

MICHIGAN TRAFFIC SAFETY SUMMIT

Michigan Traffic Safety Summit
c/o Office of Highway Safety Planning
P.O. Box 30634
Lansing, MI 48909

PARTICIPANTS AND EXHIBITORS

Read the enclosed registration instructions
and register at mi.train.org. No faxed
or telephone registrations will be accepted.

18TH ANNUAL MICHIGAN TRAFFIC SAFETY SUMMIT

MARCH 26-28, 2013

Online registration will open soon.

Be sure to register by February 28 for discounted registration fees!

KELLOGG HOTEL & CONFERENCE CENTER, EAST LANSING, MICHIGAN

General Session Speakers

WORKPLACE ETHICS TUESDAY, MARCH 26



Undersheriff **Chris Swanson**, Genesee County Sheriff's Office, Flint, Michigan

Undersheriff Chris Swanson is a career law enforcement officer, with experience spanning nearly 20 years in a variety of positions, including narcotics, criminal investigation, and law enforcement operations.

As second-in-command of the Genesee County Sheriff's Office, he oversees 239 sworn personnel and more than 100 volunteers. He has extensive experience in emergency medical response, maintains multiple certifications, and is a licensed paramedic.

He holds a master's degree in public administration-criminal justice and a bachelor of applied science from the University of Michigan where he has also served on the faculty since 1998.

A three-time IRONMAN finisher and amateur natural body builder, Swanson regularly speaks at public high schools, churches, businesses, and police departments about how leadership and success change lives.

RETHINKING STRATEGIES ON MARIJUANA USE

TUESDAY, MARCH 26



Kevin A. Sabet, Ph.D., Director, Drug Policy Institute, University of Florida

Dr. Kevin Sabet is director of the Institute on Drug Policy at the University of Florida and an assistant professor in the College of Medicine, Department of Psychiatry. His areas of specialization include evidence-based drug prevention,

treatment, and impacts of drug legalization and medical marijuana.

He is also a policy consultant to numerous domestic and international organizations through his company Policy Solutions Lab. His clients include the United Nations, where he holds a senior advisor position at the Italy-based United Nations Interregional Crime and Justice Research Institute.

From 2009-2011, he served in the Obama administration as the senior advisor at the White House Office of National Drug Control Policy (ONDCP). Representing his non-partisan commitment to drug policy, he remains the only staff member at ONDCP to hold a political appointment in both the Bush and Obama administrations.

As a Marshall Scholar, Sabet received his doctorate and master's in social policy at Oxford University and bachelor's in political science from the University of California, Berkeley.

ALLY AND KELSEY: LIVES CUT SHORT BY DISTRACTED DRIVING WEDNESDAY, MARCH 27



Bonnie Raffaele, Sault Ste. Marie, Michigan

On Jan. 24, 2010, 17-year-old Kelsey Raffaele was talking on her cell phone while driving home. She attempted to pass a vehicle, but misjudged the time she had to safely do so. She told her friend she was going to crash and tossed the cell phone in the back seat. It was the last time any-

one would speak to Kelsey.

Unable to avoid an oncoming vehicle, Kelsey lost control, crashed, and died instantly.

When Bonnie Raffaele discovered her daughter's deadly crash was due to the distraction of Kelsey's cell phone conversation, she went to work to protect other teen drivers so their families wouldn't have to suffer this type of loss.

Raffaele was the driving force behind Kelsey's Law, which prohibits teens with Level 1 or Level 2 licenses from using their cell phones while driving.

A board member of FocusDriven, a national non-profit organization focused on a driver distraction caused by cell phone use while driving, Raffaele considers herself a "momma on a mission"; that mission being to save lives.



Laurel Zimmerman, Rochester Hills, Michigan

Allison "Ally" Zimmerman, 16, was an award-winning performer with dreams of changing the world. On Dec. 28, 2010, the Romeo High School student's dreams were cut short by a distracted driver. A 16-year-old driver with four passengers in her vehicle ran a red light and struck the vehi-

cle Ally was riding in. Police say the at-fault driver was distracted at the time of the crash.

Following her death, the Remembering Ally campaign was created. It includes a TV public service announcement, a mock distracted driving crash video, posters, and a multimedia presentation. Ally's mother, Laurel Zimmerman, has made numerous presentations through the Remembering Ally campaign.

Zimmerman, a McLaren Oakland Hospital emergency room nurse who has seen countless victims of traffic crashes, says she is trying to keep her daughter's dream of making a difference alive.

In Ally's words, "I believe that one person can change the lives of millions-be that one."

CURBING TEEN DRIVER CRASHES WEDNESDAY, MARCH 27



Pam Fischer, Principal, Pam Fischer Consulting, Long Valley, New Jersey

After nearly 30 years of experience in public, media, community, constituent, and government relations at the local, state, and national levels, Pam Fischer started her own consulting firm specializing in transportation safety, outreach, and education in January 2011. Prior to that, she served as director of the New Jersey Division of Highway Traffic Safety and chaired the New Jersey Teen Driver Study Commission. She spent the previous 20 years leading the AAA New Jersey Automobile Club's Public Affairs team.

Currently, she heads the New Jersey Teen Safe Driving Coalition, an initiative funded by The Allstate Foundation in partnership with the National Safety Council. The coalition works to engage, educate, and mobilize communities to develop and improve safe teen driving programs, practices, and activities.

Fischer holds a bachelor's in English from Lebanon Valley College, a master's in Leadership and Public Administration from Centenary College, and a certificate in Advanced Management from The Wharton School at the University of Pennsylvania.

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

AGENDA

Tuesday, March 26

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 27

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
3-3:15 P.M.	BREAK
3:15-4:30 P.M.	GENERAL SESSION

Thursday, March 28

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



THE 2013 MICHIGAN TRAFFIC SAFETY SUMMIT INCLUDES MORE THAN 25 WORKSHOPS.

Sessions will be offered on the following topics:

- » Bicycle Safety
- » Commercial Motor Vehicle Safety
- » Engineering
- » Impaired Driving
- » Motorcycle Safety
- » Roadway Engineering
- » Senior Drivers
- » Teen Driver Safety
- » Traffic Enforcement
- » Traffic Laws
- » Underage Drinking Enforcement
- » Vehicle Safety Design
- » Work Zone Safety

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



HOTEL INFORMATION

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

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 **TSS032413** to receive the discounted rate.

Hotel reservations can be made online at www.kelloggcenter.com or by calling (517) 432-4000.

Hotel reservations must be made by Friday, February 22.

The Kellogg Center is a handicapped accessible facility. Those needing special accommodations while attending the Traffic Safety Summit should contact Dianne Perukel at perukeld@michigan.gov or (517) 241-2565 no later than Friday, March 1.

NETWORKING RECEPTION

OHSP is hosting a networking reception Tuesday, March 26, from 5-7 p.m. It will include appetizers and a cash bar. Summit attendees, speakers, and exhibitors are welcome to attend but must RSVP on the Summit registration site.

For more information about the event, contact Alyson Kechkaylo at kechkaylo@michigan.gov or (517) 241-2546.



**SECRETARY OF STATE
MOBILE OFFICE**

Save time and a trip to the Secretary of State (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 26, and take advantage of the SOS Mobile Office. All of the services will be available on-site from 8 a.m.-4 p.m.

HOW TO REGISTER

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.

An account in the MiTrain system must be set up before registering. Registrants with an existing mi.train.org account must use that account for registration.

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 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 (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 11. E-mail cancellation requests to Jean Shattuck at shattuckj@michigan.gov.

PARTICIPANT REGISTRATION

- » Registration is \$85 on or before February 28
- » Registration is \$125 after February 28
- » Registration deadline is March 11
- » After March 11, only on-site registration will be accepted if space is available
- » Participants, speakers, and exhibitors must register online at mi.train.org
- » Only credit cards, electronic checks, and interagency transfers will be accepted
- » State agencies must use interagency transfers to pay registration fees (Procurement card use is not allowed)
- » Questions? Contact Jean Shattuck at (517) 241-2544 or shattuckj@michigan.gov

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 **1037348** for the 2013 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
- » 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
- » Under the session name select the red link that says *Click here to pay now*
- » A new window for the State of Michigan Payment Processing Center will open
- » If a special code has been assigned, enter it at this time and select *Continue* (Special code registrants should have received instructions for registration; call Dianne Perukel at (517) 241-2565 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 must select *MSP Employee*, enter work site Index and PCA, and select *Continue*
 - » On the next screen confirm 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*
- » A new MiTrain window will open (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 must pay by interagency transfer
 - » To pay by interagency transfer, select *Invoice* and select *Continue*
 - » On the next screen confirm 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*
 - » A new MiTrain window will open (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 10 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 participants must use a credit card or electronic check for registration
 - » To pay by credit card or electronic check select *Credit* and select *Continue*
 - » On the next screen confirm 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* or *Pay by Electronic Check* and select *Next*
 - » Enter billing address and credit card number and select *Next*
 - » Confirm payment information and select *Pay Now*
 - » Select *Return to MiTrain*
 - » A new MiTrain window will open (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

- » Nonprofit exhibitor registration is \$85 on or before February 28 and \$125 after February 28
- » For-profit exhibitor registration is \$250 on or before February 28 and \$395 after February 28
- » Registration deadline is March 1
- » Only credit cards, electronic checks, and interagency transfers will be accepted
- » State agencies must use interagency transfers to pay exhibitor fees (Procurement card use is not allowed)
- » Exhibitor space is limited and on a first-come, first-served basis
- » Registration includes one person
- » **Additional exhibitor staff must 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 25, 4-6 p.m.
- » **Exhibit:** Tuesday, March 26, 8 a.m.-4:30 p.m. (one day only)
- » **Take-down:** Tuesday, March 26, 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 **1037384** for the 2013 Traffic Safety Summit Exhibitor NonProfit; enter course number **1037358** for the 2013 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
- » 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
- » Under the session name select the red link that says *Click here to pay now*
- » 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* (Special code exhibitors should have received instructions for registration; call Melody Kindraka at (517) 241-1522 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*
- » Select one of two options for payment:
 1. State agency exhibitors must pay by interagency transfer
 - » To pay by interagency transfer, select *Invoice* and select *Continue*
 - » On the next screen confirm 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*
 - » A new MiTrain window will open (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 10 days by interagency transfer (Transfers should be made to Index 51000, PCA 51400, COBJ 6160)
 - » Registrations are not complete until payment is received
 2. All other exhibitors must use a credit card, or electronic check for registration
 - » To pay by credit card or electronic check, select *Credit* and select *Continue*
 - » On the next screen confirm 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* or *Pay by Electronic Check* and select *Next*
 - » Enter billing address and credit card number and select *Next*
 - » Confirm payment information and select *Pay Now*
 - » Select *Return to MiTrain*
 - » A new MiTrain window will open (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
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