

Building a Road Safe Future

December 11, 2017

Carnegie Institution for Science

President's Message

Dear Family, Friends and Colleagues,

The theme for the 2017 ASIRT Annual Gala is “Building a Road Safe Future.”

Since ASIRT's founding following the death of my twenty-five year old son, Aron, and 22 other passengers in a bus crash in Turkey, we have been haunted by past events and keenly aware of the fact that our present actions will affect the future of road safety. Every initiative that we take or do not take today, every decision that we make or do not make profoundly affects what will happen on tomorrow's roads.

We are living in auspicious times and are on the threshold of an even more exciting era. We currently have the knowledge, capability and technology to dramatically reduce road deaths and injuries. We must continue to relentlessly push the road safety agenda forward. We must harness our growing expertise and advocate tirelessly for further advances, innovation and road safety breakthroughs. The future must bring with it a road safety revolution – a time when there are no longer deaths and injuries on the world's roads and all travelers can be assured of a safe return home.

This year has brought with it many significant road safety achievements by the global road safety community. ASIRT is gratified by its active participation in their realization and in the unique role that it continues to play in making the roads of the world safer for the world's travelers.

Our accomplishments are the result of the dedicated efforts of our outstanding staff, Board of Directors, Advisory Board, corporate sponsors, supporters and friends. We are grateful to this evening's wonderful co-chairs Larry and Sharon Dekelbaum, our Master of Ceremonies, Ambassador Stuart Jones and our keynote speaker Jeffrey Michael. Congratulations to our magnificent honorees Shane O'Connor, Maria Vegega, Tanya Mohn and Toby and Philip Berman.

You are all truly the Builders of a Road Safe Future.



Rochelle Sobel, President
ASIRT

Reception

Welcome

Sharon and Larry Dekelbaum, Gala Chairs

Ambassador Stuart E. Jones,
Master of Ceremonies

Jeffrey Michael, Associate Administrator
Research and Program Development
National Highway Traffic Safety Administration
U.S. Department of Transportation
Keynote Address

Awards Presentation

ASIRT GLOBAL CORPORATE CONSCIENCE AWARD

Shane O'Connor, Communications Advisor
FedEx Global Citizenship

ASIRT GOVERNMENT LEADERSHIP
IN ROAD SAFETY AWARD

Maria Vegega, Chief, Occupant Protection Division
National Highway Traffic Safety Administration
U.S. Department of Transportation

ASIRT ROAD SAFETY CHAMPION AWARD

Tanya Mohn, International Journalist

ARON SOBEL GUARDIAN AWARD

Toby and Philip Berman, Community Volunteers

Closing Remarks

Raffle Prize Winners

Honorees

ASIRT Global Corporate Conscience Award

Shane O'Connor



Shane O'Connor is a Communications Advisor with the FedEx Global Citizenship Department. With more than 20 years' experience, Shane manages the road safety focus area for the FedEx Cares program. FedEx Cares is a social responsibility program FedEx announced in 2016 when it committed to invest \$200 million in 200 communities worldwide by 2020. Their road safety pillar is focused on protecting pedestrians and making roads safer worldwide. Shane facilitates global initiatives with several international road safety organizations including iRAP, Global Road Safety Partnership (GRSP), Safe Kids Worldwide, and the Global Alliance of NGOs for Road Safety, and he represents FedEx on the United Nations Global Road Safety Collaboration. He manages the Safe Kids Walk This Way child pedestrian safety program in 10 countries with Safe Kids Worldwide. Over the last 17 years, the program has reached more than 16 million children around the world with lifesaving child pedestrian safety education and training, and has engaged more than 18,000 FedEx volunteers, for his role in making the driving public safer.

Government Leadership in Road Safety Award

Maria Vegega



Dr. Maria Vegega is currently the Chief of the Occupant Protection Division in the Office of Impaired Driving and Occupant Protection at the National Highway Traffic Safety Administration. She manages a staff responsible for developing program approaches to increase the use of safety belts and child restraint systems and reduce distracted and drowsy driving. Prior to her appointment to the Occupant Protection Division, she served in several management positions where she was responsible for behavioral research and programs addressing topics such as alcohol and drug impaired driving; speeding; pedestrian, bicycle, motorcycle safety and school bus safety.

Dr. Vegega has a long history in injury control and served as Policy Advisor to senior NHTSA executives. She managed the international behavioral traffic safety program and worked with a team on global road safety issues. She also served as the U.S. government representative on the Working Party for Road Traffic Safety (UNECE), worked on the World Report on Road Traffic Injury Prevention and on World Health Day activities, participated in the United Nations Road Safety Collaboration and development of road safety manuals, and served on an OECD committee on Keeping Children Safe in Traffic. Dr. Vegega has published on a variety of traffic safety issues and has participated in many interdisciplinary efforts to reduce motor vehicle crashes.

ASIRT Road Safety Champion Award

Tanya Mohn



Tanya Mohn has covered road safety since 2007 and is a regular contributor to *The New York Times* and *Forbes*, as well as *NBC News*, *Today.com*, *the BBC* and others. Recent reporting for *The Times* includes “Study-Abroad Programs Address a Risk: Road Fatalities,” about the challenges students face overseas and how to avoid traffic crashes, and “Thinking of Renting a Car in the Yucatán? Think Twice,” which detailed uneven global vehicle safety standards and tips for getting a car when traveling. “Reading This While Walking? In Honolulu, It Could Cost You,” garnering international attention for new initiatives to combat the growing danger of distracted walking.

Ms. Mohn’s work, which includes hundreds of articles, features stories about business, culture and the arts and consumer travel issues. Prior to her print career, she worked as a Segment Producer and Writer in television news and documentary film for *PBS*, *HBO*, *CNBC*, and as a full-time member of the production staff at the *ABC News* for seven years.

Tanya is a recipient of the 2016 International Center for Journalists’ World Health Organization Safety Reporting Fellowship. She is currently gathering material for a book on global road safety.

Aron Sobel Guardian Award

Toby and Philip Berman



Toby and Phil have supported ASIRT from its inception, and volunteer to assist with day-to-day finance and operations. In addition to ASIRT, Phil chairs Beth Sholom Congregation’s cemetery committee, is President of the National Capital Hebrew Cemetery Association and is on the Advisory Committee of the Garden of Remembrance Cemetery. He served as an officer and member of the Board of Directors and on several committees. Toby is Treasurer of the Sisterhood and Chair of the synagogue’s Archives Committee. Early volunteer efforts include PTAs of the schools their children attended in Montgomery County. She was also a volunteer fifth and sixth grade French teacher and received an Outstanding Volunteer Award.

Phil holds a PhD in nuclear engineering and retired after 37 years with the Department of Defense. Toby, a CPA, is trying, unsuccessfully, to retire from Boyarsky, Silbert and Silverman, P.A., where she has worked for thirty years.

Toby and Phil take great pride in the accomplishments of their children, their spouses and eight grandchildren. Together they have traveled safely to 48 states in their motor home. Then Phil and Toby took a trip to Hawaii and Alaska (via air) to complete their visits to all fifty states.

Keynote Address

Jeffrey Michael



Dr. Jeffrey Michael is Associate Administrator for Research and Program Development at the National Highway Traffic Safety Administration with responsibility for the development of programs to increase seat belt use, decrease impaired driving, and improve the safety of motorcyclists, bicyclists, pedestrians and older drivers, and to address global road safety.

Previously, he served as Director of the Impaired Driving and Occupant Protection Office, with responsibility for developing and promoting programs to reduce alcohol and drug-impaired driving and increase the use of safety belts and child safety seats.

During his tenure, Dr. Michael also served as Chief of the agency's Emergency Medical Services Division, where he supported the national EMS system by developing and maintaining consensus guidelines for educating emergency medical technicians and improving EMS operations. Dr. Michael has served in the Federal government for twenty-nine years.

Master of Ceremonies

Ambassador Stuart E. Jones



Ambassador Stuart Jones joined The Cohen Group in September 2017, after stepping down as the State Department's senior diplomat for Middle Eastern Affairs.

As Acting Assistant Secretary, Ambassador Jones led the State Department's Bureau of Near East Asian Affairs during a period of unprecedented regional conflict. He recently accompanied the President to the historic Riyadh Summit in

May 2017, and to Israel, and traveled extensively in the region to advance US regional priorities.

Ambassador Jones served as the US Ambassador to Iraq from 2014 to 2016 and in the Hashemite Kingdom of Jordan from 2011-2014. Other tours include Deputy Chief of Mission at the US Embassy in Iraq from 2010 to 2011, the US Embassy in Egypt from 2005 to 2008 and two tours in Turkey.

Ambassador Jones served as Deputy Assistant Secretary for European Affairs, focusing on European Union and Balkans issues from 2008 to 2010. He also served as the Special Assistant to then-US Permanent Representative to the United Nations, Secretary of State Madeleine Albright.

A native of Philadelphia, Ambassador Jones is a graduate of Duke University, and the University of Pennsylvania Law School. He is married to Barbara L. Jones, also a State Department official, and they have three children.



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Senate

WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS

Mr. VAN HOLLEN. The World Day of Remembrance for Road Traffic Victims commemorates the millions of people killed and injured on the world's roads. It is also a day to thank emergency services for their role in saving lives; to reflect on the impact of road deaths on families and communities; and to draw attention to the need for improved legislation, awareness, infrastructure, technology, and post-crash responses to save more families from the tragedy of losing a loved one.

The theme of this year's World Day of Remembrance is "2020 Target: Reduce Road Fatalities and Serious Injuries by 50%." It refers to the UN Sustainable Development Goal 3.6 which calls on governments and their stakeholders, including NGOs and private citizens, to address the personal, medical, and financial burden that road deaths and injuries cause. 1.25 million people die from road crashes

every year and tens of millions are seriously injured. Road traffic crashes are the number one killer of young people aged 15-29 and the eighth leading cause of death among all people worldwide.

Rochelle Sobel, President of The Association for Safe International Road Travel, said, "the World Day of Remembrance is an important opportunity to stand together with the global community to commemorate road victims and call for an end to the crisis on our roads. No one should have to go through the needless, preventable loss of a child, a brother, a mother, a friend, killed in a road traffic crash. This year's theme to reduce the number of deaths by 50% by 2020, reminds us of the need to drive responsibly, educate our children, and advocate with our governments to implement and enforce policies that will protect road users and prevent more families from suffering the pain of losing a loved one on the road."



Dear ASIRT Team,

November 2017

To award Shane's deep dedication to road safety and people he works with, is the right thing to do! I cannot think of anyone more deserving than him!

The Global Alliance of NGOs for Road Safety was set up in 2012 by NGO members of the United Nations Road Safety Collaboration (UNRSC). The Alliance a collection of more than 200 NGOs in 80+ countries that implement programs and lobby for road safety initiatives around the world. Our member NGOs are often set up by everyday citizens responding to needs they see around them and play a vital role in the growing worldwide movement to reduce the devastating effects of traffic injuries.

Every two years, the Alliance organizes the Global Meeting of Nongovernmental Organizations Advocating for Road Safety and Road Victims, where members meet, participate in training workshops on key topics like fund-raising, research, monitoring and evaluation, and project management. I met Shane the first time at a UNRSC meeting and he agreed to join our Fifth Global Meeting in Marrakesh in 2015. Since this, Shane has been our committed companion on our journey to save lives. He believes in people, ideas and plans and he trusts you and take your hand and stay there right beside you through it all. He is a remarkable person and friend who opens his heart, home and friendship to us all and our community is better because he is in it.

Congratulations to Shane and congratulations to ASIRT.

Warm wishes,

A handwritten signature in blue ink, appearing to read "Lotte". The signature is fluid and cursive, with a long horizontal stroke at the end.

Lotte

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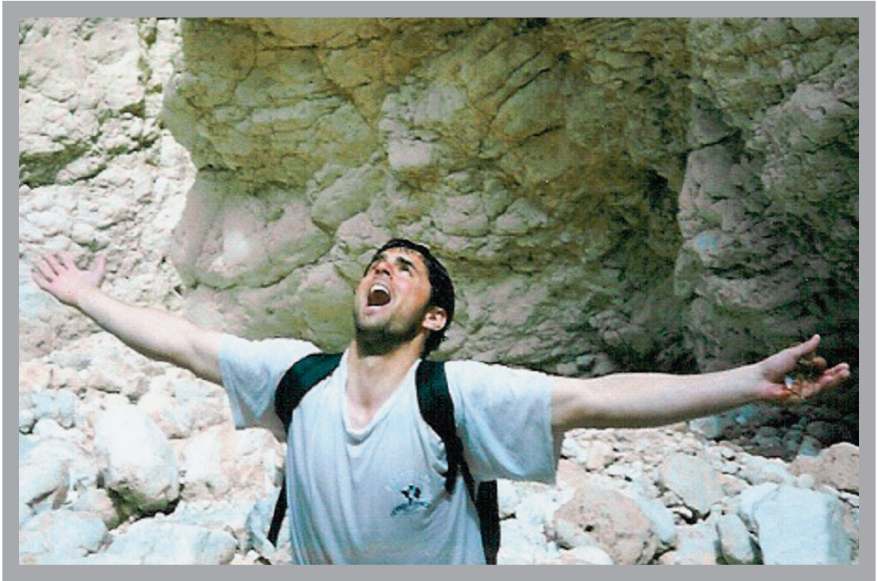
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ASIRT was founded in 1995 following the death of Aron Sobel, a twenty-five year old medical student who was killed, along with twenty-two other passengers, in a bus crash in Turkey.

Our inspiration

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