:
Detective Mark George
Boulder County Sheriffs Office
1777 Sixth Street
Boulder, CO 80302

Speakers:
Sergeant Randy Arthur
Arizona DPS
C/O NHTSA, NTS13
Washington, DC 20590

Officer Bill Morrison
Montgomery County Police Department
2350 Research Blvd
Rockville, MD 20910

3:30pm-4:00pm
Complimentary Refreshment
Break Plaza Foyer Exhibit Area

4:00pm-5:30pm
2nd Workshop Session

CHILD PASSENGER SAFETY TRACK

Child Passenger Safety Training-Re-Certification
Sunday, March 25
4:00pm-5:30pm
Plaza F

The recertification process is in its second year. The Recertification Committee of the National Child Passenger Safety Board has reviewed the previous year and made some several recommendations and established specific requirement. During this session, a brief update on the 2001 Recertification process will be presented and brief description on what some states or organizations have done to help technicians get recertified.

Moderator:
Bill Wen
AAA National Office
Traffic Safety Department
1000 AAA Drive,
Mail stop 76
Heathrow, FL
32746-5063

Speakers:
Jennifer Huebner
AAA National Office
Traffic Safety Department
1000 AAA Drive,
Mail Stop 76
Heathrow, FL
32746-5063

Lorie Ray, MS, CHES
Florida Department of Transportation State Safety Office
605 Suwannee Street,
M.S. 17
Tallahassee, FL
32399-0450

IMPAIRED DRIVING TRACK**.08 BAC: How to Get it Passed in the States**

Sunday, March 25
4:00pm-5:30pm
Plaza Ballroom A/B

Congress has enacted a new federal standard for drunk driving at .08 BAC per se. Traffic safety advocates now face the task of implementing this law in the states prior to FY 2003 when federal sanctions take effect. This workshop will focus on innovative and successful legislative campaigns, new coalition partners, and legislative strategies. Participants will gain the tools needed to return home and pass .08 laws in their states.

Moderator:

Senator John Cullerton
3400 North Lakeshore Dr.
Chicago, IL 60657

Speaker:

Brandy Anderson
Director of Public Policy
MADD
1025 Connecticut Ave., NW
Suite 1200
Washington, DC 20036

Bob Shearouse
MADD
3 Bedford Drive
Palm Coast, FL 32137

SEAT BELT/LAW ENFORCEMENT TRACKS**Law Enforcement Resources**

Sunday, March 25
4:00pm-5:30pm
Plaza Ballroom E

This workshop will provide participants with specific approaches to receiving funds for highway safety projects. Advice will come from a successful grant writing police officer, a highway safety representative, and an officer that has obtained funding for projects from the private sector.

Moderator:

Bob Rowe
Grant/Technical/Manager
International Association of Chiefs of Police
515 N. Washington Street
Alexandria, VA 22314

Speakers:

Bob Wall
Fairfax County Police Department
3911 Woodburn Road
Annandale, VA 22003

Suzie Palmer
Minnesota Office of Highway Safety State Program Administrator
444 Cedar Street, Suite 150
St. Paul, MN 55101

Edmund Hedge
New London Police Department
5 Governor Winthrop Blvd.
New London, CT

LAW ENFORCEMENT TRACK**Racial Profiling Issues and Enforcement**

Sunday, March 25
4:00pm-5:30pm
Plaza Ballroom C

Racial profiling and its perceptions can cripple effective highway safety programs. Committed law enforcement leadership has proven how these issues can not only be successfully addressed but can lead to extraordinary achievements in highway safety.

Moderator:

Chuck Hurley
Executive Director
Highway Safety Group
National Safety Council
1025 Connecticut Ave., NW
Suite 1200
Washington, DC 20036

Speakers:

Colonel Anna Amos
SC State Transport Police
101 Executive Center Drive
Saluda Bldg. Suite 120
Columbia, SC 29210

James W. McMahon
Superintendent
NY State Police
1220 Washington Avenue, Bldg. 22
Albany, NY 12226-2252

Major Tim Youngfer
MI State Police
714 South Harrison Road
East Lansing, MI 48823

AD HOC TRACK**Accommodating Disabilities in Traffic Safety Program Initiatives**

Sunday, March 25
4:00pm-5:30pm
Governor's Square 14

Programs targeted to making travel safer and accessible for disabled pedestrians, bicyclists and school bus passengers will be showcased. The workshop will demonstrate various types of audible pedestrian signals and discuss current requirements to make sidewalks, paths and trails more pedestrian accessible. Designs for curb cuts, sidewalk running and cross slopes, as well as similar requirements for trails will be demonstrated. Learn how adaptive bicycles can motivate children with disabilities to become more independent. A School Bus Driver In-service Training Module addressing transporting children with disabilities will be highlighted.

Moderator:

Lois Thibault
US Access Board
1331 F Street NW, Suite 1000
Washington, DC 20004-1111

Speakers:

Barbara McMillen
Federal Highway Administration
HEPH, Rm 3301
400 7th Street, SW
Washington, DC 20590

Peter Axelson
Beneficial Designs
5858 Empire Grade
Santa Cruz, CA 95060

Billie Bentzen
Accessible Design for the Blind
PO Box 1212
Berlin, MA 01503

AD HOC TRACK**EMS: The Vital Link to Successful Traffic Safety Programs**

Sunday, March 25
4:00pm-5:30pm
Governor's Square 17

Historically, the nation's fire service has been among the most successful at selling the prevention message, resulting in dramatic decreases in fire losses of life and property. Emergency Medical Technicians and paramedics, many of whom are connected with the fire service, respond to crashes and other major emergencies. As a community's emergency medical safety net, they can be powerful and persuasive partners with highway safety. Learn how some communities have effectively integrated EMS into community-based programs and how you can work with your local EMS agencies and providers to develop a successful alliance to address your common goals.

Moderator:

Michael C. Merrill
Public Information Officer & Pre-hospital Program
EMS for Children Program Director
CO Department of Public Health
EMS & PD, PCP-A5
4300 Cherry Creek Drive South
Denver, CO 80246

Speakers:

Vicky Cassabaum, RN
Injury Prevention Coordinator
Trauma Services
Centura- St. Anthony's Hospital
4231 W. 16th Avenue
Denver, CO 80204

Theresa Raptine, RN, BSN
Program Manager, Injury Prevention & Outreach
Kiwani's Pediatric Trauma Institute
The Children's Hospital
1056 E. 19th Ave., Box 911
Denver, CO 80218

Tim Czapranski, *General Manager*
Rural Metro Medical Services
177 University Avenue
Rochester, NY 14605

**SAFE COMMUNITIES TRACK****Safe Communities Diversity Coalitions**

Sunday, March 25
4:00pm-5:30pm
Governor's Square 16

Multiculturalism and diverse coalitions – characteristics of culture, how to ensure cross-cultural awareness, how to build effective multicultural coalitions, multicultural dynamics. Native American Safe Communities, Hispanic, and African-American outreach. Target group programs — rural, metropolitan, seniors, and the youth. What intervention strategies have worked?

Moderator:

Federico E. Vaca, MD, FACEP
Assist. Prof. of Emergency Medicine
Center for Health Policy Research
UC Irvine Medical Center
101 The City Drive, Rte 128
Orange, CA 92868

Speakers:

Juan Roybal
Rio Arriba County
DWI Program Coordinator
1122 Industrial Park Road
Española, NM 87532

Anne Goon
Deputy Health Commissioner
Holmes County Safe Communities Program
Holmes County Health Dept.
931 Wooster Road
Millersburg, OH 44654

Bernadette Vargas,
Project Coord.
Santa Ana Pedestrian Safety Project
UC Irvine Health Policy and Research Pediatric Injury Prevention Research Group
100 Theory Suite 110
Irvine, CA 92697

Linda Hawkins, MEd.,
Project Coordinator
Injury Free Coalition for Kids in Philadelphia
Children's Hospital of Philadelphia
34th & Civic Center Blvd.
Philadelphia, PA 19104

**DATA AND RESEARCH TRACK****.08 BAC****Research: Impairment, Crash Risk and Effectiveness**

Sunday, March 25
4:00pm-5:30pm
Governor's Square 11

A number of recent studies have been published which provide strong justification for .08 BAC laws and should be particularly useful to jurisdictions wishing to enact .08 BAC legislation. The workshop will describe the research findings.

Moderator/Speaker:

James C. Nichols
Director, Office of Research & Traffic Record
NHTSA
400 7th Street, SW, NTS-30
Washington, DC 20590

Speakers:

Ralph Hingson
Asso. Dean for Research and Development
Boston University
School of Medicine
School of Public Health
715 Albany Street, TW2
Boston, MA 02118-2526

Scott Tippetts
Senior Statistician
Pacific Institute for Research and Evaluation
Calverton Office Park
11710 Beltsville, Dr. #300
Calverton, MD 20705

Ruth Shults
Epidemiologist
National Center for Injury Prevention and Control (CDC)
4770 Buford Highway, NE, K-63
Atlanta, GA 30341

Randy Elder,
Epidemiologist
National Center for Injury Prevention and Control (CDC)
4770 Buford Highway, NE, K-63
Atlanta, GA 30341



5:30pm-7:30pm

Grand Opening Reception in Exhibit Area

Come enjoy food, fun and music. A list of our Exhibitors appears on pages 34-38.

If you have an address correction or change, please visit us at registration with your new info.



Monday, March 26th

7:00am-5:30pm
Registration Open
Plaza Lobby

7:30am-3:30pm
Exhibit Area Open
*(closed during the Opening
Plenary and the Luncheon so
exhibitors may enjoy
the program)*

7:30am-8:30am
**Complimentary Continental
Breakfast**
Plaza Foyer
in the Exhibit Area

8:30am-9:45am
Opening Plenary Session
Plaza Ballroom ABCDE

Colorado State Patrol
Color Guard

National Anthem
Officer Robert Montoya

Tom Norton
Executive Director,
Colorado Department of
Transportation

Cheryle Adams
Aggressive Driving Victim

Lt. Carl McDonald
Wyoming State Patrol
Impaired Driving Victim

10:00am-11:30am
3rd Workshop Session

LAW ENFORCEMENT TRACK



New Directions in Speed Management

Monday March 26
10:00am-11:30am
Governor Square 12

Speed should not be viewed as a stand-alone problem. It is typically associated with alcohol related crashes, is prevalent in crashes involving young people, and adds to the injuries and fatalities when pedestrians are hit by a speeder. We fight an uphill battle with industry that glorifies fast, high performance vehicles.

Moderator:
Earl Hardy
Traffic Law
Enforcement Division
NHTSA
400 7th Street SW, NTS-13
Washington, DC 20590

Speakers:
Sergeant Vincent Aurentz
Dallas Police Department
334 South Hall Street
Dallas TX 75226

Robert K. Pirraglia
Associate Judge
State of Rhode Island
District Court
One Dorrance Plaza
Providence, RI 02903

AD HOC TRACK

Bicycle Safety: A Hands-On Experience

Monday, March 26
10:00am-11:30am
Grand Ballroom I



You want to promote bicycle safety in your community, but you are not sure exactly how to do it. Well, roll up your sleeves and come prepared to work. This session will lay out typical bicycle education and rodeo exercises, and engage members of the audience. We'll show you how to conduct a successful bicycle safety rodeo, correctly fit a bicycle for a person, properly fit a bicycle helmet, and perform a bicycle maintenance safety check. You'll also get ideas on how to engage the community in bicycle safety beyond a one-time rodeo.

Moderator:
Gay Page
Bicycle & Pedestrian Coordinator
CO DOT
4201 E Arkansas Ave.
Denver, CO 80222

Speakers:
DuWayne Ordóñez
Section Head Outdoor Recreation
City Of Albuquerque
Parks & Recreation Dept.
7701 San Pedro NE
Albuquerque, NM 87109

Bob Montoya
Technician Child Safety Education
Denver Police Department
Police Administration Building
1331 Cherokee Street
Denver, CO 80204

Kelley Roberts
TDM Coordinator
City of Fort Collins
235 Matthews Street
Fort Collins, CO 80524

IMPAIRED DRIVING TRACK



.08 BAC: How to Get it Passed in the States

Monday, March 26
10:00am-11:30am
Governor's Square 15

Congress has enacted a new federal standard for drunk driving at .08 BAC per se. Traffic safety advocates now face the task of implementing this law in the states prior to FY 2003 when federal sanctions take effect. This workshop will focus on innovative and successful legislative campaigns, new coalition partners, and legislative strategies. Participants will gain the tools needed to return home and pass .08 laws in their states.

Moderator:
Senator John Cullerton
3400 North Lakeshore Dr.
Chicago, IL 60657

Speaker:
Brandy Anderson
Director of Public Policy
MADD
1025 Connecticut Ave., NW
Suite 1200
Washington, DC 20036

Bob Shearouse
MADD
3 Bedford Drive
Palm Coast, FL 32137

SEAT BELT TRACK**Effective Belt Use Strategies for the New Millennium: Report of the 2001 Belt Use Summit.**

Monday, March 26
10:00am-11:30am
Grand Ballroom II

The new Administration is developing its own strategies for increasing seat belt use. These recommendations are pragmatic and data-driven.

Moderator:
Phil Haseltine
President
Automotive Coalition for Traffic Safety
1110 N. Glebe Rd.,
Suite 1020
Arlington, VA 22201

Speaker:
Robert Lange
Executive Director
Vehicle Safety Integration
General Motors Corp.
GM Technical Center
480-111-N65
Warren, MI 48090

**AD HOC TRACK****Making Travel Easy and Safe for People with Disabilities**

Monday, March 26
10:00am-11:30am
Governor's Square 17

This workshop will provide participants the opportunity to learn about, and use, adaptive devices in motor vehicles. It will explain the types of modifications made to motor vehicles to adapt them for use by disabled drivers. How to get a vehicle modified and how to find a reputable company to do it will also be discussed. Adaptive vehicles and equipment will be used as teaching aides in this workshop to provide participants hands-on experience with the products.

Moderator:
Rhonda Dinello Keith
Safety Performance Standards
NHTSA
400 7th Street, SW, (NPS-31)
Washington, DC 20590

Speakers:
John Quandt
President,
National Mobility Equipment
Dealers Association (NMEDA)
Advanced Wheels of
Technology
Box 908
East Granby, CT 06026

Lola Hershberger, OTR/CDRS,
ADED
Craig Hospital
3425 South Clarkson Street
Englewood, CO 80110

Kenneth Stack
General Motors Corporation
480-111-S56
30500 Mound Road
Warren, MI 48090

**SAFE COMMUNITIES TRACK****Safe Communities - How Do You Implement Social Marketing Strategies to Create Community Interest**

Monday, March 26
10:00am-11:30am
Governor's Square 16

Social marketing draws from successful techniques used by commercial marketers to "sell" ideas, attitudes, and behaviors. Emphasis is on listening to the needs and desires of target audiences themselves and building the program from there. This workshop session will focus on the "Four Ps" of social marketing (product, price, place, and promotion) with additional emphasis for community activists on partnerships, policy, and politics. The audience will learn how to develop a "marketing mix" of strategies before putting their educational messages in place.

Moderator:
Dr. Bill DeJong, *Lecturer*
Harvard School Of Public Health
Department Of Health and
Social Behavior
677 Huntington Ave
Boston, MA 02115

Panel:
William A. Smith,
Executive Vice President
Social Development Division
Academy For Educational
Development
1825 Connecticut Avenue NW
Washington D.C. 20009

Jennifer Drozdowski
Community Development Manager
Alberta Center For
Injury Control and Research
c/o 3 Wildwood Crescent West
Lethbridge, Alberta, Canada T1K6E1

Cecilia Alsobrook,
Public Information Officer
OK Highway Safety Office
3223 North Lincoln
Oklahoma City, OK 73105

**DATA AND RESEARCH TRACK****Polling the Public: Recent National Highway Safety Surveys**

Monday, March 26
10:00am-11:30am
Governor's Square 11

Several national polls have been conducted over the last two years on seat belt usage, drunk driving, pedestrian safety, speed and aggressive driving. Presenters at this workshop will review methodology and findings for each of the surveys.

Moderator/speaker:
Richard Compton
Chief, Research and Evaluation Division
NHTSA
Traffic Safety Programs
400 7th Street, SW
Room 6240 NTS-30
Washington, DC 20590

Speakers:
Jim Fell
Director, Human Performance Technology
Star Mountain, Inc.
3601 Eisenhower Ave.,
Suite 450
Alexandria, VA 22309-1500

Tresa Coe-Hardt
Director of Public Relations
MADD
511 E. John Carpenter Fwy.
Suite 700
Irving, TX 75062-8187

Joseph S. Carra
Director, National Center for Statistics and Analysis
NHTSA
400 7th St. SW
Washington, DC 20590



**CHILD PASSENGER
SAFETY TRACK**

**Update on
Air Bags**

Monday, March 26
10:00am-11:30am
Governor's Square 10

The technology and messages surrounding air bags changes every year. This session will review the new technological advances and the important consumer messages that come with these changes. Industry representatives will review the new products and safety features and safety advocates with outline the accompanying safety messages.

Moderator:

David Kelly
Air Bag & Seat Belt
Safety Campaign
1025 Connecticut, Ave., NW
Suite 1200
Washington, DC 20036-5405

Speakers:

Chip Chichester
NHTSA
400 7th Street, SW
Washington, DC 20590



**IMPAIRED DRIVING
TRACK**

**Reducing
Underage Drinking,
(Research and Science)**

Monday, March 26
10:00am-11:30am
Majestic Room

Recent research shows the effects of underage drinking. Of particular interest are the NIAAA studies on the age of drinking onset and studies on underage alcohol purchase attempts. The workshop will focus on recent research and solutions to the problem.

Moderator:

Johnnetta Davis
Pacific Research Institute
11140 Rockville Pike
Suite 600
Rockville, MD 20852

Speakers:

Ralph Hingson
Boston University School
of Public Health
715 Albany Street, TW2
Boston, MA 02118-2526

John Lacey
Mid-America Research
Institute
P.O. Box 3329
Shepherdstown, WV 25443



**11:45am-
1:15pm**

**Plenary
Luncheon**
Plaza Ballroom
ABCDE

Lonnie Westphal
Chief, Colorado
State Patrol

Mardy Burns
Advocates for
Cell Phone Safety
Cell Phone
Negligence
Victim.

*Attention First
Time Lifesavers
Attendees ~ sever-
al tables are
Reserved at lunch
for first-time
Attendees to meet
each other. Please
look for tables
with Stars.*

**1:30pm-
3:00pm**
**4th Workshop
Session**

**LAW ENFORCEMENT
TRACK**

**What Happened in
South Carolina?**

Monday, March 26
1:30pm-3:00pm
Majestic Ballroom

This workshop focuses on state and local strategies to increase safety belt use utilizing the South Carolina Click It or Ticket model. By implementing a three-week enforcement campaign combined with paid advertising, South Carolina's state and local agencies increased safety belt use by 9% (overall) and 14.3% among the minority population. This session focuses on the state and local strategies that really work in expanding your enforcement efforts, targeting media messages, and gaining minority leader support for stringent safety belt enforcement efforts.

Moderator:

Belinda M. Jackson
Regional Program Manager
NHTSA - Region IV
61 Forsyth Street,
Suite 17T30
Atlanta, GA 30303

Speakers:

Lt. Tim Pearson
Traffic Division
North Augusta Dept.
of Public Safety
P.O. Box 6400
North Augusta 29841

Colonel Anna Amos
SC State Transport Police
101 Executive Center Drive
Saluda Building, Suite 120
Columbia, SC 29210

Max Young,
Director, SC Department of
Public Safety
Office of Highway Safety
300-A Outlet Pointe Blvd.
Columbia, SC 29210



**IMPAIRED
DRIVING TRACK**

**Treating the
Drunk Driver in the
Emergency
Department**

Monday, March 26
1:30pm-3:00pm
Governor's Square 15

Alcohol treatment for drunk driving offenders is an important part of the solution to the drunk driving problem. This workshop will focus on recent research on effective treatment programs as well as research that demonstrates the effect hospitals can have on reducing alcohol-related injuries through brief treatment interventions. The workshop will also focus on what can and should be done in the judicial system to increase the use of alcohol treatment programs.

Moderator:

Carl Soderstrom, M.D.
Professor of Surgery
University of
Maryland
Shock Trauma
22 S. Greene Street
Baltimore, MD 21201



**If you have
an address
correction or
change,
please visit us
at registration
with your
new info.**

SEAT BELT TRACK**The Right Way to Use Paid Advertising in Increasing Seat Belt Use.**

Monday, March 26
1:30pm-3:00pm
Grand Ballroom I

States can now use federal highway safety funds for paid advertising. Learn how to use this new opportunity effectively.

Moderator:

Madalene Milano
Partner,
Greer, Margolis, Mitchell,
Burns and Associates
1010 Wisconsin Ave., NW
Suite 800
Washington, DC
20007-3674

Speaker:

Pat Eliason
*Passenger Safety
Programs Coordinator*
Michigan Office of Highway
Safety Planning
4000 Collins Rd.
P.O. Box 30633
Lansing, MI 48909-8133

**AD HOC TRACK****Transportation: Its Emerging Role in After-School Programs**

Monday, March 26
1:30pm-3:00pm
Grand Ballroom II

As increasing numbers of children spend time in latch-key after-school programs, it is important to ensure safe transportation practices. This also offers an emerging opportunity to educate young people about traffic safety issues. This workshop will present information essential to safe transportation for after-school child care programs such as motor vehicle safety standards, liability issues, use of non-conforming vans rather than school buses and occupant protection. This workshop will also show how to educate older youth who attend after-school programs and train them to mentor younger children on traffic safety. An expert from the federal government will also highlight how to access educational information for after-school programs and other financial resources available on government Web sites for program administrators.

Moderator:

Lynn White
Executive Director
National Child Care Association, Inc.
1016 Rosser Street
Conyers, GA 30012

Speakers:

Jennifer Scofield
Regional Director,
Youth and Community Development
Akron Area YMCA
209 S. Main Street, Suite 501
Akron, OH 44308

Vicky Moss, EdD.

Senior Policy Analyst
Office of Child Care
General Services Administration
1800 F Street, Rm. 6119
Washington, DC 20405

Marilyn Rhodes

Aramark Educational Resources
573 Park Point Drive
Golden, CO 80401

**AD HOC TRACK****Motorcycle Awareness and You**

Monday, March 26
1:30pm-3:00pm
Governor's Square 17

Each year, the month of May is designated *Motorcycle Safety Awareness Month*. States and motorcycle organizations across the country conduct a variety of activities to promote the importance of motorist awareness and sharing the road with motorcyclists. This workshop will highlight activities that various groups undertake to promote motorcycle safety during May; including the National Association of State Motorcycle Safety Administrators new Web site that provides technical assistance to all wishing to conduct *Motorcycle Safety Awareness Month* activities. The workshop will also provide an overview of the National Agenda for Motorcycle Safety, a comprehensive plan to advancing motorcycle safety. In particular, the motorist awareness aspects of the plan will be discussed.

Moderator:

Morgan Keene
Leeward Community College
96-045 Ala Ike St. C.E. 101
Pearl City, HI 96782

Speakers:

Jack Stuster, Ph.D., CPE
Vice President and Principal Scientist
Anacapa Sciences, Inc.
301 E. Carrillo Street
Santa Barbara, CA 93101

Ray Gaulin

CONREP Education Coordinator
CT DOT
2800 Berlin Turnpike
Newington, CT 06131-7546

Joey Syner

Highway Safety Specialist
NHTSA
400 7th Street, SW Room 5130
Washington, DC 20590



Please note the exhibitors with balloons – they are also sponsors of the Lifesavers Conference.

SAFE COMMUNITIES TRACK**Expanding the Number of Safe Communities in Your State**

Monday, March 26
1:30pm-3:00pm
Governor's Square 16

Ways to market the safe community program at the state level. A discussion on safe communities training. How to get other state agencies involved in the program. Strengthening and sustaining coalitions - sustaining the momentum, expansion strategies, evaluation of the coalition, continuity, stability, identity, and future directions. Ideas for safe community materials developed by state high safety offices.

Moderator:
Sue Guggemos,
Safe Communities Coordinator
MI Office of Highway
Safety Planning
4000 Collins Road
Lansing, MI 48909

Speakers:
Valodi Foster
Traffic Related Injury Prevention
CA Department of Health Services
State and Local Injury Control
P.O. Box 942732, MS 39A
Sacramento, CA 94234

Cheryl Shelton,
Safe Communities Coordinator
Governors Council on Impaired
and Dangerous Driving
ISTA Building, Suite 330
150 W. Market
Indianapolis, IN 46204

Susan Hardman,
Director
NY Department of Health
Bureau of Injury Prevention
Empire State Plaza
Corning Tower
Albany, NY 12237

DATA AND RESEARCH TRACK**Is Distracted Driving a Major Highway Safety Problem: What the Research Shows**

Monday, March 26
1:30pm-3:00pm
Governor's Square 11

Some research has indicated that distracted driving contributes up to 50% of the crashes that occur on our nation's roadways. What is distracted driving and how big is problem? Will electronic devices in vehicles cause more distraction or make the driving experience safer? What countermeasures are there to address the distracted driving problem? This workshop will attempt to address some of these questions.

Moderator/speaker:
Michael J. Goodman, Ph.D.
Engineering Research Psychologist
Division of Driver Behavior
Research and Simulation
NHTSA
400 7th St. SW
Washington, DC 20590

Speakers:
Robert C. Lange
Executive Director
Vehicle Safety Integration
General Motors Corporation
GM Technical Center
480-111-N65
Warren, MI 48090

Kathy Lusby-Treber
Executive Director
Network of Employers for
Traffic Safety
1900 L St., NW, Suite 705
Washington, DC 20036

Stephanie Faul
Communications Director
AAA Foundation for
Traffic Safety
1440 New York Ave.
Washington, DC 20004

CHILD PASSENGER SAFETY TRACK

Anatomy of a Recall
Monday, March 26
1:30pm-3:00pm
Governor's Square 10

Recalls are always in the news. Representatives from NHTSA and the Consumer Product Safety Commission will outline the process each agency takes in order to investigate reports of defective products and how they reach the ultimate decision to issue a recall.

Moderator:
Thomas Cooper
Office of Defects
Investigation
NHTSA
400 7th Street, SW
Washington, DC 20590

Speaker:
Marc Schoem
Consumer Product
Safety Commission
4330 East West Highway
Bethesda, MD 20014

DATA AND RESEARCH TRACK

Fatality Analysis Reporting System (FARS) Web Site - Announcing New Advanced Capabilities for Crash and Fatality Reporting
Monday, March 26
1:30pm-3:00 pm
Governor's Square 12

The NHTSA Office of the National Center for Statistics and Analysis will be introducing new, advanced features on the FARS web site. The presentation will include a description of the FARS Program, it's uses, the availability of the data and publications, and services provided by the NCSA. First introduced in May 1997, the FARS web site serves more than 5,000 users each month. This workshop will present the powerful capabilities of the new design that is based on NHTSA's most popular publication of crash statistics - the annual Traffic Safety Facts Report. A drill-down feature generates State-level traffic safety statistical tables and figures. Safety advocates and state and local officials will find this to be a valuable resource for their traffic safety programs.

Moderator:
Barry Eisemann
FARS ADP Manager
National Center for Statistics and Analysis
NHTSA
400 7th St., S.W.
Washington, DC 20590

Speaker:
Louann Hall, NHTSA
Chief, Information Services Branch
National Center for
Statistics and Analysis
NHTSA
400 7th St., SW NRD-31.3
Washington, DC 20590

3:00pm-3:30pm

Complimentary
Refreshment Break
in the Plaza Foyer
Exhibit Area

3:30pm-5:00pm

5th Workshop
Session

**CHILD PASSENGER
SAFETY TRACK**
**Protecting
Yourself and Your
Organization From Liability**



Monday, March 26
3:30pm-5:00pm
Grand Ballroom I

The fear of liability has become a very real hurdle to implementing child passenger safety programs. Sometimes this "fear" is justified, other times it is not. This session will review some helpful tips to consider while planning your programs and implementing your programs so as to minimize your and your organizations exposure to liability. The session will also include discussion regarding "protections" provided by state and federal law.

Moderator:
Alan Korn
Director of Public Policy
National SAFE KIDS
Campaign
1301 Pennsylvania Ave, NW
Suite 1000
Washington, DC 20004

LAW ENFORCEMENT TRACK
**Applying Enforcement
Technologies**



Monday, March 26
3:30pm-5:00pm
Grand Ballroom II

This workshop will provide participants with a holistic criminal justice approach to using various strategies designed to gain support for automated enforcement from government officials, legislative bodies, courts, and the public. This interactive session includes model statutes, enforcement strategies and judicial considerations.

Moderator:
Rose McMurray
Associate Administrator
NHTSA
400 7th Street, SW, NTS-01
Washington, DC 20590

Speakers:
Michele McDowell Fields
General Counsel
Insurance Institute for Highway Safety
1005 Glebe Road
Arlington, VA 22201-4751

Robert K. Pirraglia
Associate Judge
State of Rhode Island District Court
One Dorrance Plaza
Providence, RI 02903

**IMPAIRED DRIVING
TRACK**



**Binge Drinking on
the College Campus**

Monday, March 26
3:30pm-5:00pm
Governor's Square 15

Binge drinking continues to be an enormous problem among high school and college age students. This workshop will focus on the extent of the problem and will propose solutions to reducing binge drinking. Research from NIAAAs panel report and NHTSA's data on binge drinking will be presented.

Moderator:
Bobby Heard
Director of Programs
MADD National Office
511 E. John Carpenter Fwy. #700
Irving, TX 75062

Speakers:
Lauren Marchetti
North Carolina BAC
Testing Project
University of North Carolina
Safety Research Center
730 Airport Road
Campus Box 3430
Chapel Hill, NC 27599

Roland Smith
Vice President of Student Affairs
University of Delaware
109 Hulihan Hall
Newark, DE 19716

Drew Hunter
BACCHUS
P.O. Box 100430
Denver, CO 80250



AD HOC TRACK

Increasing Your Chances of Funding: Grant Writing Tips of the Trade
Monday, March 26
3:30pm-5:00pm
Majestic Room



A very successful workshop in Atlanta last year, this session will provide helpful hints on how to develop winning grant applications at the federal and state levels. Practical, how-to tips will be provided.

Moderator:

Judy Hammond
Program Manager
NHTSA Region VIII
555 Zang Street, Room 430
Lakewood, CO 80228

Speakers:

Linda Boor, *Director*
Office of Contracts and Procurement
NHTSA
400 7th St., SW, NAD-30
Washington, DC 20590

Valodi Foster, M.P.H.

Traffic Related Injury Prevention (TRIP) Unit
CA Department of Health Services
State and Local Injury Control
PO Box 942732, M.S. 39A
Sacramento, CA 94234

SEAT BELT TRACK

Increasing Seat Belt Use in Rural America
Monday, March 26
3:30pm-5:00pm
Governor's Square 12



Getting Americans who live outside urban and suburban areas to buckle up has proven to be challenging. What efforts are working?

Moderator

Romell Cooks
Region VII Administrator
NHTSA
901 Locust, Room 466
Kansas City, MO 64106

Speakers:

Todeda A. Cluff
Project Coordinator
Montezuma County Clicks
35350 Road R.6
Mancos, CO 81329

Jan Goldsmith

Occupant Protection Coordinator
Governor's Traffic Safety Bureau
629 E. Second Street
Des Moines, IA 50319-0249

Rosemary McKenzie

Minority Affairs Director
National Rural Health Association
One West Armour Blvd., Suite 203
Kansas City, MO 64111

AD HOC TRACK

Strategies to Make Your Community More Walkable
Monday, March 26
3:30pm-5:00pm
Governor's Square 17



Increasingly, walkable communities are a quality of life issue. If you've ever struggled with ideas to enhance your pedestrian safety program, this session is for you! Speakers will identify available best practices for enhancing pedestrian safety; events and promotions to raise awareness about pedestrian issues, such as *National Walk Our Children to School Day*; engineering interventions such as traffic calming; "A Safe Routes to School" initiatives; and innovative program approaches such as pedestrian sting enforcement programs. Come learn how to make your communities more livable by enhancing pedestrian safety!

Moderator:

Peggy da Silva
Center for Health Training
614 Grand Avenue, Suite 400
Oakland, CA 94602

Speakers:

Officer Bob Sullivan
Director, Jersey City Pedestrian Safety Task Force Project
Jersey City Police Planning and Research Dept.
8 Erie Street
Jersey City, NJ 07302

Jonathon LaValley

Research Coordinator
Center for Injury Prevention, Research and Education
University of New Mexico
Dept. of Emergency Medicine, 4 ACC W.
Albuquerque, NM 87131-5246

Angela Mickalide, Ph.D.

National SAFE KIDS Campaign
1301 Pennsylvania Ave., NW, Suite 1000
Washington, DC 20004-1707

Camilla Taft

National SAFE KIDS Campaign
1301 Pennsylvania Ave., NW, Suite 1000
Washington, DC 20004-1707

Phone/fax/email info on speakers is available in the Pre-Registration Booklet

SUNDAY 12 NOON–2:30AM—WELCOME IN THE EXHIBIT HALL

	Plaza F	Plaza A/B	Plaza E	Plaza C	Gov S 14
2pm–3:30pm	Child Passenger Safety Training - Effective Programs (CPS)	Weaving Tech. Into the Fight Against Drunk Driving (ID)	Who is Moving the Belt Numbers (SB)	Traffic Safety Marketing. Bye-Bye Bumper Stickers (AH)	Comprehensive Approach to the Higher Risk Driver Problem. (ID)

3PM–4:00PM BREAK IN THE EXHIBIT HALL

4pm–5:30pm	Child Passenger Safety Training Re-certification (CPS)	.08 BAC How to get it Passed in the States (ID)	Law Enforcement Resources, Issues (SB/LE)	Racial Profiling Issues & Enforcement. (LE)	Accommodating Disabil Traffic Safety Program Initiatives. (AH)
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5:30PM–7:30PM GRAND OPENING RECEPTION IN THE EXHIBIT HALL

MONDAY 7:30AM–8:30AM—CONTENTIONAL BREAKFAST IN THE EXHIBIT HALL

	Grand I	Grand II	Gov S 15	Majestic	Silver
8:30AM–9:45AM OPENING PLENARY Plaza ABCDE					
10:00am–11:30am	Bicycle Safety Hand On (AH)	Effective Seat Belt Use Strategies for the New Millennium (SB)	.08 BAC How to get it Passed in the States (ID)	Reducing Underage Drinking (Research and Science) (ID)	

11:45AM–1:15PM LUNCH Plaza ABCDE

1:30pm–3:00pm	The Right Way to Use Paid Advertisement in Increasing Seat Belt Use (SB)	Transportation: It's Emerging Role in After School Programs (AH)	Treating the Drunk Driver in the Emergency Department (ID)	What Happened in South Carolina. (LE)	
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3:00PM–3:30PM BREAK IN THE EXHIBIT HALL

3:30pm–5:00pm	Protecting Yourself and Your Organization from Liability (CPS)	Applying Enforcement Technologies. (LE)	Binge Drinking on College Campus. (ID)	Increasing your Chances of Funding: Grant Writing Tips. (AH)	
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TUESDAY 7:30AM–8:30AM—CONTENTIONAL BREAKFAST IN THE EXHIBIT HALL

	Grand I	Grand II	Gov S 15	Majestic	Silver
8:45am–10:15am	Booster Seat: State & Community Programs (CPS)	Surging Waves or Steady Pressure (LE)	When Drunk Drivers Transport Children (ID)	Legislatures & Lawmaking Bringing Traffic Safety to the Capitol (AH)	

10:15AM–10:45AM BREAK

10:45am–12:15pm	Booster Seat and Innovative Products (CPS)	The Aftermath of Drunk Driving (ID)	The Effectiveness of Education & Diversion programs for Belt Law Violators (SB)	Leadership In Enforcement (LE)	State and Community to Underage Drinking
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12:30PM–1:45PM LUNCH

2pm–3:30pm	Child Safety Seats & Accessories Show & Tell (CPS)	Increasing Seat Belt Use in Secondary Enforcement States (SB)	Getting Local Agencies Involved in Belt Enforcement (SB/LE)	America's Fastest Growing Population (AH)	
3:45pm–5:15pm			Innovative Child Passenger Safety Enforcement Strategies (LE)	Novice Driver Ed. School: A New Look A New Way (AH)	

Gov S 17	Gov S 16	Gov S 11	Gov S 10	Gov S 12
1st There 1st Care Bystander Care for the Injured. (AH)	Safe Communities for the 21st Century and Beyond (SC)	Research on Current Experien.w/ Graduated Driver Licensing Laws. (DR)	Public Policy Issues In Child Occupant Protection (CPS)	Innovative Impaired Driving Enforcement Program (LE)

EMS: The Vital Link to Successful Traffic Safety Programs. (AH)	Safe Communities Diversity Coalitions. (SC)	.08 BAC Research: Impairment, Crash Risk & Effectiveness. (DR)
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Follow workshops along these educational tracks

Gov S 17	Gov S 16	Gov S 11	Gov S 10	Gov S 12
Making Travel Easy for People w/Disabiliti. (AH)	Safe Communities-How do You Implement Social Marketing Strategies....(SC)	Polling the Public: Recent Nat'l Highway Safety Surveys (DR)	Update on Air Bags. (CPS)	New Directions In Speed Management (LE)



Ad Hoc Track (AH)

Motorcycle Awareness and You (AH)	Expanding the Number of Safe Communities in your State. (SC)	Is Distracted Driving a Major Highway Safety Problem? (DR)	Anatomy of A Recall. (CPS)	Fatality Analysis Reporting Systems (FARS) (DR)
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Child Passenger Safety Track (CPS)

Strategies to Make Your Community more Walkable (AH)	Saving Our Youth through Safe Communities Partnerships that really Work (SC)	Evaluation of Technology & Its Traffic Safety Applications. (DR)	Vehicle Technology Update (AH)	Increasing Seat Belt Use in Rural America. Cooks (SB)
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Data and Research Track (DR)

Gov S 17	Gov S 16	Gov S 11	Gov S 10	Gov S 12
A Cultural Approach to Increasing Traffic Safety in the African American Community (AH)	Data & Evaluation Methods for Safe Communities (SC)	An Overview of Selected Recent Research (DR)	Straight from the Mouth: What Kids Are Doing That Work (AH)	



Impaired Driving Track (ID)

Teens, Cars & Crashes What to Do (AH)	Working Toward Self-Sufficiency in Your Safe Community (SC)	What's New in Child Passenger Safety Research (DR)	School Bus Occupant Protection: New Research & New Direction (DR)	A Community Buckles Down to Help African American Men Buckle Up (AH)
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Law Enforcement Track (LE)

Using the Data: Part 1 (DR)	Safe Communities Co. Wide/Regional Efforts vs. Single Community Programs (SC)	Smart Drivers: Sharing the Road Safely (AH)	Cherish Lives, Buckle Up (AH)
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Seat Belt Track (SB)

Using the Data: Part 2 (DR)	The Role of Local Practioners in Promoting Safe Communities (SC)	National CPS Programs: Filling the Needs of Children (CPS)	Increasing Seat Belt Use Among Minority Populations (SB)
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Safe Communities Track (SC)

SAFE COMMUNITIES TRACK**Saving Our Youth Through Safe Communities - Partnerships That Really Work**

Monday, March 26
3:30pm-5:00pm
Governor's Square 16

Safe Communities coalitions are expanding to include juvenile safety and environmental safety (fires and falls). Juvenile safety is a natural step in working with law enforcement, school resource officers, and juvenile court systems. Substance abuse is a common factor in crimes, suicides/attempts, and traffic collisions, injuries and deaths. This is a good time to work closely with other coalitions, Safe Kids, Drug Free Partnerships, and the Safe & Drug-Free Schools program.

Moderator:

Jennifer Drees
Director, Western MD Safe Communities Center
Frostburg State University
Sand Spring Hall, Room 111
Frostburg, MD 21532-1099

Speakers:

Tom Woodward
Maryland State Police
Traffic Operations Section
Crime Lab Division
1201 Reisterstown Road
Pikesville, MD 21208-3899

Amy Rosenthal
P.O. Box 2497
Providence, RI 02906

Erin Donovan-Hull
Deputy Director
Street Law, Inc.
1600 K Street, NW
Suite 602
Washington, DC 20006

DATA AND RESEARCH TRACK**Evaluation of Technology and Its Traffic Safety Applications**

Monday, March 26
3:30pm-5:00pm
Governor's Square 11

This workshop will focus on technologies and their applications that have potentially very high safety pay-offs. Speakers will examine past research on electronic driver licensing, black boxes, photo radar, and safety belt interlocks and will discuss the current status of existing research on these technologies.

Moderator/Speaker:

Richard Compton
Chief, Research and Evaluation Division
NHTSA
400 7th Street, SW, NTS-30
Room 6240
Washington, DC 20590

Speakers:

Jennifer Harper Ogle
Research Engineer
School of Civil & Environmental Engineering
Georgia Institute of Technology
790 Atlantic Drive
Atlanta GA 30332-0355

Dr. Fred Goldberg
Card Safety System AB
Box 1210
S-181 24 LIDINGO
Sweden

Mark Freedman
Manager
Transportation Safety Research
Westat
1650 Research Blvd.
Rockville, MD 20850

AD HOC TRACK**Vehicle Technology Update**

Monday, March 26
3:30pm-5:00pm
Governor's Square 10

Manufacturers are constantly improving the crashworthiness and crash avoidance capabilities of passenger vehicles. What new technologies are emerging in the marketplace and what is their likely impact on safety?

Moderator:

Susan Ferguson, Ph.D.
Senior Vice President, for Research
Insurance Institute for Highway Safety
1005 N. Glebe Rd.,
Suite 800
Arlington, VA 22201

Speakers:

Robert Lange
Engineering Director, Automotive Safety
General Motors Corporation
30200 Mound Rd.
Mail Code 480-111-N65
Warren, MI 48090

James Vondale
Director, Auto Safety and Engineering Standards
Ford Motor Company
Fairlane Plaza South
330 Town Center Drive
Dearborn, MI 48126

**Tuesday
March 27****7:00am-5:30pm**

Registration Open
Plaza Lobby

7:30am-12:30pm

Exhibit Area Open

7:30am-8:30am

Complimentary Continental
Breakfast Plaza Foyer in the
Exhibit Area

8:45am-10:15am

6th Workshop Session

**Visit the
exhibits!**

**CHILD PASSENGER
SAFETY TRACK****Booster Seats: State and
Community Programs**

Tuesday, March 27

8:45am-10:15am

Grand Ballroom I

This session will provide an overview of booster seat programs throughout the country. Examples of a statewide booster program and a community program will be shared. A Boost America Campaign representative will also provide detailed information about their programs in specific states.

Moderator:

Christene Jennings

Director of Programs

Automotive Coalition for Traffic Safety

1110 North Glebe Road, Suite 1020

Arlington, VA 22201

Speakers:

Kristy Bienvenue

Program Coordinator

Providence Safe Communities Partnership

P.O. Box 2497

Providence, RI 02906

Cathy Gillen

Manager of Communications

Boost America! Campaign

One Thomas Circle, NW

Washington, DC 20005

Susan Yates

Coordinator

CO Child Passenger Safety Program

7900 East Berry Place

Greenwood Village, CO 80111

LAW ENFORCEMENT TRACK**Surging Waves or
Steady Pressure**

Tuesday, March 27

8:45am-10:15am

Grand Ballroom II

Different ways law enforcement can convince the public that unbuckled means a ticket.

Moderator:

Adele Derby

*Associate Administrator for Regional**Operations*

State and Community Services

NHTSA

400 7th Street SW, NSC-01

Washington, DC 20590

Speakers:

Commissioner Dwight Helmick, Jr.

California Highway Patrol

P.O. Box 942898

Sacramento, CA 94298-0001

Terrence Jungel

Executive Director

Michigan Sheriff's Association

515 N. Capitol Avenue

Lansing, MI 48933

Master Deputy Sheriff Bill Belvin

Rowan County Sheriff's Department

232 N. Main Street

Salisbury, NC 28144

IMPAIRED DRIVING TRACK**Child Endangerment:
When Drunk Drivers
Transport Children**

Tuesday, March 27

8:45am-10:15am

Governor's Square 15

Recent research has revealed that many children who die in alcohol-related traffic crashes are actually riding unbelted in cars driven by drinking drivers. This workshop will educate participants on this research, focus on national programs that target this problem, and examine laws that can be passed at the state level to reduce this form of child endangerment.

Moderator:

Carol McNamee

MADD Vice President of Public Policy

Director of Victim Services

2006 Laukahi Street

Honolulu, HI 96821

Speaker:

Stephanie Frogge

Director of Victim Services

MADD National Office

511 E. John Carpenter Fwy, #700

Irving, TX 75062

**Please note the exhibitors
with balloons – they are also
sponsors of the Lifesavers
Conference.**

AD HOC TRACK**Legislatures and Lawmaking: Bringing Traffic Safety to the Capitol**

Tuesday, March 27
8:45am-10:15am
Majestic Room

Each year more than 1,000 bills are introduced in state legislatures regarding traffic safety issues. This workshop will feature state legislators who will provide information about their experience on both sides of traffic safety issues like primary seat belt laws, child passenger safety upgrade laws, motorcycle helmet laws, .08 and other impaired driving legislation. The National Conference of State Legislatures legislative tracking system will be highlighted as well.

Moderator:

Melissa Savage
Policy Specialist, Transportation
National Conference of State Legislatures
1560 Broadway, Suite 700
Denver, CO 80202

Speakers:

Dorothy Gotlieb (R)
(former CO Representative)
4123 Rosemary Way
Denver, CO 80237

Nolbert Chavez
CO Representative (D)
200 E. Colfax
Denver, CO 80203-1716

Marcy Morrison
Colorado Representative (R)
302 Sutherland Place
Manitou Springs, CO 80125

**AD HOC TRACK****A Cultural Approach to Increasing Traffic Safety in the African American Community**

Tuesday, March 27
8:45am-10:15am
Governor's Square 17

Traffic fatalities are the leading cause of death for African Americans from age one through 14, and the second leading cause of death from 15 through 24. This workshop will feature some of the best practices in reaching African Americans with culturally specific strategies and with life saving traffic safety messages.

Moderator:

Audrey J. Gilbreath
President
Gilbreath Communications, Inc.
15995 N. Barkers Landing
Suite 100
Houston, TX 77079

Speakers:

Debra A. Brown
Vice President
Gilbreath Communications, Inc.
15995 N. Barkers Landing
Suite 100
Houston, TX 77079

Anne Mrok-Smith
Senior Public Information Planner
Houston-Galveston Area Council
3555 Timmons, Suite 500
Houston, TX 77027

**SAFE COMMUNITIES TRACK****Data and Evaluation Methods for Safe Communities**

Tuesday, March 27
8:45am-10:15am
Governor's Square 16



Using data and measuring results to market safe communities. Formative evaluation – using needs assessments, focus groups, listening sessions, etc. in the program development stage. Guidance on how to document and track both process and outcome measures. Conducting a data driven program reduces injuries and costs in your community.

Moderator:

Debra Nelson
North Dakota Safe Communities Project Manager
DLN Consulting, Inc.
130 Seventh Avenue, West
Dickinson, ND 58601

Speakers:

William H. Pauli
Collision Reconstruction Specialist
Somerset County
Prosecutor's Office
P.O. Box 3000
Somerville, NJ 08876

Dr. Carol Cotton
Project Director
University of Georgia
Department of Health Promotion and Behavior
331 Ramsey Student Center
300 River Road
Athens, GA 30602

Tom Walsh
Traffic Operations and Safety Engineer
City of Madison Traffic Engineering
PO Box 2986
Madison, WI 53701-2986



DATA AND RESEARCH TRACK**An Overview of Selected Recent Research**

Tuesday, March 27
8:45am-10:15am
Governor's Square 11

The intent of this workshop is to update conferees on very recent research that doesn't fit neatly into other workshop categories. Topics include: trends in the crashes of women drivers, characteristics of Mexican American impaired drivers, analysis of pedestrian collisions in Baltimore and Washington DC, and state differences in zero tolerance laws and their application.

Moderator:

Christine M. Branche, Ph.D.
Director, Division of Unintentional Injury Prevention
National Center for Injury Prevention and Control (CDC)
4770 Buford Highway, N.E.
Mailstop K-63
Atlanta, GA 30341-3724

Speakers:

David Preusser
Preusser Research Group
7100 Main Street
Trumbull, CT 06611

John Lacey
Mid-America Research Institute
P.O. Box 3329
Shepherdstown, WV 25443

Susan Ferguson
Senior Vice President for Research
Insurance Institute for Highway Safety
1005 N. Glebe Road
Arlington, VA 22201

AD HOC TRACK**Straight From the Mouth: What Kids Are Doing That Works**

Tuesday, March 27
8:45am-10:15am
Governor's Square 10

Peer-to-peer outreach by youth and for youth is one sure way for young people to become actively involved in traffic safety injury prevention. This workshop features youth leaders from around America who have conducted successful programs. Learn of their solutions to local problems and take back the techniques to your community.

Moderator:

Cheryl Neverman
Office of Communications and Outreach
NHTSA
400 7th Street SW, NTS-22
Washington, DC 20590

Youth Speakers:

Wrex Phipps
Farm Safety 4 Just Kids
110 S Chestnut Ave
PO Box 458
Earlham, IA 50072-0458

Kim Karst
Vice-President of Peer Education
Family, Career and Community Leaders of America (FCCLA) (NOYS Youth rep)
1910 Association Drive
Reston, VA 20191

Nisha Tamaskar
American School Health Association and Project Change
18800 Tanterra Way
Brookeville, MD 20833

Meagan Gaither
National Youth In Action
MADD
511 E. John Carpenter Fwy., #700
Irving, TX 75062

10:15am-10:45am

Complimentary Refreshments in the Exhibit Area

10:45am-12:15pm

7th Workshop Session

Please wear your badge!

CHILD PASSENGER SAFETY TRACK**Booster Seats and Innovative Products**

Tuesday, March 27
10:45am-12:15pm
Grand Ballroom I

This session will allow selected child restraint manufacturers to address technical issues regarding booster seats including: "combination" boosters and LATCH; and innovative products for booster-age/size children, such as Britax's "Laptop" and Fisher-Price's "Futura 20/60".

Moderator:

Christene Jennings
Director of Programs
Automotive Coalition for Traffic Safety
1110 North Glebe Road
Suite 1020
Arlington, VA 22201

Speakers:

Tom Baloga
President
Britax Child Safety, Inc.
460-R Greenway Industrial Dr.
Fort Mill, SC 29708

Dave Campbell
Vice President - R & D and Engineering
Graco/Century Products
9600 Valley View Road
Macedonia, OH 44056

John Rhein
Director of Product Engineering
Fisher-Price, Inc.
636 Girard Avenue
East Aurora, NY 14052

Fran Corda
Marketing Specialist

IMPAIRED DRIVING TRACK**The Aftermath of Drunk Driving**

Tuesday, March 27
10:45am-12:15pm
Grand Ballroom II

This workshop will focus on the effect drunk driving crashes have on victims. Victim impact panels are used across the nation as part of a convicted drunk driver's sentence. Studies have shown these victim impact panels to be effective in reducing recidivism. This year's victim impact panel will feature speakers from diverse communities and youth.

Moderator:

Millie Webb, *National President MADD*
511 E. John Carpenter Fwy #700
Irving, TX 75062

Speakers:

Rose Rose, *State Chair Wisconsin MADD*
340 So. Ellis Ave.
Peshtigo, WI 54157

Connie Harton
MADD, Utah
MADD National
Board of Directors
4955 So. 1250 West
Murray, UT 84123

Wendy Hamilton
MADD *Vice President of Field Issues*
MADD National
Board of Directors
10205 Trinity Church Road
Charlotte Hall, MD 20622

Brenda Altman
MADD, Virginia
MADD National
Board of Directors
5232 Dresden Lane
Roanoke, VA 24012-8575

SEAT BELT TRACK**The Effectiveness of Education and Diversion Programs for Belt Law Violators**

Tuesday, March 27
10:45am-12:15pm
Governor's Square 15

A few jurisdictions have implemented education and violator diversion programs. Learn what they are all about.

Moderator:

Joanne Fairchild, RN
Legacy Emanuel Hospital
Trauma Service
2801 N. Gantenbein Ave.
Portland, OR 97227

**SEAT BELT/LAW ENFORCEMENT TRACKS****Leadership in Enforcement**

The critical ingredient required in getting a state buckled
Tuesday, March 27
10:45am-12:15pm
Majestic Room

A well structured safety belt statute, desire, inter-agency cooperation and education are all elements needed to get motorists' to use their safety belts. However, without strong visible leadership in enforcement, high levels of belt usage cannot be achieved. This workshop will explore how enforcement leadership was instrumental in achieving belt usage rates ranging from 83% to 90% in California, Michigan and New York.

Moderator:

Former Commissioner
Maury Hannigan
National Safety Council
4880 San Juan Ave.
Suite 210
Fair Oaks, CA 95628

Speakers:

Major Tim Youngfer
MI State Police
714 South Harrison Road
East Lansing, MI 48823

James McMahon
Superintendent
New York State Police
Bldg 22, State Campus
Albany, NY 12226

Commissioner Dwight
Helmick, Jr.
California Highway Patrol
2555 First Avenue
Sacramento, CA
94298-0001

IMPAIRED DRIVING TRACK**State and Community Responses to Underage Drinking**

Tuesday, March 27
10:45am-12:15pm
Silver Room

Underage drinking is the nation's No. 1 drug problem, killing more than six times as many young people as all other illicit drugs combined. This workshop focuses on successful community programs and countermeasures that are designed to reduce underage drinking such as the Governors' Spouses' Initiative to Reduce Underage Drinking and MADD's Youth In Action program.

Moderator:

Marilyn Acuirre-Molina
Professor of Clinical Public Health
The Joseph L. Mailman School
Division of Population and Family Health
Columbia University
60 Haven Avenue-B2
New York, NY 10032

Speakers:

First Lady Susan Knowles
(of Alaska)
Office of the First Lady
Governor's House
716 Calhoun Avenue
Juneau, AK 99801

Michael Bell
Longmont Police Department
225 Kimbark Street
Longmont, CO 80501

Carol McNamee
MADD *Vice President of Public Policy*
Director of Victim Services
2006 Laukahi Street
Honolulu, HI 96821

AD HOC TRACK**Teens, Cars and Crashes. What To Do?**

Tuesday, March 27
10:45am-12:15pm
Governor's Square 17

The leading cause of death for teenagers ages 14-19 is motor vehicle crashes. Over 5,000 teenagers are killed and over 600,000 are injured in motor vehicle crashes every year. How are teen crashes different and why are more teens killed in crashes than all other age groups? Learn what can be done to decrease teen crashes - immediately and in the future.

Moderator:

Kevin Quinlan
Chief, Safety Advocacy and Accomplishments Division
National Transportation Safety Board, SR-30
490 L'Enfant Plaza East, SW
Washington, D.C. 20594

Speakers:

Rob Foss
UNC Highway Research Center
730 Airport Rd., Suite 300
Campus Box 3430
Chapel Hill, NC 27599

Marcy Morrison
CO Representative (R)
302 Sutherland Place
Manitou Springs, CO 80125

Joe F. Fowlkes
TN Representative (D)
8262 Lewisburg Hwy.
Cornersville, TN 37045

SAFE COMMUNITIES TRACK**Working Towards Self-Sufficiency in Your Safe Communities**

Tuesday, March 27
10:45am-12:15pm
Governor's Square 16

Innovative partnerships that can assist in program initiatives, fund-raising, and coalition support especially in working towards self-sufficiency. Strategies for mobilizing community resources.

Moderator:

Shane St. Clair
Executive Director
ACTSOREGON
405 W. Arlington
Gladstone, OR 97045

Speakers:

Larry Kendall
Traffic Safety
P.O. Box 1659
Huntington, WV 25717

Melvin Martinez
Traffic Safety Bureau
NM State Highway and Transportation Department
P.O. Box 1149
604 W. San Mateo Road
Santa Fe, NM 87504-1149

R. Glenn Adams
Jackson County Safe Communities
Jackson County Fire District #5
220 W. Rapp Road #34
Talent, OR 97540

If you have an address correction or change, please visit us at registration with your new info.

DATA AND RESEARCH TRACK**What's New in Child Passenger Safety Research?**

Tuesday, March 27
10:45am-12:15pm
Governor's Square 11

How are children injured in motor vehicle crashes? What are the major problems and where should highway safety resources best be used to address those problems? Recent research on child passenger safety will help answer some of these questions.

Moderator:

Lorrie Walker
Coordinator, South Florida Child Passenger Safety Program
Florida Atlantic University
College of Nursing - Room 115
777 Glades Road
Boca Raton, FL 33431-0991

Speakers:

Shannon Morris
Project Coordinator
Partners for Child Passenger Safety
The Children's Hospital of Philadelphia
34th Street and Civic Center Blvd.
3535 TraumaLink, 10th Floor
Philadelphia, PA 19104

Susan Ferguson
Senior Vice President for Research
Insurance Institute for Highway Safety
1005 North Glebe Road
Arlington, VA 22201

Ruth Shults
Epidemiologist
National Center for Injury Prevention and Control (CDC)
4770 Buford Highway, NE, K-63
Atlanta, GA 30341

**DATA AND RESEARCH
TRACK****School Bus****Occupant Protection: New
Research and New Directions**

Tuesday, March 27

10:45am-12:15pm

Governor's Square 10

In early 2001, NHTSA will report the results of its current school bus occupant protection research to Congress. This research will lead NHTSA to make the most significant changes to school bus passenger protection in over 20 years. This workshop will describe the research conducted, discuss the findings and describe the school bus of the future.

Moderator:

Tim Hoyt

Associate Vice President - Safety
Nationwide Insurance Company
1 Nationwide Plaza
Columbus, OH 43081

Speakers:

Lisa Sullivan

Physical Scientist

Vehicle Research Test Center

NHTSA

P.O. Box B37

East Liberty, OH 43319

Marilyn J. Bull, MD

*Morris Green Professor of**Pediatrics**Director, Developmental**Pediatrics*

James Whitcomb Riley

Hospital for Children

702 Barnhill Drive, Room 1601

Indianapolis, IN 46202

James Johnson

Indiana Mills & Manufacturing

Bus Business Unit Manager

18881 US 31 North

West Field, IN 46074

Edwards D. Cleaves

Western Sales Representative

C.E. White Company

536 Seahawk Street, SE

Olympia, WA 98503-1454

AD HOC TRACK**America's
Fastest****A Community
Buckles Down to
Help African
American Men
Buckle Up**

Tuesday, March 27

10:45am-12:15pm

Governor's Square 12

How a Colorado seat belt initiative integrated cause, community and communication to save lives.

Moderator:

Sylvia Cordy

President

Cordy & Company

1616 17th Street

Suite 600

Denver, CO 80202

**Phone/fax/email info for
speakers and moderators
is available in the Pre-
Registration Booklet**

**12:30pm-
1:45pm****NHTSA Awards
Luncheon**

Plaza Ballroom

ABCDF

2:00pm-3:30pm**7th Workshop Session****CHILD PASSENGER SAFETY
TRACK****Child Safety Seats &
Accessories: Show and Tell**

Tuesday, March 27

2:00pm-3:30pm

Grand Ballroom I

As a follow up to last year's very popular session, representatives from the car seat companies and the accessory manufacturers will demonstrate their new features and products and how they are filling special gaps in the marketplace. Hands on demonstrations will allow you to touch and try the different products.

Moderator:

Kerry Fernandez

West Coast National Field Organizer

National SAFE KIDS Campaign

102 Bayline Circle

Folsom, CA 95630

Speakers:

Lori Antolino

Safety Advisor

EZ on Products, Inc. of Florida

500 Commerce Way West

Jupiter, FL 33458

Dave Campbell

Vice President- R & D and Engineering

Graco/Century Products, Inc.

9600 Valley View Road

Macedonia, OH 44056

Carol Dingley

Manager, Corporate Communications

Cosco, Inc.

2525 State Street

Columbus, IN 47201-7494

Robert Haut

Graco Children's Products, Inc.

51 South Pine Street

P.O. Box 100

Elverson, PA 19520

John Rhein

Director of Product Engineering

Fisher-Price, Inc.

636 Girard Avenue

East Aurora, NY 14052

SEAT BELT TRACK**Increasing Seat Belt Use in Secondary Enforcement States.**

Tuesday, March 27
2:00pm-3:30pm
Grand Ballroom II

Achieving high belt use in secondary enforcement states is difficult, but not impossible. What can work for you?

Moderator:

John Moffat
Director
Washington Traffic Safety Commission
P.O. Box 40944
1000 S. Cherry Street
Olympia, WA 98504-0944

Speakers:

Alberto Gutier
Director, Governor's Office of Highway Safety
3030 North Central Ave.
Suite 1550
Phoenix, AZ 85012

Kathryn Swanson
*Office of Traffic Safety
Dept of Public Safety*
Town Square, Suite 150
444 Cedar Street
St. Paul, MN 55101-2150

**AD HOC TRACK****America's Fastest Growing Population: Older Drivers**

Tuesday, March 27
2:00pm-3:30pm
Majestic Room

This workshop will focus on the many questions that arise regarding older drivers - the fastest growing population in the U.S. today. What are the challenges that face aging and transportation professionals as we seek to enable aging drivers to maintain safe driving and understand their options to remain mobile? Should everyone over a certain age be required to be re-tested at specified intervals? What is the responsibility of families, friends, communities and health professionals who work and interact with aging drivers?

Moderator:

Jeff Finn
Journalist in Residence at American University
Mary Graydon Center,
Room 300
4400 Massachusetts Ave, NW
Washington, DC 20016

Speakers:

Audrey Straight
*Senior Policy Advisory
AARP*
601 E Street, NW
Washington, DC 20049

Karlene Ball, Ph.D.
University of Alabama at Birmingham Center for Research on Applied Gerontology
300 Callahan Eye Foundation
700 18th Street South
Birmingham, AL 35294

Susan Sampson
*Tampa Bay Area
Agency on Aging*
9455 Koger Blvd., Suite 200
St. Petersburg, FL 33702

**SEAT BELT/LAW ENFORCEMENT TRACK****Getting Local Agencies Involved in Belt Enforcement**

Tuesday, March 27
2:00pm-3:30pm
Governor's Square 15

What challenges face supervisors in heightening the awareness of and reasons for seat belt enforcement? What role does the patrol officer or deputy play in the equation? How to get municipal, county and state agencies on the same page when it comes to unified efforts. Can the School Resource Officer be the Traffic Officer's best ally?

Moderator:

Robert Redfern, *Chief*
Easthampton Police Department
198 East Street
Easthampton, MA 01027

Speakers:

J. Stephen Cox
Chief of Police (Ret) Leawood, KS
10932 Farola Drive NW
Albuquerque, NM 87114

Asst. Chief Steve Casstevens
Hoffman Estates Police Department
1200 Gannon Drive
Hoffman Estates, IL 60194

Duke Smilth
Contractor
Colorado Dept. of Transportation
1325 S. Colorado Blvd.
Building B, Suite 700
Denver, CO 80222

**DATA AND RESEARCH TRACK****Using Data Part I**

Tuesday, March 27
2:00pm-3:30pm
Governor's Square 17

This workshop focuses on identifying, within the context of specific highway safety issues, the types of data that are relevant for enacting legislation, justifying program funding or improving the management of highway safety. Participants will be divided into small groups to develop data pages for two highway safety issues of their choice. Sample Issue Pages will be presented that demonstrate how data sources can be used to identify the information that is most relevant to the issue.

Moderators:

Dennis Utter
Director, Math Analysis Division
National Center for Statistics and Analysis
NHTSA
400 7th St. SW
Room 6125
Washington, DC 20590

Sandy Johnson
Consultant
NHTSA
400 7th St. SW
Room 6125
Washington, DC 20590



SAFE COMMUNITIES TRACK**Safe Communities County-wide/Regional Efforts vs. Single Community Programs**

Tuesday, March 27
2:00pm-3:30pm
Governor's Square 16

What are the differences between the two approaches, benefits, strengths and weaknesses, and pitfalls?

Moderator:

Theresa Cruz,
Executive Director
Mecklenburg Safe Communities Program
P.O. Box 32861
Charlotte, NC 28232-2861

Speakers:

Marie-José Schwartz, RN,
MPH
Safe Community of Dekalb
Dekalb County Board of Health
445 Winn Way
P.O. Box 987
Decatur, GA 30031

Frank F. Marcucio III
Naugatuck Valley Safe Communities
P.O. Box 223
Seymour, CT 06483

Mike Smeltzer, MPH
Columbus Health Department
181 Washington Boulevard
Columbus, OH 43215

AD HOC TRACK**Smart Drivers: Sharing the Road Safely**

Tuesday, March 27
2:00pm-3:30pm
Governor's Square 11

Each year, approximately 5,000 people die in crashes involving large trucks and buses. The vast majority of these victims are occupants of passenger vehicles. A serious truck crash can create major public concern in a very short period of time, regardless of what caused it. This workshop is designed to help communities readily develop truck safety initiatives, which educate all types of highway users regarding how to drive safely in and around trucks. It also offers outreach strategies to promote defensive driving by drivers of large trucks. The workshop will provide sources of information, materials, potential partners and best practices/lessons learned in delivering truck safety initiatives at the local level.

Moderator/Speaker:

Jim Keenan
Chief, Safety Action Programs Division
Office of Motor Carrier Safety Programs
Federal Motor Carrier Safety Administration
400 7th St. SW, Room 3419
Washington, DC 20590

Speakers:

Daniel R. Smyser
Chief, Motor Carrier Division
PA Department of Transportation
P.O. Box 8210
Harrisburg, PA 17105-8210

Anthony Moore
Salem Police Department Police Officer
555 Liberty St. SE, Room 130
Salem, OR 97301-3503

AD HOC TRACK**Cherish Lives, Buckle Up!**

Tuesday, March 27
2:00pm-3:30pm
Governor's Square 10

Focus groups have indicated that diverse populations are individuals who pay particular attention to their faith leaders. Working with the faith community to deliver traffic safety messages is an excellent avenue to reach certain populations. In the Hispanic community, blessings of child seats are taking place in the churches and at child seat check-points. African American churches are featuring A Child Seat Sunday, hosting child seat clinics after church services. This workshop will feature some innovative strategies to involve the local faith community in your outreach efforts.

Moderator:

Sullivan Robinson
Executive Director
Congress of National Black Churches
1225 Eye St., NW, Suite 750
Washington, DC 20005-3914

Speakers:

Victor Garcia, M.D.
Children's Hospital Medical Center
3333 Burnet Avenue
Cincinnati, OH 45229

Rev. Wendell Anthony
President
Detroit Branch NAACP
2990 East Grand Boulevard
Detroit, MI 48202

Sheryl Allen, MD
Assistant Professor of Clinical Pediatrics
Division of Emergency Medicine
Children's Hospital Medical Center
333 Burnet Avenue
Cincinnati, OH 45229

Rebecca Barerra
Exec. Director
National Latino Children's Inst.
1412 West Sixth Street
Austin, TX 78703

Phone/fax/email info for speakers and moderators is available in the Pre-Registration Booklet

3:45pm-5:15pm
9th Workshop Session

LAW ENFORCEMENT TRACK



Innovative Child Passenger Safety Enforcement Strategies

Tuesday, March 27
3:45pm-5:15pm
Governor's Square 15

Discussion of different enforcement and education strategies in child passenger safety from around the country. Discussion will include how to motivate officers to enforce CPS Laws, officer training, and innovative education strategies.

Moderator:

Steve Casstevens
Assistant Chief
Hoffman Estates
Police Department
1200 Gannon Drive
Hoffman Estates, IL 60194

Speakers:

Edmund Hedge
New London
Police Department
5 Governor Winthrop Blvd.
New London, CT

David Culler
Jefferson Co.
Police Department
10915 Pine View Court
Louisville, KY 40299

William Merritt
Sergeant
Vermont State Police
565 St. George Road
Williston, VT 05495

AD HOC TRACK

Novice Driver Education: A New Look, a New Way

Tuesday, March 27
3:45pm-5:15pm
Majestic Room



Traditional driver education in the United States has been in decline since the late 1970's. But, driver education is changing. There is a project, led by ADTSEA, to improve and enhance driver education programs, both in public and commercial schools. There is also a move to improve driver education through Graduated Licensing Programs. This workshop will examine "new" driver education content, outcomes and delivery systems, and examine the effectiveness of selected Graduated Licensing Systems.

Moderator/Speaker:

A.O. "Brad" Bradshaw, Ph.D.
Executive Director
ADTSEA Highway Safety Center
Indiana University of Pennsylvania
Indiana, PA 15705

Speaker:

Dr. Jean Shope
Social and Behavioral
Analysis Division
University of Michigan
Transportation Research Institute
2901 Baxter Road
Ann Arbor, MI 48109-2150

DATA AND RESEARCH TRACK



Using Data Part II

Tuesday, March 27
3:45pm-5:15pm
Governor's Square 17

In this session, participants will break into small group to translate the information developed for the issue pages into two Fact Sheets designed for decision makers. Guidelines, sample effective Fact Sheets, The Data Smart Manual and information about data sources will be distributed as resources.

Moderators:

Dennis Utter
Director, Math Analysis Division
National Center for Statistics
and Analysis
NHTSA
400 7th St. SW, Room 6125
Washington, DC 20590

Sandy Johnson

Consultant
NHTSA
400 7th St. SW, Room 6125
Washington, DC 20590

**Please note
the exhibitors
with balloons
– they are also
sponsors of
the Lifesavers
Conference.**



SAFE COMMUNITIES TRACK
The Role of Local Practitioners in Promoting Safe Communities

Tuesday, March 27
3:45pm-5:15pm
Governor's Square 16

Moderator:

Thomas B. Danenhower
Injury Prevention Coordinator
EMSIP Section/DPHHA
P.O. Box 202951
Helena, MT 59620-2951

Speakers:

Sandra DelSesto
Providence Safe Communities Partnership
P.O. Box 2497
Providence, RI 02906

Monica Alles-White
Safe Communities Coordinator
Hamilton County General Health District
250 Wm. Howard Taft Road, 2nd Floor
Cincinnati, OH 45219

Jennifer Scofield
Regional Director, Youth and Community Development
Akron Area YMCA
209 S. Main Street, Suite 501
Akron, OH 44308-1319

CHILD PASSENGER SAFETY TRACK
National CPS Program: Filling the Needs of Children

Tuesday, March 27
3:45pm-5:15pm
Governor's Square 11

This session is an overview of the several national child passenger safety programs, the services they provide and the communities they serve. Participants will learn about the individual and combined benefits of these complementary programs, as well as ways to tap into the resources available through them.

Moderator

Ann King, RN, CPN
Material Child Outreach
St. Francis Medical Center
2620 West Faidley Avenue
Grand Island, NE 68803

Speakers:

Karen DiCapua
National SAFE KIDS Campaign
1301 Pennsylvania Ave., NW
Suite 1000
Washington, DC 20004

Sara Tatachio
Director, Safety, Environment and Technology Public Affairs
Ford Motor Company:
Boost America! Campaign
20901 Oakwood Blvd.
Mail Drop 189-Room 1A-A13
Dearborn, MI 48121

Bob Wall
Education Coordinator
DaimlerChrysler's Fit For A Kid Program
3911 Woodburn Road
Annandale, VA 22003

SEAT BELT TRACK
Increasing Seat Belt Use Among Minority Populations

Tuesday, March 27
3:45pm-5:15pm
Governor's Square 10

What can be done to increase seat belt use among African American, Latino and other minority populations?

Moderator:

David Manning, Ph.D.
Administrator
NHTSA Region IX
201 Mission Street, Suite 2230
San Francisco, CA 94105

Speakers:

Lieutenant Stephen B. Bell
California Highway Patrol
Community Outreach and Partnerships Section
2555 First Avenue
Sacramento, CA 95818

Yvonne Davis
Department of Transportation
P.O. Box 317546
2800 Berlin Turnpike
Newington, CT 06131-7546

Major Jack Van Steenburg
New York State Police
1220 Washington Avenue, Bldg. 22
Albany, NY 12226



5:30pm-7:30pm

Closing Reception
Grand Ballroom

Colorado and Florida
Departments of
Transportation.



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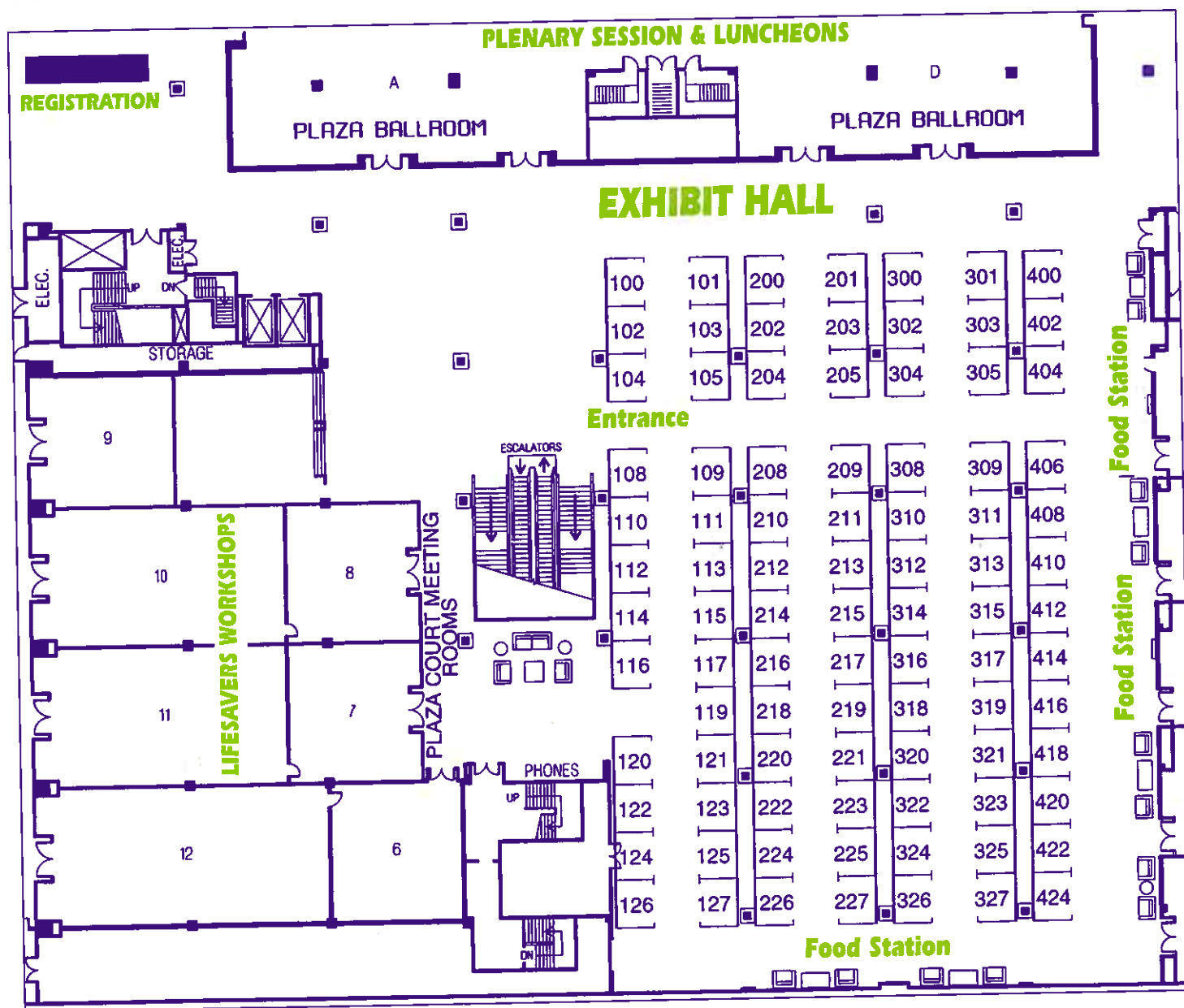


Exhibit Hall Hours:

Sunday, March 25

7:00 am - 12 noon

Exhibitor Set-Up

12:00 noon - 7:30 pm

Lifesavers Exhibit Open

3:30 pm - 4:00 pm

Refreshment Break in Exhibit Area

5:30 pm - 7:30 pm

Grand Opening Reception in Exhibit Area

Monday, March 26

7:30 am - 8:30 am

Continental Breakfast in Exhibit Area

9:45am - 3:30 pm

Exhibit Area Open

11:45 am - 1:15 pm

Lunch (Exhibit area will be closed during lunch)

3:00 pm - 3:30 pm

Refreshment Break in Exhibit Area

Tuesday, March 27

7:30 am - 8:30 a.m

Continental Breakfast in Exhibit Area

7:30 am - 12:30 pm

Exhibit Area Open

10:15 am - 10:45 am

Refreshment Break in Exhibit Area

2:00 pm - 5:00 pm

Exhibitor Break Down

Exhibitors List

Sponsors are noted with ★

AAA

Contact: Kay Hamada
Booth No.: 400
1000 AAA Drive
Heathrow, FL 32746
Phone: (407) 444-7961
Fax: (407) 444-7380
E-mail: khamada@national.aaa.com

AARP 55 Alive

Contact: Mike Seaton
Booth No.: 214
601 E Street, NW
Washington, DC 20049
Phone: (202) 434-6019
Fax: (202) 434-6026
E-mail: mseaton@aarp.org

★ Air Bag & Seat Belt Safety Campaign

National Safety Council
Contact: Casey Otis
Booth No.: 125
1025 Connecticut Avenue, NW
Suite 1200
Washington, DC 20036
Phone: (202) 974-2491
Fax: (202) 822-1399
E-mail: otis@nsc.org

Alert Emergency

Contact: Donald Knechtel
Booth No.: 218
P.O. Box 470
Portland, MI 48875
Phone: (517) 647-5365
Fax: (517) 647-2007
E-mail: donk@alertequip.com

Anheuser-Busch, Inc.

Contact: Carolyn Korte
Booth No.: 123
P.O. Box 21538
St. Louis, MO 63132
Phone: (314) 324-9051
Fax: (314) 773-5101
E-mail: carolyn63069@yahoo.com

Bacchus & Gamma

Contact: Cari Overton
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P.O. Box 100430
Denver, CO 80250
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Fax: (303) 871-0907
E-mail: coverton@du.edu

Beer Institute

Contact: Janelle Jarabak
Booth No.: 327
122 C Street, NW, Suite 750
Washington, DC 20001
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Fax: (202) 737-7004
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Be-Safe Promotions

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2000 Lehigh Avenue
Glenview, IL 60025
Phone: (847) 724-7152
Fax: (847) 724-7179
E-mail: besafe11@aol.com

Britax Child Safety, Inc.

Contact: Sandy Aydelette
Booth No.: 317
460-R Greenway Industrial Dr.
Fort Mill, SC 29708
Phone: (803) 802-2022
Fax: (803) 802-2023

Bureau of Transportation Statistics

Contact: Ronda Boutte
Booth No.: 212
400 7th Street, SW
Room 3430
Washington, DC 20590
Phone: (202) 366-8876
Fax: (202) 366-3197
E-mail: ronda.boutte@bts.gov

C.E. White Company

Contact: Ed Cleeves
Booth No.: 300
536 Seahawk Street SE
Olympia, WA 98503
Phone: (360) 413-9015
Fax: (360) 493-8122
E-mail: ecleeves@home.com

Carolinas Center for Injury Prevention and Control

Contact: Theresa Cruz
Booth No.: 117
P.O. Box 32861, ROB 312
Charlotte, NC 28223-2
Phone: (704) 355-7098
Fax: (704) 355-5964
E-mail: tcruz@carolinas.org

CARSS, Inc.

Contact: Bob Junker
Booth No.: 323
5517 Kentucky Avenue
Pittsburgh, PA 15232
Phone: (412) 688-7330
Fax: (412) 688-0445
E-mail: info@carssinc.com

★ Cellular Telecommunications & Internet Association

Contact: Dee Yankoskie
Booth No.: 319
1250 Connecticut, NW
Washington, DC 20036
Phone: (202) 736-3203
Fax: (202) 466-3411
E-mail: dyankoskie@ctia.org

Centers for Disease Control (CDC)

Contact: Steven Stewart
Booth No.: 305
4770 Buford Highway
Mail Stop K63
Atlanta, GA 30341
Phone: (770) 488-4665
Fax: (770) 488-1317
E-mail: znc4@cdc.gov

Century Council

Contact: Maureen Dalbec
Booth No.: 226
1310 G Street, NW, Suite 600
Washington, DC 20005
Phone: (202) 637-0077
Fax: (202) 637-0079
E-mail: mdalbec@centurycouncil.org

Channing L. Bete Co.

Contact: Kim Ruddock
Booth No.: 100
200 State Road
South Dearfield, MA 01373
Phone: (413) 665-7611
Fax: (413) 665-3339
E-mail: kruddock@channing-bete.com

Children's Hospital

Contact: Theresa Rapstine
Booth No.: 200
1056 E. 19th Avenue, B911
Denver, CO 80218
Phone: (303) 861-6628
Fax: (303) 864-5701
E-mail: rapstine.theresa@tchden.org

CMI, Inc.

Contact: Josie Hagan
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316 East 9th Street
Owensboro, KY 42303
Phone: (270) 685-6454
Fax: (270) 685-6678
E-mail: mjhagan@alcoholtest.com

CNS National Helmet Program

Contact: Eileen Bell
Booth No.: 210
18370 Olympic Avenue S.
Tukwila, WA 98188
Phone: (800) 642-3123
Fax: (800) 414-5560
E-mail: eileen@prorider.com

Lifesavers appreciates the support of all the exhibitors. Please be sure to make note of the balloons in the exhibit hall, they are sponsors of this year's meeting.

Coalition Against Bigger Trucks

Contact: Holly Stearns
Booth No.: 311
901 N. Pitt Street
Arlington, VA 22314
Phone: (703) 535-3131
Fax: (703) 535-3322
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cabtoutreach@earthlink.net

★ **Colorado Dept. of Transportation**

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Fax: (303) 757-9139
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elinora.reynolds@dot.state.co.us

Continental - Teves

Contact: Angie Evans
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11611 North Meridian,
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Carmel, IN 46032
Phone: (317) 843-5444
Fax: (317) 843-5446
E-mail: pmgangie@lquest.net

Cosco

Contact: Carol Dingley
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2525 State Street
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Phone: (812) 372-0141
Fax: (812) 314-4466
dingledy@coscoinc.com

Draeger Safety, Inc.

Contact: Catherine Walker
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185 Suttle Street, Suite 105
Durango, CO 81303
Phone: (970) 385-5555
Fax: (970) 385-5522
E-mail:
catherine.walker@draeger-breathalyzer.com

★ **DaimlerChrysler**

Contact: Angela Ford
Booth No.: 219/221/318/320
1000 Chrysler Drive
Auburn Hills, MI 48326
Phone: (248) 512-2986
Fax: (248) 512-0391

Evenflo Company

Contact: Patsy Pilcher
Booth No.: 321
943 Smoketree Drive
Tucker, GA 30084
Phone: (800) 768-6077
Fax: (800) 382-4565
E-mail: patsy947@flash.net

Federal Highway Administration

Contact: Ann Walls
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400 7th Street, SW, RM 4136
Washington, DC 20590
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Fax: (202) 366-3222
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ann.walls@fhwa.dot.gov

Federal Motor Carriers

Contact: Elizabeth Sekle
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400 Seventh Street, SW
Washington, DC 20590
Phone: (202) 366-2170
Fax: (202) 366-7908
E-mail:
sekle@igate.fhwa.dot.gov

Federal Railroad Administration

Contact: Beverly Lee
Booth No.: 220,222
1120 Vermont Avenue, NW
Washington, DC 20590
Phone: (202) 493-6224
Fax: (202) 493-6478
E-mail: beverly.lee@fra.dot.gov

Florida Dept. of Transportation

Contact: Carla Sims
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605 Suwannee Street (M517)
Tallahassee, FL 32399
Phone: (850) 488-5455
Fax: (850) 922-2935
E-mail:
carla.sims@dot.state.fl.us

Ford Motor Company

Contact: Patti Warren
Booth No.: 209/211/213/
308/310/312
330 Town Center Drive
Fairlane Plaza South, Suite 400
Dearborn, MI 48126
Phone: (313) 322-6945
Fax: (313) 322-5457
E-mail: pwarren1@ford.com

★ **General Motors**

Contact: Anne Ginn
Booth No.: 103/105/202/204
30200 Mound Road, Mail
Code 480-111-556
Warren, MI 48230
Phone: (810) 986-9515
Fax: (810) 986-8018
E-mail: anne.ginn@gm.com

Governor's Spouses Initiative

Contact: Matt Withers
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5530 Wisconsin Avenue
Suite 1600
Chevy Chase, MD 20815
Phone: (301) 654-6740
Fax: (301) 656-4012
E-mail:
mwithers@cdmgroup.com

Graco Childrens Products

Contact: Carol Helminski
Booth No.: 205
9600 Valley View Road
Macedonia, OH 44056-2096
Phone: (330) 468-4379
Fax: (330) 620-2875
E-mail: cahcarseat@aol.com

Grafeities & Company

Contact: Joyce Cranston
Booth No.: 216
1730 Blake Street, #400
Denver, CO 80202
Phone: (303) 291-1011
Fax: (303) 291-1113
E-mail: jc@grafeities.com

Helmets - R - Us

Contact: Vern Padgett
Booth No.: 408/410
2705 Pacific Avenue
Tacoma, WA 98402
Phone: (253) 627-2121
Fax: (253) 572-4225
E-mail: helmetsrus@spso.net

IMMI Child Restraints

Contact: Bonnie London
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18881 US 31 North
Westfield, IN 46074
Phone: (317) 867-8201
Fax: (317) 867-4191
E-mail: blondon@imminet.com

Innocorp, Ltd.

Contact: Michelle Blood
Booth No.: 402
P.O. Box 930064
Verona, WI 53593-0064
Phone: (800) 272-5023
Fax: (608) 848-5558
E-mail: mlb@fatalvision.com

★ **International Center for Injury Prevention (ICIP)**

Contact: Elaine Kizewski
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5009 Coxe Drive
Stevens Point, WI 54481
Phone: (800) 344-7580
Fax: (715) 341-8400
E-mail: elaine@cipsafe.org

International Child Passenger Safety Technical Conference

Contact: Denise Hibbitts
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Stevens Point, WI 54481
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Keep Kids Alive Drive 25

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Kustom Signals Inc.

Contact: Carma Phillips
Booth No.: 208
9325 Pflumm Road
Lenexa, KS 66215
Phone: (913) 492-1400
Fax: (913) 492-1703
E-mail: cphillips@kustomsignals.com

Legacy Emanuel Hospital

Contact: Laurie Sass
Booth No.: 316
2801 N Gantenbein #2010
Portiano, OR 97227
Phone: (503) 413-4537
Fax: (503) 413-2661
E-mail: ldjsass@aol.com

★ Mothers Against Drunk Driving

Contact: Stephanie Mennen
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Irving, TX 75062
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Fax: (972) 869-2206
E-mail: focht@madd.org

National Assoc. of County & City Health Officials

Contact: Leigh Lipson
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1100 17th Street
Washington, DC 20036
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Fax: (202) 783-1583
E-mail: llipson@naccho.org

National Commission Against Drunk Driving (NCADD)

Contact: Harold Watson
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E-mail: hwatson@trafficsafety.org

★ National Highway Traffic Safety Administration (NHTSA)

Contact: Sandra Usher
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Washington, DC 20590
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Fax: (202) 493-2062
E-mail: susher@nhtsa.dot.gov

National Interlock

Contact: M.R. Balgord
Booth No.: 215
1660 Jasper, Suite I
Aurora, CO 80011
Phone: (888) 769-6080
Fax: (888) 262-6044
E-mail: mrbalgord@nationalinterlock.com

National Judicial College

Contact: Christal Mathews
Booth No.: 102
Judicial Building MS 358
Reno, NV 89557
Phone: (775) 784-6747
Fax: (775) 784-4234
E-mail: mathews@judges.org

National Latino Children's Institute

Contact: Conrad Gonzales
Booth No.: 203
320 El Paso Street
Austin, TX 78207
Phone: (210) 228-9997
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E-mail: nlci@nlci.org

National Patent Analytical Systems

Contact: Cliff Broeder
Booth No.: 101
P.O. Box 1435
Mansfield, OH 44901
Phone: (419) 526-6727
Fax: (419) 526-9446
E-mail: npas@richnet.net

★ National SAFE KIDS Campaign

Contact: Stephanie Craver
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1301 Pennsylvania Avenue
Washington, DC 20004
Phone: (202) 662-0628
Fax: (202) 393-2072
E-mail: scraver@safekids.org

Naval Safety Center

Contact: John Mahoney
Booth No.: 414
375 A Street
Norfolk, VA 23511
Phone: (757) 444-3520
Fax: (757) 445-4602
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Nestor Traffic Systems

Contact: Carolyn Beaudry
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Providence, RI 02906
Phone: (401) 331-9640
Fax: (401) 331-7319

Network of Employees for Traffic Safety, Inc. (NETS, Inc.)

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New England Association of Chiefs of Police

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NHTSA - National Center for Statistics and Analysis

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Ohio Dept. of Public Safety

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PAS Systems International

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PENNDOT

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Redflex Traffic Systems

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Robot Factory

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Safe Ride News

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SafetyBeltSafe U.S.A.

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St. Anthony Hospital

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Stalker Radar

Contact: Herbert Severin
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E-mail: sales@stalkerradar.com

The Reflectory

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Volkswagen of America, Inc.

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Lifesavers Workshop Submission

Dear Lifesavers Registrant and Friends:

We will again draw on Lifesavers attendees to find new speakers and topics for the 2002 meeting in Orlando, Florida, June 9 - 11. We invite you to submit your suggestions for topics and/or programs to showcase initiatives implemented or issues voiced in your community. Please send in your ideas, keeping the following submission requirements in mind:

Substance of submission:

1. What issue or problem were you trying to solve or address?
2. What countermeasures were implemented?
3. How effective was the program or initiative?
4. What lessons did your community learn from the experience?
5. Include which track applies to your submission (*Safe Communities, Child Passenger Safety, Impaired Driving, Occupant Protection, Law Enforcement, Safe Communities, Data and Research or Ad Hoc - pedestrian/bicycle safety, school bus safety, professional development, media, motorcycle, elderly, distracted, grant writing, etc.*).

Notification and other stipulations:

1. Submissions are due by Oct. 4, 2001.
2. A Lifesavers representative will contact you by Feb 1, 2002.
3. Submission of a proposal or topic does not guarantee selection to the program.
4. You will be required to pay your own travel expenses and registration fee.

Format of submission:

1. Include your name, organization, address, phone, fax, email on the form on page 39. Please attach a separate sheet of paper if you need additional space.
2. No videos or attachments will be reviewed or accepted.
3. Mail your submission, by October 4, 2001 to:
Meetings Management
PO Box 30045, Alexandria, Virginia 22310
or by fax to: (703) 922-7780.

Thank you and don't forget to check our website for periodic updates on the conference at www.lifesaversconference.org.

The Lifesavers Planning Committee

Future Workshop Submission Form:

Name: _____

Organization: _____

Address: _____

City, State, Zip _____

Phone: _____ Fax: _____ Email: _____

I would like my submission considered for the following track:

☐ Ad Hoc ☐ Child Passenger Safety ☐ Impaired Driving

☐ Law Enforcement ☐ Safe Communities ☐ Seat Belts ☐ Other _____

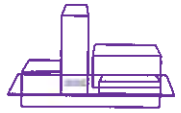
Workshop Description: _____

Please complete this form, by Oct. 4, 2001, and mail or fax it to:
Lifesavers Submissions, PO Box 30045
Alexandria, Virginia 22310, Fax: (703) 922-7780



Mezzanine Level

1. Colorado
2. Silver
3. Gold
4. Century
5. Spruce
6. Denver
7. Aspen



Second Level

Grand Ballroom
Tower Court
A-D

Buildings connect
on Second Level (2)



Street Level

Directors Row E-J

Escalator to
Terrace and
Majestic Levels



Concourse Level

Plaza Ballroom
Governor's Square 9-17
Plaza Court 1-8

Buildings connect
underground on
Concourse Level (C)



Terrace and Majestic Levels

