



**Southwest Minnesota Toward Zero Deaths
8th Annual Regional Workshop Agenda
Jackpot Junction
39375 County Hwy 24, Morton**

April 22, 2016

- 8 a.m. **Registration & Continental Breakfast, View Exhibits**
- 8:30 a.m. **Welcome & Regional Highlights**
Jon Huseby, District engineer, MnDOT District 8; Annette Larson, southwest TZD regional coordinator; Kristine Hernandez, statewide TZD program coordinator
- 9:15 a.m. **Regional TZD Crash Facts overview – Captain Bruce Verdoes, Minnesota State Patrol**
- 9:30 a.m. **What’s the Mumbles and Rumbles about Speed?**
Moderator: Sergeant Matt Smith, Minnesota State Patrol
Panelists: Brad Estochen, state traffic safety engineer, MnDOT;
Captain Bruce Verdoes, Minnesota State Patrol
Understand what is considered when setting speeds, so that safety is not adversely affected. What are the consequences of excess speed? Speed-related crash data shows we’ve become stagnate, so what can be done? (An interactive discussion of next steps)
- 10:15 a.m. **Break & Exhibits**
- 10:30 a.m. **It’s Time for Family Feud! – Ann Jenson, executive director, Southwest Minnesota EMS Corporation and Lisa Kons, Continuing Education coordinator, Minnesota Safety Council**
- 11 a.m. **Are Minnesotans Really Driving Distracted?**
Mike Rugani, Research & Evaluation manager, DPS Office of Traffic Safety
The 2015 Minnesota Distracted Driving Survey was a first of its kind statewide study of driver distraction. Hear what the survey discovered about how many drivers are distracted, and by what. Find out the latest information regarding what we are learning about driver distraction in Minnesota.
- 11:30 a.m. **Personal Impact Statement – Katie DeGier, daughter of Dave Hawkinson who was killed by a distracted driver in 2014.**
- 12:15 p.m. **Lunch & Exhibits**

- 1 p.m. **Drug abuse trends in Minnesota: What can we do about the increase on our roads?**
Lieutenant Don Marose, Minnesota State Patrol
Learn about the challenges and trends related to prescription and non-prescription drugs and how they impair the driving community. What's the plan for Southwest Region? Discover ideas to implement in your community.
- 1:45 p.m. **What's Your Call to Action Southwest TZD Region?**
Moderator: Anette Larson, southwest TZD regional coordinator
Panelists: Stephanie Felt, Kandiyohi County TZD Coalition coordinator; Gordy Pehrson, Teen & TZD Safe Roads program coordinator, DPS Office of Traffic Safety
Note taker: Maggie Boese, Southwest Central Safe Communities Coalition coordinator
What are the next steps for your community? Put your plan into action. Discussion and hands on experience with best practices, including the joyride program and so much more. Come prepared to strategize ways to increase seatbelt use as well as decrease distraction, and impaired driving.
- 2:30 p.m. **Media Panel: How to Get Your Message Heard?**
Moderator: Mandi Lighthizer, Public Affairs coordinator, MnDOT District 8;
Panelists: Stephanie Felt, Kandiyohi County TZD Coalition coordinator; John Jennings, KKLN station co-owner; JP Cola, Lakeland Broadcasting
Discover the right messages you may be missing. Join the media experts – a panel of those working in the media today – and hear what makes them want to cover your event. Together, we can shape the future of traffic safety messages across the Southwest Minnesota TZD Region.
- 3 p.m. **Shattered Dreams** – *Sergeant Matt Smith, Minnesota State Patrol*
- 3:15 p.m. **Wrap up & Adjourn** – *Jon Huseby, District engineer, MnDOT District 8;*
Capt. Bruce Verdoes, Minnesota State Patrol

Please take time throughout the day to visit the traffic-safety exhibit tables for reference materials and ideas to implement in your communities.