

PROGRAM

LIFESAVERS 2004

NATIONAL CONFERENCE ON
HIGHWAY SAFETY PRIORITIES

LIFESAVERS = the premier meeting dedicated to reducing tragedies on our nation's roadways

MARCH 28-30, 2004
TOWN & COUNTRY RESORT
AND CONFERENCE CENTER
SAN DIEGO, CALIFORNIA



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Future Lifesavers Conferences

March 13-15, 2005
Charlotte Convention Center,
Charlotte, NC

April 9-1, 2006
Austin Convention Center,
Austin, TX

March 25-27, 2007
Chicago Hilton
Chicago, IL

Local Sponsors

California Office of Traffic Safety

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Visit
our website
at

www.lifesaversconference.org



LIFESAVERS 2004

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

LETTER

from the California Deputy Director

Dear Conference Participants and Partners:

I would like to welcome you to the 2004 Lifesavers Conference and to the "Golden State". The Lifesavers Conference is the only conference of its kind and is the premier national conference on traffic safety issues.



At the California Office of Traffic Safety our vision is ambitious, yet simple, to save lives. By being results-oriented and a thought-leader in the traffic safety arena, OTS proactively responds to emerging traffic safety issues thereby reducing death, injuries and economic costs through evidenced-based programs. In 2004, we will conduct a statewide teen seat belt use survey and look to fund innovative strategies targeting repeat DUI offenders.

California is proud to host this year's conference and I am confident you will find your experience inspiring and worthwhile. During your stay, take time to meet colleagues from other agencies, cities, and states; share with them your successes and concerns; listen to what has worked for them and discover opportunities that might be useful to your agency.

I look forward to seeing you and enjoy the conference!

Sincerely,

Christopher J. Murphy
Deputy Director
California Office of Traffic Safety

PROGRAM AT-A-GLANCE AND EXHIBIT HOURS

Saturday, March 27

8:30am – 5:00pm	SAFE KIDS CPS Update/Refresher Course
2:00pm – 7:00pm	Registration Open
2:00pm – 7:00pm	Early Exhibitor Set-up

Sunday, March 28

8:00am – 5:30pm	Registration Open
7:00am – 12 noon	Exhibitor Set-up
12 noon – 12:30pm	Opening and Welcome
12:30pm – 2:00pm	Concessions in Exhibit Hall
12:30pm – 7:00pm	Exhibits Open
2:00pm – 3:30pm	1st Workshop Session
3:30pm – 4:00pm	Complimentary Refreshment Break in Exhibit Hall
4:00pm – 5:30pm	2nd Workshop Session
5:30pm – 7:00pm	Reception in Exhibit Hall
7:00pm – 9:00pm	Networking Groups

Monday, March 29

7:00am – 5:30pm	Registration Open
7:30am – 8:15am	Continental Breakfast in Exhibit Hall
8:30am – 9:15am	Opening Plenary
9:30am – 11:00am	3rd Workshop Session
10:00am – 3:00pm	Exhibits Open (closed during lunch)
11:15am – 12:30pm	NHTSA Awards Luncheon
12:45pm – 2:15pm	4th Workshop Session
2:15pm – 2:45pm	Complimentary Refreshment Break in Exhibit Hall
2:45pm – 4:15pm	5th Workshop Session

Tuesday, March 30

7:00am – 4:30pm	Registration Open
7:30am – 12noon	Exhibits Open
7:30am – 8:15am	Continental Breakfast in Exhibit Hall
8:15am – 9:45am	6th Workshop Session
9:45am – 10:15am	Complimentary Refreshment Break in Exhibit Hall
10:15am – 11:45am	7th Workshop Session
12 noon – 1:15pm	Luncheon
12 noon – 5:00pm	Exhibitor move out
1:30pm – 3:00pm	8th Workshop Session
3:15pm – 4:45pm	9th Workshop Session



WORKSHOPS

Adult Occupant Protection Track:



- It's Not Cool to Buckle Up - Reaching Teens
- Occupant Protection 101 - How it Works
 - Occupant Protection 301 - Advanced Safety Technology Update
 - Special Focus Groups
 - Reaching Unrestrained High-Risk Drivers and Occupants
- In the Trenches: The Politics of Passing Primary Enforcement
- Success Stories: Getting Belt Use Above 90 Percent
- What's New in Teen Driving Safety Programs?

Child Passenger Safety Track:



- Technical Issues for CPS Advocates
- Side Impact Protection for Children
- How Regulatory Changes Are Impacting Child Restraints
- Child Restraint Misuse
- National CPS Program: General Review of the New Roles, Responsibilities & Revisions (Part 1)
- National CPS Program: Detailed Review for Class Administrators & Instructors (Part 2)
- Reaching Underserved Communities with CPS
- Other Hard-to-Reach Populations: Physicians, Policy Makers and the Press
- CPS Beyond the Booster Seat Age
- OPC (Occupant Protection for Children) Strategic Program Planning

- Implementing Successful CPS Programs in Health Care Settings
- Child Restraint Legislation: How to Educate the Public and Work with Legislators to Develop a Comprehensive Law
- Inspection Stations
- Quality Control and Liability Prevention for CPS Programs
- Safe Transportation During Ambulance Transport
- Safe Transportation of Children with Special Needs

Criminal Justice Track:



- Automated Enforcement: Lessons Learned
- Impaired Driving Enforcement: A Systems Approach
- Drug Detection: Traffic Safety and Beyond
- Law Enforcement Strategies in Reaching Diverse Communities
- Speed Management: New Approaches to an Old Problem
- Traffic Enforcement is Law Enforcement
- Street Racing/Sideshow
- Anatomy of a DWI Vehicle Homicide Case
- Traffic Safety Resource Prosecutors
- Enforcement Mobilizations: Belts, Booze and Beyond

Data and Research Track:



- High Visibility Mobilizations: Evaluating Their Impact
- Current Applications of Photo Enforcement: A Research Perspective
- Traffic Safety Measures: Recommendations for States and Communities

Over
80
workshops
are
offered!

- Controlling Drinking and Driving at the Borders: Research Results
- Ask the Experts
- Designing and Implementing Program Evaluation
- Improving the Safety of Young Drivers: Research on One State's Experience
- Implications of the Latest Older Driver Research
- What's New in Aggressive, Drowsy, and Distracted Driving Research?
- New Research, New Findings on Impaired Driving
- Accessing and Using NHTSA Data Products
- Recent Trends In Highway Safety
- Understanding And Using Impaired Driving Data
- Why Aren't We Seeing Reduction In Highway Fatalities
- Employing Data To Get Your Message Across

Impaired Driving Track:



- Impaired Driving Enforcement Best Practices – What's Working
- 21-34 Year Olds: What Do We Do With These Wild and Crazy Guys? Part 1
- 21-34 Year Olds: What Do We Do With These Wild and Crazy Guys? Part 2
- Community-Based Approaches to Preventing Underage Drinking
- The National Academies of Science Underage Drinking Report
- Innovative Court Strategies for DWI Cases (Part 1)

- Innovative Court Strategies for DWI Cases (Part 2)
- Impaired Driving Victim Impact Panel
- Underage Drinking: Youth Speak Out
- On-line Alcohol Resources for Traffic Safety Practitioners
- Higher-Risk Drivers – What Works to Stop Repeat Offenders, High BAC Offenders and Those Driving on Suspended Licenses
- How Can Non-Law Enforcement Groups Support High Visibility Enforcement?

Other Highway Safety Track:



(includes bicycle safety, motorcycles, marketing, safe communities...)

- New Directions and Multicultural Partnerships Can Make a Difference
- Beyond 911 - Tracking the Evolving Role of EMS in Traffic Safety and Injury Prevention
- Innovations in Community Bicycle Safety Programs
- Safe Routes to School: Adults Using Their Heads So Kids Can Use Their Feet
- The ABCs of Head Start Transportation
- Getting it All Together: Comprehensive Pedestrian Safety Programs
- Older Drivers: Where to Turn to for Help

- Keeping Seniors Safe & Mobile
- Are You Riding Two Up? Partnerships Promoting Motorcycle Safety and Rider Education and Training
- At Last We Know What We Always Thought: Paid Media Works!
- Motorcycle Helmet Law Repeals: Costing Lives, Draining State Coffers
- National Security or Highway Safety: What is the Purpose of the Driver License?
- Combining Resources and Funding to Expand Safe Community Opportunities
- Gaining Local Support for National Mobilizations
- Assessing Community Traffic Safety (ACTS) and Deciding "Out Loud"
- Making Their Lives Count, the Faces of America's Youth on the Move
- Success at Last: Did We Ask the Youth?
- Novice Drivers: "What Gives?"
- Sleuth-O-Rama – Secret Sources for Market Research
- 360 Marketing – Keeping the Message Alive Through the Business Marketing Approach



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LIFESAVERS 2004 PROGRAM

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

Sunday, March 28

8:00am – 5:30 pm

Registration Open Atlas Ballroom Foyer

12 noon – 12:30 pm

Opening and Welcome Town & Country/
San Diego Rooms

Christopher Murphy, Deputy Director,
California Office of Traffic Safety
Plenary Speaker: Captain Gordon Graham,
J.D. Motivational Speaker

12:30 pm – 2:00 pm

Exhibits Open Grand Ballroom
and Foyer

Concessions for sale in the exhibit hall
(sandwiches, salads, fruit, cookies and more!)

12:30 pm – 7:00 pm

Exhibits Open Grand Ballroom
and Foyer

2:00pm – 3:30pm

1st Workshop Session

CHILD PASSENGER SAFETY

Safe Transportation During Ambulance Transport

Sunday, March 28th, 2:00pm-3:30pm
Sheffield Room

Safe transportation of children in ambulances presents a unique challenge for emergency medical service providers, pediatric transport teams and child passenger safety advocates. Research on ambulance crashes supports the use of restraint systems to minimize the risk of injury in the event of a crash. Current recommendations for safe ambulance transportation and guidelines for utilization of child restraints on the ambulance will be provided in this workshop. Suggestions for EMS providers on implementation of best practices in their departments will be offered. An opportunity for hands-on experience and installation of child restraints on the ambulance cot will be provided.

Moderator/Speaker:

Marilyn Bull, M.D., Director, Automotive Safety Program,
Riley Hospital for Children, American Academy of
Pediatrics, Indianapolis, IN

Speaker:

Beth Geoghegan, Martin Memorial Health System,
Palm Beach Gardens, FL

IMPAIRED DRIVING

The National Academies of Sciences Underage Drinking Report

Sunday, March 28th, 2:00pm-3:30pm
Town & Country Room

Late last year the National Research Council, Institute of Medicine of the National Academies of Science released a historic report entitled "Reducing Underage Drinking: A Collective Responsibility." Panelists will review the report's recommendations and provide a glimpse into how these recommendations may be operationalized.

Moderator:

Dr. Joel Grube, Director and Senior Research Scientist,
Prevention Research Center, Pacific Institute for
Research & Evaluation, Berkeley, CA

Speaker:

Stephanie Manning, Director of Federal Relation,
MADD, Washington, DC
Judy Cushing, CEO/President, Oregon Partnership,
Portland, OR



CHILD PASSENGER SAFETY

Technical Issues for CPS Advocates

Sunday, March 28th, 2:00pm-3:30pm
San Diego Room

This workshop will discuss why manufacturers give such complicated answers to CPS-related questions regarding their products. Manufacturers will explain technical aspects of LATCH, how new air bag technologies affect children, and outline design challenges in creating restraints with harnesses over 40 lbs. and for lap-belt only positions. Additionally, manufacturers will discuss the complexities of designing restraints to meet a variety of needs, from regulatory to retail to consumer.

Moderator/Speaker:

Dave Campbell, Angel Guards Products, Inc.,
Medina, OH

Speakers:

Paul Butler, Ford Advanced Safety and Regulations, Ford
Motor Company, Dearborn, MI
Artie Martin, Staff Project Engineer,
General Motors Corporation, Warren, MI
Randy Kiser, Evenflo Company, Vandalia, OH



DATA & RESEARCH

High Visibility Mobilizations: Evaluating Their Impact

Sunday, March 28th, 2:00pm-3:30pm
Royal Palm Salons 1, 2, 3

This workshop will focus on evaluation of the high visibility occupant protection mobilization of May 2003, the impaired driving mobilization of July 2003 and the Tennessee experiment which combined impaired driving and safety belt enforcement in a single mobilization.

Moderator:

Randy Elder, Ph.D., Senior Service Fellow,
Div. of Unintentional Injury Prevention,
National Center for Injury Prevention and Control,
Centers for Disease Control and Prevention, Atlanta, GA

Speakers:

Jim Fell, Director, Traffic Safety and Enforcement Program,
Pacific Institute for Research and Evaluation,
Calverton, MD
Neil Chaudhary, Ph.D., Research Associate,
Preusser Research Group, Trumbull, CT
Linda Cosgrove, NHTSA, Office of Research and
Technology, Washington, DC



ADULT OCCUPANT PROTECTION

In the Trenches: The Politics of Passing Primary Enforcement

Sunday, March 28th, 2:00pm-3:30pm
Sunrise Room

This session will discuss the behind the scenes activity that occurs in efforts to pass primary enforcement laws. Learn how states have successfully addressed the issue of racial profiling in enacting a primary enforcement law and how to counteract arguments of unwarranted government intrusion. Join a candid discussion with the wheeler-dealers of primary enforcement laws in Delaware, Virginia, and Washington.

Moderator:

Janet Dewey-Kollen, Air Bag and Seat Belt Safety
Campaign/Project Planners Inc., Baton Rouge, LA

Speakers:

Kevin Quinlan, Chief, Safety Advocacy Division, National
Transportation Safety Board, Washington, DC
Senator John Cullerton, Illinois State Senate,
Chicago, IL
Chuck Hurley, Vice President, Transportation Safety,
National Safety Council, Washington, DC
Neil Chaudhary, Ph.D., Research Associate, Preusser
Research Group, Trumbull, CT



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OTHER HIGHWAY SAFETY

New Directions and Multicultural Partnerships Can Make A Difference

Sunday, March 28th, 2:00pm-3:30pm

Golden West Room

This workshop will discuss the collaboration with local organizations and how they can effectively change safety belt use behaviors among ethnic populations. Reaching out to a number of diverse populations can enhance and magnify the ability to focus credible messages, and utilize partner organizations to reach specific demographics. Outreach to new partners is particularly important with emerging audiences, such as multicultural organizations. There is an array of ways to reach high-risk populations with culturally sensitive messages. Active partners can provide a variety of benefits to traffic safety advocates, from supporting and empowering law enforcement's efforts to supporting all types of traffic safety initiatives. Other issues include using new and different techniques to bring old partners into the fold (such as law enforcement) to reach-out to new and non-traditional partners.

Moderator:

David Manning, Ph.D., *Regional Administrator, NHTSA-Region IX, San Francisco, CA*

Speakers:

Gabriel Cano, *Regional Program Manager, NHTSA-Region I, Cambridge, MA*

Richard Fimbres, *Governor's Highway Safety Representative, Governor's Office of Highway Safety, Phoenix, AZ*

Patricia Abeyta, *Program Coordinator, Indian Highway Safety Program, U. S. Department of Interior/Bureau of Indian Affairs, Albuquerque, NM*



OTHER HIGHWAY SAFETY

Are You Riding Two Up? Partnerships Promoting Motorcycle Safety and Rider Education and Training

Sunday, March 28th, 2:00pm-3:30pm

Garden Salon 1

(Repeats on Tuesday, March 30th 10:15am-11:45am in Pacific Salons 4 & 5)

Protecting motorcyclists from traffic crashes cannot take place in a vacuum; rider education and training play an important role, and should be a life-long experience, not a one-course session. What is your role in protecting motorcyclists? What goes into developing a rider education and training program? How do you forecast to meet training demand, both current and future? How are rider training programs delivered? Join this lively discussion on safety issues surrounding motorcycling and learn how you can partner with others to prevent motorcycle crashes.

Moderator:

Albert Hydeman, *President, Albert Hydeman Associates, Hermosa Beach, CA*

Speakers:

Ray Ochs, Ph.D., *Director, Training Systems, Motorcycle Safety Foundation, Irvine, CA*

Steve Garets, *Director, TEAM OREGON, Oregon State University, Corvallis, OR*

Ron Shepard, *Chair, National Association of State Motorcycle Safety Administrators, Idaho Department of Education, Boise, ID*



Please
turn your
cell phones
off during
sessions

OTHER HIGHWAY SAFETY

Combining Resources and Funding to Expand Safe Community Opportunities

Sunday, March 28th, 2:00pm-3:30pm

Windsor/Hampton

A number of traffic safety professionals have expanded their program capabilities by combining like coalitions, finding alternative funding mechanisms, leveraging resources, and/or fund raising activities. In today's climate when everyone is expected to do more with less, having multiple funding options can be critical to maintaining program viability.

Moderator:

Theresa Thomas, *Program Coordinator*,
South Jersey Traffic Safety Alliance, Vineland, NJ

Speakers:

Jim May, BC STOP-DWI, Binghamton, NY
Mary Larson, *Vice President*, Development and
Special Projects, Community Anti-Drug Coalitions
of America, Alexandria, VA
LoAnn Wegh, *President*, LoAnn's Marketing,
Dickinson, ND



CRIMINAL JUSTICE ICON

Drug Detection: Traffic Safety and Beyond

Sunday, March 28th, 2:00pm-3:30pm

Royal Palm Salons 4, 5, 6

Drug use is on the rise, especially among our youth. This workshop showcases the growing benefits that drug recognition training has in the community to impact impaired driving, and identification of at-risk youth in the school system.

Moderator/Speaker:

Helena Williams, Sergeant

Speakers:

Tim Reese, *Officer*, Tucson Police Department,
Tucson, AZ
Doug Paquette, *Technical Sergeant*,
New York State Police, Albany, NY



DATA & RESEARCH

Implications of the Latest Older Driver Research

Sunday, March 28th, 2:00pm-3:30pm

California Room

The Brookings Institution, NHTSA, and the Transportation Research Board have conducted new studies on the aging of America and the implications for older driver mobility and safety. The workshop will provide an overview of this research.

Moderator:

Bella Dinh-Zarr, Ph.D., MPH, *Director*, Traffic Safety
Policy, AAA, Washington Office, Washington, DC

Speakers:

David Eby, Ph.D., *Research Associate Professor*, Social and
Behavioral Analysis Division, University of Michigan
Transportation Research Institute, Ann Arbor, MI
Sandi Rosenbloom, Ph.D., *Professor of Planning*,
University of Arizona, Tucson, AZ
Marvin Levy, NHTSA, Washington, DC



ADULT OCCUPANT PROTECTION

What's New in Teen Driving Safety Programs?

Sunday, March 28th, 2:00pm-3:30pm

Garden Salon 2

This session will discuss and demonstrate new programs to help teen drivers learn to drive safely: Road Ready Teens and Real World Driver. The session will also introduce the National Safety Council's new "Family Guide to Teen Driver Safety" and provide background on what the research shows works to make teens safer drivers.

Moderator:

Troy Costales, *Manager*, Transportation Safety Division
and Governor's Highway Safety Representative,
Oregon Department of Transportation, Salem, OR

Speakers:

Luis Morais, *Senior Manager*, Safety Policy,
Planning and Programs, DaimlerChrysler Corporation,
Auburn Hills, MI
James Vondale, *Director*, Automotive Safety Office,
Ford Motor Company, Dearborn, MI
Chuck Hurley, *Vice President*, Transportation Safety,
National Safety Council, Washington, DC



4:00pm
Complimentary Refreshment Break
 Exhibit Hall/Grand Ballroom
 5:30 pm
Workshop Session

PASSENGER SAFETY

Occupant Protection for Children) Topic Program Planning

March 28th, 4:00pm-5:30pm

Country Room

Workshop will provide information about the new
 protection for children assessment developed for
 the Governors Highway Safety Association (GHSA)
 TSA. Representatives from the three pilot states and
 TSA will outline the innovative approach, which
 developed including a first-time self-assessment, and
 their experiences and outcomes from the assessments.

Facilitator:

Robert Mercer, Mercer Consulting Group, East Lansing, MI

Speakers:

John P. Oplegate, Associate Director, Alabama SAFE KIDS,
 Birmingham, AL

John Connor, Division of Highway Traffic Safety, New
 Jersey Department of Law and Public Safety, Trenton, NJ
 Joseph Lippi, Highway Safety Representative,
 Nevada Office of Traffic Safety, Carson City, NV



PEDESTRIAN DRIVING

Community-Based Approaches to Reducing Underage Drinking

March 28th, 4:00pm-5:30pm

Golden West Room

Learn about some innovative ways communities are
 getting the word out to their members that underage
 drinking is a threat to community health and safety.

Facilitator:

Robert Roark, National Chairman of the Board, MADD,
 San Francisco, CA

Speakers:

David H. Hildard, Ohio State University Extension,
 Franklin County, Mansfield, OH

John Busby-Treber, Network of Employers
 for Traffic Safety, Vienna, VA

David Manfred, Program Coordinator, Youth In Action,
 Nashville, TN



CHILD PASSENGER SAFETY

Side Impact Protection for Children

Sunday, March 28th, 4:00pm-5:30pm

Golden West Room

All child restraints certified in the US are tested for frontal
 crashes. Side impacts are the second deadliest type of
 crash to children in child restraints, yet restraints do not
 need to meet any federal requirements for this type of
 crash. Hear the latest data from real world side impact
 crashes involving children.

Moderator/Speaker:

Susan Ferguson, Ph.D., Senior Vice President, Research,
 Insurance Institute for Highway Safety, Arlington, VA

Speakers:

Flaura Winston, M.D., Ph.D., Director, TraumaLink,
 The Children's Hospital of Philadelphia,
 Philadelphia, PA

Suzanne Stevens, Ph.D., CIREN Project Coordinator,
 Children's National Medical Center, Washington, DC



ADULT OCCUPANT PROTECTION

It's Not Cool to Buckle Up— Reaching Teens

Sunday, March 28th, 4:00pm-5:30pm

California Room

(Repeats on Monday, March 29th, 9:30am-11:00am in the
 Garden Salon 2)

This session will include strategies used in the program
 development to appeal to teens; risk behaviors identified
 and incentives, such as school parking privileges. It will
 also include innovative programs and enforcement.

Moderator:

Bella Dinh-Zarr, Ph.D., MPH, Director, Traffic Safety
 Policy, AAA, Washington, DC

Speakers:

Rob Kaufman, Crash Investigator, Harborview Injury
 Prevention and Research Center, Seattle, WA

Jim Fell, Director, Traffic Safety and Enforcement
 Programs, Pacific Institute for Research and Evaluation,
 Calverton, MD

Mark Alonge, Executive Director, North Central Highway
 Safety Network, Pottsville, PA

Carol Alonge, Highway Safety Coordinator,
 North Central Highway Safety Network, Pottsville, PA



OTHER HIGHWAY SAFETY

Beyond 911—Tracking the Evolving Role of EMS in Traffic Safety and Injury Prevention

Sunday, March 28th, 4:00pm-5:30pm
Sheffield Room

Since the landmark 1966 National Academies of Science paper, "Accidental Death and Disability," EMS's role in traffic safety and injury prevention has evolved at a rate few could have foreseen. This workshop will examine examples of traffic safety's influence upon/by EMS systems and how EMS can make invaluable contributions towards injury prevention. Highlighted will be the next generation of EMS improvements, with focus on E911, ACN, the newly released PIER-Injury Prevention Modules and NHTSA's leadership role in EMS.

Moderator:

Drew Dawson, NHTSA, Washington, DC

Speakers:

Gail Cooper, *EMS/Trauma Consultant*, El Cajon, CA
Thomas Esposito, M.D., *Professor of Surgery*, Loyola University Medical Center, Maywood, IL
Paul Maxwell, *President*, EPIC Medics, La Mesa, CA



OTHER HIGHWAY SAFETY

Keeping Seniors Safe & Mobile

Sunday, March 28th, 4:00pm-5:30pm
Windsor/Hampton Rooms

Over the next 20 years, as the number of baby boomers entering their golden years continues to rise, the need to develop programs and strategies to keep seniors safe both as drivers and pedestrians will also increase. This workshop will highlight Federal and State plans and efforts that address this challenge through a multi-faceted approach involving the vehicle, the driver and the infrastructure by addressing the impact of medical review boards, state departments of motor vehicles and state licensing regulations on older drivers.

Moderator/Speaker:

Diane Wigle, *Office of the Secretary*, US Department of Transportation, Washington, DC

Speakers:

Shirley Thompson, *Transportation Specialist*, Federal Highway Administration, Office of Safety (HAS-20), Washington, DC
Patti Yanochoke, *Project Coordinator*, CA Older Driver Task Force Center for Injury Prevention, SDSU, San Diego, CA
Cydney DeModica, *Chair*, AAMVA GrandDriver Working Group, Arizona DOT, Motor Vehicle Division, Phoenix, AZ



OTHER HIGHWAY SAFETY

Innovations in Community Bicycle Safety Programs

Sunday, March 28th, 4:00pm-5:30pm
Garden Salon 2

Come hear what these diverse organizations are doing to implement the "National Strategies for Advancing Bicycle Safety," a national agenda designed to improve bicycling and bicycle safety. Included in this session will be innovative evaluation techniques, best practices and a new bicycle safety road show. Find out how you can add your talents and resources to make bicycling safer for all in your community.

Moderator:

Amanda Hall, *Program Director's Assistant*, Florida Traffic and Bike Education Program, University of Florida, Gainesville, FL

Speakers:

Audrey Warren, *Bicycle Education Specialist*, Office of Environmental Affairs, Bike Tulane, Tulane University, New Orleans, LA
Laura King, *Educations Director*, Texas Bicycle Coalition Education Fund, Austin, TX



DATA & RESEARCH

Accessing and Using NHTSA Data Products

Sunday, March 28th, 4:00pm-5:30pm
Royal Palm Salons 1, 2, 3

This workshop will provide an overview of the reports and databases available from NHTSA's National Center for Statistics and Analysis (NCSA) and how they can be accessed and used for state and local planning purposes. Included will be annual reports and fact sheets, obtaining information, downloadable databases, data accessible online, FARS Query System, and the FARS Encyclopedia.

Moderator:

Joseph Carra, *Director*, National Center for Statistics and Analysis, NHTSA, Washington, DC

Speakers:

Louann Hall, NHTSA (NASS), Washington, DC
Barry Eisemann, NHTSA (FARS), Washington, DC



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RESEARCH

Understanding and Using Impaired Driving Data

Monday, March 28th, 4:00pm-5:30pm

Workshop Room

This workshop will focus on collecting, estimating and analyzing alcohol involvement in fatal crashes using FARS. Results of a recent study dealing with state laws and standards on alcohol testing will be presented. Also, an overview of NHTSA's estimation methodology will be presented. That will delve into the importance of properly coding alcohol involvement that is subjectively reported by the officer in the PAR. Additionally, a case study will be presented on how local administrators use estimates of alcohol involvement to target countermeasures as well as assess the effectiveness of existing impaired driving programs.

Moderator:

Chuck Utter, Chief, Mathematical Analysis Division,
National Highway Traffic Safety Administration, Washington, DC

Speakers:

Subramanian, NHTSA, Washington, DC
Blundell, Preusser Research Group, Ithaca, NY
McGrass, Team Leader, Impaired Driving
Coordinator, NHTSA-Region IX, San Francisco, CA
Mallberg, Sergeant, Implied Consent Section,
Washington State Patrol, Seattle, WA



OTHER HIGHWAY SAFETY

Motorcycle Helmet Law Repeals: Costing Lives, Draining State Coffers

Sunday, March 28th, 4:00pm-5:30pm

Garden Salon 1

A dangerous and disturbing trend has developed in the last five years across the nation: numerous states have either repealed or attempted to repeal their all-rider motorcycle helmet laws, and no new laws have been adopted. Fewer states now require motorcyclists of all ages to wear safety helmets than did so 10 years ago, motorcycle riding is up, and major increases in fatality data have manifested. This workshop will provide expert presentations on the negative economic impact this trend is inflicting on state budgets and discussion of aspects of specific repeal efforts.

Moderator:

Chuck Hurley, Vice President, Transportation Safety,
National Safety Council, Washington, DC

Speakers:

Senator John Cullerton, Illinois State Senate, Chicago, IL
Maury Hannigan, Former California Highway Patrol
Commissioner, McLean, VA
Richard Compton, Director, Office of Research and
Technology, NHTSA, Washington, DC



LEGAL JUSTICE

Impaired Driving Enforcement: Current Approaches

Monday, March 28th, 4:00pm-5:30pm

Ballroom Salons 4, 5, 6

Continuing on Monday, March 29th, 2:45pm-4:15pm in Royal
Ballrooms 4, 5, 6)

What are the factors that impede impaired driving enforcement efforts deterring repeat offenders? This panel will explore the importance of integration of enforcement, prosecution and adjudication efforts, combined with heightened publicity to the effectiveness of DWI enforcement. Panelists will discuss how their separate roles and efforts influence the enforcement process, and how increased cooperation in the law enforcement system, coupled with effective use, can increase the outcome of those efforts.

Moderator:

John Peters, Lieutenant, Mesa Police Department,
Phoenix, AZ

Speakers:
John Ipkins, Prosecutor Fellow, NHTSA/NAPC, Miami, FL
John Smith, Judge, City of Midland Municipal Court,



5:30pm – 7:00pm
Opening Reception

Exhibit Hall/
Grand Ballroom
and Foyer

Join fellow attendees for a southwest welcome to Lifesavers 2004! Enjoy a true Mexican fiesta as you browse over 100 exhibits and tabletops, renew old acquaintances and meet new friends that share your dedication to helping make our national highways a safer place.

Monday, March 29

7:00am – 5:30pm
Registration Open

Atlas Ballroom
Foyer

7:30am – 8:15am
Complimentary Continental Breakfast
Exhibit Hall/Grand Ballroom

8:30am – 9:15am
Opening Plenary Atlas Ballroom
California Highway Patrol, Border Division
Cindy Roark, National Board Chairman, MADD
Plenary Speaker: **Wendy Hamilton**, National
President, MADD

10:00am – 3:00pm
Exhibits Open Grand Ballroom
and Foyer

(closed during lunch)

9:30am – 11:00am
3rd Workshop Session

CHILD PASSENGER SAFETY

National CPS Program: General Review of the New Roles, Responsibilities & Revisions (Part 1)

Monday, March 29th, 9:30am-11:00am
Windsor/Hampton Room

SAFE KIDS recently took over as the certifying body for the National Standardized Child Passenger Safety Training Program. This session will summarize the current certification guidelines and requirements, will clarify the roles of NHTSA, SAFE KIDS, and the National CPS Board in regards to the training and certification, and will allow for discussion regarding future certification expansion and development.

Moderator/Speaker:

Karen Farnsworth, Acting Director, Training and Education,
National SAFE KIDS Campaign, Washington, DC

Speakers:

Carole Guzzetta, Highway Safety Specialist, NHTSA,
Occupant Protection Division, Washington, DC
Joe Colella, Member, National CPS Board,
National SAFE KIDS Campaign, Washington, DC
Angela Osterhuber, Chair, National CPS Board,
Project Director, Traffic Injury Prevention Project, PA
Chapter of the AAP, Rosemont, PA



IMPAIRED DRIVING

21-34 Year Olds: What Do We Do With These Wild and Crazy Guys? (Part 1)

Monday, March 29th, 9:30am-11:00am
Sheffield Room

Research is clear that this is the age group most significantly involved in alcohol-related crashes. The law says they can legally drink – but what can be done to get them home in one piece? Presenters will discuss programs developed specifically for this high-risk population.

Moderator:

Jana Nelson, National Director of Programs,
MADD, Irving, TX

Speakers:

Lisa Hardlin Van Bramer, M.D., Emergency Physician,
Chair, Rocky Mountain Research and
Prevention Institute, Aurora, CO

Jean Ryan, Minnesota Office of Traffic Safety,
St. Paul, MN

Carol Karsten, Alcohol Program Manager, WisDOT, Bureau
of Transportation Safety, Madison, WI



IMPAIRED DRIVING

Innovative Court Strategies for DWI Cases (Part 1)

Monday, March 29th, 9:30am-11:00am
California Room

Interested in how the courts can become more effective in dealing with DWI offenders in your community? Come and learn about some novel and inventive methods some courts are using to really reach offenders.

Moderator:

John Bobo, Director, National Traffic Law Center, American
Prosecutors Research Institute,
Alexandria, VA

Speakers:

West Huddleston, National Drug Court Institute,
Alexandria, VA

Steve Simon, University of Minnesota,
Minneapolis, MN

Gary Booker, Chief Deputy District Attorney, Clark County
District Attorney's Office, Vehicular Crimes Unit, Clark
County, NV



LIFESAVERS 2004

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

HER HIGHWAY SAFETY

Senior Drivers: Where to Turn for Help

Monday, March 29th, 9:30am-11:00am
Rise Room

As people age, their driving skills become more and more affected by diminishing physical, cognitive and visual ability. This workshop will present examples of local programs and resources for seniors and their families that help people to drive safely for as long as possible.

It's equally important to develop programs for those who can no longer drive. This session will also showcase transportation alternatives for seniors and the role that law enforcement is taking in facing this growing issue.

Moderator:

John Kerschner, *President and CEO, The Beverly Foundation, Pasadena, CA*

Speakers:

Andy Markwood, *Executive Director, National Association of Area Agencies on Aging, Washington, DC*

Charles Hogquist, *Lieutenant, San Diego Police Department, San Diego, CA*

Ashleen Kolenda, *Project Director, Transportation Solutions for Caregivers, Master Seals of Southern California, Santa Ana, CA*



OTHER HIGHWAY SAFETY

Sleuth-O-Rama – Secret Sources for Market Research

Monday, March 29th, 9:30am-11:00am
Royal Palm Salons 1, 2, 3

Sherlock Holmes, Inspector Clouseau, Columbo, and Rammatsoe all have one thing in common—they know the amazing art of sleuthing. At this workshop, you will sharpen your market research detective skills.

Participants will learn of secret—and free—sources to identify their target audiences—who they are, where they live, where they work (and play)—to better design programs and materials that will be culturally and linguistically appropriate. Together, participants will search databases for census and fatality data and will be provided with details for similar detective work when they return to their communities.

Moderator:

Robin Mayer, *Chief, Consumer Information Division, NHTSA, Washington, DC*

Speakers:

Pamela Anikeeff, *Ph.D., Consumer Information Division, NHTSA, Washington, DC*

Luis Herrera, *Director, Pasadena County Library, Pasadena, CA*



CRIMINAL JUSTICE

Law Enforcement Strategies Reaching Diverse Communities

Monday, March 29th, 9:30am-11:00am
Garden Salon 1

Moderator:

Debra McDonnell, *Diversity Programs, New York State Police, Albany, NY*

Speakers:

Andres Ornelas, *Sergeant, CHP Community Outreach and Partnership Section/El Protector Program, California Highway Patrol, Sacramento, CA*

Al Almeida, *Chief, Mabton Police Department, Mabton, WA*



DATA & RESEARCH

Current Applications of Photo Enforcement: A Research Perspective

Monday, March 29th, 9:30am-11:00am
Royal Palm Salons 4, 5, 6

More than 70 communities across the nation use photo enforcement as a way of improving traffic safety in intersections. In addition, there are work zone and speed applications of this technology both here and abroad, and research is emerging on these new uses. How effective is this technology and what effect has it had on reducing violations, crashes, deaths and injuries? Workshop participants will discuss these questions.

Moderator:

Richard Carlson, *Lieutenant, Sacramento Sheriff's Office, Sacramento, CA*

Speakers:

Leslie Blakey, *Blakey & Agnew, Washington, DC*

Susan Ferguson, *Ph.D., Senior Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA*



CRIMINAL JUSTICE

Speed Management: New Approaches to an Old Problem

Monday, March 29th, 9:30am-11:00am

Sunset Room (Repeats on Tuesday, March 30th 8:15am-9:45am in Golden West)

Pedal to the medal, or quick to the grave? Despite decades of enforcement, speed-related fatalities/injuries continue to plague our nation's highways. A new approach is necessary. Effective speed management requires an integrated effort by the heretofore-separate disciplines of engineering, enforcement, public policy, and the judiciary. This collaborative approach offers insight to causes and possible solutions to speed-related reportable collisions.

Moderator:

Earl Hardy, NHTSA, Washington, DC

Speakers:

Robin Smith, Judge, City of Midland Municipal Court, Midland, TX

Mary Rennie, Sergeant, California Highway Patrol, Sacramento, CA

Keith Harrison, Federal Highway Administration, San Francisco, CA



ADULT OCCUPANT PROTECTION

It's Not Cool to Buckle Up—Reaching Teens

Monday, March 29th, 9:30pm-11:00am

Garden Salon 2
(Repeat from Sunday)

This session will include strategies used in the program development to appeal to teens; risk behaviors identified and incentives, such as school parking privileges. It will also include innovative programs and enforcement.

Moderator:

Bella Dinh-Zarr, Ph.D., MPH, Director, Traffic Safety Policy, AAA, Washington, DC

Speakers:

Rob Kaufman, Crash Investigator, Harborview Injury Prevention and Research Center, Seattle, WA

Jim Fell, Director, Traffic Safety and Enforcement Programs, Pacific Institute for Research and Evaluation, Calverton, MD

Mark Alonge, Executive Director, North Central Highway Safety Network, Pottsville, PA

Carol Alonge, Highway Safety Coordinator, North Central Highway Safety Network, Pottsville, PA



11:15am – 12:30pm

NHTSA Awards Luncheon Atlas Ballroom

David Manning, Regional Administrator,
NHTSA-Region IX

Plenary Speaker: The Honorable Jeffrey W. Runge,
M.D., Administrator, NHTSA

12:45pm– 2:15pm

4th Workshop Session

CHILD PASSENGER SAFETY

Child Restraint Misuse

Monday, March 29th, 12:45pm-2:15pm
California Room

CPS advocates devote their efforts toward prevention of injuries and fatalities to children in motor vehicle crashes and most rarely witness the dangerous results of child restraint misuse. As advocates, it is important to learn the devastating effects of restraint misuse. This workshop will focus on the latest NHTSA misuse study results and provide detailed case studies of injuries caused by child restraint misuse.

Moderator:

Emilie Crown RN, CEN, Program Manager, Montgomery County CPS Program, Rockville, MD

Speakers:

Lawrence Decina, Senior Associate, TransAnalytics, LLC, Kulpville, PA

Rob Kaufman, Crash Investigator, Harborview Injury Prevention and Research Center, Seattle, WA



LIFESAVERS 2004

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

CHILD PASSENGER SAFETY

Child Restraint Legislation: How to Educate the Public and Work with Legislators to Develop a Comprehensive Law

Monday, March 29th, 12:45pm-2:15pm

Garden Salon 1

At least 22 states have enacted legislation to cover boosters for children, with many more bills pending. It is imperative to provide education regarding the law and proper restraint use. Hear from representatives about efforts in their states to educate the general public and those who violate the law. This workshop will also focus on guidelines for developing a comprehensive child restraint law and working with legislators to get the law introduced and passed.

Moderator/Speaker:

Andy Kruger, Executive Director, Washington State Safety Restraint Coalition, Kirkland, WA

Speakers:

Crystal Kim, Senior Program Consultant, SafetyBeltSafe, Inc., Whittier, CA

Barbara Beckett, Executive Director, MD Committee for Safety Belt Use, Inc., State Coordinator, Maryland SAFE KIDS Coalition, Hanover, MD



IMPAIRED DRIVING

34 Year Olds: What Do We Can Do With These Wild and Crazy Guys? (Part 2)

Monday, March 29th, 12:45pm-2:15pm

Offfield Room

Research is clear that this is the age group most significantly involved in alcohol-related crashes. The law says they can legally drink – but what can be done to get them home in one piece? Presenters will discuss programs developed specifically for this high-risk population.

Moderator:

John Esteban Muir, NHTSA, Impaired Driving Division, Washington, DC

Speakers:

Pepper, Executive Director, Team Coalition, Inc., Arlington, VA

Tom Meluso, President, Recording Artists, Actors and Athletes Against Drunk Driving (RADD), Studio City, CA

Les Baker, Executive Director, Institute for Public Strategies, San Diego, CA

Les Peters, President, Responsible Hospitality Institute, San Diego, CA



IMPAIRED DRIVING

Innovative Court Strategies for DWI Cases (Part 2)

Monday, March 29th, 12:45pm-2:15pm

Garden Salon 2

Interested in how the courts can become more effective in dealing with DWI offenders in your community? Come and learn about some novel and inventive methods some courts are using to really reach offenders.

Moderator:

Kathryn Stewart, Chair, Transportation Research Board Committee, Alcohol, Other Drugs and Transportation Pacific Institute for Research and Evaluation, Calverton, MD

Speakers:

Marilyn Darilek, Greater Spokane Substance Abuse Council's Prevention Center, 24-Hour Jail Alternative DUI Education Program, Spokane, WA

Karen Dunlap, National Youth Court Center, Juvenile Holdover Programs, Lexington, KY

Roger Stevenson, Sergeant, El Segundo Police Department, Gardena, CA

Mark Nagao, Sergeant, Gardena Police Department, Gardena, CA

Joel Hand, Traffic Safety Resource Prosecutor, Indiana Prosecuting Attorney's Council, Indianapolis, IN

George Crooks, Lieutenant, Marion County Traffic Safety Partnership, Indiana Prosecuting Attorney's Council, Indianapolis, IN



Visit the
exhibit area for
complimentary
refreshment
breaks

ADULT OCCUPANT PROTECTION

Special Focus Groups

Monday, March 29th, 12:45pm-2:15pm

Windsor/Hampton Rooms

Rural and tribal areas need special programs, such as tribal ordinances, to promote occupant restraint use. This session will present the results of the National Rural Health Association report along with successful mobilization efforts that have occurred in rural areas.

Moderator:

Georgia Chakiris, *Regional Administrator*, NHTSA-Region VI, Fort Worth, TX

Speakers:

Richard Blomberg, *President*, Dunlap and Associates, Inc., Stamford, CT

Patricia Abeyta, *Program Coordinator*, Indian Highway Safety Program, U.S. Department of Interior Bureau of Indian Affairs, Albuquerque, NM

Paul McGinnis, *President*, McGinnis and Associates, West Linn, OR



DATA & RESEARCH

Designing and Implementing Program Evaluation

Monday, March 29th, 12:45pm-2:15pm

Royal Palm Salons 4, 5, 6

Program evaluation is a key component for determining progress and garnering support for a program. This workshop will focus on the theory and practice of program evaluation. Type of evaluation, sample size, use of IRBs and other issues will be covered.

Moderator:

Linda Cosgrove, *NHTSA, Office of Research and Technology*, Washington, DC

Speaker:

Randy Elder, *Ph.D., Senior Service Fellow*, Div. of Unintentional Injury Prevention, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, Atlanta, GA



DATA & RESEARCH

Traffic Safety Measures: Recommendations for States and Communities

Monday, March 29th, 12:45pm-2:15pm

Royal Palm Salons 1, 2, 3

This workshop will report on research to identify a set of core measures for evaluating the performance of highway safety programs. If applied consistently across all jurisdictions, these core measures will allow states and communities to assess progress and compare progress in similar or neighboring states.

Moderator:

Kathryn Swanson, *Chair*, Governors Highway Safety Association, *Director*, MN Office of Traffic Safety/Dept. of Public Safety, St. Paul, MN

Speakers:

Jim Fell, *Director*, Traffic Safety and Enforcement Programs, Pacific Institute for Research and Evaluation, Calverton, MD

Betty Mercer, *Mercer Consulting Group*, East Lansing, MI

Christopher Murphy, *Ph.D., Deputy Director*, California Office of Traffic Safety, Sacramento, CA



OTHER HIGHWAY SAFETY

At Last We Know What We Always Thought: Paid Media Works!

Monday, March 29th, 12:45pm-2:15pm

Pacific Salons 4 & 5

(Repeats on Tuesday, March 30th, 3:15pm-4:45pm in Windsor/Hampton Rooms)

This workshop will document the success of combined high visibility enforcement and paid advertising during the 2003 national "Click It or Ticket" mobilization and the "You Drink & Drive. You Lose." crackdown. A detailed discussion on audience segmentation, development and implementation of the national and State media buy plans, and the methods employed to evaluate the success of each campaign will be presented.

Moderator:

Susan Gorcowski, *Director*, Office of Communications and Consumer Information, NHTSA, Washington, DC

Speakers:

David Preusser, *President*, Preusser Research Group, Trumbull, CT

David Mitchell, *Senior Partner*, Greer, Magolis, Mitchell & Burns, Washington, DC



LIFESAVERS 2004

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

TRAFFIC & RESEARCH

Improving the Safety of Young Drivers: Research on One State's Experience

Monday, March 29th, 12:45pm-2:15pm
Breakout Room

Graduated licensing laws generally have been shown to be an effective way to improve the safety of young drivers.

Such laws allow a phased-in driving experience under supervised conditions. New research on the effectiveness of graduated driving licenses in California will be the focus of this workshop.

Moderator:

Julie Ray, Senior Epidemiologist, County of San Diego, Health and Human Services Agency, Division of Emergency Medical Services, San Diego, CA

Speakers:

Mark McCullough, San Diego Police Department, San Diego, CA

John Smith, Emergency Medical Services, San Diego, CA

Robert Hagge, Research and Development, California Division of Motor Vehicles, Sacramento, CA



CRIMINAL JUSTICE

Automated Enforcement:

Lessons Learned

Monday, March 29th, 12:45pm-2:15pm
Breakout Room

Well...you are on red light camera! Automated enforcement offers new methods to address old problems, such as red-light running and speed.

Implementation is not always easy, however. Legal, political and public relations problems are frequently encountered. The experience and knowledge of municipalities that have implemented automated enforcement systems offer concrete information on the pitfalls and potential rewards of automated enforcement.

Moderator:

John Balser, Office of Safety, Federal Highway Administration, Washington, DC

Speakers:

Patrick Burke, Lieutenant and Traffic Safety Coordinator, Metropolitan Police Department, Washington, DC

John Rennie, Sergeant, California Highway Patrol, Sacramento, CA

Julie Blakey, Blakey & Agnew, Washington, DC

Gregory Hannigan, Former California Highway Patrol Commissioner, McLean, VA



2:15pm– 2:45pm

Complimentary Refreshment Break
Exhibit Hall/Grand Ballroom and Foyer

2:45pm– 4:15pm

5th Workshop Session

CHILD PASSENGER SAFETY

CPS Beyond the Booster Seat Age

Monday, March 29th, 2:45pm-4:15pm
San Diego Room

The vast majority of infants and toddlers are now transported in child restraints. Booster seat use is steadily increasing. However, restraint use by 9 to 15 year-olds is considerably lower than for their younger counterparts and little has been done to identify the most effective ways to get these older children restrained. This workshop will look at usage data, potentially successful educational approaches for pre-teens and new efforts to increase restraint use among 9 to 15 year-olds.

Moderator/Speaker:

Phil Haseltine, President, Automotive Coalition for Traffic Safety, Inc., Arlington, VA

Speakers:

James Nichols, Ph.D., Vienna, VA

Peter Mitchell, Senior Marketing and Communications Specialist, Academy for Educational Development, Washington, DC

Marilena Amoni, Associate Administrator, Program Development and Delivery, Traffic Injury Control, NHTSA, Washington, DC



Wear
your
badge!



CHILD PASSENGER SAFETY

Implementing Successful CPS Programs in Health Care Settings

Monday, March 29th, 2:45pm-4:15pm
Sunrise Room



This session will review the process and struggles of implementing child passenger safety into many healthcare facilities. We will look at the past, present and discuss the future hurdles surrounding hot topics such as policy development, documentation, how many techs we need, integration of clinics, and education needs of staff nurses. The California statute mandating CPS education in healthcare will be explained and its impact reviewed for potential duplication. Participants are encouraged to bring samples of policies and documentation for sharing and building a network of professionals who seek to develop further standardization of healthcare-based CPS.

Moderator/Speaker:

Ann King RN, CPN, *Coalition Coordinator*,
Tri-Cities SAFE KIDS of Nebraska,
Saint Francis Medical Center, Grand Island, NE

Speakers:

Sharon Bilbrey, *Coordinator*, Child Passenger Safety
Program, Arkansas Children's Safety Program,
Little Rock, AR

Anne Stokman RN, CDE, *Doctors Medical Center*
Foundation, Modesto, CA

IMPAIRED DRIVING

Impaired Driving Victim Impact Panel

Monday, March 29th, 2:45pm-4:15pm
Windsor/Hampton Rooms



Every alcohol-related crash fatality and injury statistic represents a person and a family whose lives are forever changed. This workshop exposes the tragedy caused by drunk driving and the aftermath caused by America's most frequently committed violent crime.

Moderator:

Wendy Hamilton, *National President*, MADD, Irving, TX

Speakers:

Juan Molina *Volunteer*, MADD Board of Directors, San
Diego, CA

Mark Manion *Member*, MADD Board of Directors,
San Diego, CA

Jacqui Saburido, *Traffic Operations Division*,
Texas Department of Transportation, Austin, TX

ADULT OCCUPANT PROTECTION

Reaching Unrestrained High-Risk Drivers and Occupants

Monday, March 29th, 2:45pm-4:15pm
Sheffield Room



Discuss the who, what, where, and why of those who continue to ride unrestrained. Learn who are they? What are the obstacles to increasing seatbelt use rates in rural and urban America, in pick up trucks? Why are belt use rates higher in SUVs? What role do legislative exemptions play? What countermeasures and messages can be used to raise belt use?

Moderator:

Danielle Roeber, *Alcohol Safety and Occupant Restraint*
Coordinator, National Transportation Safety Board,
Washington, DC

Speakers:

Neil Chaudhary, Ph.D., *Research Associate*,
Preusser Research Group, Trumbull, CT

Phil Salzberg, *Washington Traffic Safety Commission*,
Olympia, WA

Nancy Rodrigues, *Executive Director*, DRIVE SMART
Virginia, Richmond, VA

Dawn Olson, *Traffic Safety Manager*, North Dakota Dept. of
Transportation, Bismark, ND

Complete
addresses for
moderators and
speakers are in the
Pre-Registration
Booklet.



LIFESAVERS 2004

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

CKS AT A GLANCE



AOP
Adult Occupant
Protection



CPS
Child Passenger
Safety

m-m	Implications of the Latest Older Driver Research (DR)	The National Academies of Science Underage Drinking Report (ID)	In the Trenches: The Politics of Passing Primary Enforcement (AOP)	Technical Issues for CPS Advocates (CPS)	High Visibility Mobilization: Evaluating Their Impact (DR)
m-m	It's Not Cool to Buckle Up—Reaching Teens (AOP) (Repeats Monday at 9:30am)	Beyond 911—Tracking the Evolving Role of EMS in Traffic Safety and Injury Prevention (OHSP)	Motorcycle Helmet Law Repeals: Costing Lives, Draining State Coffers (OHSP)	Side Impact Protection for Children (CPS)	Accessing and Using NHTSA Data Products (DR)
m-m	It's Not Cool to Buckle Up—Reaching Teens (AOP)	National CPS Program: General Review of the New Roles, Responsibilities and Revisions (Part 1) (CPS)	Innovative Court Strategies for DWI Cases (Part 1) (ID)	Older Drivers: Where to Turn for Help (OHSP)	Current Applications: Photo Enforcement Research Perspectives (DR)
m-m	Child Restraint Misuse (CPS)	Child Restraint Legislation: How to Educate the Public and Work with Legislators to Develop a Comprehensive Law (CPS)	Innovative Court Strategies for DWI Cases (Part 2) (ID)	Traffic Safety Measures: Recommendations for States and Communities (DR)	Designing and Implementing Programs (DR)
m-m	Assessing Community Traffic Safety (ACTS) & Deciding "Out Loud" (OHSP)	Recent Trends in Highway Safety (DR)	Traffic Enforcement is Law Enforcement (CJ) (Repeats Tuesday at 10:15)	Controlling Drinking and Driving at the Borders: Research Results (DR)	CPS Beyond the Booster Seat Age (CPS)
m-m	New Research, New Findings on Impaired Driving (DR)	National CPS Program: Detailed Review for Class Administrators & Instructors (Part 2) (CPS)	Other Hard to Reach Populations: Physicians, Policy Makers and the Press (CPS)	Safe Routes to School: Adults Using Their Heads So Kids Can Use Their Feet (OHSP)	Enforcement Mobilization: Belts, Booze and Beyond (CJ)
m-m	How Regulatory Changes Are Impacting Child Restraints (CPS)	360 Marketing – Keeping the Message Alive Through the Business Marketing Approach (OHSP)	Traffic Enforcement is Law Enforcement (CJ)	Employing Data to Get Your Message Across (DR)	Impaired Driving Enforcement: Best Practices—What's Working (ID)
m-m	Success At Last: Did We Ask the Youth? (OHSP)	Why Aren't We Seeing Reduction in Highway Fatalities (DR)	Gaining Local Support for National Mobilizations (OHSP)	Ask the Experts (DR)	Getting it All Together: Comprehensive Pedestrian Safety Programs (OHSP)
m-m	What's New in Aggressive, Drowsy, and Distracted Driving Research? (DR)	Street Racing/Sideshow (CJ)	Reaching Underserved Communities with CPS (CPS)	Quality Control and Liability Prevention for CPS Programs (CPS)	Higher Risk Drivers—What Works to Stop Repeat Offenders and Those Driving on Suspended Licenses (ID)



CR
Criminal Justice



DR
Data and Research



ID
Impaired Driving



OHSP
Other Highway Safety Priorities

Drug Detection: Traffic Safety and Beyond (J)	New Directions and Multicultural Partnerships Can Make a Difference (OHSP)	Are You Riding Two Up? Partnerships Promoting Motorcycle Safety and Rider Education and Training (OHSP) (Repeats Tuesday at 10:15am)	Safe Transportation During Ambulance Transport (CPS)	Combining Resources and Funding to Expand Safe Community Opportunities (OHSP)	What's New in Teen Driving Safety Programs (AOP)
Impaired Driving Enforcement: A Systems Approach (J) (Repeats Monday at 5pm)	Understanding and Using Impaired Driving Data (DR)	Innovations in Community Bicycle Safety Programs (OHSP)	OPC (Occupant Protection for Children) Strategic Program Planning (CPS)	Community-Based Approaches to Preventing Underage Drinking (ID)	Keeping Seniors Safe & Mobile (OHSP)
South-Of-the-Mesa—Secret Sources Market Research (HSP)	Speed Management: New Approaches to an Old Problem (CJ) (Repeat Tuesday at 8:15am)	21-34 Year Olds: What to do with These Wild & Crazy Guys? (Part 1) (ID)	Law Enforcement Strategies in Reaching Diverse Communities (CJ)		
Improving the Safety of Young Drivers: Research on One State's Experience (R)	Automated Enforcement: Lessons Learned (CJ)	At Last We Know What We Always Thought: Paid Media Works! (OHSP) (Repeat Tuesday at 3:15)	21-34 Year Olds: What to do with These Wild & Crazy Guys? (Part 2) (ID)	Special Focus Groups (AOP)	
Implementing Successful CPS Programs in Health Care Settings (S)	Making Their Lives Count, the Faces of America's Youth on the Move (OHSP)	Impaired Driving Victim Impact Panel (ID)	Reaching Unrestrained High-Risk Drivers and Occupants (AOP)	Impaired Driving Enforcement: A Systems Approach (CJ)	
Marketing—Keeping Message Alive through the Business Marketing Approach (ISP) (Repeats at 10:15am)	Speed Management: New Approaches to an Old Problem (CJ)	National Security or Highway Safety: What is the Purpose of the Driver License? (OHSP)	Occupant Protection 101—How It Works (AOP)	How Can Non-Law Enforcement Groups Support High Visibility Enforcement? (ID)	
ABCs of Head Start Transportation (ISP)	Underage Drinking: Youth Speak Out (ID)	Are You Riding Two Up? Partnerships Promoting Motorcycle Safety and Rider Education Training (OHSP)	Occupant Protection 301—Advanced Safety Technology Update (AOP)	Anatomy of a DWI Vehicle Homicide Case (CJ)	
Section Stations (S)	Safe Transportation for Children with Special Needs (CPS)	Novice Drivers: What Gives? (OHSP)	On-Line Alcohol Resources for Traffic Safety Practitioners (ID)	Traffic Safety Resources—Prosecutors (CJ)	
At Last We Know What We Always Thought: Paid Media Works! (ISP)	Success Stories: Getting Belt Use Above 90% (AOP)				

DATA & RESEARCH

Controlling Drinking and Driving at the Borders: Research Results

Monday, March 29th, 2:45pm-4:15pm

West Room

Most Friday and Saturday nights, many young Americans aged 18-25 cross the border to engage in binge drinking in Tijuana, Mexico and then drive back to this country. This workshop will focus on surveys of those involved in such drinking, the lessons learned from the surveys, the results of several interventions that were developed in response and the implications for community programs.

Moderator:

David Voas, Pacific Institute for Research and Evaluation, Calverton, MD

Speakers:

David Fell, Director, Traffic Safety and Enforcement Programs, Pacific Institute for Research and Evaluation, Calverton, MD

David Lacey, Pacific Institute for Research and Evaluation, Calverton, MD

DATA & RESEARCH

Recent Trends in Highway Safety

Monday, March 29th, 2:45pm-4:15pm

Golden Salon 1

Using data and reports of NHTSA's National Center for Statistics and Analysis (NCSA), this session will focus on what is happening in various areas of highways safety (drunken, belt use, alcohol, pedestrians, motorcycles, seniors, etc.).

Moderator:

John Carra, Director, National Center for Statistics and Analysis, NHTSA, Washington, DC

Speakers:

Rajesh Shankar, Mathematical Statistician, NHTSA, Washington, DC

David Utter, Chief, Mathematical Analysis Division, NHTSA, Washington, DC

Shankar Subramanian, NHTSA, Washington, DC

William Williams, NHTSA, Washington, DC



OTHER HIGHWAY SAFETY

Assessing Community Traffic Safety (ACTS) and Deciding "Out Loud"

Monday, March 29th, 2:45pm-4:15pm

California Room

Michigan and Texas have successfully used the ACTS (Assessing Community Traffic Safety) tool to develop strategic plans and countermeasures for solving problems and developing successful strategies for expanding partnerships to sustain coalition's mission and accomplish goals and objectives. Also hear another approach to the strategic planning process involving group decisions and discussing out loud what information is needed and being able to describe the rationale behind the decision.

Moderator:

Jack Champlin, NHTSA-Region IX, San Francisco, CA

Speakers:

Jennifer June Balogh, Program Planner and Evaluation Coach, Deciding Out Loud, El Centro, CA

Terri Miller, Family Development and Resource Management, Texas Cooperative Extension Service, College Station, TX

William Donohue, Ph.D., Department of Communication, Michigan State University, East Lansing, MI



OTHER HIGHWAY SAFETY

Making Their Lives Count, the Faces of America's Youth on the Move

Monday, March 29th, 2:45pm-4:15pm

Royal Palm Salons 1, 2, 3

Youth program leaders discuss the effect of culture and ethnicity on traffic safety program design. Youth panelists represent cross-diversity to address the unique strategies used in different geographic, cultural and ethnic settings.

Moderator:

Valerie Mendralla, President, Alcohol and Other Drug Peer Educators, BACCHUS & GAMMA Peer Education Network, Minneapolis, MN

Speakers:

Lee Baltazar, Co-President, United National Indian Tribal Youth, Tucson, AZ

Waco Phipps, Youth Ambassador, Farm Safety 4 Just Kids, Kearney, NE

Kelly Rodriguez, Youth Leader, ASPIRA, Tallahassee, FL



CRIMINAL JUSTICE

Traffic Enforcement is Law Enforcement

Monday, March 29th, 2:45pm-4:15pm
Town & Country Room

(Repeats on Tuesday, March 30th 10:15am-11:45am
in Garden Salon 2)

State and local law enforcement agencies are experiencing rising levels of crime and diminishing fiscal and personnel resources. Too often, law enforcement mistakenly characterizes the problem as a choice of either funding crime prevention or traffic safety. In reality, law enforcement can accomplish both goals. A viable traffic safety program, however, not only saves lives in reduced traffic fatalities, but also aids in crime prevention and apprehension.

Moderator:

Steve Guderian, Law Enforcement Coordinator,
NHTSA-Region IX, San Francisco, CA

Speakers:

Glenn Cramer, Deputy Chief, Washington State Patrol,
Olympia, WA

Don Uelmen, Operations Coordinator,
California Office of Traffic Safety, Sacramento, CA

John Butler, Sergeant, Tempe Police Department,
Law Enforcement Liaison, Arizona Governor's
Office of Highway Safety, Phoenix, AZ

CRIMINAL JUSTICE

Impaired Driving Enforcement:

A Systems Approach

Monday, March 29th, 2:45pm-4:15pm

Royal Palm Salons 4, 5 & 6

(Repeat from Sunday)

Are your impaired driving enforcement efforts deterring potential offenders? This panel will explore the importance of the integration of enforcement, prosecution and adjudication efforts, combined with heightened publicity to increase the effectiveness of DWI enforcement. Panelists will discuss how their separate roles and efforts influence the DWI enforcement process, and how increased cooperation within the law enforcement system, coupled with effective media use, can increase the outcome of those efforts.

Moderator:

William Peters, Lieutenant, Mesa Police Department,
Mesa, AZ

Speakers:

Steve Talpins, Prosecutor Fellow, NHTSA/NAPC,
Miami, FL

Robin Smith, Judge, City of Midland Municipal Court,
Midland, TX



Tuesday, March 30

7:00am – 4:30pm

Registration Open

Atlas Ballroom Foyer

7:30am – 12 noon

Exhibits Open

Grand Ballroom and Foyer

7:30am – 8:15am

Complimentary Continental Breakfast

Exhibit Hall/Grand Ballroom

8:15am – 9:45am

6th Workshop Session

CHILD PASSENGER SAFETY

National CPS Program:

Detailed Review for Class

Administrators & Instructors (Part 2)

Tuesday, March 30th, 8:15am-9:45am

California Room

Instructors and Class Administrators have a special role in CPS certification. This session will summarize the new responsibilities that come with class registration, recruitment, teaching, testing and student follow-up. The focus of this workshop will be on the administrative requirements of the National Standardized Child Passenger Safety Training Program and certification, not on instructor skills building.

Moderator/Speaker:

Karen Farnsworth, Acting Director, Training and
Education, National SAFE KIDS Campaign,
Washington, DC

Speakers:

Carole Guzzetta, Highway Safety Specialist, NHTSA,
Occupant Protection Division, Washington, DC

Joe Colella, Member, National CPS Board,
National SAFE KIDS Campaign, Washington, DC

Angela Osterhuber, Chair, National CPS Board, Project
Director, Traffic Injury Prevention Project, PA Chapter of
the AAP, Rosemont, PA



LIFESAVERS 2004

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

CHILD PASSENGER SAFETY

Other Hard-to-Reach Populations: Physicians, Policy Makers and the Press

Tuesday, March 30th, 8:15am-9:45am

Windsor/Hampton Rooms

As CPS advocates, we talk about how to work with "hard-to-reach populations" defined by race, socioeconomic status, or educational level. But other hard-to-reach populations--physicians, policy makers, and the press--require tailored approaches as well. This session will provide practical strategies and examples of what not to do in collaborating with physicians and health care providers, lobbying policy makers, and pitching media stories to the press regarding your CPS program.

Moderator/Speaker:

Becky Levin-Goodman, MPH, Manager,
Division of Child and Adolescent Health,
American Academy of Pediatrics, Elk Grove Village, IL

Speakers:

Janet Brooks, Child Advocacy Manager,
Primary Children's Medical Center, Salt Lake City, UT
Theresa Rapstine, BSN, RN, Director, Kiwanis Pediatric
Trauma Institute, The Children's Hospital, Denver, CO



ADULT OCCUPANT PROTECTION

Occupant Protection 101 – How it Works

Tuesday, March 30th, 8:15am-9:45am

Sheffield Room

This is the ideal session for newcomers to Lifesavers who want to learn how various technologies in the vehicle contribute to protecting the occupant. The panel will describe in simple terms how each occupant protection device works and how they interact. The issues covered will include seat belts and air bags, adjustable upper anchorages, load limiters, pre-tensioners, head restraint effectiveness, dashboard design and vehicle crush zones. The interaction of these occupant protection systems with child safety seats will be included.

Moderator:

Barry Felrice, Director, Washington Regulatory Affairs,
DaimlerChrysler Corporation, Washington, DC

Speakers:

Susan Ferguson, Ph.D., Senior Vice President, Research,
Insurance Institute for Highway Safety, Arlington, VA
Steven Kratzke, Associate Administrator for Rulemaking,
NHTSA, Washington, DC



IMPAIRED DRIVING

How Can Non-Law Enforcement Groups Support High Visibility Enforcement?

Tuesday, March 30th, 8:15am-9:45am

Sunrise Room

Research shows that high visibility enforcement has a strong impact in deterring impaired driving. This workshop will explore activities successfully undertaken by non-enforcement organizations that support the work of law enforcement.

Moderator:

Garen Sprattler, National Director of Public Policy, MADD,
Washington, DC

Speakers:

Jason Hamblen, Impaired Driving Program Coordinator,
Michigan State Police, Office of Highway Safety
Planning, East Lansing, MI
Jancy Ross, MADD State Legislative Affairs Coord. and
Impaired Driving Mobilization Partner Support Grant
Manager, MADD, Washington, DC



OTHER HIGHWAY SAFETY

Safe Routes to School: Adults Using Their Heads So Kids Can Use Their Feet

Tuesday, March 30th, 8:15am-9:45am

Royal Palm Salons 1, 2, 3

Getting to school safely is about more than just "look left-right-left before crossing" and wearing bicycle helmets. It entails community support of infrastructure improvements, school administrators supporting curricula on bicycle and pedestrian safety, enforcement of speeding and parking rules near schools, and concern about the fitness of our children. This workshop will gather experts who have implemented safe routes to school programs to share their experiences and to bring others on board the foot-powered bandwagon.

Moderator:

Sami Fournier, Executive Director, League of American
Bicyclists, Washington, DC

Speakers:

Peggy da Silva, Executive Director, Walk San Francisco,
San Francisco, CA
Deb Hubsmith, Marin County Bicycle Coalition,
San Anselmo, CA
Angela Mickalide, Ph.D., Program Director,
National SAFE KIDS Campaign, Washington, DC



CRIMINAL JUSTICE

Enforcement Mobilizations: Belts, Booze and Beyond

Tuesday, March 30th, 8:15am-9:45am

Royal Palm Salons 4, 5, 6

This panel will explore the differences and impacts of a variety of mobilization models conducted by several states and implemented widely by law enforcement in order to achieve general deterrence objectives. Options for changing priority focus after enforcement intervals, and mixing enforcement emphasis during mobilizations, are highlighted.

Moderator:

Scott MacGregor, *Chief, California Highway Patrol, Planning and Analysis Division, Sacramento, CA*

Speakers:

John Lacey, *Pacific Institute for Research and Evaluation, Calverton, MD*

Melissa Cummings, *Traffic Safety Officer, Chula Vista Police Department, Chula Vista, CA*

David Preusser, Ph.D., *President, Preusser Research Group, Trumbull, CT*



DATA & RESEARCH

New Research, New Findings on Impaired Driving

Tuesday, March 30th, 8:15am-9:45am

Garden Salon 1

The latest research on impaired drivers: Who are they? How can they be detected and convinced to provide a BAC test? Do designated driver programs help keep them off the road?

Moderator:

Jim Hedlund, *Highway Safety North, Ithaca, NY*

Speakers:

Randy Elder, Ph.D., *Senior Service Fellow, Division of Unintentional Injury Prevention, National Center for Disease Control and Prevention, Centers for Disease Control and Prevention, Atlanta, GA*

Caren Frost, Ph.D., MPH, *Associate Director, Social Research Institute, University of Utah, Salt Lake City, UT*

Mary Phillips, MEd, *Research Assistant, Social Research Institute, University of Utah, Salt Lake City, UT*

Lori Geary, MPH, *Preusser Research Group, Trumbull, CT*

Thomas Zwicker, Ph.D., *Preusser Research Group, Trumbull, CT*



OTHER HIGHWAY SAFETY

National Security or Highway Safety: What is the Purpose of the Driver License?

Tuesday, March 30th, 8:15am-9:45am

Garden Salon 2

The original intent of the driver license was to certify that an applicant was minimally qualified to operate a motor vehicle. Over the years the non-commercial driver license has come to be our country's preferred form of identity. So what is it, an identity document or a driver safety document, or both?

Moderator:

Jim Green, *NHTSA, Kansas City, MO*

Speakers:

Jay Maxwell, *COO, AAMVA, Arlington, VA*

Billy Dixon, *Lieutenant Colonel, Florida Highway Patrol, Tallahassee, FL*



TRAFFIC HIGHWAY SAFETY

Marketing – Keeping the Message Alive Through the Business Marketing Approach

Tuesday, March 30th, 8:15am-9:45am

Golden West Room

(Repeat from Monday)
(Repeat on Tuesday, March 30th at 10:15am-11:45am in Golden Salon 1)

Learn how to generate year-round media interest in traffic safety and, specifically occupant protection and impaired driving. Included in the discussions will be media focusing on high-visibility enforcement during and between crackdowns, and communications platforms that can be used throughout the year to expand earned media opportunities.

Moderator:

John Mayer, Chief, Consumer Information Division, NHTSA, Washington, DC

Speakers:

John Mitchell, Senior Marketing and Communications Specialist, Academy for Educational Development, Washington, DC

Joe Marando, Marketing and Public Affairs Manager, California Office of Traffic Safety, Sacramento, CA
John Ledford, Atlanta Journal Constitution, Atlanta, GA



CRIMINAL JUSTICE

Speed Management:

How Approaches to an Old Problem

Tuesday, March 30th, 8:15am-9:45am

Golden West Room (Repeat from Monday)

Fast to the medal, or quick to the grave? Despite decades of enforcement, speed-related fatalities/injuries continue to plague our nation's highways. A new approach is necessary. Effective speed management requires an integrated effort by the heretofore-separate disciplines of engineering, enforcement, public policy, and the judiciary. This collaborative approach offers insight to causes and possible solutions to speed-related portable collisions.

Moderator:

John Hardy, NHTSA, Washington, DC

Speakers:

John Smith, Judge, City of Midland Municipal Court, Midland, TX

John Rennie, Sergeant, California Highway Patrol, Sacramento, CA

John Harrison, Federal Highway Administration, San Francisco, CA



9:45am – 10:15am

Complimentary Refreshment Break Exhibit Hall/Grand Ballroom

10:15am – 11:45am

7th Workshop Session

CHILD PASSENGER SAFETY

How Regulatory Changes Are Impacting Child Restraints

Tuesday, March 30th, 10:15am-11:45am

Golden West Room

This workshop will outline the recent changes to Federal Motor Vehicle Safety Standard 213. Representatives from child restraint manufacturers will share information about new products and discuss how these regulatory changes, as well as the new ease of use ratings, have impacted their products. Furthermore, hear from a brand new car seat company that is marketing a new booster seat.

Moderator:

Ross Taylor, CPSP List Co-Moderator, Flagstaff, AZ

Speakers:

J. Teresa Bock, Director, Quality and Regulatory Affairs, Britax Child Safety, Inc., Charlotte, NC

Dave Campbell, Angel Guard Products, Inc., Medina, OH

Lori Crouzillat, Safety Advisor, E-Z-ON Products, Inc., Jupiter, FL

Carol Helminski, Marketing Manager for Communications/Training, Graco Children's Products, Inc., Scottsdale, AZ

Jeremiah McCulley, Assistant Product Manager for Car Seats, Dorel Juvenile Group, Columbus, IN

John Riedl, President, Compass, Kettering, OH

Edward S. Whitaker, Manager of Operations, Car Seat Speciality, Inc., Rock Hill, SC

Randy Kiser, Evenflo, Vandalia, OH



IMPAIRED DRIVING

Underage Drinking: Youth Speak Out

Tuesday, March 30th, 10:15am-11:45am
Sunrise Room

What do young people have to say about underage drinking? Hear from youth who are actively engaged in efforts in their communities to keep themselves and their peers safe from the effects of underage drinking.

Moderator:

Leah Preiss, *Coordinator*, MADD Youth in Action,
Irving, TX

Speakers:

Justin St. Cyr, MADD Youth in Action, Denville, NJ
Molly Kay Linn, SADD Student of the Year, Franklin, IN
Valerie Mendralla, *President*, Alcohol and Other Drug
Peer Educators, BACCHUS & GAMMA Peer Education
Network, Minneapolis, MN



OTHER HIGHWAY SAFETY

The ABCs of Head Start Transportation

Tuesday, March 30th, 10:15am-11:45am
Royal Palm Salons 4, 5, 6

Head Start is at a major crossroads concerning student transportation. A new Head Start regulation will require all local Centers to switch to school buses by January 2006. There are many challenges and opportunities that need to be addressed in the coming year if this transition is to be successful. This workshop will provide the background to the new regulations, how Head Start transportation differs from regular school bus transportation, and discusses training Head Start personnel on the new Child Passenger Safety Curriculum for School Buses.

Moderator/Speaker:

Roy Pearson, *Head Start Transportation Consultant*,
Cleverex Systems, Inc., Rockville, MD

Speakers:

Alexandra Robinson, M.Ed., *Director*,
Transportation Services Department,
San Diego Unified School District, San Diego, CA
Nancy Netherland, *Academy for Educational*
Development, Migrant and Seasonal Head Start Quality
Improvement Center, New Sharon, ME



ADULT OCCUPANT PROTECTION

Occupant Protection 301 –

Advanced Safety Technology Update

Tuesday, March 30th, 10:15am-11:45am
Sheffield Room

Learn about what advanced safety technology is available and coming soon. This session will also summarize the state of the art of the latest advanced air bag technology and will report on the effectiveness of side air bags. It will also include a summary of the findings of the recent TRB safety belt technology study.

Moderator:

Barry Felrice, *Director*, Washington Regulatory Affairs,
DaimlerChrysler Corporation, Washington, DC

Speakers:

Phil Haseltine, *President*, Automotive Coalition for Traffic
Safety, Inc., Arlington, VA
Robert Strassburger, *Vice President*, Vehicle Safety and
Harmonization, Alliance of Automobile Manufacturers,
Washington, DC
Allan Williams, *Chief Scientist*, Insurance Institute for
Highway Safety, Arlington, VA
Bill Kozyra, *President and CEO*, Continental Teves,
Auburn Hills, MI



DATA & RESEARCH

Employing Data to Get Your Message Across

Tuesday, March 30th, 10:15am-11:45am
Royal Palm Salons 1, 2, 3

This interactive session will provide participants with the opportunity to practice converting data into information and applying this information to formats that are effective in getting the attention of decision-makers. Handouts, including a case study and various templates, will be distributed which participants will use to determine the most significant highway safety problems. They will then apply this information to develop a state or community Fact Sheet.

Facilitator:

Sandy Johnson, *Consultant*, NHTSA, Washington, DC



LIFESAVERS 2004

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

PAIRED DRIVING

paired Driving Enforcement Best Practices – What's Working

Tuesday, March 30th, 10:15am-11:45am

California Room

With a renewed national focus on stepping up impaired driving enforcement, this workshop examines law enforcement tactics that are making a difference in communities across the nation. Hear some new ideas that will help re-energize your enforcement efforts.

Moderator:

John Fell, *Director, Traffic Safety and Enforcement Programs, Pacific Institute for Research and Evaluation, Silver Spring, MD*

Speakers:

Donna Moore, *Georgia Office of Highway Safety, Atlanta, GA*

Phil Mitchell, *Captain, Louisiana Department of Public Safety, Gray, LA*

David Cooper, *Lieutenant, Claremont Police Department, Claremont, CA*



OTHER HIGHWAY SAFETY

360 Marketing – Keeping the Message Alive Through the Business Marketing Approach

Tuesday, March 30th, 10:15am-11:45am

Garden Salon 1

(Repeat from 8:15)

Learn how to generate year-round media interest in traffic safety and, specifically occupant protection and impaired driving. Included in the discussions will be media focusing on high-visibility enforcement during and between crackdowns, and communications platforms that can be used throughout the year to expand earned media opportunities.

Moderator:

Robin Mayer, *Chief, Consumer Information Division, NHTSA, Washington, DC*

Speakers:

Peter Mitchell, *Senior Marketing and Communications Specialist, Academy for Educational Development, Washington, DC*

Mike Marando, *Marketing and Public Affairs Manager, California Office of Traffic Safety, Sacramento, CA*



CRIMINAL JUSTICE

History of a DWI Vehicle Homicide Case

Tuesday, March 30th, 10:15am-11:45am

Adams/Hampton Rooms

Assistant District Attorney Maureen McCormick from Brooklyn, New York, tells the story of a vehicular homicide from the point of view of a prosecutor detailing the challenges, obstacles and showing just what it takes to secure a conviction. Her presentation has already met with great success in the Brooklyn Public Schools, where she received permission from the victim's family to use the case for educational purposes.

Moderator/Speaker:

John Bobo, *Director, National Traffic Law Center, American Prosecutors Research Institute, Alexandria, VA*

Speakers:

Maureen McCormick, *Assistant District Attorney, Kings County District Attorney's Office, Brooklyn, NY*



CRIMINAL JUSTICE

Traffic Enforcement is Law Enforcement

Tuesday, March 30th, 10:15am-11:45am

Garden Salon 2

(Repeat from Monday)

State and local law enforcement agencies are experiencing rising levels of crime and diminishing fiscal and personnel resources. Too often, law enforcement mistakenly characterizes the problem as a choice of either funding crime prevention or traffic safety. In reality, law enforcement can accomplish both goals. A viable traffic safety program, however, not only saves lives in reduced traffic fatalities, but also aids in crime prevention and apprehension.

Moderator:

Steve Guderian, *Law Enforcement Coordinator, NHTSA-Region IX, San Francisco, CA*

Speakers:

Glenn Cramer, *Deputy Chief, Washington State Patrol, Olympia, WA*

Don Uelmen, *Operations Coordinator, California Office of Traffic Safety, Sacramento, CA*

John Butler, *Sergeant, Tempe Police Department, Law Enforcement Liaison, Arizona Governor's Office of Highway Safety, Phoenix, AZ*



OTHER HIGHWAY SAFETY

Are You Riding Two Up? Partnerships Promoting Motorcycle Safety and Rider Education and Training

Tuesday, March 30th 10:15am-11:45am

Pacific Salons 4 & 5

(Repeat from Sunday)

Protecting motorcyclists from traffic crashes cannot take place in a vacuum; rider education and training play an important role, and should be a life-long experience, not a one-course session. What is your role in protecting motorcyclists? What goes into developing a rider education and training program? How do you forecast to meet training demand, both current and future? How are rider training programs delivered? Join this lively discussion on safety issues surrounding motorcycling and learn how you can partner with others to prevent motorcycle crashes.

Moderator:

Albert Hydeman, *President, Albert Hydeman Associates, Hermosa Beach, CA*

Speakers:

Ray Ochs, Ph.D., *Director, Training Systems, Motorcycle Safety Foundation, Irvine, CA*

Steve Garets, *Director, TEAM OREGON, Oregon State University, Corvallis, OR*

Ron Shepard, *Chair, National Association of State Motorcycle Safety Administrators, Idaho Department of Education, Boise, ID*

12 noon – 1:15pm

Closing Luncheon Atlas Ballroom

Kathryn Swanson, *Chair, Governors Highway Safety Association, Director, Minnesota's Office of Traffic Safety*

The Honorable Jeffrey W. Runge, M.D., *Administrator, NHTSA*

Plenary Speaker: The Honorable Norman Y. Mineta, *Secretary, U.S. Department of Transportation*

1:30pm – 3:00pm

8th Workshop Session



CHILD PASSENGER SAFETY

Inspection Stations

Tuesday, March 30th, 1:30pm-3:00pm

Golden West Room

This workshop includes a briefing about a NHTSA study of model inspection stations and a presentation on a rural community center-based inspection station that works to educate Head Start families about correct car seat use. Plus, learn about an innovative EMS agency that works with their local SAFE KIDS coalition to co-sponsor a high volume inspection station program and a model police inspection station program. Bring your questions, this panel has answers!

Moderator/Speaker:

Janet Dewey-Kollen, *Air Bag and Seat Belt Safety Campaign/Project Planners Inc., Baton Rouge, LA*

Speakers:

Jennifer Booge, *CPS Consultant for Head State Parent Training Program, Mahube Community Avenue, Park Rapids, MN*

Eric Morrison, *Mecklenburg EMS Agency, Charlotte, NC*

Steven Casstevens, *Assistant Chief, Hoffman Estate Police Department, Hoffman Estates, IL*



CHILD PASSENGER SAFETY

Safe Transportation of Children with Special Needs

Tuesday, March 30th, 1:30pm-3:00pm

Royal Palm Salons 4, 5, 6

Products and current information are woefully limited in the area of special needs transportation. This workshop will emphasize general principles of proper restraint that are applicable to all children with special transportation needs.

Moderator/Speaker:

Roxanne Woods RN, *Center Coordinator, UC Davis Health System Center for Injury Prevention, Sacramento, CA*

Speakers:

Faye Diskin, *Pediatric Occupational Therapist, Occupational Therapy PM & R,*

UC Davis Medical Center, Sacramento, CA

Derek Fletcher, *Product Development, Snuggly, High Point, NC*



LIFESAVERS 2004

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

PAIRED DRIVING

1-Line Alcohol Resources for Traffic Safety Practitioners

Tuesday, March 30th, 1:30pm-3:00pm
Jefffield Room

Here to go on the web for the latest information on programs and policies, data and research on the issues of impaired driving and underage drinking. Several helpful websites will be reviewed that provide this information with the click of a mouse.

Moderator:

Clark Ellinger, *State Legislative Relations Director*, MADD, Washington, DC

Speakers:

Robin Mayer, *Chief*, Consumer Information, NHTSA, Washington, DC

Bertha Hochberg, *Leadership to*

Keep Children Alcohol-Free, Chevy Chase, MD

Chuck Tremper, JD, Ph.D., *Deputy Project Director*, Alcohol Policy Information System, The CDM Group, Inc., Chevy Chase, MD



DATA & RESEARCH

Ask the Experts

Tuesday, March 30th, 1:30pm-3:00pm
Royal Palm Salons 1, 2, 3

This open-ended workshop features four research experts who will be available to discuss current issues in the highway safety field and answer questions on diverse topics, including driver-related issues—young drivers, older drivers, alcohol, restraint use and child occupant safety—as well as vehicle safety and traffic engineering issues.

Moderator:

Isaac Ferguson, Ph.D., *Senior Vice President*, Research, Insurance Institute for Highway Safety, Arlington, VA

Speakers:

Ilan Williams, *Chief Scientist*, Insurance Institute for Highway Safety, Arlington, VA

John Lacey, *Pacific Institute for Research and Evaluation*, Calverton, MD

Richard Compton, *NHTSA, Office of Research and Technology*, Washington, DC



OTHER HIGHWAY SAFETY

Getting it All Together: Comprehensive Pedestrian Safety Programs

Tuesday, March 30th, 1:30pm-3:00pm
Sunset Room

In developing a pedestrian safety program, people often focus on enforcement, or infrastructure, or education. Some communities across the country have implemented comprehensive programs in which enforcement activities mesh with infrastructure and engineering enhancements and educational programs. The communities that you will hear from in this session will shed light on what small towns and large cities can accomplish through getting it all together to promote pedestrian safety.

Moderator:

Diane Winn, RN, MPH, *Associate Director*, Pediatric Injury Prevention Research Group, UCA, Irvine, CA

Speakers:

Gerard Soffian, *New York City Department of Transportation*, Long Island City, NY

Catherine Tseng, *Oakland Pedestrian Safety Project*, Community and Economic Development Agency, Oakland, CA

Erin Breen, *Southern Nevada Injury Prevention Program*, Las Vegas, NV



DATA & RESEARCH

Why Aren't We Seeing Reduction In Highway Fatalities

Tuesday, March 30th, 1:30pm-3:00pm
California Room

This workshop will discuss why overall highway fatalities are increasing slowly in the recent years after a period of decline. The session will also demonstrate how the vehicle fleet mix and some of the recent trends may be affecting the continued decline in highway fatalities.

Joseph Carra, *Director*, National Center for Statistics and Analysis, NHTSA, Washington, DC

Speakers:

Umesh Shankar, *Mathematical Statistician*, NHTSA, Washington, DC

William Walsh, *McLean*, VA

Al Crancer, *Data and Evaluation Consultant*, Crancer & Associates, Moraga, CA

Paul Krisavage, *Captain*, Department of Public Safety, Hartford, CT



OTHER HIGHWAY SAFETY

Gaining Local Support for National Mobilizations

Tuesday, March 30th, 1:30pm-3:00pm

Garden Salon 2

What local programs are doing in support of National Campaigns? A round table discussion of what states have done to gain political permission, garner support and sustain interest for the "Click It or Ticket" and "You Drink and Drive. You Lose" Campaigns.

Moderator:

Katherine Wesolowski, Cuyahoga County Safe Communities, Rainbow Babies Children's Hospital, Cleveland, OH

Speakers:

Kate Taylor, The Wellness Council of Sheridan County, Sheridan, WY

Robert Dallas, Governor's Representative for Highway Safety, Governor's Office of Highway Safety, Atlanta, GA



OTHER HIGHWAY SAFETY

Novice Drivers: "What Gives?"

Tuesday, March 30th, 1:30pm-3:00pm

Windsor/Hampton Rooms

Novice drivers crash at a rate 10 times higher than adult drivers. Reasons for their high crash rates have been identified as inexperience, risk taking, and immaturity. Which of these factors is the most prominent cause of their crashes and what is being done about it? Panelists will review driver education programs, current intervention strategies and research. Can be a combination of research and innovative local programs.

Moderator:

Jim McKnight, Pacific Institute for Research and Evaluation, Calverton, MD

Speakers:

Allan Robinson, Ph.D., CEO, ADTSEA, Director, Highway Safety Center, Indiana University at Pennsylvania, Indiana, PA

Anne McCartt, Insurance Institute for Highway Safety, Arlington, VA

Raymond Peck, Folsom, CA



OTHER HIGHWAY SAFETY

Success at Last:

Did We Ask the Youth?

Tuesday, March 30th, 1:30pm-3:00pm

Garden Salon 1

Youth leaders from three major national youth-member organizations will discuss the successful strategies for engaging youth in support of NHTSA's high-visibility enforcement campaigns. These youth activities support both the periodic and sustained components of the "Click It or Ticket" and "You Drink & Drive. You Lose." campaigns. Highlighted youth-supported efforts include a shoulder-tapping program; a youth volunteer assistance program for reducing law enforcement paperwork; and a new online program, "Project U-Turn," with training for local youth to turn a tragic traffic safety event into a teachable moment.

Moderator:

Ruth Esteban-Muir, NHTSA, Impaired Driving Division, Washington, DC

Speakers:

Molly Kay Linn, SADD Student of the Year, Franklin, IN

Justin St Cyr, MADD Youth in Action, Denville, NJ

Alejandro Menendez, Vice President, Peer Education, Family, Career and Community Leaders of America, Toa Alta Heights, PR



CRIMINAL JUSTICE

Traffic Safety Resource-Prosecutors

Tuesday, March 30th, 1:30pm-3:00pm

Sunrise Room

What role do these prosecutors play in addressing traffic safety in local prosecutors offices and how can this tremendous resource address so many of the traffic safety community's concerns and frustrations about the criminal justice system?

Moderator/Speaker:

John Bobo, Director, National Traffic Law Center, American Prosecutors Research Institute, Alexandria, VA

Speakers:

Frank Horowitz, California District Attorney's Association, Sacramento, CA

David Wallace, Prosecuting Attorney's Association of Michigan, Lansing, MI

Kim Fogarty, Massachusetts District Attorney's Association, Boston, MA



LIFESAVERS 2004

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

3:15pm – 4:45pm
9th Workshop Session

CHILD PASSENGER SAFETY

Teaching Underserved Communities with CPS

Tuesday, March 30th, 3:15pm-4:45pm
Garden Salon 1

Certain populations have a higher injury/fatality rate. Hear strategies on how to identify resources and overcome barriers in increasing CPS use in select communities such as non-English speaking, new Americans, 1st Americans, ethnic, rural and "bush" communities.

Moderator/Speaker:

Melody Tucker, *Owner and Director*, Tucker Associates, Tulare, CA

Speakers:

Marcie Ellis, *Coordinator*, SAFE KIDS Greater Sacramento, Prevention Specialist, Mercy San Juan Medical Ctr., Carmichael, CA

Gordon Glaser, *Health Program Manager*, State of Alaska, Division of Public Health, Anchorage, AK

CHILD PASSENGER SAFETY

Quality Control and Liability Prevention for CPS Programs

Tuesday, March 30th, 3:15pm-4:45pm
San Diego Room

Quality assurance and the fear of liability can be very real hurdles 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 and implementing your programs so as to provide quality service and minimize your and your organization's exposure to liability. "Protections" provided by state and federal law, proper protocols, documentation, insurance and evaluation will also be discussed.

Facilitators:

Alan Korn, J.D., *Director*, Public Policy, National SAFE KIDS Campaign, Washington, DC

Julie Robbins, *Injury Prevention/Traffic Safety Consultant*, Carmel, IN

IMPAIRED DRIVING

Higher-Risk Drivers—What Works to Stop Repeat Offenders, High BAC Offenders and Those Driving on Suspended Licenses

Tuesday, March 30th, 3:15pm-4:45pm
Town & Country Room

What are some of the research-based strategies that exist to deal with the DWI offenders (and others) who don't seem to get the message? If offenders in your community seem to be getting too many bites of the apple, check out these model programs and laws.

Moderator:

Heidi Coleman, NHTSA, Impaired Driving Division, Washington, DC

Speakers:

Ralph Hingson, Sc.D., MPH, Social and Behavioral Sciences Department, Boston University School of Public Health, Boston, MA

Sal Rosano, *Law Enforcement Liaison*, NHTSA-Region IX, San Francisco, CA

ADULT OCCUPANT PROTECTION

Success Stories: Getting Belt Use Above 90 Percent

Tuesday, March 30th, 3:15pm-4:45pm
Sheffield Room

Hear what it takes to get seat belt use above 90 percent from those who did it. This session will discuss the effectiveness of paid media, including arranging for paid media, determining the reach and the outcome of paid media. It will also address efforts to convert the situational users to full-time users, including who are they and what message reaches them.

Moderator/Speaker:

Christopher Murphy, *Deputy Director*, California Office of Traffic Safety, Sacramento, CA

Speakers:

Steve Lind, *Washington Traffic Safety Commission*, Olympia, WA

Troy Costales, *Manager*, Transportation Safety Division and Governor's Highway Safety Representative, Oregon Department of Transportation, Salem, OR

Gordon Hong, *Highway Safety Coordinator*, Hawaii Department of Transportation, Honolulu, HI

DATA & RESEARCH

What's New in Aggressive, Drowsy, and Distracted Driving Research?

Tuesday, March 30th, 3:15pm-4:45pm
California Room

Aggressive, distracted and drowsy driving are emerging issues that have captured the interest of the public and state legislatures. This workshop will provide an overview of the most recent research on all three types of driving.

Moderator/Speaker:

Peter Kissinger, *President*, AAA Foundation,
Washington, DC

Speakers:

Kathleen Harder, *Ph.D.*, Center for Sustainable Building Research, College of Architecture and Landscape Architecture, University of Minnesota, Minneapolis, MN

Vicki Neale, *Ph.D.*, *Director*, Center for Crash Causation and Human Factors, Virginia Tech Transportation Institute, Blacksburg, VA

Jane Stutts, *Ph.D.*, *Associate Director of Social and Behavioral Research*, Highway Safety Research Center, University of North Carolina, Chapel Hill, NC



OTHER HIGHWAY SAFETY

At Last We Know What We Always Thought: Paid Media Works!

Tuesday, March 30th, 3:15pm-4:45pm

Windsor/Hampton Rooms

(Repeat from Monday)

This workshop will document the success of combined high visibility enforcement and paid advertising during the 2003 national "Click It or Ticket" mobilization and the "You Drink & Drive. You Lose." crackdown. A detailed discussion on audience segmentation, development and implementation of the national and State media buy plans, and the methods employed to evaluate the success of each campaign will be presented.

Moderator:

Susan Gorcowski, *Director*, Office of Communications and Consumer Information, NHTSA, Washington, DC

Speakers:

David Preusser, *President*, Preusser Research Group, Trumbull, CT

David Mitchell, *Senior Partner*, Greer, Magolis, Mitchell & Burns, Washington, DC



CRIMINAL JUSTICE

Street Racing/Sideshow

Tuesday, March 30th, 3:15pm-4:45pm

Sunrise Room

Street racing.... Is it a drag? Street racing has a long history in American culture. Sideshow events are but a more recent twist to an old game. Both are equally dangerous. Providing legal outlets for racing; coordinated multi-agency enforcement and prosecution; community involvement and public education; and aggressively citing for violations of illegal vehicle modifications (which results in costly vehicle repairs) can reduce these incidents.

Moderator:

Patrick Lowery, *Sergeant*, Kent Police Department, Kent, WA

Speakers:

Greg Sloan, *Detective*, San Diego Police Department, San Diego, CA

Stephen Bender, *Ph.D.*, *Professor*,

Epidemiology/Biostatistics, Graduate School of Public Health, San Diego State University, San Diego, CA.



Complete addresses for moderators and speakers are in the Pre-Registration Booklet.



LIFESAVERS 2004

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

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EXHIBIT AND TABLETOP MAP

Sat., March 27

2:00 pm - 7:00 pm
Early Exhibitor Set-Up

Sun., March 28

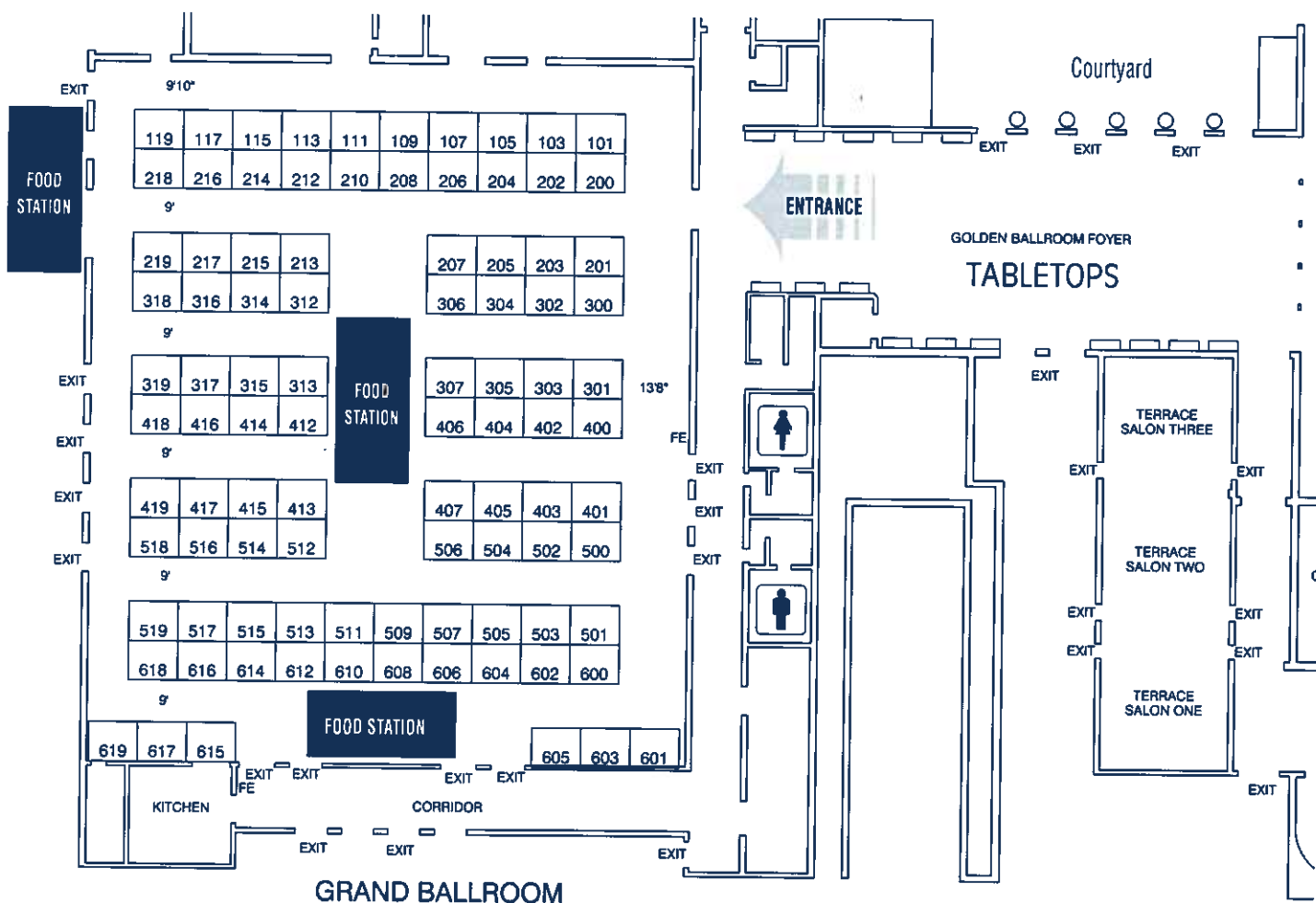
7:00 am - 12 noon
Exhibitor Set-Up
12:30 pm - 7:00 pm
Exhibit Area Open
12:30 pm - 2:00 pm
Concession Sales
3:30 pm - 4:00 pm
Complimentary
Refreshment Break
5:30 pm - 7:00 pm
Grand Opening Reception

Mon., March 29

7:30 am - 8:15 am
Continental Breakfast
10:00 am - 3:00 pm
Exhibit Area Open
11:15 am - 12:30 pm
NHTSA Awards Lunch
(Exhibit area will
be closed during lunch.)
2:15 pm - 2:45 pm
Complimentary
Refreshment Break

Tue., March 30

7:30 am - 8:15 am
Continental Breakfast
7:30 am - 12:00 noon
Exhibit Area Open
9:45 am - 10:15 am
Complimentary
Refreshment Break
12:00 noon - 5:00 pm
Exhibitor Breakdown



EXHIBITORS

Lifesavers sponsors are designated with ★

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

Sake

Laura Peterson
Phone: 610
77693
CA 92877-0122
(909) 737-2539
laura@4rkidssake.org

river

Program

Henry Wenzel
Phone: 101
Ham Road
Brooklyn, NY 12542
(845) 236-7560
(845) 236-7402
raggedyann610@n

Justin Molloy
Phone: 518
Street, NW
Gton, DC 20005
(202) 414-3500
(202) 408-4922
justin.molloy@

Association of Automobile Manufacturers

Erin Shostek
Phone: 615, 617
Street, NW, Suite 900
Gton, DC 20005
(202) 326-5501
(202) 326-5598
eshostek@alliance.org

American Association of Motor Vehicle Administrators

Melissa Clague
Phone: 315
Wilson Boulevard
Falls Church, VA 22203
(703) 522-4200
(703) 908-5868
mclague@aamva.org

American Institute for Public Safety Foundation

Contact: Chris Huffman
Booth No.: 504
12000 Biscayne Boulevard
Suite #705
North Miami, FL 33181
Phone: (305) 895-2617
Fax: (305) 895-6634

Anheuser-Busch Cos.

Contact: Carolyn Korte
Booth No.: 514
c/o Go, Inc.
6022 Southwest Avenue
St. Louis, MO 63139
Phone: (314) 647-4100
Fax: (314) 647-4101
E-mail: karen@go-inc.com

Assoc. of Transportation Safety Information Professionals

Contact: Harold Thompson
Booth No.: 600
1121 Spring Lake Drive
Itasca, IL 60143
Phone: (630) 775-2383
Fax: (630) 285-1139
E-mail: thompsoh@nsc.org

Autoliv North America

Contact: Chipp Jackson
Booth No.: 407-506
1320 Pacific Drive
Auburn Hills, MI 48326
Phone: (248) 475-0491
Fax: (248) 475-9115
E-mail: chipp.jackson@autoliv.com

The BACCHUS & GAMMA Peer Education Network

Contact: Ann Quinn-Zobeck
Booth No.: 402
P.O. Box 100430
Denver, CO 80250
Phone: (303) 871-0901
Fax: (303) 871-0907
E-mail: ann@bacchusgamma.org

Beer Institute

Contact: Susan Haney
Booth No.: 404
122 C Street NW, Suite 750
Washington, DC 20001
Phone: (202) 737-2337
Fax: (202) 373-7004
E-mail: shaney@beerinstitute.org

Bell Sports, Inc.

Contact: Kathy Hoffmann
Booth No.: 602
1924 County Road, 3000N
Rantoul, IL 61866
Phone: (800) 494-4543
Fax: (217) 893-9333
E-mail: khoffmann@bellsports.com

★ Britax Child Safety

Contact: Sarah Tilton
Booth No.: 417 & 419
13501 South Ridge Drive
Charlotte, NC 28273
Phone: (704) 409-1700
Fax: (704) 409-1710
E-mail: stilton@britaxusa.com

California Office of Traffic Safety

Contact: Janet Lane
Booth No.: 105
7000 Franklin Boulevard
Suite 440
Sacramento, CA 95823
Phone: (916) 262-0980
Fax: (916) 262-2960
E-mail: jlane@ots.ca.gov

Car Buddy

Contact: Anne Schmiedeberg
Booth No.: 612
6755 Mira Mesa Boulevard
Suite 123-182
San Diego, CA 92126
Phone: (888) 271-0348
Fax: (888) 566-7007
E-mail: carbuddy@sbcglobal.net

Cardinal Media, Inc.

Contact: Shari Fox-Leslie
Booth No.: 515
P.O. Box 995
Poulsbo, WA 98370
Phone: (360) 779-9956
Fax: (360) 779-9586
E-mail: sfoxleslie@cardinalmedia.com

CDC's Injury Center

Contact: Krista Hopkins
Booth No.: 214
4770 Buford Highway, NE,
Mail Stop K63
Atlanta, GA 30341
Phone: (770) 488-1012
Fax: (770) 433-1317
E-mail: kjh7@cdc.gov

The Century Council

Contact: Karen Wedan
Booth No.: 614
1310 G Street, NW, Suite 600
Washington, DC 20005-3000
Phone: (202) 637-0077
Fax: (202) 637-0079
E-mail: wedank@centurycouncil.org

Channing Bete Company

Contact: Kim Ruddock
Booth No.: 512
One Community Place
S. Deerfield, MA 01373
Phone: (413) 665-7611
Fax: (413) 665-3339
E-mail: kruddock@channing-bete.com

CMI, Inc.

Contact: Josie Hagan
Booth No.: 312
316 East Ninth Street
Owensboro, KY 42303
Phone: (270) 685-6454
Fax: (270) 685-6678
E-mail: mjhagan@alcoholtest.com

CNS Children-N-Safety Program

Contact: Eileen Bell
Booth No.: 204
1620 Industry Drive, SW, #C
Auburn, WA 98001
Phone: (800) 642-3123
Fax: (800) 414-5560
E-mail: eileen@prorider.com

Compass

Contact: John Riedl
Booth No.: Foyer
3430 South Dixie Highway
Suite 301
Phone: (973) 293-9120
Fax: (937) 293-9130
E-mail: jriedl@compassbaby.com

Crossroads Software, Inc.

Contact: Bill Ehart
Booth No.: 413
210 W. Birch Street, Suite 207
Brea, CA 92821
Phone: (714) 990-6433
Fax: (714) 990-5628
E-mail: kgoodspeed@crossroadssoftware.com

★ DaimlerChrysler

Contact: Kristen Kreibich-Staruch
Booth No.: 313
800 Chrysler Drive
CIMS# 482-00-91
Auburn Hills, MI 48326
Phone: (248) 576-8053
Fax: (248) 576-7321
E-mail: kmk13@dcx.com

Decatur Electronics, Inc.

Contact: Carol McClure
Booth No.: 405
715 Bright Street
Decatur, IL 62522
Phone: (217) 428-4315
Fax: (217) 428-5302
E-mail: cmcclure@decaturelectronics.com

★ Dorel Juvenile/Cosco

Contact: Jason Gamel
Booth No.: Foyer
45 Dan Road
Canton, MA 02021
Phone: (800) 909-7133
Fax: (781) 364-3215
E-mail: jgamel@djgusa.com

Draeger Safety Diagnostics, Inc.

Contact: Linda Salo
Booth No.: 605
185 Suttle Street, Suite 105
Durango, CO 81303
Phone: (970) 385-5555
Fax: (970) 385-5522
E-mail: linda.salo@draeger-breathalyzer.com

Driver's Edge

Contact: Jeff Payne
Booth No.: 113
8170 S. Eastern Avenue,
Suite 4-165
Las Vegas, NV 89123
Phone: (702) 896-6482
Fax: (702) 361-7607
E-mail: vegasjsp@yahoo.com

★ Electronic Stability Control (ESC) Coalition

Contact: Jim Gill
Booth No.: 216
4141 Continental Drive
Auburn Hills, MI 48326
Phone: (248) 393-5210
Fax: (248) 393-5217
E-mail: jim.gill@usa.contiteves.com

ENA Institute for Injury Prevention/EN CARE

Contact: Pierre Desy
Booth No.: 505
915 Lee Street
Des Plaines, IL 60016
Phone: (847) 460-4082
Fax: (847) 460-4001
E-mail: pdesy@ena.org

Evenflo Company, Inc.

Contact: Patsy Pilcher
Booth No.: 217
707 Crossroads Court
Vandalia, OH 45377
Phone: (800) 768-6077
Fax: (800) 382-4565
E-mail: ppilcher@bellsouth.net

FACE - Truth and Clarity on Alcohol

Contact: Daniel Varner
Booth No.: 604
105 W. Fourth Street
Clare, MI 48617
Phone: (888) 822-3223
Fax: (989) 386-3532
E-mail: dvarner@faceproject.org

Fatal Vision by Innocorp, Ltd.

Contact: Debbie Haglund
Booth No.: 511-509
P.O. Box 930064
Verona, WI 53593
Phone: (608) 845-5558
Fax: (608) 848-5558
E-mail: new@fatalvision.com

Federal Motor Carrier Safety Administration

Contact: Janet Kumer
Booth No.: 119
400 7th Street, SW
Washington, DC 20590
Phone: (202) 493-5038
Fax: (202) 366-7908
E-mail: janet.kumer@fmcsa.dot.gov

Federal Railroad Administration

Contact: Pamela Caldwell-Foggin
Booth No.: 208
1120 Vermont Avenue, NW,
6th Floor, RRS-23
Washington, DC 20590
Phone: (202) 493-6291
Fax: (202) 493-6478
E-mail: pamelacaldwell.foggin@fra.dot.gov

Fire Fly Personal Lighting Systems

Contact: Andrea Cugini
Booth No.: 606
1198 Joshua Way
Vista, CA 92081
Phone: (760) 598-0088
Fax: (760) 598-9994
E-mail: noah@noahsys.com

Florida Community Traffic Safety Teams

Contact: Carla Sims
Booth No.: 619
605 Suwannee Street, (MS-17)
Tallahassee, FL 32399-0450
Phone: (850) 245-1525
Fax: (850) 245-1553
E-mail: carla.sims@dot.state.fl.us

★ General Motors

Contact: Anne Ginn
Booth No.: 201 & 203
30200 Mound Road,
Mail Code 480-111-S56
Warren, MI 48090
Phone: (586) 986-9515
Fax: (586) 986-8018
E-mail: anne.ginn@gm.com

Graco Children's Products, Inc.

Contact: Carol Helminski
Booth No.: 302
12482 N. 136th Place
Scottsdale, AZ 85259
Phone: (480) 451-9100
Fax: (480) 451-9102
E-mail: carol.helminski@gracobaby.com

Helmets R Us

Contact: CindyLu Webber
Booth No.: 306
2705 Pacific Avenue
Tacoma, WA 98402
Phone: (253) 627-2121
Fax: (253) 572-4225
E-mail: cindylu-helmetsrus@nventure.com



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NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

ital, Inc.

Ginger Courter
: 318
Highland
KS 66720
(20) 431-2830
) 431-0028
les@
al.com

Productions/ ety Solutions

David Gordon
: 601
403
ME 04841
(07) 594-4149
) 594-7169
avid@imsafe.com

Rebekah Baranowski
.: 213
31 North
IN 46074
317) 867-8166
) 867-4191
tbaranow@
t.com

ters, Inc.

Tina Boyer
.: 616
land Road
MO 63114
314) 429-4000
) 429-4170
ina@intox.com

ycle Co.

Lisa Cahn
.: 519
V 128 Street
L 33186
(800) 666-5000
) 666-5003
lcahn@
rters.com

Signals, Inc.

Vicki McCorkle
.: 304
umm Road
KS 66215
(913) 492-1400
) 492-6330
vmccorkle@
signals.com

Laser Technology, Inc.

Contact: Suzi Aaro-Eisner
Booth No.: 500
7070 Tucson Way
Centennial, CO 80012
Phone: (303) 705-0004
Fax: (303) 649-9710
E-mail: saaro@lasertech.com

League of American Bicyclists

Contact: Sami Fournier
Booth No.: 517
1612 K Street, NW, Suite 800
Washington, DC 20009
Phone: (202) 822-1333
Fax: (202) 822-1334
E-mail: sami@bikeleague.org

Lifeloc Technologies, Inc.

Contact: David DeRosier
Booth No.: 316
12441 W. 49th Avenue, #4
Denver, CO 80033
Phone: (800) 722-4872
Fax: (303) 431-1423
E-mail: david@lifeloc.com

LightGuard Systems, Inc.

Contact: Julie Quinn
Booth No.: 501
2292 Airport Blvd
Santa Rosa, CA 95403
Phone: (707) 542-4547
Fax: (707) 525-6333
E-mail: lqs@
lightguardsystems.com

★ MADD - Mothers Against Drunk Driving

Contact: Bud Yoakum
Booth No.: 412
511 E. John Carpenter Freeway
Suite #700
Irving, TX 75062
Phone: (469) 420-4553
Fax: (469) 420-4595
E-mail: yoakum@madd.org

Mercury Distributing

Contact: Dolores Schoenfeld
Booth No.: 503
7001 Wooster Pike
Medina, OH 44256
Phone: (800) 815-6330
Fax: (800) 815-6324
E-mail: dschoenfeld@
mercurydistributing.com

Motorcycle Safety Foundation

Contact: Don Ankrom
Booth No.: 513
2 Jenner Street, Suite 150
Irvine, CA 92618
Phone: (949) 727-3227
Fax: (949) 727-4217
E-mail: dankrom@
msf-usa.org

MPH Industries, Inc.

Contact: Sherry Duff
Booth No.: Foyer
316 E. Ninth Street
Owensboro, KY 42303
Phone: (888) 689-9222
Fax: (270) 685-6288
E-mail: info@
mphindustries.com

National Association of County and City Health Officials

Contact:
Angela Ablorh-Odjidja
Booth No.: 415
1100 17th Street, NW
2nd Floor
Washington, DC 20036
Phone: (202) 783-5550
Fax: (202) 783-1583
E-mail: aablorh@naccho.org

National Campaign to Stop Red Light Running

Contact: Shannon Menard
Booth No.: Foyer
1501 M Street, NW, Suite 700
Washington, DC 20005
Phone: (202) 828-9100
Fax: (202) 828-9112
E-mail: smenard@
blakey-agnew.com

National Interlock

Contact: Michael Balgord
Booth No.: 403
1660 Jasper Street, Suite 1
Aurora, CO 80011
Phone: (888) 769-6080
Fax: (888) 262-6044
E-mail: mrbalgord@
nationalinterlock.com

The National Judicial College

Contact: Evie Lancaster Bosch
Booth No.: 502
1664 N. Virginia Street
MS358
Reno, NV 89701
Phone: (800) 255-8343
Fax: (775) 784-4234
E-mail: lancaster@judges.org

National Latino Children's Institute

Contact: Irene Rodriguez
Booth No.: 210
1325 N. Flores, Suite 114
San Antonio, TX 78212
Phone: (210) 228-9997
Fax: (210) 228-9972
E-mail: irene@NLICI.org

National Rural Health Association (NRHA)

Contact: Rosemary McKenzie
Booth No.: Foyer
1 West Armour Boulevard,
Suite 203
Kansas City, MO 64111
Phone: (816) 756-3140
Fax: (816) 756-3144
E-mail: rmckenzie@
NRHArural.org

★ National SAFE KIDS Campaign

Contact: Wes Bender
Booth No.: 201, 203
1301 Pennsylvania Avenue,
NW, Suite 1000
Washington, DC 20004
Phone: (202) 662-0600
Fax: (202) 393-2072

★ National SAFE KIDS CPS Certification Program

Contact: Karen Farnsworth
Booth No.: 300
1301 Pennsylvania Avenue,
NW, Suite 1000
Washington, DC 20004
Phone: (202) 662-0600
Fax: (202) 393-2072
E-mail: kfarnsworth@
safekids.org

National Safety Resources

Contact: Gina Jones
Booth No.: Foyer
5421 Sinclair Road
Columbus, OH 43229
Phone: (800) 620-2268
Fax: (614) 781-2710
E-mail: gina@nsrinc.org

National Traffic Safety Institute-NTSI

Contact: Brian Ford
Booth No.: 516
177 N. Church Ave., Room 610
Tucson, AZ 85701
Phone: (520) 547-2500
Fax: (520) 547-2515
E-mail: bford@ntsi.us

National Youth Court Center

Contact: Karen Dunlap
Booth No.: 305
P.O. Box 11910
Lexington, KY 40578-1910
Phone: (859) 244-8211
Fax: (859) 244-8001
E-mail: kdunlap@csg.org

★ Nationwide Insurance & Financial Services

Contact: Bob Cunningham
Booth No.: 200-202
One Nationwide Plaza
Columbus, OH 43215
Phone: (614) 249-3091
Fax: (614) 677-5926
E-mail: cunninb1@nationwide.com

Nestor Traffic Systems, Inc.

Contact: Daniel Borkat
Booth No.: 507
400 Massasoit Avenue
Suite 200
East Providence, RI 02914
Phone: (401) 434-5522
Fax: (401) 434-5809
E-mail: dborkat@nestor.com

Network of Employers for Traffic Safety

Contact: Kathy Lusby-Treber
Booth No.: 207
8150 Leesburg Pike, Suite 410
Vienna, VA 22182
Phone: (703) 891-6005
Fax: (703) 891-6010
E-mail: nets@trafficsafety.org

★ NHTSA

Contact: Danica Tarry
Booth No.: 301-400
400 7th Street, SW
Room 6240
Washington, DC 20590
Phone: (202) 366-6978
Fax: (202) 493-2062
E-mail: danica.tarry@nhtsa.dot.gov

★ NHTSA/DOT Auto Safety Hotline

Contact: Gene Luke
Booth No.: 303
2040 Lakewinds Drive
Reston, VA 20191
Phone: (202) 366-0988
Fax: (202) 366-7882
E-mail: gluke@nhtsa.dot.gov

★ NHTSA/National Center for Statistics & Analysis

Contact: Louann Hall
Booth No.: 218
400 7th Street, S.W.
Washington, DC 20590
Phone: (202) 366-4199
Fax: (202) 366-7078
E-mail: louann.hall@nhtsa.dot.gov

North Carolina Governor's Highway Safety Program

Contact: Jill Lucas
Booth No.: 103
215 East Lane Street
Raleigh, NC 27601
Phone: (919) 733-3083
Fax: (919) 733-0604
E-mail: jwlucas@dot.state.nc.us

PAS Systems International

Contact: Jeffrey Kelsey
Booth No.: 205
P.O. Box 330
Fredericksburg, VA 22404
Phone: (540) 372-3431
Fax: (540) 372-7647
E-mail: jskelsey@pasintl.com

Prevention Alternatives, Inc.

Contact: David Shinn
Booth No.: 414
P.O. Box 16
Haslett, MI 48840
Phone: (517) 927-7731
Fax: (517) 913-5999
E-mail: shinn@comcast.net

Probotics America

Contact: Nancy Palmer
Booth No.: 401
1235 Cherokee
Richardson, TX 75080
Phone: (972) 231-7744
Fax: (972) 231-9651
E-mail: robotguy@msn.com

Raydon Corporation

Contact: Vonnice Waidila
Booth No.: 317
210 Fentress Boulevard
Daytona Beach, FL 32114
Phone: (386) 267-2936
Fax: (386) 271-2283
E-mail: vwaidila@raydon.com

Redflex Traffic Systems

Contact: Nohely Perez
Booth No.: 206
6047 Bristol Parkway
Culver City, CA 90230
Phone: (310) 902-0227
Fax: (310) 642-0142
E-mail: nperez@Redflex.com

Reflective Traffic Sticks

Contact: Kevin Greves
Booth No.: 307
1660 Rockhurst
Cincinnati, OH 45255
Phone: (800) 582-3391
Fax: (513) 474-7863
E-mail: ceza@fuse.net

Roadside Memorial Project

Contact: Bob Dale
Booth No.: 117
7885 S. University Way
Centennial, CO 80122
Phone: (303) 795-7331
E-mail: roadsidemem@aol.com

Safe Communities Coalition of the Red River Valley

Contact: Robyn Litke
Booth No.: 603
401 3rd Avenue N.
Fargo, ND 58102
Phone: (701) 241-1341
Fax: (701) 298-6929
E-mail: rclitke@ci.fargo.nd.us

Safe Ride News

Contact: Deborah Stewart
Booth No.: 219
14604 9th Avenue, NE
Shoreline, WA 98155
Phone: (206) 364-5696
Fax: (206) 364-5992
E-mail: dstewart@saferidenews.com

Safe Traffic System (STS)

Contact: Andrew Kim
Booth No.: 608
6600 N Lincoln Avenue
Suite 410
Lincolnwood, IL 60712
Phone: (847) 329-8111
Fax: (847) 329-8112
E-mail: saferest@aol.com



Safe U.S.A.

Phanie Tombrello
215

91003
) 222-6860
22-6862
tombrello@

Alamo County LIFE Program

Nancy Chapman
115
Vineyard Avenue,

San Jose, CA 92415
) 388-5663
388-5685
nchapman@
city.gov

Alst

William Thompson Jr.
314

OH 44437
) 507-3623
tdiol@
net.net

Stalker Radar/Applied Concepts, Inc.

Contact: Dennis Pirkle
Booth No.: 618
2609 Technology Drive
Plano, TX 75074-7467
Phone: (972) 398-3780
Fax: (972) 398-3781
E-mail: dpirkle@
stalkerradar.com

State Farm Insurance

Contact: Lonnie Smith
Booth No.: Foyer
1 State Farm Plaza B4
Bloomington, IL 61710
Phone: (309) 735-2191
Fax: (309) 766-7861
E-mail: lonnie.smith.gl3x@
statefarm.com

Sunshine Kids

Contact: Brad Keller
Booth No.: 212
23211 66th Avenue South
Kent, WA 98032
Phone: (253) 859-5700
Fax: (253) 859-5800
E-mail: brad@skjp.com

TEAM Coalition

Contact: Christy Coonradt
Booth No.: 406
1101 Wilson Boulevard,
Suite 1700
Arlington, VA 22209
Phone: (703) 741-0275
Fax: (703) 524-1487
E-mail: ccoonradt@
teamcoalition.org

VIA

Contact: Richard Pepe
Booth No.: 107, 109, 111
245 Park Avenue, 39th Floor
New York, NY 10167
Phone: (212) 672-1890
Fax: (212) 792-4001
E-mail: info@via-tc.com

VISIT CHARLOTTE

Contact: Susan Schwint
Booth No.: Foyer
500 So. College Street
Suite 300
Charlotte, NC 28202
Phone: (704) 331-2713
E-mail: susan.schwint@
visitcharlotte.org

★ Volkswagen of America

Contact: Marijke Smith
Booth No.: 319, 418,
1300 Pennsylvania Ave., NW
Suite 860
Washington, DC 20004
Phone: (202) 216-4921
Fax: (202) 842-8612
E-mail: marijke.smith@
vw.com

★ Volkswagen of America, Inc.

Contact: Barbara Birkenshaw
Booth No.: 416
3800 Hamlin Road
Auburn Hills, MI 48326
Phone: (248) 754-5096
Fax: (248) 754-5099
E-mail: barbara.birkenshaw@
vw.com

Wine & Spirits Wholesalers of America, Inc.

Contact: Cathy Gillen
Booth No.: Foyer
c/o One Thomas Circle, NW
10th Floor
Washington, DC 20005
Phone: (202) 289-2001
Fax: (202) 289-1327
E-mail: cgillen@stratacomm.net

Lifesavers Workshop Submission March 13-15, 2005 at the Convention Center, Charlotte, NC

Lifesavers Registrant and Friends:

again draw on Lifesavers attendees to find new speak-
topics for the 2005 meeting in Charlotte, NC, March
2005. We invite you to submit your suggestions for
and/or programs to showcase initiatives implemented or
planned in your community. Please send in your ideas,
keeping the following submission requirements in mind:

Content of submission:

What issue or problem were you trying to solve or address?
What countermeasures were implemented?
How effective was the program or initiative?
What lessons did your community learn from
this experience?
Under which track applies to your submission (*Other
Way Safety Priorities, Child Passenger Safety, Impaired
Driving, Adult Occupant Protection, Criminal Justice,
Data and Research*).

Notification and other stipulations:

1. Submissions are due by Oct. 18, 2004.
2. A Lifesavers representative will contact you by Jan. 7, 2005.
3. Submission of a proposal or topic does not guarantee selec-
tion 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. Please attach a separate sheet of paper if you
need additional space.
2. No videos or attachments can be reviewed or accepted.
3. Mail your submission, 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

Lifesavers—March 13–15, 2005, Charlotte Convention Center, Charlotte, NC
FUTURE WORKSHOP SUBMISSION FORM

Name: _____

Organization: _____

Address: _____

City, State, Zip _____

Phone: _____ Fax: _____ Email: _____

I would like my submission considered for the following track (pick one):

- ☐ Adult Occupant Protection ☐ Data and Research ☐ Child Passenger Safety
☐ Impaired Driving ☐ Criminal Justice ☐ Other Highway Safety Priorities

Workshop Description: _____

Suggested Speakers (please provide as much contact information as possible): _____

Please complete this form by Oct. 18, 2004
And mail or fax to:
Lifesavers Submissions
P.O. Box 30045
Alexandria, VA 22310
Fax: (703) 922-7780

Please Note: While your workshop idea may be used or combined with other ideas you may not be asked to be a speaker.

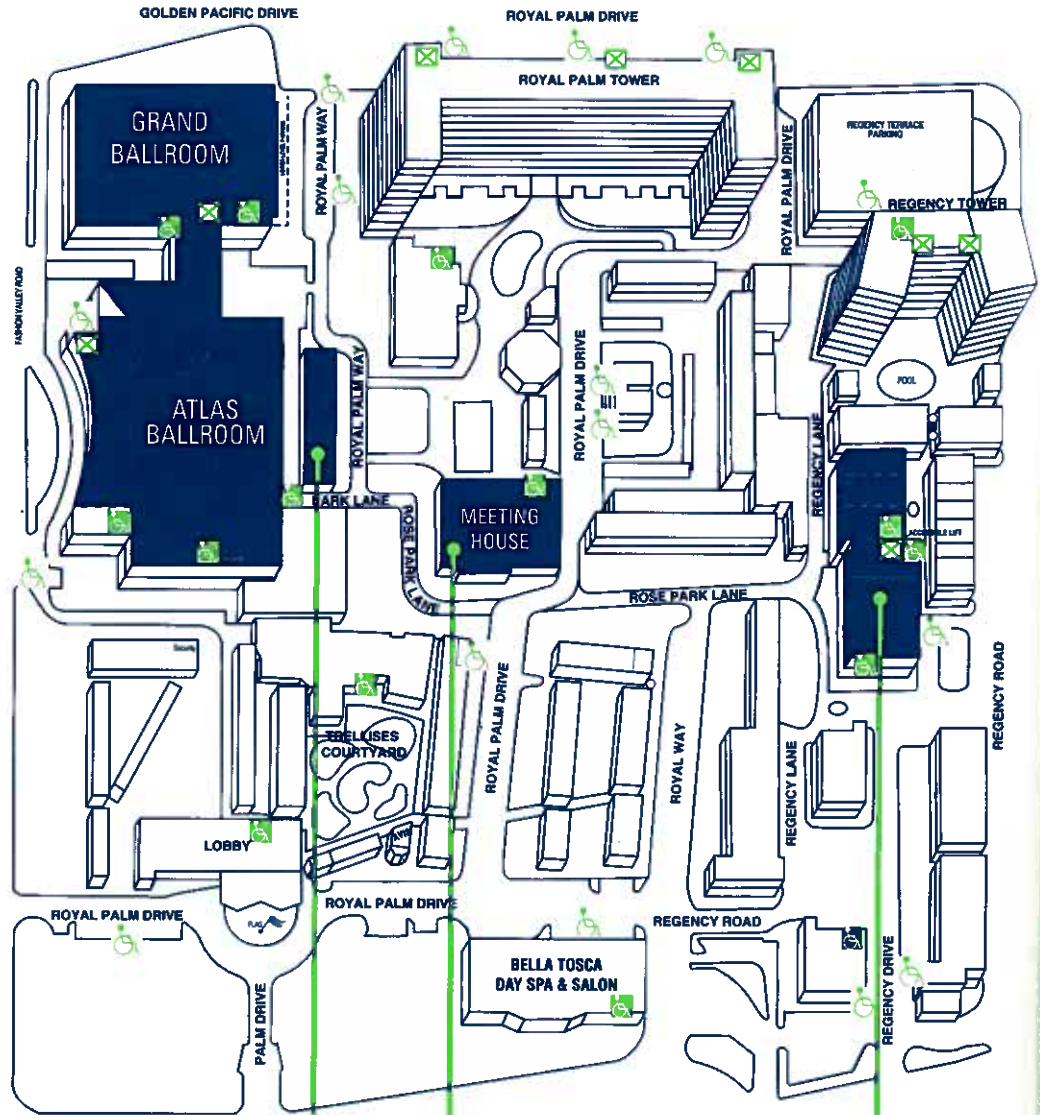


Town and Country

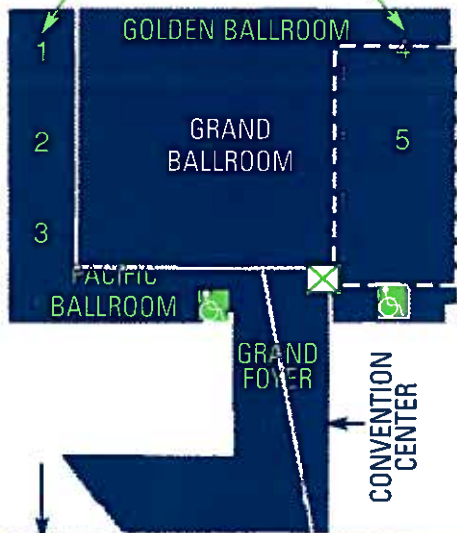
RESORT & CONVENTION CENTER

Legend

- = Elevator
- = Accessible spaces (van)
- = Accessible restrooms



Pacific Salons 1-5
(Salons 4 and 5 on second floor)



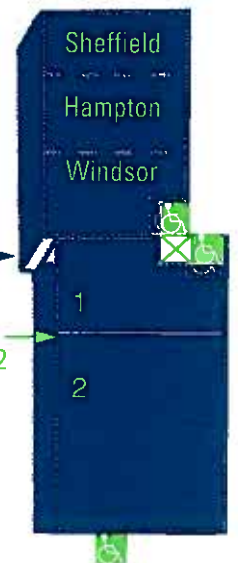
ROYAL PALM BALLROOM



Royal Palm Salons 1-6



REGENCY BALLROOM



GARDEN BALLROOM

Garden Salons 1,2