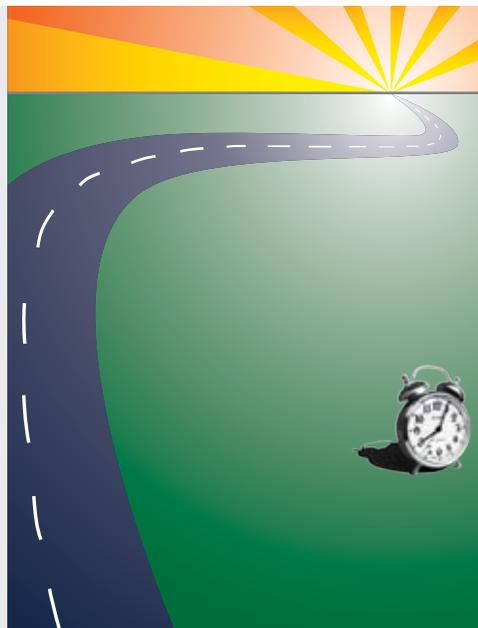


Welcome to the 2007 **Wake Up, Michigan!** Symposium

A discussion
with national
experts
regarding
drowsy driving



Steelcase University
Learning Center,
Town Hall,
1111 44th Street SE
Grand Rapids, MI

This day-long event, which focuses on drowsy driving and other ways fatigue plays a role in the workplace, is the first of its kind in Michigan.

The symposium features several national speakers who are experts in the fields of sleep, engineering, and law enforcement. Sessions will center on the importance of getting enough rest and panel presentations will recommend strategies to prevent drowsy driving on the road and in the workplace.

Learn how lack of sleep and driver fatigue impact organizations' bottom lines and discover solutions to take back to the office.

September 20, 2007

Agenda

8-8:30 A.M. **REGISTRATION/CONTINENTAL BREAKFAST**

8:30-8:40 A.M. **OVERVIEW**

MATT BETZ, vice president, AmeriFleet Transportation

WELCOME

MICHAEL L. PRINCE, director, Michigan Office of Highway Safety Planning

ROCKY OTIS, manager of regional distribution, Steelcase

INTRODUCTION OF KEYNOTE SPEAKER, MARK R. ROSEKIND, PH.D.

PAM MINKLEY, clinical trainer, Respiroics

8:40-9:30 A.M. **WHO NEEDS SLEEP AND WHAT IS IT GOOD FOR?**

Studies show a correlation between lack of sleep and workplace accidents. Review the basics of sleep and circadian rhythms and the impact of sleep loss on health, safety, and productivity.



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.

9:30-10 A.M. **THE SCOPE AND NATURE OF DROWSY DRIVING**

A review of federal crash data, international studies, and national surveys points to the extent of the drowsy driving problem.



DARREL DROBNICH is chief program officer for policy, education, and research for the National Sleep Foundation. He also served on planning committees and expert panels for the U.S. Department of Transportation, Department of Health and Human Services, and the National Institutes of Health.

10-10:30 A.M. **ARE YOU AT RISK?**

Some groups are especially vulnerable to fall-asleep crashes, such as young people, shift workers, commercial drivers, and untreated sleep disorder patients. Find out more about these groups and Michigan's drowsy driving crash statistics.



CHRISTOPHER L. DRAKE, Ph.D., is a clinical psychologist at the Henry Ford Hospital Sleep Disorders and Research Center and assistant professor of psychiatry and behavioral neurosciences at Wayne State University School of Medicine. He is board certified in sleep medicine and behavioral sleep medicine and is a National Sleep Foundation member.

10:30-10:45 A.M. **BREAK**

10:45 A.M.-12:15 P.M. **PANEL PRESENTATION: FATIGUE COUNTERMEASURES, WORKPLACE POLICIES, AND EMERGING TECHNOLOGIES**

BEHAVIORAL WORKPLACE POLICIES AND COUNTERMEASURES

Pre-planning, scheduling, taking naps, ingesting caffeine, and developing workplace policies can keep employees safe. Review the research to find out how effective these countermeasures are.

MARK R. ROSEKIND, Ph.D., president, Alertness Solutions

RUMBLE STRIPS AND HOW THEY RELATE TO DROWSY DRIVING

Engineering countermeasures can help keep drivers awake. This overview explains how rumble strips affect drowsy drivers.



DAVID A. MORENA is the safety and traffic operations engineer for the Federal Highway Administration's Michigan Division Office. He develops and maintains nationwide information on best practices in several areas, including rumble strips, intersection safety, and elderly mobility countermeasures.



MONITORING SYSTEMS TO DETECT DROWSY/FATIGUED DRIVERS

Delphi's Driver State Monitoring Systems alert drivers when they start to fall asleep or become distracted. Autoliv also developed technology to prevent drowsy driving.

ROBERT DUFOUR, Ph.D., is a human factors engineer with the Advanced Driver Support Systems Department at Delphi Electronics & Safety. He is responsible for research and implementation of driver monitor systems.

GREG THOMPSON is the technical sales director for Active Safety at Autoliv Electronics America.



12:15-1:15 P.M.

LUNCH

DROWSY DRIVING PREVENTION WEEK ANNOUNCEMENT

DARREL DROBNICH, chief program officer for policy, education, and research, National Sleep Foundation

MICHIGAN NETS DRIVE SAFELY WORK WEEK KICK-OFF

DAN VARTANIAN, corporate program coordinator, Michigan Office of Highway Safety Planning

1:15-2:45 P.M.

PANEL PRESENTATION: THE ROLES OF LAWS AND ENFORCEMENT IN PREVENTING DRIVER FATIGUE

LEGISLATION REGARDING DROWSY DRIVING AND FALL-ASLEEP CRASHES

Several federal and state laws, such as New Jersey's Maggie's Law, are focused on drowsy drivers. Learn about new state legislation and hours of service laws for commercial drivers.

DARREL DROBNICH, chief program officer for policy, education, and research, National Sleep Foundation

THE LEGAL ASPECTS OF DRIVER FATIGUE

Through a review of criminal and civil case law, learn what's happening in the legal system. Where does liability fall for fatigue-related crashes?

JEFFREY A. BURNS is a partner for the Kansas City-based firm of The Law Offices of Tim Dollar, L.C. He also is National Transportation Counsel for Parents Against Tired Truckers (P.A.T.T.) and is a member of the board of directors of Citizens for Reliable and Safe Highways (CRASH).



SAVING TIRED COPS; COPS STOPPING DROWSY DRIVING

Law enforcement officers can help prevent drowsy driving on the roads, but they are not immune to the same dangers. Long hours and fatigue affect officers' personal health and safety.

BRYAN VILA, Ph.D., is a professor of criminal justice at Washington State University, where he teaches topics such as criminology theory, crime and public policy, and policing. Dr. Vila has co-authored four books, including *Tired Cops: The Importance of Managing Fatigue*.



2:45-3 P.M.

BREAK

3-3:30 P.M.

PANEL PRESENTATION: FATIGUE AND ALERTNESS MANAGEMENT BEST PRACTICES

SLEEP DISORDERS AND THE COMMERCIAL DRIVER

Trucking company Schneider National's screening program helps identify drivers who have not yet been diagnosed with a sleep disorder.

DARREL DROBNICH, chief program officer for policy, education, and research, National Sleep Foundation

SCREENING AND CONFIRMATION OF SLEEP APNEA RISK IN RAILROAD WORKERS

Employers are becoming interested in obstructive sleep apnea because the disorder can affect safety and performance. A pilot study based on a sample of railroad workers shows that sleep apnea can be detected in a rapid, reliable manner.

BENJAMIN GERSON, M.D., is the medical director of University Services, a healthcare services company that includes the operation of Sleep Disorders Diagnostic and Treatment Centers. He also serves as an adjunct professor at the Boston University School of Medicine and a clinical professor at Jefferson Medical College.



3:30-4 P.M.

Q&A WITH ALL SPEAKERS

4 P.M.

CLOSING

DAN VARTANIAN, corporate program coordinator, Michigan Office of Highway Safety Planning

Acknowledgements

The Wake Up, Michigan! Symposium planning committee thanks Steelcase for hosting the conference at its Town Hall facility. Steelcase's commitment to traffic safety is an exemplary model for all Michigan companies.



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