GHSA
ANNUAL MEETING
2015

DRUNK, DRUGGED & DISTRACTED
REACHING HIGH-RISK DRIVERS

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

#GHSA2015
AGENDA-AT-A-GLANCE
A detailed schedule of events begins on page 4.

SATURDAY, AUGUST 29

8:00 a.m. – 5:00 p.m.
GHSA Executive Board Meeting (Board Members Only)

SUNDAY, AUGUST 30

8:00 a.m. – 5:00 p.m.
GHSA Business Meeting

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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2016 Annual Meeting Back Cover
7:30 a.m. – 5:00 p.m. Registration

7:30 a.m. – 12:15 p.m. Exhibits Open

2:00 p.m. – 5:00 p.m. Exhibits Open

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

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

3:30 p.m. – 4:50 p.m. Break in Exhibit Hall

4:00 p.m. – 5:00 p.m. Grant Workshop

Dinner on your own

PLEASE...
Silence all electronic devices.
Thank you!
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 (Board Members only)  Cumberland 1 – Level Three
   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  Sponsored by Appriss, Inc.
   Music Row 5 – Level Two
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:
11:15 a.m. – 5:00 p.m. **GHSA Business Meeting**
Luncheon sponsored by Michelin North America, Inc.
Cumberland 1 & 2 – Level Three

5:00 p.m. **Exhibits Open**
(Open to all registered attendees)
Broadway West Ballroom – Level Two

5:30 p.m. – 7:00 p.m. **Welcome Reception & Exhibitor Showcase**
(Open to all registered attendees)
- Light hors d’oeuvres and cash bar
Sponsored by NASCAR
Broadway West Ballroom – Level Two

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**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**
Sponsored by Mazda North American Operations
Broadway West Ballroom – Level Two

8:30 a.m. – 10:00 a.m. **Opening General Session**
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**
Sponsored by Westat
Broadway West Ballroom – Level Two

#GHSA2015
10:45 a.m. – 12:15 p.m. **Workshop 1**

**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

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10:45 a.m. – 12:15 p.m. **Workshop 2**

**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

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10:45 a.m. – 12:15 p.m. **Workshop 3**

**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  
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  
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  
Monday Exhibit Hours sponsored by Xerox
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
7:30 a.m. – 12:00 p.m.  Exhibits Open
7:30 a.m. – 8:30 a.m.  Continental Breakfast in Exhibit Hall
   Sponsored by Reflection Band, LLC
8:30 a.m. – 10:00 a.m.  General Session

**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
10:45 a.m. – 12:15 p.m.  Workshop 7

**The Next Chapter in Teen Driving**

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
10:45 a.m. – 12:15 p.m. **Workshop 8**

**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 key parts 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**

**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

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**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
Workshop 12
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 matrimony. 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

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
10:30 a.m. – 12:00 p.m. Workshop 13

**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-esq 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

**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 McMeeen, 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, restauranteur 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!

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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…

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

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UTAH

JANA SIMPLER
DELAWARE

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

WIN PRIZES IN GHSA’S EXHIBIT HALL SCAVENGER HUNT

As you visit with exhibitors, sign-in at each booth for a chance to win great prizes, including complimentary registration to GHSA 2016, $50 gift cards, and more!
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