



REDEFINING POSSIBLE: Traffic Safety in a Changing World



Louisville Marriott Downtown
Louisville, KY • Sept. 17–21

AGENDA-AT-A-GLANCE

A detailed schedule of events begins on page 4.

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

SATURDAY

8:30 a.m. – 3:30 p.m.
GHSA Executive Board Meeting
(Board Members and invited guests only)

SUNDAY

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. – 7:30 p.m. GHSA Exhibitor Expo and Fun Fest (Open to all attendees)

* State Highway Safety Office Members only

MONDAY

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

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

7:30 a.m. – 12:30 p.m. Exhibits Open

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

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

10:45 a.m. – 12:15 p.m. Workshops

12:30 p.m. – 2:00 p.m. Welcome Luncheon

2:00 p.m. – 5:00 p.m. Exhibits Open

2:30 p.m. – 4:00 p.m. Workshops

4:00 p.m. – 5:00 p.m. Afternoon Reception in Exhibit Hall

7:30 a.m. – 5:00 p.m. Registration

TUESDAY

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

7:30 a.m. – 12:00 p.m. Registration

7:30 a.m. – 11:00 a.m. Exhibits Open

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

10:00 a.m. – 10:30 a.m. Morning Break in Exhibit Hall

10:30 a.m. – 12:00 p.m. Workshops

12:00 p.m. – 1:30 p.m. Highway Safety Awards Luncheon

1:30 p.m. – 4:00 p.m. Registration

1:45 p.m. – 3:15 p.m. Workshops

3:30 p.m. – 4:45 p.m. Afternoon General Session

6:30 p.m. – 9:30 p.m. Taste of the State Reception (offsite)

WEDNESDAY

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

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

10:15 a.m. – 11:45 a.m. Workshops

12:00 p.m. – 2:00 p.m. Closing Luncheon

2:00 p.m. – Adjourn

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Please note:

- Attendees will be required to comply with all state, local, venue and GHSA health and safety policies in effect at the time of the meeting.
- Attending, sponsoring, speaking or exhibiting at the GHSA Annual Meeting does not imply endorsement by GHSA or its members or partners.



Simulcasts of select sessions are made possible with support from Gold Member Audi of America.



NAVIGATE THE EVENT LIKE A PRO WITH THE GHSA 2022 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 #GHSA2022 conversation.
- Explore** – Check out local restaurants, attractions and outings in Louisville.

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

Mobile app support is provided by



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DETAILED PROGRAM

Unless noted, all events are held at the Louisville Marriott Downtown and the Kentucky International Convention Center. [See the floor plan on page 15](#)

This program is current as of August 19. For the most up-to-date information on all Annual Meeting sessions, please download the app or check our website.

SATURDAY, SEPTEMBER 17

8:30 a.m. – 3:30 p.m. GHSA Executive Board Meeting Marriott Ballroom III/IV
(Board Members and invited guests only)
Luncheon sponsored by Michelin/DDI and HAAS Alert

SUNDAY, SEPTEMBER 18

**State Highway Safety Office Members only*

8:00 a.m. – 6:30 p.m. Registration Marriott Ballroom Foyer

8:30 a.m. – 9:30 a.m. State Member Orientation* Marriott Ballroom IX/X
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.

- | | |
|-----------------------------------|------------------------------------|
| ▶ REGION 1: Jockey Club | ▶ REGION 6: Win |
| ▶ REGION 2: Show | ▶ REGION 7: Place |
| ▶ REGION 3: Marriott Ballroom VII | ▶ REGION 8: Filly |
| ▶ REGION 4: Skybox | ▶ REGION 9: Marriott Ballroom VIII |
| ▶ REGION 5: Thoroughbred | ▶ REGION 10: Paddock |

10:00 a.m. – 2:00 p.m. Exhibits Move In/Set Up Marriott Ballroom I-VI

11:00 a.m. – 4:30 p.m. GHSA Business Meeting* Kentucky Ballroom F/G
Luncheon sponsored by LexisNexis Risk Solutions

5:30 p.m. – 7:30 p.m. GHSA Exhibitor Expo and Fun Fest Marriott Ballroom I-VI
(Open to all attendees)
Sponsored by Intoxalock
Meet and network with exhibitors during an evening of fun and games in the Exhibit Hall. Enjoy heavy appetizers and tasty desserts, as well as other festive surprises. Play some arcade and carnival games, check out the Balloon Man of Kentucky, and take in the DJ's tunes, all while making some new friends along the way! Try your hand at balloon bust, Plinko, giant Jenga, ring toss and many more games.

MONDAY, SEPTEMBER 19

7:30 a.m. – 5:00 p.m. Registration Marriott Ballroom Foyer

7:30 a.m. – 12:30 p.m. Exhibits Open Marriott Ballroom I-VI

7:30 a.m. – 8:30 a.m. Breakfast in Exhibit Hall Marriott Ballroom I-VI
Sponsored by Cruise

8:30 a.m. – 10:00 a.m. OPENING GENERAL SESSION Kentucky Ballroom

OPENING CEREMONIES

- ▶ Presentation of the Colors – **Boone County Sheriff's Office Honor Guard**
- ▶ National Anthem

WELCOME

- ▶ **Barbara Rooney**, GHSA Chair and Director, California Office of Traffic Safety
- ▶ **Kentucky Welcome**

KEYNOTE SPEAKER

Ann Carlson, Chief Counsel, National Highway Traffic Safety Administration



Carlson will speak about the U.S. DOT's National Roadway Safety Strategy and the Safe System approach, NHTSA's ongoing traffic safety efforts, and opportunities to collaborate with states and communities to reduce highway deaths and injuries.

GUEST SPEAKER

Mauricio Peña, Chief Safety Officer, Waymo



Peña will discuss Waymo's efforts to develop autonomous vehicle technology and how the Waymo Driver can help address the behavioral safety issues that put vehicle occupants and other road users at risk.

10:00 a.m. – 10:45 a.m. Morning Break in Exhibit Hall Marriott Ballroom I-VI & Foyer

10:45 a.m. – 12:15 p.m. Workshop 1 Convention Center M103

Training, Tools and Toxicology: The Trifecta to Improving Impaired Driving Outcomes

Efforts to improve impaired driving outcomes require a comprehensive approach and ideally a trifecta of training, tools and toxicology to manage offenders and prevent crashes. Learn about policy approaches and new tools such as oral fluid screening devices, efforts to help forensic toxicology laboratories manage drug impaired driving cases, programs to offer formal support and guidance for toxicologists, and more.

MODERATOR

- ▶ **Robert Duckworth**, Director of Traffic Safety, Indiana Criminal Justice Institute

PANELISTS

- ▶ **Christine Moore**, President, 9 Delta Analytical LLC
- ▶ **Sabra Jones**, Regional Toxicology Liaison, National Highway Traffic Safety Administration Region 5

10:45 a.m. – 12:15 p.m. Workshop 2 Convention Center M104

Engaging Underserved Communities and Partners

State Highway Safety Offices have opportunities to implement education and awareness programs in underserved and disadvantaged communities ensuring equitable distribution of traffic safety services and programs. Explore programs that have been implemented in various communities and how planners identified and engaged key stakeholders to build knowledge and understanding on how best to serve the needs of those communities.

MODERATOR

- ▶ **Carol Gould**, Highway Safety Manager, Colorado Department of Transportation

PANELISTS

- ▶ **Michelle Anderson**, Director of Operations, The National Road Safety Foundation, Inc.
- ▶ **Franklin Garcia**, Modal Director, New Mexico Department of Transportation
- ▶ **Luther Perry**, Founder and Executive Director of UMOJA, INC.

10:45 a.m. – 12:15 p.m. Workshop 3 Marriott Ballroom VII/VIII

Engaging Novice Drivers

Teen driver fatalities increased by 17% from 2019 to 2020, even though there were fewer licensed teen drivers on the road. How do we keep our youngest drivers safe? Three initiatives will be highlighted: the award winning, evidence-based Impact Teen Drivers program; an Ohio/CHOP collaboration to assess driver education and training and teens' readiness to drive; and State Highway Safety Office engagement with SADD chapters to help reduce teen crashes.

MODERATOR

- ▶ **Chris Bortz**, Traffic Safety Manager, Kansas Bureau of Transportation Safety

PANELISTS

- ▶ **Kelly Browning**, Executive Director, Impact Teen Drivers
2022 Peter K. O'Rourke Special Achievement Award Winner
- ▶ **Flaura Winston**, Co-Scientific Director, Center for Injury Research and Prevention, Children's Hospital of Philadelphia
- ▶ **Shaina Finkel**, National President, SADD

10:45 a.m. – 12:15 p.m. Workshop 4 Marriott Ballroom IX/X

Traffic Safety Culture Change: Working Toward a Newer Norm

Improving traffic safety culture and promoting a shared responsibility for road safety are essential components of the Safe System approach. Yet the safety community struggles to identify proven strategies to advance culture change. Learn how safety stakeholders can transform traffic safety cultural norms at both the state and local level.

MODERATOR

- ▶ **Karin Mongeon**, Highway Safety Division Director, North Dakota Department of Transportation

PANELISTS

- ▶ **Jake Nelson**, Director of Traffic Safety Advocacy and Research, AAA
- ▶ **Kristine Hernandez**, State Toward Zero Deaths Program Coordinator and TZD 2.0 Project Manager, Minnesota Department of Transportation
- ▶ **Jaime Sullivan**, Director, National Center for Rural Road Safety
- ▶ **Shelly Baldwin**, Director, Washington Traffic Safety Commission

MONDAY, SEPTEMBER 19, CONTINUED

12:30 p.m. – 2:00 p.m. **WELCOME LUNCHEON** Kentucky Ballroom

Sponsored by Cambridge Mobile Telematics



William J. Bratton

WELCOME

▶ **Michael Hanson**, GHSA Treasurer and Director, Minnesota Office of Traffic Safety

SPONSOR REMARKS

▶ **Ryan McMahon**, Vice President of Strategy, Cambridge Mobile Telematics

GUEST SPEAKER

▶ **William J. Bratton**

Commissioner Bratton, who spent 46 years in law enforcement and is the only person to lead the police departments of America's two largest cities, will offer his perspective on how to provide equitable, community-based law enforcement.

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

2:00 p.m. – 5:00 p.m. **Exhibits Open** Marriott Ballroom I-VI

2:30 p.m. – 4:00 p.m. **Workshop 5** Convention Center M103

Leadership and Engagement in Traffic Enforcement

Traffic enforcement partners are increasingly navigating new territory when it comes to diversity, equity, inclusion and public engagement to push toward more equitable outcomes. Active duty and former law enforcement leaders will share how they've engaged with the public, communities, peers and policymakers to address equity in law enforcement.

MODERATOR

▶ **Edica Esqueda**, Impaired Driving Program Manager, Washington Traffic Safety Commission

PANELISTS

- ▶ **Monica Alexander**, Executive Director, Washington State Criminal Justice Training Commission
- ▶ **Chief Mitchell Davis**, Hazel Crest Police Department
- ▶ **Chief Erika Shields**, Louisville Police Department
- ▶ **Chief Jeff Glover**, Tempe Police Department

2:30 p.m. – 4:00 p.m. **Workshop 6** Convention Center M104

Reauthorization and NHTSA Regulations: Impacts for States and Grantees

Following the passage of the new federal infrastructure reauthorization law in 2021, NHTSA is revising the regulations governing its highway safety grant programs for states. Over the next five years, State Highway Safety Offices and their partners will have access to additional funding and new grant programs, but they will also be subject to new rules and requirements. Learn about the future of NHTSA's grant programs and how GHSA is advocating on behalf of the states.

MODERATOR

▶ **Barbara Rooney**, GHSA Chair and Director, California Office of Traffic Safety

PANELISTS

- ▶ **Russ Martin**, Senior Director of Policy and Government Relations, Governors Highway Safety Association
- ▶ **Betty Mercer**, President, Mercer Consulting Group LLC; and State and Federal Programs Consultant, Governors Highway Safety Association

2:30 p.m. – 4:00 p.m. **Workshop 7** Marriott Ballroom VII/VIII

Driving Toward the Future: Vehicle Technology Trends

The vehicles on our nation's roads are increasingly available with a range of sophisticated safety technologies, including dynamic displays, telematics, advanced driver assistance systems and even vehicle automation. National experts will share the latest updates, issues, trends and risks regarding vehicle technology and the prognosis for the future.

MODERATOR

▶ **Tom Glass**, Highway Safety Section Chief, Pennsylvania Department of Transportation

PANELISTS

- ▶ **Jennifer Morrison**, Manager, Vehicle Safety Compliance, Planning and Development (Head of Vehicle Safety), Mazda North American Operations
- ▶ **Mufaddal Ezzy**, Senior Director of Public Affairs and State and Local Government Relations, Aurora
- ▶ **Tara Andringa**, Executive Director, Partners for Automated Vehicle Education

2:30 p.m. – 4:00 p.m. **Workshop 8** Marriott Ballroom IX/X

A 360° Approach to Protecting Bicyclists and Preventing Crashes Through Awareness, Technology, Enforcement and Advocacy

Fatal traffic crashes involving bicyclists continue to rise across the U.S. Over the past decade, bicyclist deaths increased by 38% to more than 900 a year. What can State Highway Safety Offices do to help reverse this trend and ensure cyclists' safety? Learn how to partner with bike groups to deliver relevant and equitable educational programming, explore new car-to-bicycle technology that can help vehicles steer clear of cyclists, and explore methods for influencing media coverage of bicycle crashes that avoid "victim blaming" and reinforce that roads are for everyone.

MODERATOR

▶ **Eric Heitmann**, Director, New Jersey Division of Highway Traffic Safety

PANELISTS

- ▶ **Ken McLeod**, Policy Director, League of American Bicyclists
- ▶ **Jarrett Wendt**, CEO, Spoke
- ▶ **Richard Blomberg**, Vice President, Dunlap & Associates, Inc.
- ▶ **Julie Bond**, Researcher, University of South Florida Center for Urban Transportation Research

2:30 p.m. – 4:00 p.m. **Workshop 9** Marriott Bluegrass I/II

Partnerships to Improve Tribal Traffic Safety

States and tribal authorities are increasingly striking up partnerships to develop and deploy culturally relevant roadway safety programs and messaging for tribal communities. Join a panel of experts for an engaging discussion on funding sources for these programs, partnerships to promote child passenger safety and other strategies to increase inter-jurisdictional collaboration.

MODERATOR

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

PANELISTS

- ▶ **Sergeant Jonathan Abeita**, Lead Traffic Officer, Isleta Police Department
- ▶ **Kimberly Belone**, Program Analyst-Coordinator, Bureau of Indian Affairs
- ▶ **Captain Kevin Rascher**, Crash Reconstructionist/Investigator, Oglala Sioux Tribe Department of Public Safety
- ▶ **Cassandra Herring**, Program Manager, Safe Kids Worldwide

4:00 p.m. – 5:00 p.m. **Afternoon Reception In Exhibit Hall** Marriott Ballroom I-VI

Sponsored by Volvo

Check out the latest traffic safety products and services in the Exhibit Hall, network with colleagues, and enjoy refreshments and special entertainment.

TUESDAY, SEPTEMBER 20

7:30 a.m. - 12:00 p.m. **Registration** Marriott Ballroom IX/X

1:30 p.m. - 4:00 p.m. **Exhibits Open** Marriott Ballroom I-VI

7:30 a.m. – 11:00 a.m. **Exhibits Open** Marriott Ballroom I-VI

7:30 a.m. – 8:30 a.m. **Breakfast in Exhibit Hall** Marriott Ballroom I-VI

Sponsored by Stalker Radar

8:30 a.m. – 10:00 a.m. **GENERAL SESSION: PUSHING TOWARD A SAFE SYSTEM** Kentucky Ballroom

A panel of national traffic safety leaders will explore what states and communities should focus on to ensure safe road users, safe roads, safe vehicles, safe speeds and better post-crash care under the Safe System approach, which has been adopted by the U.S. Department of Transportation.

MODERATOR

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

PANELISTS

- ▶ **David Strickland**, Vice President, Global Regulatory Affairs and Transportation Technology Policy, General Motors; former Administrator, National Highway Traffic Safety Administration
- ▶ **Alex Otte**, National President, MADD
- ▶ **David Harkey**, President, Insurance Institute for Highway Safety/Highway Loss Data Institute



David Strickland



Alex Otte



David Harkey

10:00 a.m. – 10:30 a.m. **Morning Break in Exhibit Hall**

Marriott Ballroom I-VI

10:30 a.m. – 12:00 p.m. **Workshop 10**

Convention Center M112

Meet COVID's Evil Twin, Speed Demon

Don't miss this in-depth look at the speeding epidemic that was born out of a public health pandemic. As we're all too aware, speeding is out of control on our roads, but what can we do about it? Explore what research indicates has driven speeding-related fatalities to near unprecedented levels along with potential solutions that may help bring sanity back to our roads.

MODERATOR

- ▶ **Michael Hanson**, GHSA Treasurer and Director, Minnesota Office of Traffic Safety

PANELISTS

- ▶ **Jessica Cicchino**, Vice President of Research, Insurance Institute for Highway Safety
- ▶ **Julie Vallese**, Associate Administrator for Communications and Consumer Information, National Highway Traffic Safety Administration
- ▶ **Lisa Fontana-Tierney**, Traffic Engineering Senior Director, Institute of Transportation Engineers
- ▶ **Major Joseph Dwyer**, Minnesota State Patrol

10:30 a.m. – 12:00 p.m. **Workshop 11**

Marriott Ballroom VII/VIII

Transforming Transportation: Why You Should Care About Micromobility

The pandemic has been a boon rather than a death knell for shared and personally owned e-bikes and e-scooters, with micromobility use hitting record highs in 2021. Micromobility providers are reporting huge jumps in first-time riders due to the devices' affordability and convenience, as well as increased rides in low-income locations as systems expand in many metropolitan areas. Join a panel of experts for a lively and engaging discussion about the role State Highway Safety Offices and their partners can and should play in addressing the safety issues associated with this mode, along with data sharing and crash reporting, rider training, enforcing local ordinances and more.

MODERATOR

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

PANELISTS

- ▶ **Joe Provenzano**, Mobility Director, Ford Motor Company Fund
- ▶ **Chris Wilson**, Senior Manager, Law Enforcement and Incident Response, Lime
- ▶ **Katie Harmon**, Research Associate, University of North Carolina Highway Safety Research Center
- ▶ **Emma Harrington**, Director, Injury Prevention and Education, Shepherd Center
- ▶ **Michael King**, Director, Office of Advanced Planning and Sustainability, City of Louisville

10:30 a.m. – 12:00 p.m. **Workshop 12**

Marriott Ballroom IX/X

Effective Traffic Safety Communications Today, Tomorrow and Beyond

With traffic related deaths continuing to increase across the nation, and more states legalizing cannabis and cocktails-to-go, how do we engage and educate the traveling public about making safe choices? Dig into the recently released GHSA report that discusses how to effectively message about cannabis and driving, explore how one state is leveraging positive social norming to influence driver behavior, learn how another state leveraged digital media to encourage college football fans to get a safe ride home, and hear from a long-time GHSA partner about how they use their communications channels and outreach programs to promote making responsible choices about alcohol consumption.

MODERATOR

- ▶ **Jaime Pelotte**, Senior Contract Grant Specialist, Maine Bureau of Highway Safety

PANELISTS

- ▶ **Karen Sprattler**, Principal, The Sprattler Group
- ▶ **Sam Cole**, Traffic Safety Communications Manager, Colorado Department of Transportation
- ▶ **Letty von Rossum**, Director, Texas Behavioral Traffic Safety Section, Texas Department of Transportation
- ▶ **Brandy Nannini**, Senior Vice President, Responsibility Initiatives, Foundation for Advancing Alcohol Responsibility

10:30 a.m. – 12:00 p.m. **Workshop 13**

Marriott Bluegrass I/II

Protecting Roadside Workers and Emergency Responders

The roadside is a dangerous place, with drivers frequently striking workers and first responders, resulting in deaths and injuries. Despite all 50 states adopting Move Over laws, most Americans are unaware of or misunderstand them. Explore how the safety community can keep police, fire, EMS, tow truck and road maintenance crews safe at the roadside.

MODERATOR

- ▶ **Jeff Larason**, Director of Highway Safety, Massachusetts Executive Office of Public Safety and Security, Office of Grants and Research

PANELISTS

- ▶ **Jake Nelson**, Director, Traffic Safety Advocacy and Research, AAA
- ▶ **Keith Williams**, Chief, Enforcement and Justice Services Division, National Highway Traffic Safety Administration
- ▶ **Nate Smith**, Vice President of Engagement, American Traffic Safety Services Association
- ▶ **Lieutenant Hunter L. Martin**, Kentucky State Police

GHSA Highway Safety Awards Presentation & Luncheon

12:00 P.M. – 1:30 P.M. • KENTUCKY BALLROOM

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

Help honor the 2022 recipients of GHSA's highway safety awards. Network with long-time colleagues and new friends while enjoying a delicious lunch.

Jeff Walz, Head Coach of the Louisville Cardinals women's basketball team, will share what it takes to develop a championship mindset.

EMCEE

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

SPONSOR REMARKS

- ▶ **Brandy Nannini**, Senior Vice President, Responsibility Initiatives, Foundation for Advancing Alcohol Responsibility
- ▶ **Michelle Anderson**, Director of Operations, The National Road Safety Foundation, Inc.

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

1:45 p.m. – 3:15 p.m.

Workshop 14

Convention Center M112

The Value of Preventative Countermeasures in Highway Safety Criminal Justice

As Benjamin Franklin said, "An ounce of prevention is worth a pound of cure." This paradigm of prevention continues to ring true, especially in the criminal justice arena. Join the discussion as we examine how field enforcement, prosecution and post-conviction adjudication and remediation provide opportunities to proactively and equitably prevent future crashes.

MODERATOR

- ▶ **Lisa Freeman**, Executive Director and Governor's Representative, Louisiana Highway Safety Commission

PANELISTS

- ▶ **Darrin Grondel**, Vice President of Traffic Safety and Government Relations, Foundation for Advancing Alcohol Responsibility
- ▶ **Kenneth Bragg**, Senior Investigator, National Transportation Safety Board
- ▶ **Keith Williams**, Chief, Enforcement and Justice Services Division, National Highway Traffic Safety Administration

TUESDAY, SEPTEMBER 20, CONTINUED

1:45 p.m. – 3:15 p.m. **Workshop 15** **Marriott Ballroom VII/VIII**

Walking the Walk: Strategies to Improve Pedestrian Safety

The U.S. has a pedestrian safety crisis, with historical numbers of walkers being struck and killed by drivers every year. National experts will discuss the trends, the underlying causes and the range of promising countermeasures available to protect non-motorized road users under the Safe System approach.

MODERATOR

- ▶ **Keith Lovan**, State Bicycle and Pedestrian Coordinator, Kentucky Transportation Cabinet

PANELISTS

- ▶ **Nandi Taylor**, Graduate Research Assistant, University of North Carolina Gillings School of Global Public Health
- ▶ **Scott Thompson**, Bicycle and Pedestrian Planning, Lexington Area Metropolitan Planning Organization
- ▶ **Jessica Cicchino**, Vice President for Research, Insurance Institute for Highway Safety
- ▶ **Amy Cohen**, Co-Founder, Families for Safe Streets
2022 Peter K. O'Rourke Special Achievement Award Winner

1:45 p.m. – 3:15 p.m. **Workshop 16** **Marriott Ballroom IX/X**

Partnerships of All Shapes and Sizes

State Highway Safety Offices form partnerships with a variety of organizations to reach key audiences with safety programming and messages. A panel of traditional and nontraditional partners who share our mission of zero roadway fatalities will discuss how they are and can work with State Highway Safety Offices to address roadway safety issues. You'll leave the session with a whole new perspective on partnerships.

MODERATOR

- ▶ **Shannon Ryder**, Program Manager, Minnesota Office of Traffic Safety

PANELISTS

- ▶ **Sandy Spavone**, Executive Director, Family, Career and Community Leaders of America
- ▶ **Candy Lightner**, Founder, We Save Lives
- ▶ **Kevin Doyle**, Director of Business Intelligence US, Michelin
- ▶ **Mark Etzbach**, Vice President of Sales North America, Acusensus
- ▶ **Kendell Poole**, Principal, KPoole Strategic Relations

1:45 p.m. – 3:15 p.m. **Workshop 17** **Marriott Bluegrass I/II**

Are You Fit to Drive? What Mature Drivers Need to Know

Older or mature drivers – people 65 and older – represent a growing segment of America's licensed population. But this age group faces an increased risk of traffic-related injuries and fatalities. In 2019, 7,214 mature drivers were killed in traffic crashes, accounting for 20% of all roadway fatalities. Explore national and state initiatives to help keep these drivers on the road as long as safely possible.

MODERATOR

- ▶ **Flavia Pereira**, Transportation Planner, Connecticut Department of Transportation

PANELISTS

- ▶ **Joan Somes**, Chair, Institute for Quality, Safety, and Injury Prevention, Minnesota Emergency Nurses Association
- ▶ **Amanda Mueller**, Senior Vice President, CashmanKatz
- ▶ **Josh Dunning**, Vice President of Driver Safety, AARP

3:30 p.m. – 4:45 p.m. **GENERAL SESSION:**
A ROADMAP FOR COMBATING DISTRACTED DRIVING **Kentucky Ballroom**

Distracted driving is one of our nation's most pervasive yet preventable traffic safety problems. A new report from GHSA and General Motors urges a broad culture shift to make this deadly behavior socially unacceptable and offers more than two dozen recommendations for State Highway Safety Offices and their partners that address policy, enforcement, education, infrastructure and more. A panel of national experts will share what their organizations are doing to combat driver distraction and then engage in a moderated discussion with the audience that explores the challenges, proven countermeasures and promising practices discussed in the report.

MODERATOR

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

PANELISTS

- ▶ **Nanda Srinivasan**, Associate Administrator, Research and Program Development, National Highway Traffic Safety Administration
- ▶ **John Capp**, Director, Global Vehicle Safety Technology, Strategy and Regulations, General Motors
- ▶ **Jennifer Smith**, CEO/President, StopDistractions.org
- ▶ **Arriale Tabson**, Public Information Officer, Tennessee Highway Safety Office
- ▶ **Shaina Finkel**, National President, Students Against Destructive Decisions
- ▶ **Luis Calva**, Senior Consultant, Personal Lines Product Marketing, Nationwide



Nanda Srinivasan



John Capp



Jennifer Smith



Arriale Tabson



Shaina Finkel



Luis Calva

Taste of the State Reception

MUHAMMAD ALI CENTER

144 N 6th St.
6:30 p.m. – 9:30 p.m.

The Muhammad Ali Center is an approximately 12-minute walk from the Louisville Marriott Downtown.



Heavy hors d'oeuvres and cash bar

Enjoy heavy appetizers, delicious desserts and tasty beverages with your fellow traffic safety professionals at the Muhammad Ali Center. This award-winning museum tells the boxer's incredible life story and offers plenty of gorgeous indoor and outdoor space to socialize and enjoy the view.

Sponsored by **Uber**

#GHSA2022
@GHSAHQ



WEDNESDAY, SEPTEMBER 21

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

Marriott Ballroom Foyer

8:30 a.m. – 10:00 a.m. **GENERAL SESSION:
RURAL ROADS, BEAUTIFUL AND DEADLY**

Marriott Ballroom I-VI

Almost half of U.S. motor vehicle fatalities occur on rural roads, but only 19% of the nation's population lives in rural areas. A new GHSA and State Farm report found that risky driving behaviors contributed significantly to the problem. The report's author will share the findings of an analysis of five years of Fatality Analysis Reporting System data and highlight the unique challenges posed by rural roads. A panel of rural road experts will discuss how to address these challenges along with proven and promising countermeasures for improving safety on these beautiful and deadly roads.

MODERATOR

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

PANELISTS

- ▶ **Nanda Srinivasan**, Associate Administrator, Research and Program Development, National Highway Traffic Safety Administration
- ▶ **Jaime Sullivan**, Director, National Center for Rural Road Safety
- ▶ **Paula Raymond**, Senior Research Scientist, Toxcel
- ▶ **Pete Abrams**, Law Enforcement Liaison, Wyoming Department of Transportation Highway Safety Office
- ▶ **Camryn Maddoux**, Vice President of Parliamentary Law, Oklahoma Family, Career and Community Leaders of America Executive Council



Nanda Srinivasan



Jaime Sullivan



Paula Raymond



Pete Abrams



Camryn Maddoux

10:15 a.m. – 11:45 a.m. **Workshop 18**

Marriott Ballroom VII/VIII

Utilizing Impaired Driving Task Forces for Drunk Driving Prevention

Partnerships are a key element of highway safety programs. State and local impaired driving task forces can be a tool to bring a diverse range of stakeholders together to advance impaired driving initiatives. Safety leaders will discuss how to establish and sustain an impaired driving task force and how a national advocacy effort successfully advanced impaired driving detection technology.

MODERATOR

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

PANELISTS

- ▶ **Edica Esqueda**, Program Manager, Washington Traffic Safety Commission
- ▶ **Tuesday Black**, Program Manager, MADD Colorado
- ▶ **Michael Sawyer**, Transportation Engineer, City of Richmond
- ▶ **Stephanie Manning**, Chief Government Affairs Officer, MADD
2022 Peter K. O'Rourke Special Achievement Award Winner

10:15 a.m. – 11:45 a.m. **Workshop 19**

Marriott Bluegrass I/II

Expanding Proven Countermeasures: Highway Safety Research Brainstorm

The Behavioral Traffic Safety Cooperative Research Program (BTSCRCP) is the only federally funded transportation research program focused exclusively on validating behavioral highway safety programs. Learn how you can get involved in BTSCRCP and participate in a brainstorming session to identify key topics highway safety researchers should focus on next.

MODERATOR

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

PANELISTS

- ▶ **Essie Wagner**, Director, Office of Behavioral Safety Research, National Highway Traffic Safety Administration
- ▶ **Chris Bortz**, Transportation Safety Assistant Bureau Chief, Kansas Department of Transportation
- ▶ **Richard Retting**, Senior Program Officer, Transportation Research Board

10:15 a.m. – 11:45 a.m. **Workshop 20**

Marriott Ballroom IX/X

A Work in Progress: Employer Traffic Safety Programs

Businesses can play a leading role in delivering effective road safety programs and messages to help safeguard employees and their families, as well as the communities they serve. They can also provide support for policy change initiatives. Explore how State Highway Safety Offices and a national safety organization are developing partnerships with local businesses and regional employers and how to tap into these important resources.

MODERATOR

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

PANELISTS

- ▶ **Kimberly Chesser**, Director, Delaware Office of Highway Safety
- ▶ **Wade Alonzo**, Program Director, Washington Traffic Safety Commission
- ▶ **Mike Ezzell**, Program Manager, Our Driving Concern, National Safety Council

12:00 p.m. – 2:00 p.m.

CLOSING LUNCHEON

Sponsored by Ford Motor Company Fund and Amazon

Marriott Ballroom V/VI

MODERATOR

- ▶ **Lisa Freeman**, Executive Director and Governor's Representative, Louisiana Highway Safety Commission

SPONSOR REMARKS

- ▶ **Dave Keeling**, Global Director - WHS Transportation Safety, Amazon
- ▶ **Joe Provenzano**, Mobility Director, Ford Motor Company Fund

GUEST SPEAKER

- ▶ **Jane Pauley**, one of the world's most respected journalists and host of "CBS Sunday Morning," will discuss her distinguished career, her personal experience and advocacy on mental health and how to reinvent yourself late in your career.



Jane Pauley

2:00 p.m.

Adjourn

GHSA 2022 HIGHWAY SAFETY CHAMPIONS

The members and staff of GHSA wish to thank our 2022 Highway Safety Champions. Without their generosity, the Annual Meeting would not be possible.

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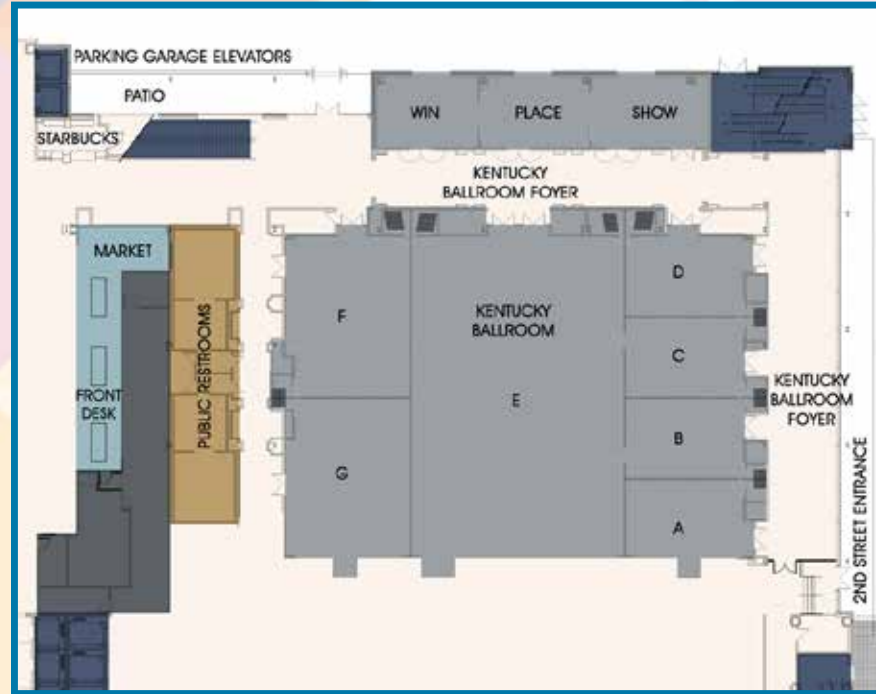


Safe Smart Connected



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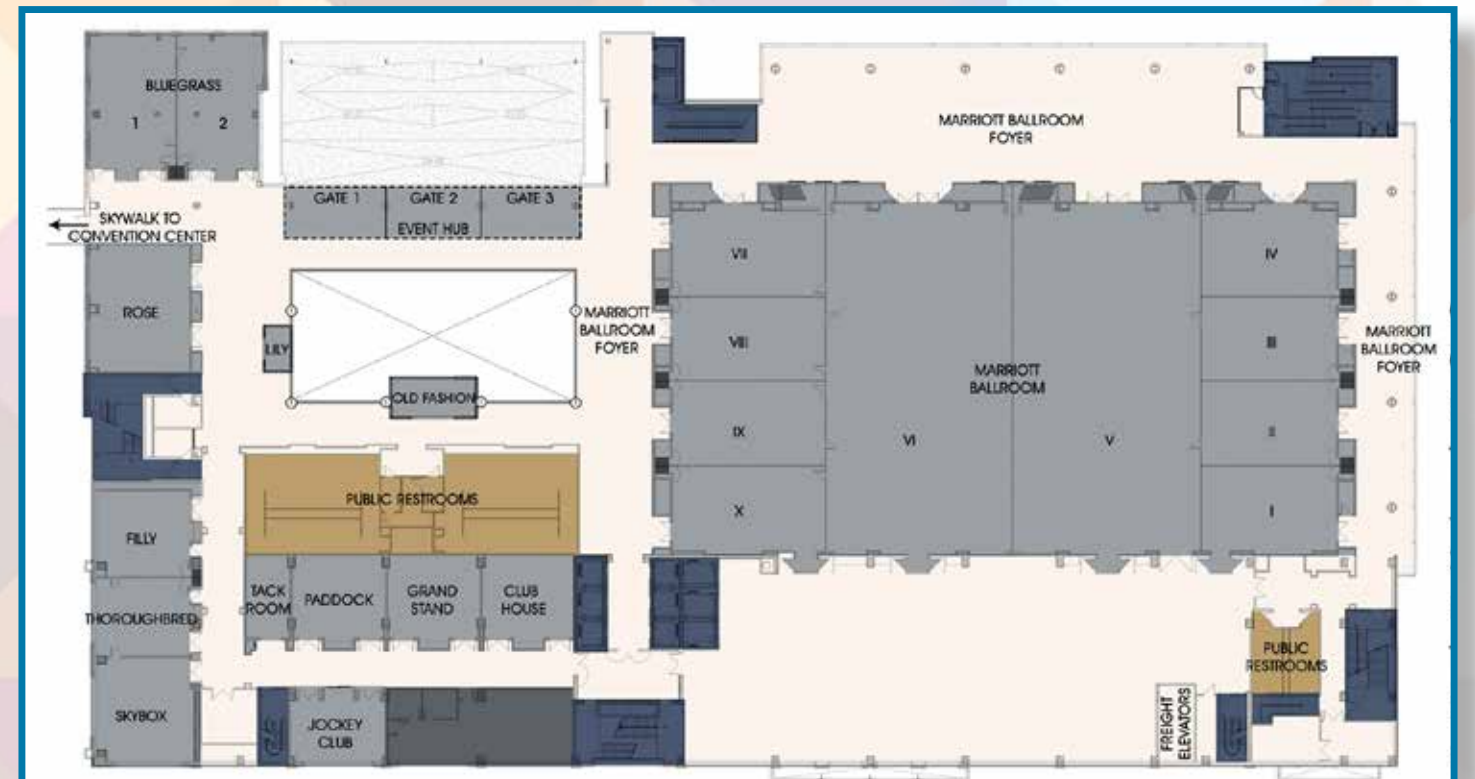
LOUISVILLE MARRIOTT DOWNTOWN & CONVENTION CENTER FLOORPLAN



Marriott Ground Floor

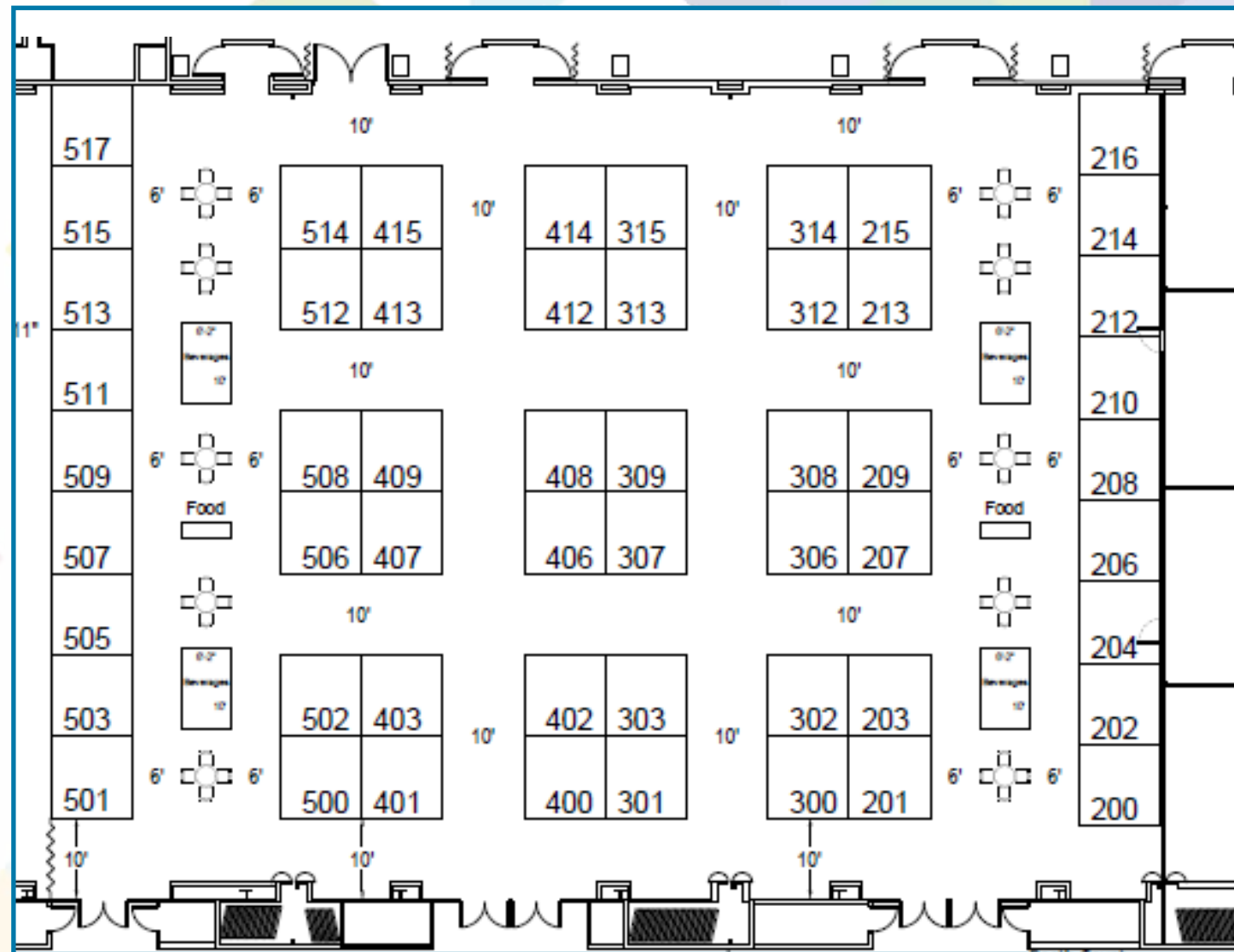


Convention Center



Marriott Second Floor

GHSA 2022 HIGHWAY SAFETY EXHIBIT SHOWCASE FLOORPLAN



GHSA 2022 HIGHWAY SAFETY EXHIBIT SHOWCASE

Company	Booth	Company	Booth
Acusensus	502	Kustom Signals	204
Agate Software/IGX Solutions	511	Laser Tech.....	308
Alliance Highway Safety.....	201/203/300/302	LexisNexis Risk Solutions	209
American Trucking Associations.....	313	Lifeloc Technologies.....	509
BIA, OJS-Indian Highway Safety Program	503	Michelin North America, Inc.....	301
Brown-Forman	207	National Alliance to Stop Impaired Driving	402
Cambridge Mobile Telematics.....	517	Federal Motor Carrier Safety Administration.....	414
Check to Protect.....	206	National Safety Council	208
CMI, Inc.	216	New York State Governor's Traffic Safety Committee.....	415
DCCCA.....	312	National Highway Traffic Safety Administration	513/515
Driven by Safety.....	413	NMS Labs.....	500
Evenflo.....	214	Precision Products.....	406/408
Family, Career and Community Leaders of America, Inc.....	303	SADD, Inc.....	213
Foundation for Advancing Alcohol Responsibility (Responsibility.org)	400	SaferStreet Solutions	412
GM Future Roads & INRIX.....	409	SKIDCAR SYSTEM INC.	202
GSTV.....	215	Smart Start, Inc.	307/309
HAAS Alert	306	SmartSimple Software Ltd.....	407
Hero Digital Network.....	514	Stalker Radar	501
Impact Teen Drivers	315	The National Road Safety Foundation, Inc.	200
Innocorp, Ltd. - Makers of Fatal Vision.....	403	ThinkFast.....	210/212
Institute of Police Technology & Management.....	507	TrypScore by Medidas	505
Intoxalock by Consumer Safety Technology	401	U.S. Department of Transportation/ Transportation Safety Institute.....	512
Intoximeters, Inc.	506/508		

2022 EXHIBITION SCHEDULE

SUNDAY SEPTEMBER 18

- ▶ 10:00 a.m. – 2:00 p.m. (Move In/Set Up)
- ▶ 5:30 p.m. – 7:30 p.m.

MONDAY SEPTEMBER 19

- ▶ 7:30 a.m. – 12:30 p.m.
- ▶ 2:00 p.m. – 5:00 p.m.

TUESDAY SEPTEMBER 20

- ▶ 7:30 a.m. – 11:00 a.m.
- ▶ 11:00 a.m. – 4:00 p.m. (Tear Down/Move Out)

ACKNOWLEDGMENTS

GHSA would like to thank the Kentucky Office of Highway Safety staff for their incredible efforts in support of the 2022 Annual Meeting.



SAVE THE DATES! FUTURE GHSA ANNUAL MEETINGS

SPECIAL THANKS

TO THE MEMBERS OF THE GHSA 2022 ANNUAL MEETING PLANNING COMMITTEE:

CHAIR

Carol Gould
Colorado

Chris Bortz
Kansas

Amy Davey
Nevada

Glenn Davis
Colorado

Robert Duckworth
Indiana

Edica Esqueda
Washington

Mark Ezzell
North Carolina

Lisa Freeman
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Wyoming

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New York

Jeff Larason
Massachusetts

Karin Mongeon
North Dakota

Flavia Pereira
Connecticut

Jaime Pelotte
Maine

Shannon Ryder
Minnesota



2023
New York, NY
August 12–16

2024
Indianapolis, IN
September 7–11

2025
Pittsburgh, PA
August 23–27



NEED HELP? JUST ASK!

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

- **Green on Sunday**
- **Black on Monday**
- **Gray on Tuesday**
- **Navy on Wednesday**



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