



ARIZONA ANNUAL DISTRACTED DRIVING SUMMIT

EDUCATE - ENGAGE – ENFORCE

JANUARY 23, 2019



Presentation/Panel Topics & Speakers

8:30 am–

Registration – Welcome:

Barb Hoffman, Co-Facilitator

Barb Hoffman is the Executive Director of Red Means Stop Traffic Safety Alliance. She got involved in traffic safety after her 14-yr-old son was killed by a red-light runner. She received her bachelor's degree in Marketing from W.P. Carey School of Business at Arizona State University and her master's degree in Communication Studies from Northern Arizona University. Previously, she worked for 23 years as a program coordinator at Arizona State University.

9:00 am–1:30 pm

Master of Ceremonies:

Tim Page-Bottorff

Tim Page-Bottorff CSP is a United States marine veteran and senior consultant at Safe Start, a safety & health consultation company based in Canada. He is a member of the American Society of Safety Professionals (ASSP) and serves as ASSP Region 2 vice president. While in the Marines he earned the U.S. Marine Corps Humanitarian Service Medal. At local high schools, he helps coach speech and debate teams and volunteers with the Phoenix Children's Museum to assist kids with special needs. He has sponsored initiatives for Alzheimer's research, the ALS Association, and Susan G. Komen's fight against breast cancer. Tim earned an associate degree in Civil Engineering from Mesa Community College, a bachelor's degree in Business Management from University of Phoenix, and a master's degree (AbT) in Environmental Technology and Management from Arizona State University. In 2018 Tim was honored as the Safety Professional of the Year by ASSP.

9:10 am–9:25 am

Morning Keynote:

Paul Penzone, Sheriff of Maricopa County

Sheriff Penzone spent 21 years as a Phoenix police officer, earning national and international recognition for his leadership in crime prevention, capture of dangerous criminals, and dismantling of drug trafficking organizations. The Sheriff has, additionally, served as a top law-enforcement and security expert, and has dedicated his time to various community organizations. Sheriff Penzone believes there must be a strong partnership between the community and its law enforcement professionals. This commitment inspired Paul to develop programs that connected Valley-wide public safety agencies, media, local businesses and community leaders. The continued commitment to the community is evidenced by the numerous key leadership positions in his administration dedicated to community outreach and relations.

9:25 am–9:55 am

The Future of Vehicle Automation and Technologies that Influence Distracted Driving.

Moderator: Rick Murray, Arizona Chapter National Safety Council

Haley Morris WAYMO

Haley Morris is the public affairs representative for Waymo, formerly Google Self Driving Car Project. Waymo stands for a new way forward in mobility. According to the company mission statement, Waymo's goal is to "make it safe and easy for people and things to move around and to bring fully self-driving technology to the world that can improve mobility by giving people the freedom to get around and save thousands of lives now lost to traffic accidents." Hayley has been with Waymo since 2017 and prior to that had been senior communications manager for Microsoft in Seattle. She speaks French and English and earned a bachelor's degree in Geography and Religion at Dartmouth College.



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Frank Leutz, Automotive Service Association

Frank Leutz served as President of the Phoenix Chapter of the Automotive Service Association (ASA) from 2013-2017. His passion to educate the public on automotive service issues is accomplished through media interviews sharing automotive stories for the public. He hosts car care clinics for first time drivers, women, Girl and Boy Scout Troops and the general community. He provides mentoring and has hired several high-school students from the automotive department at the East Valley Institute of Technology (EVIT). He regularly donates time and funds to specific charities in the community and partners with entities such as MADD and the Chandler Police Department. His local contributions to ASA have been recognized by the National ASA board in Washington D.C.

Ram Pendyala, Professor & Interim Director, SSEBE, Arizona State University

Ram Pendyala joined Arizona State University in 2006 after serving 12 years on the faculty of the University of South Florida in Tampa. He is a professor and interim director of the School of Sustainable Engineering and the Built Environment (SSEBE) in the Ira A. Fulton Schools of Engineering. He teaches and conducts research in multimodal transportation systems planning and engineering. He has published nearly 200 articles in journals, books, and proceedings, completed more than \$7 million in sponsored research, and holds leadership positions in professional associations such as the Transportation Research Board, International Association for Travel Behavior Research, and American Society of Civil Engineers.

9:55 am–10:00 am

Break – Special Guest Remarks/ Preparation for Next Panel

Pamela Hesselbacher has a three-year-old son and a 16-month-old daughter. She is a devoted mother and wife. She is described as a great friend and volunteers in her community as part of Hope Kids, an organization which helps terminally ill children. Each year she facilitates a big picnic and gathering for the Hope Kids children and families. Pam would be speaking about how distracted driving has impacted her life and her family.

10:10 am–10:40 am

Arizona's Increasing Pedestrian, Cyclist, and Motorcycle Fatalities.

Moderator Michelle Donati-Greyman, AAA Arizona

Kellen Bradley, Attorney with Law Tigers

Kellen Bradley currently works with the Law Tigers representing motorcycle riding victims. He previously served as Editor-in-Chief of the Sports and Entertainment Law Journal and worked as an intern with the Staff Attorneys' Office in the Arizona Supreme Court. He worked in the consumer protection department of Community Legal Services in Phoenix. He also ran his own law firm where he focused on representing seriously injured victims and their loved ones in a variety of personal injury cases.

Sam Chia, Pima County Health Department

Sam Chia is a Health Educator working with the Youth Health & Safety Program at the Pima County Health Department. His work includes distracted driving prevention in teens, working with the Teen Driver Safety Coalition to plan events at local area high schools in Pima County, and conducting car seat safety classes for the Health Department. He also works with the School Health & Wellness Program to promote physical activity at local area elementary schools including training students and staff for the Active Recess Program. Sam is a graduate of the University of Arizona with a BA in Geography and graduate coursework in Public Health. He grew up in Phoenix and has called Tucson home for almost 20 years.



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John Boyd, Phoenix Children’s Hospital

John Boyd is the Bike, Pedestrian, ATV Safety Specialist in the Injury Prevention Center at Phoenix Children’s Hospital. His role in the Injury Prevention Center has him working with governments, cities, schools, police/fire departments and hospitals in the area of Bicycle/Pedestrian and ATV safety. According to the National Highway Safety Transportation Administration, more children ages 5-14 go to emergency rooms for bicycle-related injuries than with any other sport; many are head injuries. John reaches out to parents and children to stress the importance of the correct use of helmets, bicycles, scooters, skateboards and ATV’s. His goal is to reach as many children in our community with tools and materials to keep them safe. John is a retired City of Phoenix Police officer and developed the Bicycle/Pedestrian program for the Phoenix Police Department and Maricopa County Safe Kids. He has a MEd in Educational Counseling from NAU and in his spare time he is training for Sprint triathlons.

Becky Garcia, Arizona State University Police

Becky Garcia is a crime prevention officer with the Arizona State University Police Department. She’s been with the department 11 years, with the majority of time spent in patrol functions at all four Arizona campuses. Prior to entering into law enforcement, she spent 20 years in the non-profit world. Officer Garcia is Crisis Intervention Team (CIT) certified and serves on the East Valley CIT council. She’s also a charter member of the ASU PD Honor Guard, a Rape Aggression Defense “R.A.D.” Self Defense instructor, and for the past 6 years, has served as the department coordinator of the annual Special Olympics Torch Run. Officer Garcia earned her BA in Recreation Management.

Damion Alexander, Tucson Realtor

Damon Alexander is a Tucson, Arizona real estate agent for more than two decades, University of Arizona educated and a passionate volunteer for many causes related to helping people, animals, and the environment. He continually strives to engage with new people and causes in his growing efforts to support the community. He was a former board member of the Look Save a Life organization in Tucson, Arizona and an avid bicyclist who raises money for more than a dozen non-profit organizations. He has seen the impact of distracted driving and has numerous insights on how we can improve.

10:40 am–10:45 am

Break – Special Guest Remarks/ Preparation for Next Panel

Chloe Schneider who celebrated her 16th Birthday in April, is a daughter, sister, niece, cousin, granddaughter, as well as an artist, athlete, student, and friend. She is aspiring to be a veterinarian due to her love of animals, nature, and people. She looks to the future to own her own business as a veterinarian. One of Chloe’s greatest accomplishments to date was when she helped create her High School Mountain Bike Team. Together with her love for the sport, she wants to encourage a sense of pride for her peers and her school. She would be speaking about how driving while distracted in any capacity can have a tragic effect on friends and family and change a person’s life forever.

10:45 am–11:30 am

Reaching Teens & Young Drivers Understanding on What Influences Them.

Captain Frank Keller, Phoenix Fire Department & PHXFD Team

Frank Keller is the Community Involvement and Public Affairs representative for the Phoenix Fire Department. He has been with the department for 22 years. As an officer of field operations, he is responsible for managing all types and size of fires and emergency medical incidents as well as technical operations of both hazardous materials and technical rescue operations. He served for 5 years as the fire department’s Emergency Management Planner coordinating with the United States Department of Homeland Security. He earned a BS from Grand Canyon University.



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Phoenix Fire Department and Multi-Jurisdictional
Mock Vehicle/Pedestrian Incident/Crash & Rescue
17th Ave between Jefferson & Adams Adjacent to Arizona State Capital

11:15 am–12:15 pm

LUNCH/ Vendor/Sponsor Visit Time

Keynote (11:45-12:15): *It's not just your phone. Can Drivers Really Multi Task?*

Tim Page-Bottorff & Jeremy Bethancourt

Jeremy Bethancourt and Tim Page-Bottorff are both professional members of the Arizona Chapter American Society of Safety Professionals. The ASSP, at over 100 years old, is the oldest safety professional organization with over 37,000 nationally/globally. They are the sole Arizona ASSP members, to have earned the national/global Safety Professional of the Year by the ASSP since the award was created in 1980. Bethancourt in 2017 and Bottorff in 2018. They are both dedicated to community service and mentoring of young professionals and both work in schools to encourage children and young adults toward engagement in the community. Jeremy Bethancourt who in 2012 was appointed to the Advisory Committee for Construction Safety & Health for two consecutive terms by the United States Secretary of Labor, earned a bachelor's degree from Arizona State University in justice administration/ minor in sociology and an associate degree in prelaw/criminology from Glendale College.

12:15 pm–12:40 pm

Educate Engage Enforce: The Story Behind Arizona's Many New Distracted Driving City/County Ordinances, Novice Driver Restrictions, and Law Enforcement's Role

Moderator: Steve Farley, Tucson Mayor Candidate

Chief Terry Young, Surprise Police Department

Terry Young is the Chief of Police for the City of Surprise. He retired as a Deputy Chief from the Maricopa County Sheriff's Office. Chief Young promotes a culture of service focused on community engagement and partnerships. For nearly 10 years Chief Young was an adjunct professor for Grand Canyon University As the head law enforcement representative for the City of Surprise he is the steward of the Drive Wise Surprise campaign which includes among other issues, prohibitions of and education regarding distracted driving behavior. He earned a bachelor's degree from Grand Canyon University and a master's degree from Northern Arizona University.

Representative Randall Friese M.D., State of Arizona House of Representatives

Doctor Randall Friese is a United States Navy veteran and trauma surgeon at Banner Health in Tucson. Formerly a surgeon at University of Arizona Medical Center, he has been serving the citizens of Tucson as a State Representative since 2014. He was one of the doctors who treated U.S. Representative Gabrielle Giffords and nine-year-old Christina Taylor-Green after they were shot in the 2011 Tucson shooting. On a daily basis he sees first-hand the consequences of poor decisions including those who walk, bicycle, and/or drive distracted. He earned a bachelor's degree in biochemistry as well as a medical degree from University of Maryland. He also earned a master's degree from the University of Texas Southwestern Graduate School.

Maria Wojtczak, COO, DrivingMBA Driving School

Maria Wojtczak is the co-found of DrivingMBA driving school. She is highly skilled in large systems change and organizational learning. Maria consulted with senior executives of large automotive business units, high level education personnel, and senior personnel in other organizations. Maria doesn't believe in minimum requirement for driver education so DrivingMBA uses a comprehensive approach by combining the use of state-of-the-art simulation labs, on-road instruction and classroom instruction. She is a graduate of the University of Michigan.



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Monte Yazzie, Salt River Pima Maricopa Indian Community (SRPMIC)

Monte Yazzie is the Injury Prevention Coordinator for the Salt River Pima-Maricopa Indian Community which is part of the Tribal Injury Prevention Cooperative Agreement Program. The Indian Health Service provides funding for tribes to develop their infrastructure in injury prevention to address unintentional injuries. This collaboration allows the IHS to provide the technical guidance in injury prevention program development; implementation; evaluation; training and resource development. Yazzie earned a bachelor's degree from Arizona State University and master's degree from Northern Arizona University.

12:40 – 12:45

Break – Special Guest Remarks/ Preparation for Next Panel
James Anton, Paradise Valley

12:45 – 1:15

The Melting Pot: It's Everyone's Responsibility to End Distracted Driving.
Moderator: Moderator: Steve Farley, Tucson Mayor Candidate

President Karen Fann, State of Arizona Senate

Senator Karen Fann was elected in November of 2016 to represent Legislative District 1, which covers 8,000 square miles throughout Yavapai County and portions of Maricopa County. She continues to represent her community by serving as a precinct committeeperson and is a member of the Rotary International and Elks. Senator Fann was elected to a two-year term as Senate President in November 2018. She is an Arizona small business owner of a 3rd generation Prescott based highway construction company and knows first-hand the extreme dangers workers face from distracted motorists. She is the only state legislator to have successfully passed a distracted driving bill, all be it very limited in scope, and continues to support common sense safety legislation on behalf of the families of Arizona.

Senator Kate Brophy McGee, State of Arizona Senate

Senator Kate Brophy McGee is serving in the Arizona Senate after serving six years in the Arizona House. Kate represents Legislative District 28 which includes North Central Phoenix, Biltmore, Arcadia and the Town of Paradise Valley. Her professional experience includes working in consumer and commercial lending, as a part-time accountant and consultant and as Senior Commercial Loan Officer and Bank Vice President from 1978 to 1990. McGee earned her bachelor's degree in history with a minor in Spanish from the University of Arizona in 1977

Vice-Mayor Billie Orr, Ed.D., City of Prescott

Dr. Billie Orr was elected to the Prescott City Council in November of 2015 and has served as Mayor Pro Tem since November of 2017. Mayor Pro Tem Orr was active in public education for over twenty-five years in Arizona, ultimately becoming the Associate Superintendent of Public Instruction. Under her leadership, Arizona implemented the most vigorous charter school program in the country and created state academic standards that were ranked among the best in the nation. She also worked in Washington, DC with a non-profit promoting high standards, accountability and Public School Choice. She serves on the board for Arizona Town Hall and Yavapai Big Brothers Big Sisters as an Honorary Chairwoman for Women of Influence.

Art Babbott, Coconino County Supervisor District 1

Art Babbott, after serving six years on the Flagstaff City Council, was elected in November 2012 to represent District 1 on the Coconino County Board of Supervisors. It's a diverse district generally includes northwest Flagstaff and sections of the Hualapai and Havasupai Indian Reservations, along the southern border of the Grand Canyon, and west toward the County's border with Mohave County. As a small-businessman running the Flagstaff Community Markets, Art believes in planning for the future responsibly to encourage economic development in a fiscally responsible



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manner. Equally important to Northern Arizona residents and Art is ensuring our forests are properly maintained and in good health, while encouraging smart federal and public land management. Babbott received a BA in Political Science from Amherst College, Amherst, MA. and a MA in Urban Affairs and Public Policy from the University of Delaware, Newark, DE.

John Carson, Georgia House of Representatives

Representative Carson was elected to the Georgia House of Representatives in October 2011 Special Election run-off. An Atlanta native, John Carson was raised in a family that encouraged conservative values, the importance of education, and excellent work ethic. Representative Carson was the sponsor of the Hands-Free Georgia, which passed last year. John received a BBA degree in Accounting from Georgia State University and a MBA in Finance, from Kennesaw State University.

1:30 pm–3:00pm

Legislative Floor Sessions Begin in State House & Senate and Summit Activities Closing

Post-Summit Activity by AZ Chapter American Society Safety Professional Government Affairs: An Easy Step-by-Step Guide to Citizen Involvement in the Political Process, Facilitated by Jeremy Bethancourt. For a pre-recorded video visit: www.drivesmartarizona.com



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WEDNESDAY, JANUARY 22, 2020