The ITCSA and IASE have teamed up to combine their annual fall conferences into one dynamic, comprehensive event designed to address the issues of both groups!

The Iowa Conference on Traffic Safety

Jointly Sponsored by
the Iowa Traffic Control and Safety Association
and the Iowa Association of Safety Education

with support from
the Iowa Safety Management System
(Iowa SMS)

October 31–November 1, 2002
Stoney Creek Inn, Johnston, Iowa

The ITCSA and IASE 2002 Iowa Conference on Traffic Safety is a unique and valuable opportunity for professionals in all traffic safety disciplines to meet and exchange ideas and information. Engaging speakers from around the state and nation will present on a fascinating collection of traffic safety topics:

- new advances in weather and road condition reporting
- new safety education classroom and in-car techniques
- crash analysis tools and training for local users
- the impact of new vehicle technology
- satellite mobile data communications
- what's new in graduated driver licensing (GDL)
- presentation of the annual Achievement in Safety Award
- highway safety priorities for older drivers
- plus, vendor exhibits showcasing a variety of traffic safety related products and technologies
ITCSA & IASE—Joined in Our Commitment to Iowa
for Safer Driving and Safer Roads

“This is your annual opportunity to rub elbows with other people in many traffic safety disciplines. It’s also a great opportunity to invite colleagues to see what these organizations are all about.”
—Tom McDonald, ITCSA Membership Chair

“I challenge all who teach driver and traffic education in the state to attend the conference and help us raise our voice on issues that directly affect the profession and, of course, you.”
—Doree Ward, IASE President

“I usually walk away from the conference with one or more ideas for improving a safety-related issue.”
—Steven Mattke, Conference Participant

Complimentary notepad portfolios will be available at the 2002 Iowa Conference on Traffic Safety!
Thursday, October 31

12:30 p.m.  Registration / Coffee and Rolls / Vendor Exhibits

1:00 p.m.  Satellite Mobile Data Communications Technology: Great New Potential
The Iowa State Patrol partnered with the Iowa Department of Transportation (Iowa DOT) and Iowa Department of Natural Resources to test wireless data transmissions via satellite in October 2001. During this testing, field enforcement officers in a mobile environment experienced a four-second response to inquiries. The quick response of the system and the added capability to access information from anywhere in the state are expected to enhance operational efficiencies in the field of law enforcement and lead in many new uses for satellite technology in the future. Lt. Todd Misel of the Iowa State Patrol has served with the Iowa Department of Public Safety (Iowa DPS) for 19 years. He will be presenting with Capt. Darrel Cox.

2:00 p.m.  I-235 Public Information Process: Using the Media to Keep the Traveling Public Informed
The Iowa DOT has established a very effective process for communicating to the public about the I-235 construction project and any expected impacts to traffic. Bridge and lane closings, projected slowdowns and detours, and construction maps and schedules have all been relayed to the public through the media, as demonstrated in this presentation. Martin Sankey and Bill Lusher of the Iowa DOT I-235 Project Office will give the presentation.

3:00 p.m.  Break / Vendor Exhibits

3:30 p.m.  Simplified Traffic Engineering Study Methods for Local Jurisdictions
A new traffic studies handbook has been developed to provide local jurisdictions with one source of easy-to-follow guidelines for performing or contracting for spot speed, traffic volume count, sight distance, crash analysis, and school zone studies. The project was sponsored by the Iowa DOT and Iowa Highway Research Board. Duane Smith, associate director of outreach at the Center for Transportation Research and Education (CTRE), Iowa State University, and Graduate Research Assistant Jeff McIntyre will present an overview of the methods and how they can assist local jurisdictions.

4:15 p.m.  Crash Analysis Tools and Training for Local Users
A number of innovative and highly useful crash analysis software tools have recently been developed by the Iowa DOT, CTRE, and others. These applications have the potential to revolutionize how local agencies identify safety-improvement candidate locations and make safety-improvement project decisions. The potential uses are great, but training is needed at the local level, as demonstrated in this presentation. Presenter Robert Schultz is an education consultant, software trainer, beta tester, and technical support person for the Iowa DOT Office of Traffic and Safety. He is also a member of the Statewide Traffic Records Advisory Committee (STRAC).

5:00 p.m.  Reception / Snacks and Cash Bar

Friday, November 1

7:30 a.m.  Registration / Coffee and Rolls

8:00 a.m.  Priorities for Improving Highway Safety for Older Drivers
An expert panel from the Iowa DOT, Iowa DPS, and Federal Highway Administration will provide a multidisciplinary report of highway/licensing priorities identified by older Iowans and service providers during the Safe Mobility Decisions for Older Drivers Forum held in June 2002. Video clips, a printed report, and a question and answer period will all be included.

8:45 a.m.  Legislative Traffic Safety Updates
Elizabeth Baird, the Iowa DOT’s legislative liaison, will address legislation with an impact on transportation safety, including the impact of the update report on speed limits in Iowa. Betsy Dittemore, the Iowa DPS’s legislative liaison, will address various highway safety legislation issues, including 0.08 BAC and the “move over/slow down” for maintenance and emergency vehicles legislation. Craig Walter, IASE’s legislative liaison, will address legislative concerns relevant to driver safety education.

9:30 a.m.  Graduated Driver Licensing Update
Graduated driver licensing (GDL) remains a hot topic for driver safety educators and other traffic safety professionals. Scott Falb of the Iowa DOT Office of Driver Services will explain everything you need to know to be current on this issue.
Friday, November 1  Continued

10:00 a.m.  Break / Vendor Exhibits

10:30 a.m.  New Technologies for Aiding Travelers on the Interstate
The Iowa DOT has been awarded a grant by the Federal Highway Administration to study and test new technologies for aiding
travelers on the interstate; these include the Internet, low-powered radio stations, 511 telephone service, and wireless devices. Dale
Vander Schaaf of the Iowa DOT Office of Policy and Legislative Services will present.

11:00 a.m.  Iowa State Patrol Winter Road Reporting System
The Iowa State Patrol has developed a new winter road reporting system to replace the service it has provided to the public for several
decades. A 2000 survey identified that the public wanted a more timely and regional-specific reporting format. In response, the State
Patrol, in partnership with the Iowa Communications Network, Iowa DOT, and Iowa SMS, developed and implemented a new system
that is accessed by phone or Internet by more than one million people annually. A PowerPoint presentation will provide an overview of
the new system and provide user information. Capt. Darrel Cox of the Iowa State Patrol has served with the Iowa DPS for 26 years. He
will be presenting with Lt. Todd Misel.

11:30 a.m.  The Weatherview Weather and Road Condition Information System
The Iowa DOT, in collaboration with CTRE, has developed an innovative and useful weather and road condition reporting system using
data from the Roadway Weather Information System (RWIS) and the Automated Weather Observing System (AWOS). The system uses
online mapping and is accessible to any roadway user with Internet access. Dennis Burkheimer of the Iowa DOT Office of Maintenance
will give the presentation.

12:00 p.m.  Lunch / ITCSA Business Meeting
All ITCSA members are invited to join the ITCSA Board for the ITCSA Business Meeting. The ITCSA 2002 Achievement in Safety Award, which recognizes local traffic safety efforts, will be presented at the meeting. ITCSA will adjourn about 2:00 p.m.

11:00 a.m.  The Implications of the IASE Oversight Change from DOE to DOT
Oversight of driver education in Iowa has changed from the Iowa Department of Education to the Iowa Department of Transportation. What will this mean for driver educators? What will this mean for the state and practice of driver safety education in Iowa? Terry Dillinger and Steve Tudor of the Iowa DOT Office of Driver Services will give the presentation and be available to answer questions.

11:45 p.m.  Lunch / IASE Business Meeting
All IASE members are invited to join the IASE Board for the IASE Business Meeting.

1:00 p.m.  The Impact of New Vehicle Technology
IASE is pleased to announce that Dr. Terry Kline will be presenting two sessions of great interest to driver safety educators. Dr. Kline is
nationally known as a dynamic presenter on topics such as driver skill enhancement and driver education curriculum development. He
currently serves as associate professor at Eastern Kentucky University and leads special programs for the American Driver and Traffic
Safety Education Association (ADTSEA). Dr. Kline’s first session will review the development and impact of new technology on the
automobile. Driver education teaching methods need to adapt as the technology changes. Participants will develop a process for
identifying new technology and a method to keep informed of the changing dynamics of the technology.

2:45 p.m.  Break / Vendor Exhibits

3:15 p.m.  New Safety Education Classroom and In-Car Techniques
This session, also presented by Dr. Terry Kline, will explain adjustments to teaching strategies needed to understand and operate a
modern vehicle. A driver sequence will be established to stress the importance of vision control, motion control, and steering control
when dealing with common roadway situations.

5:00 p.m.  Conference Adjournment
Registration and/or Membership Form

1. Name and Contact Information

Name(s) __________________________________________________________________________________________

Mailing Address (driver educators, please give home address) __________________________________________________________________________________________

City, State Zip Code __________________________________________________________________________________

Work Phone _______________________________  Home Phone _______________________________

E-mail Address ______________________________________________________________________________________

2. Conference Registration

☐ I plan to attend Thursday, October 31, only.
☐ I plan to attend Friday, November 1, only.
☐ I plan to attend both Thursday, October 31, and Friday, November 1.

Note that the conference registration fee is $75, regardless of whether you attend one or both days.

3. Fees and Method of Payment (complete as appropriate)

Registration:
Standard registration fee: $75 $________
ITCSA exhibitor registration fee (includes breaks, reception, and lunch for up to 2 people): $150 $________
IASE sustaining membership/exhibitor registration fee (includes breaks, reception, and lunch for up to 2 people): $150 $________

Membership:
ITCSA annual membership fee (if applicable): $20 $________
IASE annual standard membership fee: $40 $________
IASE annual student/retiree membership fee: $10 $________
IASE sustaining membership fee for those sponsors not attending the conference (does not include exhibitor space): $100 $________

Total enclosed $________

Please make checks payable to Iowa State University (or provide Iowa DOT Cost Center, if applicable); send to the address below.

4. Register by October 22

To guarantee your space at the conference, send your registration information as soon as possible; payment may follow at a later date. Substitutions are welcome anytime, but refunds for canceled registrations will not be given after October 22.

Register any of three ways—

Mail:  Sharon Prochnow
       Center for Transportation Research and Education
       Iowa State University
       2901 South Loop Drive, Suite 3100
       Ames, IA 50010-8632

Fax:  515-294-0467

E-mail:  prochnow@iastate.edu

FOR QUESTIONS regarding registration, contact Sharon Prochnow at 515-294-3781 or prochnow@iastate.edu. The ITCSA and IASE Iowa Conference on Traffic Safety, except as provided under Chapter 25-A of the Code of Iowa relating to tort claims, shall not be held liable for damages or injuries to participants in the conference. Participants are advised to purchase individual insurance if their employer does not provide insurance coverage for injuries. Disability/dietary accommodations will be provided on request.
LOCATION
The ITCSA and IASE 2002 Iowa Conference on Traffic Safety will be held at the brand-new Stoney Creek Inn in Johnston, Iowa, just northwest of Des Moines.

Stoney Creek Inn
5291 NW 84th Street, Johnston, Iowa
515-334-9000
www.stoneycreekinn.com

Directions:
- From Interstate 80/35, take the 86th Street exit (Exit 129) north.
- Take the first right into the Birchwood Crossing Development.
- Turn left onto Stoney Creek Court (next to Wynnsong Theatre).

REGISTRATION
Registration for exhibitors and IASE corporate sustaining members is $150. Registration for everyone else is $75. You do not have to be a member to register. All registrants may attend sessions on either day or both days for the same price. The registration fee includes a reception (with cash bar) the first evening and lunch the second day. The registration deadline is October 22. See the registration form for more details.

EDUCATION CREDIT
Iowa Area Education Agencies (AEAs) will offer staff development credit for driver educators who attend both days. The University of Northern Iowa will grant 1 hour of graduate credit to those who attend all sessions on Friday, November 1, and write a report on the conference. Please contact Terry Garrett at tajagearrett@mchsi.com or 515-961-2835 for more information.

QUESTIONS?
For registration information, contact Sharon Prochnow, 515-294-3781, prochnow@iastate.edu. For information about the conference, contact Tom McDonald, 515-294-6384, tmcdonal@iastate.edu.

LODGING
Call by October 3 to reserve rooms:

Stoney Creek Inn
5291 NW 84th Street, Johnston, Iowa
515-334-9000
www.stoneycreekinn.com


A report on last year’s Multidisciplinary Traffic Safety Teams Peer Exchange will be available at the 2002 conference. Thanks to Iowa SMS and IASE sustaining members for continuing support and for making this conference possible. Enforcement photo courtesy of the Quad City Times; emergency response photo courtesy of Mercy Medical Center.

P 486-1159
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