

MICHIGAN TRAFFIC SAFETY SUMMIT 2008



Michigan Traffic Safety Summit, c/o Office of Highway Safety Planning
4000 Collins Road, P.O. Box 30633, Lansing, MI 48909-8133

PARTICIPANTS AND EXHIBITORS

Here's all you need to register.

Please read the enclosed Summit registration information carefully before filling out the registration form.

No telephone registrations will be accepted.

13TH ANNUAL

MICHIGAN TRAFFIC SAFETY SUMMIT 2008



3 DAYS OF TRAFFIC SAFETY TIPS & TRENDS
MARCH 11-13, 2008 KELLOGG HOTEL & CONFERENCE CENTER, EAST LANSING

www.michigan.gov/ohsp

General Session Speakers

MORE SPEAKERS TO COME

Tuesday, March 11

WHAT DOES THE NEXT 25 YEARS HOLD FOR TRAFFIC SAFETY?

Dr. Anthony R. Kane, Director of Engineering and Technical Services, American Association of State Highway and Transportation Officials



Anthony R. Kane, Ph.D., is the director of engineering and technical services for the American Association of State Highway and Transportation Officials (AASHTO). In this capacity, he supports the development of transportation policy and legislative proposals and leads the development of hundreds of technical publications and standards, including those for safety, quality, management, bridges, geometric design, materials, and intelligent transportation systems. He also oversees the development and licensing of AASHTOWare software products; the review and accreditation of laboratories through the AASHTO Materials Reference Lab; the evaluation of transportation products; and wireless communications including radio frequency filings with the FCC.

He previously served as the U.S. Department of Transportation, Federal Highway Administration's executive director, with day-to-day management responsibility for the then \$31 billion-per-year agency and its 2,700 employees.

Wednesday, March 12

IN THE FAST LANE: TRAFFIC SAFETY RESEACH

Dr. Peter F. Sweatman, Director, University of Michigan Transportation Research



Peter Sweatman, Ph.D., is the director of the University of Michigan Transportation Research Institute (UMTRI). He came to UMTRI after a long career in transportation research and development in Australia.

Dr. Sweatman is an international leader in the scientific field of heavy vehicle-infrastructure interaction. His research has crossed the boundaries of traditional engineering disciplines and his work has been widely recognized in the fields of vehicle design and engineering, vehicle safety, road safety, driver performance, highway condition monitoring, heavy vehicle standards and regulations, and transport economics and policy. He has a strong interest in advanced safety systems which help drivers to avoid crashes, and in communication technology which will not only prevent crashes but also improve traffic flow.

THE CHANGING FACE OF MEDIA

Lisa Crumley, Principal, Pace & Partners



With over 20 years experience in marketing intelligence, Lisa Crumley directs all marketing efforts in areas of research and strategic account planning for Pace & Partners, a full-service marketing firm in Lansing. Amongst her many clients, Ms. Crumley has led strategic and tactical counsel on large-scale behavioral change campaigns for the Michigan Office of Highway Safety Planning (OHSP). Her leadership on OHSP's ".08" drunk driving and safety belt usage campaigns have helped reduce the incidence of crashes involving drunk drivers in Michigan, and also helped OHSP raise safety belt compliance in Michigan from 80 percent to 94 percent.

Before joining Pace & Partners in 1995, Ms. Crumley was deeply involved in research and branding projects with General Motors, including marketing communications planning, strategic and product planning, market research, and brand management.

Thursday, March 13

WHO NEEDS SLEEP AND WHAT IS IT GOOD FOR?

Dr. Mark R. Rosekind, President and Chief Scientist, Alertness Solutions



Mark R. Rosekind, Ph.D., is founder, president, and chief scientist of Alertness Solutions, a company that provides fatigue management consulting, education, and training services. He has also directed fatigue programs at NASA and sleep research at Stanford University's Sleep Disorders Clinic and is a board member of the National Sleep Foundation.

He is the recipient of numerous awards and honors, including the NASA Exceptional Service Medal, a Flight Safety Foundation Presidential Citation for "Outstanding Achievement in Safety Leadership", and a NASA Group Achievement Award.

Dr. Rosekind received his doctoral degree from Yale University, and postdoctoral training at Brown University.

AGENDA

Tuesday, March 11

9-10:30 A.M.	OPENING AND GENERAL SESSION
10:30-11 A.M.	BREAK
11 A.M.- NOON	GENERAL SESSION
NOON-1 P.M.	LUNCH
1-2:30 P.M.	WORKSHOPS
2:30-3 P.M.	BREAK
3-4:30 P.M.	WORKSHOPS

Wednesday, March 12

8:30-9:30 A.M.	GENERAL SESSION
9:30-10 A.M.	BREAK
10-11:30 A.M.	GENERAL SESSION
11:30 A.M.-1 P.M.	LUNCH
1-2:30 P.M.	WORKSHOPS
2:30-3 P.M.	BREAK
3-4:30 P.M.	WORKSHOPS

Thursday, March 13

8:30-9:30 A.M.	GENERAL SESSION
9:30-10 A.M.	BREAK
10-11:30 A.M.	WORKSHOPS
11:30-NOON	BREAK
NOON-2 P.M.	AWARDS LUNCHEON

WHO SHOULD ATTEND?

LAW ENFORCEMENT
TRAFFIC ENGINEERS
PUBLIC HEALTH/EMS
NON-PROFITS
LOCAL, STATE, AND FEDERAL AGENCIES

VISIT WWW.MICHIGAN.GOV/OHSP FOR AGENDA UPDATES.

IMPORTANT REGISTRATION INFORMATION

PARTICIPANT REGISTRATION

- Registration is \$75 on or before February 4 or \$125 after February 4.
- After March 3, only on-site registrations will be accepted. (On-site registration must include a check made payable to the STATE OF MICHIGAN.)
- No telephone registrations accepted.
- No 302 funding is available for Summit registrations.
- State agencies must use interagency transfers to pay registration fees. Procurement card use is not allowed.
- Questions? Call (517) 333-5325.

EXHIBITOR INFORMATION

- Non-profit exhibitor registration is \$75 on or before February 4 or \$125 after February 4.
- For-profit exhibitor fee is \$395.
- Exhibitor space is limited.
- February 25 is the deadline for exhibitor registration.
- Refreshment breaks will be held in the exhibit area.
- Exhibit fees include an eight-foot skirted table with two chairs.
- SET-UP: Monday, March 10, 4 – 8 p.m.
- EXHIBIT: Tuesday, March 11, 8 a.m. – 4:30 p.m. (one day only)
- TAKE-DOWN: Tuesday, March 11, 5 – 8 p.m.
- Questions? Contact Dan Vartanian at (517) 333-5322.

REGISTRATION CONFIRMATION

If you provide an e-mail address, you will receive an electronic confirmation. Otherwise, confirmations will be mailed.

CONFERENCE REGISTRATION REFUND POLICY

Refunds will only be given if a written cancellation request is made on or before March 3.

REGISTRATIONS MAY BE FAXED OR MAILED

Payment must accompany registration. If paying by check, checks must be made payable to the STATE OF MICHIGAN.

FAX OR MAIL registration and payment information to:

Credit card payments only Fax to: (517) 333-5756

Payment by check Mail to: Michigan State Police
Budget and Financial Services Division
714 S. Harrison Road
East Lansing, MI 48823

Payment by state agencies State of Michigan agencies **must use** interagency transfers to pay registration fees. Procurement card use is not permitted. (Make transfers to Index 51000, PCA 51400, COBJ 6160 and indicate transaction document number on the registration form.)

2008 MICHIGAN TRAFFIC SAFETY SUMMIT PARTICIPANT REGISTRATION

Mr./Mrs./Ms./Dr./Rank	First Name	Last Name	Company/Department/Organization
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Street Address/Post Office Box	City	State	Zip Code
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Area Code + Phone Number	Area Code + Fax Number	E-mail address
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Affiliation: County/local government State government Medical/health care
Check all that apply Law enforcement Non-profit organization Engineering Other

Credit Card Information: MasterCard Visa

Card Number	Expiration Date	Cardholder Name
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Cardholder Street Address/Post Office Box	City	State	Zip Code
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Area Code + Phone Number	Signature <i>X</i>
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Meal Preference:
 Check each meal you plan to attend (*included in registration fee*)
 Tuesday's Lunch Wednesday's Lunch Thursday's Lunch Vegetarian meals Gluten-free meals

Participant cost to attend 13th Annual Michigan Traffic Safety Summit:
\$75 per person if registration information AND payment are received by February 4.
\$125 per person if registration information and payment are received after February 4.
 After March 3, only on-site registrations will be accepted. On-site registration must include a check made payable to the STATE OF MICHIGAN.

302 funds are not eligible for this conference.

Credit card payments onlyFax to: (517) 333-5756

Payment by checkMail to: Michigan State Police
 Budget and Financial Services Division
 714 S. Harrison Rd.
 East Lansing, MI 48823

Payment by state agencies State of Michigan agencies **must use** interagency transfers to pay registration fees. Procurement card use is not allowed. Make transfers to Index 51000, PCA 51400, COBJ 6160 and indicate transaction document number here.

Transaction Document Number

FOR OFFICE USE ONLY-MTSS
