

# WISCONSIN TRAFFIC SAFETY REPORTER

Vol. 18, No. 2  
2015

## In Memory of Trooper Trevor Casper



At the Wisconsin Department of Transportation, we are grieving the loss of Trooper Trevor Casper. Trooper Casper was a member of the 60th Recruit Class, which graduated in December 2014. He was among the group of brave men and women in the Division of State Patrol who put themselves in dangerous situations every day as they work to keep the people of Wisconsin safe.

He will be greatly missed by all who worked with him, as well as WisDOT staff throughout Wisconsin.

Thank you to all of our transportation stakeholders and partners for the outpouring of sympathy that has been sent to the department and members of the State Patrol. We appreciate your support during this difficult time. He is the sixth officer from the State Patrol to die in the line of duty and is a true hero.

*continued on page 2*



## Sheriff's Traffic and Owl Patrols

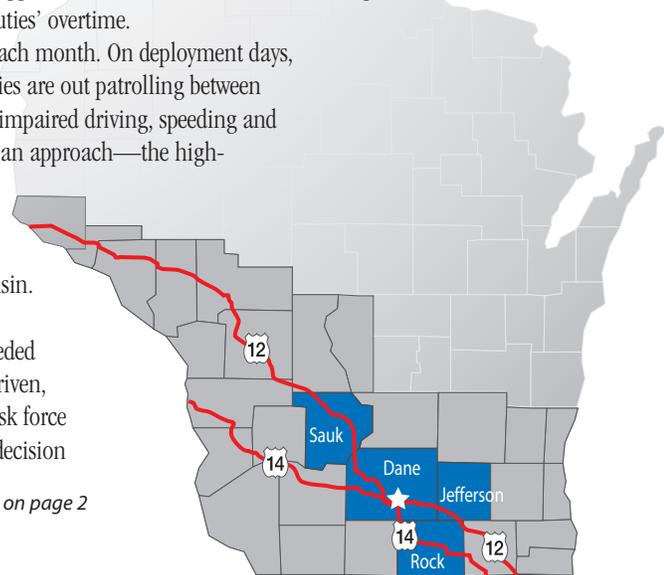


Sheriff's offices in four counties—Jefferson, Dane, Rock and Sauk—have teamed up to boost enforcement along the heavily-traveled US 12 and 14 corridors that connect their counties. Patrols began in December and will continue through September, with funding support from the WisDOT Bureau of Transportation Safety (BOTS) covering deputies' overtime.

There are one or two STOP deployments each month. On deployment days, a total of 14 to 16 deputies from the four counties are out patrolling between 6 p.m. and 3 a.m., and they focus on reducing impaired driving, speeding and aggressive driving. The four counties are using an approach—the high-visibility enforcement (HVE) task force—that has proved to be effective across the nation and is being used by a rapidly-growing number of law enforcement agencies in Wisconsin.

First of all, the process is data-driven, with the goal of deploying patrols where they are needed most. BOTS law enforcement funding is data-driven, and the individual sheriff's offices within the task force also use citation and crash data to guide their decision making (see example on page 3).

*continued on page 2*



CREDIT: MILWAUKEE JOURNAL SENTINEL

Memorial service

### Training available

## Learning to detect drug use

Sgt. Nate Thompson of the De Pere Police Department is the drug recognition experts/standard field sobriety test (DRE/SFST) state coordinator for Wisconsin. In 2009, the WisDOT Bureau of Transportation Safety (BOTS) contracted with him to coordinate the state's Drug Evaluation and Classification (DEC) Program, which includes a variety of trainings for law enforcement personnel and others, such as educators, who need to learn how to recognize drug use.

*continued on page 9*

### Save the date!

41<sup>st</sup> annual  
Governor's Conference  
on Highway Safety

August 25-27

Kalahari Resorts  
& Conventions  
Wisconsin Dells

Details inside

## Trooper Trevor Casper

from page 1

### End of Watch List: Wisconsin State Patrol

Trooper Trevor Casper  
EOW Tuesday, March 24, 2015  
CAUSE gunfire

Trooper Jorge Ronald Dimas  
EOW Sunday, June 14, 2009  
CAUSE automobile crash

Trooper William Schoenberger  
EOW Thursday, April 22, 1993  
CAUSE automobile crash

Trooper Deborah M. McMenamin  
EOW Thursday, October 26, 1989  
CAUSE struck by vehicle

Trooper Gary G. Powless  
EOW Sunday, May 18, 1980  
CAUSE automobile crash

Trooper Donald C. Pederson  
EOW Saturday, August 26, 1972  
CAUSE gunfire

Let us not forget the  
ultimate price they paid to  
keep us safe.

More memorial information  
is available [here](#).

– David Pabst, Director  
WisDOT Bureau of  
Transportation Safety



The *Wisconsin Traffic Safety Reporter* is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, recognize worthwhile programs, and to educate and share ideas with safety professionals.

WisDOT SECRETARY  
**Mark Gottlieb, P.E.**

DIRECTOR-BOTS  
**David Pabst**

TSR COORDINATOR  
**Steve Olson**

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the National Highway Traffic  
Safety Administration.

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Press conference for launch of STOP task force, in December at the Alliant Energy Center in Madison

## STOP from page 1

The US 12 and 14 corridors in these four counties were chosen for several reasons. First, several places along these corridors have recently had high crash rates. Also, several major highway improvement projects are underway, and work zones can be hazardous, especially when drivers are speeding or impaired. Many tourists visit southcentral Wisconsin, particularly during the summer, and, throughout the year, many special events attract heavy traffic. In May, for instance, the Wisconsin Dells Automotion Festival attracts huge crowds. The first STOP deployment was held the evening of December 6 when many Badger basketball fans were on the road.

effective at raising public awareness and deterring unsafe driving. Sgt. Jeff Heil, traffic safety coordinator for the Dane County Sheriff's Office (DCSO), observes that during a STOP deployment, a driver traveling, for example, from Ft. Atkinson to Wisconsin Dells, could encounter deputies focused on traffic enforcement all along the way.

Law enforcement agencies interested in learning more about the benefits of participating in such task forces are encouraged to contact their WisDOT BOTS regional program manager.

## Data-driven

WisDOT BOTS makes careful use of federal highway safety funds when providing grants to a wide variety of traffic safety programs in Wisconsin, including efforts to strengthen traffic enforcement. BOTS staff use detailed data, such as that included in [Wisconsin Traffic Crash Facts](#). For example, crash data from recent years are assessed, looking at frequency and severity, in order to identify trends and problem areas to be targeted. Then BOTS state program managers and regional program managers reach out to community partners to help develop ways to improve safety locally. In the case of the STOP task force, Corey Foster, BOTS regional program manager (RPM) for southeast Wisconsin, met with representatives from the four sheriff's offices to identify where, when and how extra patrols in their four counties would do the most good.

And all the sheriff's offices in the STOP task force use their own data to help guide their decision making. For instance, the Dane County Sheriff's Office makes extensive and increasing use of its citation and crash data when deciding where deployments will be most effective.

*continued on page 3*

"Drink and drive in our counties and our deputies will show you some new bars."



The STOP task force, in its public messages, provides tips on safe driving ... and also this heads-up.

By forming task forces, law enforcement agencies are able to improve communication, coordination and idea sharing. Also, they are able to team up and conduct high-visibility enforcement, which has proved to be



In this process, Sgt. Heil works closely with DCSO crime analyst Mike Walnoa. Raw citation and crash data originates when deputies enter information into **TraCS**. This data is filtered through DCSO's records management system and then further refined by Walnoha using GIS software. This requires knowledge of mapping techniques and also skill with critical analysis.

The following is a recent example of how this process helped identify problem areas in Dane County and also suggested appropriate deployments.

Compared with looking at a spreadsheet of raw data, a map like the one at right provides a clear picture of the county's crash hot spots.

Once the hot spots had been identified, the next step was to delve down further into the raw data to find out when and why these crashes occurred. This is crucial when deciding on counter-measures. For example, Walnoha did a detailed study of the county's most prominent crash spot for 2014, which is in the area where WIS 19 crosses I-39 south of De Forest. Last year in that area, there were a total of 46 crashes with nine injuries.

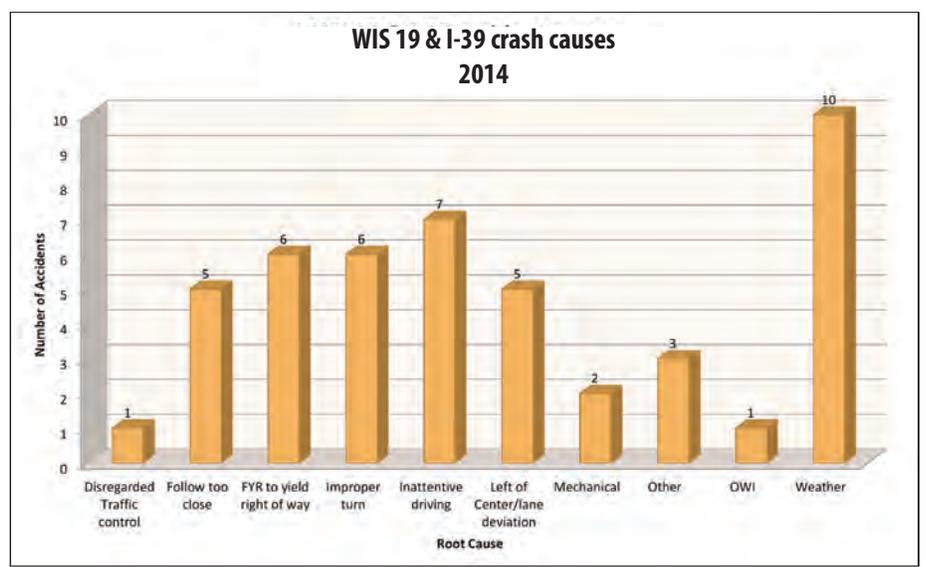
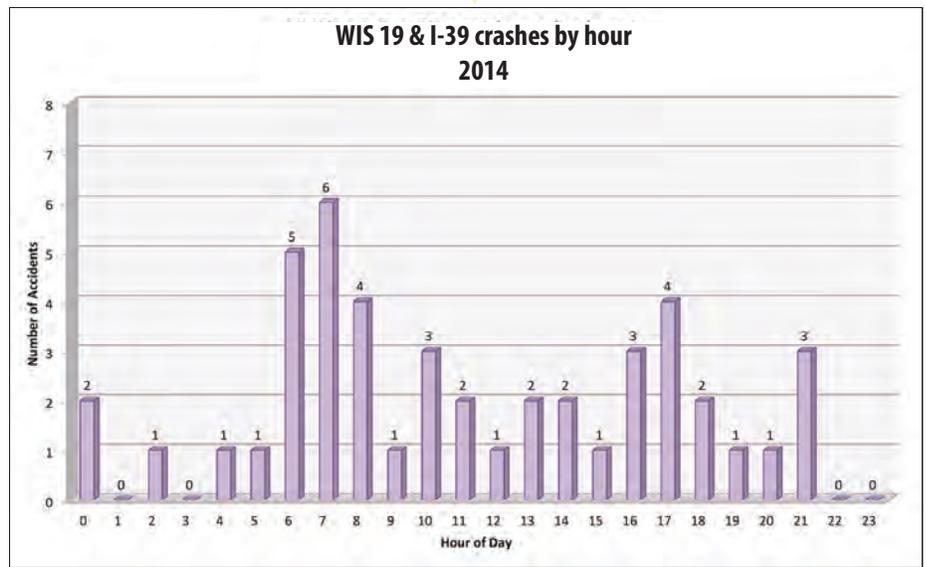
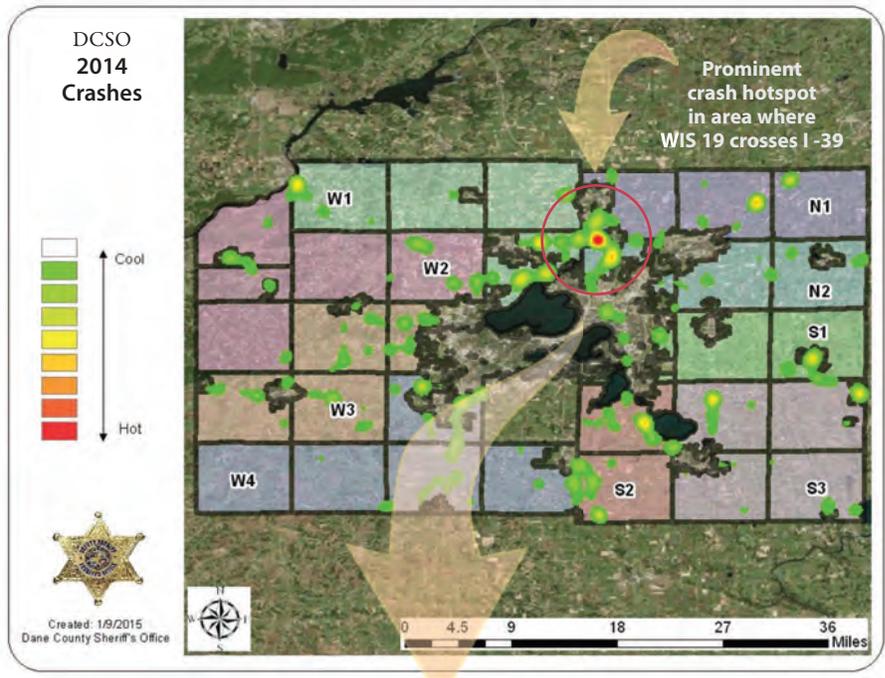
This data (examples at right) helped guide DCSO's BOTS-funded deployments (focused on alcohol, speed and seatbelt enforcement) to this area, along with increased DCSO traffic team presence during regular hours.

Rapid progress is being made in how decision makers can access up-to-date crash and other traffic safety-related maps. For example, **Community Maps** provides Wisconsin's local law enforcement and county Traffic Safety Commissions (TSC) with an online interface for mapping crash data. BOTS RPMs regularly attend meetings of county TSCs in their regions to demonstrate and explain the benefits of using Community Maps.

**DDACTS** (Data-Driven Approaches to Crime and Traffic Safety) is another powerful tool increasingly used in communities nationwide. It integrates location-based crime and traffic data to establish effective methods for deploying law enforcement and other resources. DDACTS draws on the deterrent effect of high-visibility traffic enforcement and the fact that crime often involves the use of motor vehicles.

As Walnoha says, DDACTS has the power to add relevant layers to GIS maps, helping provide a clearer picture of the causes of complex problems. See [this issue of the TSR](#) for a report on Wisconsin communities pioneering the use of DDACTS.

*continued on page 4*



**STOP** from page 3

### Task force teamwork

The four sheriff's offices involved in the STOP task force and agencies involved in other task forces around the state are able to achieve better communication, coordination and idea sharing.

Foster says that law enforcement agencies serve a wide variety of communities, they tend to vary quite a lot, and they can sometimes develop a feeling that "We've got our own way of doing things" and that "We've got this situation covered." But when they get together as a task force, Foster says, "It's amazing to see how well they listen to each other, work together, and exchange ideas." Deputies and officers discuss all sorts of work-related issues, such as how they're using TraCS and how they set up their squad cars. This dialogue can help foster ongoing partnerships.

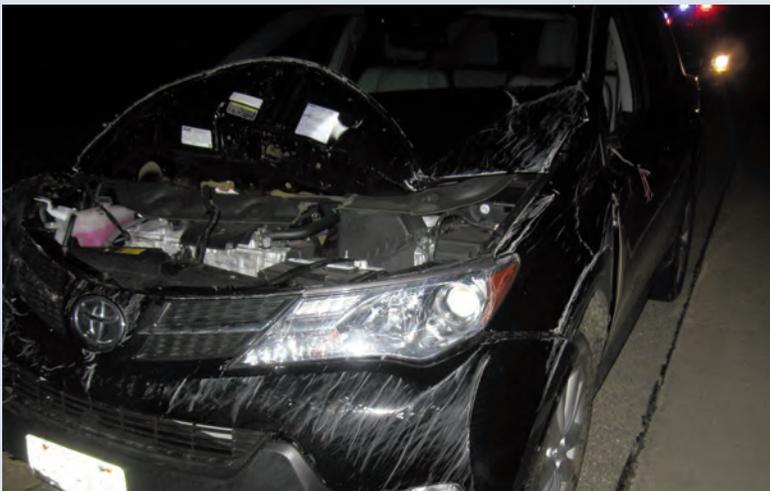
Task forces working together can also boost the coordination that is essential for all law enforcement work, ranging from traffic enforcement to major disasters. Commander Troy Knudson of the Rock County Sheriff's Office reports that recently there have been several high-profile pursuits that required rapid coordination across counties. He observes that with many serious events, such as criminal activity, tornadoes or floods, coordination among law enforcement agencies has to happen as rapidly as possible.



Traffic Safety Team of the Dane County Sheriff's Office



Rock County deputies during STOP deployment



During a STOP task force deployment on WIS 12 in Jefferson County, a deputy noticed this vehicle with a taillight out, and the driver was going only 30-35 mph. The driver was obviously impaired but refused the field sobriety test. The vehicle had been damaged in a crash, but the driver claimed not to know how it happened. The deputy sent out a TTY message and also emailed this photo of the vehicle, and he quickly found out that the vehicle had recently been in a crash, causing about \$4,000 of property damage, near Deerfield High School in Dane County.

Tools for this kind of communication are becoming increasingly powerful. For example, the [Wisconsin Crime Alert Network](#) enables law enforcement agencies to send out crime alert bulletins, statewide or regionally, to other agencies, the business community and the general public.

On a pleasant spring evening, April 10, Deputy Bruce Miller of the Dane County Sheriff's Office was out patrolling Madison's Beltline as part of a STOP task force deployment. As he watched traffic carefully, he explained some of the reasons he especially likes working traffic enforcement. During his 13 years as a deputy, he has been at many crash scenes, sometimes with serious injuries and fatalities. Also he has accompanied the coroner when doing family notifications.

He welcomes the opportunity to serve as part of these deployments, to be able to focus on traffic enforcement, helping, along with his colleagues from DCSO and the other sheriff's offices in neighboring counties, to deter unsafe driving. "I feel I'm making a difference," he says. "I know I'm helping prevent crashes."

WisDOT BOTS is working with many HVE task forces statewide and is helping more get started. NHTSA, too, encourages law enforcement agencies to learn more about this approach, and it provides helpful [resources](#) for getting started.

**WisDOT task force**

# Boosting compliance with Move Over Law

**“Tow truck operator killed while working on the interstate.”**

**“Trooper’s cruiser hit by out-of-control vehicle.”**

WisDOT wants to put an end to tragic headlines like these.

“Drivers have a legal and moral responsibility to help protect those who must work on the side of busy roads while fast-moving vehicles pass by just a few feet away,” says WisDOT Secretary Mark Gottlieb.

To help provide a safety zone for workers on the side of roadways, Wisconsin has a Move Over Law. Enacted in 2001, it requires drivers to

- shift lanes if possible
- or, if they can’t shift lanes, to at least slow down

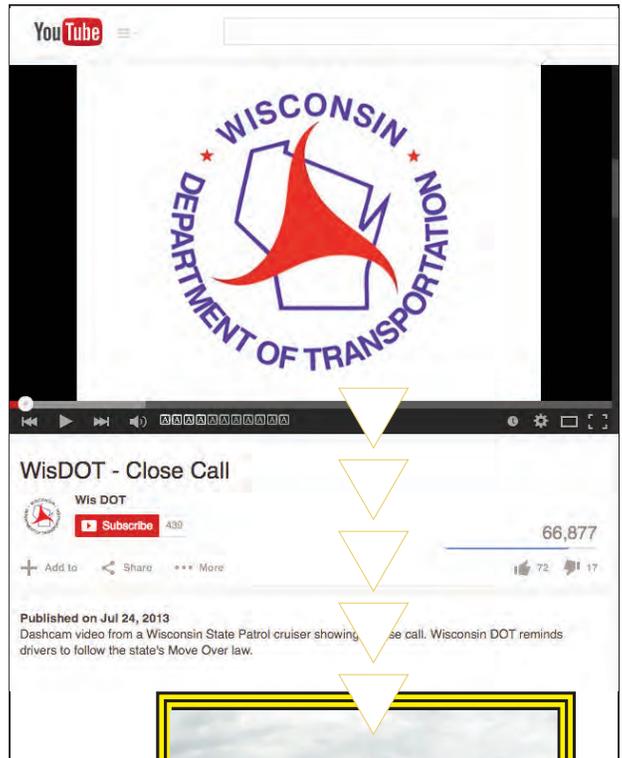
when encountering a law enforcement vehicle, ambulance, fire or tow truck, highway maintenance vehicle or utility vehicle that is stopped on the roadside with its warning lights flashing.

To increase compliance with the law, WisDOT established a Move Over / Slow Down Task Force earlier this year. Its initial recommendations include:

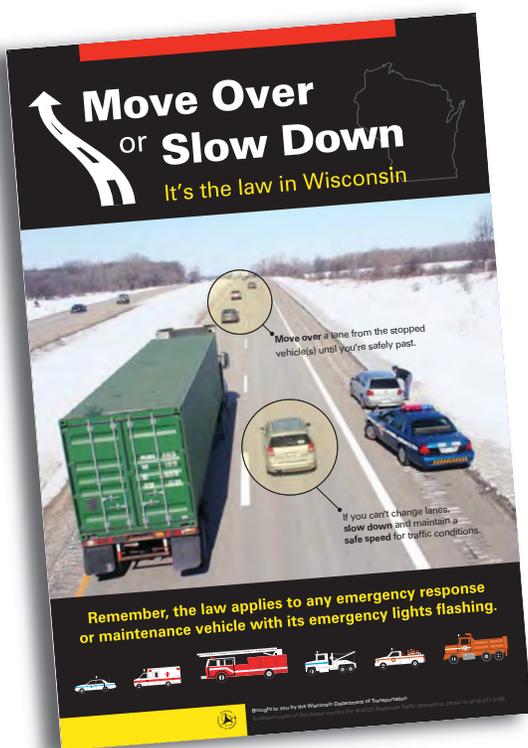
- Use electronic message signs and permanent signs on major highways to remind drivers to move over or slow down
- Increase enforcement of the law using saturation patrols and the State Patrol Air Support Unit
- Use traditional and social media to build public awareness of the law
- Ensure that Move Over Law information is included in driver education programs and is part of the written knowledge test for new drivers

More information about the Move Over Law—and harrowing videos of what can happen when drivers violate the law—are available online at:

<http://wisconsin.gov/Pages/safety/education/move-over/default.aspx>



Video of a close call



Although it's not required by law, WisDOT also urges drivers to be safety conscious by moving over or slowing down when encountering any vehicle stopped on the side of a roadway.

Along with WisDOT, many law enforcement agencies around the state are also helping raise public awareness of this law. It was part of the message, for example, at the December press conference for the launch of the STOP task force (page 2).

## BOTS welcomes ...



**Constance Hewitt**  
Operations  
Program  
Associate

Constance helps BOTS staff manage federal and state grants using the WISE-Grants system. This includes: analyzing program processes for improvement, updating grant applications, and serving as liaison to outside agencies regarding safety program information.

Currently she is updating or modifying grant shells for the 2016 fiscal year and looking for ways to make WISE-Grants more efficient and user-friendly.

She started at BOTS in April, and was previously a human resources assistant in the WisDOT Bureau of Human Resource Services. Earlier, she had worked in Colorado with the El Paso County Department of Human Services, Child Welfare Division.

[Constance.Hewitt@dot.wi.gov](mailto:Constance.Hewitt@dot.wi.gov)



**Martin Broyles**  
Senior Policy  
Analyst, Safety  
Programs Section

Martin's main responsibilities are to:

- conduct policy analysis on behavioral highway safety issues
- conduct research related to Division of State Patrol (DSP) and WisDOT highway safety policy, planning and programming
- provide policy and fiscal analysis on proposed and enacted state and federal legislation
- act as DSP legislative liaison

Recent policy analysis has included: alcohol tax policy, the Move Over law, seatbelt fines, OWI programs. And his legislative work has involved fiscal estimates and bill analyses on proposed legislation.

A graduate of La Follette School of Public Affairs, UW-Madison, he was an educator (English, economics, history and geography) before coming to BOTS.

[Martin.Broyles@dot.wi.gov](mailto:Martin.Broyles@dot.wi.gov)

## Stressing safety by being social

Given the increasing popularity of online communications across all age groups, social media channels are no longer viewed as optional outreach tools—they are essential for large organizations like WisDOT. Its customers and stakeholders expect the department to provide timely and useful information through sites like Facebook, YouTube and Twitter. In turn, those same groups use social media to communicate with WisDOT. This results in fast, free and friendly interaction, and the numbers show it's a win-win.

During 2014, WisDOT's primary Facebook page saw a 40% increase in followers. During this same time, the department's main Twitter page experienced an impressive 83% jump in followers. These gains are the result of a targeted messaging approach; one that connects and engages the respective audience(s).

Safety-related messages are a major component of WisDOT's social media public outreach plan. Many department Facebook and Twitter posts include a visual element—customized informational graphic, attention-grabbing photo or video player preview screen. Whenever possible, WisDOT uses imagery and videos to help humanize a topic. Statistics put a particular safety issue in perspective; however, a firsthand account from a person included in those statistics packs a powerful punch. For example, during the first week of May of this year, WisDOT carried out a week-long social media campaign on motorcycle safety. The first post emphasized that traffic safety is everyone's responsibility—riders and non-riders alike. An informational graphic, with preliminary 2015 year-to-date

motorcycle deaths, got people talking. As of May 8, the graphic was shared more than 330 times. Many of those shares came from Wisconsin law enforcement agencies and other safety-related stakeholders. In four days, the image was seen by nearly 22,000 people.



Just as popular was a video post, which WisDOT calls "A Facebook Feature." It's a one-minute clip that tells the story of a Wisconsin motorcyclist who was hit, head-on, by a drunk driver. The post image, shown in the preview screen of the Facebook video player, immediately captures one's attention. The story includes the events of the crash as told by the rider and driver. The rider says he survived because he was wearing a helmet.

*continued on page 7*

**Look twice for motorcycles**

TRAFFIC SAFETY IS EVERYONE'S RESPONSIBILITY

#WIRidesSafe

**10** motorcyclists killed in **2015** crashes

That's **10** too many

#WisDOT  
wisconsindot.gov

\*Preliminary 2015 numbers as of May 4

## Ride endorsed

WisDOT and ABATE of Wisconsin, a motorcyclist rights and safety organization, are partnering to encourage all active motorcyclists across Wisconsin to obtain their Class M license or endorsement. Last year, 42% of motorcyclists killed in crashes were not properly licensed.

Last year, they teamed up to produce a “Ride Endorsed” poster, and ABATE members statewide distributed thousands of them to places and events where motorcyclists gather.

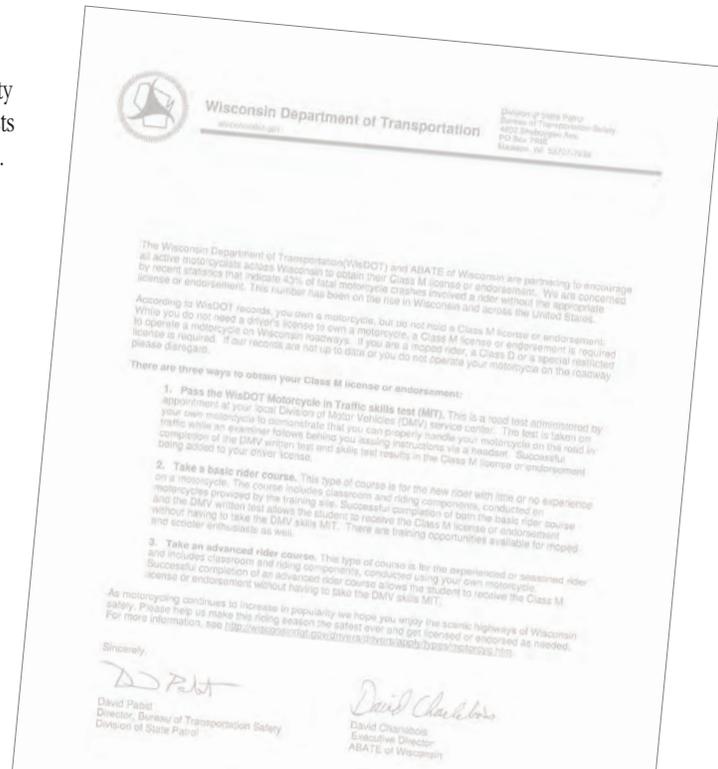
In March, to bolster this effort, WisDOT sent a letter to 13,000 people in Wisconsin who own a motorcycle but don't have a Class M license or endorsement. The letter said, “While you do not need a driver's license to own a motorcycle, a Class M license or endorsement is required to operate a motorcycle on Wisconsin's roadways. If you are a moped rider, a Class D or a special restricted license is required.”

It explained that there are three ways to get a Class M license or endorsement:

- Pass the WisDOT Motorcycle in Traffic (MIT) skills test
- Take a [basic rider course](#)
- Take an [advanced rider course](#)

“The vast majority of responses to the letter have been positive,” says Greg Patzer, manager of WisDOT's Wisconsin Motorcycle Safety Program. “About half of the inquiries were about getting rider ed information, and the other half about taking the MIT skills test.”

Contact Greg at [Gregory.Patzer@dot.wi.gov](mailto:Gregory.Patzer@dot.wi.gov).



In early May, WisDOT launched a week-long social media campaign focusing on motorcycle safety, from both the rider's and driver's perspectives. It promoted proper motorcycle training and protective gear and stressed the need for the “M” motorcycle endorsement on a driver's license.

### Stressing safety by being social

from page 6

The driver, who is in a prison cell, describes the guilt he feels every day. That emotion is something that can't be replicated through written words. In three days, this video clip reached nearly 16,200 Facebook users. It was shared more than 80 times.

These are a just a couple examples that show how WisDOT is using social media. This communications method hasn't replaced the department's traditional public outreach efforts. It's a supporting component. *Facebook*, *Twitter* and *YouTube* allow these personal stories to be shared. Social media channels provide an opportunity to go beyond a news release headline. It's about creating an online community, made up of Wisconsin residents, out-of-state travelers, law enforcement agencies, safety organizations, transportation stakeholder

groups, news media, elected and other community leaders, and nationwide transportation partners. And like any community, it has needs. WisDOT's responsibility is to proactively meet those needs through timely, creative and informative messages, and also to respond to public feedback in a timely way.

The department continues to look at new ways to target, connect and engage with its social media audiences. It's an effort that goes beyond WisDOT communications professionals. The Division of State Patrol and the Bureau of Transportation Safety both play key roles in developing effective and appropriate messages for today's social media-savvy customer groups. #WisDOT and @WisconsinDOT are here to stay.



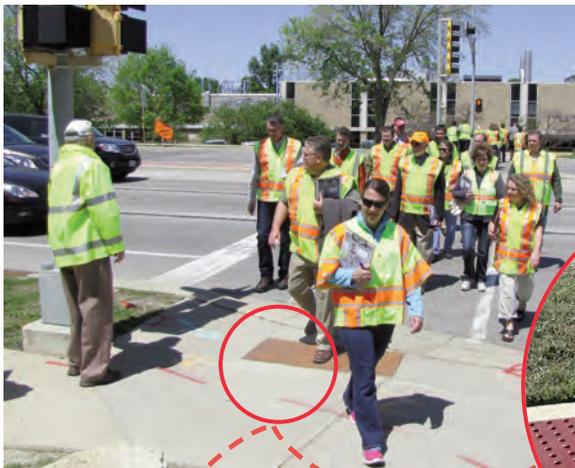
John LaPlante, PE, PTOE, one of the instructors, is director of traffic engineering for T.Y. Lin International based in Chicago. Previously he held various transportation-engineering positions with the City of Chicago for 30 years, including chief city traffic engineer.



Rudy Umbs (second from right), the other instructor, is senior traffic safety engineer with Tindale-Oliver & Associates of Tampa. Previously he was with the Federal Highway Administration for 39 years, including as chief highway safety engineer. At an intersection on Segoe Road which is heavily used by elderly pedestrians, he

explains key safety features such as crosswalk pavement markings, location of pedestrian push-buttons, and timing of crosswalk lights.

Examining the busy intersection of University Avenue and Segoe Road near the Hill Farms State Transportation Building in Madison.



Available next spring too

## Designing for Pedestrian Safety

During May in Appleton and Madison, WisDOT Bureau of Transportation Safety (BOTS) held a free, two-day course, *Designing for Pedestrian Safety*, which helps engineers, planners, law enforcement personnel, and safety advocates to find effective ways to change the physical environment to improve pedestrian safety.

Participants learn:

- the significance of land-use, street connectivity, and site design in improving safety
- how pedestrians belong in all geometric design, operations, and safety considerations

and they gain a better understanding of:

- human behavior issues related to pedestrians and motor vehicles interacting safely
- best practices in design and operations

Participants take part in two field exercises, including a short pedestrian audit and studying a nearby intersection, and then providing suggestions/solutions on improving pedestrian safety.

“The course was very well received,” says Larry Corsi, BOTS bike/ped state program manager, “and we definitely will offer it again next spring.” New sites will be picked, including one near Milwaukee.

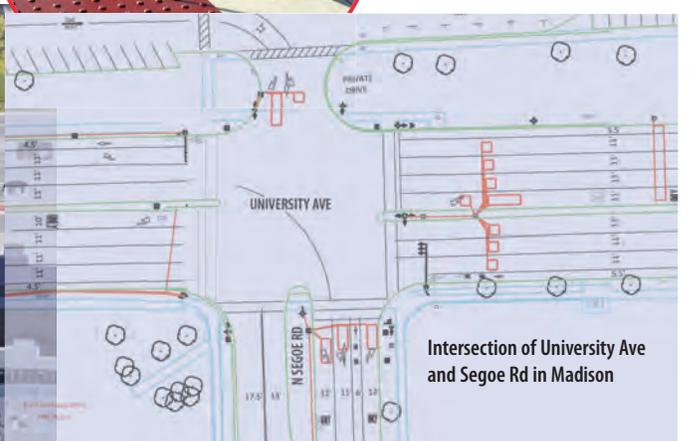
Learn more about the [course](#).

Contact Larry at [Larry.Corsi@dot.wi.gov](mailto:Larry.Corsi@dot.wi.gov).

After the field exercise, class participants develop ways to improve pedestrian safety at locations they examined.



Detectable warning pad: visually impaired people can feel the raised, truncated domes with their feet. This, along with the tapping cane, can alert them to an upcoming intersection.



Intersection of University Ave and Segoe Rd in Madison

## Learning to detect drug use

from page 1

“We’ve been pretty active,” he says, describing recent trainings. “During 2014, for example, we ran two full DRE schools.” A DRE school this spring was funded by the Wisconsin Department Health Services (DHS), through a federal grant, and one this fall will be funded by BOTS.



Needle tracks from heroin use

This DRE training program enables officers to recognize the signs and symptoms of impairment from seven categories of drugs by using a 12-step evaluation process. It provides instruction in psycho-physical testing, clinical

indicators, pupil size/reaction to drug use, pulse rate, blood pressure, body temperature, and the pharmacology of drug use. Academic training (72 hours over nine days) is followed by a certification phase which includes:

- conducting a minimum of 12 drug influence evaluations while under the supervision of a DRE instructor
- identifying subjects under the influence of four of the seven drug categories



Breath test with volunteer

CREDIT: NEBRASKA EDUCATIONAL TELECOMMUNICATIONS



Police. It addresses the gap in training between the Standardized Field Sobriety Testing (SFST) and the DEC Program. ARIDE provides officers with general knowledge about drug impairment and promotes the use of DREs in counties that have the DEC Program.

DITEP (Drug Impairment Training for Educational Professionals) is a two-day drug impairment awareness program provided to school administrators, teachers, counselors, nurses and school liaison officers. They learn to identify types of drugs and also chemically impaired individuals to ensure a safe environment.



DRE test kit

Drugs that Impair is an 8-hour course for traffic law enforcement officers. It helps them become more proficient at detecting, apprehending and testing impaired drivers.



Gauging pupil size

In February, NHTSA published the 2013-2014 National Roadside Survey showing that Americans are increasingly driving while high. It found a large increase in the number of drivers who tested positive for marijuana or other drugs. The study tested for a variety of drugs with the potential to impair, including illegal drugs and legal prescription and over-the-counter medications. Nearly one in four drivers tested positive for at least one potentially impairing drug or medication.

Sgt. Thompson notes that new drug challenges are always emerging, such as the increase in heroin use nationwide and in Wisconsin.

On August 27 at the Governor's Conference on Highway Safety in Wisconsin Dells, Jermaine Galloway, an Idaho law enforcement officer, will discuss how communities can deal with drug usage and underage drinking.

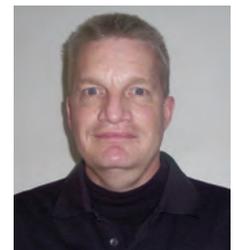


HGN (horizontal gaze nystagmus) test with volunteer

CREDIT: COLORADO STATE PATROL ACADEMY

During the spring and fall DRE schools this year, new DRE instructors are being trained as part of the Wisconsin DRE Instructor and Mentorship Development Program.

Currently, there are about 215 DREs in Wisconsin from about 125 agencies. During 2014, they performed about 1,600 evaluations; 860 enforcement ones and the rest training. Of the 860, about 350 found poly-drug use, meaning use of drugs from two or more categories. Another training available is ARIDE (Advanced Roadside Impaired Driving Enforcement), a 16-hour course developed by NHTSA and the International Association of Chiefs of



Contact Sgt. Thompson at [sgttnate@sbcglobal.net](mailto:sgttnate@sbcglobal.net).

## Highlights

# 2015 Governor's Conference on Highway Safety

*Connecting Toward Zero Deaths* is the theme for this summer's conference. Technology has created new ways for people to stay connected. How can we use technology to make traveling our roads safer? This conference will connect traffic safety advocates, educate on ways to connect to the public, connect agencies with new resources, show how vehicles are connecting to each other and their occupants, and demonstrate how we can use all these connections to reach the goal of Zero Deaths on Wisconsin's roads.

CREDIT: WIKIPEDIA



Cannabis oil in oral syringe

Officer  
Jermaine  
Galloway



In the *mock room*, participants learn about popular items in the young adult alcohol and drug culture, along with methods of concealment.

## FREE Pre-conference training

**Tuesday August 25**

**NEW! Basic Commercial Motor Vehicle Enforcement Training for County and Municipal Law Enforcement.** Wisconsin State Patrol inspectors will provide training to local law enforcement on topics including: vehicle stops and approach considerations; checking appropriate driver paperwork; paperwork needed to complete TRaCS for citations and warnings; Commercial Driver's License (CDL) requirements (classes, endorsements and restrictions); what violations committed in a non-commercial motor vehicle affect a driver's CDL.

- Basic Six-Hour Flexible Content Refresher Class
- WISE-Grants Training
- SHRP2 Dispatcher Training
- WI Emergency Traffic Control & Scene Management Guidelines Training
- EMS Service Directors Course

## Keynote speakers

**Wednesday August 26**

**Ton Artushin**, from the Ford Automotive Safety Office, and **Professor David Noyce**, director of the University of Wisconsin's Traffic Operations and Safety (TOPS) Laboratory, will discuss how vehicle technology is addressing seatbelt use and distracted driving. They also will discuss the future of automated/autonomous and connected vehicles.

## Keynote speaker

**Thursday August 27**

**Jermaine Galloway** (top right), an Idaho law enforcement officer since 1997, is also known as "The Tall Cop." At 6' 9" he might look intimidating, but he is devoted to education, training and enforcement when it comes to alcohol and drug abuse prevention. He will discuss how communities can deal with these challenges through education, prevention and enforcement. Topics will include new trends such as the use of marijuana concentrates. His presentation will continue at a 9:15 a.m. workshop.

## Exciting and informative workshops include

- Drug Impaired Driving Trends in Wisconsin
- Technologies Available to Improve Communications at Incident Scenes
- Connecting with Teens in Your Community on Traffic Safety Programs
- Dis-Connected with Driving: a Discussion about Distracted Driving
- Managing Incidents Involving Animals in the Roadway
- And much, much more!

Register online now! [www.2015GCHS.eventbrite.com](http://www.2015GCHS.eventbrite.com)

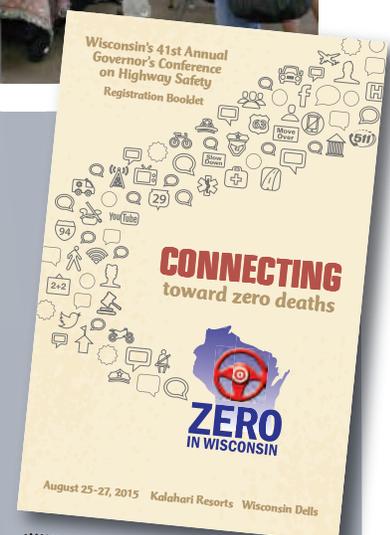


Sign up  
**NOW**  
for the

**2015 Governor's  
Conference on  
Highway Safety**

**August 25-27**

**Kalahari Resorts  
and Conventions  
Wisconsin Dells**



Registration  
brochure

Online  
registration

**WAWHSL says****“Thanks” to crash test dummies**

At its May board meeting in the Wisconsin Dells, the Wisconsin Association of Wo/men Highway Safety Leaders presented its certificate of appreciation to the crash test dummies that for decades have helped promote safety issues such as the importance of buckling up.

“Our purpose is to raise public awareness of traffic safety, and we appreciate how the crash test dummies have helped,” says James Stearns, WAWHSL president. He presented the certificate to member Diane Evans who wore a crash test dummy costume. Community organizations can borrow the costumes from [WINS](#) (Wisconsin Information Network for Safety).

In the 1980s, NHTSA launched a series of PSAs featuring Vince and Larry, talking crash test dummies, using the slogan “You Could Learn a Lot from a Dummy.”

“We appreciate how the dummies provide an upbeat, engaging message,” Diane says.

For future certificates of appreciation, WAWHSL welcomes nominations of individuals or organizations that are doing outstanding work promoting traffic safety awareness. WAWHSL members look forward to making connections at this summer’s [Governor’s Conference on Highway Safety](#).

Every Wisconsin county is required by law to have a Highway Safety Commission, and each one includes a community volunteer. WAWHSL originally was an organization for these volunteers, but now all traffic safety advocates are welcome to join.

*Write to WAWHSL at: P.O. Box 215, Knapp, WI 54749.*



**“You Could  
Learn a Lot  
from a  
Dummy”**

– from NHTSA  
PSAs starring  
Vince and Larry