



ARIZONA ANNUAL DISTRACTED DRIVING SUMMIT

EDUCATE - ENGAGE – ENFORCE

JANUARY 22, 2020



Presentation/Panel Topics & Speakers

8:30 am–9:00 am

Registration – Welcome:

Barb Hoffman, Executive Director, Red Means Stop Traffic Safety Alliance

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 summa cum laude in Marketing from W.P. Carey School of Business at Arizona State University and her master's degree with distinction in Communication Studies from Northern Arizona University. Previously, she worked for 23 years as a program coordinator at Arizona State University.

Carly Baez, Director of Business Development, Arizona Chapter National Safety Council

Carly Baez (bio shown in panel 6) will thank the Summit committee members and volunteers who help put this event together.

9:00 am–1:30 pm

Master of Ceremonies:

Tim Page-Bottorff, Senior Safety Consultant, Safe Start & Region 2 VP- ASSP

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:

Leah Walton, National Transportation Safety Board (NTSB), Washington, DC

Leah Walton is a safety advocate for NTSB. In 2001, she was the Youth Program Manager for Mothers Against Drunk Driving (MADD) with the aim to prevent underage driving at the state and national levels. In 2006, Leah became part of the federal workforce as a Highway Safety Specialist for the National Highway Traffic Safety Administration (NHTSA), managing pedestrian, School bus and impaired driving programs. She joined NTSB in 2016 in their Office of Safety Recommendation and Communications, Safety Advocacy Division. She is an advocate on behalf of the NTSB's Most Wanted List which is a list of safety recommendations in all areas of transportation.

9:25 am–9:55 am

Vehicle Technology: The Pros & Cons, Is It a Problem or a Solution?

Moderator: Karl Theisen, Associate Director of Corporate Engagement, Ira A. Fulton Schools of Engineering, Arizona State University and ASU Lead, State of Arizona Institute of Automated Mobility

Karl founded the Business Engagement Catalyst, a strategic business unit responsible for connecting local and global industry partners to the vast research, workforce development and student engagement resources of the Ira A. Fulton Schools of Engineering. He currently leads the School's industry engagement activities for transportation and automated mobility research and program development. He is also ASU's lead for the Institute of Automated Mobility (IAM)



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launched by Arizona’s governor in the Fall of 2018. The IAM is a public-private consortium of academic, government and industry organizations focused on research and innovation for automated vehicle safety, science and policy.

Frank Leutz, Automotive Service Association, Owner of Desert Car Care of Chandler

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.

Aviral Shrivastava, Associate Professor in the School of Computing Informatics and Decision Systems Engineering and the Head of the Compiler and Microarchitectures Labs Arizona State University

Aviral Shrivastava received his Ph.D. and master’s in Information and Computer Science from the University of California, Irvine, and bachelor’s in computer science and Engineering from Indian Institute of Technology, Delhi. His research lies in the broad area of “Software for Embedded and Cyber-Physical Systems.”

Dezbah Hatathli, Policy and Community Manager in Arizona, Waymo

Dezbah Hatathli serves as Waymo’s Local Policy and Community Manager for the State of Arizona. After graduating from Dartmouth College with a degree in Anthropology, she worked as an archaeologist for the Navajo Nation, where she focused on infrastructure improvements to benefit the land and its people. From there, Dez transitioned into a career in Public Safety, first as a Crime Scene Specialist then as a Police/Fire/EMS Dispatcher in the Phoenix metro area. When Waymo (formerly the Google Self Driving Car Project) began testing on public roads in Arizona in 2016, Dez seized the opportunity to further continue her commitment to public safety and community service; she was an early Waymo team member, first on the Operations side of the company, before transitioning to the Policy Team. She is proud to play a role in bringing life-saving autonomous vehicle technology to the everyday lives of Arizona residents. Dez lives in Gilbert, AZ with her 9-year-old son Brody.

Alex Cardona, State Farm RED Labs

Alex Cardona has worked for State Farm for over 18 years holding various Corporate and Operations roles in Auto Claims, State Farm Bank, Public Affairs, Agency Recruiting, and After Hours Insurance Sales. More recently, he has spent the past five plus years in the innovation space and in RED Labs he serves as a Product Owner in the Mobility and Transportation space, specifically focused on automated vehicles and connected mobility. Alex has his B.A. in English from Eastern Illinois University and is currently pursuing a master’s in political science, focused on Public Administration and Public Policy.

Tyler Mortensen, Vice President of Strategic and Government Business, GPS Insight

Tyler Mortensen moved to Phoenix, Arizona after graduating with a Marketing and Management degree from Southern Utah University in 2007. Professionally Tyler has worked in software and technology for over 10 years and has focused on helping organizations grow strategically by leveraging technology and data to drive corporate initiatives. Currently, in his role at GPS Insight,



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Tyler and his teams help Enterprise and Government Organizations reduce cost, reduce risk, and increase revenue by connecting Telematics and Safety Data to their corporate goals and strategy.

9:55 am–10:00 am

Break – Special Guest: Cynthia Schneider. She is the mother of the late Chloe Schneider.

10:10 am–10:40 am

The Legal Impact of a Law with NO Enforcement . . . or is There???

Moderator: Michelle Donati-Grayman, Media Relations Lead AAA Arizona

Michelle Donati-Grayman has played an essential role on the AAA Arizona communications team, specializing in media relations and public affairs. While she's gratified by all of her achievements at AAA, her work on the club's traffic safety and legislative agendas make her the most proud. Over the last 11 years, Donati-Grayman has worked to advance initiatives including child passenger safety, teen driving safety, distracted driving and impaired driving to include AAA's Tippy Tow program in 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.

Mark Breyer, Attorney with Breyer Law Offices

Mark Breyer has truly defined himself as a successful attorney by distinguishing himself among his colleagues and community through example and trusted experience as an expert in Personal Injury Law and Wrongful Death Law. Mark, along with Alexis, are known as The Husband and Wife Law Team though out Arizona. They are a family-oriented law firm with the accolades and reputation of a big down town law firm. Dedication to Service and Community Awareness
Mark continuously participates as a speaker in events and seminars where he shares his knowledge and experience as an expert in personal injury law. Mark has spoken to other attorneys about how to handle a personal injury claim as well as litigated many cases from other attorneys. Mark has written numerous articles on injury and wrongful death law and is recognized as a published author. He regularly speaks to groups about personal injury law and to motorcycle clubs about motorcycle law, as well as other groups and specific areas of the law. Alexis and Mark outreach to the community as well sponsoring teacher contests, motorcycle safety contests, and other programs that offer scholarship money to deserving students.

Jenna C. Bailey Founder & Lead Trial Attorney Bailey Law Firm, PLLC

Jenna C. Bailey, with a decade of experience litigating cases, has handled hundreds of depositions, dozens of jury trials and countless court appearances. She is the founder and lead trial attorney at Bailey Law Firm, PLLC – a law firm located in Phoenix, Arizona that routinely handles the most serious of lawsuits, including wrongful death, serious car accidents, traumatic brain injuries, medical malpractice and elder abuse. Her firm represents people and families who have been serious injured by the wrongdoing of others. Mrs. Bailey, no stranger to standing up for victims, started her legal career as a prosecutor at the Maricopa County Attorney's Office. She prosecuted gang crimes, sex crimes and vehicular crimes. Her trial experience as a prosecutor includes everything from aggravated DUIs to homicide. After gaining substantial trial experience, Mrs. Bailey transitioned into civil litigation. She defended large corporations and insurance companies in multi-million-dollar lawsuits. In starting her own business, Mrs. Bailey wanted to use her extensive trial experience and litigation skills to help victims of the carelessness of others. Education wise, Mrs. Bailey graduated Magna Cum Laude from California Western School of Law. She was Senior Editor



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of Law Review and earned multiple academic accolades throughout her law school career. An Arizona native, Mrs. Bailey attended both University of Arizona (MBA) and Arizona State University (B.A. in Business Management).

Bill Warren, Senior Loss Control Specialist with Copper Point Insurance

Bill Warren is formerly the Director, Arizona Division of Occupational Safety & Health (ADOSH) where he directed Arizona’s effort in OSHA Safety Compliance and Consultation sections. He has over 30 years of progressive management and leadership positions as a Safety Professional and is currently a Senior Loss Control Consultant with Copper Point Insurance. He is a Professional Member of the American Society of Safety Engineers, is a Certified Safety Manager through the World Safety Organization and holds a Bachelor’s of Science degree in Applied Management from Grand Canyon University and a Masters of Education degree in Educational Leadership at Northern Arizona University. Additionally, Bill has retired from the US Navy Reserves as a Command Master Chief Petty Officer, serving 31 years in the US Navy Seabees.

10:40 am–10:45 am

Break –Special Guest: Toni Townsend. She is the mother of the late Officer Clayton Townsend

10:45 am–11:30 am

Engaging Teens & Young Drivers: Distracted Driving is NO JOKE! Phoenix Fire Department, AZ Motorcycle Towing, The Law Tigers, AZGOHS Mock Car Crash.

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.

Blue Ridge High School - Actors & Staff, Lakeside, Arizona

Blue Ridge is the heart of our community; a family of diverse members committed to ensuring a purposeful, creative learning environment within a caring, collaborative culture for all. Established in 1963, it is rich in tradition, achievement, and innovation.

Shadow Ridge High School – Actors & Staff, Surprise Arizona

With High Expectations for students, parents, staff and the community, Shadow Ridge is committed to providing extended Opportunities for our students while creating Meaningful Relationships between all members of the school community. Through collaboration and networking, students will have the opportunity to explore real world issues that will make learning relevant in our global society.

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): Human Factors of Distracted Driving

Tim Page-Bottorff

Tim Page-Bottorff is a member 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. He is one of the sole Arizona ASSP members, to have earned the national/global Safety Professional of the Year in 2018 by the ASSP since the award was created in 1980. Tim is



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dedicated to community service and mentoring of young professionals and works in schools to encourage children and young adults toward engagement in the community.

Tim Page-Bottorff, American Society of Safety Professionals, Region II Vice-President and Carly Baez Arizona Chapter American Society of Safety Professionals, Chapter President,
Special Recognition Presentation

12:15 pm–12:40 pm

SO...We Got a Law, NOW What??

Moderator: Tim Page-Bottorff

Karen Fann, Arizona State Senate President, District 1

Senate President Karen Fann was elected in November of 2016 to represent Legislative District one, 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.

Charlene Fernandez, Democratic Caucus Leader, Arizona House of Representatives, District 4

State Representative Charlene Fernandez is the Democratic Caucus Leader of the Arizona House of Representatives from the 4th Legislative District serving on the Committee on Appropriations. She serves on the newly created Subcommittee on Public Safety, Infrastructure, and Resources. In 2014, Fernandez was appointed to the coveted Committee on Appropriations. and was elected Democratic Leader going into the 2018 legislative session. She also serves on the Arizona Food and Agriculture Policy Advisory Committee advocating for food security. Representative Fernandez started her first term in January 2015 and has been re-elected to represent District 4 in 2016 and 2018.

Alberto Gutier, Director, Arizona Governor’s Office of Highway Safety (AZGOHS)

Alberto Gutier has been the director of AZGOHS for nearly 20 years, from 1995-2003 and 2009-present. He is proud of becoming a U.S. citizen in 1966 after exile from Communist Cuba in 1960. He works continually to support the greater community and voluntarily provides time for organizations around the state. He was formerly the Administrator for the Arizona Motor Vehicle Division and at one time worked for the nationally renowned Arizona Highways as its Director of Marketing and Sales. His commitment to the safety of Arizona citizens and visitors to the state are well recognized and all encompassing. As the steward of most federal and state resources related to roadway and highway safety initiatives, his insight and experience serve as a cornerstone of public safety in Arizona.

Rick Murray, President & CEO of the Arizona Chapter of the National Safety Council

Rick has a unique combination of non-profit management, community/public relations and business experience that includes extensive involvement in developing public policy initiatives. Throughout his professional career, Rick has built his reputation by increasing exposure and by gaining efficiency and profitability for the companies for which he has worked. Mr. Murray believes that high quality training and a company culture of “safety above everything else” is the core of any successful business. Most recently as Chief Executive Officer of the 11,000 member Arizona Small Business Association (ASBA), Rick’s charge was to advocate for businesses and help them become



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more profitable. Members included both individuals and businesses, large and small, from every sector including technology, service related and retail. Mr. Murray's goal is to make every business in Arizona aware of the importance safety through proper training by utilizing the resources of the Arizona Chapter of the National Safety Council.

Lieutenant Tim Klarkowski, Surprise Police Department, Public Information Officer

Lieutenant Tim Klarkowski has served the Surprise Police Department for nearly 13 years. In his most recent role as the department's Public Information Officer he's worked diligently to formulate effective and meaningful marketing campaigns with a focus on excellent police-public communication. His other assignments throughout the department have included: field operations as a patrol officer and sergeant, detective, crisis negotiations team member and team leader, and community relations sergeant. Tim holds a bachelor's degree in Criminal Justice and Criminology from the Arizona State University where he graduated summa cum laude. In addition to his formal education, Tim has received extensive law enforcement training throughout his career. Most notably, he was certified by the International Association of Chiefs of Police as a Drug Recognition Expert and Drug Recognition Expert Instructor.

Leah Walton, National Transportation Safety Board (NTSB), Washington, DC

(Bio listed earlier).

12:40 – 12:45

Break – Special Guest Remarks/ Preparation for Next Panel

Jeremy Bethancourt, Chairman, Transportation & Roadway Pedestrian Safety Section Arizona Chapter American Society of Safety Professionals (ASSP)

Jeremy Bethancourt CHST, who co-founded the Drive Smart Arizona coalition is the current Director of Safety for LeBlanc Building Company, Inc., President of ACTA Safety, TARPS & Government Affairs Chair for the Arizona Chapter ASSP. From 2012-2016 he was Appointed by the United States Secretary of Labor as one of the two appointed Public Representative Members to the Advisory Committee on Construction Safety & Health for the Occupational Safety & Health Administration. Bethancourt earned a B.S. in Justice Administration, with a minor in Sociology from Arizona State University in 1997, an AA in Pre-Law from Glendale Community College and an Advanced Safety Certificate in Occupational Safety & Health from National Safety Council. In 2017 Jeremy was honored as the 2017 Safety Professional of the Year by ASSE, in 2015 as the ASSE Construction Practice Specialties Safety Professional of the Year, and in 2013 presented the, Inaugural, Triangle Award for Heroic Dedication presented by ASSE & OSHA.

12:45 – 1:15

Educate - Engage - Enforce... The Art of Changing Driver Behavior: It's Everyone's Job to Change Societal Driving Norms.

Moderator: Steve Farley

Steve Farley is an American politician, artist, and graphic designer who previously served as a State Senator from Arizona, including serving in the capacity of assistant minority leader. He also served previously in the Arizona House of Representatives, serving as assistant minority leader there as well. He is a member of the Democratic Party. Farley is a graduate of Williams College, where he obtained a degree in political science. As an artist, his work includes a ceramic tile mural at the Broadway Underpass, at the eastern gateway to downtown Tucson. Farley developed a method for converting photographs into ceramic tiles and has worked on similar projects throughout the country. Since being elected as a state legislator, Farley has focused on investment in education, healthcare, and public transportation. He was the Ranking Member of the Senate Finance Committee.



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Daniel Sharp, Police Chief, Town of Oro Valley

Daniel G. Sharp has served as Chief of Police for the Town of Oro Valley since January 2000. Prior to his appointment as Chief, Chief Sharp spent over twenty-one years with the Tucson Police Department, working in virtually every area of the department. Chief Sharp served as Oro Valley's Interim Town Manager, from June 2016 to September 2017. Chief Sharp has served as an adjunct faculty member for Law Enforcement Programs at Pima Community College and as an adjunct lecturer at the University of Arizona. He is routinely requested to lecture on public policy related to Community Policing and Ethics. Chief Sharp holds a master's in educational leadership and is a graduate of the 190th Session of the FBI National Academy. Additionally, Chief Sharp is a member of the Arizona Criminal Justice Commission, is currently the vice-chairman of the Arizona Automobile Theft Authority Board and the chairman of the Pima County Wireless Integrated Network Board of Directors.

Carly Baez, Director of Business Development, Arizona Chapter National Safety Council

Carly Baez is the Director of Business Development for Arizona Chapter National Safety Council. She serves as 2019-2020 President of the Arizona Chapter American Society of Safety Professionals, is Co-Facilitator of the Annual Arizona Distracted Driving Summit, and sits on the board of Red Means Stop Traffic Safety Alliance. She is an advocate for safety on our roads, in the community, and in the workplace, and has developed training and topics to deliver to communities and to Drivers' Ed students. Her focus has been on human behavior, changing habits, and how our habits develop.

Brendan Lyons, Executive Director, Look Save a Life

Brendan Lyons is the Executive Director of LOOK! Save A Life. He has a great appreciation of what it takes to serve and a strong vision for bringing public awareness to the growing epidemic that is distracted driving; championing state & local jurisdictions to adopt Hands-Free driving policies. Brendan has served Southern Arizona as a Firefighter & EMT. In 2013, he was struck from behind by a distracted motorist at 45mph, while bicycling on his day off. Brendan spent nearly a month in the hospital after sustaining serious, life-changing injuries. He credits the firefighters who responded that day, men from his own department, for their quick response to getting him the medical care he needed. Brendan has an amazing story of survival, overcoming obstacles and a deep understanding for the power of forgiveness. Brendan, along with the motorist who nearly ended his life continue to share how a moment's distraction can be a lifetime of regret.

Glenn Grossman, Farmers Insurance

Glenn R. Grossman, Prior to building his Farmers Insurance Agency, Glenn was a financial executive with several residential builders and developers in Bethesda, MD, Itasca, IL and Scottsdale, AZ. He was also a Director with Coopers & Lybrand CPAs, now PWC, the largest accounting firm in the world. Glenn has been an agent with Farmers Insurance for over ten years. He specializes in personal lines home and auto coverage for young families. He also has a large group of commercial clients in the multi-family habitational industry. He has worked with his wife and Account Executive, Tracey since 2009. They live in Carefree, AZ and have four grown children.

Peter Wingert, Chief of Police, Town of Paradise Valley

Peter Wingert was named Chief of the Town of Paradise Valley Police Department in June 2015, after serving in the same role for the Town of Wickenburg, AZ for four years. The appointment of Chief Wingert in Wickenburg followed 20 years of service with the Flathead County Sheriff's Office in Kalispell, Montana. He began his law enforcement career with the Sweetwater County Sheriff's Office in Wyoming as a Detention Officer in 1991. In Paradise Valley, Chief Wingert has focused on community outreach, customer service, and officer training. The department focuses on community outreach, participating regularly in Coffee with a Cop events, lunch with school



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children, attendance at Homeowner Association meetings, and engaging the residents an opportunity to interact with officers outside of enforcement activity.

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

SEE YOU AT NEXT YEAR'S SUMMIT!
WEDNESDAY, JANUARY, 2021