

GHSA

ANNUAL

2015

MEETING

**DRUNK, DRUGGED
& DISTRACTED**
REACHING HIGH-RISK DRIVERS

AUG. 29 – SEPT. 2
OMNI NASHVILLE HOTEL • NASHVILLE, TN



#GHSA2015

GHSA Annual Meeting 2015

Drunk, Drugged & Distracted
Reaching High-Risk Drivers

AGENDA-AT-A-GLANCE

A detailed schedule of events begins on page 4.

	7a.m.	8a.m.	9a.m.	10a.m.	11a.m.	Noon	1p.m.	2p.m.	3p.m.	4p.m.	5p.m.	6p.m.	7p.m.	8p.m.	9p.m.
SATURDAY, AUGUST 29	8:30 a.m. – 5:00 p.m. GHSA Executive Board Meeting (Board Members Only)														
SUNDAY, AUGUST 30	Events marked in RED are for State & Territory Members only.														
	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; justify-content: space-between; width: 100%;"> <div style="border: 1px dashed red; padding: 5px; width: 15%;">8:30 a.m. – 9:30 a.m. New Member Orientation</div> <div style="border: 1px dashed red; padding: 5px; width: 15%;">9:30 a.m. – 11:00 a.m. Regional Meetings</div> <div style="border: 1px dashed red; padding: 5px; width: 30%;">11:15 a.m. – 5:00 p.m. GHSA Business Meeting</div> <div style="border: 1px solid teal; padding: 5px; width: 15%;">5:00 p.m. – 7:00 p.m. Exhibits Open</div> <div style="border: 1px solid teal; padding: 5px; width: 15%;">5:30 p.m. – 7:00 p.m. Welcome Reception & Exhibitor Showcase</div> </div> <div style="border: 1px solid teal; padding: 5px; width: 100%; margin-top: 10px;">8:00 a.m. – 5:00 p.m. Registration</div> </div>														

WANT THE LATEST INFORMATION?

Get updates on the GHSA Annual Meeting app or check your daily conference newsletter! *(See details on our app on page 4)*

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7a.m. 8a.m. 9a.m. 10a.m. 11a.m. Noon 1p.m. 2p.m. 3p.m. 4p.m. 5p.m. 6p.m. 7p.m. 8p.m. 9p.m.

MONDAY, AUGUST 31

7:30 a.m. – 8:30 a.m.
Breakfast in Exhibit Hall

7:30 a.m. – 12:15 p.m. Exhibits Open

8:30 a.m. – 10:00 a.m.
Opening General Session

10:00 a.m. – 10:45 a.m.
Break in Exhibit Hall

10:45 a.m. – 12:15 p.m.
Workshops 1, 2 and 3

12:15 p.m. – 1:45 p.m.
Get to Know Nashville Luncheon

2:00 p.m. – 3:30 p.m.
Workshops 4, 5 and 6

2:00 p.m. – 5:00 p.m. Exhibits Open

3:30 p.m. – 4:00 p.m.
Break in Exhibit Hall

4:00 p.m. – 5:00 p.m.
Grantee Workshop

7:30 a.m. – 5:00 p.m. Registration

Dinner on your own

TUESDAY, SEPTEMBER 1

7:30 a.m. – 8:30 a.m.
Breakfast in Exhibit Hall

7:30 a.m. – 12:15 p.m. Registration

7:30 a.m. – 12:00 p.m. Exhibits Open

8:30 a.m. – 10:00 a.m.
General Session

10:00 a.m. – 10:45 a.m.
Break in Exhibit Hall

10:45 a.m. – 12:15 p.m.
Workshops 7, 8 and 9

12:15 p.m. – 2:15 p.m.
Awards Luncheon

2:30 p.m. – 4:00 p.m.
Workshops 10, 11 and 12

6:30 p.m. – 9:00 p.m.
Taste of the State Reception
Country Music Hall of Fame® and Museum

WEDNESDAY, SEPTEMBER 2

8:00 a.m. – 8:30 a.m. Continental Breakfast

8:30 a.m. – 10:00 a.m.
General Session on Drugged Driving

10:00 a.m. – 10:30 a.m. Break

10:30 a.m. – 12:00 p.m.
Workshops 13, 14 and 15

12:15 p.m. – 2:00 p.m.
Closing Luncheon and General Session

2:00 p.m. – Adjourn

PLEASE...
Silence all electronic devices.
Thank you!



GHSA Annual Meeting 2015

Drunk, Drugged & Distracted
Reaching High-Risk Drivers

DETAILED PROGRAM

Unless noted, all events are held in the Omni Nashville Hotel.
A floor plan is printed on page 15.

SATURDAY, AUGUST 29

8:30 a.m. – 5:00 p.m. **GHSA Executive Board Meeting** Cumberland 1 – Level Three
(Board Members only)
Luncheon sponsored by Auto Alliance

SUNDAY, AUGUST 30

All meetings on Sunday are for GHSA State and Territorial Members only.

8:00 a.m. – 5:00 p.m. **Registration** 5th Avenue Pre-Function – Level Two
8:30 a.m. – 9:30 a.m. **New Member Orientation** Music Row 5 – Level Two
Sponsored by Appriss, Inc.
9:30 a.m. – 11:00 a.m. **Regional Meetings**
Region 1 – Music Row 1 – Level Two
Region 2 – Music Row 2 – Level Two
Region 3 – Cumberland 3 – Level Three
Region 4 – Cumberland 4 – Level Three
Region 5 – Cumberland 5 – Level Three
Region 6 – Cumberland 6 – Level Three
Region 7 – Mockingbird 1 – Level Three
Region 8 – Mockingbird 2 – Level Three
Region 9 – Mockingbird 3 – Level Three
Region 10 – Mockingbird 4 – Level Three

Download the 2015 GHSA Annual Meeting Mobile App!

SEARCH: The App Store
or Google Play for
"2015 GHSA"

SCAN:



Sunday Exhibit Hours

10:00 a.m. – 2:00 p.m.
Move in/Setup
5:00 p.m. – 7:00 p.m.
Exhibits Open

Massage Therapy sponsored by
Mercer Consulting Group LLC

11:15 a.m. – 5:00 p.m.	GHSA Business Meeting <i>Luncheon sponsored by Michelin North America, Inc.</i>	Cumberland 1 & 2 – Level Three
5:00 p.m.	Exhibits Open <i>(Open to all registered attendees)</i>	Broadway West Ballroom – Level Two
5:30 p.m. – 7:00 p.m.	Welcome Reception & Exhibitor Showcase <i>(Open to all registered attendees)</i> ▪ <i>Light hors d'oeuvres and cash bar</i> <i>Sponsored by NASCAR</i>	Broadway West Ballroom – Level Two

MONDAY, AUGUST 31

7:30 a.m. – 5:00 p.m.	Registration	5th Avenue Pre-Function – Level Two
7:30 a.m. – 12:15 p.m.	Exhibits Open	Broadway West Ballroom – Level Two
7:30 a.m. – 8:30 a.m.	Continental Breakfast in Exhibit Hall <i>Sponsored by Mazda North American Operations</i>	Broadway West Ballroom – Level Two
8:30 a.m. – 10:00 a.m.	Opening General Session	Broadway East Ballroom – Level Two

Kickoff #GHSA2015 by hearing from the leaders of two federal agencies in charge of addressing drunk, drugged and distracted drivers. Find out what NHTSA and ONDCP are doing now and what they plan to work on in the near future. Expect to learn about high-risk driver behaviors and additional priorities, such as drowsy drivers and pedestrian and bicyclist initiatives.



Opening Ceremonies

- Presentation of the Colors – Tennessee Highway Patrol Honor Guard
- Pledge of Allegiance

Welcome

- Kendell Poole, GHSA Chairman and Director, Tennessee Governor's Highway Safety Office
- John C. Schroer, Commissioner, Tennessee Department of Transportation

Keynote Speakers

- Honorable Mark Rosekind, Ph.D., Administrator, National Highway Traffic Safety Administration
- Honorable Michael Botticelli, Director, Office of National Drug Control Policy

10:00 a.m. – 10:45 a.m.	Morning Break in Exhibit Hall <i>Sponsored by Westat</i>	Broadway West Ballroom – Level Two
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MONDAY, AUGUST 31, CONTINUED

10:45 a.m. – 12:15 p.m.

Workshop 1

Cumberland 1 & 2 – Level Three

New Approaches to Impaired Driving Enforcement

Hear about unique and effective impaired driving enforcement efforts, how DREs play a role in maximizing your impaired driving efforts, "No Refusal" efforts, working with DA offices to maximize enforcement and successful prosecution, technologies that aid in effective enforcement, and effective promotion of your enforcement efforts.

Moderator

- Don Nail, Director, North Carolina Governor's Highway Safety Program

Panelists

- Sgt. Brian Lampe, Raleigh (NC) Police Department
- Sgt. Michael Smith, Columbus (OH) Police Department
- David Daggett, Transportation Safety Resource Prosecutor, Maryland State's Attorneys' Association
- Darrin Grondel, Director, Washington Traffic Safety Commission
- Lt. Charles Haycox, Nevada Highway Patrol

10:45 a.m. – 12:15 p.m.

Workshop 2

Cumberland 3 & 4 – Level Three

Walk This Way! Promising Approaches in Pedestrian Safety

This open discussion will address the issues and challenges faced by states addressing pedestrian safety and highlights key takeaways from the new State Farm®/GHSA report on pedestrian safety and emerging best practices in Nevada and Pennsylvania.

Moderator

- Tom Glass, Transportation Planning Manager, Pennsylvania Department of Transportation

Panelists

- Pam Fischer, Principal, Pam Fischer Consulting
- Erin Breen, Director, Vulnerable Road Users Project, UNLV
- Ema Yamamoto, Project Manager, Streets Department, Philadelphia

10:45 a.m. – 12:15 p.m.

Workshop 3

Cumberland 5 & 6 – Level Three

Predictive, Proactive Use of Data

This presentation and discussion will address "real time" data gathering and usage from two states' systems from high level as well as practical applications. We will also discuss alternative data systems provided by the CDC, such as the WISQARS system.

Moderator

- Bill Bell, Director, Kentucky Office of Highway Safety

Panelists

- Tony Fields, Research Analyst, University of Kentucky, Kentucky Transportation Center
- Maureen Johnson, Chief, Bureau of Records, Division of Motorist Services, Florida Department of Highway Safety and Motor Vehicles
- Erin Sauber-Schatz, Team Leader/Epidemiologist, Transportation Safety Team, Centers for Disease Control and Prevention

12:15 p.m. – 1:45 p.m.

Get to Know Nashville Luncheon

Broadway East Ballroom – Level Two

Sponsored by State Farm® and Bridgestone Americas

In a city with so much to do and see, it's hard to prioritize. Luckily, the President of the Nashville Convention & Visitors Corp. (CVC) Butch Spyridon will be on hand to provide some tips on what to put on your "must see" list during your time in Music City. Plus, hear how the CVC has put highway safety on its own agenda.

Welcome

- *Jana Simpler, GHSA Secretary and Director, Delaware Office of Highway Safety*
- *Jonathan Adkins, GHSA Executive Director*

Sponsor Remarks

- *Lisa Joyce, Public Affairs, State Farm®*
- *Bridgestone Americas*

Speaker

- *Butch Spyridon, President/CEO, Nashville Convention & Visitors Corp*

2:00 p.m. – 5:00 p.m.

Exhibits Open

Broadway West Ballroom – Level Two

2:00 p.m. – 3:30 p.m.

Workshop 4

Cumberland 1 & 2 – Level Three

High Visibility Enforcement and the Court of Public Opinion

In a time when public perception of policing can change from one day to the next, how can High Visibility Enforcement be most effective? Three vastly different states give their perspective on what it takes to make HVE positive and effective. Susan Gorcowski, Associate Administrator, Communications & Consumer Information, will be part of the panel to discuss the NHTSA perspective and outlook for future HVE events. Bring your thoughts, questions and comments to participate in the discussion!

Moderator

- *Audrey Allums, Grants Bureau Chief, Montana Department of Transportation*

Panelists

- *Susan Gorcowski, Associate Administrator, Communications & Consumer Information, National Highway Traffic Safety Administration*
- *Thomas Gianni, Chief, Maryland Highway Safety Office*
- *Trooper Jeremy Lee, Montana Highway Patrol*
- *David Williams, Highway Safety Specialist, North Carolina Governor's Highway Safety Program*

Monday Exhibit Hours

7:30 a.m. – 12:15 p.m.

2:00 p.m. – 5:00 p.m.

*Massage Therapy
sponsored by Xerox*



#GHSA2015

MONDAY, AUGUST 31, CONTINUED

2:00 p.m. – 3:30 p.m.

Workshop 5

Cumberland 3 & 4 – Level Three

Finding and Keeping Your Fiscal Footing: Highway Safety Finance Roundtable

Participate in an interactive dialogue where you can ask questions and talk about problems and solutions on the fiscal side, and brainstorm best practices of managing highway safety office finances.

Moderator

- *Debbie Johnson, Finance Director, Washington Traffic Safety Commission*

Panelists

- *Dalene Call, HSO Program Manager, Wyoming Highway Safety Program*
- *Susie Palmer, Traffic Safety Program Manager, Minnesota Office of Traffic Safety*
- *Shannon Bullock, Finance Officer, North Carolina Governor's Highway Safety Program*
- *Carol Gould, Highway Safety Manager, Colorado Office of Transportation Safety*
- *Mary Harmon, Section Chief, Finance & Information Systems Section, Maryland Motor Vehicle Administration*

2:00 p.m. – 3:30 p.m.

Workshop 6

Cumberland 5 & 6 – Level Three

Fatigue As A Distraction

Driving is a task that involves multiple variables and simultaneously conducted motor-skill and cognitive activity. Fatigue decreases attentiveness, impairs physical and cognitive functioning and diminishes the ability to deal with everyday challenges on the road. This workshop will highlight what is known about drowsy driving and what states can do to address it. Topics include research on the effects of police officer fatigue, the prevalence of motor vehicle crashes involving drowsy driving, and initiatives to combat drowsy driving.

Moderator

- *Gary Poedubicky, Acting Director, New Jersey Division of Highway Traffic Safety*

Panelists

- *Bryan Vila, Ph.D., Professor of Criminal Justice and Criminology, and Director of Sleep and Performance Research Center, Washington State University Spokane*
- *Jeffrey Michael, Associate Administrator of Research and Program Development, National Highway Traffic Safety Administration*
- *Lindsay Arnold, Research Associate, AAA Foundation for Traffic Safety*
- *Jack Van Steenburg, Chief Safety Officer and Administrator, Federal Motor Carrier Safety Administration*

3:30 p.m. – 4:00 p.m.

Afternoon Break in Exhibit Hall

Broadway West Ballroom – Level Two

Sponsored by AllOver Media

Evening on your own

TUESDAY, SEPTEMBER 1

7:30 a.m. – 12:15 p.m.	Registration	5th Avenue Pre-Function – Level Two
7:30 a.m. – 12:00 p.m.	Exhibits Open	Broadway West Ballroom – Level Two
7:30 a.m. – 8:30 a.m.	Continental Breakfast in Exhibit Hall <i>Sponsored by Reflection Band, LLC</i>	Broadway West Ballroom – Level Two
8:30 a.m. – 10:00 a.m.	General Session	Broadway East Ballroom – Level Two

Why do people drive drunk, drugged and distracted? What can we do to prevent it? Our speakers will share what their organizations are working on to answer these questions and what we can all do to be safe on the road. They will also discuss priorities for the coming year and highlight new research that can be of use for all transportation safety stakeholders.

Moderator

- John Saunders, GHSA Vice Chairman and Director, Virginia Highway Safety Services

Speakers

- Anne Ferro, President & CEO, American Association of Motor Vehicle Administrators
- Adrian Lund, President, Insurance Institute for Highway Safety
- Deborah A. P. Hersman, President and CEO, National Safety Council



10:00 a.m. – 10:45 a.m.	Morning Break in Exhibit Hall	Broadway West Ballroom – Level Two
10:45 a.m. – 12:15 p.m.	Workshop 7 The Next Chapter in Teen Driving	Cumberland 2 – Level Three

This interactive session will explore the future of teen driver safety. Learn about the latest research, programs and approaches to reach young drivers, including The Allstate Foundation's recent report on where to focus teen driving research over the next decade; GHSA's upcoming publication on how adults, other than parents, can positively influence teen driver behavior; and the outlook for GDL.

Moderator

- Debra Hollis, Highway Safety Manager, Arkansas Highway Safety Office

Panelists

- Allan Williams, Consultant, Allan F Williams LLC
- Pam Fischer, Principal, Pam Fischer Consulting
- Laura Glaza, Allstate Ambassador, The Allstate Foundation



TUESDAY, SEPTEMBER 1, CONTINUED

10:45 a.m. – 12:15 p.m.

Workshop 8

Cumberland 3 – Level Three

Effective Sobriety Checkpoints

Sobriety checkpoints are a form of high-visibility enforcement and a proven tool in reducing alcohol-impaired driving. Media campaigns to publicize the enforcement are a key part of these programs. The panel will discuss innovative approaches to conducting sobriety checkpoints, overcoming the limitations, managing the public perception, and what's going on from a policy perspective.

Moderator

- Terry Pence, Traffic Safety Director, Texas Department of Transportation

Panelists

- Jana Simpler, Director, Delaware Office of Highway Safety
- Kurt Erickson, President & CEO, Washington Regional Alcohol Program
- Joanne Thomka, Director, National Traffic Law Center, National District Attorneys Association
- Trooper Derek Griffey, Department of Public Safety, Oklahoma Highway Patrol

10:45 a.m. – 12:15 p.m.

Workshop 9

Cumberland 4 – Level Three

Engaging Law Enforcement through LELs: Maximizing Your Safety Reach with Law Enforcement Liaisons

Understand what a successful Law Enforcement Liaison program looks like from three unique perspectives: a law enforcement officer, a state LEL and a national LEL. Tennessee Sheriff Clint Shrum will talk about what he expects from his LEL and his distinct vantage point, having formerly served as an LEL himself. Florida LEL Larry Coggins will highlight his state's outstanding program as a model that others can use. And John Hughes is working to build a national program from the bottom up within the National Park Service.

Moderators

- Lora Hollingsworth, Chief Safety Officer, Florida State Safety Office
- Vernon Betkey, National Law Enforcement Liaison Program Manager, GHSA

Panelists

- Clint Shrum, Sheriff, Grundy County, Tennessee, and former Tennessee LEL
- Larry Coggins, Southwest Region Law Enforcement Liaison, Florida Law Enforcement Liaison Program
- John Hughes, National Parks LEL, and Impaired Driving Enforcement Program Manager, National Park Service WASO



Visit the Highway Safety Exhibition

Tuesday Exhibit Hours

7:30 a.m. – 12:00 p.m. Exhibits Open

2:00 p.m. – 5:00 p.m. Teardown/Move out

Cyber Café sponsored by
Goodyear Tire & Rubber Company

Massage Therapy sponsored by
FCA US LLC

12:15 p.m. – 2:15 p.m.

Highway Safety Awards Presentation and Luncheon

Broadway East Ballroom – Level Two

Sponsored by The Allstate Foundation and the Foundation for Advancing Alcohol Responsibility

Master of Ceremonies

- *Harris Blackwood, Director, Georgia Governor's Office of Highway Safety*

Sponsor Remarks

- *Laura Glaza, Allstate Ambassador, The Allstate Foundation*
- *Brandy Nannini, Vice President, Government Relations, Foundation for Advancing Alcohol Responsibility*

Presentation of Awards

2:30 p.m. – 4:00 p.m.

Workshop 10

Cumberland 2 – Level Three

Beyond Helmets: Innovative Strategies in Motorcycle Safety

Explore innovative strategies being implemented around the country to drive down motorcycle crashes, injuries and fatalities. Special focus will be on the unendorsed "Shadow Riders" and promotion of rider training among this high-risk segment of the population, technology improvements that are making motorcycling safer, innovative approaches to rider training, and efforts to promote rider conspicuity and the use of hi-vis gear.

Moderator

- *Michael Prince, Director, Michigan Office of Highway Safety Planning*

Panelists

- *Frank Sgambati, Director of Marketing and Product Innovation, Robert Bosch LLC*
- *Patrick Hahn, Communications and Outreach Manager, TEAM OREGON Motorcycle Safety Program*
- *Chad Teachout, Motorcycle Safety Program Coordinator, Michigan Office of Highway Safety Planning*

2:30 p.m. – 4:00 p.m.

Workshop 11

Cumberland 3 – Level Three

Drug-Impaired Driving in a New Age

According to NHTSA's national roadside surveys, the percentage of drivers with measurable alcohol levels declined by almost 30 percent between 2007 and 2014. However, during the same time frame, the percentage of drivers who tested positive for at least one other drug rose by 23 percent. Additionally, 1 in 10 high school seniors reported driving after smoking marijuana, increasing their risks of killing or seriously injuring themselves or others. How to address this growing problem? This workshop will explore innovative traffic safety countermeasures being successfully implemented to reduce drugged driving.

Moderator

- *Rhonda Craft, Director, California Office of Traffic Safety*

Panelists

- *Hoon Chang, Deputy District Attorney, Orange County, District Attorney's Office*
- *Glenn Davis, Highway Safety Manager, Colorado Office of Transportation Safety*
- *Erin Meluso, President, RADD*



GHSA Annual Meeting 2015

Drunk, Drugged & Distracted
Reaching High-Risk Drivers

TUESDAY, SEPTEMBER 1, CONTINUED

2:30 p.m. – 4:00 p.m.

Workshop 12

Cumberland 4 – Level Three

Wedded Bliss! Marrying Non-Traditional Partners & SHSOs

You are cordially invited to witness the unions between SHSOs and some engaging new allies. These could be the match made in heaven your state is looking for. Most SHSOs have already developed strong partnerships with their DOTs and law enforcement. This workshop will explore several innovative relationships that states are developing. Hear from the executives behind these holy matrimones. Life is much more fun when you share it with someone non-traditional!

Moderator

- Amanda Brown, Public Information Officer, Tennessee Governor's Highway Safety Office

Panelists

- Jordan Jiloty, Director, Public & Government Affairs, NASCAR
- Daniel Zielinski, Senior Vice President, Public Affairs, Rubber Manufacturers Association
- Jill Moody, State Coordinator, Tennessee Operation Lifesaver, Inc.
- Russ Martin, Manager, State Relations, AAA Public Affairs

6:30 p.m. – 9:00 p.m.

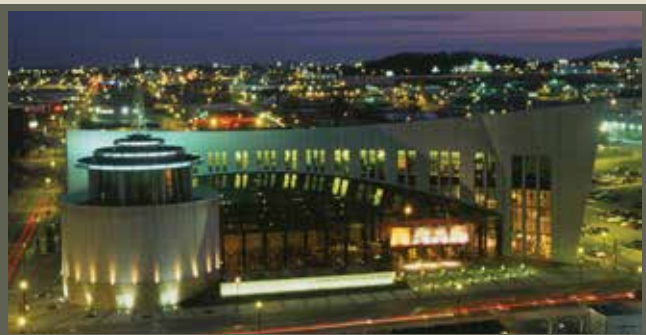
Taste of the State Reception

Country Music Hall of Fame® and Museum

(Adjacent to the hotel)

Heavy hors d'oeuvres and cash bar

*Sponsored by Ford Motor Company Fund and
Ford Driving Skills for Life*



WEDNESDAY, SEPTEMBER 2

8:00 a.m. – 8:30 a.m.

Continental Breakfast

5th Avenue Pre-Function – Level Two

8:30 a.m. – 10:00 a.m.

Drugged Driving 2.0: State & Federal Trends and Approaches

Broadway West Ballroom – Level Two

Building on last year's successful conversation, this informal session will allow attendees to ask questions from national leaders and discuss the issue with colleagues in the states. It will also highlight a soon-to-be-released publication from GHSA that will address what states can do right now to address drug-impaired driving.

Moderator

- Darrin Grondel, Director, Washington State Traffic Safety Commission

Panelists

- Jacqueline Hackett, Deputy Director for Policy, Office of National Drug Control Policy
- Jim Hedlund, Principal, Highway Safety North
- Erin Holmes, Director, Traffic Safety Programs, Foundation for Advancing Alcohol Responsibility
- Jeffrey Michael, Associate Administrator of Research and Program Development, National Highway Traffic Safety Administration
- Joanne Thomka, Director, National Traffic Law Center, National District Attorneys Association

10:00 a.m. – 10:30 a.m.

Break

5th Avenue Pre-Function – Level Two

10:30 a.m. – 12:00 p.m.

Workshop 13

Cumberland 3 – Level Three

Don't Be the Director Who Goes to Jail

Five expert highway safety office directors will be part of a panel discussion designed to answer audience questions about the management of a highway safety office. In addition to MAP-21, Buy America, and Maintenance of Effort-esqe issues, highway safety directors all encounter the same complexities managing an office: personnel (or lack thereof), carryforward funds, communication plans, strategic planning, MR prep, monitoring, succession planning, etc. Come ask questions, take some notes, and get some new ideas to implement as soon as you return to your office!

Moderator

- *Jana Simpler, Director, Delaware Office of Highway Safety*

Panelists

- *Tom Glass, Transportation Planning Manager, Pennsylvania Department of Transportation*
- *Audrey Allums, Grants Bureau Chief, Montana Department of Transportation*
- *Chuck DeWeese, Assistant Commissioner, New York Governor's Traffic Safety Committee*
- *William Babington, Division Chief, Alabama Department of Economic and Community Affairs*
- *Karin Mongeon, Safety Division Director, North Dakota Department of Transportation*

10:30 a.m. – 12:00 p.m.

Workshop 14

Cumberland 4 – Level Three

How the West was Won: Capitalizing on the Culture of Rural Communities to Improve Traffic Safety

Rural areas occupy 90 percent of the country and generally experience higher fatal and serious injury crash rates than their urban counterparts, with impaired driving and low seat belt usage often contributing to these poor outcomes. "I'm from the government and I'm here to help" does not go over well in many rural communities. So, what's a traffic safety advocate to do? Learn about real-world solutions to address impaired driving and seat belt use as part of a comprehensive approach that begins by getting to know a community's culture. Bonus feature: hear from a lieutenant and state legislator who engineered the passage of a primary seat belt law in a fairly rural state that supports minimizing government involvement in people's lives.

Moderator

- *Kristy Rigby, Director, Utah Highway Safety Office*

Panelists

- *Jay Otto, Research Scientist, Manager, Center for Health and Safety Culture, Western Transportation Institute, Montana State University*
- *Lee Perry, Lieutenant, Utah Highway Patrol, and Representative, Utah House of Representatives*
- *Brent Jennings, Principal, Jennings Consulting, LLC*



WEDNESDAY, SEPTEMBER 2, CONTINUED

10:30 a.m. – 12:00 p.m.

Workshop 15

Cumberland 5 – Level Three

Strategic Communications

Strong communications is the cornerstone of a strong highway safety program. Join experts from government, media and the private sector to learn their communication tips on program implementation, engaging earned media and keeping highway safety at the forefront throughout the year. Consider how to adapt these insights to your own organizational needs during this interactive session.

Moderator

- Dana Gigliotti, Deputy Chief, Highway Safety Office, Maryland Motor Vehicle Administration

Panelists

- Brent Wilhite, Social Change Manager, PennaPowers
- Susan McMeen, Director, Office of Communications & Consumer Information, National Highway Traffic Safety Administration
- Pete Bigelow, Associate Editor, AOL Autos
- Lindsay McGettigan, Director of Marketing Strategy, R2 Integrated

12:15 p.m. – 2:00 p.m.

Closing Luncheon and General Session

Broadway West Ballroom – Level Two

Sponsored by AT&T

As the conference comes to a close, stick around to hear from this former star quarterback for the Washington Redskins. Theismann's career ended abruptly in 1985 after sustaining a broken leg during a game. Learn about how he transformed himself to become a successful ESPN commentator, entrepreneur, restaurateur and motivational speaker. Theismann will be available for photos after the session.

Moderator

- Chuck DeWeese, Chairman, GHSA Annual Meeting Planning Committee, and Assistant Commissioner, New York Governor's Traffic Safety Committee

Sponsor Remarks

- Joelle Phillips, President, AT&T Tennessee

Speaker

- Joe Theismann, Motivational Speaker on Change Management and Overcoming Adversity

Seattle Sneak Peek

- Darrin Grondel, Director, Washington State Traffic Safety Commission



2:00 p.m.

Adjourn

2015 GHSA SPONSORS & PARTNERS

GHSA wishes to acknowledge the continued support of our sponsors and partners. Without your generosity, this event would not be possible. THANK YOU!

DIAMOND

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- Bridgestone Americas
- Ford Motor Company Fund
- Foundation for Advancing Alcohol Responsibility
- State Farm®



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- NASCAR
- Toyota Motor Sales, U.S.A., Inc.



GOLD

- AAA
- The Allstate Foundation
- Michelin North America, Inc.
- Nationwide



SILVER

- AllOver Media
- Mazda North American Operations
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- Westat
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- Appriss, Inc.
- Auto Alliance
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- Mercer Consulting Group LLC
- Pam Fischer Consulting
- Rubber Manufacturers Association
- Smart Start, Inc.



Visit sponsors online at www.ghsa.org.

GHSA Annual Meeting 2015

Drunk, Drugged & Distracted
Reaching High-Risk Drivers

IN APPRECIATION

With gratitude to the Tennessee Governor's Highway Safety Office for their incredible efforts in support of and preparation for the 2015 Annual Meeting...

GOVERNOR'S HIGHWAY SAFETY OFFICE

helping you **ARRIVE**

...AND TO THE MEMBERS OF THE 2015 GHSA ANNUAL MEETING PLANNING COMMITTEE:

CHAIR

CHUCK DEWEESE

NEW YORK

DANA GIGLIOTTI

MARYLAND

KENDELL POOLE

TENNESSEE

AUDREY ALLUMS

MONTANA

DARRIN GRONDEL

WASHINGTON

MICHAEL PRINCE

MICHIGAN

BILL BELL

KENTUCKY

DEBRA HOLLIS

ARKANSAS

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CALIFORNIA

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NORTH CAROLINA

LORA HOLLINGSWORTH

FLORIDA

TERRY PENCE

TEXAS

TOM GLASS

PENNSYLVANIA

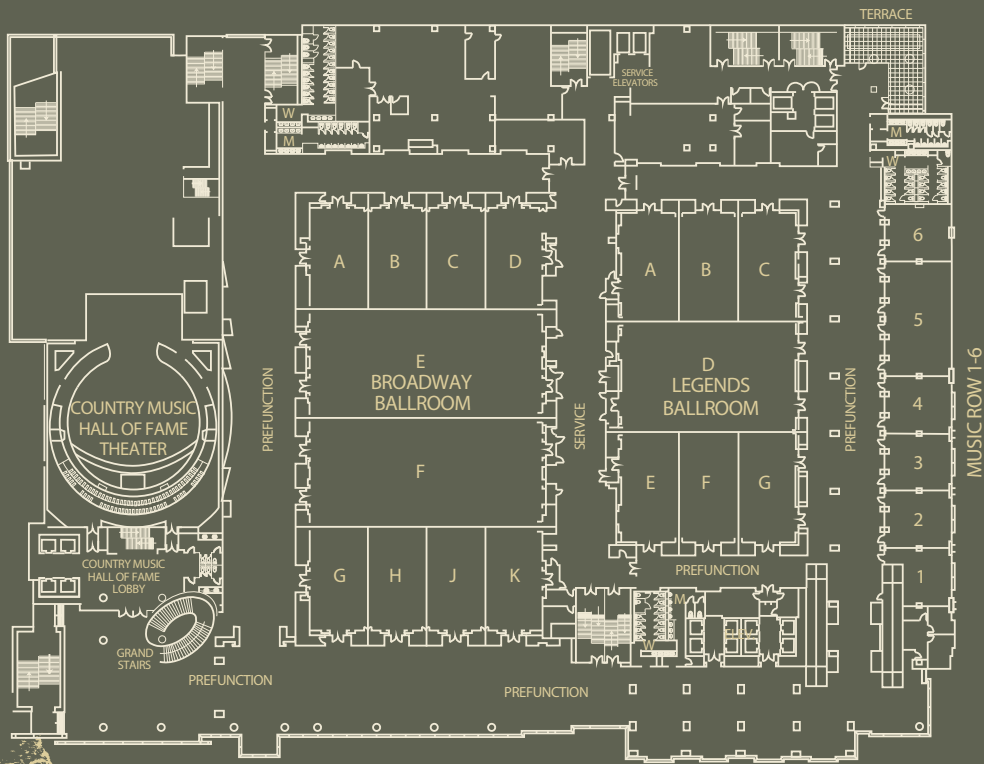
GARY POEDUBICKY

NEW JERSEY

**THANK YOU
ALL!**

OMNI NASHVILLE HOTEL FLOOR PLANS

LEVEL TWO



LEVEL THREE

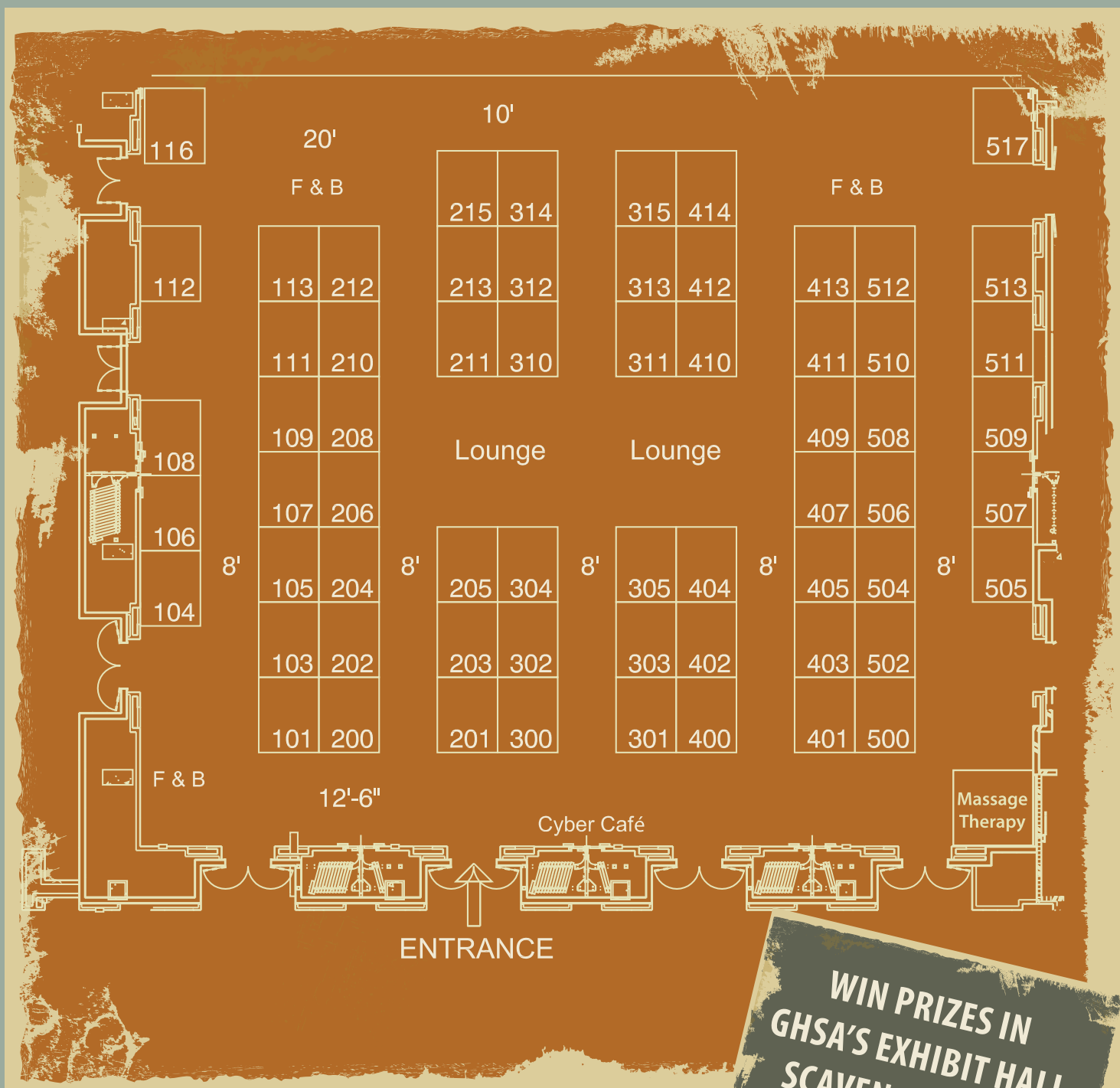


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2015 GHSA HIGHWAY SAFETY EXHIBITION

The 2015 GHSA Highway Safety Exhibition will take place in the Broadway West Ballroom on Level Two of the Omni Nashville Hotel.



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2015 GHSA EXHIBITORS

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SAVE THE DATES FOR THESE FUTURE GHSA ANNUAL MEETINGS

2016: August 27-31 • Seattle, Washington
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2017: September 16-20 • Louisville, Kentucky

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