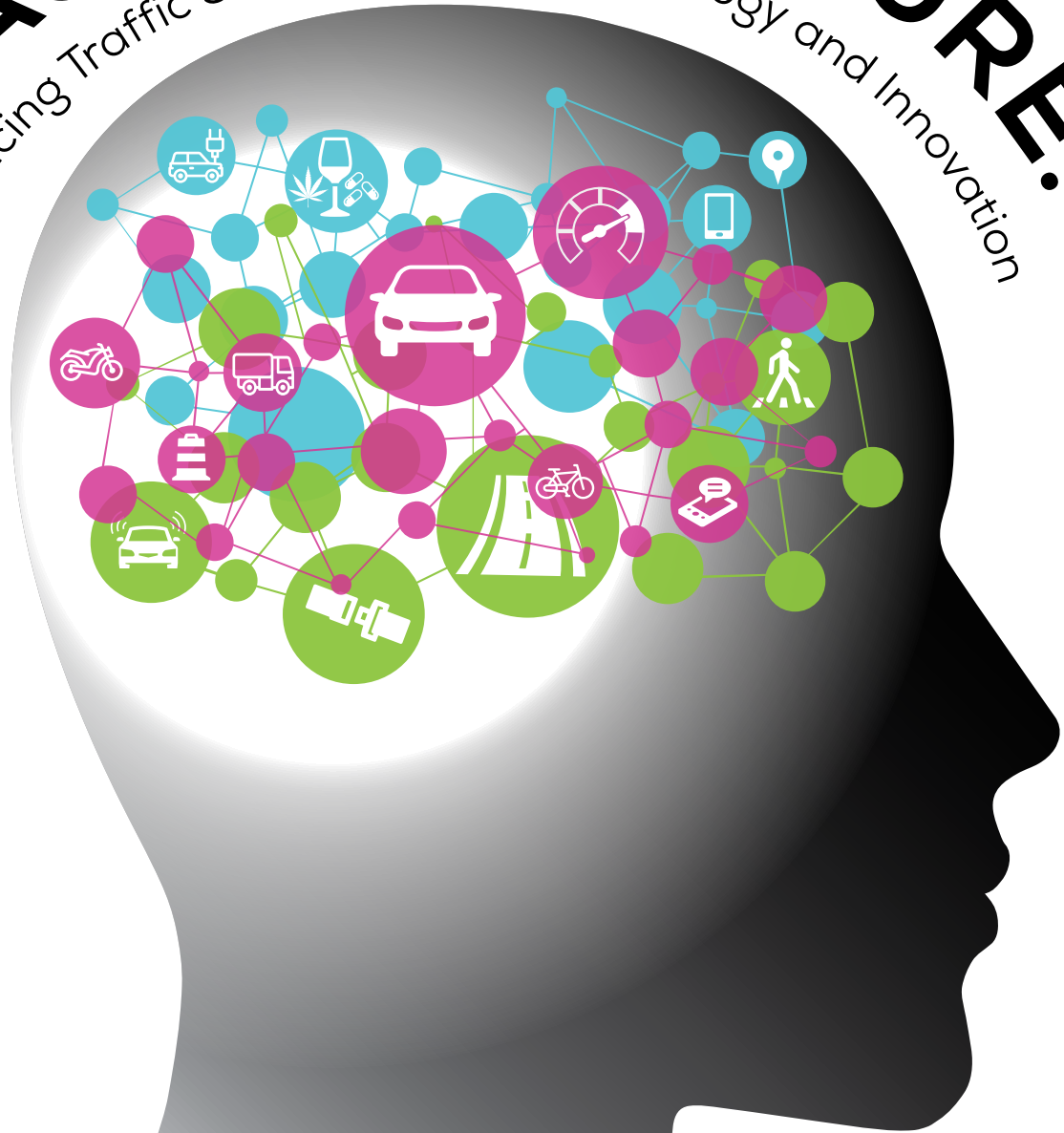


IMAGINE THE FUTURE!

Advancing Traffic Safety through Technology and Innovation



GHSA ANNUAL MEETING 2019
AUGUST 24-28 • ANAHEIM MARRIOTT HOTEL • ANAHEIM, CA

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GHSA ANNUAL MEETING 2019

AGENDA-AT-A-GLANCE

A detailed schedule of events begins on page 4.

8 a.m.	9 a.m.	10 a.m.	11 a.m.	Noon	1 p.m.	2 p.m.	3 p.m.	4 p.m.	5 p.m.	6 p.m.	7 p.m.
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SATURDAY,
AUGUST 24

8:00 a.m. – 4:00 p.m.
GHSA Executive Board Meeting
(Board Members and invited guests only)

6:00 p.m. –
8:00 p.m.
Executive Board
and Special
Guest Reception
(Invitation
only)

SUNDAY,
AUGUST 25

8:00 a.m. – 6:30 p.m. Registration

8:30 a.m. – 9:30 a.m.
New Member
Orientation*

9:45 a.m. –
10:45 a.m.
Regional
Meetings*

11:00 a.m. – 5:15 p.m.
GHSA Business Meeting*

10:00 a.m. – 2:00 p.m.
Exhibits Move In/Set Up

* State
Highway
Safety Office
Members
only

5:30 p.m. –
7:00 p.m.
Welcome
Reception &
Exhibit
Showcase
(Open to all
attendees)

NAVIGATE THE EVENT LIKE A PRO WITH THE 2019 GHSA ANNUAL MEETING MOBILE APP!

Attending,
sponsoring,
speaking or
exhibiting at
the GHSA Annual
Meeting does not
imply endorsement
by GHSA or its
members or
partners.

#GHSA2019



- **Stay organized** – Build your schedule, navigate the Exhibit Hall and get updates on Exhibitors, Speakers and Events.
- **Sync up** – Use Multi-Device Sync to use the app seamlessly across all your devices.
- **Connect** – Find colleagues and attendees, and use the Social Media icon to join the #GHSA2019 conversation.
- **Explore** – Check out local restaurants, attractions and outings in Anaheim.

SEARCH: The App Store or Google Play for
“GHSA Annual Meeting”

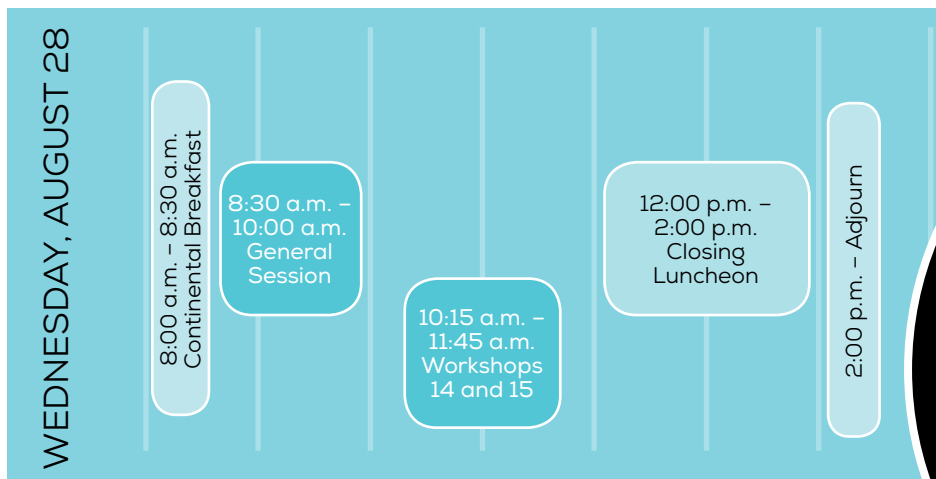
Mobile app support is provided by



IMAGINE THE FUTURE:

Advancing Traffic Safety through Technology and Innovation

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



PROGRAM CONTENTS

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GHSA ANNUAL MEETING 2019

DETAILED PROGRAM

Unless noted, all events are held at the Anaheim Marriott on the main level.
A floor plan is printed on page 15.

SATURDAY, AUGUST 24

- 8:00 a.m. – 4:00 p.m. **GHSA EXECUTIVE BOARD MEETING** Executive Suite 304
(Board Members and invited guests only)
Luncheon sponsored by Kentucky Distillers' Association and Auto Glass Safety Council
(3rd Floor)
- 6:00 p.m. – 8:00 p.m. **EXECUTIVE BOARD AND SPECIAL GUEST RECEPTION**
(Invitation only)
Sponsored by Nationwide Insurance and the Foundation for Advancing Alcohol Responsibility

SUNDAY, AUGUST 25

**State Highway Safety Office Members only*

- 8:00 a.m. – 6:30 p.m. **REGISTRATION** Marquis Ballroom
Registration Desk
Grand Ballroom G-K
- 8:30 a.m. – 9:30 a.m. **NEW MEMBER ORIENTATION***
Sponsored by Alliance Highway Safety
- 9:45 a.m. – 10:45 a.m. **REGIONAL MEETINGS***
- Region 1: Los Angeles (Lower Level)
 - Region 2: La Jolla (Lower Level)
 - Region 3: Newport Beach (Lower Level)
 - Region 4: Grand Ballroom A
 - Region 5: Grand Ballroom D
 - Region 6: Rancho Las Palmas (Lower Level)
 - Region 7: San Diego (Lower Level)
 - Region 8: Grand Ballroom C
 - Region 9: Grand Ballroom B
 - Region 10: Desert Springs (Lower Level)
- 10:00 a.m. – 2:00 p.m. **EXHIBITS MOVE IN/SET UP** Marquis Ballroom
- 11:00 a.m. – 5:15 p.m. **GHSA BUSINESS MEETING*** Grand Ballroom E
Luncheon sponsored by LexisNexis Risk Solutions
Afternoon break sponsored by Coalition of Ignition Interlock Manufacturers
- 5:30 p.m. – 7:00 p.m. **WELCOME RECEPTION & EXHIBITOR SHOWCASE** Marquis Ballroom
(Open to all attendees)
Sponsored by Check To Protect
- Light hors d'oeuvres and cash bar
 - Live entertainment

#GHSA2019



SUNDAY EXHIBIT HOURS

10:00 a.m. – 2:00 p.m. Move in/Set Up
5:30 p.m. – 7:00 p.m. Exhibits Open

MONDAY, AUGUST 26

7:30 a.m. – 5:00 p.m.	REGISTRATION	Marquis Ballroom Registration Desk
7:30 a.m. – 12:00 p.m.	EXHIBITS OPEN	Marquis Ballroom
7:30 a.m. – 8:30 a.m.	BREAKFAST IN EXHIBIT HALL <i>Sponsored by Together for Safer Roads</i>	Marquis Ballroom
8:30 a.m. – 10:00 a.m.	OPENING GENERAL SESSION	Grand Ballroom E/F
<div> Nicole Nason</div> <div> Nat Beuse</div>		
OPENING CEREMONIES <ul style="list-style-type: none">● Presentation of the Colors – Anaheim Police Department Color Guard● National Anthem & Musical Selection – Southern California Children's Chorus WELCOME <ul style="list-style-type: none">● Dr. Darrin Grondel, GHSA Chair and Director, Washington Traffic Safety Commission● David S. Kim, Secretary, California State Transportation Agency KEYNOTE SPEAKER <ul style="list-style-type: none">● Honorable Nicole Nason, Administrator, Federal Highway Administration <i>Administrator Nason will provide perspective on FHWA's highway safety priorities and ongoing teamwork with states and communities, discuss nationwide efforts to strategically coordinate infrastructure and behavioral safety, and share insight on how FHWA is preparing for emerging technologies.</i> GUEST SPEAKER <ul style="list-style-type: none">● Nat Beuse, Head of Safety, Uber Advanced Technologies Group <i>Beuse will share Uber's vision for self-driving vehicle deployment, its approach to safety in development and key considerations for law enforcement and other safety professionals.</i>		
10:00 a.m. – 10:30 a.m.	BREAK	Marquis Ballroom
10:30 a.m. – 12:00 p.m.	WORKSHOP 1	Grand Ballroom A/B
Managing Marijuana Legalization – The 3 P's of Pot: Pitfalls, Perils and Possibilities <i>Marijuana has likely been legalized (or is about to be legalized) in your state or in a neighboring state! What do you need to do right away to prepare? Learn what states that have already legalized feel should have been done differently and what you can do to ensure safety measures are included in your legislation. Panelists will also break down the science, or lack of science, as it relates to marijuana impairment and will summarize a recent research initiative that looked at the validity of Standardized Field Sobriety Testing (SFST) for marijuana impairment.</i>		
MODERATOR <ul style="list-style-type: none">● Chuck DeWeese, Assistant Commissioner, New York Governor's Traffic Safety Committee PANELISTS <ul style="list-style-type: none">● Jennifer Tibbetts-Knudsen, Traffic Safety Resource Prosecutor, Colorado District Attorneys' Council● Jennifer Harmon, San Diego County Crime Lab● Chuck Hayes, Project Manager, Drug Evaluation and Classification Program, International Association of Chiefs of Police		

**MONDAY
EXHIBIT HOURS**
7:30 a.m. – 12:00 p.m.
1:45 p.m. – 5:15 p.m.

GHSA ANNUAL MEETING 2019

MONDAY, AUGUST 26, CONTINUED

10:30 a.m. – 12:00 p.m.

WORKSHOP 2

Grand Ballroom C/D

Protecting At-Risk Road Users

Highway safety professionals must adapt to the ever-expanding variety of transportation modes, especially those whose users are most susceptible to injury or death when involved in a traffic crash. This workshop will focus on both the earliest form of transportation and one of the most recent options. Join us as we delve into concerning trends in pedestrian safety data and facilitate an open discussion on the emerging e-scooter industry.

MODERATOR

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

PANELISTS

- Pam Shadel Fischer, Special Projects Consultant, GHSA
- Casey Garber, Manager, Vehicle Programs, American Association of Motor Vehicle Administrators
- Jesse Murray, Head of Trust and Safety, Lime

10:30 a.m. – 12:00 p.m.

WORKSHOP 3

Grand Ballroom G/H

Creative Collaborations: SHSOs and Non-Traditional Partners

SHSOs rely on strong partnerships with a variety of organizations to implement effective traffic safety programs. In recent years, more creative alliances have emerged. From engaging law enforcement on vehicle recall efforts to working with the cannabis industry and ride-hailing companies, states are branching out and bringing everyone under the big traffic safety tent. Come learn about these innovative associations and how you can think creatively in your day-to-day program work. Getting to zero will require all hands on deck!

MODERATOR

- Kara Macek, Senior Director of Communications and Programs, GHSA

PANELISTS

- Jim Graham, Global Program Manager, Ford Driving Skills for Life, Ford Motor Company Fund & Community Services
- Ed Hutchison, Policy Partnerships Manager, Lyft
- Shelly Baldwin, Legislative and Media Director, Washington Traffic Safety Commission
- Tom Musick, Campaigns Manager, National Safety Council

12:00 p.m. – 1:45 p.m.

WELCOME LUNCHEON

Grand Ballroom E/F

Sponsored by Michelin North America, Inc. and Lyft

WELCOME

- Carol Gould, Chair, GHSA Annual Meeting Committee and Highway Safety Manager, Colorado DOT Office of Transportation Safety

SPONSOR REMARKS

- Sheryl Wilkerson, Vice President, Federal Government Affairs, Michelin North America, Inc.
- Ed Hutchison, Policy Partnerships Manager, Lyft

INTRODUCTION OF SPEAKER

- Chuck DeWeese, Assistant Commissioner, New York Governor's Traffic Safety Committee

GUEST SPEAKER

- Chief Richard Picciotto, the highest ranking firefighter to survive 9/11 (and a former New York Police Department officer), will reflect on his harrowing experience that fateful day and offer an insider's knowledge of how courage and training helped save numerous lives.



Chief Picciotto

GHSA Executive Board Members and conference sponsors are invited to sit at the reserved tables.

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1:45 p.m. – 5:15 p.m.

EXHIBITS OPEN

Marquis Ballroom

2:00 p.m. – 3:30 p.m.

WORKSHOP 4

Grand Ballroom A/B

Automated Vehicles and Traffic Safety: How Do We Accept New Technology?

Come hear a recap of the May 2019 Automated Vehicle Expert Panel hosted by GHSA and State Farm® as well as a summary of GHSA's white paper with recommendations on how SHSOs can better engage the public and law enforcement on automated vehicle safety. A multidisciplinary panel will discuss the white paper's findings and how to best leverage new technologies to reduce roadway crashes, deaths and injuries.

MODERATOR

- Lora Hollingsworth, P.E., Chief Safety Officer, Florida Department of Transportation

PANELISTS

- Ryan Gammelgard, Counsel, State Farm®
- Jim Hedlund, Principal, Highway Safety North
- Kelly Nantel, Vice President of Communications & Advocacy, National Safety Council
- Bernard Soriano, Deputy Director, California Department of Motor Vehicles
- Miriam Chaum, Head of Public Policy, Self-Driving Cars, Uber
- Tim Burrows, National Law Enforcement Liaison Program Manager, GHSA

2:00 p.m. – 3:30 p.m.

WORKSHOP 5

Grand Ballroom C/D

Next Generation Challenges and Legislation

Distracted driving. E-scooters. High-powered motorcycles. Some aspects of the traffic safety landscape are rapidly evolving. This workshop will discuss how SHSOs, policymakers and members of the general public can meet these challenges. Speakers will discuss policy lessons learned in addressing these issues and ways to work with elected officials to turn skeptics into champions.

MODERATOR

- Mark Ezzell, Director, North Carolina Governor's Highway Safety Program

PANELISTS

- Asha Agrawal, Professor of Urban and Regional Planning, San José State University
- Sean Duryee, Assistant Chief, Office of Special Representative, California Highway Patrol
- Tyson Skeen, Traffic Safety Resource Prosecutor, Utah Prosecution Council
- Jake Nelson, Director, Traffic Safety Advocacy & Research, AAA National

2:00 p.m. – 3:30 p.m.

WORKSHOP 6

Grand Ballroom J/K

The SHSP and the Highway Safety Office: What Is Your Role?

A panel of SHSO and federal agency representatives discuss the benefits, and possible pitfalls, of Strategic Highway Safety Plan (SHSP) collaboration. Does your office have a role in SHSP development and implementation? How are SHSOs contributing to the development, implementation, communication and coordination of their states' SHSPs, and what are the benefits?

MODERATOR

- Amy Davey, Administrator, Nevada Office of Traffic Safety

PANELISTS

- Vincent Mammano, Division Administrator, California Division, Federal Highway Administration
- Timothy Kerns, Director, Maryland Motor Vehicle Administration Highway Safety Office
- Robert R. Limoges, P.E., Director, Office of Traffic Safety and Mobility, New York State Department of Transportation
- Chris J. Murphy, Regional Administrator, Region 9, NHTSA

GHSA ANNUAL MEETING 2019

MONDAY, AUGUST 26, CONTINUED

3:30 p.m. – 4:00 p.m.

BREAK

Marquis Ballroom

4:00 p.m. – 5:15 p.m.

**GENERAL SESSION: DEVELOPING AND ENHANCING
LAW ENFORCEMENT AND SHSO PARTNERSHIPS**

Grand Ballroom E/F

Law enforcement is a critical partner in the work to reduce deaths and injuries on our roadways. Representatives from law enforcement, SHSOs, NHTSA and the National LEL Program will discuss GHSA and NHTSA's project to enhance law enforcement and SHSO relationships. The panel will debut a number of new resources for SHSOs and law enforcement to strengthen collaboration across sectors.

MODERATOR

- Dr. Darrin Grondel, GHSA Chair and Director, Washington Traffic Safety Commission

PANELISTS

- Tom Gianni, GHSA Consultant
- Tim Burrows, National Law Enforcement Liaison Program Manager, GHSA
- Amy Davey, Administrator, Nevada Office of Traffic Safety
- Greg Fredericksen, Regional Administrator, Region 10, NHTSA
- Daniel G. Sharp, Chief of Police, Town of Oro Valley, Ariz.

Evening on your own

TUESDAY, AUGUST 27

7:30 a.m. – 12:00 p.m.

REGISTRATION

Marquis Ballroom
Registration Desk

7:30 a.m. – 11:00 a.m.

EXHIBITS OPEN

Marquis Ballroom

7:30 a.m. – 8:30 a.m.

BREAKFAST IN EXHIBIT HALL

Marquis Ballroom

Sponsored by Conduent

8:30 a.m. – 10:00 a.m.

**GENERAL SESSION: IMAGINING THE FUTURE OF
TRAFFIC SAFETY**

Grand Ballroom E/F

MODERATOR

- Lauren Stewart, GHSA Secretary and Director, Maine Bureau of Highway Safety

CALIFORNIA OTS WELCOME

- Randy Weissman, Acting Director, California Office of Traffic Safety

SPEAKERS

- Deborah A.P. Hersman, Chief Safety Officer for Waymo, will review the latest autonomous vehicle (AV) offerings and how states, law enforcement and other stakeholders can promote the safe use of automated driver assistance systems and other advanced vehicle technologies.
- Vision Zero Network Executive Director Leah Shahum will discuss her organization's latest successes and opportunities for deeper collaboration between states and communities to take a systematic approach to implement life-saving changes on America's roads.
- Dr. Ben Nordstrom, Executive Director of the Foundation for Advancing Alcohol Responsibility, will provide an update on Responsibility.org's ongoing strategy to prevent impaired driving and consider how we can leverage public health partnerships to advance safety, particularly in relation to drug- and poly-drug-impaired driving.



Deborah A.P.
Hersman



Leah Shahum



Ben Nordstrom

TUESDAY EXHIBIT HOURS

7:30 a.m. – 11:00 a.m. Exhibits Open
11:00 a.m. – 5:00 p.m. Tear Down/Move Out

10:00 a.m. – 10:30 a.m.

BREAK

Marquis Ballroom

10:30 a.m. – 12:00 p.m.

WORKSHOP 7

Grand Ballroom A/B

Get Integrated! Toward Better Traffic Data

Panelists will highlight short- and long-term goals and successes, dive into the world of collection and dissemination of drug data at the national and state level, provide insight into conducting the Traffic Records Self-Assessment in your state and share information on a partner that can assist in using and improving traffic data.

MODERATOR

- Chris Bortz, Traffic Safety Program Manager, Kansas Department of Transportation

PANELISTS

- Randy Weissman, Acting Director, California Office of Traffic Safety
- Elissa Konove, Undersecretary, California State Transportation Agency
- Staci Hoff, Research Director, Washington Traffic Safety Commission
- Tara Casanova Powell, Executive Director, Association of Transportation Safety Information Professionals

10:30 a.m. – 12:00 p.m.

WORKSHOP 8

Grand Ballroom C/D

Take Me Home (Safely), Country Roads: Challenges and Answers in Rural Road Safety

Transportation in rural areas presents specific safety challenges. Join representatives from SHSOs, research institutes and nonprofits to discuss these challenges and learn about some practices and projects addressing them. Presenters will share recent research on rural road users, law enforcement strategies and specific programs that can be adapted for use in other states.

MODERATOR

- Mark Ezzell, Director, North Carolina Governor's Highway Safety Program

PANELISTS

- Jamie Sullivan, Center Manager, Western Transportation Institute, Montana State University
- Kevan Stone, Executive Director, National Association of County Engineers
- Michael Prince, Director, Michigan Office of Highway Safety Planning
- Karin Mongeon, Safety Division Director, North Dakota Department of Transportation

10:30 a.m. – 12:00 p.m.

WORKSHOP 9

Grand Ballroom J/K

Successfully Using Peer-to-Peer Programs to Reach Teens, Part II

In anticipation of the release of NHTSA's "Peer-to-Peer (P2P) Teen Traffic Safety Program Guide" (April 2019), GHSA convened a panel to discuss the components of a successful P2P program at last year's annual meeting. As a result, one SHSO retooled its teen driving grant application to include these components and another launched a new statewide partnership. Panelists representing these states and national program providers will discuss lessons learned and best practices to bolster development and implementation of this proven countermeasure.

MODERATOR

- Pam Shadel Fischer, Special Projects Consultant, GHSA

PANELISTS

- Mark Talan, Program Coordinator/Education Specialist, California Office of Traffic Safety
- Russell Henk, Program Manager & Senior Research Engineer, Texas Transportation Institute
- Sandy Spavone, Executive Director, Family, Career and Community Leaders of America
- Aria Fulton, 2019 National Student of the Year, SADD
- Carol Gould, Highway Safety Manager, Colorado Department of Transportation
- Rob Ritter, Director, Impaired Driving & Occupant Protection, NHTSA

GHSA ANNUAL MEETING 2019

TUESDAY, AUGUST 27, CONTINUED

10:30 a.m. – 12:00 p.m.

WORKSHOP 10

Grand Ballroom G/H

Occupant Protection – Every Trip, Every Time

Review the current state of occupant protection and what we can do to get that last 10% to buckle up. Hear about new communications strategies, why it's so critical to focus on rear seat belt use and implications for limousines and other passenger vehicles.

MODERATOR

- Jeff Larason, Director, Massachusetts Highway Safety Division

PANELISTS

- Jim Hedlund, Principal, Highway Safety North
- Amy Artuso, Senior Program Manager, National Safety Council
- Richard Simon, Regional Administrator, Region 2, NHTSA

Highway Safety Awards Presentation & Luncheon

*Sponsored by the Foundation for Advancing Alcohol Responsibility
and The National Road Safety Foundation, Inc.*

12:00 p.m. – 2:00 p.m. Grand Ballroom E/F

MASTER OF CEREMONIES

Terry Pence

Traffic Safety Director,
Texas Department of Transportation

SPONSOR REMARKS

Brandy Nannini Axdahl

Senior Vice President, Responsibility Initiatives,
Foundation for Advancing Alcohol Responsibility

Michelle Anderson

Director of Operations,
The National Road Safety Foundation, Inc.

*Executive Board
Members and
conference sponsors
are invited to sit at the
reserved tables.*

PRESENTATION OF AWARDS

2:15 p.m. – 3:45 p.m.

WORKSHOP 11

Grand Ballroom A/B

After the FAST Act: Planning for the Next Transportation Reauthorization

With the FAST Act expiring next year, the U.S. Congress is moving forward with plans for the next transportation reauthorization. Congress will not only need to determine a long term transportation funding solution, but also revisit the laws underpinning NHTSA's highway traffic safety grant programs. Hear from national experts on the prognosis for the next reauthorization as well as efforts to update and improve NHTSA's grant programs.

MODERATOR

- Lee Axdahl, GHSA Treasurer and Director, South Dakota Office of Highway Safety

PANELISTS

- Russ Martin, Director of Policy and Government Relations, GHSA
- Brian Barnard, Director, Governmental Affairs, Policy, and Strategic Planning, NHTSA

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2:15 p.m. – 3:45 p.m.

WORKSHOP 12

Grand Ballroom C/D

Impaired Driving: We're Not in Kansas Anymore

The landscape of impaired driving is ever-changing. Impaired driving no longer can be studied or addressed through the singular or the primary lens of alcohol consumption. It now reflects the cultural and societal shift toward poly-drug impairment, where alcohol, prescription drugs and over the counter medications all contribute to an ongoing public safety crisis. This new face of impaired driving presents challenges to the entire traffic safety community and requires new and responsive strategies from law enforcement, toxicologists, and prosecutors and judges, as well as health professionals dealing with prevention and treatment of substance use.

MODERATOR

- Lisa Freeman, Executive Director, Louisiana Highway Safety Commission

PANELISTS

- Pam Shadel Fischer, Special Projects Consultant, GHSA
- Jennifer Harmon, San Diego County Crime Lab
- Jake Nelson, Director, Traffic Safety Advocacy & Research, AAA National
- James Eberspacher, Director, National Center for DWI Courts

2:15 p.m. – 3:45 p.m.

WORKSHOP 13

Grand Ballroom J/K

Defeating Distraction: Promising Approaches to Legislation and Programs

Hear about distracted driving legislation that has successfully made it through the legislative process and how the advocates, researchers and lawmakers made it happen. Panelists will also discuss innovative approaches to providing distracted driving education and enforcement with or without a strong law.

MODERATOR

- Traci Pearl, Manager, Highway Safety Section, Oregon Department of Transportation-Transportation Safety Division

PANELISTS

- Jennifer Smith, Chief Executive Officer, Stop Distractions
- Jim Santilli, Chief Executive Officer, Transportation Improvement Association
- Julio Figueroa, Director of External Affairs, AT&T

Splitsville Luxury Lanes

1530 S. Disneyland Dr.
6:30 p.m. – 9:30 p.m.

Sponsored by Uber

- Heavy hors d'oeuvres
- High-tech bowling, prizes & surprises!

TRANSPORTATION OPTIONS

Take Uber and get \$5 off your ride! From your Uber app, go to the menu and select Payment, then scroll to Promotions and tap Add Promo Code. Type in GHSA2019 and click Add. The code is valid for the first 200 attendees who apply it.

Walk from the Anaheim Marriott
(approximately 20-25 minutes)

Take the ART (Anaheim Resort Transportation) bus from outside the hotel to the Disney Main Transportation Center, and then walk (7 min.); buses come every 20 min. and you can purchase a one-day pass from the Marriott front desk for just \$6. (For more information or to purchase tickets online visit RideART.org.)

TASTE OF THE STATE RECEPTION



GHSA ANNUAL MEETING 2019

WEDNESDAY, AUGUST 28

8:00 a.m. – 8:30 a.m.

CONTINENTAL BREAKFAST

Marquis Ballroom

8:30 a.m. – 10:00 a.m.

GENERAL SESSION: SPEED MANAGEMENT

Grand Ballroom E/F

David Harkey



Melissa Wandall



Sarah Abel



Kevin Davis

Excessive vehicle speed continues to be a factor in more than a quarter of traffic fatalities each year. This session will feature a distinguished panel of experts in a town hall discussion about how we can better collaborate to move the needle on this critical but often overlooked traffic safety issue. Also learn about an upcoming speed management pilot project led by GHSA and the Insurance Institute for Highway Safety.

Moderator

- Jonathan Adkins, Executive Director, GHSA

Panelists

- David Harkey, President, Insurance Institute for Highway Safety
- Melissa Wandall, President, National Coalition for Safer Roads
- Sarah Abel, Technical Program Manager, Institute of Transportation Engineers
- Kevin Davis, Assistant Chief, California Highway Patrol

10:15 a.m. – 11:45 a.m.

WORKSHOP 14

Grand Ballroom C/D

Know Your Audience: Traffic Safety Communications for Today's Road Users

With public attitudes about law enforcement changing, audiences consuming content in different ways and some traditional messages resonating less, how do highway safety professionals continue to connect with audiences? Join us for an engaging conversation to consider how SHSOs and their partners are keeping their fingers on the pulse of changing communications strategies and theories and using this information to influence their campaigns.

MODERATOR & PANELIST

- Camille Travis, Assistant Director, Marketing and Public Affairs, California Office of Traffic Safety

PANELISTS

- Kendall Wingrove, Communications Section Chief, Michigan Office of Highway Safety Planning
- Tim Burrows, National Law Enforcement Liaison Program Manager, GHSA
- Russ Rader, Senior Vice President of Communications, Insurance Institute for Highway Safety
- Andrew Bennett, Public Information Officer, Nevada Office of Traffic Safety

#GHSA2019



10:15 a.m. – 11:45 a.m.

WORKSHOP 15

Grand Ballroom G/H

SHSO Executive Roundtable

Specifically designed for highway safety office senior management, come participate in a roundtable discussion with the GHSA Executive Seminar faculty. Your “panel of experts” are highway safety office senior managers. Our topics will include items from recent NHTSA Management Reviews, the GHSA Executive Seminar and our GHSA Business Meeting. Audience members will have a chance to submit questions for our panel to address.

MODERATOR

- Troy Costales, Governor’s Representative, Oregon Department of Transportation

PANELISTS

- Michael Sandoval, Cabinet Secretary, New Mexico Department of Transportation
- Carol Gould, Highway Safety Manager, Colorado Department of Transportation
- Lee Axdahl, Director, South Dakota Office of Highway Safety
- Chris Bortz, Traffic Safety Program Manager, Kansas Department of Transportation

12:00 p.m. – 2:00 p.m.

GENERAL SESSION AND CLOSING LUNCHEON

Grand Ballroom E/F

Sponsored by Ford Driving Skills for Life

America’s Best-Known Olympian Mary Lou Retton, who catapulted to international fame by winning the All-Around Gold Medal in women’s gymnastics at the 1984 Olympic Games in Los Angeles, will inspire and motivate attendees as they reflect on the lessons learned at the meeting.

SPONSOR REMARKS

- Jim Graham, Global Program Manager, Ford Driving Skills for Life, Ford Motor Company Fund & Community Services

MODERATOR

- Lee Axdahl, GHSA Treasurer and Director, South Dakota Office of Highway Safety

GUEST SPEAKER

- Mary Lou Retton

GHSA 2020 PREVIEW

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

Executive Board Members and conference sponsors are invited to sit at the reserved tables.



Mary Lou Retton

2:00 p.m.

ADJOURN

GHSA ANNUAL MEETING 2019

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The members and staff of GHSA wish to thank our 2019 sponsors and partners.
Without your generosity, this event would not be possible.

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Continental
The Future in Motion



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HOTEL FLOOR PLANS

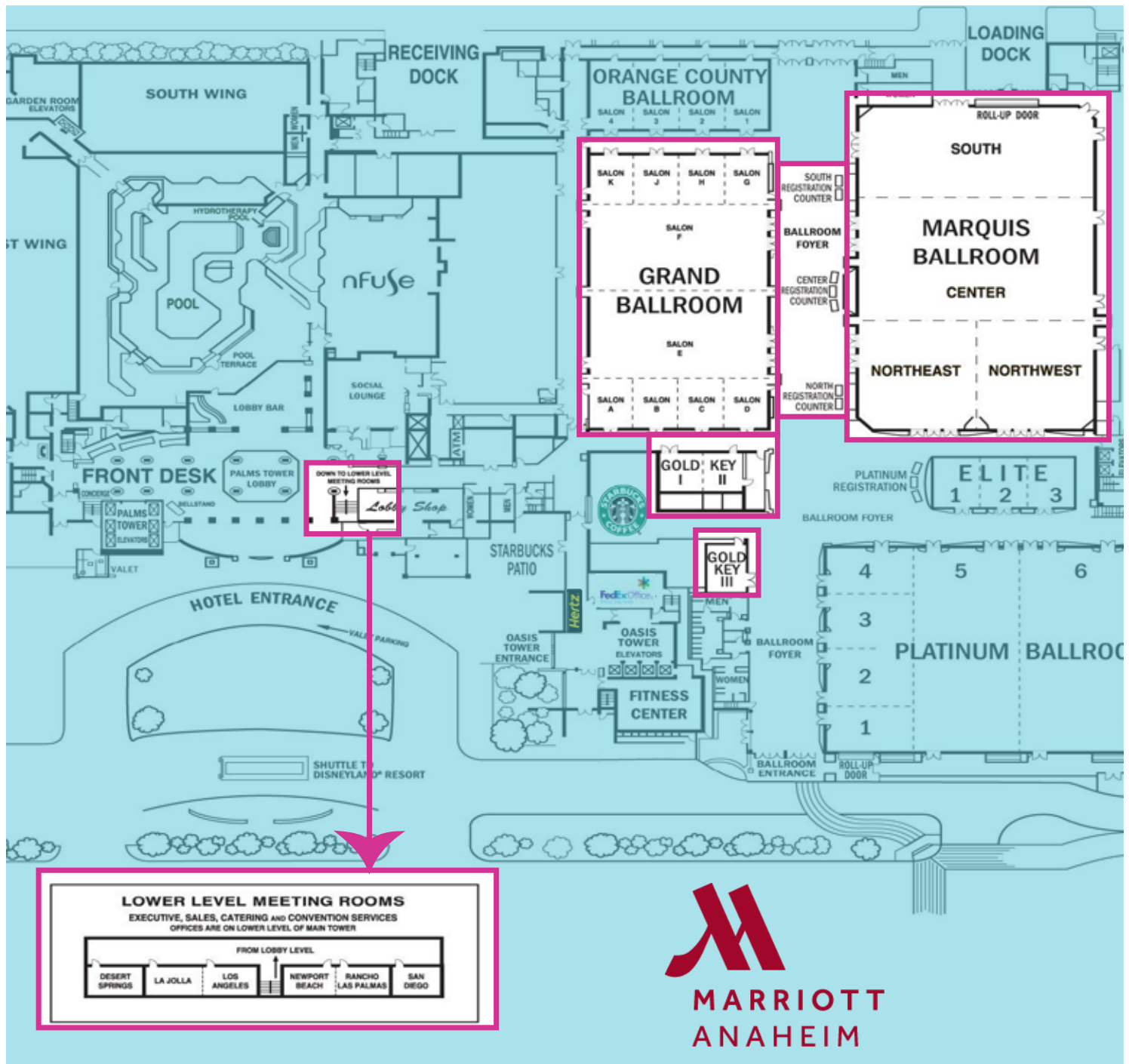
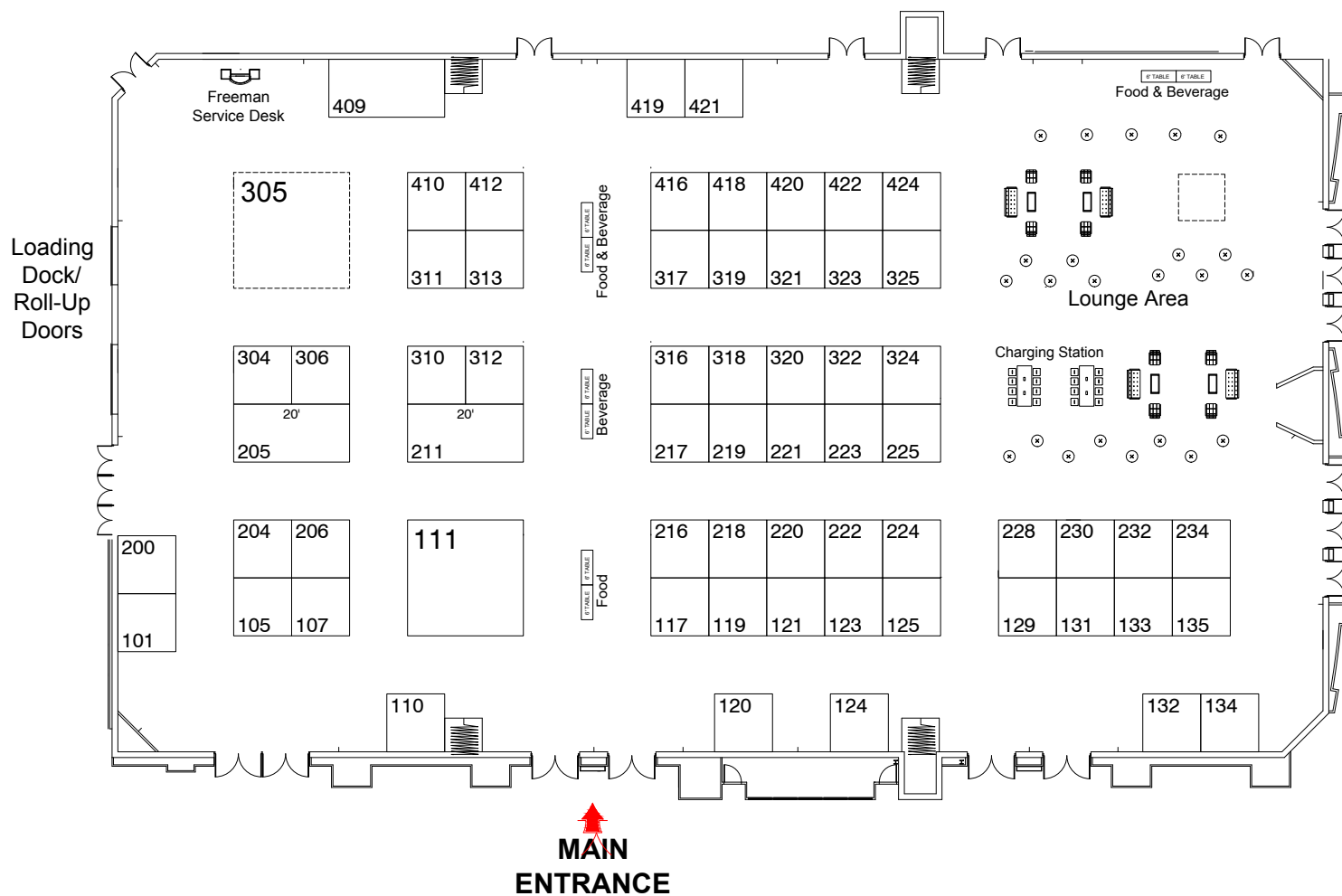


EXHIBIT HALL FLOOR PLAN

Marquis Ballroom, Main Level



#GHSA2019



GHSA 2019

HIGHWAY SAFETY EXHIBIT SHOWCASE

Company	Booth
Abbott	206
Accident Support Services International, Ltd.	133
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EXHIBIT HOURS

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7:00 p.m.

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12:00 p.m.
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5:15 p.m.

TUESDAY
7:30 a.m. –
11:00 a.m.

ACKNOWLEDGMENTS

GHSA would like to acknowledge the California Office of Traffic Safety staff for their incredible efforts in support of the 2019 Annual Meeting.



SPECIAL THANKS

to the members of the GHSA 2019
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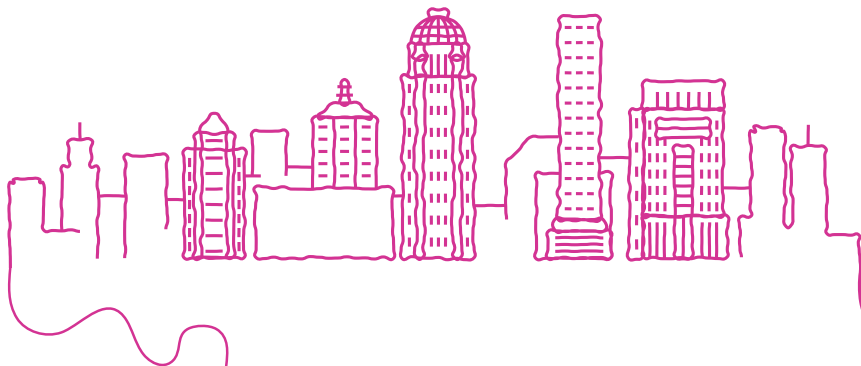
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