



Safe Youth Safe Roads Safe Future

ASIRT Annual Gala
May 19, 2014
Carnegie Institution for Science

Our inspiration

We honor the memories of victims of road crashes the world over. They shatter our hearts and strengthen our resolve.

Safe Youth, Safe Roads, Safe Future

As parents, grandparents and citizens of the world, we feel deeply committed to creating a safe and secure environment for our young. In order to do so, we identify and minimize all potential risks so that our youth can grow and thrive. Unfortunately, for far too long, road crashes have been a “hidden risk,” an unrecognized threat which has broken hearts, devastated families and drained economies.

The facts, which have at last come to world attention, are sobering. Road crashes are the number one cause of death for young people in the United States and the world over. Every minute a young person is killed or seriously injured in a road crash. According to the World Health Organization, road traffic fatalities have become a plague on the young. The world must commit to reduce the global death toll by half by 2030 as part of the post-2015 sustainable development agenda.

In recognition of this crisis, the United Nations Road Safety Collaboration, of which ASIRT is an active member, has agreed to make the safety of the young on the roads the focus of the next UN Global Road Safety week in 2015.

ASIRT has always been deeply committed to the protection of all travelers on the roads. However, since its inception, the organization has been particularly concerned about the safety of our youth. ASIRT was founded in response to the death of my 25 year-old son Aron in a road crash, with the painful realization that it is the young who are most often the victims.

It is for this reason that ASIRT's 2014 gala is dedicated to SAFE YOUTH, SAFE ROADS, SAFE FUTURE. Thank you for your commitment, support and encouragement as we work together to create a world in which young people can safely reach tomorrow.



Rochelle Sobel
President, ASIRT

Dinner Reception

Awards Presentation

Rochelle Sobel, President

ASIRT Aron Sobel Guardian Award

Charles W. Wheeler

ASIRT Of Counsel

ASIRT Education Abroad Leadership Award

Bill Frederick, Founder and Principal

Lodestone Safety International

ASIRT Youth Leadership Award

NOYS, National Organizations for Youth Safety

Acceptance by Anita Boles, M.P.A., Executive Director

ASIRT Global Corporate Conscience Award

Shell International Petroleum Company

Acceptance by Victoria Tañas, Logistics Team Lead,
(Interim) Production Control Integration Manager,

Production Excellence

ASIRT Road Safety Champion Award

Bill Bronrott, Deputy Administrator

Federal Motor Carrier Safety Administration

U.S. Department of Transportation

Closing Remarks

Paula and Andy Shoyer, 2014 Gala Chairs

Please drive home safely!

www.asirt.org

Honorees

ASIRT Global Corporate Conscience Award

Shell International Petroleum Company



Shell is an international oil and gas company operating in over 80 countries. Shell's staff and contractors drive more than 1.1 billion kilometers each year to deliver products to customers or keep operations running. That is equivalent to driving about 75 times around the world each day. Getting road safety right is a top priority of Shell – and a serious challenge. Shell's vision is to be a world class leader in road safety. The objective for achieving that vision is the elimination of all road transport incidents as a result of their road transport activities. Shell keeps drivers safe by enforcing global road safety standards and life-saving rules. Shell works with communities and global partners to improve road safety in the countries where they operate.

Victoria Tañas is a member of Shell Projects and Technology based in The Netherlands. Her team is responsible for delivering logistics and infrastructure assessment and developing logistics strategies for safe and efficient execution of Shell's capital projects worldwide. With a B.A. in civil engineering and an M.B.A., she has over 20 years of experience in logistics and project management in the oil and gas industry. These roles provided her the opportunity to positively influence improvements in the area of road safety through early assessment and identification of risks and threats with the provision of recommendations and solutions for project implementation.

ASIRT Aron Sobel Guardian Award

Charles W. Wheeler



After graduating from the University of Wisconsin with a B.A. in 1967 and a J.D. in 1970, Chuck spent seven years working in various legal positions in Madison, Wisconsin. He moved to Washington, DC in 1977 to pursue a masters in tax law, graduating from Georgetown University Law School in 1978. Chuck worked for the U.S. Chamber of Commerce from 1978 to 1981 as Chief Tax Attorney and in 1981 was appointed by Commissioner of the IRS Roscoe Egger as one of three

Special Assistants to the Commissioner. Subsequently, Chuck's professional career included partner level positions at major trade associations and accounting firms in DC, most recently at Alston & Bird, LLP. Since retiring in 2010, Chuck works with ASIRT and other non-profits on a pro bono basis, currently serving as ASIRT Of Counsel.

ASIRT Education Abroad Leadership Award

Bill Frederick, Lodestone Safety International



Bill is Founder and Principal of Lodestone Safety International. He served as Director of Safety at The School for Field Studies (SFS) for eight years, as Project Leader for the Forum on Education Abroad's pilot incident database and as Co-Chair for several consecutive Forum Standards Institutes on Health, Safety, and Security. He led numerous international safety reviews and worked for 16 years with Outward Bound. As a senior instructor and faculty committee

member for Wilderness Medical Associates (WMA), he taught emergency medicine to educators, rescue teams, and international service organizations in over a dozen countries and designed WMA's Travel Medicine First Aid course. He has been an emergency medical technician (NREMT) since 1988 and received a certificate in travel health from the International Society of Travel Medicine in 2011. Bill holds a B.A. in psychology from the University of Colorado and an M.Ed. from Harvard University.

ASIRT Youth Leadership Award

NOYS, National Organizations for Youth Safety



NOYS is a coalition of national non-profit organizations, business and industry leaders, and federal agencies that focus on youth safety and health. The coalition's membership represents over

80 million youth and adult advisers. The mission of the NOYS coalition is to build partnerships that save lives, prevent injuries, and enhance safe and healthy lifestyles among all youth and encourage youth empowerment and leadership.

Anita Boles, M.P.A., the Executive Director of the National Organizations for Youth Safety (NOYS), will accept the award. During her brief tenure, Anita initiated a three-year strategic plan to better define the organization's role in the growing field and expand resources and programs. She continues to work with partner organizations to launch Global Youth Traffic Safety Month™ each May, so youth across the country can unite to focus on the leading cause of death for them and their peers: traffic related crashes. The Month also empowers youth to develop and lead traffic safety education projects and support law enforcement and affect legislation to protect teen drivers. The Teen Distracted Driving Prevention Summit held each fall provides an invaluable forum for young people to listen, learn, and share ideas that promote safe driving.

ASIRT Road Safety Champion Award

Bill Bronrott



Bill Bronrott is the Deputy Administrator of the Federal Motor Carrier Safety Administration at the U.S. Department of Transportation. Mr. Bronrott serves as Administrator Anne Ferro's right hand to lead a staff of over 1100 FMCSA employees across the nation and to direct more than \$300 million in Federal grants to states for truck and bus safety programs. He works directly with staff and commercial vehicle safety stakeholders to galvanize support for FMCSA's core mission of saving

lives by preventing crashes involving large trucks and buses.

Mr. Bronrott helps the Agency carry out commercial vehicle safety provisions of the Federal surface transportation program, Moving Ahead for Progress in the 21st Century (or MAP-21), which includes an aggressive safety agenda of 29 new rulemakings and 24 program enhancements.

Mr. Bronrott plays a pivotal role in overseeing the Agency's communications, educational outreach, and enforcement initiatives. During his tenure, he served as a strong advocate for driver health and wellness and advanced initiatives to better inform travelers and consumers about safety—encouraging bus travelers to “Look Before You Book” and equipping household goods consumers with information to “Protect Your Move.” He also spearheaded the use of new technology such as mobile applications and social media tools, resulting in the launch of a free, easy-to-use “SaferBus” mobile app and an FMCSA Facebook page.

Mr. Bronrott has dedicated his career to transportation and public health and safety issues. Prior to his FMCSA appointment, he served as an elected member of the Maryland General Assembly where he was a leading voice for sustainable, transit-oriented and safe communities, and highly recognized leader in passage of a wide range of traffic safety measures. As a top aide to U.S. Congressman Michael D. Barnes of Maryland, Bill helped launch the Mothers Against Drunk Driving (MADD) movement and the war on drunk driving.



General Assembly

Summary

On 10 April in New York, the 68th session of the General Assembly of the United Nations adopted by consensus the Russian Federation sponsored resolution entitled ‘Improving global road safety’.

This resolution recognizes “the progress achieved by the international community on road safety” over the past two years, and was based on the WHO recommendations contained in the Secretary-General Report aimed at “strengthening multilateral cooperation in all major aspects to reduce the level of injuries and fatalities caused by road accidents”.

While acknowledging the positive continued efforts of the Multilateral Development Banks Road Safety Initiative, coordinated by the World Bank’s Global Road Safety Facility, and their collective actions to scale up road safety management capacity and infrastructure safety, improve safety performance measures and scale up resources, through the development of systematic country projects in low- and middle-income countries, the Resolution also expressed concern that “the number of road traffic deaths still remains unacceptably high with an estimated 1.24 million lives lost in 2012, and that only 7% of the world’s population is covered by adequate laws that address all behavioral risk factors, including the non-use of helmets, safety belts and child restraints, driving under the influence of alcohol and drugs, inappropriate and excessive speed, and inappropriate use of cell phones, including texting, while driving.”

Importantly, the resolution reinforced the position that “a solution to the global road safety crisis can be achieved only through multisectoral collaboration, private and public funding mechanisms as well as partnerships involving the public and private sectors as well as civil society, including national Red Cross and Red Crescent Societies, academia, professional associations, non-governmental organizations, victims’ organizations and youth organizations, as well as the media.”

Member States that have not yet done so were encouraged to “consider enacting comprehensive legislation on key risk factors for road traffic injuries.” The U.S. showed its support for the issue through the personal statement delivered by Permanent Representative Samantha Powers who vouched to co-sponsor the resolution.

In the debate preceding the vote on the Resolution, Governments, including Brazil, Jamaica and Russia, also urged inclusion of road safety in the post-2015 development goals due to be agreed next year.

Finally, the Resolution welcomed the offer by the Government of Brazil to host the second global high-level conference on road safety to be held in 2015, “to bring together delegations of ministers and representatives dealing with transport, health, education, safety and related traffic law enforcement issues, to review progress in implementing the Global Plan for the Decade of Action for Road Safety and in meeting the goal of the Decade, and provide an opportunity for Member States to exchange information and best practices” and requested that the World Health Organization and the United Nations regional commissions “facilitate the organization of activities, during 2015, for the third United Nations Global Road Safety Week with a focus on improving the safety of children in traffic”.

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Awards: Avi Ashery **Consultants:** Ted Besch, Lisa Fisher, Jill Myers

Catering: Signature Catering **Volunteers:** Bette Callet, Aliz Meszaros, Becky Silberman, Matthew Tettelbach

Our Mission:

ASIRT's mission is to improve road safety for Americans and international travelers worldwide.

ASIRT was founded in 1995 following the death of Aron Sobel, a twenty-five year old medical student who was killed, along with twenty-two other passengers, in a bus crash in Turkey.

We are grateful to the ASIRT Board of Directors, Officers & Members of the Advisory Board for their guidance and dedication to advance the mission and goals of ASIRT.

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Shell applies 4 Life-Saving road safety rules to reinforce what our employees and contractor employees must follow to prevent injuries and fatalities.



Do not use your cell phone while driving (including hands-free) and always abide with speed limits



Do not use alcohol or drugs while working or driving



Follow the prescribed journey management plans, adhere to driving hours and rest-breaks



Always wear your seat belt and ensure others do the same

For more information visit the Shell website:

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