



# **MOVING MOUNTAINS:**

Forging a New Traffic  
Safety Landscape

GHSA 2021 ANNUAL MEETING | SEPTEMBER 11-15, 2021  
SHERATON DENVER DOWNTOWN | DENVER, COLORADO

# AGENDA-AT-A-GLANCE

A detailed schedule of events begins on page 4.

**SATURDAY**

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

9:00 a.m. - 3:00 p.m.  
GHSA Executive Board Meeting  
(Board Members and invited guests only)

6:00 p.m. - 8:00 p.m.  
Executive Board and Highway Safety Champion Reception  
(Invitation only)

**SUNDAY**

8:00 a.m. - 6:30 p.m. Registration

8:30 a.m. - 9:30 a.m.  
State Member Orientation\*

9:45 a.m. - 10:45 a.m.  
Regional Meetings\*

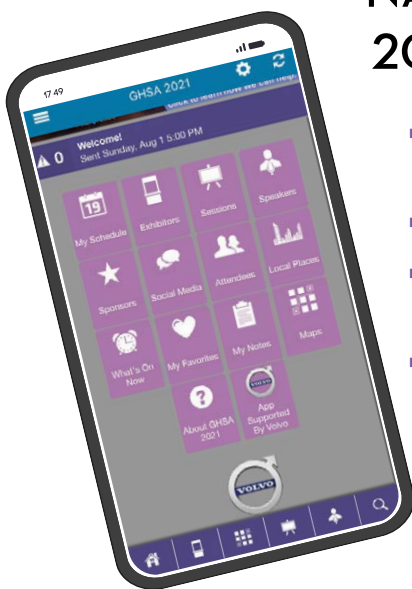
11:00 a.m. - 4:30 p.m.  
GHSA Business Meeting\*

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

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

\* State Highway Safety Office Members only

**NAVIGATE THE EVENT LIKE A PRO WITH THE  
2021 GHSA ANNUAL MEETING MOBILE APP!**

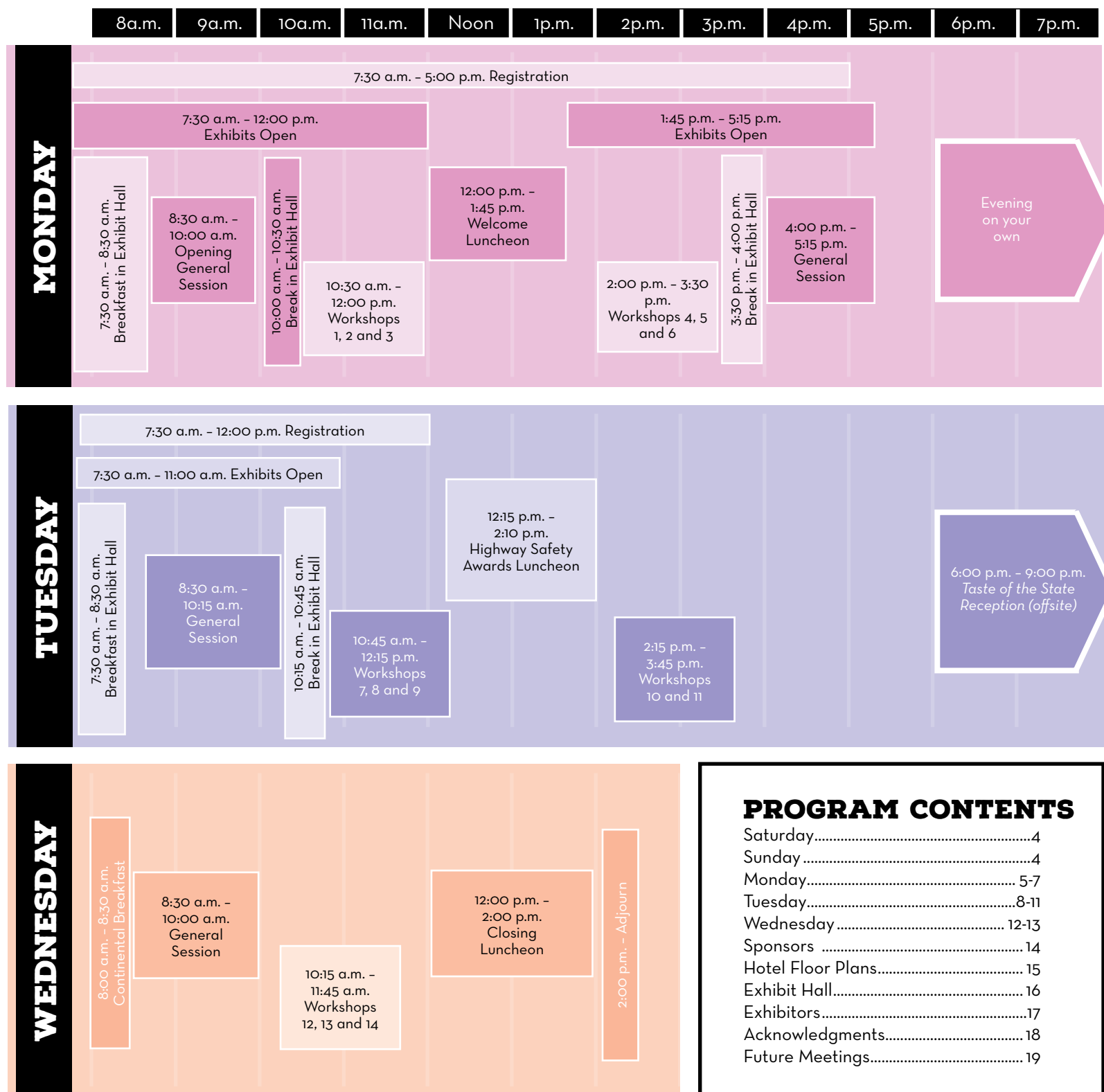


- **Stay organized** - Build your schedule, navigate the Exhibit Hall and get updates on Exhibitors, Speakers and Events.
- **Sync up** - Use Multi-Device Sync to use the app seamlessly across all your devices.
- **Connect** - Find colleagues and attendees, and use the Social Media icon to join the #GHS2021 conversation.
- **Explore** - Check out local restaurants, attractions and outings in Denver.

**SEARCH:** The App Store or Google Play for **"GHS&A ANNUAL MEETING"**

Mobile app support is provided by





#### PLEASE NOTE:

- **Masks are required for all indoor activities.**
- Attending, sponsoring, speaking or exhibiting at the GHSA Annual Meeting does not imply endorsement by GHSA or its members or partners.



#GHSA2021  
@GHSAHQ

# DETAILED PROGRAM

Unless noted, all events are held at the Sheraton Denver Downtown on the Plaza Building Concourse Level.

*A floor plan is printed on page 15.*

## SATURDAY, SEPTEMBER 11

- 9:00 a.m. – 3:00 p.m. **GHSA EXECUTIVE BOARD MEETING**  
(Board Members and invited guests only)  
*Luncheon sponsored by Aurora and Conduent* Director's Row H  
(Plaza Building Lobby Level)
- 6:00 p.m. – 8:00 p.m. **EXECUTIVE BOARD AND HIGHWAY SAFETY CHAMPION RECEPTION**  
(Invitation only)  
*Sponsored by the Foundation for Advancing Alcohol Responsibility*

## SUNDAY, SEPTEMBER 12

*\*State Highway Safety Office Members only*

- 8:00 a.m. – 6:30 p.m. **REGISTRATION** Plaza Foyer Registration Desk
- 8:30 a.m. – 9:30 a.m. **STATE MEMBER ORIENTATION\*** Plaza Ballroom C  
*Sponsored by Alliance Highway Safety*
- 9:45 a.m. – 10:45 a.m. **REGIONAL MEETINGS\***  
*The following rooms have been set aside for regional gatherings (State members only), should they choose to meet.*
- |   |   |
|---|---|
| ▪ <b>REGION 1:</b> Governor's Square 9  | ▪ <b>REGION 6:</b> Director's Row E     |
| ▪ <b>REGION 2:</b> Governor's Square 11 | ▪ <b>REGION 7:</b> Director's Row F     |
| ▪ <b>REGION 3:</b> Governor's Square 14 | ▪ <b>REGION 8:</b> Governor's Square 15 |
| ▪ <b>REGION 4:</b> Governor's Square 16 | ▪ <b>REGION 9:</b> Governor's Square 17 |
| ▪ <b>REGION 5:</b> Governor's Square 10 | ▪ <b>REGION 10:</b> Director's Row H    |
- Governor's Square* rooms are in the Plaza Building Concourse Level  
*Director's Row* rooms are in the Plaza Building Lobby Level
- 10:00 a.m. – 2:00 p.m. **EXHIBITS MOVE IN/SET UP** Plaza Foyer
- 11:00 a.m. – 4:30 p.m. **GHSA BUSINESS MEETING\*** Plaza Ballroom A/B  
*Luncheon sponsored by LexisNexis Risk Solutions*  
*Afternoon break sponsored by NASCAR*
- 5:30 p.m. – 7:00 p.m. **WELCOME RECEPTION & EXHIBITOR SHOWCASE** Plaza Foyer  
(Open to all attendees)  
*Sponsored by Intoxalock*
- Light hors d'oeuvres and cash bar
  - Live entertainment

# MONDAY, SEPTEMBER 13

7:30 a.m. – 5:00 p.m.	<b>REGISTRATION</b>	Plaza Foyer Registration Desk
7:30 a.m. – 12:00 p.m.	<b>EXHIBITS OPEN</b>	Plaza Foyer
7:30 a.m. – 8:30 p.m.	<b>CONTINENTAL BREAKFAST AND MUSICAL INTERLUDE IN EXHIBIT HALL</b>	Plaza Foyer

8:30 a.m. – 10:00 a.m.	<b>OPENING GENERAL SESSION</b>	Plaza Ballroom A/B/C
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Jennifer Homendy



Nat Beuse

## OPENING CEREMONIES

- Presentation of the Colors – **Colorado State Patrol Honor Guard**
- National Anthem – **Trooper Kelby Siegfried**, Colorado State Patrol

## WELCOME

- **Chuck DeWeese**, GHSA Chair and Assistant Commissioner, New York Governor's Traffic Safety Committee
- Colorado Welcome

## GUEST SPEAKERS

- **Jennifer Homendy**, Chair, National Transportation Safety Board  
*Chair Homendy will present on the current state of transportation safety, the National Transportation Safety Board's highway safety priorities and opportunities for collaboration.*
- **Nat Beuse**, Vice President of Safety, Aurora  
*Beuse will provide an update on Aurora's automated vehicle initiatives, efforts to improve road safety and opportunities for collaboration between tech companies and state highway safety offices.*

10:00 a.m. – 10:30 a.m.	<b>BREAK IN EXHIBIT HALL</b> <i>Sponsored by AAA</i>	Plaza Foyer
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10:30 a.m. – 12:00 p.m.	<b>WORKSHOP 1</b>	Plaza Ballroom F
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## EXPERIENCING DÉJÀ VU? A "GROUNDHOG DAY" APPROACH TO IMPAIRED DRIVING IS NOT THE ANSWER

With evidence of increased impaired driving during the COVID-19 pandemic, we have a renewed urgency to shift our strategy to address impaired driving from a conventional, or "one size fits all," punitive approach to a paradigm that is focused more on individualized accountability, treatment and partnerships. Join a panel of national experts to discuss how we can evolve our impaired driving programs and avoid déjà vu.

### MODERATOR AND PANELIST

- **Darrin Grondel**, Vice President of Traffic Safety and Government Relations, The Foundation for Advancing Alcohol Responsibility

### PANELISTS

- **Judge Jules D. Edwards, III (Ret.)**, Louisiana Judicial Outreach Liaison, American Bar Association Judicial Division
- **Jennifer Tibbits Knudsen**, Traffic Safety Resource Prosecutor, Colorado District Attorneys' Council

10:30 a.m. – 12:00 p.m.	<b>WORKSHOP 2</b>	Plaza Ballroom E
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## BUILDING A PROJECT AND A PARTNERSHIP: WHAT SUBRECIPIENTS NEED TO KNOW ABOUT WORKING WITH THE STATE HIGHWAY SAFETY OFFICE

If you're a highway safety grant subrecipient, learn how to create, develop, and nurture successful traffic safety partnerships – at both the community and statewide level – that positively impact traffic safety and result in long-term success for your organization and your partners.

### MODERATOR

- **Amy Davey**, Administrator, Nevada Office of Traffic Safety

### PANELISTS

- **Pam Shadel Fischer**, Senior Director of External Engagement, Governors Highway Safety Association
- **Ginna Jones**, Prevention and Technical Assistance Coordinator, Colorado Department of Public Health and Environment
- **Nicole Barnett**, Traffic Safety Program Coordinator, Allegheny County Health Department

# MONDAY, SEPTEMBER 13, CONTINUED

10:30 a.m. – 12:00 p.m. **WORKSHOP 3**

Plaza Ballroom D

## KEY PARTNERSHIPS TO IMPROVE TRAFFIC RECORDS

Accurate and timely traffic safety data underpins any successful highway safety program. During this session, panelists will highlight the 2019 award-winning online adjudication program in the Connecticut Judicial Branch, developing successful collaborations with your traffic records coordinating committee and best practices in data integration.

### MODERATOR

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

### PANELISTS

- **Tim Kerns**, Director, Highway Safety Office, Maryland Motor Vehicle Administration
- **Stacey Manware**, Deputy Director, Superior Court Operations, Connecticut Judicial Branch
- **Angelisa Jennings**, Deputy Director, Virginia DMV Highway Safety Office

12:00 p.m. – 1:45 p.m.

## WELCOME LUNCHEON

Plaza Ballroom A/B/C

*Sponsored by Acusensus Inc. and Michelin North America, Inc.*

### WELCOME

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

### SPONSOR REMARKS

- **Mark Etzbach**, Vice President of Sales North America, Acusensus Inc.
- **June Satterfield**, Director, Industry Standards and Government Relations, Michelin North America, Inc.

### GUEST SPEAKER

- **Brad Meltzer**

*Best-selling author and History Channel host Brad Meltzer will inspire and dazzle attendees with his personal story of perseverance, focus and the commitment to one's dreams.*



Brad Meltzer

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

1:45 p.m. – 5:15 p.m.

## EXHIBITS OPEN

Plaza Foyer

2:00 p.m. – 3:30 p.m.

## WORKSHOP 4

Plaza Ballroom F

## BRIDGING DIVERSE WORLDS: HIGHWAY SAFETY OUTREACH IN COMMUNITIES OF COLOR

Elevated traffic deaths among Black, Indigenous and People of Color (BIPOC) demand greater and more equitable highway safety investment. Join highway safety officials and diversity and outreach experts for a facilitated discussion on how to engage BIPOC in your state's highway safety planning process and build and deliver effective behavioral safety programs. Come prepared to share what your state is doing.

### MODERATOR

- **Pam Shadel Fischer**, Senior Director of External Engagement, Governors Highway Safety Association

### PANELISTS

- **Chuck DeWeese**, Assistant Commissioner, New York Governor's Traffic Safety Committee
- **Laura Sonderup**, Managing Director and Senior Strategist, Heinrich Marketing



2:00 p.m. – 3:30 p.m.

## WORKSHOP 5

Plaza Ballroom E

### SERVE AND PROTECT: OCCUPATIONAL SUPPORT FOR LAW ENFORCEMENT OFFICERS

*Law enforcement professionals face many challenges as they serve and protect others. In doing so, however, they often disregard their own safety and well-being. Learn how health, safety and wellness are not only critical for the individual officer, but also the overall health of their respective agency.*

#### MODERATOR

- **Tim Burrows**, Consultant, Governors Highway Safety Association

#### PANELISTS

- **Robyn Robertson**, President and CEO, Traffic Injury Research Foundation
- **Rob Biedler**, Senior Manager of Safety, Security and Emergency Management, Snohomish County Public Utility District
- **Stephen Powers**, Chief Operating Officer, Emergency Safety Solutions
- **Brad McGlothren**, Law Enforcement Liaison, Louisiana Highway Safety Commission

2:00 p.m. – 3:30 p.m.

## WORKSHOP 6

Plaza Ballroom D

### LEANING INTO THE CURVE: A ROUNDTABLE DISCUSSION ON THE FUTURE OF MOTORCYCLIST SAFETY

*Motorcycle riders continue to face risks on the road and remain disproportionately represented in fatal crashes. A panel of experts will discuss the latest initiatives in motorcycle safety training, research, public outreach campaigns and the past, present and future of keeping safe on two wheels.*

#### MODERATOR

- **Glenn Davis**, Highway Safety Manager, Colorado Department of Transportation, Office of Transportation Safety

#### PANELISTS

- **Brett Robinson**, Executive Director, State Motorcycle Safety Association
- **Chanyoung Lee**, Program Director, University of Southern Florida
- **Stacey “Ax” Axmaker**, Founder and Chief Knowledge Officer, Be Crash Free

3:30 p.m. – 4:00 p.m.

## BREAK IN EXHIBIT HALL

Plaza Foyer

*Sponsored by Mothers Against Drunk Driving*

4:00 p.m. – 5:15 p.m.

## GENERAL SESSION ON AUTOMATED VEHICLES AND FIRST RESPONDERS

Plaza Ballroom A/B/C

*With automated and driver assistance technology becoming ever more prevalent, an invited panel of national experts from Waymo, Cruise, Aurora, the California Highway Patrol, and the Virginia Tech Transportation Institute will discuss how law enforcement and other first responders can prepare for the new vehicles coming onto roadways.*

#### WELCOME

- **Barbara Rooney**, Director, California Office of Traffic Safety

#### MODERATOR

- **Russ Martin**, Senior Director of Policy and Government Relations, Governors Highway Safety Association

#### PANELISTS

- **Tammy Trimble**, Senior Research Associate, Division of Data & Analytics, Virginia Tech Transportation Institute
- **Carter Stern**, Senior Government Affairs Manager, Cruise
- **Jim Epperson**, Deputy Commissioner, California Highway Patrol
- **Rob Patrick**, First Responder Specialist, Waymo
- **Mufaddal Ezzy**, Senior Director, Public Affairs and State & Local Government Relations, Aurora



Tommy Trimble



Carter Stern



Jim Epperson



Rob Patrick



Mufaddal Ezzy

# TUESDAY, SEPTEMBER 14

7:30 a.m. – 12:00 p.m.	<b>REGISTRATION</b>	Plaza Foyer Registration Desk
7:30 a.m. – 11:00 a.m.	<b>EXHIBITS OPEN</b>	Plaza Foyer
7:30 a.m. – 8:30 a.m.	<b>CONTINENTAL BREAKFAST IN EXHIBIT HALL</b>	Plaza Foyer

8:30 a.m. – 10:15 a.m.	<b>GENERAL SESSION: ACHIEVING GREATER EQUITY IN TRAFFIC SAFETY ENFORCEMENT AND ENGAGEMENT</b>	Plaza Ballroom A/B/C
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## MODERATOR

- **Chuck DeWeese**, GHSA Chair and Assistant Commissioner, New York Governor's Traffic Safety Committee

## SPEAKER

- **Chief Carmen Best** (Ret.), former Chief of Police, Seattle Police Department

*Chief Best will share her experiences as the first Black woman to hold Seattle's top law enforcement post. During her tenure, she brought greater equity and diversity to the department and strengthened community-based approaches to policing.*

## PANELISTS

- **Denise Blake**, Director of Field Operations, Mothers Against Drunk Driving,
- **Jake Nelson**, Director of Traffic Safety Advocacy and Research, AAA
- **Sheriff Aaron Appelhans**, Albany County, Wyoming



Chief Carmen Best



Denise Blake



Jake Nelson



Sheriff Aaron Appelhans



10:15 a.m. – 10:45 a.m.

## **BREAK IN EXHIBIT HALL**

Plaza Foyer

10:45 a.m. – 12:15 p.m.

## **WORKSHOP 7**

Plaza Ballroom F

### **SAFETY ON FOOT, PEDAL OR SCOOTER: PROTECTING NON-MOTORIZED ROAD USERS**

*People traveling on foot and by bicycle, e-scooter, wheelchair or other non-motorized device have a right to the road, but they are at greater risk for injury and death – particularly in urban areas, at night and when involved in a collision with a SUV. Mitigating this problem requires a comprehensive approach that leverages engineering, public education, emergency response and equitable enforcement. Explore the latest research addressing these modes and behavioral safety strategies that state highway safety offices can employ to advance vulnerable road user safety.*

#### **MODERATOR**

- **Pam Shadel Fischer**, Senior Director of External Engagement, Governors Highway Safety Association

#### **PANELISTS**

- **Jessica Cicchino**, Vice President, Research, Insurance Institute for Highway Safety
- **Rolf Eisinger**, Vision Zero Project Manager, City and County of Denver Department of Transportation
- **Krista Nordback**, Senior Research Associate, University of North Carolina Highway Safety Research Center

10:45 a.m. – 12:15 p.m.

## **WORKSHOP 8**

Plaza Ballroom E

### **HOT ISSUES IN ALCOHOL, DRUG AND MULTI-SUBSTANCE IMPAIRED DRIVING**

*From the latest in toxicology, implementing a successful law enforcement phlebotomy program, use of screening devices (oral fluid/marijuana breathalyzer) and implementing scientifically valid consumer outreach campaigns, this workshop will feature some of the nation's premiere experts discussing the leading and innovative issues, technologies and programs in impaired driving.*

#### **MODERATOR**

- **Barbara Rooney**, Director, California Office of Traffic Safety

#### **PANELISTS**

- **Jennifer Harmon**, Crime Laboratory Director, San Diego Sheriff's Department
- **Mike Lynn**, CEO and Co-founder, Hound Labs
- **Jake Nelson**, Director of Traffic Safety Advocacy and Research, AAA
- **Jennifer Cifaldi**, Traffic Safety Resource Prosecutor, Institute for Legal, Legislative and Policy Studies, University of Illinois Springfield
- **David Ocamb**, Vice President - Research, Planning, Strategy, Stratacomm

10:45 a.m. – 12:15 p.m.

## **WORKSHOP 9**

Plaza Ballroom D

### **TRANSPORTATION REAUTHORIZATION: ASK US ANYTHING!**

*Public policy experts will provide an update on transportation reauthorization, upcoming changes to NHTSA grant requirements, and answer your questions about legislative discussions on Capitol Hill. Come with your questions about the latest congressional developments.*

#### **MODERATOR**

- **Russ Martin**, Senior Director of Policy and Government Relations, Governors Highway Safety Association

#### **PANELISTS**

- **Stephanie Manning**, Chief Government Affairs Officer, Mothers Against Drunk Driving
- **Brandy Axdahl**, Senior Vice President, Responsibility Initiatives, The Foundation for Advancing Alcohol Responsibility
- **Jane Terry**, Vice President, Government Affairs, National Safety Council

**TUESDAY, SEPTEMBER 14, CONTINUED**



## **HIGHWAY SAFETY AWARDS PRESENTATION & LUNCHEON**

**12:15 P.M. – 2:00 P.M.  
PLAZA BALLROOM A/B/C**

SPONSORED BY THE NATIONAL ROAD SAFETY FOUNDATION, INC.

### **MASTER OF CEREMONIES**

**JOHN  
SAUNDERS**

*Director of Highway Safety, Virginia  
Department of Motor Vehicles*

### **SPONSOR REMARKS**

**MICHELLE  
ANDERSON**

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

## **PRESENTATION OF AWARDS**

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

**2:15 p.m. – 3:45 p.m.**

### **WORKSHOP 10**

**Plaza Ballroom F**

#### **CAN I HAVE YOUR ATTENTION? ENDING DISTRACTED DRIVING THROUGH POLICY, ENGAGEMENT AND ENFORCEMENT**

*Driver distraction continues to pose danger to vehicle occupants as well as pedestrians and bicyclists at alarming rates, and traffic safety professionals are still searching for solutions. Learn about a new library of resources for improving distracted driving laws, get a behind-the-scenes look at state legislative discussions and preview a pioneering technology solution to distracted driving enforcement.*

#### **MODERATOR**

- **Kara Macek**, Research and Program Consultant, Governors Highway Safety Association

#### **PANELISTS**

- **Jennifer Smith**, CEO and Co-founder, StopDistractions.org
- **Michael Hanson**, Director, Minnesota Office of Traffic Safety
- **Mark Etzbach**, Vice President of Sales North America, Acusensus Inc.
- **Brian Halaiko**, Senior Consultant, P&C Public Policy, Nationwide Insurance



2:15 p.m. – 3:45 p.m.

## WORKSHOP 11

Plaza Ballroom E

### TRIBAL TRAFFIC SAFETY PARTNERSHIPS TO IMPROVE TRIBAL ROAD SAFETY

Learn how states and tribes are partnering to develop relevant highway safety programs and messaging for tribal communities. Featured initiatives include Safe on All Roads (SOAR) messaging in Montana, Wyoming's community-based programs that have led to fatal crash reductions, and the Bureau of Indian Affairs' Tribal Safety programs.

#### MODERATOR

- **Franklin Garcia**, Modal Director, New Mexico Department of Transportation

#### PANELISTS

- **Cody Beers**, Senior Public Relations Specialist, Wyoming Department of Transportation
- **Sheila Cozzie**, Transportation Planner/Cultural Liaison, Montana Department of Transportation
- **Kimberly Belone**, Program Analyst, Bureau of Indian Affairs, Office of Justice Services, Indian Highway Safety Program

## TASTE OF THE STATE RECEPTION



## PUNCH BOWL SOCIAL

65 BROADWAY

6:00 P.M. – 9:00 P.M.

### HEAVY HORS D'OEUVRES AND CASH BAR

Games, karaoke, bowling and more fun activities as GHSA takes over this large indoor and outdoor dining and gaming venue.

SPONSORED BY

Uber

Bus transportation will be provided from the Sheraton Denver Downtown. Buses will depart from the 15th Street entrance of the hotel approximately every 10 minutes beginning at 5:45 p.m. Return buses will depart from Punch Bowl Social approximately every 10 minutes until 9:15 p.m. **Masks are required for bus transportation and all indoor activities.**



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MOVING MOUNTAINS: FORGING A NEW TRAFFIC SAFETY LANDSCAPE | 11

# WEDNESDAY, SEPTEMBER 15

8:00 a.m. – 8:30 a.m. **CONTINENTAL BREAKFAST**

Plaza Foyer

8:30 a.m. – 10:15 a.m. **GENERAL SESSION: CURBING THE DRIVER'S NEED FOR SPEED**

Plaza Ballroom A/B/C

*In the midst of an historic pedestrian safety crisis, the pandemic sparked an unprecedented drop in motor vehicle traffic that should have resulted in a significant drop in crashes, injuries and deaths. But an increase in excessive speeding is plaguing our roadways and putting everyone at risk. A panel of national experts will discuss how we can get drivers to slow down and save lives.*

## MODERATOR

- **Jonathan Adkins**, Executive Director, Governors Highway Safety Association

## PANELISTS

- **Lorraine Martin**, President and CEO, National Safety Council
- **Melissa Wandall**, President, National Coalition for Safer Roads
- **David Ocamb**, Vice President - Research, Planning, Strategy, Stratacomm
- **Philip Miatkowski**, Director of Research, Transportation Alternatives
- **Barbara Rooney**, Director, California Office of Traffic Safety



Lorraine Martin



Melissa Wandall



David Ocamb



Philip Miatkowski



Barbara Rooney

10:15 a.m. – 11:45 a.m. **WORKSHOP 12**

Plaza Ballroom F

## THINKING OUTSIDE THE BOX: POST-COVID INNOVATIVE HIGHWAY SAFETY IDEAS

*Although 2020 brought many challenges to all aspects of life, innovation and adaptability became the name of the game during this rocky year. We'll hear from experts who had to really think outside the box on how to maintain a focus on traffic safety and what we've learned that we can apply in the future. Come ready to share your ideas!*

## MODERATOR & PANELIST

- **John Tomlinson**, Highway Safety Manager, Idaho Office of Highway Safety

## PANELISTS

- **Corporal Kyle Wills**, Boise Police Department
- **Shelly Baldwin**, Director, Washington Traffic Safety Commission



10:15 a.m. – 11:45 a.m.

## WORKSHOP 13

Plaza Ballroom D

### HIGHWAY SAFETY CRIMINAL JUSTICE IN 2021

*Law enforcement and criminal justice remain essential components to preventing dangerous driving but face numerous challenges in lack of resources, changing public opinion and prevailing practices. This panel discussion will consider the comprehensive challenges faced by the criminal justice system in enforcing, prosecuting and adjudicating traffic offenses. Be ready to share your thoughts on and insights on potential solutions.*

#### MODERATOR

- **Michael Hanson**, Director, Minnesota Office of Traffic Safety

#### PANELISTS

- **Jennifer Tibbitts Knudsen**, Traffic Safety Resource Prosecutor, Colorado District Attorneys' Council
- **Michael Morris**, Law Enforcement Liaison, New Jersey State Association of Chiefs of Police
- **Sergeant K.S. Wallace**, Guilford County, North Carolina Sheriff's Office

10:15 a.m. – 11:45 a.m.

## WORKSHOP 14

Plaza Ballroom E

### INCREASING SAFETY ON RURAL ROADS

*A significant proportion of fatal crashes occur on rural roads and every state has less-populated areas. This panel will review the shared challenges and opportunities in rural areas, as well as highlight unique efforts underway in Colorado and North Carolina.*

#### MODERATOR

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

#### PANELISTS

- **Sam Cole**, Traffic Safety Communications Manager, Colorado Department of Transportation
- **Grady Hunt**, Member, North Carolina Board of Transportation
- **Jaime Sullivan**, Director, National Center for Rural Road Safety

12:00 p.m. – 2:00 p.m.

## GENERAL SESSION AND CLOSING LUNCHEON

Plaza Ballroom A/B/C

*Sponsored by Ford Driving Skills for Life*

#### MODERATOR

- **Chuck DeWeese**, GHSA Chair and Assistant Commissioner, New York Governor's Traffic Safety Committee

#### SPONSOR REMARKS

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

#### GUEST SPEAKER

- **Jim Kelly**

*Pro Football Hall of Fame quarterback Jim Kelly, known for his toughness on the field, was personally tested by the loss of his eight-year-old son and battling cancer three times. He will speak about the power of the four F's – Faith, Friends, Family and Fans and what it really means to be "Kelly Tough."*

#### GHSA 2022 PREVIEW

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



Jim Kelly

2:00 p.m.

## ADJOURN



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# GHSA 2021 HIGHWAY SAFETY CHAMPIONS

The members and staff of GHSA wish to thank our 2021 Highway Safety Champions.  
Without their generosity, the Annual Meeting would not be possible.

## PRESENTING



RESPONSIBILITY.ORG

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**ALLIANCE**  
HIGHWAY SAFETY

**Intoxalock**  
IGNITION INTERLOCK

**State Farm**

**DIAMOND**

## PLATINUM



**LexisNexis**  
RISK SOLUTIONS



**CONDUENT**  
Transportation



**GOLD**

## SILVER



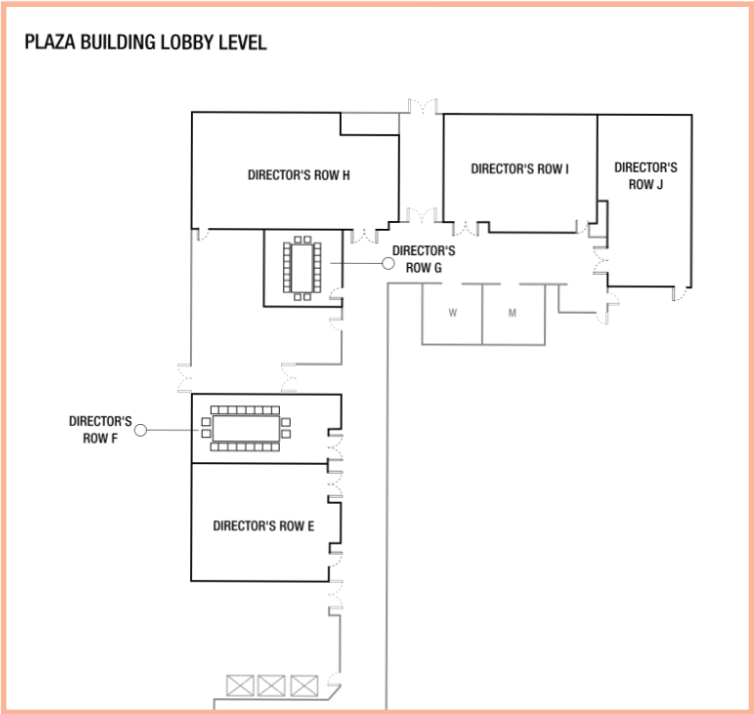
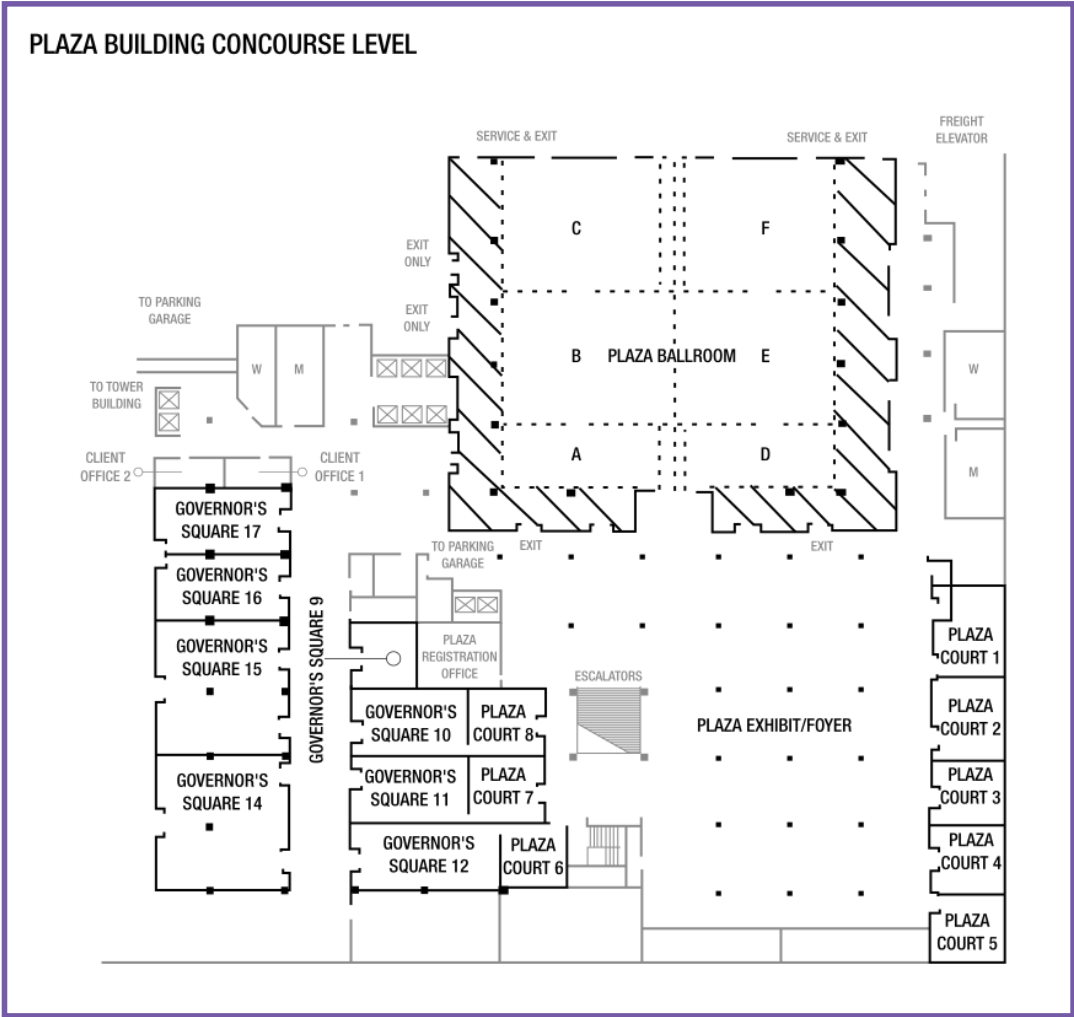
cruise



**BRONZE**



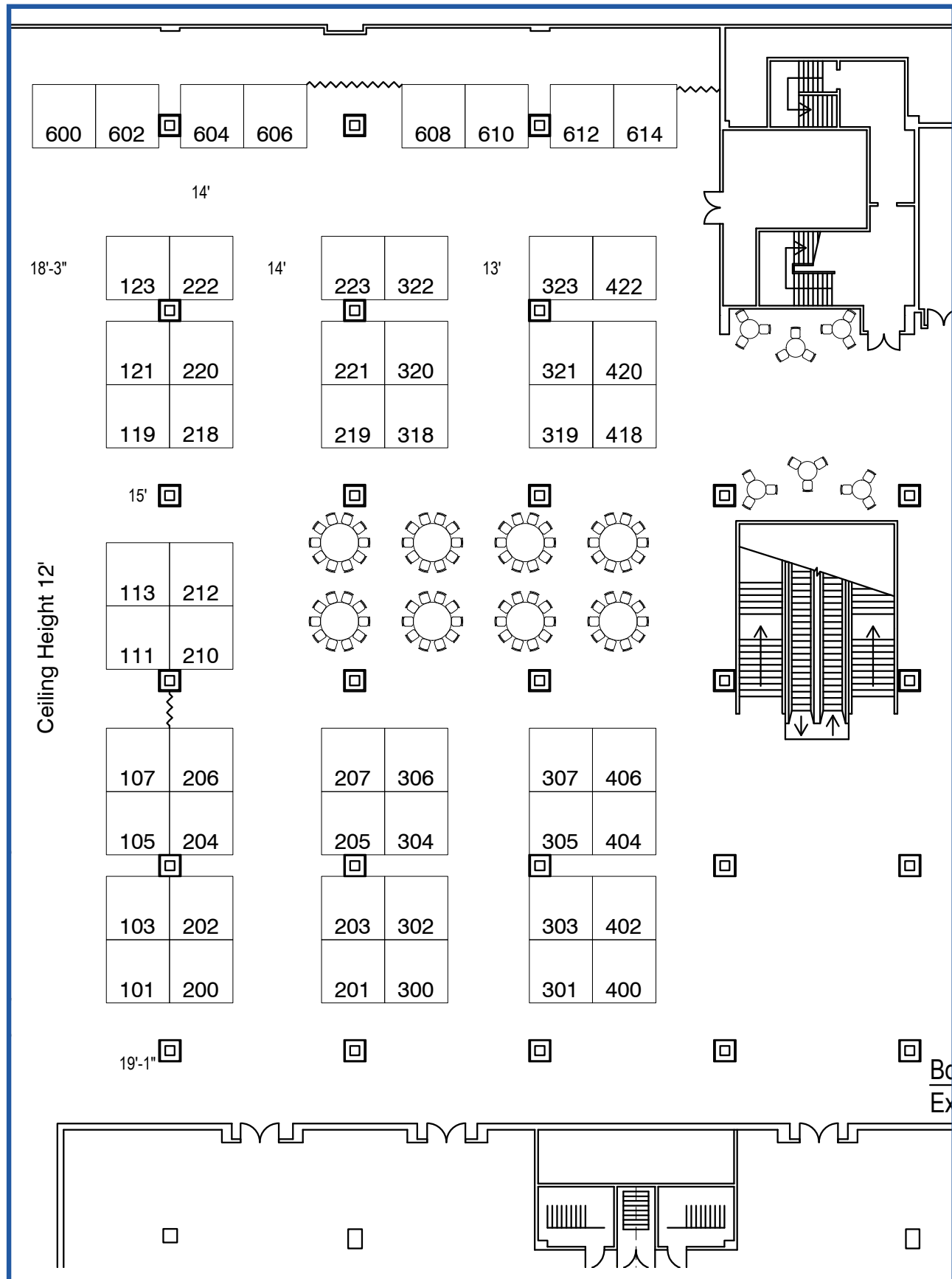
# SHERATON DENVER DOWNTOWN FLOORPLAN



#GHSA2021  
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# EXHIBIT HALL FLOOR PLAN

## PLAZA FOYER



# GHSA 2021 HIGHWAY SAFETY EXHIBIT SHOWCASE

## EXHIBIT HOURS

### SUNDAY

5:30 p.m. – 7:00 p.m.

### MONDAY

7:30 a.m. – 12:00 p.m.  
1:45 p.m. – 5:15 p.m.

### TUESDAY

7:30 a.m. – 11:00 a.m.

#### COMPANY

#### BOOTH

Acusensus Inc.....	402
ADEPT Driver.....	121
All Traffic Solutions .....	221
Alliance Highway Safety .....	111/113/210/212
American Trucking Associations.....	606
BIA-Indian Highway Safety Program .....	107
The Change Companies .....	420
Check To Protect.....	301
DCCCA.....	222
Emergency Safety Solutions .....	304
Family, Career and Community Leaders of America .....	200
Foundation for Advancing Alcohol Responsibility .....	404/406
HAAS Alert .....	223
Hero Digital Network.....	101
Hexagon .....	220
Hound Labs.....	319
IMPROVLearning.....	608
Innocorp, Ltd. ....	203
Institute of Police Technology & Management.....	318
Intoximeters.....	204/206

#### COMPANY

#### BOOTH

Kentucky Office of Highway Safety .....	103
Laser Technology, Inc.....	306
LexisNexis Risk Solutions .....	400
Lifeloc Technologies, Inc. ....	418
Michelin North America, Inc. ....	300
MPH Industries, Inc.....	604
National Center for DWI Courts .....	320
The National Judicial College .....	205
National Safety Council .....	303
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# ACKNOWLEDGMENTS

GHSA would like to acknowledge the Colorado Department of Transportation staff for their incredible efforts in support of the 2021 Annual Meeting.



## SPECIAL THANKS

TO THE MEMBERS OF THE GHSA 2021  
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# SAVE THE DATES!

## FUTURE GHSA ANNUAL MEETINGS



## NEED HELP? JUST ASK!

The Colorado Office of Transportation Safety staff and volunteers will be circulating throughout the meeting to answer your questions and help you find a session or event. Just look for the men and women wearing matching shirts.

- **Black** on Sunday
- **Red** on Monday
- **Green** on Tuesday
- **Purple** on Thursday

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