



ATSSA's Opening General Session Speakers

ATSSA's 49th Annual Convention & Traffic Expo

Convention: February 8-12, 2019 • Traffic Expo: February 10-12, 2019
Tampa Convention Center, Tampa, Florida

Innovate. Influence. Inspire.

Join ATSSA and these Opening General Session speakers in Tampa, Florida

Don't miss this year's Opening General Session, held on Sunday, Feb. 10 at the Tampa Convention Center. This dynamic session will focus on:

- the emergence of innovative technologies in the transportation and roadway safety infrastructure industry;
- how ATSSA is able to influence the roadway safety infrastructure industry by providing guidance to make successful, innovative actions; and
- demonstrate how ATSSA's leadership inspires change to ensure that roadway safety conditions are prioritized today, as the industry prepares for the future ahead.



Host/Moderator Sterling Hawkins, Center for Advancing Retail & Technology (CART), has become a master of innovation through massive changes and obstacles he has overcome in his life. From flat broke to selling the first company he founded in 2004, from a broken family business to a successful one, and from a fear of public speaking to keynoting at conferences around the world, Sterling's story is a perfect example of how anyone can take any situation and create something from it.

As a business leader, entrepreneur investor and futurist, Sterling is an internationally renowned keynote speaker. He has worked with academic institutions the likes of Stanford, Cornell, and the University of Texas to help create the future of commerce, and annually evaluates over 1,000 innovative technologies can dynamically change how people fulfill their wants and needs. He has worked with countless startups, investment groups, retailers, brands and Fortune 500 companies including P&G, Mitsubishi, Zebra Technologies, Stater Bros., and more to ignite innovative thinking inside their organizations.

Sterling's work has been seen in Inc. Magazine, The New York Times, ABC Money, AlleyWatch, Yahoo Finance, Forbes and other major media outlets. Sterling is actively shaping the future of commerce by helping others create and respond to innovation in a way that betters businesses, communities, and the human condition.



ATSSA Chair Juan Arvizu will provide highlights of his first year as Chair, including ATSSA's mission, what to expect at this year's convention, plus an overview of the current state of the roadway safety industry. Juan was selected to serve as the ATSSA chair at ATSSA's 48th Annual Convention & Traffic Expo in San Antonio, Texas. He has been a member of the association for 22 years and is the chief operating officer and part owner of Pavement Marking Inc. Prior to his current role at PMI, Arvizu worked for one of the largest heavy civil engineering contractors in the country, and for the Arizona Department of Transportation as a consultant on design-build projects. He also served in the United States Army in combat during the Gulf War. Arvizu has also been a member of

boards for the American Legion and Veterans of Foreign Wars in Arizona. Since taking on his role of chair, Arvizu has been working to ramp up the association's governmental advocacy, and identify how the future of autonomous vehicles can provide business opportunities for ATSSA's member companies.



Paul Carlson, Ph.D., P.E., will be speaking on advancing roadway safety infrastructure. Carlson leads the Operations & Roadway Safety Division of the Texas A&M Transportation Institute (TTI), where he is responsible for TTI's research program as it relates to smart infrastructure for Connected Automated Vehicles (CAVs). He is the Chief Technology Officer for Road Infrastructure, Inc., and is also the chair of the Transportation Research Board (TRB) Traffic Control Devices committee and Vice-Chair of the National Committee on Uniform Traffic Control Devices (NCUTCD), where he also serves as chairman of the CAV Task Force, charged with providing leadership related to the advancement of the MUTCD with a focus on identifying infrastructure needs as they relate to vehicle technologies.



Bill Sowell, MBA, Ph.D., will be joining Carlson during the Opening General Session to share perspectives on the future of roadway safety infrastructure. He currently serves as the vice president and Leadership Council member for Eberle Design, Inc. Sowell has been involved worldwide with Intelligent Transportation Systems (ITS) and the development of ITS standards and technology for more than 30 years. He has managed ITS-related firms in the United States, United Kingdom, Latin America, and Asia. He has held senior management positions with such companies as Eberle Design, Econolite, Iteris, Image Sensing Systems, Peek Traffic, Swarco Middle East and Swarco Saudi Arabia, TEC Engineering, and Al-Nasr International. He is Vice Chairman of the

International Road Federation (IRF) Executive Board of Directors, and currently services as Chairman of the IRF Intelligent Transportation Systems Committee. He also chairs the National Electrical Manufacturer's Association (NEMA) "Performance Measures Technical Committee".



Sarah Sladek, XYZ University, is a best-selling author, speaker, and CEO. Since 2002, her life's work has been dedicated to helping organizations engage future generations of members and talent.

As the founder and CEO of XYZ University, Sarah has grown a future-focused company comprised of generational researchers, presenters, and strategists. XYZ U has helped hundreds of organizations grow membership and reduce turnover among younger generations.

As a leading researcher of generational insights, and author, her fifth book, *Talent Generation* (2017), identifies the core strategies essential to engaging today's talent.

Sarah's expertise has been prominently featured in international media, and she has keynoted events worldwide. Backed by years of experience and supported by solid research, Sarah remains committed to helping organizations engage every generation to thrive and prosper in the new economy.