



## ATSSA's Opening General Session

American Traffic Safety Services Association

2018 Annual Convention & Traffic Expo

January 26-30, 2018 • San Antonio, Texas

### Join ATSSA for Lively Training, Innovation & Membership (TIM) Talks

#### Opening General Session speakers to explore current and future issues facing members

Don't miss the Opening General Session's TIM Talks—Training, Innovation & Membership Talks—which is ATSSA's spin on the popular TED Talks. The focus will be on the industry's current status, innovative progress, key challenges and the need for a long-term transportation and infrastructure funding solution on Jan. 28. Presentations will include ATSSA's actions to continue its position as the leader of the roadway safety industry. The Opening General Session will stress the importance of roadway safety in the quest to save lives and reach zero deaths on the nation's roadways.



**Ross Shafer**, a six-time Emmy award-winning comedian and writer, bestselling author and former network television host, will host the Opening General Session. With more than 30 years of experience in show business and media, he has advised organizations around the world and Fortune 500 companies, such as MetLife, Xerox and Toyota, on topics that include the effects of customer sentiment on organizational growth and the connections between emerging trends, human behavioral shifts and cultural influences, as well as leadership, motivation and market relevance.

Shafer has authored 14 human resource training films used by a variety of organizations. He earned Emmy awards for hosting television shows, such as ABC's "The Match Game," "Day's End" and FOX's "The Late Show."



**Greg Lindsay**, an expert on innovation, will discuss the future of autonomous vehicles and their global impact. A journalist and futurist, Lindsay has been designated as an authority on the future of travel, technology and urbanism by *The New York Times*, *The Wall Street Journal* and CNN. With more than a decade of experience in writing and conducting research on globalization, urbanism, innovation and adaptability, he has been a featured speaker at the Aspen Ideas Festival, the U.S. State Department and Fortune 100 companies, such as Google, Intel, Boeing and FedEx. His work has been featured in *Harvard Business Review*, *Bloomberg Business*, *McKinsey Quarterly*, *World Policy Journal* and on National Public Radio and the British Broadcasting Corporation.

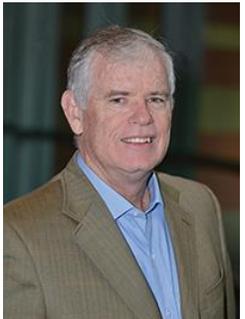
Lindsay is the director of the Emergent Cities Project at the World Policy Institute, a visiting scholar at New York University and a contributing writer for Fast Company. He has received critical acclaim as co-author of "Aerotropolis: The Way We'll Live Next" and has penned the upcoming book, "Engineering Serendipity."



**ATSSA Chairwoman Debra Ricker** will provide highlights of her tenure, including ATSSA's mission and recognition by members of Congress and advancements in transportation legislation, ATSSA's superiority in roadway safety training, the association's role in developing the Manual for Accessing Safety Hardware (MASH) and the association's commitment to its members. Ricker will discuss ATSSA's educational opportunities, including its recent research and work in regard to hiring and retention for the success of businesses.



**ATSSA Chairman-elect Juan Arvizu** will focus on ATSSA's achievement in bringing industry leaders together during its annual events through its membership base and with expanded chapter network. The result is an increase involvement of transportation department officials in regard to transportation issues.



**The Foundation President Tom Wood** will inform the group about The Foundation's programs to promote roadway safety, as well as to provide support to the families of roadway workers who were killed or injured in roadway work zones. The programs include:

- The Roadway Worker Memorial Scholarship Program
- Experience Camps Travel Scholarship
- The National Work Zone Memorial
- The Golf Classic Tournament and Sporting Clays Event
- Corporate and individual donation opportunities
- Sponsorship opportunities during ATSSA's events and programs.



Presenter **Brandye Hendrickson** was named Deputy Administrator of the Federal Highway Administration in July 2017, leading the daily operations of the agency, overseeing its \$44 billion annual budget and directing execution of the "Fixing America's Surface Transportation Act." With two decades of business experience, her transportation background encompasses serving as the Commissioner of the Indiana Department of Transportation, where she was responsible for all of its operations. She also served as Deputy Commissioner of Indiana's Greenfield District, managing the annual construction and operating budgets.



**Scott M. McCanna**, State Traffic Control Plans Engineer, Oregon DOT, will discuss work zone safety innovations. He has served the Oregon DOT for nearly 30 years in positions that include surveyor and project inspector; interchange and roadway designer; bridge designer; traffic analyst; region traffic engineer; and state work zone engineer. McCanna started SM2 Engineering, a private engineering consulting firm, in 2013. The company provides expert witness services for work zone and traffic-related crashes and traffic control plan design services for cycling, running and triathlon sporting events.



**John Durkos**, Vice President Technical Support & Marketing, Road Systems, Inc., will discuss the new changes and transitions affecting MASH. Durkos has provided technical support and product promotion in the highway and roadside safety industry—specifically with barriers, end terminals and crash cushions—for nearly 40 years. He has served as the Vice President of Technical Support & Marketing for Road Systems, Inc. for two decades after working as Director of Marketing for Energy Absorption Systems and Sales Engineer for Syro/Trinity. Durkos has served on several National Cooperative Highway Research Program (NCHRP) panels and has worked with the contractor, providing guidance and recommendations on research projects, including the rewrite of the NCHRP Report 350 (which was published as MASH) and developing criteria for Restoration of Longitudinal Barriers; Roadside Barrier Designs Near Bridge Ends with Restricted Rights of Way and more.

Durkos is a charter member and previous Vice Chairman of the ATSSA Guardrail Committee, as well as a national instructor for two ATSSA guardrail training courses.

“We’re excited about the experienced and knowledgeable speakers, who will deliver lively and in-depth presentations about the future of the roadway safety industry and ATSSA,” ATSSA’s Director of Meetings & Conventions Neil Mullanaphy, CHME. “Attendees at the Opening General Session will find the information pertinent and invaluable to them long after they’ve left the event.”

During the Opening General Session, recipients of the National Media, National Safety and Industry Achievement awards will be recognized.