



# CROSSROADS

Spring  
2008



Iowa Department  
of Public Safety

In this issue...

My Hero Award	1
Calendar	2
Lu Simpson leaving GTSB	2
Midwest Data Summit	2
Message from the GTSB Bureau Chief	3
sTEP Message	5
Corridor Events	5
Drug Recognition Expert Award	6
Commissioner's Award for Traffic Safety Individual Recipients	6
Commissioner's Award for Traffic Safety Criminal Justice Awards	7



### To "My Hero"

Marti Mull Belluschi and her husband hosted a luncheon March 21, 2008 at the Steeplegate Inn Restaurant in Davenport, Iowa for the two officers who assisted with her accident back in March of 1964. A drunk driver traveling 90 miles an hour slammed into the car she was riding in. Marti was gravely injured in the accident and feels that their actions greatly improved her chances for survival. Chief Ernest Lester (retired) and Lieutenant Don Schroeder, (retired) were the two officers who worked the accident. Marti showed her appreciation to the two officers with her "My Hero" plaque which she awarded to each one. An appreciation plaque was also presented to the Davenport Police Officers for the work they do every day with traffic safety. Marti has made a career with traffic safety since her accident, specifically battling driving under the influence. Her tribute is to **all officers** who work in the traffic safety arena and she wants them to know that there are many accident victims who feel the same way as her - "You are My Hero."



Iowa seat belt use	91.3%
2008 Goal	95%
Midwest ranking	# 2
U.S. Ranking	# 8

Every Trip – Every Time

## Calendar

2008

**May 19 – June 1**  
“Click It or Ticket  
– Day and Night”  
sSTEP Wave

**May 29**  
Operation TNT  
Corridor Event

**June 5**  
61 HEAT  
Corridor Event

**July 3 - 6**  
“Click It or  
Ticket – Day and  
Night” sSTEP  
Wave

**July 17**  
Double Aught  
Corridor Event

**August 7 - 17**  
Iowa State Fair

**August 18 - 31**  
Over the Limit.  
Under Arrest.  
sSTEP Wave

**August 28**  
Operation “I’s”  
Corridor Event

**October 2**  
Northern Lights  
Corridor Event



**Lu Simpson, GTSB Occupant Protection Coordinator**, has taken a position with the Iowa Division of Criminal Investigation effective April 18, 2008 as their CALEA Coordinator. Lu’s expertise in the Occupant Protection Program and her dedication to traffic safety has been extremely valuable to the GTSB. Although she has already left the bureau she is often called upon for her expertise and insight.

**We wish Lu good luck in her future endeavors!**



**Iowa Governor’s Traffic Safety Bureau  
to be Host for the Midwest Data Summit  
in Dubuque, Iowa**

The Governor’s Traffic Safety bureau is proud to announce that Iowa will be hosting the Midwest Iowa Safety Data Summit to be held at the Grand Harbor Resort and Waterpark in Dubuque, Iowa on September 15 and 16, 2008.

The meeting will bring together data collectors, users, analysts and researchers from a number of Midwest states discussing issues ranging from the I-35 bridge collapse in Minnesota, improvements in TraCS data collection technology, ITS initiatives, data driven corridor enforcement initiatives and highway safety program strategies that work.

Please save the date. More details on the conference should be available in May.

For more information, contact Bob Thompson, GTSB Program Evaluator at 515-725-6134 or by e-mail: [rbthompson@dps.state.ia.us](mailto:rbthompson@dps.state.ia.us).

## CrossRoads

**Chester J. Culver**, Governor  
**Eugene T. Meyer**, Commissioner,  
Iowa Department of Public Safety  
**Larry D. Sauer**, Bureau Chief  
Governor’s Traffic Safety Bureau  
**Wendie S. Nerem**, Editor

*CrossRoads* is published quarterly by the Governor’s Traffic Safety Bureau Public Safety Building, 3<sup>rd</sup> Floor  
215 East 7<sup>th</sup> Street  
Des Moines, IA 50319-0248  
Phone: 515/725-6123  
Fax: 515/725-6133  
E-Mail: [gtsbinfo@dps.state.ia.us](mailto:gtsbinfo@dps.state.ia.us)

We welcome article submissions and ideas pertaining to traffic safety.

Visit our web site at: [www.iowagtsb.org](http://www.iowagtsb.org).  
The latest issue of *CrossRoads* may be viewed in color at:  
<http://iowagtsb.org/gtsbcrsr.pdf>  
Back issues of *CrossRoads* may be viewed from links at:  
<http://www.infoiowa.state.ia.us/DPS/index.htm>



## From the Governor's Traffic Safety Bureau Chief



04-23-08

To Traffic Safety Partners and Associates,

I would like to thank all of the agencies, public and private, who allowed their team members to attend the Twentieth Annual GTSB Conference. We at GTSB enjoyed and appreciated your support of the conference.

I would also like to thank those who completed their conference evaluation forms. There were many positive and gracious comments about the conference, as well as some more prevalent criticisms that included:

1. An over-load of statistics.
2. Internet charges by the hotel to access email.
3. Not enough sharing of what other agencies in other states are doing to reduce crashes.
4. Lack of repeating break-out sessions.
5. Need more case law review.

I assure you that we will try to build on what was good and try to improve on what was not so good. Only in knowing how you feel, will we be able to put together a better conference. We will include an overview of the conference critiques in this issue.

As we approach the new contract funding year I would like to share some information with you that will be critical to your contract funding in the future. Due to the ever increasing demand for grant funding, GTSB has developed a funding criterion that will be utilized by GTSB staff to determine how grant dollars will be allocated to have the most favorable impact on reducing death and injury on Iowa's roadways. Funding criteria will include the following:

<b>Category</b>	<b>Category Item</b>
1. Administrative reporting	<ul style="list-style-type: none"> <li>• Timeliness</li> <li>• Completeness</li> </ul>
2. Problem ID	<ul style="list-style-type: none"> <li>• Jurisdictions with the highest number of fatal crashes and serious injuries.</li> </ul>
3. Enforcement activity	<ul style="list-style-type: none"> <li>• Annual Report</li> <li>• Number of contacts per hour</li> </ul>
4. Partnerships	<ul style="list-style-type: none"> <li>• Multi-agency</li> <li>• Multi-disciplinary</li> </ul>
5. Public Information and Education	<ul style="list-style-type: none"> <li>• Media</li> <li>• Public Presentations</li> <li>• Other</li> </ul>

Outreach

- 6. Data driven
  - Department crash statistics
  - Problem focus (high risk times/sites)
- 7. Impact factors
  - Large employers in jurisdiction
  - Colleges/universities in jurisdiction
  - Survey sites
  - Borders county with high fatal and serious injury crash rates.
- 8. Seat belt usage rates
  - Going up
  - Going down
  - Stagnating
- 9. Project participation
  - sTEP
  - Corridor
  - Other

When you plan your enforcement projects I encourage you to concentrate your efforts on the biggest killers:

- Safety belt use, day and night. If we could increase night time belt use by just 5% we could save up to 10 lives each year in Iowa. It has also been proven in Washington State that day time use increases with night time enforcement.
- Alcohol and drug impaired driving
- Speed
- Intersection crashes – running and FTY at stop signs and traffic signals.
- Motorcycle Crashes – Last year motorcycle crashes took 61 lives on Iowa roadways.

In closing, we at the GTSB want you to know how important your partnership is to us and that your commitment and dedication to traffic safety in Iowa is second to none.

My contact information is:

- Email address - sauer@dps.state.ia.us
- Office phone – 515-725-6120
- Cell phone – 515-314-0767

Please do not hesitate to contact me at any time about good or bad. Have a safe and enjoyable summer season and remember ***“1 Death Is Too Many”***.

Very truly yours,



Larry D. Sauer, Bureau Chief  
Governor's Traffic Safety Bureau

I want to share the results of the March 13-17, 2008 sTEP wave. The weather was beautiful and the enforcement wave went off without a hitch. We currently have 17,457 traffic contacts with 99% of the sTEP agencies having reported. Last year's February sTEP wave resulted in 7,462 total traffic contacts.

Why the difference? Maybe it was the weather or maybe the violators. Whatever the reason, we are seeing significantly more traffic contacts. Some other areas of interest were that there were 457 OWIs, 1,994 seat belt and 6,404 speed violations. There were 382 traffic accidents reported with one fatality being reported. With the number of fatalities occurring already this year this is a great accomplishment. There were 51 felony arrests, 143 narcotics arrests and 182 arrest warrants served. Note: The results of the traffic contacts and arrests occurred all within 4 days. We had 52 other contractors and 9 volunteer agencies report their activity during this sTEP wave. The post seat belt survey average was 88.39% compared to 87.45% from the same time period in 2007.

The success of the sTEP program continues to shine across Iowa and around the country. The whole purpose of the sTEP program is to save lives, reduce serious injury accidents, while getting the motoring public to buckle up and we are getting the job done.

Keep up the sustained effort in traffic safety; we all know that it has to be a year round job. Saving lives is all of our business!

Randy Hunefeld  
sTEP Coordinator

---

---

### **Help Wanted: GTSB Booth – Iowa State Fair**

The Iowa State Fair is set for August 7-17, 2008. Each year the GTSB has a booth in the Hall of Flame, underneath the grandstand. Again this year, the GTSB is calling for volunteers to staff the booth.

Christine Burkett coordinates the fair activities for the GTSB. The shifts available are 9 a.m. until 3 p.m. and 3 p.m. until 9 p.m.

Admission to the fair, parking and overnight lodging for the one night is paid by the GTSB.

To volunteer or for more information, call the GTSB at 515-725-6123. Don't wait too long, as the schedule is already filling up.

---

---



The National Highway Traffic Administration awarded the Iowa Department of Public Safety with the "People Saving People" Award at the Governor's Traffic Safety Conference in Council Bluffs March 27, 2008. Romell Cooks, Regional Administrator, NHTSA, presents the award to Commissioner Eugene T. Meyer "For exemplary leadership in the promotion and delivery of NHTSA's Instructor Development course to more than 300 Iowa State Police Officers."

## 2008 Commissioner's Award for Traffic Safety

### Drug Recognition Expert (DRE) Award Recipient



**Senior Police Officer  
Colin Boone**  
Des Moines Police Department

I  
N  
D  
I  
V  
I  
D  
U  
A  
L  
  
A  
W  
A  
R  
D  
  
R  
E  
C  
I  
P  
I  
E  
N  
T  
S



**Trooper Terry Dykstra**  
Iowa State Patrol, Department of  
Public Safety, District 7, Fort Dodge



**Jim Green**  
National Highway Traffic  
Safety Association, Kansas City



**Toni Kerkove**  
Iowa Department of Transportation,  
Waterloo



**Michael Laski**  
Governor's Traffic Safety Bureau, Iowa  
Department of Public Safety, Retired



**Senior Trooper Gerald McCurdy,  
Jr.,** Iowa State Patrol, Iowa  
Department of Public Safety,  
District 7, Fort Dodge



**Special Agent Jaclyn Rich**  
Division of Criminal Investigation,  
Iowa Department of Public Safety



**Officer Michael West**  
Des Moines Police Department

## 2008 Commissioner's Award for Traffic Safety

### Criminal Justice Awards



**Sr. Police Officer Ron Lamfers and  
Police Officer Jeremy Christensen**  
Polk City Police Department



**Senior Police Officer Brian  
Cuppy, Des Moines Police  
Department**



**Trooper Pilot Jon Degen**  
Iowa State Patrol, Department of  
Public Safety, State Patrol Posts 11,  
12 and 13, Cedar Rapids, Stockton,  
and Mount Pleasant



**Lt. Carroll Kienol**  
Waterloo Police Department



**Officer Jason Schamberger**  
Marion Police Department



**Criminalist Staci Schmeiser,**  
Division of Criminal Investigation  
Laboratory, Iowa Department of  
Public Safety



**Corporal Jason Willey**  
Davenport Police Department



**Iowa Department of Transportation  
Motor Vehicle Enforcement  
Accepted by Major Ned Lewis**



**Officer Ronald Hansen**  
Carter Lake Police Department



5	28%	10	56%	3	17%	0	0%	0	0%	18	100%
---	-----	----	-----	---	-----	---	----	---	----	----	------

C. Usefulness of session's information to you.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
6	33%	9	50%	3	17%	0	0%	0	0%	18	100%

### Session 2: 42 Responses

A. Ability of speakers to communicate clearly.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
8	19%	15	36%	13	31%	6	14%	0	0%	42	100%

B. Appropriateness of presentation style.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
16	38%	13	31%	8	19%	5	12%	0	0%	42	100%

C. Usefulness of session's information to you.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
15	36%	18	43%	5	12%	3	7%	1	2%	42	100%

## 4. Wednesday, 4:00- 4:45 p.m. – Breakout sessions (Indicate the one session you attended)

### Session 3: 23 Responses

A. Ability of speakers to communicate clearly.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
10	42%	11	46%	3	13%	0	0%	0	0%	24	100%

B. Appropriateness of presentation style.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
11	46%	8	33%	5	21%	0	0%	0	0%	24	100%

C. Usefulness of session's information to you.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
9	38%	9	38%	4	17%	2	8%	0	0%	24	100%

### Session 4: 34 Responses

A. Ability of speakers to communicate clearly.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
19	56%	9	26%	4	12%	2	6%	0	0%	34	100%

B. Appropriateness of presentation style.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
20	61%	8	24%	5	15%	0	0%	0	0%	33	97%

C. Usefulness of session's information to you.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
20	61%	7	21%	6	18%	0	0%	0	0%	33	97%

6. Conference Organization

A. Attention to detail in planning, coordination, and implementing today's program.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
31	48%	29	45%	4	6%	0	0%	0	0%	64	98%

B. Quality of facilities, meals, and classroom set-up.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
34	54%	21	33%	6	10%	2	3%	0	0%	63	97%

7. Benefit to You

A. Eventual benefit of today's program to your personal and/or professional life.

Excellent 5		4		Average 3		2		Poor 1		Total Response	
17	27%	38	59%	7	11%	2	3%	0	0%	64	98%

8. Comments:

A. What do you consider the strengths of this conference?

- Getting agencies together and having them talk to one another building relations.
- Big turnout, for west side of state location.
- Legislative updates.
- The topics covered were very relevant and timely.
- The numbers that were shown on successful programs. Dedication to safety by those in attendance and presenting.
- Food.
- Breakout sessions.
- Getting information to L.E. and letting us see the big picture.
- Well organized, speakers prepared.
- Speakers- meeting new people.
- Good guest speakers.
- Variety of information presented. The young driver breakout was very good.
- Staff- Timely.
- Knowledgeable speakers and timely references.

- Lowell Porter talks on night time belt enforcement.
- Good speakers.
- Networking well. Night time enforcement program.
- Networking with other participants.
- Some very good speakers, especially Lowell Porter. Tom Welch delivered a powerful, personal message.
- It was a good chance to meet new acquaintances and exchange ideas regarding traffic safety. The topics of discussion are good and of use to law enforcement.
- Networking with others. It was very important of agencies to bring officers who don't consider traffic enforcement as an important job.
- The spectrum of speakers and their areas of expertise and up-to-date statistics. I would have liked to see awards for departments with exceptional efforts for traffic safety.
- The overall knowledge and experience of the speakers. The ability to network with other agency members.
- The GTSB staff
- This was my first conference and I learned a lot from coming. I hope I get to come next year.
- The length was perfect for my small department. The payment of lodging helps with small departments and small budgets.
- The variety of topics, speakers, and plenty of updates.
- The location was excellent. The facilities, hotel, and proximity to vendors were all good.
- Information that can be taken to city council/ administration, motivation to renewed enforcement, networking, and the exhibitors and vendors. Good location.
- The length of the conference, the Des Moines conference is too long. The lunch presentation, Lowell Porter, did a great job.
- The facilities were very nice.
- Getting the L.E. community together.
- The Thursday morning speakers.
- You have a captive audience of the people that enforce these initiatives.
- Good use of time, and there were some good speakers chosen.
- Pete Grady's presentation and the other speakers on impaired driving.
- The opportunity to network and a chance to hear what is going on concerning traffic safety.
- Informative on what is going on in traffic safety.
- The presentations by Lowell Porter, Ross Loder, and Peter Grady.
- The second day speaker, a man from Washington state, and the breakouts were good again.
- Networking with other agencies. It is always good to get affiliates from across the state to talk about successes and failures.
- The deliveries of good information on process traffic safety initiatives in the state. I really appreciate the networking with other law enforcement persons and exchanging ideas and information with them.
- Good information in general and good information about seatbelt enforcement.
- Networking is always good and learning about new programs from around the state and nation.

B. What do you consider the weaknesses or shortcomings of this conference?

- Not long enough.
- Speakers were hard to understand, didn't keep your attention.
- There was too much raw data presented. There was no pool.
- The hotel charges for internet access...when you are out of the office for 3 days you need to e-mail.
- Too few vendors.
- OWI Update break away was very boring.
- Lack of breakfast.

- Too short.
- Too many stats'.
- Some speakers were not very dynamic.
- Would like to hear more from different types of strategies used on local levels and effectiveness.
- An hour is too long for a speaker; ½ hour is optimum – more speakers.
- Conference needs fresh idea speakers to provide ideas to motivate enforcement.
- Seems to stress enforcement more than any other entity.
- A couple speakers are very knowledgeable but not good presenters. Difficult to follow when poor speaker.
- A few of the speakers were very knowledgeable, but they weren't very good presenters. It is difficult to follow someone when they are a poor speaker.
- Sometimes there are breakout sessions that I would like to attend, however since they run at the same time and aren't repeated I am not able to attend both.
- I don't gamble and that is really all there is to do here after hours.
- More ideas and standardized ideas across the state, consistency among departments so all Iowa people can expect the same across the state. A plan to get this working.
- I felt the breakout sessions were weaker than last year's topics, and motorcycle safety wasn't too well presented.
- The distance we had to travel to get here.
- There was so much crammed into a limited time.
- We needed more screens because the audio visual was difficult to see and hear.
- I had problems again with the online registration.
- No offense to the GTSB speakers but most conference attendees are repeat attendees, we are hearing the same Iowa statistics and messages year after year. The numbers may change, but it is still the same. I would like to come to these and feel like I am getting a new experience.
- Poor speakers, they were dry. It seemed to be about numbers, not useful information.
- Knowledgeable speakers and lack of enthusiasm.
- There were too many presentations with charts, graphs, etc. that were informative but not necessary. The first day's presentations were borderline boring. I would guess that the majority of attendees were the L.E. people in the field and did not care about expenditures, ad campaigns, etc.
- There were too many speakers that referred to statistics only. Better snacks.
- Overkill on graphs, statistics, and maps. We need more people who are implementing new innovative traffic programs that focus on crime prevention and drug intervention.
- The statistics are repeated yearly, the same information on reference corridor projects, the same information has been presented the last several years.
- I didn't think the conference was as good as other years.
- Morning presentations on 3/26 were too heavy on the statistics. They did not hold the attendees attention.
- I could only get to two breakouts; it would be nice if they repeated some so we could get to them. There was too much wasted time on breaks. One speaker was a half an hour short on his time which preceded a break. The second day speakers could have used some of their wasted time.
- Poor acoustics in conference room. I was unable to hear the speaker on several occasions.
- Although seat belt enforcement is important, it seemed to overwhelm the instructor at the conference.
- The hotel was nice, but paying \$11.00 a day for wireless internet for this many people is unacceptable.

C. What topics do you want covered in future conferences and/or workshops?

- Checkpoint dos and don'ts (laws of them).
- Now English speaking drivers.
- The "How To" of encouraging officers to write seat belt citations.
- How to become effective with legislation support.

- More teen driver information.
- Interdiction stops.
- Young drivers were great! Child seat information more information about laws.
- Young drivers.
- Child passenger safety, graduated D.L. system.
- Minimal time on TraCS update and why benefit to traffic safety.
- More on drivers behavior.
- Media relations – Rick Rosenthal?
- Crash tests videos showing results of different types of crashes, non-motorized vehicle accidents, danger to those working in traffic.
- I enjoyed Dave Coup’s presentation. I would like to see more of what other states are doing, or bring Nancy Richardson, DOT, in to share how DOT partners with law enforcement.
- Pete Grady’s presentations are always good. I would like to see a session, probably a breakout, on the inspection of seatbelts and child-safety seats for information relating to motor-vehicle crashes. Any new TraCS developments would be good.
- I would like to hear from the very small departments on law enforcement efforts and challenges.
- Making departments aware of their traffic statistics compared to departments of the same size. Nobody likes to be called out, but if we want departments to step up, but this may be the shock they need to get going.
- There was too much seatbelt. How about more on speeding or OWI? How about more on GTSB paperwork and the future of grant projects; more of a breakout session called GTSB 1 to 1.
- Maybe have a CD with all of the speakers’ power point presentations so we can take it back to our departments.
- Kids getting into drugs and how these drugs are deadly like alcohol.
- Problem Oriented Policing (POP) and how it can apply to traffic problems. Traffic design and engineering for small towns and counties without traffic engineers.
- Inspiration (traffic safety messages can be delivered in means others than statistical reports and such to stress the importance o the message). Presentations such as ‘Where’s Jockers’ given in Bettendorf (97?) or the risk assessment (Des Moines?) are the ones that stand out.
- Stop the statistics or just touch on them. We need more information on upcoming ideas, events, and problem solving.
- CPS
- More on case law, and legislation enforcement techniques.
- More technology information on equipment, etc.
- Impaired driving, crime prevention, Drug recognition expert updates, Drug interdiction, programs aimed at suspended and barred drivers.
- I would like to see more specific information concerning individual departments (police, sheriff. etc.) projects. Hear what departments are doing from the members of the departments.
- Traffic safety concerns of an officer. I liked the night time SB enforcement, more emphasis from BTSB improving special enforcement.
- More emphasis on successful initiatives from across the country. New ways to accomplish our goals.
- More information on innovative traffic designs coming in the future to reduce accidents (J-turns, runabouts).
- Do a vehicular homicide start to finish.
- More time for updates from the attorney general’s office, DCI, legislative folks. It would be interesting to hear from Iowa DOT enforcement, Iowa State Patrol on how local agencies can work with them closer or better. Also, their views of traffic safety needs in Iowa. Maybe departments that have local programs that work well for them regarding traffic safety. Maybe even add an evening reception.

- Legislative updates, great information, it should be included next year as well. Increase the exhibit area, and maybe include a demonstration of Data Master, etc.

D. General comments on the subjects, speakers, and facilities:

- Good subjects and information from them, facility and staff were great.
- Some speakers need to speak more clearly, and organize their lesson-plan, and speech.
- The speakers seemed very smart but didn't communicate well.
- Very good!!
- Everything went very smoothly.
- GREAT, informative, speakers worked at keeping on schedule.
- Tom Welch was good.
- Too many graphs!! Not enough video.
- Better breakfast (eggs and bacon).
- Smoking in Casino is tough on non-smokers.
- Very nice facilities; hotel, restaurant, CASINO!!
- Hotel was to smoke filled; I won't come back if at this hotel!
- Lowell Cole and Pete Brady did an exceptional job. Very knowledgeable about the topics.
- Several speakers were very dull, not dynamic.
- Would be very beneficial to have hard copies of presentations to use as reference points. A great deal of data at a fast pace. Unable to take appropriate notes.
- Kudos to conference planner.
- Topics tend to repeat over the years.
- All very good.
- I really enjoyed Jesse sharing his story in the the enforcement of motorcycle safety session. Chad also had a story to share and learn from.
- All were very good.
- I especially liked the legal updates. All the speakers were very good.
- I would like to hear from departments of different sizes that are doing well on traffic and statistics about what they do and how they do it.
- Overall good conference, good site.
- Please, please never come back to Council Bluffs! They even want \$11.00 for the wireless! Try something new, Dubuque, Waterloo, Sioux City, or even Iowa City or Coralville.
- The acoustics in the space were very poor.
- The trooper that stopped Timothy McVeigh?
- Good, but long. I could have used a break sooner.
- The first couple of speakers were hard to hear and monotone.
- Video the conference so we can watch it later. There were some good speakers, and others that were hard to hear (low voice, mumble) or are flat. Good way to look on how this can be improved. The facility was smoky in halls and outside the bathrooms.
- Ross Loder and Pete Grady had good information.
- Pete Grady and Lowell Porter were good speakers.
- I had a good time, there was great food, and I am taking home good information.
- Overall good choices. Get more vendors with the ability to go hands on with items.
- Some speakers need more public speaking experience, others were very good. In the future I would refrain from having the conference in such a smoky environment.
- The speakers need to change their topics and add something new, especially something other than graphs and statistics.
- The subjects were good, but they could have been more creative with the data being told in different ways. The speakers were good. There shouldn't be water on the tables except during meals.

- The morning session on 3/27 was too long without a break. The audience got restless during the last part of the second hour.
- The statistics speakers were weak and many of the statistics weren't that relevant. Someone to speak on motorcycle safety and safety programs.
- Overall good conference.
- The speakers were good and covered various topics. The facilities were great.
- Great facility; they should provide a choice of meals if it is going to be a luncheon. Ex: beef or chicken
- Overall good setup, good facilities, and some speakers were better than others.

E. What types of promotional items, that deliver an effective traffic safety messages, such as bags, pad folios, etc. would you like to receive at future conferences?

- Computer stylus; do to more agencies going paperless.
- Briefcase.
- The cooler was a great idea!
- Cell phone holder? Backpack.
- I like handouts or a CD with presentations on it. A lot of great stats to share! If presenters are okay with it we can use information to take back to our departments.
- Guns, electronics. Door prizes.
- Reflective vest.
- T-Shirts.
- Enjoyed the change with the cooler this year, how about a small duffle?
- Gluck, Sig Sauer, Smith eWesson, Ford, Chevy. Dodge.
- Suggestion- has the conference in Dubuque sometime (Grand Harbor resort)?
- Portfolios!
- This year's items were good.
- Shoulder back pack.
- You seem to mix them up pretty well each year.
- Bags were great.
- Cambridge planner with special enforcement dates built into the planner; shirts/blouses/ jackets/ coffee mugs.
- Light nylon jackets with messages (or hats/sweats).
- I love the cooler bag and pad folio. It is nice to see different items as promotional items. Good job and creative!
- The bag/ briefcases and folders are nice.
- Seat belt cutting tool was nice. The flashlights that don't need batteries to keep in the glove box.
- Fleece pullover with logo. Something for TS officers on squad vehicles magnet with a message or motto.
- T-shirts and hats.
- Give-aways for kids at 4H fairs and special events.
- I got my favorite notebook this year!
- A pen and pad is good enough. I would rather see the money go toward outstanding speakers or for enforcement OT grants.
- This years pad folios appear to be very useful
- I liked the cooler! A good back pack would be nice.
- Clip board, small note pads for pocket.
- Clip boards, stickers, equipment bags, traffic vests, t-shirts.
- Field sobriety clipboards.
- Golf or sport shirt with a safety logo.

- Good quality travel mugs, citation book holders, in-car organizers (visor organizers, over the seat bags)
- Leather bound citation book holders.
- The bags and pad folios are nice, thank you.
- Magnet decal
- The bags are nice.



### **Memorial Gift**

The Governor's Traffic Safety Bureau (GTSB) received a memorial contribution in the name of Mr. Robert C. Birr (recently deceased) who used to work with the office during his tenure at AAA.

One of Bob's favorite things in life was working at the GTSB booth during the Iowa State Fair. He always looked forward to the fair activity along with receiving a newly designed T-shirt & hat for his participation.

Bob had Parkinson's disease for many years, but was able to manage it with medication. Over the last couple of years however, it became worse. He was heartbroken that he was no longer able to work at the GTSB fair booth.

The GTSB was mentioned in his obituary as an agency folks could send memorial contributions to in his honor. The memorial contribution is greatly appreciated.

#### **Article Submissions**

To submit articles for the CrossRoads Publication send to Wendie Nerem, Editor; Governor's Traffic Safety Bureau; Public Safety Building, 3<sup>rd</sup> Floor; 215 East 7<sup>th</sup> Street; Des Moines, Iowa 50319-0248; FAX 515-725-6133 or e-mail to [nerem@dps.state.ia.us](mailto:nerem@dps.state.ia.us).

Be sure to indicate that you would like to have the article published in the CrossRoads.

If you have any comments or questions contact Wendie Nerem at 515-725-6131.

