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CONFERENCE INFORMATION

Program Dates
Tuesday, May 21, 2019       8:00 a.m. – 4:30 p.m.
Wednesday, May 22, 2019    7:00 a.m. – 5:00 p.m.
Thursday, May 23, 2019     7:00 a.m. – 12:15 p.m.

Location
Blue Ridge Hotel and Conference Center
2801 Hershberger Road
Roanoke, Virginia 24017

Overview
The Virginia Highway Safety Summit is designed for law enforcement, traffic engineers, emergency services personnel, highway safety professionals and community partners. Presentations, demonstrations, and exhibits provide opportunities to bring together traffic safety professionals, learn about the latest measurable successes, highlight effective traffic safety initiatives, and help Virginia achieve the goal of zero deaths on our highways.

Exhibit Hall
The exhibit hall is located in the Turin Ballroom Foyer, and is open during the Summit’s hours:
Wednesday, May 22, 2019       7:00 a.m. – 5:00 p.m.
Thursday, May 23, 2019         7:00 a.m. – 12:15 p.m.

Conference Badges
Your conference name tag is your entry into conference sessions. Please wear your badge at all times.

Session Tracks
Drunk, Drugged, Distracted and Drowsy Driving Track
Impaired driving encompasses the four “Ds” – drunk, drugged, distracted and drowsy driving – all of which will be addressed in this track. Learn about medical conditions that mimic impairment, the impacts of drowsy driving, and take a deep dive into research on the four Ds.

Fatality, Crash and Injury Prevention Track
Preventing crashes, injuries and fatalities in today’s environment requires attention to many different areas. Occupant protection, pedestrian and bicycle safety, motorcycle safety, crash data collection, and getting the message out are all part of the equation.

After The Crash Track
Information on responding to and reconstructing a crash scene will be covered in this track. Emergency responders, law enforcement, engineers and other experts have vastly different roles after a crash occurs, but all have the same goal – to prevent future tragedies.

Infrastructure and Engineering Track
Roadway design is an integral piece of traffic safety and saving lives. Infrastructure improvements that address pedestrian safety, roadway departure and other driver behaviors will be addressed, along with engineering strategies for curves and intersections.
## SCHEDULE AT-A-GLANCE

### Tuesday, May 21, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>Breakfast</td>
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<tr>
<td>9:00 a.m. – 11:30 a.m.</td>
<td>Under the Influence of Cannabis Understanding the Highway High Turin Ballroom</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>Lunch Hops N Sprockets and PI Kitchen</td>
</tr>
<tr>
<td>12:30 p.m. – 4:30 p.m.</td>
<td>Traffic Incident Management Mnemonic Theater</td>
</tr>
<tr>
<td>12:30 p.m. – 4:30 p.m.</td>
<td>Understanding the High (continued) Turin Ballroom</td>
</tr>
<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>Summit Registration Turin Ballroom Foyer</td>
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### Wednesday, May 22, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Breakfast Hops N Sprockets and PI Kitchen</td>
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<tr>
<td>8:00 a.m. – 8:30 a.m.</td>
<td>Opening Session Turin Ballroom</td>
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<tr>
<td>8:30 a.m. – 9:00 a.m.</td>
<td>Keynote Address Turin Ballroom</td>
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<tr>
<td>9:00 a.m. – 10:00 a.m.</td>
<td>General Session Legislation Turin Ballroom</td>
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<tr>
<td>10:00 a.m. – 11:00 a.m.</td>
<td>General Session Improving Motor Vehicle Safety Turin Ballroom</td>
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<tr>
<td>11:00 a.m. – 11:45 a.m.</td>
<td>Break and Visit Exhibits Turin Ballroom Foyer</td>
</tr>
<tr>
<td>11:45 a.m. – 1:30 p.m.</td>
<td>Lunch and Governor’s Transportation Safety Awards Turin Ballroom</td>
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<tr>
<td>1:30 p.m. – 2:00 p.m.</td>
<td>Break</td>
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<tr>
<td>2:00 p.m. – 3:00 p.m.</td>
<td>Concurrent Break-Out Sessions Turin Ballroom</td>
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<tr>
<td>3:00 p.m. – 3:10 p.m.</td>
<td>Break</td>
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<tr>
<td>3:10 p.m. – 4:00 p.m.</td>
<td>Concurrent Break-Out Sessions Botany Ballroom Salons 1, 2</td>
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<tr>
<td>4:00 p.m. – 4:10 p.m.</td>
<td>Break</td>
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<tr>
<td>4:10 p.m. – 5:00 p.m.</td>
<td>Concurrent Break-Out Sessions Botany Ballroom Salons 3, 4</td>
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### Thursday, May 23, 2019

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<tr>
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<td>General Session Turin Ballroom</td>
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<tr>
<td>9:00 a.m. – 9:15 a.m.</td>
<td>Crash Victim’s Last Chance Turin Ballroom</td>
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<tr>
<td>9:15 a.m. – 10:00 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>12:30 p.m. – 12:30 p.m.</td>
<td>Lunch Hops N Sprockets and PI Kitchen</td>
</tr>
<tr>
<td>12:30 p.m. – 12:30 p.m.</td>
<td>Understanding the High (continued) Turin Ballroom</td>
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CONFERENCE PROGRAM

Tuesday, May 21, 2019
8:00 a.m. – 9:00 a.m. Breakfast Hops N Sprockets and PI Kitchen

9:00 a.m. – 11:30 a.m. Under the Influence of Cannabis
Understanding the Highway High Turin Ballroom
Chuck Matson, Drug Recognition Expert Instructor
This seminar will cover what to look for when a driver is suspected to be under the influence of cannabis, how to proceed after a stop, and how to prepare courtroom testimony in a driving-under-the-influence-of-cannabis case.

11:30 a.m. – 12:30 p.m. Lunch Hops N Sprockets and PI Kitchen

Concurrent Sessions

12:30 p.m. – 4:30 p.m. Traffic Incident Management Training Mnemonic Theater
Frank Cheatham, Health and Medical Emergency Response Team Coordinator, Virginia Office of Emergency Medical Services Deputy Chief Steve Weissman, Stafford County Fire and Rescue Department Sg. Jason J. Forman, Supervisor of the Homeland Security and Emergency Management Unit, Stafford County Sheriff’s Office

This four-hour class was developed by the Federal Highway Administration to provide training to first responders on the hazards surrounding highway incidents, and to educate them on the other tasks responders have to perform at incident scenes. The goal of the training is to promote safe operation at crash scenes for the benefit of all responders and motorists.
Understanding the Highway  
High (continued)  
Turin Ballroom

4:00 p.m. – 6:00 p.m.  
Summit Registration  
Turin Ballroom Foyer

Wednesday, May 22, 2019

7:00 a.m. – 8:00 a.m.  
Breakfast  
Hops N Sprockets and PI Kitchen

7:00 a.m. – 8:00 a.m.  
Summit Registration  
Turin Ballroom Foyer

8:00 a.m. – 8:30 a.m.  
Opening Session  
George Bishop, Deputy Commissioner for Highway Safety, Virginia Department of Motor Vehicles

Welcome to Roanoke  
Chief Tim Jones, City of Roanoke Police Department
Chief David Hoback, City of Roanoke Fire and Emergency Medical Services

Virginia’s Zero-Death Localities  
Richard Holcomb, Commissioner, Virginia Department of Motor Vehicles

Recognize 19 Virginia localities with zero traffic fatalities in 2018. Congratulations to Mathews County, Rappahannock County, Surry County, Buena Vista City, Colonial Heights City, Emporia City, Falls Church City, Franklin City, Galax City, Hopewell City, Lexington City, Manassas Park City, Martinsville City, Norton City, Poquoson City, Radford City, Salem City, Staunton City and Williamsburg City.

8:30 a.m. – 9:00 a.m.  
Keynote Address  
Turin Ballroom

Road to Zero: We’re Paving It!  
Dia Gainor, Executive Director, National Association of State Emergency Medical Services Officials; Road to Zero Steering Group Member

Leadership from the United States Department of Transportation convened a multidisciplinary group and put a stake in the ground: ZERO roadway deaths in this country by the year 2050. Now 900 organizations strong, the Road to Zero Coalition has published a landmark document and selected a “follow-on” approach in three initiative areas to carry the effort moving forward.
9:00 a.m. – 10:00 a.m.  **General Session**  
**2019 Virginia Traffic Safety Legislation**  
**Panel Members**  
Dana Schrad, Executive Director, Virginia Association of Chiefs of Police  
Patrick Cushing, attorney for Williams Mullen, statewide lobbyist representing AAA Mid-Atlantic  
Janet Brooking, Executive Director of DRIVE SMART Virginia  
Kurt Erikson, President, Washington Regional Alcohol Program  
**Moderator**  
Angela Schneider, Policy Analyst, Virginia Department of Motor Vehicles

The Virginia General Assembly considers a variety of new laws each year, and many focus on highway safety measures. Learn the details of this year’s legislative session, and how those changes will impact safety on Virginia’s roads.

10:00 a.m. – 11:00 a.m.  **General Session**  
**Improving Motor Vehicle Safety Now and in the Future**  
Dr. Adrian Lund, immediate past president, Insurance Institute for Highway Safety

New vehicle information and sensing technology promises that transportation is becoming safer, greener, more equitable, and more attuned to human and community needs. However, it could take years for much of this technology to fulfill those promises, and some promises may not be kept. In the meantime, there are many known ways to reduce the burden of motor vehicle crash injuries to prevent or mitigate many of today’s crashes. Dr. Lund will discuss the history of highway safety advances, the promises of technology, and the scientific approach that shows we don’t have to wait for new technology to make our roads safer.

11:00 a.m. – 11:45 a.m.  **Break and Visit Exhibits**

11:45 a.m. – 1:30 p.m.  **Lunch and Presentation of the Governor’s Transportation Safety Awards**  
Richard Holcomb, Commissioner, Virginia Department of Motor Vehicles  
George Bishop, Deputy Commissioner for Highway Safety, Virginia Department of Motor Vehicles
1:30 p.m. – 2:00 p.m.  \hfill Break

2:00 p.m. – 3:00 p.m.  \hfill Concurrent Break-Out Sessions

- Drunk, Drugged, Distracted and Drowsy Driving Track  \hfill Turin Ballroom
- Medical Conditions that Mimic Impairment  
  Dr. Charlie Klauer, Associate Professor, Virginia Tech Transportation Institute

Data helps answer important questions about driver distraction and other unsafe behaviors. The latest distracted driving trends and analysis will be revealed, along with applicable results for preventing future crashes.

Fatality, Crash and Injury Prevention Track  \hfill Botany Ballroom Salons 1, 2

- Local Heroes Occupant Protection Campaign  
  William “Bill” Naff, National Highway Traffic Safety Administration, Region 3 Program Manager for seven states including Virginia

Kentucky Highway Safety’s successful Local Heroes campaign focuses on paid media advertising with a strong seat belt message that features local law enforcement and local scenery. The familiar scenery draws in the audience to the seatbelt message, and the portrayal of law enforcement in a positive light motivates officers to issue more life-saving citations, showing they care about their community.

After The Crash Track  \hfill Mnemonic Theater

- Virginia DMV’s Multidisciplinary Crash Investigation Team  
  Dr. Meredith Romito, Behavioral Scientist, Virginia Department of Motor Vehicles
  Walt Reel, Senior Trooper, Virginia State Police

The multidisciplinary crash investigation team combines the expertise of a behavioral scientist and a crash reconstructionist. To isolate, identify and understand the multiple causative factors involved in crashes will help prevent similar, future crashes.

Infrastructure and Engineering Track  \hfill Botany Ballroom Salons 3, 4

- Roadway Departures Persist  
  Dr. Eric Li, P.E., Research Scientist, Center for Infrastructure-Based Safety Systems at Virginia Tech Transportation Institute
  Dr. Edgar de Leon Izeppi, Research Scientist in the Center for Infrastructure-Based Safety Systems at Virginia Tech Transportation Institute
Eric will discuss the recent research findings on fixed object crash risks and countermeasures, based on data collected during the Second Strategic Research Program naturalistic driving study. Edgar will reveal the technology and significance of knowing about friction when making safety treatment decisions.

3:00 p.m. – 3:10 p.m.  
**Break**

3:10 p.m. – 4:00 p.m.  
**Concurrent Break-Out Sessions**  
**Drunk, Drugged, Distracted and Drowsy Driving Track**  
**Risks of Distracted Driving: Latest Research Results and Future Directions**  
Dr. Charlie Klauer, Associate Professor, Virginia Tech Transportation Institute  
Data helps answer important questions about driver distraction and other unsafe behaviors. The latest distracted driving trends and analysis will be revealed, along with applicable results for preventing future crashes.

**Fatality, Crash and Injury Prevention Track**  
**Vision Zero – Our Steps to Improve Public Health**  
Michael Sawyer, Transportation Engineer and Vision Zero Coordinator, City of Richmond  
The strategic steps needed to implement a Vision Zero plan for the City of Richmond will be revealed, along with exploring how transportation safety and public health intersect.

**After The Crash Track**  
**Anatomy of a Crash Scene**  
Frank Cheatham, Health and Medical Emergency Response Team Coordinator, Virginia Office of Emergency Medical Services  
Deputy Chief Steve Weissman, Stafford County Fire and Rescue Department  
Sgt. Jason J. Forman, Supervisor of the Homeland Security and Emergency Management Unit, Stafford County Sheriff’s Office  
This session will highlight responding to a crash scene from the initial dispatch through the collection of evidence to the release of the crash scene. The process of documenting information, what to observe when arriving at the scene, and how to effectively manage and control the crash scene will be discussed.
Infrastructure and Engineering Track  Botany Ballroom Salons 3, 4

Curves Ahead
Chris Daily, P.E., Transportation Manager, VHB
Ian Hamilton, Transportation Planner, VHB

Chris will discuss the automated process of identifying curves that need warning signs using Geographic Information Systems. Ian will talk about a quantitative approach to measuring the design consistency of successive horizontal curvature, and developing a crash modification factor related to the side friction demand of horizontal curves.

4:00 p.m. – 4:10 p.m.  Break

4:10 p.m. – 5:00 p.m.  Concurrent Break-Out Sessions

Drunk, Drugged, Distracted and Drowsy Driving Track  Turin Ballroom

Virginia’s Impaired Driving Resources
Corey Anop, Standardized Field Sobriety Test Coordinator, Virginia Department of Motor Vehicles
Gordon Wilkins, former General District Court Judge, current Virginia Judicial Outreach Liaison
Jacob Lambert, Traffic Safety Resource Prosecutor, Commonwealth’s Attorneys’ Services Council

Panel members will discuss their roles in impaired driving prevention, education and adjudication. They will describe the assistance and resources they offer in Virginia to law enforcement and other traffic safety advocates.

Fatality, Crash and Injury Prevention Track  Botany Ballroom Salons 1, 2

Your Crash Reports Working For You
Dr. Kitty Hancock, Associate Professor in Civil and Environmental Engineering, Virginia Tech
Ajay Kadyan, TREDS IT, DMV the Virginia Highway Safety Office

To meet Virginia’s goal of reducing crashes and reaching zero deaths, the Virginia Department of Motor Vehicles, in partnership with Virginia Tech, has created several communication tools to assist stakeholders to more effectively target safety initiatives. Near-real-time location of crashes and timely identification of problem locations and behaviors are now available. This session highlights the importance of accurate crash location and the tools and reports that use this information.
After The Crash Track  
Mnemonic Theater

Let’s be Frank…..What’s Your Role?
Frank Cheatham, Health and Medical Emergency Response Team Coordinator, Virginia Office of Emergency Medical Services
Deputy Chief Steve Weissman, Stafford County Fire and Rescue Department
Sgt. Jason J. Forman, Supervisor of the Homeland Security and Emergency Management Unit, Stafford County Sheriff’s Office
Panel members will discuss how each first responder has a vastly different role when responding to a crash. Everyone from the emergency medical services personnel to law enforcement officers is responsible for certain aspects of an incident scene.

Infrastructure and Engineering Track  
Botany Ballroom Salons 3, 4

Metro Multimodal Safety Plans
Mark Cole, Assistant State Traffic Engineer, Virginia Department of Transportation
Stephen Read, P.E., Highway Safety Planning Manager, Virginia Department of Transportation
Nicole Waldheim, Transportation Analyst, Cambridge Systematics
Mark Herman, P.E., Traffic Engineer, Kimley-Horn

An overview of Virginia’s Pedestrian Safety Action Plan including a status update and planned activities will be provided. Additionally, this presentation will explore the requirements and incentives for local and regional safety plans with resources and technical assistance, highlighting the process used recently in Roanoke.

Thursday, May 23, 2019

7:00 a.m. – 8:00 a.m.  
Breakfast  
Hops N Sprockets and PI Kitchen

8:00 a.m. – 9:00 a.m.  
General Session  
Turin Ballroom
Emergency Medical and Trauma Care: The Crash Victim’s Last Chance
Dia Gainor, Executive Director, National Association of State Emergency Medical Services Officials

Working together and streamlining the process of obtaining immediate medical care for crash victims will be revealed. Plus, the latest strategies on enhancing the collaboration among highway safety, public health, transportation, and emergency medical services will be discussed.
9:00 a.m. – 9:15 a.m.  Break

9:15 a.m. – 10:00 a.m.  Concurrent Break-Out Sessions

Drunk, Drugged, Distracted and Drowsy Driving Track  Turin Ballroom
**The Worst Day of My Life**
Jennifer Pearce, drowsy driving awareness advocate

Jennifer’s 18-year-old sister, Nicole Lee, was killed in a drowsy driving crash when the driver of her car fell asleep at the wheel. Jennifer and her family channeled their grief into advocacy and prevention.

Fatality, Crash and Injury Prevention Track  Botany Ballroom, Salons 1, 2
**Earned Media for Highway Safety Professionals**
Martha Meade, Manager of Public and Government Affairs, AAA Mid-Atlantic
Eric Conrad. Communications Specialist, GMMB
Adrienne Dealy, Communications Specialist, Sherry Matthews Group
Moderator
Madison Forker, Communications Manager, Governors Highway Safety Association,
Obtaining “earned,” or free media coverage for traffic safety messages isn’t easy, and this panel of public relations professionals will provide strategies and tactics on getting the media’s attention. Building long-lasting relationships with media outlets is also key to garnering media attention.

After The Crash Track  Mnemonic Theater
**Surviving the First Three Seconds (Part I)**
Robby Robertson, North Carolina State Highway Patrol

This presentation is designed to take the reactionary gap off law enforcement officers and place it back onto suspects. This goal is accomplished through a six step system including body language for concealed weapons, vehicle indicators of pre-assault, clothing indicators to concealed weapons, pre-attack verbal and nonverbal indicators, street-level interview skills, and street-level lie detection and overcoming skills.
Infrastructure and Engineering Track
Botany Ballroom Salons 3, 4

Advancing Our Lighting
This session will discuss the latest research to discover the links between roadway lighting level and safety. The approaches to roadway lighting application to both provide energy savings and high levels of safety while minimizing the negative impact of lighting will also be highlighted.

10:00 a.m. – 10:15 a.m. Break

10:15 a.m. – 11:00 a.m. Concurrent Break-Out Sessions

Drunk, Drugged, Distracted and Drowsy Driving Track
Turin Ballroom

Risks of Impaired and Drowsy Driving:
Latest Research Results and Future Directions
Dr. Ryan Smith, Research Scientist, Virginia Tech Transportation Institute
Dr. Justin Owens Research Scientist, Center for Vulnerable Road User Safety, Virginia Tech Transportation Institute

Data helps answer important questions about alcohol and drug impaired driving as well as drowsy driving. The latest impaired research and drowsy driving trends will be revealed, along with applicable results for preventing future crashes.

Fatality, Crash and Injury Prevention Track
Botany Ballroom, Salons 1, 2

Motorcycle Crash Data Break-Down
Robert “Mac” McCall, Research Associate, Virginia Tech Transportation Institute
An overview of findings from a naturalistic motorcycle study will be discussed including a description of the types of crashes, near-crashes, and overall riding that was recorded over 350,000 miles of riding by 100 motorcyclists across the United States. The session will also include a brief description of the Virginia Tech Transportation Institute’s motorcycle research group and work samples.

After The Crash Track
Mnemonic Theater

Surviving the First Three Seconds (Part II)
Robby Robertson, North Carolina State Highway Patrol

This presentation is designed to take the reactionary gap off law enforcement officers and place it back onto suspects. This goal is accomplished through a six step system including body language for concealed weapons,
vehicle indicators of pre-assault, clothing indicators to concealed weapons, pre-attack verbal and nonverbal indicators, street-level interview skills, and street-level lie detection and overcoming skills.

**Infrastructure and Engineering Track**

Botany Ballroom, Salons 3, 4

**Stop-Controlled Intersection Safety and Collisions**

Dr. In-Kyu Lim, P.E., Safety Data and Analysis Manager, Virginia Department of Transportation

Dr. Alexei Tsyaganov, P.E., Strategic Highway Safety Engineer, Virginia Department of Transportation

The Virginia Department of Transportation’s new safety improvement plan for intersections without signals, using a systemic network screening method, will be discussed. Additionally, causes of angle collisions at stop-controlled intersections, along with the supporting human factors, will be revealed.

11:00 a.m. – 11:15 a.m. **Break**

11:15 a.m. – 12:15 p.m. **General Session** Turin Ballroom

**Highway Safety on the Roads of the Commonwealth**

Lt. Col. Tracy Russillo, Deputy Superintendent, Virginia State Police

From traffic stops to presentations to students, the Virginia State Police continues the fight to save lives on the Commonwealth’s roadways day in and day out. Troopers are the first line of defense on Virginia’s highways to protect the motoring public against impaired, aggressive and speeding drivers.
Dr. Donald Alves

Dr. Donald Alves is a tactical physician who has served as the Maryland State Police Medical Director for over 10 years. He serves on the International Association of Chiefs of Police’s Technical Advisory Panel for the Drug Evaluation and Classification Program. Donald is board certified in Emergency Medicine, has a fellowship prepared in emergency medical services, and has a decade of occupational medicine experience. He has graduate-level emergency management training, earned his doctorate from Eastern Virginia Medical School in Norfolk in 1997, and his bachelor’s degree in criminal justice from California State University in 1990.

Corey Anop

Corey Anop began as the Standarized Field Sobreity (SFST) Coordinator for the Virginia Department of Motor Vehicles in January 2019. He aids law enforcement and other agencies in the National Highway Traffic Safety Administrations SFST curriculum for basic classes, instructor development and SFST refresher classes. Prior to Corey taking over this position, he was a lead SFST instructor in Virginia for more than six years.

George Bishop

George Bishop IV was appointed as Deputy Commissioner of the Virginia Department of Motor Vehicles in April 2015. In this role, he serves as the Governor’s Highway Safety Coordinator and oversees the operations of DMV’s Virginia Highway Safety Office. Prior to his current role at DMV, George served as the Executive Director of Virginia’s Executive Mansion, a position to which he was appointed by Governor Terry McAuliffe in January of 2014. Before working for the Governor, he spent 30 years working in the legislature for the Virginia House of Delegates including being appointed as Deputy Clerk in 1991, a position that he held for 22 years. George is a graduate of the University of Virginia where he received a bachelor’s degree in English in 1985.
Janet Brooking

Janet Brooking has served as Executive Director of DRIVE SMART Virginia since 2005. Before this, she spent 10 years as State Campaign Director for the Commonwealth of Virginia Campaign. Janet received her bachelor’s degree from Mary Baldwin College and her Certificate in Philanthropy from University of Richmond. She is also a graduate of the Virginia Collaborative Leaders Program through IEL, the Sorensen Institute for Political Leadership at UVA, and the Center for Creative Leadership. Janet is currently on the Advisory Board of Visitors at Mary Baldwin College and is past president of the American Society of Safety Engineers Colonial Chapter.

Frank Cheatham

Frank Cheatham serves as the Health and Medical Emergency Response Team Coordinator for the Virginia Office of Emergency Medical Services (EMS) where he oversees statewide emergency response EMS resources. Frank also serves as the Virginia Office of EMS Traffic Incident Management representative. He plays an active role on the Statewide Traffic Incident Management Committee and the Training Oversight Committee. He also serves as the chairperson of the Best Practices Workgroup. Frank began his career in EMS in the 1970s and served in various positions at local, regional, and state levels. Prior to joining the Office of EMS Frank served for 34 years with Dominion Energy.

Mark Cole

Mark Cole is an Assistant Division Administrator in the Virginia Department of Transportation’s Traffic Engineering Division and is responsible for leading VDOT’s highway safety programs. Over the past two decades, Mark has held several leadership positions with state and local transportation departments in Virginia and North Carolina with a focus on the planning, design, and construction of transportation projects that serve all modes of transportation. Specific areas of focus include traffic safety, urban street design for all people, and transportation program and project management.
Eric Conrad

Eric Conrad is a communications professional with the Washington D.C.-based firm GMMB. In his role, he has helped numerous non-profits, corporations, and political campaigns achieve their goals using well-researched and effectively-targeted strategies for nearly a decade. He specializes in building earned media narratives that amplify messages to change minds and influence debates. Prior to joining GMMB, Eric led successful communications efforts for both international and domestic organizations across a wide range of issues including global health, anti-poverty initiatives, healthcare, and U.S. politics. Since joining GMMB, Eric has advised clients like L’Oréal USA, the Automotive Coalition for Traffic Safety, and the Pritzker Children’s Initiative.

Patrick Cushing

Patrick Cushing is an attorney and lobbyist with experience crafting policy in both the public and private sectors. Patrick started his career as a nonpartisan staff attorney within the General Assembly and then joined the law firm of Williams Mullen in 2011. As a lobbyist, Patrick has first-hand experience working with legislators, agency heads and members of the Governor’s Cabinet to transform policy initiatives into legislative solutions. Patrick represents a number of clients involved in various aspects of the transportation sector including AAA, Lyft, Metropolitan Washington Airports Authority, and the Unmanned Systems Association of Virginia.

Chris Daily

Chris Daily, P.E., is VHB’s Richmond Transportation Manager. Chris has a bachelor’s degree in Civil Engineering from Virginia Tech. Chris has diversified transportation planning and traffic engineering experience that features highway safety, including roadway and corridor safety assessments, statewide roadway safety policy development, local and statewide safety planning, and research for state and local agencies. Chris has experience in traffic operations analyses, and signal timing plan development and optimization.
Adrienne Dealy

For nearly 30 years, Adrienne Dealy has conducted high-profile and nontraditional public relations events for dozens of government agency and nonprofit clients, including the Texas Department of Transportation and Mothers Against Drunk Driving. In her current role with Sherry Matthews Group, she has spearheaded media relations for the Street Smart pedestrian and bike safety initiative, achieving $2.3 million in earned media value in four years. She’s coordinated media tours in the DC/Northern Virginia region, briefed elected officials on message points, and trained law enforcement officers and crash victims to serve as local spokespeople. Adrienne spent more than four years as a federal communications consultant to Albermarle County in Charlottesville.

Kurt Gregory Erickson

Kurt Gregory Erickson serves as President and CEO of the nonprofit and Virginia-based Washington Regional Alcohol Program (WRAP). Kurt is a registered multi-state lobbyist, and he serves as project director of Maryland and Virginia’s Checkpoint Strikeforce campaigns. WRAP is a three-time recipient of Virginia’s prestigious Governor’s Transportation Safety Award and Kurt is a recipient of numerous honors including the National Highway Traffic Safety Administration’s Public Service Award, DC’s Metropolitan Police Department’s Chief of Police Special Award, the Foundation for Advancing Alcohol Responsibility’s Kevin E. Quinlan Award for Excellence in Traffic Safety and MADD-Chesapeake Region’s Community Champion Award, among others.

Madison Forker

Madison Forker serves as Communications Manager for the Governors Highway Safety Association (GHSA). Madison’s responsibilities include website management, social media strategy and content development, media relations assistance, and general support of the GHSA’s communications and programs efforts. Madison graduated Magna Cum Laude from George Washington University in 2016 with a bachelor’s degree in political communication. Her previous experience includes roles at nonprofits and associations with a variety of focus areas, as well as grassroots political organizations.
Sgt. Jason Forman

Sgt. Jason Forman is the supervisor of the Homeland Security and Emergency Management (HSEM) Unit for the Stafford County Sheriff’s Office. In addition to over a decade of experience in traffic incident management, Sgt. Forman is a Certified Homeland Protection Specialist and Task Force Officer on the Joint Terrorism Task Force. As the HSEM supervisor, Sgt. Forman coordinates and manages special events, traffic incident management initiatives and activities, counterterrorism investigations and intelligence collection, and community outreach and education programs. He holds a bachelor’s degree in Homeland Security from American Military University.

Dia Gainor

Dia Gainor is the Executive Director of the National Association of State Emergency Medical Services (EMS) Officials. She worked for state EMS offices for 27 years, first in Maryland, then as the Idaho state EMS director for 19 years. Dia has 12 years of field experience as a volunteer paramedic and firefighter, a bachelor’s degree in Emergency Health Services Administration, and a master’s in Public Administration. She was recently presented the Public Service Award from the National Highway Traffic Safety Administration for “outstanding national leadership in enhancing the collaboration among highway safety, public health, transportation, and emergency medical services.” In 2016, EMS1.com named Dia as one of the 14 most influential women in EMS.

Ron Gibbons

Ron Gibbons is the Director of the Center for Infrastructure Based Safety Systems (CIBSS) at the Virginia Tech Transportation Institute (VTTI). He is the Institute’s lead lighting research scientist. He is currently the PI on projects investigating the impact of outdoor lighting on human health, the Spectral Effects of new light sources on roadways, the visibility of police vehicles and is the subject matter lead for the FHWA office Safety IDIQ contract. Dr. Gibbons is also an Associate Professor in the School of Architecture and Design at Virginia Tech. Gibbons is the author of over 80 published papers on roadway lighting, photometry, and target visibility. He is a past Director of Division 4 of the International Commission on Illumination (CIE) and a past president of the Illuminating Engineering Society of North America.
Ian Hamilton

Ian Hamilton is a Transportation Planner with VHB who specializes in data-driven safety analysis and facilitation of multimodal transportation safety action plans. His experience includes work with federal, state, and local clients to develop innovative solutions for safety planning.

Dr. Kitty Hancock

Dr. Kitty Hancock is an associate professor in Civil and Environmental Engineering at Virginia Tech with over 35 years of experience in transportation engineering. Her areas of expertise include highway safety, data analysis and visualization, geospatially enabling decision making, and freight operations and planning. She is the Virginia Tech Project Manager for the partnership between the Virginia Department of Motor Vehicles and Virginia Tech to improve highway safety in Virginia.

Mark Herman

Mark Herman is a Professional Engineer at Kimley-Horn in Richmond. He has five years of experience in transportation engineering, conducting traffic operational and safety analysis and assessments. He has worked with the Virginia Department of Transportation’s Traffic Engineering Division in support of the Highway Safety Improvement Program and the Strategic Highway Safety Plan.

Richard D. Holcomb

As Commissioner of the Virginia Department of Motor Vehicles, Richard D. Holcomb manages a state agency with a budget of approximately $234 million and a statewide workforce of more than 2,000 employees. Holcomb oversees the collection of approximately $2.3 billion in revenue annually, which funds a significant portion of the state’s new roads, and highway construction and maintenance. In addition, he is the Governor’s Highway Safety Representative and serves on the Washington Metropolitan Area Transit Commission. He is chairman of the Virginia Motor Vehicle Dealer Board.
Dr. Edgar de Leon Izeppi

Dr. Edgar de Leon Izeppi has 15 years of work experience in the areas of pavement friction, texture and smoothness. His current work includes the Surface Properties Consortium, the Federal Highway Administration’s Pavement Friction Management Support Program, the Guide to Predict and Mitigate Dynamic Hydroplaning on Roadways, the Protocols for Network-Level Macrotexture Measurement, and the National Sustainable Pavements Consortium.

Dr. Charlie Klauer

Dr. Charlie Klauer is a research scientist and the group leader for the Teen Risk and Injury Prevention Group at the Virginia Tech Transportation Institute. She is also an associate professor in the Industrial and Systems Engineering Department. She has been working in transportation research for the past 19 years. She has co-authored over 50 peer-reviewed journal articles, book chapters, and technical reports. Her primary research interests involve studying the effects of distraction and fatigue on driving, especially with novice drivers.

Ajay Kadyan

Ajay Kadyan is the TREDs Technical Business Analyst at the Virginia Department of Motor Vehicles Highway Safety Office. He has over twelve years of IT experience in multiple highway safety projects. He is a certified product owner and scrum master whose background in core analysis, data modeling, and business transformation has given him deep understanding in transforming multiple projects within the Virginia Highway Safety Office.

Jacob Lambert

Jacob Lambert serves as the Traffic Safety Resource Prosecutor for the Commonwealth’s Attorneys’ Services Council. Jacob began his legal career as an Assistant Public Defender in the City of Hampton, followed by serving as an Assistant Commonwealth’s Attorney for the County of York and City of Poquoson. Jacob received his Juris Doctorate from Stetson University College of Law in Gulfport, Florida, and his bachelor’s degree in Political Science from Virginia Tech.
Dr. Eric Li

Dr. Eric Li, P.E., is a Research Scientist in the Center for Infrastructure-Based Safety Systems at Virginia Tech Transportation Institute. He has more than a decade’s research experience in transportation engineering with a focus on traffic safety and traffic control. Eric has led several research projects at the national and state level about understanding the correlations between crashes and roadway-related factors, and developing cost-effective crash countermeasures. He has authored numerous journal papers, conference proceedings, and research reports.

Dr. In-Kyu Lim

Dr. In-Kyu Lim, P.E., is the Highway Safety Data and Analysis Manager at the Virginia Department of Transportation. Lim has over 15 years of highway safety experience including data-driven analysis for decision-making, collecting and integrating safety data, developing project plans, and state-of-the-art safety research. Lim has received safety awards from the Federal Highway Administration and the Institute of Transportation Engineers. Lim received his doctorate and master’s degree from Michigan State University.

Dr. Adrian Lund

Dr. Adrian Lund is a consultant at HITCH42 LLC. Adrian retired from the Insurance Institute for Highway Safety, where he had served for 36 years, most recently as President from 2006 through 2017. Adrian expanded the Institute’s Vehicle Research Center to include the world’s first covered outdoor test track for evaluating crash avoidance technology and appeared in Motor Trend’s annual Power List. Adrian continues his research at HITCH42 and serves as a Trustee for the Towards Zero Foundation, member of Road to Zero, and research advisor to Veoneer, an automotive technology supplier. Adrian received his bachelor’s degree in psychology from North Carolina State University and his master’s and doctorate in social psychology from the State University of New York at Buffalo.
Chuck Matson

Chuck Matson is a speaker and instructor on drug impairment and courtroom testimony. He served as a sworn officer with the Omaha Police Department for 29 years. After retiring, he now serves as the Great Faces, Great Places States Drug Recognition Expert Training Consultant and is an adjunct instructor of the South Dakota Law Enforcement Training Academy. As a uniform officer, Chuck was consistently recognized by law enforcement and community organizations as a leader in alcohol and drugged driving enforcement and education. He earned nationwide acclaim in 1996 when the National Commission Against Drunk Driving awarded him with the organization’s annual law enforcement award.

Mac McCall

Robert “Mac” McCall started working with the Virginia Tech Transportation Institute in July 2013. Mac has considerable experience working with both private and public sponsors to improve motorcycle rider safety. He has worked with both experimental and naturalistic data to better understand how riders ride, and how rider behavior impacts safety. He earned his bachelor’s degree from Texas Tech University in 2006, and attended graduate school at the University of South Dakota where he earned a master’s in human factors, specializing in human sensation and perception as it applies to driving.

Martha Mitchell Meade

Martha Mitchell Meade joined AAA in 1989 and currently serves as Manager of AAA Public and Government Affairs in Virginia and West Virginia. She is a graduate of the University of Richmond. Since 2004, she has been dedicated to the association’s advocacy efforts, media relations, community outreach and serves on numerous industry committees/coalitions. Martha also works with a myriad of traffic safety stakeholders to lobby for the safety of the motoring public in Virginia. Her brain child, the “IDrive” teen driver safety event, has reached close to 3,500 young drivers to date and won numerous awards including the Governor’s Highway Safety Award for Youth Traffic Safety.
William Naff

William “Bill” Naff retired after 21 years in law enforcement with the Baltimore County, Md. Police Department, 14 of those years assigned to the traffic section. Bill has been with the National Highway Traffic Safety Administration, Region 3 office in Baltimore as a Regional Program Manager for 18 years, working with Maryland, Delaware, Virginia, West Virginia, DC, North Carolina and Kentucky in all areas of traffic safety and grant administration. He is also the coordinator for police traffic services, impaired driving and law enforcement. He is a certified instructor in several law enforcement training and career development courses.

Justin Owens

Dr. Justin Owens is a human factors research scientist in the Center for Vulnerable Road User Safety at the Virginia Tech Transportation Institute. His research focuses on ways to improve safety for all road users, particularly child passenger safety, pedestrians, bicyclists, and people with disabilities, both in the current transportation paradigm and as vehicles shift to automated control. Dr. Owens has conducted research on driver performance in the real world including work on driver distraction, drowsiness and interactions with in-vehicle electronic devices.

Jennifer Pearce

Jennifer Pearce is an executive in the staffing industry in Washington, D.C. She found herself with a new role when her beloved 18-year-old sister, Nicole Lee, was killed in a drowsy driving car crash on Jan. 26, 2008, when the driver of her car fell asleep at the wheel. Since 2008, Jennifer and her family have organized multiple events each year to raise awareness about drowsy driving, including providing coffee and information on the topic at highway rest stops in Maryland. They also created the Nichole Lee Memorial Scholarship award that has awarded over $60,000 in scholarships. Since 2015, Jennifer has appeared on The Today Show, CBS, NBC, ABC, The Huffington Post, and countless other media outlets. She has represented the National Highway Traffic Safety Administration, Governor’s Highway Safety Administration, American Automobile Association, Lifesavers, SADD, and National Organizations for Youth Safety.
Stephen Read

Stephen Read, P.E. with the Virginia Department of Transportation (VDOT), has over 30 years of experience with traffic operations, safety engineering and multi-modal transportation planning projects, research and management. His VDOT experience includes conducting and managing multi-modal corridor environmental, planning, operational, safety analysis and policy, assessments and research. He presently leads the highway, bicycle and pedestrian, and rail-grade crossing safety improvement program planning and countermeasure development and SMART SCALE assessment functions for VDOT.

Robby Robertson

Robby Robertson has been in law enforcement for 21 years; 14 with the North Carolina State Highway Patrol where he worked as a patrol trooper assigned to three different troops. He has served on multiple task forces. He was named the International instructor of the Year by the State and Provincial Police Academy Directors (SPPADS) in 2017. Robby is currently assigned to the Training Academy with the officer survival, defense tactics and Taser section. He serves on the North Carolina State Highway Patrol’s Use of Force Board and the SPPADS Use of Force Advisory Board. He has been in martial arts for over 35 years and holds black belts in multiple disciplines.

Walter Reel

Senior Trooper Walter Reel began his career in 1999 with the Virginia State Police assigned to the Chesapeake Division Five. Trooper Reel was assigned to the crash team in 2004. He currently serves as a Division Five Crash Team Leader for the fifth division. He responds to fatal crashes and is in charge of the scene to ensure all evidence and measurements are collected as well as vehicle exams. In 2018, Senior Trooper Reel was selected to be on the Virginia Department of Motor Vehicles’ Multi-Disciplinary Crash Investigation Team.
Dr. Meredith Romito

Dr. Meredith Romito earned her bachelor’s degree from Christopher Newport University, her master’s from the University of Phoenix and her doctorate in Psychology, Criminal Studies and Juvenile Justice from the University of the Rockies. Meredith has worked in the non-profit sector, private practice setting and has taught at the university level. She has conducted therapy and performed assessments, statistical analysis and data collection for individuals and groups with varying diagnoses and therapies to include depression, post-traumatic stress disorder, eating disorders, obsessive-compulsive disorder, bipolar disorder, substance abuse and addictive behaviors. Meredith is currently a behavioral scientist investigating human factors for the Virginia Department of Motor Vehicles’ Multidisciplinary Crash Investigation Team.

Lt. Col. Tracy Russillo

Lieutenant Colonel Tracy Russillo was appointed to the position of Deputy Superintendent of the Virginia State Police in August 2016. Russillo reports to the Superintendent and manages the day-to-day operations of the Superintendent’s Office. Russillo joined the state police in May 1989 and was a member of the 85th Basic Session. Russillo was promoted to major in 2011 assuming the position of deputy director of the Bureau of Administrative and Support Services (BASS). She was promoted to the position of BASS director in 2015.

Dr. Alexei Tsyganov

Dr. Alexei Tsyganov, a Strategic Highway Safety Engineer with the Virginia Department of Transportation, has been investigating human factors in traffic safety for more than 35 years. He has conducted numerous research projects and served as the principal investigator in 30 of them. He has more than 100 peer-review scientific publications in different countries. Major results of his studies have been included in highway design manuals of several European countries, Federal Highway Administration’s Crash Modification Factors Clearinghouse, and several others.
Michael Sawyer

Michael Sawyer has over 25 years of experience in transportation engineering work in the private sector as well as the local, state, regional, tribal, and federal levels of government. He currently serves as the Transportation Engineer for the City of Richmond, and was recently designated as the City’s Vision Zero Coordinator. Previously, he served as the State Highway Safety Engineer with the Virginia Department of Transportation. His area of study includes making sure transportation serves all users, and in particular, serves transportation-disadvantaged communities who are disabled, elderly, or low income.

Dana Schrad

Dana has been the Executive Director of the Virginia Association of Chiefs of Police since January 1996 where she oversees training programs for police executives and advocates on policing and criminal justice issues. She also is the Executive Director for the Virginia Association of Campus Law Enforcement Administrators. Dana is a member of the Virginia Board of Juvenile Justice, and serves on the Highway Safety Committee for the International Association of Chiefs of Police. She is a 1980 graduate of the University of Nebraska and a 1988 graduate of the T.C. Williams School of Law, University of Richmond.

Angela Schneider

Angela Schneider works as a Senior Policy Analyst at the Virginia Department of Motor Vehicles. She analyzes bills impacting DMV during the Virginia General Assembly session and works with the Secretary of Transportation, the Office of the Attorney General, and other agencies to determine the potential impact of legislative proposals. Angela provides supporting documentation, assists DMV executive staff in preparing for meetings with legislators, and tracks and analyzes federal legislation that may potentially impact DMV and the motor vehicle statutes of the Commonwealth. Angela received her Juris Doctorate from the University of Virginia School of Law in 1995.
Nicole Waldheim

Nicole Waldheim is a Transportation Analyst at Cambridge Systematics with over ten years of experience in transportation safety planning, including the integration of safety into planning, and the development of safety plans. Before coming to Cambridge, Nicole was Administrator of the Jacksonville Metropolitan Planning Organization in North Carolina, working extensively with local jurisdictions on a range of activities including safety. Previously, she was the Senior Program Manager at the Association of Metropolitan Planning Organizations for six years. She provides support for the Strategic Highway Safety Plan for the Virginia Department of Transportation.

Steve Weissman

Deputy Chief Steve Weissman has more than 44 years of experience in the area of fire and rescue service, and is currently a Deputy Chief with the Stafford County Fire and Rescue Department. He retired as a Captain from the Fairfax County Fire and Rescue Department where he served as Safety Officer for the department and for the Virginia Task Force 1-International Urban Search and Rescue Team. He is an adjunct instructor for the National Fire Academy and has developed course curriculum in firefighter safety and health, and in vehicle collision prevention. He developed specialized training in significant injury and line-of-duty death investigations. He developed the Northern Virginia Firefighting Manual on Operating Procedures for Roadway Incidents.

Gordon Wilkins

Gordon Wilkins served as a general district court judge for the 15th Judicial District in Virginia for 10 years. In May 2015 he was appointed as the Virginia Judicial Outreach Liaison. Wilkins received both his bachelor’s degree and Juris Doctorate from the University of Richmond. He has three children and four grandchildren.
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