MAPPING out the FUTURE
Highway Safety after MAP-21

September 6 – 10
2014
GHSA Annual Meeting
Amway Grand Plaza Hotel & DeVos Place Convention Center
Grand Rapids, Michigan

#GHSA2014
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**Shhh!**

Please silence all electronic devices. Thank you!
Detailed Program

Unless noted, all events are held in the Amway Grand Plaza (noted in orange) and DeVos Place Convention Center (noted in green). Please be aware of where your event is located. Floor plans are printed on pages 18 and 19.

Sunday, September 7

* Please Note: Unless otherwise indicated, meetings listed between 8:30 a.m. and 5:00 p.m. on Sunday are for GHSA State and Territorial Members only.

8:00 a.m. – 5:00 p.m.
Registration
Secchia Lobby, Main Level, DeVos Place

8:30 a.m. – 9:30 a.m.
New State Member Orientation
Emerald AB, Concourse Level – 2nd Floor, Amway Grand Plaza
Sponsored by Alliance of Automobile Manufacturers, Inc.

8:30 a.m. – 9:30 a.m.
Territorial Highway Safety Offices Meeting
Pearl, Concourse Level – 2nd Floor, Amway Grand Plaza

9:30 a.m. – 11:00 a.m.
REGIONAL MEETINGS
Conference Level – 3rd Floor, Amway Grand Plaza
Region 1 – Grand View A
Region 2 – Grand View BC
Region 3 – Heritage Hill
Region 4 – Thornapple
Region 5 – Berkey
Region 6 – Winchester
Region 7 – Haldane
Region 8 – Pullman
Region 9 – Kendall
Region 10 – Nelson

Saturday, September 6

8:30 a.m. – 5:00 p.m.
GHSA Executive Board Meeting
(State Members only)
Thornapple, Conference Level – 3rd Floor, Amway Grand Plaza
Luncheon sponsored by Appriss, Inc.

11:15 a.m. – 5:00 p.m.
GHSA Business Meeting
Grand Gallery EF, Main Level, DeVos Place

Sunday Exhibit Hours
11:00 a.m. – 2:00 p.m. (Setup)
3:00 p.m. – 5:00 p.m. (Exhibits Open)
Sunday, September 7, continued

3:00 p.m. – 5:00 p.m.
Exhibits Open
(Open to all registered attendees)
Ballroom AB, Main Level, DeVos Place

3:00 p.m. – 3:30 p.m.
Welcome Break in Exhibit Hall
(Open to all registered attendees)
Ballroom AB, Main Level, DeVos Place
Sponsored by Xerox
Join us for an Ice Cream Float Station featuring famous Hudsonville, Michigan ice cream!

Monday, September 8

7:30 a.m. – 5:00 p.m.
Registration
Secchia Lobby, Main Level, DeVos Place

7:30 a.m. – 5:00 p.m.
Exhibits Open
Ballroom AB, Main Level, DeVos Place

8:30 a.m. – 10:00 a.m.
OPENING GENERAL SESSION
Ballroom CD, Main Level, DeVos Place

Opening Ceremonies:
- Presentation of the Colors – Michigan State Police Color Guard
- Pledge of Allegiance

Special Video Welcome from Michigan Governor Rick Snyder

Welcome:
Col. Kriste Kibbey Etue, Director, Michigan State Police
Kendell Poole, GHSA Chairman and Director, Tennessee Governor’s Highway Safety Office

Keynote Speakers:
- Honorable David Friedman, Deputy Administrator, NHTSA
- Steve Kenner, Global Director of Automotive Safety, Ford Motor Company

10:00 a.m. – 10:45 a.m.
Morning Break in Exhibit Hall
Ballroom AB, Main Level, DeVos Place

Monday Exhibit Hours
7:30 a.m. – 5:00 p.m. (Exhibits Open)
Cyber Café sponsored by BMW of North America, LLC
Massage Therapy sponsored by Mercer Consulting Group LLC and The Goodyear Tire & Rubber Company

SPREAD THE WORD!
Tweet #GHSA2014
Monday, September 8, continued

10:45 a.m. – 12:15 p.m.
Workshop 1
The Promise of DWI Courts: Changing Lives to Save Lives
Grand Gallery AB, Main Level, DeVos Place
This session will explore the reasons DWI Courts exist, review their guiding principles, discuss the policies and procedures that make for a well-designed program, and provide real-world examples of the impact of the DWI Courts on public safety. A graduate of the program will tell her story from her days as a DUI offender to her entry into Sobriety Court, through her transition to her new lifestyle as a healthy, sober, productive and safe-driving member of society.

Moderator:
Leanna Depue, Highway Safety Director, Missouri Department of Transportation

Speakers:
Honorable Patrick Bowler, Judge (ret.)
Grand Rapids Sobriety Court Graduate

10:45 a.m. – 12:15 p.m.
Workshop 2
Naturalistic Driving Study: Concept to Countermeasures
Grand Gallery CD, Main Level, DeVos Place
The Strategic Highway Research Program (SHRP2) has conducted the largest, most comprehensive naturalistic driving study ever undertaken, creating a massive database for future behavioral highway safety research and implementation of safety projects. The companion Roadway Information Database contains detailed roadway data. Results of both will be a definitive source of information on driver performance and behavior for decades to come as this project moves from concept to countermeasures.

Moderator:
Brent Jennings, Highway Safety Manager, Idaho Transportation Department

Speakers:
Neil Pedersen, Deputy Director, Implementation & Communication, Transportation Research Board, National Academy of Sciences
Robert Hull, Engineer for Traffic & Safety, Utah Department of Transportation

10:45 a.m. – 12:15 p.m.
Workshop 3
Effectively Using your LELs, JOLs and TSRPs
Grand Gallery EF, Main Level, DeVos Place
Learn how states can utilize their Law Enforcement Liaisons, Judicial Outreach Liaisons and Traffic Safety Resource Prosecutors to get the biggest bang for their buck.

Moderator:
Lauren Stewart, Highway Safety Director, Maine Bureau of Highway Safety

Speakers:
Vernon Betkey, National Law Enforcement Liaison Program Manager, GHSA
Jim Camp, Traffic Safety Resource Prosecutor, Tennessee District Attorneys General Conference
Honorable Mary Jane Knisley, District Court Judge, 13th Judicial District, Yellowstone County, Montana
Don Nail, Director and Governor’s Representative, North Carolina Governor’s Highway Safety Program

12:15 p.m. – 1:45 p.m.
Exhibitor Showcase & Buffet Luncheon
Ballroom AB, Main Level, DeVos Place
Sponsored by
Toyota Motor Sales, U.S.A., Inc.

SPREAD THE WORD!
Tweet #GHSA2014
Monday, September 8, continued

2:00 p.m. – 3:30 p.m.
**Workshop 4**
Crash Reduction Research in Emergency Medical Services
Grand Gallery AB, Main Level, DeVos Place
This session will explore innovative research in the EMS field and how this work is making advancements in the prevention and treatment of crash injuries. Highlights will include the International Center for Automotive Medicine and work on NCHRP 17-57, a project to facilitate improvements in injury severity prediction through better on-scene measurement of crash injuries.

**Moderator:**
Michael Prince, Director, Michigan Office of Highway Safety Planning

**Speakers:**
Carla Kohoyda-Inglis, MPA, Program Director, International Center for Automotive Medicine
Carol Flannagan, Ph.D., Associate Research Scientist, University of Michigan Transportation Research Institute

2:00 p.m. – 3:30 p.m.
**Workshop 5**
Partnering to Stop Distracted Driving
Grand Gallery CD, Main Level, DeVos Place
There is strength in numbers. Many public and private organizations have teamed up to educate the public about the dangers of distracted driving. This panel will discuss specific efforts in several states and the results. There will be ample time for discussion and questions.

**Moderator:**
Bill Bell, Director, Kentucky Office of Highway Safety

**Speakers:**
Gretchen Morgan, Officer, Paducah Police Department
Mike Kellenyi, Victim and Advocate, People Against Distracted Driving
Jeff Stewart, Director of Global Public Policy, AT&T
Linda Hill, MPH, Director, TREDS, University of California, San Diego

2:00 p.m. – 3:30 p.m.
**Workshop 6**
New Ideas in Motorcycle Safety
Grand Gallery EF, Main Level, DeVos Place
This workshop will feature an exploration of innovative approaches to motorcycle safety programming under MAP-21 and beyond.

**Moderator:**
Lee Axdahl, Director, South Dakota Office of Highway Safety

**Speakers:**
Rick Kiley, Chairman, State Motorcycle Safety Administrators (SMSA)
James Halvorson, Motorcycle Safety Consultant
James Hedlund, Principal, Highway Safety North

3:30 p.m. – 4:00 p.m.
**Afternoon Break in Exhibit Hall**
Ballroom AB, Main Level, DeVos Place
Sponsored by Alliance Sport Marketing

4:00 p.m. – 5:00 p.m.
**Grantee Workshop**
Grand Gallery EF, Main Level, DeVos Place
**Facilitators:**
Troy Costales, Governor’s Representative and Administrator, Transportation Safety Division, Oregon Department of Transportation
Michael Prince, Director, Michigan Office of Highway Safety Planning

**Dinner on your own**
Tuesday, September 9

10:00 a.m. – 10:45 a.m.
Morning Break in Exhibit Hall
Ballroom AB, Main Level, DeVos Place
Sponsored by Kia Motors America

10:45 a.m. – 12:15 p.m.
Workshop 8
Proactive Media Outreach: Marketing the Highway Safety Message
Grand Gallery CD, Main Level, DeVos Place
This roundtable brings together highway safety communicators and members of the media to discuss the best ways to deliver the highway safety message, particularly amidst the onslaught of digital information.

Moderator:
Kara Macek, Director of Communications, GHSA

Participants:
Matt Richtel, Pulitzer Prize-winning Author and New York Times Journalist
John Barnes, Statewide Projects Coordinator, MLive Media Group
Susan McMeen, Director, Office of Consumer Information, NHTSA
Tahni Segars, Communication Specialist, Georgia Governor’s Office of Highway Safety

8:30 a.m. – 10:00 a.m.
General Session
Ambassador Ballroom, Concourse Level - 2nd Floor, Amway Grand Plaza

Moderator:
John Saunders, GHSA Vice Chairman and Director, Highway Safety Services, Virginia Highway Safety Office

Speakers:
Kathleen Bower, Vice President, Public Affairs, AAA
King Gee, Director of Engineering and Technical Services, American Association of State Highway and Transportation Officials
Matt Richtel, Pulitzer Prize-winning Author and New York Times Journalist

10:00 a.m. – 10:45 a.m.
Targeting Teen Drivers: Research and Realities
Grand Gallery AB, Main Level, DeVos Place
This workshop will explore teen peer-to-peer programs, research on teen behavior and attitudes, increase in teen drug use and national and state policies and programs to address teen distracted driving.

Moderator:
Shirley Thomas, Highway Safety Director and Governor’s Representative, Mississippi Department of Public Safety, Division of Public Safety Planning

Speakers:
Doug Caver, President, Boomerang Driving
Jim Graham, Community Relations Manager, Ford Motor Company Fund & Community Services
Pam Fischer, Principal, Pam Fischer Consulting
Tuesday, September 9, continued

10:45 a.m. – 12:15 p.m.
Workshop 9
Innovative and Effective Alcohol-Impaired Driving Enforcement Strategies
Grand Gallery EF, Main Level, DeVos Place
The session will explore innovative and coordinated enforcement approaches that are being implemented and yielding huge dividends across the U.S. Well-coordinated and aggressive enforcement can help jurisdictions help drive down the incidences of impaired driving, thus reducing impaired driving serious injuries and fatalities. The session will focus on dedicated DWI Enforcement Teams, no refusal efforts, officers trained as phlebotomists, DRE efforts and mobile testing units.
Moderator:
Don Nail, Director and Governor’s Representative, North Carolina Governor’s Highway Safety Program
Speakers:
Kevin Wallace, Sergeant, Guilford County DWI Task Force/Guilford County Sheriff’s Office
Sgt. Christopher Andreacola, Tucson Police Department
Richard Mabe, Detective, Austin Police Department

12:15 p.m. – 2:15 p.m.
Highway Safety Awards Presentation and Luncheon
Sponsored by The Allstate Foundation and the Foundation for Advancing Alcohol Responsibility
International Ballroom, Level Two, JW Marriott Hotel
Master of Ceremonies:
Troy Costales, Governor’s Representative and Administrator, Transportation Safety Division, Oregon Department of Transportation
Sponsor Remarks:
Laura Glaza, Allstate Ambassador, The Allstate Foundation
Brandy Nannini, Vice President, Government Relations, Foundation for Advancing Alcohol Responsibility

Tuesday Exhibit Hours
7:30 a.m. – 12:00 p.m. (Exhibits Open)
2:00 p.m. – 4:00 p.m. (Teardown)
Cyber Café sponsored by AAA
Massage Therapy sponsored by Chrysler Group, LLC

Shhh!
Please silence all electronic devices.
Thank you!

#GHSA2014
Tuesday, September 9, continued

2:30 p.m. – 4:00 p.m.  
**Workshop 10**  
_Hot Topics in Occupant Protection_  
Grand Gallery AB, Main Level, DeVos Place  
This session will explore strategies to increase seat belt use, including new technologies to get people to buckle up, with a focus on increasing belt use among teens. The workshop will also look at issues related to measuring use rates and explain the new survey design and how to use this information to make sound program decisions.  
**Moderator:**  
Debra Hollis, Highway Safety Manager, Arkansas Highway Safety Office  
**Speakers:**  
David Kidd, Research Scientist, Insurance Institute for Highway Safety  
Neil Chaudhary, Ph.D., Vice President, Preusser Research Group  
Karen Sprattler, Principal, Sprattler Group

2:30 p.m. – 4:00 p.m.  
**Workshop 11**  
_Driver Education: Research, Assessment and Best Practices_  
Grand Gallery CD, Main Level, DeVos Place  
A panel of experts will explore various aspects of driver education, including: making improvements to GDL policies to increase effectiveness; a new study on the efficacy of driver education; and a case study of a Driver Education Program Assessment.  
**Moderator:**  
Michael Prince, Director, Michigan Office of Highway Safety Planning  
**Speakers:**  
Kirk Ferris, Director, Driver Programs, Michigan Department of State  
Robert Foss, Ph.D., Senior Research Scientist, University of North Carolina Highway Safety Research Center  
William Van Tassel, Ph.D., Manager, Driver Training Operation, AAA

2:30 p.m. – 4:00 p.m.  
**Workshop 12**  
_Coast-to-Coast Approaches to Pedestrian Safety_  
Grand Gallery EF, Main Level, DeVos Place  
This workshop will explore how pedestrian safety is addressed around the country, including Florida’s “3E” approach, New York City’s “Vision Zero” program and Seattle’s response to pedestrian challenges.  
**Moderator:**  
Lora Hollingsworth, P.E., Chief Safety Officer, Florida Department of Transportation  
**Speakers:**  
Trenda McPherson, State Bicycle/Pedestrian Safety Program Manager, Florida Department of Transportation  
MJ Haught, Program Manager, Washington Traffic Safety Commission  
Robert Viola, City Planner, New York City Department of Transportation

5:30 p.m. – 7:00 p.m.  
**Networking Reception**  
Imperial Ballroom, Concourse Level – 2nd Floor, Amway Grand Plaza  
_Sponsored by NASCAR_
Wednesday, September 10
NOTE: All events on Wednesday are in the Amway Grand Plaza.

8:00 a.m. – 8:30 a.m.
Continental Breakfast
Crown Foyer and Ambassador East, Concourse Level – 2nd Floor

8:30 a.m. – 10:00 a.m.
Workshop 13
Is Your Program Worth It?
Selecting the Most Effective Countermeasures and Strategies
Atrium, Lower Level
This session will provide an overview of which traffic safety countermeasures and strategies provide the best opportunity for maximum benefit.

Moderator:
Tom Glass, Transportation Planning Manager, Pennsylvania Department of Transportation

Speakers:
Jeffrey Michael, Ph.D., Associate Administrator, Research & Program Development, NHTSA
Ted Miller, Ph.D., Senior Research Scientist, Pacific Institute for Research and Evaluation
Neil Chaudhary, Ph.D., Vice President, Preusser Research Group

8:30 a.m. – 10:00 a.m.
Workshop 14
Innovative and Effective Distracted Driving Enforcement Strategies: Technology for Enforcement and Prosecution
Gerald R. and Betty Ford Presidential Ballroom, Lobby Level - 1st Floor
The session will explore innovative strategies that are being implemented around the country to prevent serious injuries and fatalities in distracted driving crashes. Speakers will discuss effective evidence collection and the establishment of cases for the successful prosecution of distracted driving.

Moderator:
Don Nail, Director and Governor’s Representative, North Carolina Governor’s Highway Safety Program

Speakers:
Sgt. Christopher Sanchez, Massachusetts State Police
Sgt. Alex Justice, North Carolina State Highway Patrol
Tara Jenswold, Assistant Attorney General, Wisconsin Department of Justice

10:00 a.m. – 10:30 a.m.
Break
Crown Foyer, Concourse Level – 2nd Floor

8:30 a.m. – 10:00 a.m.
Workshop 15
Managing a Highway Safety Office: Tips, Tricks and Tools of the Trade
Emerald AB, Concourse Level – 2nd Floor
Five highway safety office leaders will participate in a discussion and answer questions from the audience about a variety of topics related to the management of their offices and administration of federal funds.

Moderator:
Jana Simpler, Director, Delaware Office of Highway Safety

Speakers:
Bill Bell, Director, Kentucky Office of Highway Safety
Darrin Grondel, Director, Washington Traffic Safety Commission
Terry Pence, Traffic Safety Director, Texas Traffic Safety Section
Dana Gigliotti, Deputy Chief, Highway Safety Office, Maryland Motor Vehicle Administration
Phil Riley, Director, South Carolina Office of Highway Safety and Justice Programs
10:30 a.m. – 12:00 p.m.

**General Session**

**Drug-Impaired Driving: The Implications for Highway Safety**

Ambassador West, Concourse Level – 2nd Floor

More permissive marijuana laws and an increase in drug abuse – both illegal and prescription – raise many questions for the highway safety community. Hear how Colorado and Washington State are responding to legalization of marijuana use and learn about the national response to drug-impaired driving.

**Moderator:**
Darrin Grondel, Director, Washington Traffic Safety Commission

**Speakers:**
Emily Wilfong, Highway Safety Communications Manager, Colorado Department of Transportation

Glenn Davis, Highway Safety Manager, Colorado Office of Transportation Safety

Jonna VanDyk, Program Manager, Washington Traffic Safety Commission

Shelly Baldwin, Program Manager, Washington Traffic Safety Commission

Michael Brown, Director, Office of Impaired Driving & Occupant Protection, NHTSA

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12:15 p.m. – 2:00 p.m.

**Closing Luncheon and General Session**

*Sponsored by AT&T*

Ambassador East, Concourse Level – 2nd Floor

**Moderator:**
Chuck DeWeese, Chairman, GHSA Annual Meeting Planning Committee and Assistant Commissioner, New York Governor’s Traffic Safety Committee

**Sponsor Remarks:**
Andrea Brands, Director, Consumer Safety & Education, AT&T

**Speaker:**
Peter Hart, Chairman, Peter D. Hart Research Associates

2:00 p.m.

**Adjourn**

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*Shhh!*

Please silence all electronic devices.

Thank you!
2014 GHSA Sponsors & Partners

The members and staff of GHSA wish to acknowledge our 2014 sponsors and partners. Without their generosity, this meeting would not be possible.

**DIAMOND**

AT&T
Ford Motor Company Fund/Ford Driving Skills for Life
Foundation for Advancing Alcohol Responsibility
State Farm®

**PLATINUM**

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

**GOLD**

The Allstate Foundation
NASCAR
Nationwide Insurance

**SILVER**

BMW of North America, LLC
Kia Motors America
Mazda North American Operations
Xerox

**BRONZE**

AAA
Alliance of Automobile Manufacturers, Inc.
Alliance Sport Marketing
Appriss, Inc.
Cambridge Systematics, Inc.
Chrysler Group LLC
Coalition of Ignition Interlock Manufacturers
The Goodyear Tire & Rubber Company
Huddle, Inc.
Mercer Consulting Group LLC
Rubber Manufacturers Association
Smart Start, Inc.

Visit Annual Meeting Exhibitors & Sponsors online at [www.ghsa.org](http://www.ghsa.org).
In Appreciation

With gratitude to the Michigan Office of Highway Safety Planning for their support of the 2014 Annual Meeting...

... and to the members of the GHSA Annual Meeting Planning Committee:

Committee Chair
Chuck DeWeese
New York

Lee Axdahl
South Dakota

Bill Bell
Kentucky

Troy Costales
Oregon

Leanna Depue
Missouri

Lora Hollingsworth
Florida

Tom Glass
Pennsylvania

Darrin Grondel
Washington

Debra Hollis
Arkansas

Brent Jennings
Idaho

Don Nail
North Carolina

Mike Prince
Michigan

Anne Readett
Michigan

Jana Simpler
Delaware

Lauren Stewart
Maine

Shirley Thomas
Mississippi

Special thanks to Cathy Gillen of The Gillen Group and robin goldberg of xoxo studios for their assistance with the GHSA Annual Meeting, and to Ford Motor Company Fund for providing the meeting photographer.

Thank You All!
Don’t forget the GHSA Annual Meeting Treasure Hunt!

As you visit and talk with exhibitors, complete the treasure hunt sign-in sheet located at each booth. You could be the lucky visitor at selected booths and win one or more great prizes! See the flyer in your registration packet for details.

Prizes include an iPad, cash, or free VIP weekend trips to Nashville!
# 2014 GHSA Exhibitors

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Amway Grand Plaza Floor Plans
Rooms located in the Amway Grand Plaza are designated in ORANGE throughout the schedule.
DeVos Place Convention Center Floor Plan

Rooms located in the DeVos Place Convention Center are designated in GREEN throughout the schedule.
Save the Dates...

2015 GHSA Annual Meeting
August 30 – September 2
Omni Nashville Hotel • Nashville, Tennessee

Visit Booth 40 in the exhibit hall to learn more and sign up to win prizes!

And mark your calendars
2016 GHSA Annual Meeting
Aug. 27 – 31 in Seattle!