

Strategic Evaluation States Meeting Agenda
DoubleTree Hotel Crystal City
Arlington, VA
Tuesday, March 29, 2005

7:30 am – 8:00 am	Registration
8:00 am – 8:10 am	Welcome and Introduction Marlene Markison and Marilena Amoni (NHTSA)
8:10 am – 8:30 am	Charge Jeffrey Runge, NHTSA Administrator
8:30 am - 8:45 am	Workshop Overview Jack Oates (NHTSA)
8:45 am - 9:15 am	You Drink & Drive. You Lose. Model Linda Cosgrove (NHTSA) and David Preusser (PRG)
9:15 am - 9:45 am	Leadership Jim Champagne (LA) and Chris Murphy (CA)
9:45 am - 10:00 am	Break
10:00 am - 10:30 am	Crackdown Enforcement Joe Farrow (CA) and Julia Grimes (AK)
10:30 am - 11:00am	Sustained Enforcement JD Meadows (WV) and Bob Dallas (GA)
11:00 am -11:30 am	Media Mike Hegarty (AZ) and Felice Moretti (OH)
11:30 am – 12:00 pm	Prosecution Steve Talpins (NTLC) and Kimberly Overton (NC)
12:00 pm - 1:00 pm	Lunch
1:00 pm – 1:30 pm	Evaluation and Reporting Thomas Zwicker (PRG)
1:30 pm– 3:30 pm	Concurrent breakouts Leadership Enforcement/Prosecution – Crackdown; Sustained Enforcement Media Evaluation
3:30pm-3:45pm	Break
3:45pm – 4:30pm	Reports from the breakouts

Wednesday, March 30, 2005

8:00 am - 8:45am

Resources

Panel: Heidi Coleman, Jack Oates, Robin Mayer, Linda Cosgrove, Garrett Morford

- \$6 million to support enforcement
- Paid media
- Evaluation
- Other resources (e.g., training, new products, activities)

8:45 am - 10:45am

Concurrent State Groups Breakouts

Group 1	Group 3
Alaska	Florida
California	Georgia
Arizona	Mississippi
Montana	South Carolina
Group 2	Group 4
New Mexico	Ohio
Texas	Pennsylvania
Louisiana	West Virginia
	Missouri

- Were resources directed to problem areas?
- Problems encountered/possible solutions
- Plans for upcoming year

10:45 am - 11:00am

Break

11:00 am - 11:45am

Reports from Breakouts

- New plans, based on discussions here

11:45 am – 12:00pm

Closing Charge

Brian McLaughlin

12:00 pm

Adjourn