



# IT'S ALL ABOUT SAFETY

October 29-31, 2018 | M Resort, Spa and Casino, Henderson, NV  
[www.FleetSafetyConference.com](http://www.FleetSafetyConference.com)

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*Full Schedule as of October 20, 2018*

## Monday, October 29, 2018

12:00pm - 5:00pm      **Registration Open**  
*Location: Promenade*

*Sponsored by*



2:00pm - 5:00pm      **Future of Vehicle Safety Forum**  
*Room: Marche*

With representatives from federal agencies such as the National Transportation Safety Board and the Federal Motor Carrier Safety Administration, our panel will discuss the current and upcoming safety-related vehicle technologies and how they will play a part in reducing fatal and non-fatal crashes. From lane-departure warning systems, to fully autonomous vehicle technologies, the panel will open the discussion to all attendees to both field specific questions and create an open dialogue on the way technology is shaping the world of commercial vehicle safety.

*Moderator: Jim Park, Heavy Duty Trucking*

*Panelists: William Bensmiller, Federal Motor Carrier Safety Administration (FMCSA); Guy Mangiamele, AMCI Testing; Jennifer Morrison, National Transportation Safety Board (NTSB)*

## Tuesday, October 30, 2018

7:30am - 5:30pm      **Registration Open**  
*Location: Promenade*

*Sponsored by*



7:30am - 8:30am      **Breakfast with Sponsors**  
*Room: Milan Ballroom*

*Sponsored by*



8:30am - 9:30am

**Opening Keynote Address: Healthy & Happy Drivers: Your Most Important Safety Tool**

*Room: Milan Ballroom*

Trucking companies traditionally focus on tires, brakes, cameras and other tractor-trailer equipment to improve safety, while putting very little focus on driver health. Yet, it has become more and more apparent that driver health is directly linked to safety. Sergio Rojas will share the various ways that driver health impacts safety, as well as the ways to best improve driver health.

*Keynote Speaker: Sergio Rojas, Hirschbach Motor Lines*

9:45am - 10:45am

**Light-Duty Session: Successful Implementation of Safety Programs That Drivers Will Embrace**

*Room: Marche*

No fleet safety program will ever be successful if it is not embraced by company drivers. Based on real-world applications, this panel discussion will examine which program features are critical to promoting driver adherence to a safety programs and which features are counterproductive and actually demotivate drivers.

*Moderator: Eliot Bensel, CEI Group*

*Panelists: J.J. Keig, CBRE, Inc.; Kristin Leary, Syneos Health; Blair Schober, Red Hawk Fire & Security; Abe Stephenson, DISH*

*Sponsored by*

**GEOTAB®**

9:45am - 10:45am

**Medium- and Heavy-Duty Session: Caught on Camera: How Video and Data are Changing Crash Investigation**

*Room: Modena*

There are video cameras everywhere. From rural gas stations, to urban surveillance cameras, to advanced in-vehicle video and data collection systems. These sources of evidence are changing the way investigators look at crashes, and changing the investigation outcomes in unexpected ways.

*Presenter: Jennifer Morrison, National Transportation Safety Board (NTSB)*

*Sponsored by*

**GEOTAB®**

10:45am - 11:15am

**Networking Break with Sponsors**

*Room: Milan Ballroom*

*Sponsored by*

**lytx®**

11:15am - 12:15pm

**Light-Duty Session: Tomorrow's Technology for a Safer Fleet Today**

*Room: Marche*

Ever-advancing technology provides fleet managers more options than ever in the world of risk and safety. This session will cover the latest safe-driving apps, what's new with driving training – virtual reality anyone? – and we'll also cover what's needed to implement for your fleet. Join us to learn about these initiatives and more during this fun, innovative session.

*Moderators: Eliot Feldstein, Lytx; Lucas Kinzel, Element Fleet Management*

*Panelists: John Dmochowsky, Mondelez International; David McCauley, Service Experts LLC; Mike Miller, Advance Auto Parts*

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11:15am - 12:15pm

**Medium- and Heavy-Duty Session: Calculating with the Return-on-Investment of Heavy Vehicle Safety Technologies**

*Room: Modena*

One of the most frequently cited barriers to heavy vehicle safety technology adoption is a lack of return-on-investment (ROI) data. This presentation will provide an overview of the costs and benefits of automatic emergency braking (AEB), lane departure warning (LDW), and video-based onboard safety monitoring (OSM) systems, and provide a tutorial on how to use the Virginia Tech Transportation Institute's free, publically accessible ROI calculator for AEB, LDW, and video-based OSM systems.

*Presenter: Matt Camden, Virginia Tech Transportation Institute*

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12:15pm - 1:30pm

**Awards Ceremony & Luncheon Address: Advancing Fleet Safety with Modern Technology**

*Room: Milan Ballroom*

For many fleets today, safety is an overriding priority. And while the focus on safety is becoming pervasive— both because of strong company policies and vehicle technology— annual collision rates have reached 20% in fleets. There are many reasons for the higher rates, but the underlying cause is undoubtedly the fact that drivers are more distracted than ever. In fact, over 71% of commercial collisions involved distracted drivers according to research by Nauto and commercial fleet insurer, Atlas Financial Holdings. Join Sanket Akerkar as he discusses how the latest vehicle technology utilizes artificial intelligence to help fleets stop collisions at the source: distracted driving.

*Presenter: Sanket Akerkar, Nauto*

Lunch Sponsored by



*Fleet Safety Award Presented in conjunction with*



*HDT Safety & Compliance Award Sponsored by*



1:45pm - 2:45pm

**Light-Duty Session: Driving the Fleet Safety Movement: Practical Use of Telematics in a Safety Program to Save Lives and Reduce Costs**

*Room: Marche*

Each year, thousands of road fatalities are attributed to commercial vehicle incidents. Ultimately the employer bears a multitude of short-term and long-term costs associated with on- and off-job property damage and injuries. While these costs should provide enough incentive to avoid risky driving, polls confirm that individuals engage in unsafe driving practices despite being fully aware of their unsafe nature. Due to this clear divide between what drivers know to be unsafe and what they choose to do anyway, it is evident that a deeper issue exists for organizations and fleet managers, and educating drivers on safe driving practices is simply not enough. With a countless number of different technology solutions available in the marketplace that claim to aid fleet safety efforts, where should the fleet manager start?

*Moderator: Rob Minton, Geotab*

*Panelists: Kim Cregar, Eli Lilly; Adam Orth, General Mills; Lee Pierce, Weatherford; Dave Rush, RAI Trade Marketing Services*

*Sponsored by*



1:45pm - 2:45pm

**Medium- and Heavy-Duty Session: Truckin' it Safely in Construction**

*Room: Modena*

The presentation will focus on safety hurdles that affect construction local haul fleets. The duo will discuss their current safety program and how important it is to include drivers when building the program and safety culture. They will also discuss how to manage a fleet of construction trucking equipment such as side-sumps, end-dumps, and other equipment.

*Presenters: Maggie Nichols and Omar Moreno, Iron Woman Construction and Environmental Services LLC*

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3:00pm - 4:00pm

**Vehicle Safety & Technology Showcase**

Join us outside in the Pavilion Parking lot for light refreshments and live vehicle demonstrations from Ford Motor Company.

4:15pm - 5:15pm

**Light-Duty Session: The New Best Practice in Driver Risk Assessment**

*Room: Marche*

Given the rising cost of liability settlements, increasing cost of crashes, and companies' desire to protect their employees, simply running annual MVRs to identify risky drivers may no longer be enough. Fleet and risk managers are aware of the most effective components of a leading fleet safety program. Now, learn the most effective use of driver risk assessment systems to identify your riskiest drivers. We'll use real-life examples of large, national fleets to illustrate how impactful this new best practice can be.

*Moderator: Matthew Betz, SambaSafety*

*Panelists: Bob Mossing, STERIS Corporation; Ralf Wessel, AGCO Corporation*

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4:15pm - 5:15pm

**Medium- and Heavy-Duty Session: Using ELD Exemptions and Guidance to Increase Revenue and Improve Driver Recruitment and Retention**

*Room: Modena*

Improving the efficiency of your fleet goes beyond buying the right equipment and applying well-known best practices. By understanding the connection between current electronic logging device exemptions and guidance, fleets can increase their overall revenue stream and get more done at the same time. Fleets can also improve their driver recruitment and retention by keeping drivers busy in the right ways so that they are happy and healthy during their downtime at home.

*Presenter: John Seidl, Reliance Partners*

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5:15pm - 6:15pm

**Evening Networking Reception with Sponsors**

*Room: Milan Ballroom*

*Sponsored by*



**Wednesday, October 31, 2018**

7:30am - 1:30pm

**Registration Open**

*Location: Promenade*

*Sponsored by*



7:30am - 8:30am

**Breakfast with Sponsors**

*Room: Milan Ballroom*

*Sponsored by*



8:30am - 9:30am

**General Session: Advancing Safety Today and Into Tomorrow's World of Autonomous Vehicles**

*Room: Milan Ballroom*

It is predicted that autonomous vehicles could reduce collisions by 90% once they become the primary means of transport. However, we don't have to wait for fully autonomous vehicles to be in the masses to make a difference in safety now. The advanced driver assistance system (ADAS) features in many of the vehicles currently on the road are helping to increase safety today, and they are the foundation for the autonomous technology that will be used tomorrow. We'll take a look at how we get from here to there, and increase safety along the way.

*Presenter: Uri Tamir, Mobileye*

9:45am - 10:45am

**Light-Duty Session: Emerging Trends in Commercial Fleet Insurance and How Technology will Change Future Service Offerings**

*Room: Marche*

Examination of future trends in commercial auto insurance industry and how technology disruption will impact an insurance carrier's view of risk due to changing vehicle technology landscape, the path toward full autonomous vehicles, the ownership of vehicle data, and the move toward mobility as a service (MaaS) as new transportation options avail themselves to fleet managers and drivers.

*Presenter: Harry Storck, AIG, Inc.*

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9:45am - 10:45am

**Medium- and Heavy-Duty Session: Marijuana: Brain, Retina and Impairment to Drive**

*Room: Modena*

With 30 states allowing for legal medicinal use of marijuana and another nine plus the District of Columbia allowing for legal adult recreational use, marijuana-impaired driving has become a public health concern. This presentation will review driving and marijuana in general and further discuss the dysfunctions known to be impaired in the eye and vision neural pathways. Additional information will be provided regarding the status of roadside testing related to marijuana impairment.

*Presenter: Dr. Denise Valenti, IMMAD LLC*

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10:45am - 11:15am

**Networking Break with Sponsors**

*Room: Milan Ballroom*

*Sponsored by*



11:15am - 12:15pm

**Light-Duty Session: What Works and Doesn't Work with Fleet Safety Programs**

*Room: Marche*

Best practices in fleet safety management are those that have a proven track record of success. Why reinvent the wheel? This panel of fleet safety subject-matter experts will identify effective safety programs that you can readily adopt in your fleet operation. But, just as important, they will also share those safety initiatives that failed. To avoid going down the same path, these safety experts will explain how you can learn from their mistakes.

*Moderator: Elizabeth Rossiter, Donlen*

*Panelists: Baker Green, Performance Contracting Group Inc.; Bob Mossing STERIS Corporation; Joe Rader, Fisher Auto Parts; Phil Samuelson, USIC*

*Sponsored by*



11:15am - 12:15pm

**Medium- and Heavy-Duty Session: Review of Driver Training Best Practices from Other Countries: What Can We Implement Today?**

*Room: Modena*

Europe has been focusing on and studying innovative driver methods for 20 years. Laura McMillan, VP of training development for Instructional Technologies, will discuss study results that link the qualities and characteristics that seem to make the difference and create an optimal learning environment for professional drivers.

*Presenter: Laura McMillan, Instructional Technologies, Inc.*

12:15pm - 1:30pm

**Lunch and Closing Keynote Address: 5 Best Practices in Fleet Safety Management**

*Room: Milan Ballroom*

The Network of Employers for Traffic Safety (NETS) is a collaborative group of employer road safety professionals who help one another improve road safety and reduce losses through fleet safety benchmarking and sharing proven, best practice approaches. This keynote address will reveal the top 5 best practices that have been identified in the annual NETS benchmarking study.

*Keynote Speaker: Joe McKillips, NETS*

*Lunch Sponsored by*

