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THE HUMAN *ELEMENT*



INTERNATIONAL MOTORCYCLE SAFETY CONFERENCE
MARCH 1-4, 2001 • ORLANDO, FLORIDA, USA





March 2001

Dear Motorcycle Safety Colleagues and Attendees of the 2001 IMSC:

Welcome to Kissimmee, Florida and the 2001 International Motorcycle Safety Conference (IMSC). The Motorcycle Safety Foundation (MSF) is honored to co-sponsor this important motorcycle safety event with the German Institute for Motorcycle Safety (IfZ, Institut für Zweiradsicherheit). The combined resources of both MSF and IfZ promise an extremely informative conference containing the latest information on motorcycle safety.

MSF, at the direction of our Board of Trustees, has expanded our vision to be a "U.S. Focus with a World View." With this vision, MSF is about more than rider education and training. While curriculum products and safety programs are the core of what MSF is all about, this vision allows us not only to focus on the needs of all motorcyclists throughout their riding careers, but also on sharing our work with those in the international community to enhance motorcycle safety worldwide. This vision was instrumental in MSF's success with the recent publication of the *National Agenda for Motorcycle Safety*, a document that MSF co-sponsored with the U.S. National Highway Traffic Safety Administration (NHTSA) as a strategic plan for all those with an interest in motorcycle safety. We are excited to share with you a discussion of this important document as part of the IMSC program.

A key component of MSF's future is an expanded vision for our Rider Education and Training System (RETS). The announcement of this 10-year curriculum development plan addressing the educational needs of motorcyclists, regardless of their experience level, is another important part of this conference. Other special MSF elements in the program are previews of MSF's latest curriculum products, the MSF Basic *RiderCourse*® for street-oriented riders and the MSF *DirtBike School*™ for off-highway riders.

IMSC's four-day program is divided into four categories of motorcycle safety concerns. The "Crash Investigation" category reflects the latest thinking on motorcycle crash research as well as highlighting opportunities for future projects. The "Impaired Rider" category will help us all deal with the ongoing problem of riding impaired and how best to address it. The "Rider Choices, Skills and Attitudes" category highlights the latest research and thinking on motorcyclists' skill levels and their attitudes toward motorcycle safety. Finally, the "Rider Education Program" category showcases the current best practices in motorcycle safety programs and reflections on areas of improvement to better meet the needs of today's motorcyclists.

A companion Rider Fair, open to the public and free of charge, runs alongside this event. Not only will this be the place to see demonstrations of MSF training activities, but there are also plenty of other riding demonstrations and vendor displays, all focused on motorcycle safety. I urge you to take some time during the conference to visit the Fair and view the demonstrations.

Finally, I would like to thank you for your attendance and your commitment to motorcycle safety. The 2001 IMSC will be a memorable experience for us all.

Sincerely,

Tim Buche

President, Motorcycle Safety Foundation



INSTITUT FÜR ZWEIRADSICHERHEIT e.V.

Dear Colleagues and Participants of the 2001 International Motorcycle Safety Conference:

At the beginning of the new Millennium and the Institut für Zweiradsicherheit (Institute for Motorcycle Safety) 20th anniversary, the Motorcycle Safety Foundation (MSF) sponsors its third International Motorcycle Safety Conference in Orlando, Florida. This past decade since the last co-sponsoring of the International Motorcycle Safety Conference between IfZ and MSF has been a decade of motorcycle development and progress; ten years of a great variety of scientific research in relation to motorcycle subjects; ten years of improvements of rider education; ten years of progress in the quality of rider training programs.

The world of motorcycles themselves has changed, too. Acceptance of the advantages of the mobility and integration of powered two-wheelers into the marketplace, the renaissance of scooters, the internationalisation of political frameworks or the world wide identification of similar rider interests and the global networks of industry manufactures are factors that imply a new horizon for motorcycling in this millennium replete with intensified world wide cooperation. And this is clearly verified by examples like the OECD Motorcycle Accident Research Methodology or the "MAIDS" EU/ACEM Accident Research Project in five European States.

MSF and IfZ cooperation on these topics over the last decade have set an example for this process. Our cooperation through the International Motorcycle Safety Conferences have enhanced communication about scientific research and its results from a single vehicle category viewpoint, and highlight as well a complete decade-long view of motorcycling in all its facets in both Europe and America. This cooperation to discuss scientific results related specifically to "motorcycle, rider and environment" subjects was a big step for motorcycling at the beginning of the 1990s.

Although certainly many things have changed in this past decade, the internal research and discussion fields for the conferences have not. This 2001 IMSC, just like the 1990 event, focuses on the human factors of motorcycling. The first IfZ conference in Bochum in 1991 and the most recent 2000 IfZ conference in Munich in contrast concentrated on topics like future aspects and engineering developments, safety technologies, both for the vehicle and the rider, and on environmental aspects. However, the tangential points between the factors rider, motorcycle and road are treated attentively in both conferences as they each influence the other.

The international motorcycle conferences, however, offer still more. Motorcycle riding will no longer be considered as an isolated phenomenon. In fact, international scientists will include motorcycles and their riders in the fields of ecology, traffic planning and sociology as well as in the fields of the improvement of first and secondary motorcycle safety through use of technological innovations. Both conference viewpoints taken together offer a world wide platform for the international exchange of actual results in the field of motorcycle research. In doing so, discussions about these fundamental aspects provide guidance for further steps towards motorcycling as more than just scientific synthesis. Policymakers, government officials, the motorcycle industry, rider groups are also all involved in these conferences to discuss the future of motorcycling.

The cooperation between the MSF and IfZ has been open and fruitful and was an important prerequisite for the successful planning, organisation and realisation of both conferences. We are very pleased that our institutes support each other so effectively. IfZ would like to thank not only our co-host IVM e.V. and the Munich Fair INTERMOT, but also Mr. Tim Buche, President of MSF, Ms. Elisabeth Piper, Managing Director of MSF and Ms. Wendy Larkin, MSF, for the support of our 1998 and 2000 conferences in Munich. The staff at the IfZ Office in Essen and I, personally wish the MSF team good luck for a successful International Motorcycle Safety Conference in Florida. Finally, I would like to notify you about the Fourth International IfZ Motorcycle Conference, to be held in September 2002, and to which I invite all colleagues and participants of the 2001 MSF International Motorcycle Safety Conference.

Best wishes for a successful conference.

Elmar Forke
Head of R&D
IfZ



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

400 Seventh Street, S.W.
Washington, D.C. 20590

Motorcycling and motorcyclists have changed over the past ten years. There have been significant changes in vehicles, roadways, and rider demographics. Motorcycles have improved braking and suspension systems; roadway design and engineering are beginning to address the needs and concerns of motorcyclists; and motorcyclists themselves are older, better educated, and more likely to have completed rider training.

The motorcycle safety profession also has changed. Today partnership and collaboration are integral parts of improving the safety of motorcyclists. Nowhere is the importance of partnership and collaboration more evident than in the creation of the *National Agenda for Motorcycle Safety*.

The *National Agenda for Motorcycle Safety* provides a description of motorcycle safety today and a blueprint for the future — where we are today, where we want to be in the future, and how to get there. The *National Agenda* showcases the importance of building coalitions, engaging a multitude of partners to identify problems, and working together to create and implement solutions.

Both the 2001 International Motorcycle Safety Conference and the *National Agenda for Motorcycle Safety* build upon collaboration and participation to shape safety efforts for the next ten years. In particular, both this conference and the *National Agenda* examine prior and future research needs designed to improve motorcycle safety and recognize the necessity of developing the foundation to sustain such research. Finally, the *National Agenda* realizes that while research is important, getting the results of the research into the hands of motorcyclists and others who can use and broadly disseminate the findings is also essential and compelling. This conference serves this final point well by reporting key findings to the users who then can make motorcycling safer.

As we enter this new millennium, we will undoubtedly continue to face a plethora of challenges. We must find new and innovative ways to reduce the numbers of crash-related injuries and fatalities to motorcyclists, decrease the role that alcohol all too often plays in these crashes, and increase training opportunities for riders. I hope you will find the information from the conference valuable as you work to improve motorcycle safety. Please share the information with your colleagues and put the findings to work for you and others in your community.

L. Robert Shelton
Executive Director

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The Motorcycle Safety Foundation is a national, not-for-profit organization promoting the safety of motorcyclists with programs in rider training, operator licensing and public information.

The MSF is sponsored by the U.S. manufacturers and distributors of BMW, Ducati, Harley-Davidson, Honda, Kawasaki, Suzuki, Victory and Yamaha motorcycles.

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Pamela Amette
Vice President, Motorcycle Industry Council

Pamela Amette is Vice President of the Motorcycle Industry Council (MIC), the U.S. national trade association representing more than 300 manufacturers and distributors of motorcycles, parts and accessories, and members of allied trades. Her current MIC responsibilities include serving as staff liaison to the MIC OE Technical Committee, which addresses vehicle safety and equipment standards and issues.

Since joining the association in 1975, Amette has served as Director of Research for the MIC, Motorcycle Safety Foundation (MSF) and Specialty Vehicle Institute of America (SVIA). In addition, she served as chair of the MSF Steering Committee for the 1990 International Motorcycle Safety Conference.

Prior to joining MIC, Amette held research and marketing positions at Kawasaki Motors Corp., U.S.A.

Edward B. Becker
Snell Memorial Foundation

Edward Becker joined the staff of the Snell Memorial Foundation in 1989 as the senior employee with the title of Chief Engineer. He was named Executive Director/Chief Engineer in 1993. The Foundation's staff is responsible for the administration of the Snell crash helmet certification programs.

In supervising the crash helmet certification effort, he has done a little of everything from polishing the prose in Snell standards to the design of lab equipment, to drafting of test procedures, and programming computers for test data acquisition, reduction and report generation and to testing helmets both for certification to Snell and for the Foundation's random sample testing of currently certified headgear.

Prior to joining Snell, Becker worked for the Naval Biodynamics Lab in New Orleans, first as staff and then as a consultant in their effort to analyze human response to crash impact acceleration. His primary responsibility was in the design and implementation of inertial and photographic instrumentation. Becker's training is in mechanical engineering. He holds bachelor's and master's degrees in that field from the Massachusetts Institute of Technology.

Wayne Bigelow
University of Wisconsin (Madison)

Wayne Bigelow, a scientist in the Center for Health Systems Research and Analysis at the University of Wisconsin, is the Director of the Wisconsin CODES project. He has performed research in a variety of health-related areas since 1985, including health information systems design and development, quality assurance and quality improvement system design and evaluation, utilization review, hospital and nursing facility reimbursement system design and injury surveillance and control research. He is currently working toward a Ph.D. in the Population Health Program within the Department of Preventive Medicine at UW (Madison).

John W. Billheimer, Ph.D.
Systan, Inc.

Dr. Billheimer has more than 35 years of experience as a consultant specializing in transportation system analysis and evaluation and is currently serving as vice president of SYSTAN, Inc., based in Los Altos, California. His involvement with motorcycle safety began in 1987, when he served as co-project manager of the award-winning California Motorcyclist Safety Program (CMSP) during its planning stages and first year of operation. After helping to launch the successful statewide program, he spent 11 years leading its research and evaluation efforts, including an extensive assessment of the impacts of training on subsequent accident history.

Other motorcycle-related activities undertaken by Dr. Billheimer include a review of motorcycle safety research conducted for the Australian government and an evaluation of licensing trends and the effectiveness of motorcycle operator licensing campaigns for the National Highway Traffic Safety Administration (NHTSA) and the California Department of Motor Vehicles. In 1997, Dr. Billheimer received a Special Recognition California Motorcycle Safety Award in acknowledgment of his work in evaluating CMSP activities, and, in particular, his role as author of the CMSP's landmark Training Effectiveness Study. Between 1995 and 2000, he served as chair of the Transportation Research Board's Committee on Motorcycles and Mopeds.

He holds bachelor's and master's degrees in electrical engineering and a Ph.D. in Industrial Engineering.

In addition to his traffic safety activities, he is the author of two mysteries published by St. Martin's Press, *The Contrary Blues* (June 1998) and *Highway Robbery* (February 2000). A third mystery in the series, *Dismal Mountain*, will be published by St. Martin's in July 2001.

Earl Bolls
Austin Police Department

Earl Bolls is a Senior Police Officer for the Austin Police Department in Austin, Texas. His current assignment is with the Southwest Area Command Motorcycles. He has served 24 years with the department, 13 of which have been on police motorcycles. Officer Bolls has worked all areas of law enforcement from walking a beat to traffic investigation to vice and narcotics. With the assistance of Detective Robert H. (Bob) Buck, Bolls was able to bring motorcycle safety training to the Motorcycle Section of the Austin Police Department in 1980, where he has been heavily involved in the training of Motorcycle Police Officers ever since.

As a 1976 graduate of Southwest Texas State University (SWTSU), Bolls majored in Law Enforcement with a minor in Sociology. He also graduated with a certification to teach driver's education. In 1977 he became a certified Motorcycle Safety Instructor for the Motorcycle Safety Foundation, receiving his Instructor Preparation from Larry Colb at SWTSU. Bolls taught at Austin Community College from 1979 to 1981, after which he began his own business, Cycle Learning, to continue private motorcycle safety education.

In 1982 Bolls assisted in establishing a motorcycle safety program in the Adult Education Branch of the Austin Independent School District and served as the program's coordinator until 1994. During this period he also received his instructor certification in ATV Safety and taught courses for both civilians and game wardens of Texas Parks and Wildlife. In 1997 he graduated from the Police Motorcycle Instructors School sponsored by Northwestern University and Harley-Davidson, and in 1999 he completed the Survival Skills for the Motor Officer course sponsored by Heckler & Koch.

With the promotion of Bob Buck to Detective, Bolls became the sole officer in charge of Police Motorcycle Training and he turned his full attention to the law enforcement end of motorcycle safety

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training. Starting in 1996, he began an aggressive campaign for police motorcycle training. He increased the length of the Basic Police Motorcycle Course by 25 percent. He established semi-annual Recertification Training where none had existed before. The MSF's Experienced *RiderCourse*® was built into both the Basic and Recertification levels of training, and all training was built on MSF models.

Bolls also established the Austin Police Department as a registered MSF training site and obtained it's own RERP number. In 1999 he became the Department's first Chief Instructor by developing and conducting a Police Motorcycle Instructor Course which not only certified instructors for teaching Police Motorcycle Safety, but also as TCOLEOSE instructors allowing them to teach all phases of law enforcement training.

Nich Brown

The Motorcycle Industry Association of Great Britain

A road rider for 23 years, Nich Brown credits his long-standing love of motorcycling to the infectious enthusiasm and attitudes of volunteer instructors on the RAC/ACU training scheme he attended as a novice. Subsequent training experiences in the advanced riding system showed him there is no end to what you can learn about motorcycling – a maxim he still lives by having recently taken up racing. Brown provides research and technical advice to a range of rider development initiatives being assembled by the Motorcycle Industry Association of Great Britain, where he is the research manager.

After graduating with honors degree in Social Science, Brown qualified as an adult education tutor and specialist in road safety education, training and publicity. Most of his career has been in local government, mainly working in highway departments on both policy and best practice for vulnerable road users. His involvement in the early development of motorcycle-friendly public policies included; the design and implementation of the United Kingdom's first purpose-designed secure on-street parking facility, convening the Avon County motorcycle consultative forum and work on a groundbreaking scheme to allow motorcycle access to bus priority lanes. Since 1989 he has been a volunteer worker for United Kingdom rider's organization the Motorcycle Action Group, currently as a road safety advisor and board member. Brown became MCI's first Research Manager in 1999.

As a true enthusiast, many of his leisure activities involve motorcycles, a way of life shared by his partner Heather, but not his cat, who resolutely refuses to show any interest. Brown uses a motorcycle every day, even in British weather, big singles and V-twins being his preferred option. When not on two wheels, he looks skyward, enjoying kite flying and a fascination with biplanes and flying boats.

Tim Buche

President, Motorcycle Safety Foundation

Tim Buche assumed the presidency of the Motorcycle Safety Foundation (MSF), Motorcycle Industry Council (MIC), and the Specialty Vehicle Institute of America (SVIA) in September 1996.

Prior to joining the associations, he was National Sales Development Manager at American Suzuki, and held various regional and national positions, covering retail, management, marketing and staff development with Suzuki from 1984 to 1996. While at Suzuki, he also served on the MIC Board of Directors and the MSF Board of Trustees, sitting as chair of MIC's Marketing and Public Policy Committee from 1994 to 1996.

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Buche's professional career also includes starting his own small business at age 15, a concern that he owned and operated for more than seven years. He got his start in the motorcycle industry working at dealerships from 1973 to 1976. He has been a motorcyclist since 1970 and currently enjoys both off-highway and street riding.

He holds a bachelor's degree in Business and Management with an emphasis on not-for-profit organizations from Pacific Christian College and an MBA from the University of Redlands.

Michael R. Calvin

Vice President of Driver Services, American Association of Motor Vehicle Administrators

Michael Calvin is a safety, education and license specialist for the American Association of Motor Vehicle Administrators (AAMVA) in Arlington, Virginia. He earned a B.A. in Psychology from Illinois State University in 1976 and currently serves as Vice President of Driver Services for the Association.

Calvin has been with AAMVA since November 1987. He has full administrative responsibility for AAMVA's Driver Services program, on an international basis. He is responsible for developing, coordinating, monitoring, and disseminating information in the following areas: driver licensing, driver improvement, traffic safety, driver reciprocity, financial responsibility, and all training needs in the above areas.

John W. Chatterton-Ross

Thames Valley Police, United Kingdom

John Chatterton-Ross is a Sergeant in the Thames Valley Police Department, in the United Kingdom, where he specializes in front-line patrol work.

Chatterton-Ross, 48, has been a motorcyclist since 1968 and included road racing in his riding activities from 1977 through 1980.

He currently sits on the Board of the British Motorcyclists Federation Rider Training Scheme, is a member of the Commission for Road Safety and Public Policy, of the world motorcycle federation (FIM) and serves as president of the working group on Mobility and Safety of the UEM (Union Européenne de Motocyclisme, a continental union of the FIM based in Italy).

He holds a Bachelor of Laws degree from the University of London and prior to his career in the police force he was Principal Court Clerk, Magistrates' Courts Service.

Robert E. Clever

Senior Manager, Motorcycle Division, American Honda Motor Co., Inc.

Bob Clever, Senior Manager of the Motorcycle Division at American Honda Motor Company started riding motorcycles at age eight, when he and his father converted a street bike for off-highway riding in the Mojave Desert. It was an enjoyable experience shared by father and son.

He joined American Honda Motor Co., Inc. in 1977, starting in the Automobile Division. In 1987 Clever was promoted to the Motorcycle Division, and has represented American Honda Motor Co., Inc. on the Motorcycle Safety Foundation, Specialty Vehicle Institute of America and Tread Lightly, Inc. Board of Trustees since 1990.

He has been married to his wife Debbie for 27 years and they have two beautiful children together (a son and a daughter). He graduated from Cal State Fullerton in 1975 with a Bachelor of Science degree in Mathematics.

Linda Cosgrove, Ph.D.
National Highway Traffic Safety Administration

Linda Cosgrove is a research psychologist at the National Highway Traffic Safety Administration (NHTSA) of the U.S. Department of Transportation in the Office of Research and Traffic Records. She received her Ph.D. from the University of Virginia in Experimental Psychology. At NHTSA, she conducts national evaluations of traffic safety issues on occupant protection, traffic enforcement and education programs, youthful driving, alcohol impaired driving, aggressive and distracted driving, demonstration programs and state laws.

For the past nine years, Cosgrove has also been the editor of TRAFFIC TECH, a NHTSA publication about traffic safety issues. She has authored more than 60 research papers, presented at professional conferences, and is a member of the Human Factors and Ergonomics Society.

Geoff Crowther
University of Huddersfield, Great Britain

Geoff Crowther, Principal Lecturer in Marketing in the School of Business, and Director of the Leisure Consumer Research Centre at the University of Huddersfield, Great Britain, has completed a number of research studies of motorcycling, including the changing self-identities of motorcyclists, perceived authenticity and product categorization in the motorcycle market, and motorcyclist role assimilation.

He has been involved with BIKESAFE 2000 from the outset and other UK motorcycle road safety initiatives. Crowther has led a number of research programs in the leisure consumer behavior field and has published and presented the results of his research at international conferences.

He is currently leading a three-year research programs funded by the Motor Cycle Industry Association of Great Britain (MCI) studying motorcyclist perceptions, attitudes and behavior toward risk-taking and the impact of safety initiatives and rider development schemes upon road safety. He is particularly interested in the search for adventure in motorcycling and its cultural context and is supervising postgraduate research programs studying motorcyclist's engagement and consumption of edgework and the communication of adventure to motorcyclists.

Achilles H.J.M. Damen
Public Prosecutor, Almelo, Netherlands

Achilles Damen is a public prosecutor in the district court of Almelo, Netherlands, specializing in traffic law enforcement. He also teaches criminal law and criminal procedure at Hogeschool Utrecht and is secretary of the Dutch Lawyers Motorcycle Group.

Damen, 40, has been a motorcyclist since 1979 and is a member of the management council of the Royal Dutch Motorcyclists Federation KNMV responsible for road safety and public policy issues. He currently serves as Vice President of the Road Safety and Public Policy Committee of the World Motorcycle Federation FIM (Fédération Internationale de Motocyclisme) based in Switzerland.

He holds a master's degree in law from Tilburg University, Netherlands and his earlier career included work as a prosecutor assistant and clerk of the court.

Rocky Darger
Public Affairs Manager, Yamaha Motor Corporation, USA

Rocky Darger is in the Government Relations department of Yamaha Motor Corporation's public affairs office. He has been with Yamaha for 28 years. In addition to his current position he has held regional and district manager positions for Yamaha's Motorsports Sales division.

Prior to joining the corporation, Darger was a Yamaha motorcycle and snowmobile dealer in Sioux Falls, South Dakota.

He served as a helicopter pilot in the United States Marine Corps from 1965 to 1970. He holds a B.S. degree in mathematics and history from Augustana College in Sioux Falls.

Horst Ecker, Ph.D.
Vienna University of Technology

Horst Ecker holds a Ph.D. degree in Mechanical Engineering from Vienna University of Technology (VUT) in Austria. He is now an Associate Professor at the Department of Mechanical Engineering at VUT.

His research activities are partly devoted to vehicle dynamics, focused on the dynamics of motorcycles and the reconstruction of vehicle accidents. Being an active motorcycle rider for 25 years, he is also interested in the interaction between riders and their motorcycles.

Julie Filatoff
Filatoff Communications

Julie Filatoff is the owner of Julie Filatoff Communications (JFC), based in Glorieta, New Mexico. JFC is a marketing communications firm whose services include media relations, special events planning, writing, technical editing, proofreading, graphic design, and website design. JFC's clients include the New Mexico Motorcycle Safety Program, the Society of Vacuum Coaters, the Association of Vacuum Equipment Manufacturers International, the Greater Albuquerque Chamber of Commerce, Ecosystem Management, Inc., The Louis Berger Group, Inc., and StrataTeam-Team Strategist Group. The firm's website is www.cybermesa.com/~filatoff.

Filatoff is a contributing editor to Ehlert's Powersports Business, covering legislative affairs and marketing, and has written feature articles for many other magazines, including Ability, American Motorcyclist--The Official Magazine of the American Motorcyclist Association, American Woman Motorscene, Motorcycle Consumer News, Motorcycle Tour & Travel, MplsStPaul Magazine, Pages--The Magazine for People Who Love Books, and New Mexico Woman Magazine. She was the managing editor of the former Road Rider (now Motorcycle Consumer News) and the editor of PWC Magazine, Safe Cycling, Watercraft Business, and Watercraft World.

Filatoff received her Bachelor of Arts degree in art and marketing from California State University, Long Beach. In her six-year tenure with the Motorcycle Safety Foundation, she served as communications manager and communications director.

Karl Finison
Maine Health Information Center

Karl Finison is the Director of Research for the Maine Health Information Center (MHIC), a non-profit health care data organization. Current research topics cover a wide range of health-related topics such as workers' compensation; trends in use of preventive services (breast, cervical, prostate, and colorectal cancer screening); trends in drug use and cost; variation in Maine hospital use, payment, and surgical complication rates; trends in radiological imaging services, and studies of emergency department use.

Under direction of National Highway Traffic Safety Administration, the Maine Office of Data, Research, and Vital Statistics, and the Maine CODES Advisory Committee, staff at the MHIC prepare analyses of outcomes from motor vehicle crashes using linked CODES data.

Anne Ferro
Administrator, Maryland Motor Vehicle Administration

Before her appointment in February 1997 as administrator of the Maryland Motor Vehicle Administration (MVA), Anne Ferro served as the MVA's Associate Administrator of Vehicle Services. She was instrumental in the MVA's entry into electronic customer service through the kiosk, phone and Internet.

Prior to joining the MVA, Ms. Ferro spent six years with the Maryland General Assembly's Department of Fiscal Services, where she was a legislative fiscal analyst for the House Ways and Means Committee.

Ferro's earlier career was diverse. She was an economic development specialist for the Tri-County Council for Southern Maryland and marketing director for Nautical & Aviation Publishing Company in Baltimore. Ferro also served in the Peace Corps in the Ivory Coast and studied in Sri Lanka and Egypt. She holds a Master's Degree in public management from the University of Maryland and a Bachelor's Degree from St. John's College. She and her family are residents of Annapolis.

Clyde Fessler
Vice President, Business Development, Harley-Davidson Motor Company

Clyde Fessler is the Vice President of Business Development for Harley-Davidson Motor Company. He has been with the company for the last 22 years.

Fessler joined Harley-Davidson in 1977 as Advertising and Promotions Manager, and then Director of Marketing Services. In the latter position, he led the establishment of Harley Owners Group, which now has more than 500,000 members.

As General Sales Manager in the early 1980s, he established new policies and programs that helped stem the tide of decreasing sales and are still in use. As Director of Licensing, he created a new business that today generates more than \$22 million in annual revenue. As Vice President of General Merchandise, Fessler repositioned the rider accessory department and, as Vice President of Business Development, he continues to explore opportunities that will grow the business and enhance the brand.

Fessler is a graduate of the University of Notre Dame. He currently serves on the Board of Trustees for the American Motorcycle Association, and the Motorcycle Safety Foundation. He is also active in the liaison between the Muscular Dystrophy Association and Harley-Davidson.

Residing in Wauwatosa, Wisconsin, he enjoys travel, collecting antiques and riding his three Harley-Davidson motorcycles.

Diane Fitzgerald
President, Lotus Tours

Diane Fitzgerald has been president of Lotus Tours since August 1999. The company appeals to motorcyclists pursuing quality vacations and expeditions, seeking to ride with exceptional people representing a variety of skill levels. Lotus Tours was founded in 1982 with an inaugural tour of Nepal and Thailand.

With her husband-equivalent, Burt Richmond, she organizes and leads motorcycle tours around the world. A motorcyclist for four years, Fitzgerald's personal riding highlights include several exotic motorcycle trips such as Morocco (BMW F650) and Thailand (Aprilia Pegaso); and several fantastic European trips including the Alps and the Dolomites (Ducati Monster, ST2, ST4). She owns a 200 model year Ducati Monster 750.

Prior to joining Lotus Tours, Fitzgerald was director of Global Thought Leadership Marketing and Communications at Andersen Consulting. She received her MBA from the University of Chicago Graduate School of Business. Fitzgerald and Richmond are headquartered in Chicago, Illinois.

Joachim Funke
Darmstadt University, Germany

Joachim Funke is the Scientific Assistant in the Automotive Engineering Department and the Ergonomics Institute, both at Darmstadt University of Technology, where he was also a student between 1991 and 1998.

Steve Garets
TEAM OREGON Motorcycle Safety Program

Steve Garets has been an active year-round motorcycle rider since 1963. He has been involved in motorcycle safety and rider training since 1981, when he launched a rider-training program in Idaho. His involvement has included rider and instructor training, motor officer training, curricula development, community and state rider training program development and administration, licensing system development, license examiner training and state motorcycle safety program assessment. Most recently, he served as a member of the Technical Working Group on the joint Motorcycle Safety Foundation and National Highway Traffic Safety Administration-sponsored National Agenda for Motorcycle Safety.

Garets is a member of the Transportation Research Board subcommittee on motorcycles and a past Executive Committee member and Chairman of the National Association of State Motorcycle Safety Administrators (SMSA). He is also a past member of Oregon's Governor's Advisory Committee on Motorcycle Safety.

Ken Glaser
Communications Manager, American Suzuki Motor Corp.

Ken Glaser is Communications Manager for American Suzuki Motor Corporation in Brea, California. He has been with Suzuki since 1988 and holds a degree in Mechanical Engineering from the New Jersey Institute of Technology.

For the past five years, Glaser has been Suzuki's representative on the Board of Trustees of the Motorcycle Safety Foundation. Originally from New Jersey, Ken has been riding street motorcycles for 2 years.

Roger Hagie

Director, Public Affairs, Kawasaki Motors Corporation, USA, Inc.

Roger Hagie's motorcycle career began at 13 when a family friend put him aboard a Matchless and sent him out onto a Southern California dry lake. When the big single inevitably stalled, he was clueless about how to re-start it, and the owner came to his rescue by kick-starting it for him. But the seed was planted, and soon there were one, then two, and more motorcycles in the Hagie household.

Over the ensuing 37 years, Hagie has enjoyed most forms of motorcycle riding, including both amateur and professional racing. He now shares the sport with his son, just as his father shared it with him.

In 1972, shortly after graduating from UCLA, a chance to work for Kawasaki Motors Corp. arose and he took it, reveling in the opportunity to work at something he loved. Most of Hagie's 28 years in the industry have involved some form of interaction with regulatory and government entities, and he has been an active participant in motor vehicle safety and regulatory issues.

Hagie has been Kawasaki's representative on the Motorcycle Safety Foundation's Board of Trustees since 1990, and has served as chair since 1998.

Narelle Haworth, Ph.D.

Monash University, Melbourne, Australia

Narelle Haworth began working at the Monash University Accident Research Centre in Melbourne, Australia, in 1987 after completing a Ph.D. in Psychology. Currently employed as a Senior Research Fellow at the center, Narelle has conducted research that has spanned the breadth of road safety issues from driver impairment due to fatigue, alcohol and drugs to heavy vehicle safety and motorcycle safety.

Narelle has undertaken a study of motorcycle crash injuries to children and adolescents, comparing on- and off-road riding injuries, and another study that examined motorcycle crash countermeasures by means of a literature review and an implementation workshop. In 1996, Narelle managed a major case-control study of motorcycle crashes. Following from the results of that study she has recently completed a review of hazard perception by inexperienced motorcyclists. She has also reviewed the current training programs in Victoria, Australia and contributed to the development of new programs.

Tim Hoelter

Vice President, Government Affairs, Harley-Davidson Motor Company

Tim Hoelter is Vice President, Government Affairs with Harley-Davidson Motor Company. When he's not busy attending motorcycle enthusiast gatherings around the world, his responsibilities include opening foreign markets, representing the company in the establishment of regional, national and international vehicle standards, and directing the government affairs office.

He joined Harley-Davidson in 1981 and served as general counsel for 15 years, establishing the company's legal function. While directing the law department, he concentrated his efforts on rescuing and strengthening the Harley-Davidson brand, launching its trademark licensing program and overseeing the company's tariff action and initial public offering. Prior to joining Harley-Davidson, he was a shareholder with a major Milwaukee law firm.

Hoelter serves on the Commerce Department's Industry Sector Advisory Committee of Consumer Goods for Trade Policy Matters, having been appointed jointly to that position by the U.S. Trade Representative and Secretary of Commerce. He recently completed his second term as President of the International Motorcycle Manufacturers Association, Geneva, Switzerland, a trade association

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representing all major European Japanese and American motorcycle manufacturers. He is also a member of the Milwaukee Board of Harbor Commissioners.

He received his B.A. from the University of Wisconsin in Madison and his J.D. from Harvard Law School. He is a member of the American Corporate Counsel Association and the Wisconsin Bar Association.

Albert Hydeman

Albert Hydeman Associates

Al began his communication career in the area of theatrical arts. Beginning in the 1980's Al has worked as a Production Executive for network television, a producer for touring concerts, and a production designer for a long list of theatrical shows. In the 1990's he began his work in corporate theatre, producing a wide variety of corporate presentations including national meetings for: AT&T, Mazda, McGaw Pharmaceuticals, McDonalds Restaurants , Miller Brewing Company, Suzuki, Toyota, and Yamaha.

Al completed the Masters of Arts program in business Communication at the University of Kansas where he also taught Public Speaking and Interpersonal Communication. He has been published in numerous magazines and journals in the area of business communication and is the developer of DORA – an audience centered Research Protocol. His areas of expertise include small group dynamics, addictive behavior modification, Neo-Aristotelian Rhetoric, smoking cessation, and stress management. He continues to develop facilitation techniques for groups ranging from 12 to 12,000. He most recently served as facilitator for the Technical Working Group for a National Agenda for Motorcycle Safety.

Bob Jackson

Associate Publisher, Motorcycle Product News

Bob Jackson is Associate Publisher and senior editor of Motorcycle Product News, a motorcycle industry trade magazine, and has been with the magazine for the past 20 years.

He has served on the Motorcycle Industry Council board of directors and is currently a member of the MIC's Aftermarket Committee. He served on the advisory board for the first International Motorcycle Safety Conference, in 1991, in Orlando.

Jackson has been writing about the motorcycle sport, and industry, for 30 years and has written and photographed 10 motorsports books

Mal Kernot

New Zealand Land Transport Safety Authority

Mal Kernot works as a contracted Road Safety Coordinator for the New Zealand Land Transport Safety Authority and is a Motorcycle Safety Consultant for the New Zealand Accident Compensation Corporation.

A dedicated motorcycling enthusiast since 14 and a licensed motorcycle riding instructor in New Zealand for the past 20 years, Kernot discovered the Motorcycle Safety Foundation (MSF) training techniques at the Oaklands Park Road Safety Centre in his home state of South Australia, then traveled

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to Hawaii in 1989 to experience the MSF's MRC:RSS and Instructor Development Courses for himself. Since that time he has worked to introduce MSF training practices into the New Zealand motorcycle rider licensing system and to promote them amongst licensed instructors in New Zealand.

Kernot lives and works at Wairakei, in the central North Island of New Zealand, close to the mud pools, geysers and volcanoes of this burgeoning geothermal tourist region. He keeps an XJ900 in South Australia for long distance holiday touring and an ST1100 at home in New Zealand for both business and pleasure, alongside a Greeves roadster and a Sunbeam S7 with sidecar.

Karl Kim, Ph.D.
University of Hawaii

Karl Kim is Professor and Chair of the Department of Urban and Regional Planning at the University of Hawaii, where he teaches courses on planning theory, statistics, and computer applications. He received his undergraduate education from Brown University and a doctorate from the Massachusetts Institute of Technology. He has been a Fulbright Scholar, a Scholar-in-residence for the Western Governors Association, and a Pacific Century Fellow.

Since coming to the University of Hawaii, Dr. Kim has been the principal investigator for more than \$4.2 million in research grants from federal, state, and international agencies and organizations. He serves on the editorial board of Accident Analysis and Prevention and has published numerous articles and papers on traffic safety, transportation, and urban planning. He is director of the Hawaii CODES (Crash Outcome Data Evaluation Systems) Project, a cooperative research agreement funded by the National Highway Traffic Safety Administration, U.S. Department of Transportation.

Dr. Kim lives in Honolulu with his wife, two children, a dog and a parrot.

Michael Kuhn
Griffith, Indiana Police Department

Michael Kuhn is a Police Supervisor with assignment to the Griffith, Indiana Motorcycle Unit. He is a certified crash investigator with the opportunity and interest to conduct research and continue where the Hurt Report ended. His research addresses primary fault in a crash, injuries, motorcycle type and size, time of day/year, and license status of the operator, among many other factors.

Kuhn has been a motorcycle rider for over 30 years. He is an MSF-certified instructor working with ABATE of Indiana, University of Illinois, and the Chicago Police Department. Mike was awarded the 1998 MSF Instructor Achievement Award for the State of Indiana. He continues to actively promote motorcycle safety and awareness.

Bruce Lawrence, Ph.D.
Pacific Institute for Research and Evaluation

Bruce Lawrence is a safety economist at the Pacific Institute for Research and Evaluation (PIRE). Much of his five years at PIRE have been devoted to revision of the Consumer Product Safety Commission's injury cost model and using that model for analysis of U.S. injury patterns. Among other things, he has also analyzed the benefits of safety-belt use in the Navajo Nation, the benefits and costs of sobriety checkpoints, and the incidence and medical cost of gunshot wounds.

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He is currently completing a literature review on the costs of motorcycle crashes and constructing a multi-state hospital discharge data set. In his next project, he will analyze the epidemiology of suicide.

Lawrence has a background in applied microeconomics, with degrees from DePauw University and the University of Illinois at Urbana-Champaign. In his previous job, Dr. Lawrence performed intelligence analysis on the Soviet/Russian economy. He contributed to the U.S. government's estimates of Soviet gross national product (GNP) and adapted seasonal adjustment methods to Soviet industrial data. He also analyzed agricultural reform in the post-Soviet Republics and followed Russian labor and regional issues.

Sofia Marçal, Ph.D.

Department of the Environment, Transport and the Regions, United Kingdom

Sofia Marçal is a Research Programme Manager at the Road Safety Division of the Department of the Environment, Transport and the Regions. She is responsible for research on motorcycle safety, work-related road safety, and accident causation.

Dr. Marçal graduated from Porto University with a degree in Civil Engineering, before doing a MSc (Eng) in Transport Planning and Engineering and then a Ph.D. in Road Safety Behaviour at Leeds University.

Raynald Marchand

Canada Safety Council

Raynald Marchand has been active in the traffic safety movement at the municipal, provincial and national level since 1978, and has provided programs to multinational corporations such as Esso Imperial Oil and Conoco Oil.

He is currently the manager of the Traffic Safety and Training section of the Canada Safety Council. He has responsibilities for the Council's driver improvement programs including the National Motorcycle Training Program, the All Terrain Vehicle Program, 55 Alive Mature Driver Program, the Defensive Driving Course and the Professional Driver Improvement Program. Marchand has played various roles in organizing traffic safety conferences and symposiums. He also has been a guest speaker at many national and international conferences. He also serves on various government panels and committees.

Marchand lives in Ottawa, Ontario, Canada and is a Psychology graduate of the University of Victoria, British Columbia. He also has a Diploma in Human Sciences from Quebec and a Diploma in Management Studies from Algonquin College in Ontario. He is married with two children.

Dan Mayhew

Traffic Injury Research Foundation of Canada

Dan Mayhew, M.A., is Senior Vice President with the Traffic Injury Research Foundation of Canada (TIRF). Since joining the Foundation in 1980, he has conducted research in the areas of driver licensing and improvement systems, motorcycle safety, young driver accident prevention, motor vehicle accident data systems, driver competency and experience, commercial vehicle driver licensing, driver education and training, enforcement, fuel-efficient driving, and alcohol, drugs and traffic safety.

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He chairs the U.S. Transportation Research Board Committee on Operator Education and Regulation and is a member of the following groups: Assistant Secretary, Executive Board of the International Council on Alcohol, Drugs and Traffic Safety; International Advisory Committee for the Centre for Accident Research and Road Safety - Queensland, Australia; Canadian Association of Road Safety Professionals.

He is also on the Executive Organizing Committee and chairs the Scientific Committee for T2002, the 16th International Conference on Alcohol, Drugs and Traffic Safety.

Scott McKnight
Transportation Research Board

Scott McKnight has worked for more than 20 years in the field of transportation safety. His experience in motorcycle safety research goes back to 1978. Over the years, McKnight has participated in studies of motorcycle control dynamics, motorcycle operator skill tests, (both on- and off-highway) analysis of motorcycle crash data, creation of motorcycle operator manuals, evaluation of state motorcycle safety programs, and studies of the effects of helmets on vision and hearing.

McKnight is currently Secretary of the Transportation Research Board's Committee on Motorcycles and Mopeds. While not currently riding, he has spent several years using various motorcycles as his primary form of transportation.

In addition to motorcycle safety research, McKnight has participated in studies related to commercial vehicle operators, recreational boaters, novice drivers and elderly drivers. He has worked on numerous drinking-and-driving-related projects, including studies of youth peer intervention programs, responsible beverage service programs, use of passive breath-testing devices, and the creation and evaluation of standardized field sobriety tests. He has studied the use of emerging technologies for purposes such as police accident reporting; safety training of boat operators; administration of a risk assessment screening measure for adolescents; automated assessment of psychophysical abilities related to driving; and the use of magnetic-stripped driver's licenses in preventing alcohol sales to minors.

Michael McMahan
Vice President and General Manager, Ducati North America, Inc.

Michael McMahan is Vice President and General Manager of Ducati North America. He is Ducati's representative on the Board of Trustees of the Motorcycle Safety Foundation serving on the Motorcycle Safety Conference Steering Committee. He also serves on the Board of Directors for the Motorcycle Industry Counsel in the United States, and the Motorcycle and Moped Industry Council in Canada. He has a MBA from the University of Miami.

Kimberly A. Mitchell
Charles McC. Mathias National Study Center for Trauma and EMS

Kimberly A. Mitchell is an Epidemiologist at the Charles McC. Mathias National Study Center for Trauma and EMS at the University of Maryland, Baltimore. She holds a Master of Science in Epidemiology and Preventive Medicine from the University of Maryland, Baltimore. She has worked in the area of injury research for over 15 years.

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Mitchell has been involved in data collection, data management, data analysis and dissemination and was the Project Manager for the Autopsy Study of Motorcyclist Fatalities in Maryland, 1990-1996. Other areas of research include longitudinal follow-up of trauma patients, traumatic brain injury surveillance, and alcohol and injury.

Ken Morgan **Canada Safety Council**

A lifelong motorcyclist, Ken Morgan has been involved with the design, development and delivery of motorcycle rider training programs for 27 years. In that time he has been associated with or directly involved in the development of the local, regional and national delivery network of motorcycle training programs in Canada. He is currently National Supervising Chief Instructor for the Canada Safety Council's Motorcycle Training Programs.

In 1984 he founded the Humber College Centre for Motorcycle Safety. He developed it to a point in 1989 where it became the Centre for Transportation Training, a self-funded multi-million dollar training facility for motorcyclists and Class 8 commercial drivers. Morgan has always been a champion of the theory that self-funded, professionally managed and delivered quality training programs are the way to insure the continuity and availability of rider training, regardless of the cyclical nature of the motorcycle industry.

He owns a modest collection of current and classic motorcycles, both on-highway and competition.

Rudolf G. Mortimer, Ph.D. **University of Illinois**

Rudolf G. Mortimer retired in January, 2000, from the University of Illinois, where he was Professor of Safety and Accident Prevention.

Before joining the University of Illinois in 1975, he was head of the Human Factors Department at the Highway Safety Research Institute, University of Michigan in Ann Arbor. Prior to that he was Senior Research Psychologist at the Research Laboratories of General Motors Corporation, Warren, Michigan. He received the Ph.D. from Purdue University in 1963.

Dr. Mortimer's research has been concerned with visibility in night driving, development of vehicle headlighting and marking and signaling systems, instrumentation and controls, driver-vehicle braking and handling, rear and forward visibility, motorcycle lighting and braking systems and the effects of alcohol on driving performance. He has studied age factors, spatial disorientation, controlled flight into terrain, illness, stress, drugs and fatigue in aviation accidents.

He is a fellow of the Human Factors & Ergonomics Society, a member of the Society of Automotive Engineers, the Association for the Advancement of Automotive Medicine, the SAFE Association, the National Association of Railroad Safety Consultants and Investigators and the Association of Aviation Psychologists. Dr. Mortimer is also certified as a commercial pilot with multi-engine and instrument ratings.

Robert L. Muelleman
Chief, Section of Emergency Nebraska Health Systems

Robert L. Muelleman, MD., FACEP, is Medical Director for Emergency Medical Services for Nebraska Health Systems and Professor and Section Chief of Emergency Medicine for University of Nebraska Medical Center. He has been involved in motorcycle safety and rural motor vehicle research and most recently has worked on the Safe Communities program with NHTSA Region VII.

Jeffrey D. Nickel
Human Factors Research Engineer, University of Wisconsin

After earning a Bachelor of Science in Mechanical Engineering from the University of Wisconsin in 1987, Jeffrey Nickel worked in testing and design and in his current position as a Human Factors Research Engineer since November 1990.

Nickel has worked with visual and auditory displays and perception devices as well as automotive and material handling equipment. He holds patents as a co-inventor for a medical device and some logistics process enhancement devices.

He is a graduate student enrolled at Virginia Tech, studying for a Masters of Science in Industrial and Systems Engineering (Human Factors) who has been a motorcyclist for about 30 years. Nickel has been a certified MSF Instructor for two years, and rides either a '94 Harley-Davidson XL1200 with a sidecar, a '98 Buell S3T or a '00 Buell P3 (Blast). Living near Baltimore, Maryland, there is no off-season for riding, so he enjoys his bikes year 'round. He is married to a rider and they have two children, 7 and 3 years of age, who both ride with them.

Ray Ochs
Eastern Kentucky University Traffic Safety Institute

Ray Ochs is Associate Professor and Coordinator of Eastern Kentucky University's Traffic Safety Institute, where he has been involved in teaching traffic safety programs and coordinating special projects since 1976. He received his bachelor's degree from Northwest Missouri State University, his master's degree from Indiana State University, and is in the research phase of the doctoral program in Educational Psychology and Leadership Studies at the University of Tennessee, Knoxville.

Ochs began his career as a high school teacher in Missouri. He has held teaching appointments at Indiana State University, Appalachian State University in North Carolina, and East Carolina University. He is also a chief instructor for the Motorcycle Safety Foundation and the ATV Safety Institute.

Ochs specializes in traffic safety education. Besides being involved in the teacher preparation program for high school driver education teachers, he has developed programs of education and assessment for licensed drivers, including corporate sales representatives, transportation services drivers, and emergency vehicle operators. He has served as the director of the Kentucky State Traffic School program and Kentucky Alcohol Driver Education program. He is currently project director for the Kentucky Motorcycle Program.

Elisabeth Piper **Managing Director, Motorcycle Safety Foundation**

Elisabeth Piper has been with the Motorcycle Safety Foundation (MSF) since 1998. She received her B.A. in History from Emory University and her M.A. in Arab Studies/International Business from Georgetown University. Prior to joining MSF, she spent several years in the advertising industry.

A certified MSF instructor, Piper began riding when she moved to Los Angeles and has owned a variety of motorcycles, including several devoted to her amateur racing career in middleweight twins at Willow Springs International Raceway.

Her career in the motorcycle industry began in 1996, when she started teaching the MSF *RiderCourse*® in Los Angeles. She then pursued freelance journalism, working for several motorcycle enthusiast magazines and websites. In January 1998, she joined MSF in the communications department, ultimately serving as the Director, Corporate Affairs, before shifting gears to become Managing Director of MSF.

Her recent career activities include work on projects such as the *National Agenda for Motorcycle Safety* and rider education and training curriculum development as part of the Rider Education and Training System Development Oversight Team (RETSDOT). Piper's additional involvements include working with Recording Artists, Actors and Athletes Against Drunk Driving (RADD) on producing a public service announcement series for motorcycle awareness and impaired riding, and completing "The MSF Guide To Group Riding" video, handbook and leader's guide series. The motorcycle she currently rides is a 2001 Kawasaki ZX6.

Robert Rasor **President, American Motorcyclist Association**

Robert Rasor was appointed president of the American Motorcyclist Association (AMA) in November 2000. He has been a member for nearly 28 years. In the early 1980s, he became vice president of the AMA's Government Relations Department. His tenure in this post includes several landmark victories, from the battle to stop the federal government involvement in state helmet laws to victories against bike bans in communities nationwide. Rasor also oversaw the AMA's effort to impose a federal ban halting health-care insurance to workers, and led the fight to protect the rights of off-highway motorcyclists to ride in appropriate areas of public lands.

He also holds two positions with the Federation Internationale de Motocyclisme (FIM), the world governing body for motorcycle sport. He is president of the FIM's Commission on Mobility, Transport, Road Safety and Public Policy and is an ex-officio member of the Management Council.

Rasor has a Bachelor of Science Degree in Business, Economics and Sociology from Moreland State University. In his more than 35 years of motorcycling experience, he has been an amateur motocross racer and toured extensively in the United States, Canada and Mexico.

Ric Remz **New York City Fire Department, Emergency Medical Service Command**

Ric Remz is a Paramedic Lieutenant with the New York City Fire Department's Emergency Medical Service Command with over thirty five years experience in pre-hospital emergency care and has been riding motorcycles for almost as long. He became a Motorcycle Safety Foundation Instructor in 1992 and is also a National Safety Council First Aid/CPR and Defensive Driving Instructor. He currently teaches for Trama's Driving School in Woodhaven, NY and is on faculty with the Motorcycle Association Of New York State (M.A.N.Y.S.) Ric is well know for his Motorcycle Safety and First Aid seminars

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presented at numerous motorcycle rallies and events and for his magazine articles on motorcycle safety and product reviews.

The Helmet Removal Video he is presenting was produced as an adjunct for training Emergency Care Providers (EMTs, Paramedics, Emergency Room Doctors and Nurses and others who are trained in emergency care) in the proper techniques for removing helmets from accident victims.

Edward A. Robinson

Vice President - Operations, BMW of North America, LLC

Edward A. Robinson is Vice President – Operations at BMW of North America, LLC. His responsibilities include sales of BMW automobiles and sports activity vehicles; dealer development activities and field operations in BMW’s four U.S. regions. At the present time, he also has oversight responsibilities for BMW Motorcycles, as he was previously Vice President of BMW Motorcycles, a position he held from 1997-2000. Under his leadership, BMW Motorcycles posted record sales in the United States, entered new segments of the motorcycle market and significantly strengthened and expanded its model line.

Since joining BMW of North America in 1979, Robinson has served in various positions, including sales, service, marketing, and field operations. In 1992, he was appointed President and Chief Executive Officer of BMW Canada, Inc., located in Whitby, Ontario. During his six-year tenure with BMW Canada, Inc., he was responsible for the sales and marketing of BMW automobiles and motorcycles, as well as the direction of BMW Financial Services (Canada), which was established in 1994.

An MBA graduate of St. John’s University in New York, Robinson completed his post-Master’s studies in Financial Management at Iona College as well as Harvard Law School’s Program on Negotiation.

Michael Schmitt

Division Manager, Yamaha Motor Corporation USA

Michael Schmitt is the division manager for Yamaha Motor Corp., USA and is responsible for product compliance and associated external administrative affairs.

He prior to joining Yamaha, he worked in the U.S. Forest Service in the management of public lands. Schmitt holds a Bachelor of Science degree in Environmental Science/Forestry and a Juris Doctor in Law.

Prof. Dr. Ulrich Schulz

University of Bielefeld, Germany

Professor Dr. Ulrich Schulz is a lecturer statistical methodology in the Department of Psychology in Bielefeld.

He is engaged in researching individual choice behavior especially in risky traffic situations. He is also interested in accident research and in driver’s motivational processes underlying their traffic participation and mobility.

Kevin Smith

Editorial Director, Motorcycle Group, emap usa

Kevin Smith is Editorial Director of the Motorcycle Group at emap usa (formerly Petersen Publishing). The group publishes six category-specific consumer titles: *Motorcyclist*, *Dirt Rider*, *Hot Rod Bikes*, *Sport Rider*, *Cruiser* and *MXracer*, as well as the *Sport Rider Racing Photo Annual*, motorcycle and ATV buyers guides, and other special publications. Safety and good riding technique are ongoing and popular themes in all the magazines' coverage.

Smith has worked on motoring magazines (car and motorcycle) for 23 years, including stints at *Motor Trend*, *Automobile* and *Car and Driver*. He has been riding motorcycles for more than 30 years, and his garage is home to a silver '79 Honda CBX, a one-owner (him!) Norton Commando, and a Suzuki GSX-R600 that he takes to riding schools and track days. His two pre-teen sons have recently drawn him into dirt bikes. He lives in Seal Beach, California, with his wife, the boys and a neurotic Golden Retriever.

Terry A. Smith, Ph.D.

Head Protection Research Laboratory

From 1987 to 1992, Dr. Terry Smith was a Research Associate at Biokinetics and Associates Ltd., in Ottawa, Canada where his primary responsibility was to oversee the helmet research laboratory, conducting helmet and head impact testing and evaluation. In addition to these duties, Dr. Smith designed and developed head protection for riot police, firefighters, and cyclists.

From 1992 to 1997, he was a Research Associate at the USC Head Protection Research Laboratory where he conducted research on bicycle, motorcycle, sports car, and occupational accidents. He is currently involved with several Canadian and American standards committees regarding head protection in sports. Dr. Smith's research has been published in *Accident Analysis & Prevention Journal*, *Stapp Car Crash Conference Proceedings*, *The International Research Council on the Biokinetics of Impact* and the *Canadian Multidisciplinary Road Safety Conference Proceedings*.

In 1997 Dr. Smith joined Biomechanics Research and Consulting, Inc. as a biomechanist where he conducted research into the response of human subjects during rear-end collisions. In 1998, Mr. Smith returned to the Head Protection Research Laboratory as Director of Research. His research activities at HPRL have been focused upon the evaluation of accident-involved helmets and replication of the magnitude and distribution of the forces applied to the head during an accident. He is also one of the principal investigators of an on-scene, in-depth motorcycle accident research program in Bangkok, Thailand and is an active participant of the Organization for Economic Cooperation and Development (OECD) committee for on-scene motorcycle accident investigations.

Dr. Smith received his Bachelor of Science degree in Kinanthropology from the University of Ottawa in 1984, Master of Science in Biomechanics from the University of Waterloo in 1987, and Ph.D. in Biomechanics from the University of Southern California in 1997.

Joey Syner **National Highway Traffic Safety Administration**

Joey Syner began his career with the U.S. Department of Transportation in 1992. He is a highway safety specialist in the Office of Traffic Injury Control Programs at the National Highway Traffic Safety Administration (NHTSA). He manages NHTSA's motorcycle safety program including developing and implementing programs to support rider education efforts, increase the use of protective gear, reduce impaired riding, promote motorist awareness, and improve motorcycle operator licensing systems. Syner serves as the agency's lead on the development and implementation of the National Agenda for Motorcycle Safety. He is an active member of the Transportation Research Board's Motorcycle and Moped Committee.

He received NHTSA's Administrator's Superior Achievement Award in 1999 in recognition of initiative and responsiveness in developing a comprehensive motorcycle safety program and engaging partners in the process.

Syner holds a Master of Science degree in Community Health Education with an emphasis on traffic safety from West Virginia University and a Master of Arts degree in Social Studies Education from Marshall University. He has been a licensed motorcyclist since 1992 and recently completed an advanced rider training course.

Eric Thiollier **Federation of European Motorcyclists' Association (FEMA)**

Eric Thiollier, 32, was born in Warsaw, Poland, into a traveling family (both father and grandfather were diplomats). After earning a degree in computer engineering at the Paris University of Paris VI P. & M. Curie, he discovered motorcycles and has been riding for 10 years now.

A motorcycle activist for the last eight years, he started out as a responsible of the Paris branch of the French road riding motorcyclists' federation, FEMA.

After two years as a motorcycle journalist, he became general secretary of FFMC and managed to get the French road safety authorities to develop and install crash barriers, taking into account the specific safety aspects of motorcyclists. Thiollier now serves as Campaigns Officer of the FEMA, and has made those specific safety aspects a part of European Union's road safety program.

His other interests include blues, harmonica, hang-gliding, traveling.

David Thom **Head Protection Research Laboratory**

David Thom has been riding motorcycles, both on- and off-highway, since 1970 when a friend introduced him to what would become a lifelong pursuit. He is a strong believer in rider training and has taken the MSF Experienced RiderCourse several times.

Professor Harry Hurt recruited Thom from a motorcycle dealership to join the research team preparing the Hurt Report at the University of Southern California in 1977. This began a career in the study of motorcycle safety, injury mechanisms and protective gear that continues today at the Head Protection Research Laboratory.

While at USC, Thom earned Bachelor's and Master's degrees in Safety Science. His research and publications include studies of accident and injury causation, rider braking performance, conspicuity, driver attention, helmet performance, retention system design, testing and standards.

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Thom is the Chairman of the Transportation Research Board Motorcycle and Moped Committee, and was a member the Technical Working Group that developed the *National Agenda for Motorcycle Safety*.

Patricia Turner
Center for Urban Transportation Research

Patricia Turner is a Senior Research Associate at the Center for Urban Transportation Research (CUTR) at the University of South Florida and Manager of the Transportation Safety Research Program. She has more than eight years experience in transportation research and has conducted numerous safety studies related to bicycle and pedestrian issues, motorcycle safety, alcohol, fatal crashes, and crash data analyses.

Turner's current projects include developing a motorcycle safety strategic plan for the state and establishing regional crash data centers in several Florida counties that will electronically transmit local crash data to state agencies.

Prior to joining CUTR, Turner was an Assistant Research Scientist at Texas Transportation Institute. She earned a MPA, in Public Budgeting and Finance, from the University of South Florida and a B.S., in Business Administration, from the University of Maryland.

Maria E. Vegega, Ph.D.
Chief, Safety Countermeasures Division, Office of Traffic Injury Control Programs,
National Highway Traffic Safety Administration

Maria Vegega is currently the Chief of the Safety Countermeasures Division in the Office of Traffic Injury Control Programs at the National Highway Traffic Safety Administration (NHTSA). In this capacity, she manages the motorcycle, pedestrian, bicycle, and school bus safety programs. She has a long history in traffic safety and injury control, having served in research, program and policy positions.

Besides her present work with motorcycle safety programs, Dr. Vegega has also worked with impaired driving, occupant protection and older driver research and programs, having served in NHTSA's Office of Alcohol and State Programs and Office of Driver and Pedestrian Research. As the Traffic Safety Programs policy advisor, she was responsible for policy and strategic planning issues affecting traffic safety programs; coordinated traffic safety, public health and injury control collaboration; and managed a team that developed NHTSA's safe communities program.

In 1999, Dr. Vegega received the NHTSA Administrator's Superior Achievement Award for efforts to develop and promote a comprehensive motorcycle safety program and to engage partners in the development of the National Agenda for Motorcycle Safety. She has published on a variety of traffic safety issues and participated in many interdisciplinary efforts to reduce motor vehicle crashes.

John B. Walsh
Attorney, American Suzuki Motor Corporation

John B. Walsh is an attorney in the Legal Office of American Suzuki Motor Corporation in Brea, California.

Walsh received his undergraduate degree from the Massachusetts Institute of Technology in 1974, and his law degree in 1980 from Loyola Law School in Los Angeles. He coordinates litigation activities for Suzuki's motorcycle, all-terrain vehicle and outboard motor product liability cases. He is a member of the California and American bar associations.

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Walsh served as Chairman of the Motorcycle Safety Foundation Board of Trustees from 1990 to 1992, and was a member of the Board from 1984 to 1993.

**Bill Willen, In-House Counsel
American Honda Motor Co., Inc.**

Bill Willen, In-House Counsel for American Honda Motor Co., Inc. has been with Honda for 20 years beginning in 1981. He is responsible for representing Honda to the Federal Safety Agencies, the National Highway Traffic Safety Administration and the Consumer Product Safety Commission.

Willen is a licensed attorney in California and Federal District Courts. He is a native Californian.

**Gary L. Winn, Ph.D., CHST
West Virginia University**

Gary Winn is a Professor of Safety and Environmental Management at West Virginia University in Morgantown, West Virginia. He teaches and publishes regarding safety management principles, construction safety and transportation, specializing in crash-data quality. He has managed approximately \$.5 million in state and federal research projects on crash data improvements.

Dr. Winn's first publication on improving the quality of motorcycle-related police reports appeared in 1976, when he worked as a legislative analyst for the American Motorcyclist Association, now located in Pickerington, Ohio. He was also the founding executive director of the American Historic racing Motorcycle Association, a group dedicated to vintage racing.

**Randy Scott Wong
Assistant to the President, Motorcycle Safety Foundation**

Randy Scott Wong has recently joined the Motorcycle Safety Foundation (MSF), as Assistant to the President. In this capacity, Wong also provides assistance to the Motorcycle Industry Council (MIC) and Specialty Vehicle Institute of America (SVIA).

Wong's responsibilities include, but are not limited to, managing and developing the intellectual properties, enhancing the safety and training programs, and working as a liaison to current staff counsel, Ross, Dixon & Bell, as well as other legal resources.

Wong completed an MSF *RiderCourse*® in 1987, a year after he bought his first motorcycle. Fifteen years and nine motorcycles later, finding himself unsatisfied with the limited time able to devote to his true passion (motorcycles) he inquired about positions at the MSF and was able to join the association in January 2001.

He recently served as corporate counsel for a real estate developer, where he handled acquisitions and provided legal guidance for residential and commercial investment properties. He previously worked for the State of California as a Criminal Prosecutor in the South Central Los Angeles Trials Division and for the County of Yolo, and as a Contract Attorney for the California Department of Corrections.

Wong holds a Juris Doctor from the University of Pacific's McGeorge School of Law and Bachelor of Arts degrees in both Economics and Psychology from the University of California, Davis.

INTERNATIONAL MOTORCYCLE SAFETY CONFERENCE 2001

Detailed Agenda

March 1- March 4, 2001 • Hyatt Orlando, Near Walt Disney World Resort • Orlando, FL • USA



Schedule	Thursday, March 1	Friday, March 2	Saturday, March 3	Sunday, March 4
	<p>7:30 am - 6:00 pm Registration/Information open <i>Florida Hall Foyer</i></p> <p>8:00 am - 5:00 pm Press Room open <i>St. Petersburg</i></p> <p>8:00 am - 5:00 pm Internet Café <i>Sarasota</i></p> <p>9:00 am - 11:00 am Spring Meeting: FIM Commission on Mobility, Transport, Road Safety and Public Policy <i>Pelican C</i></p> <p>9:00 am - 12:00 noon Exhibit Hall open <i>Florida Hall West</i></p>	<p>7:30 am - 6:00 pm Registration/Information open <i>Florida Hall Foyer</i></p> <p>8:00 am - 10:30 am Exhibit Hall open <i>Florida Hall West</i></p> <p>8:00 am - 5:00 pm Press Room open <i>St. Petersburg</i></p> <p>8:00 am - 5:00 pm Internet Café open <i>Sarasota</i></p> <p>4:00 pm - 5:30 pm Exhibit Hall open <i>Florida Hall West</i></p> <p>10:00 am - 6:00 pm Rider Fair open <i>Open Pavillion</i></p>	<p>7:30 am - 6:00 pm Registration/Information open <i>Florida Hall Foyer</i></p> <p>8:00 am - 10:30 am Exhibit Hall open <i>Florida Hall West</i></p> <p>8:00 am - 5:00 pm Press Room open <i>St. Petersburg</i></p> <p>8:00 am - 5:00 pm Internet Café open <i>Sarasota</i></p> <p>4:00 pm - 5:30 pm Exhibit Hall open <i>Florida Hall West</i></p> <p>10:00 am - 6:00 pm Rider Fair open <i>Open Pavillion</i></p>	<p>7:30 am - 1:00 pm Registration/Information open <i>Florida Hall Foyer</i></p> <p>8:00 am - 3:00 pm Press Room open <i>St. Petersburg</i></p> <p>10:00 am - 3:00 pm Rider Fair open <i>Open Pavillion</i></p>
8:00 a.m.		8:00 am - 9:00 am Continental Breakfast <i>Florida Hall East</i>	8:00 am - 9:00 am Continental Breakfast <i>Florida Hall East</i>	
9:00 a.m.	<p>Visit with the motorcycle safety community, exhibitors, and IMSC 'poster' presenters</p> <p>Poster Presenters</p> <p><u>Julie Filatoff</u> <i>The attitude of generation X toward impaired motorcycle riding</i></p> <p><u>Bruce Lawrence</u> <i>Costs of injuries resulting from motorcycle crashes</i></p> <p><u>Eric Thollier</u> <i>Final report of the motorcyclists and crash barriers project</i></p> <p><u>Jeffrey Nickel</u> <i>A look at pilot posture and controls</i></p> <p><u>Steve Garets</u> <i>Intermediate rider training</i></p> <p><u>Steve Garets</u> <i>Advanced rider training</i></p>	<p>9:00 am - 9:10 am Opening Comments <i>Paradise 3 & 4</i></p> <p>Crash Investigation - Presentations</p> <p>9:10 am - 9:30 am Keynote <u>Terry A. Smith, Ph.D.</u> <i>Development of an on-scene, in-depth motorcycle accident investigation research program in Thailand using the Hurt Study as a model</i></p> <p>9:30 am - 9:50 am <u>Daniel Mayhew</u> <i>Trends in the motorcycle crash problem</i></p> <p>9:50 am - 10:35 am Crash Investigation - Panel Discussion <u>Michael Kuhn</u> <i>An updated motorcycle crash analysis</i> <u>Dr. Sophia Marcal</u> <i>Contributory factors in motorcycle accidents</i> <u>Terry Smith, Ph.D.</u> <u>Daniel Mayhew</u></p> <p>10:35 am - 11:05 am Break <i>Garden Foyer West</i></p> <p>11:05 am - 11:50 am Crash Investigation - Helmet Panel Discussion <u>Kimberly Mitchell</u> <i>Autopsy study of motorcyclist fatalities: the effect of the 1992 Maryland helmet use law</i> <u>Linda Cosgrove, Ph.D.</u> <i>Evaluation of motorcycle helmet law repeal in Arkansas & Texas</i></p>	<p>9:00 am - 9:10 am Opening Comments <i>Paradise 3 & 4</i></p> <p>Rider Choices, Skills, Attitudes - Presentations</p> <p>9:10 am - 9:30 am <u>Prof. Dr. Horst Ecker</u> <i>Brake reaction times of motorcycle riders</i></p> <p>9:30 am - 9:50 am <u>Joachim Funke</u> <i>Rider/motorcycle interaction: a human approach to motorcycle safety</i></p> <p>9:50 am - 10:10 am <u>Dr. Ulrich Schulz</u> <i>Safety motivations of motorcycle riders</i></p> <p>10:10 am - 10:40 am Break <i>Garden Foyer West</i></p> <p>10:40 am - 11:00 am <u>Prof. Dr. Horst Ecker</u> <i>Braking deceleration of motorcycle riders</i></p> <p>Rider Choices, Skills, Attitudes - Panel Discussion</p> <p>11:00 am - 11:45 am <u>Rudolf Mortimer, Ph.D.</u> <i>A survey of motorcyclists braking techniques</i> <u>Prof. Dr. Horst Ecker</u></p>	<p>9:00 am - 9:30 am <i>The National Agenda for Motorcycle Safety - Process, Implementation</i> <i>Paradise 3 & 4</i></p> <p>Rider Education Programs – Presentations <i>Paradise 3 & 4</i></p> <p>9:30 am - 9:50 am <u>Mal Kernot</u> <i>A statistical report of New Zealand Motorcyclists</i></p> <p>9:50 am - 10:10 am <u>John Chatterton-Ross, Achilles Damen</u> <i>What motorcycle riders themselves do to improve motorcycle safety</i></p> <p>Rider Education Programs – Panel Discussion</p> <p>10:10 am - 10:55 am <u>Ken Morgan</u> <i>Selling motorcycle safety: commercialism and quality: strange partners?</i> <u>Raynald Marchand</u> <i>The effects of mandatory rider training and licensing incentives on motorcycle training enrollment, a Canadian perspective</i></p>
10:00 a.m.	<p>10:00 am Press Conferences (credentialed press only)</p> <p>* MSF/IMSC Press Conference</p> <p>* MSF Motorcycle Safety Awareness - Bike Week Campaign Press Conference</p> <p>* MIC/Longwind Publishing Press Event</p> <p><i>Paradise 3 & 4</i></p>			



Detailed Agenda continued

Schedule	Thursday, March 1	Friday, March 2	Saturday, March 3	Sunday, March 4
		<p><u>Wayne Bigelow</u> Traumatic brain injury associated with motorcycle crashes in Wisconsin 1991-1997</p> <p><u>Patricia Turner</u> Helmet usage by motorcyclists: Florida observational survey results</p> <p><u>Karl Finison</u> Using CODES linked data to evaluate motorcycle crashes in Maine</p>		<p><u>Nich Brown, Geoff Crowther</u> Reducing rider casualties by raising customer expectations</p> <p><u>Bobbie Carlson</u>, MSF Rider Education and Training Systems, DirtBike School</p> <p>10:55 am - 11:10 am Break Garden Foyer West</p>
11:00 a.m.				
12:00 noon	<p>12:00 Noon - 1:30 pm Luncheon Florida Hall East Opening Session, Keynote Speakers</p>	<p>12:00 Noon - 1:30 pm Luncheon Florida Hall East Keynote <u>Dr. Bonita Sorensen</u>, Volusia County Health Dept.</p>	<p>12:00 Noon - 1:30 pm Luncheon Florida Hall East Keynote <u>Dr. Bob Muellemann</u>, University of Nebraska Medical Center</p>	<p>11:10 am - 12:00 pm Closing Session – Peek at Future, New Ideas Open forum Q & A Paradise 3 & 4</p>
1:00 p.m.	<p>Impaired Rider - Presentations Paradise 3 & 4</p>	<p>Rider Choices, Skills, Attitudes – Presentation Paradise 3 & 4</p>	<p>Rider Choices, Skills, Attitudes – Panel Discussion Paradise 3 & 4</p>	
	<p>2:00 pm - 2:20 pm Keynote <u>Joey Syner</u> Impaired motorcycle riding: the reasons why</p>	<p>1:30 pm - 1:50 pm <u>Edward Becker</u> Snell Standards for 2000</p>	<p>1:30 pm - 2:15 pm <u>Scott McKnight</u> The effects of motorcycle helmets on hearing & vision <u>David Thom</u> Modernization of the DOT motorcycle helmet standard <u>Edward Becker</u> Snell standards for 2000</p>	
	<p>2:20 pm - 2:40 pm <u>Karl Kim, Ph.D.</u> Impaired motorcycling in Hawaii</p>	<p>1:50 pm - 2:35 pm <u>Michael Kuhn</u> A motorcyclists guide to law enforcement <u>Joey Syner</u> Law enforcement & impaired motorcycling <u>Earl Bolls</u> A road map for police motorcycle training</p>	<p>Rider Education Programs – Presentation</p>	
2:00 p.m.	<p>2:45 pm - 3:30 pm Impaired Rider – Panel Discussion <u>Narelle Haworth</u> Alcohol in motorcycle crashes <u>Patricia Turner</u> The motorcycle alcohol crash problem in Florida: identification of characteristics and countermeasures <u>Joey Syner</u> <u>Karl Kim, Ph.D.</u></p>	<p>2:35 pm - 3:05 pm Break Garden Foyer West</p>	<p>2:20 pm - 2:40 pm Keynote <u>Ray Ochs</u> Criteria for program evaluation in state motorcycle safety programs: state administrator perspectives</p>	<p>Rider Fair open until 3:00 pm</p>
	<p>3:30 pm - 3:45 pm Break Garden Foyer West</p>	<p>3:05 pm - 3:25 p.m. <u>Ric Remz</u> Proper techniques for removing helmets from motorcycle accident victims</p>	<p>2:40 pm - 3:10 pm Break Garden Foyer West</p>	
	<p>3:45 pm - 4:15 pm Conference orientation Paradise 3 & 4</p>	<p>3:25 p.m. - 3:45 p.m. <u>Gary Winn</u> Updated review of crash data elements for motorcycles</p>	<p>Rider Education Programs – Panel Discussion</p>	
3:00 p.m.		<p>3:45 pm - 4:30 pm Motorcycle Safety Foundation Rider Education Training Systems</p>	<p>3:10 pm - 3:55 pm <u>John Billheimer</u> Evaluation of the California motorcyclist safety program <u>Steve Garets</u> Quality Assurance - what it is & how to get it <u>Ray Ochs</u></p>	
4:00 p.m.		<p>4:00 pm - 5:30 pm Exhibit Hall Open Florida Hall West</p>	<p>Rider Education Program - Presentations (cont.)</p>	
5:00 p.m.			<p>4:00 pm - 4:20 pm <u>John Billheimer</u> Research in support of a motorcycle operator licensing campaign</p>	
	<p>5:30 pm - 6:30 pm Welcome reception Pool 2 / Hibiscus Court</p>	<p>5:30 pm - 6:30 pm Topic Table Reception Florida Hall East</p>	<p>4:20 pm - 4:40 pm <u>Narelle Haworth</u> Evaluation of rider training curriculum in Victoria, Australia</p>	
6:00 p.m.			<p>4:00 pm - 5:30 pm Exhibit Hall open Florida Hall West</p>	
			<p>6:00 pm - 7:00 pm Reception Paradise Foyer</p>	
Evening Events	<p>Ground transport to local restaurants Main Lobby</p>	<p>Ground transport to local restaurants Main Lobby</p>	<p>7:00 pm - 10:00 pm Dinner: “Magical Moments of Motorcycling” Paradise 1 & 2</p>	

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RIDER FAIR

TUNE UP FOR DAYTONA BIKE WEEK!

Treat yourself to the inside line on the future of motorcycle safety at the International Motorcycle Safety Conference Rider Fair.

Come enjoy free MSF Group Ride Training, demonstrations of the MSF DirtBike SchoolSM and the premiere of the new Basic RiderCourse[®] range exercises. California Superbike School will be on hand with a multitude of demonstrations and high-tech devices (such as the Lean/Slide Bike). See renowned TeamExtreme Trails superstar Jess Kempkes on Saturday and thrilling Pocketbike demos all three days! Visit the No-Zone "simulator" tractor-trailer to learn how to become more visible to motorists on the road.

THE RIDER FAIR

- Free Admission
- Open to the Public
- The MSF RiderCourse[®] and DirtBike SchoolSM Demos
- Exhibits
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DEMO SCHEDULE

- Friday, March 2**
Basic Rider Course Range
9:00 am - 1:00 pm
- Saturday, March 3**
Basic Rider Course Range
9:00 am - 1:00 pm
- Sunday, March 4**
Basic Rider Course Range
1:00 pm - 3:00 pm

DIRECTIONS

From Orlando International Airport, take south Exit to 417 South (Kissimmee/Tampa). Stay on 417 South to Exit #2-U.S. 192 West (\$2.25 toll). Turn right and follow to U.S. 192. Turn left on U.S. 192. Turn right on Parkway Blvd.

From North I-75, go south to Florida Turnpike Exit to Orlando. Take I-4 West to Exit 25A (U.S. 192) in Kissimmee. Turn left at Parkway Blvd.

From North I-95, go south to I-4 West Exit. Continue on I-4 West to Exit 25A (U.S. 192) in Kissimmee. Turn left at Parkway Blvd.

From Southeast Florida, take Florida Turnpike North to Osceola Parkway Exit #249. Go west on Osceola Parkway to Seralago Blvd. (approximately 10 miles). Left turn onto Seralago Blvd. to U.S. 192. Right on U.S. 192 towards I-4. Turn right at Parkway Blvd.

From Southwest Florida, take I-75 North to I-4 East. Take I-4 East to Exit 25A (U.S. 192) in Kissimmee. Turn left at Parkway Blvd.



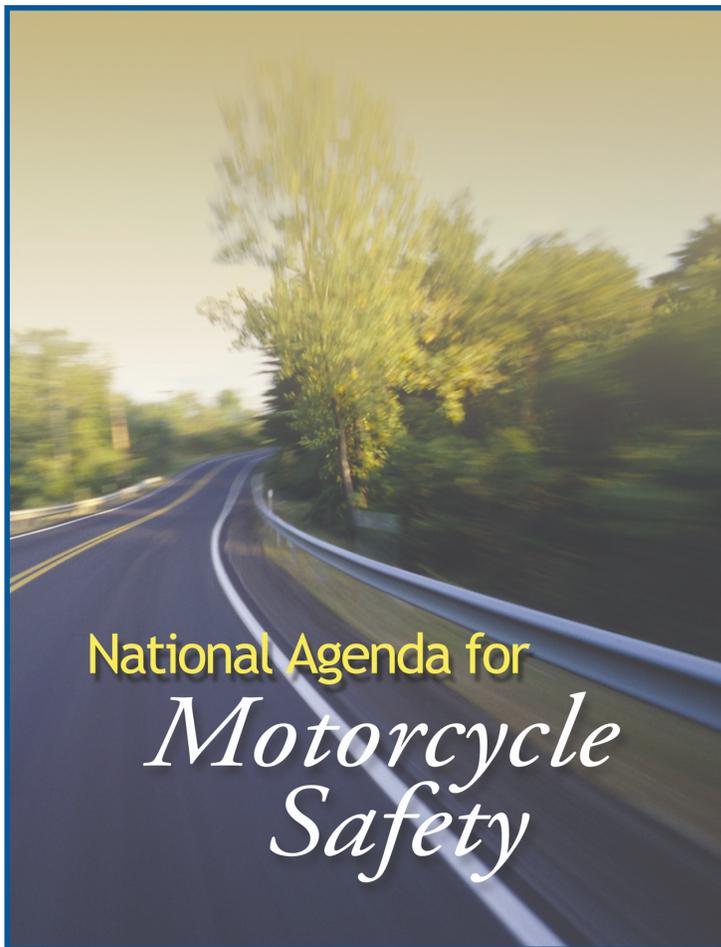
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INTERNATIONAL MOTORCYCLE SAFETY CONFERENCE

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March 1-4, 2001 Orlando, Florida
The week before Daytona Bike Week



National Agenda for
*Motorcycle
Safety*



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The Motorcycle Safety Foundation (MSF) and its funding member companies, BMW of North America, Inc., Ducati North America, Inc., Harley-Davidson Motor Co., Inc., American Honda Motor Co., Inc., Kawasaki Motors Corp. USA, American Suzuki Motor Corp. and Yamaha Motor Corp., USA are pleased to be supporters of the *National Agenda for Motorcycle Safety*, a project that provides an accurate road map of the most pressing motorcycle safety issues for the coming decade and beyond while offering the greatest occasion in recent history for improved motorcycling safety.

We would like to acknowledge the exceptional efforts of the Technical Working Group in creating this blueprint for motorcycle safety in the United States (U.S.). This group of well-respected experts in the fields of emergency medicine, enthusiast press, government affairs, insurance, law enforcement, motorcyclist groups, research, and rider education and training came to serve as representatives of the variety of stakeholders with an interest in motorcycle safety. Meeting over a two-year period, the diversity within the group ensured that the strategic vision for the future of motorcycle safety would be an accurate reflection of opinion as it is found in the entire motorcycle community.

The MSF Board of Trustees has directed MSF staff to take its vision of a "Worldview with a U.S. Focus" further than just curriculum and training matters. While MSF does and will continue to play a key role in rider education and training, motorcycle safety, as the name implies, is the core of what the Foundation is about. By working with all stakeholders involved in making motorcycling safe and enjoyable for U.S. riders, MSF has assumed a wider degree of responsibility for keeping the big picture/overall safety issues that concern U.S. motorcyclists at the forefront of our efforts and projects.

Today's motorcycle marketplace is dynamic and all indications suggest the existence of an increasing number of motorcycles in the traffic mix in the U.S. According to the Motorcycle Industry Council's *1998 Motorcycle Owner Survey*, in 1998, there were 6.6 million motorcycles and scooters estimated to be in use (a 29.8% increase from 1990), while during the same year, the average (mean) annual miles traveled by all motorcycles and scooters used on-highway was 2,613 miles (for a total of 13 billion on-street miles!) representing an increase of 11% from the average of 2,361 miles reported in 1990.

By June 2000, new unit sales of motorcycles had increased 26% over the previous year and an estimated 124% since 1990. With more and more people buying motorcycles and riding, the number of people taking advantage of rider education and training programs is also increasing. The number of riders trained in 1999 was 192,122, an 18.9% increase over 1998, and over one-third of course graduates were women.

Due to this dynamic increase in motorcycling, there is a need to use an approach to motorcycle safety that complements the energy in the marketplace. As these numbers grow, motorcyclists can be thankful that the *National Agenda for Motorcycle Safety* seeks to provide a comprehensive approach to motorcycle safety by addressing it on a variety of fronts that consider the viewpoints of all stakeholders, thereby meeting the needs of all riders. We believe that through following the recommendations found in the *National Agenda for Motorcycle Safety*, the safety needs of all riders can be better served. As a partner and stakeholder in motorcycle safety, we urge you to consider and act upon these very important recommendations.

Finally, MSF would like to recognize also its valued partner, the National Highway Traffic Safety Administration, and the firm of Albert Hydeman Associates as project facilitator, in the development of the *National Agenda for Motorcycle Safety*, as both were instrumental in making this important opportunity to increase the safety of motorcyclists across the U.S. a reality.

A handwritten signature in black ink that reads "Tim Buche".

Tim Buche, *President*



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Administrator

400 Seventh Street, S.W.
Washington, D.C. 20590

The National Highway Traffic Safety Administration is proud to partner with motorcyclists across the United States to present the *National Agenda for Motorcycle Safety*. The *National Agenda* provides a snapshot of motorcycle safety today and a blueprint for the future. The report addresses where we are in motorcycling today, looks to where we want to be in the future, and provides insights on how to get there.

Developing this comprehensive, strategic vision for the future was challenging. Over the past 24 months a Technical Working Group of highly respected, knowledgeable individuals collected data, listened to motorcyclists about their experiences, and crafted the *National Agenda for Motorcycle Safety*. The Technical Working Group's efforts provide guiding principles for enhancing motorcycle safety at the national and local levels.

From the beginning, the *National Agenda for Motorcycle Safety* was never intended to be a consensus document. Given the diverse opinions among the many stakeholders, it would be unrealistic to expect everyone to agree with all aspects of the *National Agenda*. While there is agreement on the need to improve motorcycle safety, there is disagreement on the best way to achieve the goal of fewer crashes, injuries, and deaths involving motorcyclists.

The *National Agenda for Motorcycle Safety* holds the promise of a new beginning in motorcycle safety. We must all rededicate ourselves to making motorcycling safer. The National Highway Traffic Safety Administration reaffirms its commitment to motorcycle safety and encourages others to make a similar commitment. My challenge to you, the motorcycling and traffic safety communities, is to take action on those parts of the *National Agenda* that you can support so the recommendations become reality and motorcycle safety is enhanced. I believe there is something in the *National Agenda for Motorcycle Safety* for everyone to work toward. The motorcycling and traffic safety communities must give it life.

In closing, I extend my appreciation to the members of the Technical Working Group for the long hours of hard work they devoted to this effort. While some discussions were intense, the results speak for themselves: a blueprint for future motorcycle safety efforts that each member can be proud to have crafted. Finally, I want to acknowledge the contributions of our partner, the Motorcycle Safety Foundation, for its leadership, and the firm of Albert Hydeman Associates for its support, in producing the *National Agenda for Motorcycle Safety*.

Dr. Sue Bailey

The following pages list the 2001 IMSC papers organized into four categories:

- **Impaired Rider**
- **Crash Investigation**
- **Rider Choices, Skills, Attitudes**
- **Rider Education Programs**

Instructions For Viewing/Printing 2001 IMSC Papers

1. Click on the name of each paper to open it.
2. Then click on the Print button  to bring up the standard Print dialog for the printer attached to the computer.
3. When done printing/viewing, click on the Back button  to return to the list of papers, from which you can select another to view/print.

Julie Filatoff

The Attitude of Generation X Toward Impaired Motorcycle Riding

Narelle Haworth

Alcohol in Motorcycle Crashes

Dr. Karl Kim

Motorcycling and Impaired Motorcycling in Hawaii: Rider Characteristics, Environmental Factors, and Spatial Patterns

Joey Syner

Impaired Motorcycle Riding: What Motorcyclists Think About Alcohol and Motorcycling

Patricia Turner

The Motorcycle-Alcohol Crash Problem in Florida: Identification of Characteristics and Countermeasures

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Eric Thiollier

Final Report of the Motorcyclists and Crash Barriers Project

Patricia Turner

Helmet Use by Motorcyclists: Florida Observational Survey Results

Gary Winn

Updated Review of Crash Data Elements for Motorcycles

Edward E. Becker

The Snell Memorial Foundation — Past & Present

Horst Ecker

Brake Reaction Times of Motorcycle Riders

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Quality Assurance – What It Is and How To Get It

Steve Garets

Intermediate Rider Training

Steve Garets

Advanced Rider Training

Narelle Haworth

Evaluation of Rider Training Curriculum in Victoria, Australia

Malcolm Kernot

New Zealand Motorcyclists — A Statistical Dilemma

Raynald Marchand

The Effects of Mandatory Rider Training and Licensing Incentives on Motorcycle Rider Training Enrolment — A Canadian Perspective

Ken Morgan

Selling Motorcycle Safety: Commercialism and Quality: Strange Partners?

Ray Ochs

Criteria for Program Evaluation in State Motorcycle Safety Programs:
State Administrator Perspectives



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