



**South Central Minnesota Toward Zero Deaths  
6<sup>th</sup> Annual Regional Workshop Agenda  
Best Western Convention Center  
2101 South Broadway St., New Ulm**

**May 4, 2017**

- 8 a.m.                    **Registration, Continental Breakfast, View Exhibits & South Central Regional TZD Accomplishments**
- 8:30 a.m.                **Welcome** – *Greg Ous, District engineer, MnDOT District 7*
- 9 a.m.                    **Regional TZD Crash Facts overview** – *Captain Jeremy Geiger, Minnesota State Patrol*
- 9:15 a.m.                **Social media!** – *Dave Boxum and Jennifer Longaecker, Public Information officers, Dept. of Public Safety, Office of Communications*  
Follow us... Like us... What's this mean? How can we do that? With all the social networking going on, how do we get our traffic safety messages out to the target audience? Learn from the communication experts on social media. Find the answers to your questions on Facebook, Twitter, Instagram and so many more new social media tools! This session will provide real-life examples of how these emerging networks are being used for traffic safety campaigns, news conferences and other initiatives.
- 10 a.m.                   **Break, Exhibits & South Central Regional TZD Accomplishments**
- 10:15 a.m.               **Breakout sessions**
- **TZD 101** – Whether you are just starting to think about developing a coalition or looking for ideas of what other areas have done, then you should attend this highly interactive breakout session. Gather “intel” on free resources and learn how to use tools available in the South Central TZD region. Representatives from Minnesota Safety Council, MADD, South Central EMS, Office of Traffic Safety Communications as well as local coalition coordinators will share their expertise.  
Room: Pre-function area and outdoors
  - **Navigating the DWI eCharging & eWarrants Process**  
*Mike Asleson, DWI deployment coordinator, Bureau of Criminal Apprehension and Gary Kalstabakken, product manager, Dept. of Public Safety.* Learn what's new with DWI eCharging, electronic search warrants and the DWI dashboard. Geared towards law enforcement, this session covers the arrests of impaired drivers. And, coming this spring, is eWarrants – which allows an officer to do electronic warrants in less time. In addition, the DWI Dashboard shows mapping of DWIs, along with severe injuries and fatal crashes, so law enforcement can see where they should focus their resources.  
Room: Gallery 1 and 2

- 10:15 a.m.            **Breakout sessions continued**
- **Engineering 201 – Back by popular demand!**  
*Brett Paasch, EIT, traffic engineer, MnDOT District 7, will share resources and explain the basic tips, latest tools and best practices for improving roadway safety from an engineer’s perspective.*  
Room: Gallery 3
- 11:15 a.m.            **Critical Incident Stress Debrief**  
*Mark Griffith, executive director, South Central Minnesota EMS Corporation*  
"Critical incident stress" is the emotional and sometimes physical response that most people experience in a traumatic event, such as a fatality or severe injury. Learn why you should participate in a debrief session and how to cope with incidents, both now and long-term.
- 12:15 p.m.            **Lunch, Exhibits & South Central Regional TZD Accomplishments**
- 1 p.m.                 **Powerful Dreams Inspire Powerful Action**  
*Annette Larson, South Central Minnesota TZD regional coordinator*  
You have the power to change our traffic safety culture! Challenge the “keep on, keeping on.” Report back on 2016 action plans. What can we accomplish for 2017?
- 2 p.m.                 **The Challenges of Drowsy Driving**  
*Julie Hatleli, RN, BSN, Mayo Clinic Health System Regional Sleep Disorder Center*  
Most drivers have found themselves tired or falling asleep while driving. Drowsy driving is not just falling asleep at the wheel – it is a profound impairment that mimics alcohol-impaired driving in many ways. Learn how key sleep disorders and chronic disease play a part in drowsy driving and what we can do about it.
- 2:30 p.m.            **“Hands on the Wheel, Eyes on the Road: In Memory of Joe Tikalsky”** – Sylvie (17-yr-old granddaughter) and Greg Tikalsky (Joe Tikalsky’s son) will share their personal story on how driver decisions have impacted not only their own life, but also the entire community, when a distracted driver killed Joe while he was getting his mail.
- 3 p.m.                 **Wrap up & Adjourn** – *Greg Ous, District engineer, MnDOT District 7;*  
*Capt. Jeremy Geiger, Minnesota State Patrol*

***Please take time throughout the day to visit the traffic-safety exhibit tables for reference materials and ideas to implement in your communities.***