

17TH ANNUAL

MICHIGAN TRAFFIC SAFETY SUMMIT 2012



NEW THIS YEAR—ONLINE CONFERENCE REGISTRATION & HOTEL RESERVATIONS

MARCH 20-22, 2012 KELLOGG HOTEL & CONFERENCE CENTER, EAST LANSING

Register at mi.train.org

AGENDA

Tuesday, March 20

9-10:30 A.M.	OPENING AND GENERAL SESSION
10:30-11 A.M.	BREAK WITH EXHIBITORS
11 A.M.-12:30 P.M.	WORKSHOPS
12:30-1:30 P.M.	LUNCH
1:30-2:30 P.M.	GENERAL SESSION
2:30-3 P.M.	BREAK WITH EXHIBITORS
3-4:30 P.M.	WORKSHOPS
5-7 P.M.	NETWORKING RECEPTION

Wednesday, March 21

8:30-9:30 A.M.	GENERAL SESSION
9:30-10 A.M.	BREAK
10-11:30 A.M.	WORKSHOPS
11:30 A.M.-1:15 P.M.	AWARDS LUNCHEON
1:30-3 P.M.	WORKSHOPS
3-3:30 P.M.	BREAK
3:30-4:30 P.M.	GENERAL SESSION

Thursday, March 22

8:30-10 A.M.	WORKSHOPS
10:15-11:30 A.M.	GENERAL SESSION

THE 2012 MICHIGAN TRAFFIC SAFETY SUMMIT ALSO INCLUDES MORE THAN 25 WORKSHOPS.

The following are examples of topics being offered:

ENFORCEMENT:

- » Police-involved crashes
- » Drug Recognition Expert update
- » Returning combat veterans and law enforcement

ENGINEERING:

- » The Road Safety Audit experience
- » Hands-on incident management
- » Sharing the road: Optimizing non-motorized safety and vehicle mobility

TEEN ISSUES:

- » Detroit's innovative underage drinking enforcement
- » *Strive For A Safer Drive* teen traffic safety program
- » Teens and trucks

OTHER:

- » Dementia and driving
- » EMS: Engaging the system that saves lives
- » Driver education 2.0

Not paid for with state funds. Paid for with funding from the U.S. Department of Transportation.



General Session Speakers

DISTRACTED DRIVING: WHAT RESEARCH SHOWS AND WHAT STATES CAN DO



Jim Hedlund, PhD., Principal, Highway Safety North, Ithaca, New York

Dr. Jim Hedlund works on a variety of traffic safety research, policy, and management projects from the backwoods of Ithaca, New York. He received his bachelor's degree from Cornell University and a doctorate in mathematics from the University of Michigan. He spent 22 years at the National Highway Traffic Safety Administration in various research and program positions, most recently as Associate Administrator for Traffic Safety Programs. Dr. Hedlund has published more than 60 research studies, conference summaries, research syntheses, and guides on a variety of behavioral traffic safety subjects.

Dr. Hedlund will discuss the most recent study on distracted driving by the Governors Highway Safety Association. The 2011 study concentrates on the four types of distraction and the causes of distraction including text messages, cell phones, and other electronic devices in the car as well as non-technological distractions such as eating, grooming, reading, and other passengers.

The study provides insight for states and other organizations as they work to develop countermeasures to address the growing problem of distracted driving.

SAFETY PILOT PROJECT



James Sayer, Ph.D., Associate Research Scientist, University of Michigan Transportation Research Institute (UMTRI) Human Factors Group

Headquartered in Ann Arbor, the Safety Pilot Project is part of the U.S. Department of Transportation's (USDOT) Intelligent Transportation Systems safety research program, a large-scale test of connected vehicle technologies in a real-world, multi-modal setting.

As project manager, Dr. James Sayer oversees a nearly \$15 million grant from the USDOT to research connected vehicle technologies with a focus on traffic flow, consumer acceptance, congestion management, and system security. Ultimately, the Safety Pilot Project will determine the effectiveness of connected vehicle safety applications at reducing crashes and will show how drivers respond to these technologies while operating a vehicle.

Dr. Sayer has conducted human factors and transportation-related research at UMTRI since 1993. The areas of his research include driver assistance, advanced safety systems, and naturalistic driving behavior as well as driver vision and pedestrian conspicuity.

ADVANCEMENTS IN AUTOMOTIVE MEDICINE



Stewart Wang, M.D., Ph.D., Director of the International Center for Automotive Medicine, University of Michigan Health System

Dr. Stewart Wang is the founding director of the International Center for Automotive Medicine (ICAM) at the University of Michigan Health System. ICAM seeks to foster relationships and research between medical specialties and engineering efforts that translate into new technologies, medical treatments, education, and public policies that prevent traffic injuries and improve care.

Dr. Wang will discuss how the ICAM uses medical images from crash victims to help show how people are injured in crashes. These real-world examples are then shared with automakers to help them build better, safer vehicles.

Dr. Wang is an Endowed Professor of Surgery in the University of Michigan Health System. He is the director of the University of Michigan Program for Injury Research and Education as well as director of Research for Acute Care Surgery.

**More speakers to be announced in the coming months.
Visit www.michigan.gov/ohsp for additional information.**



NETWORKING RECEPTION

OHSP is excited to announce the return of a networking reception. This event will be at the Breslin Center on the campus of Michigan State University, home of the Michigan State Spartan mens' and womens' basketball teams.

The event will be Tuesday, March 20, from 5-7 p.m. and will include complimentary building tours and access to private suites.

Appetizers and non-alcoholic beverages will be served.

All Summit attendees, speakers, and exhibitors are welcome to attend but must RSVP on the Summit registration site. For more information about the event, contact Dianne Perukel at perukeld@michigan.gov or (517) 241-2565.

HOTEL INFORMATION

Conference participants and exhibitors must make their own hotel reservations and are responsible for payment of their lodging and for the Summit.

The Kellogg Hotel and Conference Center is the official conference hotel. Rooms are available at a discounted rate of \$65 per night. Attendees must use group code **TSS031812** in order to receive the discounted rate.

Hotel reservations can be made online at www.kelloggcenter.com or by calling the hotel at (517) 432-4000. All Summit attendees must use the group code in order to book a room at the Kellogg Hotel.

Hotel reservations must be made by Friday, February 24.

The Kellogg Center is a handicapped accessible facility. Those needing special accommodations while attending the Traffic Safety Summit should contact Alyson Kechkaylo at kechkayloa@michigan.gov or (517) 241-2546 no later than Friday, March 2.

HOW TO REGISTER

All attendees, exhibitors, and speakers must register for the Traffic Safety Summit online at mi.train.org. Microsoft Internet Explorer should be used to complete registration.

Fees must be paid at the time of registration. Be sure to have a credit card or interagency transfer information ready before beginning registration.

All registrants must set up an account in the MiTrain system before registering.

TO CREATE A MITRAIN ACCOUNT:

- » Go to mi.train.org.
- » Select *Create Account*, which appears under the login box on the left side.
- » Agree to the TRAIN policies.
- » Fill out all the necessary information on the subsequent pages. (Do not hit the *Back* button at any time during the registration process.)
- » Answer the secret question at the bottom of the page. (This question will be used as a security measure during the password retrieval process.)
- » Select *Michigan State Police* from the *State Group* options.
- » Select up to three professional roles that best match your job description.
- » Select up to three settings that best fit your work environment.
- » Select *Next* when finished.
- » Additional demographic information will be requested. (This information is not required for registration.)
- » Select *Continue* to finish registering the account.
- » A confirmation screen will appear, select *Continue* to begin registration.
- » A confirmation e-mail will be generated. (In order to receive e-mails from MiTrain, select the link in the e-mail.)

CONFERENCE REGISTRATION REFUND POLICY

Refunds will be given only if a written cancellation request is made on or before March 12.



SECRETARY OF STATE MOBILE OFFICE

Save time and a trip to the Secretary of State's (SOS) office. Bring your driver's license and license plate updates, address changes, and other SOS business to the Traffic Safety Summit on Tuesday, March 20, and take advantage of the SOS Mobile Office. All of the services will be available on-site from 8 a.m.-4 p.m.

PARTICIPANT REGISTRATION

- » Registration is \$75 on or before February 24.
- » Registration is \$125 after February 24.
- » Registration deadline is March 12.
- » After March 12, only on-site registration will be accepted if space is available.
- » All participants, speakers, and exhibitors must register online at mi.train.org.
- » Only credit card and interagency transfers will be accepted.
- » All state agencies must use interagency transfers to pay registration fees. (Procurement card use is not allowed.)
- » Checks will not be accepted.
- » Questions? Call (517) 241-2544.

TO REGISTER AS A PARTICIPANT OR SPEAKER:

- » Go to mi.train.org.
 - » Enter login name and password then select the *Login* button.
 - » Select *Course Search* at the top of the page.
 - » Select *By Course ID* on the left side of the page.
 - » Enter course number **1030910** for the 2012 Traffic Safety Summit.
 - » Select the *Registration* tab at the top of the page.
 - » Select the *Register for Conference* button on the top left of the page.
 - » The Summit registration screen will appear. (Since it is a mandatory event.)
 - » Select the *Add* buttons to add lunch choices for each day of the Summit. **(Be sure to add a lunch selection for each day.)**
 - » If attending the Tuesday evening networking event, select the *Add* button for that event as well.
 - » When meal selection is complete, select *Next*.
 - » Select *Next* again.
 - » Verify personal information for accuracy.
 - » Review the registration information and select *Next*.
 - » Review the registration information. (Be sure lunch each day and the Tuesday evening reception have been selected.)
 - » Under the session name select the blue link that says *Click here to pay now*.
 - » Doing this will open a new window for the State of Michigan Payment Processing Center.
 - » If a special code has been assigned, enter it at this time and select *Continue*. (Those who received a special code should also have received specific instructions for registration, call Alyson Kechkaylo at 517-241-2546 with questions.)
 - » If no special code has been assigned for registration, leave this box blank and select *Continue*.
 - » Enter an MCOLES number, if applicable. (Law enforcement officers must input MCOLES number.)
 - » On the next screen select *Self* and select *Continue*.
- » Select one of the three options for payment:
1. Michigan State Police (MSP) employees should select *MSP Employee*, enter work site Index and PCA, and select *Continue*.
 - » On the next screen confirm all personal information is correct and select *Continue*.

- » On the next screen review and verify the additional information is correct and select *Continue*.
- » Select *Return to MiTrain*.
- » This will open a new MiTrain window. (Do not go back to the old MiTrain window; use this window to complete registration.)
- » Select the *Registration* tab in the new MiTrain window.
- » Select *Edit my Registration* at the top of the page.
- » Select *Confirmation* in the box on the left side of the page.
- » At the bottom on the next page select *Complete Registration*.
- » Print the confirmation screen and bring it to the conference.

2. Non-MSP state employees should select *Invoice* and select *Continue*.
- » On the next screen confirm all personal information is correct and select *Continue*.
- » On the next screen review and verify the additional information is correct and select *Continue*.
- » Select *Return to MiTrain*.
- » This will open a new MiTrain window. (Do not go back to the old MiTrain window; use this window to complete registration.)
- » Select the *Registration* tab in the new MiTrain window.
- » Select *Edit my Registration* at the top of the page.
- » Select *Confirmation* in the box on the left side of the page.
- » At the bottom on the next page select *Complete Registration*.
- » Print the confirmation screen and bring it to the conference.
- » An invoice will be e-mailed to the address associated with the account.
- » This invoice must be paid within ten days by interagency transfer. (Transfers should be made to Index 51000, PCA 51400, COBJ 6160.)
- » Registrations are not complete until payment is received.

3. All other registrants must use a credit card for registration.
- » To pay by credit card for registration select *Credit* and select *Continue*.
- » On the next screen confirm all personal information is correct and select *Continue*.
- » On the next screen review and verify the additional information is correct and select *Continue*.
- » This will redirect to a new screen.
- » Select *Pay by Credit Card* and select *Next*.
- » Enter billing address and credit card number and select *Next*.
- » Confirm payment information and select *Pay Now*.
- » Select *Return to MiTrain*.
- » This will open a new MiTrain window. (Do not go back to the old MiTrain window; use this window to complete registration.)
- » Select the *Registration* tab in the new MiTrain window.
- » Select *Edit My Registration* at the top of the page.
- » Select *Confirmation* in the box on the left side of the page.
- » At the bottom on the next page, select *Complete Registration*.
- » Print the confirmation screen and bring it to the conference.

EXHIBITOR REGISTRATION

- » Non-profit exhibitor registration is \$75 on or before February 24.
- » Non-profit exhibitor registration is \$125 after February 24.
- » For-profit exhibitor fee is \$395.
- » Registration deadline is March 2.
- » Exhibitor space is limited and on a first-come, first-served basis.
- » Registration includes one person.
- » **Additional exhibitor staff should register as a participant.**
- » Refreshment breaks will be served in the exhibitor area.
- » Exhibit fee includes one, eight-foot skirted table with two chairs, power, and wireless internet.
- » **Set up:** Monday, March 19, 4-6 p.m.
- » **Exhibit:** Tuesday, March 20, 8 a.m.-4:30 p.m. (one day only)
- » **Take-down:** Tuesday, March 20, 5-6 p.m.
- » Questions? Contact Melody Kindraka at kindrakam@michigan.gov or (517) 241-1522.

TO REGISTER AS AN EXHIBITOR:

- » Go to mi.train.org.
- » Enter login name and password and select the *Login* button.
- » Select *Course Search* at the top of the page.
- » Select *By Course ID* on the left side of the page.
- » Enter course number **1031137** for the 2012 Traffic Safety Summit Exhibitor Non-Profit; enter course number **1031131** for the 2012 Traffic Safety Summit Exhibitor For-Profit.
- » Select the *Registration* tab at the top of the page.
- » Select the *Register for Conference* button on the top left of the page.
- » The Summit registration screen will appear. (Since it is a mandatory event.)
- » Select the *Add* buttons to add lunch choices for each day of the Summit. (**Be sure to add a lunch selection for each day.**)
- » If attending the Tuesday evening networking event, select the *Add* button for that event as well.
- » When meal selection is complete, select *Next*.
- » Select *Next* again.
- » Verify personal information for accuracy.
- » Review the registration information and select *Next*.
- » Review the registration information. (Be sure lunch each day and the Tuesday evening reception have been selected.)
- » Under the session name select the blue link that says *Click here to pay now*.
- » Doing this will open a new window for the State of Michigan Payment Processing Center.
- » If a special code has been assigned enter it at this time and select *Continue*. (Those who received a special code should also have received specific instructions for registration; call Alyson Kechkaylo at 517-241-2546 with questions.)
- » If no special code has been assigned for registration, leave this box blank and select *Next*.
- » Leave the box for MCOLES number blank and select *Next*.
- » On the next screen select *Self*.
- » Only credit card payments will be accepted for exhibitors, except for state agencies, which must use interagency transfer.
- » Select one of two options for payment:
 1. To pay by interagency transfer, select *Invoice* and select *Continue*.
 - » On the next screen confirm all personal information is correct and select *Continue*.
 - » On the next screen review and verify the additional information is correct and select *Continue*.
 - » Select *Return to MiTrain*.
 - » This will open a new MiTrain window. (Do not go back to the old MiTrain window; use this window to complete registration.)
 - » Select the *Registration* tab in the new MiTrain window.
 - » Select *Edit my Registration* at the top of the page.
 - » Select *Confirmation* in the box on the left side of the page.
 - » At the bottom on the next page select *Complete Registration*.
 - » Print the confirmation screen and bring it to the conference.
 - » An invoice will be e-mailed to the address associated with the account.
 - » This invoice must be paid within ten days by interagency transfer. (Transfers should be made to Index 51000, PCA 51400, COBJ 6160.)
 - » Registrations are not complete until payment is received.
 2. To pay by credit card, select *Credit* and select *Continue*.
 - » On the next screen confirm all personal information is correct and select *Continue*.
 - » On the next screen review and verify the additional information is correct and select *Continue*.
 - » This will redirect to a new screen.
 - » Select *Pay by Credit Card* and select *Next*.
 - » Enter billing address and credit card number and select *Next*.
 - » Confirm payment information and select *Pay Now*.
 - » Select *Return to MiTrain*.
 - » This will open a new MiTrain window. (Do not go back to the old MiTrain window; use this window to complete registration.)
 - » Select the *Registration* tab in the new MiTrain window.
 - » Select *Edit my Registration* at the top of the page.
 - » Select *Confirmation* in the box on the left side of the page.
 - » At the bottom on the next page select *Complete Registration*.
 - » Print the confirmation screen and bring it to the conference.