

# Mississippi Valley Conference July 15, 16, 17, 2009



<b>Tuesday, July 14</b>	
	<a href="#"><u>Charter Fishing</u></a>
	<a href="#"><u>Golfing</u></a>
<b>5:00 – 9:00 p.m.</b>	<b>Welcome Reception - Governor's &amp; Vandenberg Rooms</b>
<b>Wednesday, July 15</b>	
<b>6:45 – 8:00 a.m.</b>	<b>ARTBA CAO Engineering Issues Breakfast – Invitation only – Emerald Room</b>
<b>7:00 - 8:00 a.m.</b>	<b>Breakfast for Conference Participants – Governor's &amp; Vandenberg Rooms</b>
<b>8:00 - 8:30 a.m.</b>	<p><b>Opening Session – Ambassador Ballroom</b></p> <p>Welcome - Kirk T. Steudle, Director, Michigan DOT            Color Guard – Boy Scouts of America, Troop 345, Ada/Cascade, Michigan            National Anthem – Jordyn &amp; Kayla Van Portfliet            Introductory Remarks – Kirk T. Steudle, Director, Michigan DOT            Welcome – The Honorable Jennifer M. Granholm, Governor of the State of Michigan            Conference Theme - Kirk T. Steudle, Director, Michigan DOT</p>
<b>8:30 - 10:00 a.m.</b>	<p><b>Featured Speaker - <a href="#"><u>Jeff Tobe</u></a> - "Coloring Outside the Lines" – Ambassador Ballroom</b></p> <p>Jeff Tobe was recently selected one of the top 15 speakers in North America by readers of <i>Convention and Meetings Magazine</i>. A certified Speaking Professional, Tobe has also been dubbed by <i>Insider Magazine</i> as the “The Guru of Creativity.” Mr. Tobe believes in the power of creativity to manage the change that is inevitable with innovation and to look at what one does from an entirely new perspective. He helps participants not only to cope with transition, but to creatively embrace and thrive from it. Offering techniques to getting “internal” and “external” clients to buy into and thrive from change, he teaches organizations that to grow, they must first implement strategies that have a fresh approach. He is the author of three best selling books, <i>Coloring Outside the Lines: Business Thoughts on Creativity, Marketing and Sales</i>; <i>Success is a Decision of the Mind</i>; and <i>The Communication Coach</i>.</p>
<b>10:00 - 10:30 a.m.</b>	<b>Break - Governor's &amp; Vandenberg Rooms</b>

<p><b>10:30 - 11:30 a.m.</b></p>	<p><b>Speaker Introduction – Jackie Shinn, Chief Deputy Director, Michigan DOT – Ambassador Ballroom</b></p> <p><b>Featured Speaker - Don Stypula, Executive Director, Grand Valley Metro Council – “Leading Through Sustained Crisis” – Ambassador Ballroom</b></p> <p>Leading an organization is a challenge, but doubly so during tough economic times. Organizations rise and fall on the strengths and weakness of their leaders and your skills as a manager and leader are more important today than ever before. Don brings his particular brand of wisdom and insight to the topic of "Leading Through Sustained Crisis" in a way that connects with the audience and helps us look to the future in a positive way. Don is currently the Executive Director of the Grand Valley Metro Council, Michigan's second largest metropolitan planning organization.</p>	
<p><b>11:30 - 1:30 p.m.</b></p>	<p><b>American Transportation Awards Luncheon - Regional Winners – Pete K. Rahn, Director, Missouri DOT - Ambassador Ballroom</b></p> <p><b>Conference Format – Greg Johnson, Chief Operations Officer, Michigan DOT - Ambassador Ballroom</b></p>	
<p><b>1:30 - 3:00 p.m.</b></p>	<p><b>Program Sessions</b></p>	
	<p><b>Public-Private Partnerships</b> <i>Location: Imperial Ballroom</i></p> <p>The topic of discussion in this session will be innovations in public-private partnerships between state DOTs and the private sector, including new initiatives between public and private entities to complete projects and/or generate revenue for transportation.</p> <p><i>Moderator: Pamela Boyd, Transportation Planning Specialist, Michigan DOT</i></p> <p>Kevin Keith, Chief Engineer, Missouri DOT Brad Larsen, Director of Traditional &amp; Innovative Finance, Minnesota DOT Mark Van Port Fleet, Director, Bureau of Highway Development, Michigan DOT</p>	<p><b>Green Highways</b> <i>Location: Gerald R. Ford Room</i></p> <p>This session will explore innovations in highway design, construction, maintenance, and operations that promote "green" outcomes. The "Green Highways Partnership" Program, an initiative between the United States Environmental Protection Agency (USEPA) and the Federal Highway Administration (FHWA) will be discussed. Topics such as recycling and re-use of industrial by-products from transportation agencies will be highlighted.</p> <p><i>Moderator: Tony Kratofil, Metro Region Engineer, Michigan DOT</i></p> <p>Susan Mooney, Environmental Scientist, USEPA, Region 5 Steve Palmer, Pavement Operations Engineer, Michigan DOT Kenneth Hanzel, Soils &amp; Materials Engineer, Northeast Region-Green Bay, Wisconsin DOT</p>

1:30 - 3:00 p.m.	Peer Exchange	Demonstration
	<p><b>Work Zone Safety &amp; Mobility</b>  <i>Location: Atrium Room</i></p> <p>This session will provide opportunities to share innovative approaches member states have instituted to enhance the safety and mobility of work zones. Facilitators will prompt discussion and information sharing among participants.</p> <p><i>Facilitators:</i>  Ken Wood, Traffic Operations Engineer, FHWA Resource Center  Brian Zimmerman, Work Zone Administrator, Michigan DOT</p>	<p><b>IntelliDrive in Action</b>  <i>Location: Pantlind Ballroom</i></p> <p>Demonstrate IntelliDrive Technologies in a technical session. Much has been said regarding IntelliDrive technologies and many PowerPoint presentations have been given. This session will allow the participants to demonstrate actual IntelliDrive technologies either in person or through a virtual test-bed environment.</p> <p><i>Facilitator: Greg Krueger, Statewide ITS Program Manager, Michigan DOT</i></p> <p>Brian Burkhard, Division ITS Service Line Leader, HNTB  Scott Shogan, Assistant Vice President, PB  Steve Cook, Structural Fabrication Engineer, Michigan DOT  Doug Gettman, PhD., Senior Project Manager, ITS Systems Design &amp; Analysis, Kimley-Horn</p>
2:00 – 4:00 p.m.	AGC Caucus (invitation only) – Pearl Room	
3:00 - 3:30 p.m.	Break - Governor's & Vandenberg Rooms	
3:30 - 5:00 p.m.	Program Sessions	
	<p><b>Freight Partnerships</b>  <i>Location: Imperial Ballroom</i></p> <p>The topic of this session is innovative partnerships that move goods and services more efficiently and effectively across jurisdictional boundaries. Speakers will present information on recent approaches and innovations on successful partnerships.</p> <p><i>Moderator: Dee Parker, Jackson TSC Manager, Michigan DOT</i></p> <p>Bob Frey, Lake Michigan Interstate Gateway Alliance, HNTB  Ernie Wittwer, Researcher, University of Wisconsin</p>	<p><b>IntelliDrive: Executive Briefing Panel</b>  <i>Location: Pantlind Ballroom</i></p> <p>What is IntelliDrive and why is it important to the future of transportation? This session will include presentations from key experts in the IntelliDrive community regarding the strategic issues associated with the program, why it is on the radar of their particular organization, and what both the long-term and immediate future holds for the program.</p> <p><i>Moderator: Roger Safford, Grand Region Engineer, Michigan DOT</i></p> <p><i>Panelists:</i>  Kirk T. Studle, Director, Michigan DOT  Scott Belcher, President, ITS America  John Horsley, Executive Director, AASHTO  Shelley Row, Director, Joint Program Office, Research &amp; Innovative Technology Administration, U.S. DOT</p>

<b>3:30 - 5:00 p.m.</b>	<b>Peer Exchanges</b>	
	<p><b>Innovative Partnering for State Assets</b> <i>Location: Cascade Room</i></p> <p>This peer exchange will stimulate discussion about advantages and disadvantages of partnering with the private sector and others to maintain and improve state assets and services, including state freeways and engineering services. The session will provide an opportunity for state DOTs throughout the region to share what works and what doesn't; to recommend timelines and provisions for partnering agreements; and to discuss managing public expectations, perceptions, and state DOT responsibilities for monitoring and oversight.</p> <p><i>Facilitator: Glenn Fulkerson, FHWA-Illinois Assistant Division Administrator</i></p>	<p><b>Innovative Use of the Public Right-of-Way</b> <i>Location: Atrium Room</i></p> <p>This peer exchange will delve into how member states are approaching proposals for innovative use of the public right-of-way to support activities that have traditionally not been considered a highway purpose. Examples of such use may include non-highway related watershed management, alternative energy production, and alternative energy transmission.</p> <p><i>Facilitator: Mark Dionise, Utility Coordination &amp; Permits Section Manager, Michigan DOT</i></p>
<b>6:00 - 10:00 p.m.</b>	<p><a href="#">Host State Event</a> - <i>Grand Rapids Public Museum</i></p> <p>Enjoy a strolling dinner as you explore the <a href="#">Grand Rapids Public Museum</a>, where you can take a spin on the 1928 Spillman Carousel, meander down the streets of Old Grand Rapids, and learn about the Native Americans who were the first residents of west Michigan. The evening wraps up with a performance by one of Michigan's most entertaining musical acts, <a href="#">Three Men and a Tenor</a>.</p>	
<b>Thursday, July 16</b>		
<b>6:45 - 8:00 a.m.</b>	<b>AASHTO/AGC/ARTBA Joint Committee Breakfast</b> (invitation only) – <i>Gerald R. Ford Room</i>	
<b>7:00 - 8:00 a.m.</b>	<b>Breakfast for Conference Participants</b> - <i>Governor's &amp; Vandenberg Rooms</i>	
<b>8:00 - 10:00 a.m.</b>	<p><b>Authorization –What are the Issues and What Can We Expect in the Coming Year</b> - <i>Ambassador Ballroom</i></p> <p>This program session focusing on the status of transportation authorization proposals in Congress will explore the key authorization issues that will affect Mississippi Valley states. The session will include participation from Washington and AASHTO.</p> <p><i>Moderator: Nancy Richardson, Director, Iowa DOT</i></p> <p><u>Panelists:</u></p> <p>John Horsley, Executive Director, AASHTO  Kathy Ruffalo, President of Ruffalo and Associates, LLC  Jack Schenendorf, Covington &amp; Burling LLC  Victor Mendez, Administrator, FHWA (Jeff Paniati, Executive Director)  Ron Epstein, Chief Financial Officer, New York DOT</p>	
<b>10:00 - 10:30 a.m.</b>	<b>Break</b> - <i>Governor's &amp; Vandenberg Rooms</i>	

<p><b>10:30 a.m. - Noon</b></p>	<p><b>High Speed Rail and the American Recovery and Reinvestment Act (ARRA)</b>  <i>Location: Gerald R. Ford Room</i></p> <p>Prospects for the Midwest High Speed Rail Initiative</p> <p><i>Moderator: Kirk T. Steudle, Director, Michigan DOT</i></p> <p>Frank Busalacchi, Secretary, Wisconsin DOT  Joseph Szabo, Federal Railroad Administration Administrator</p>	<p><b>Creating “Buzz” About Authorization: What’s In It For My State?</b>  <i>Location: Imperial Ballroom</i></p> <p>Everything you need to know about communicating to your constituents the importance of the upcoming transportation authorization, from using the words that work and creating “buzz” to how state coalitions can carry the message to key opinion leaders.</p> <p><i>Moderator: John Horsley, Executive Director, AASHTO</i></p> <p>Pete Rahn, Director, Missouri DOT  Shane Peck, Community Relations Director, Missouri DOT  Bill Shreck, Communications Director, Michigan DOT  Kelly Rossman-McKinney, Chief Executive Officer, Rossman Public Relations  Sherry Conway Appel, National Marketing Manager, AASHTO</p>
<p><b>Noon - 1:30 p.m.</b></p>	<p><b>Lunch on your own</b>  <b>CEO Lunch</b> – Invitation Only – <i>Cygnus, 28<sup>th</sup> Floor</i></p>	
<p><b>1:30 - 2:30 p.m.</b>  <b>2:30 - 3:30 p.m.</b></p>	<p><b>CEO Business Meeting</b> – Invitation Only – <i>Rotunda Room</i>  <b>FHWA/CEO Round Table</b> - Invitation Only – <i>Rotunda Room</i></p>	
<p><b>1:30 - 3:00 p.m.</b></p>	<p><b>Program Sessions</b></p>	
	<p><b>Innovative Operational Initiatives</b>  <i>Location: Imperial Ballroom</i></p> <p>This session will highlight innovations in the concept of operations from the Minnesota Department of Transportation and the U.S. Department of Transportation (USDOT). Three operational initiatives will be discussed: the I-394 Integrated Corridor Management (ICM) system, Active Traffic Management, and the Urban Partnership Agreement (UPA) project.</p> <p><i>Moderator: Jason Gutting, System Operations and Management Engineer, Michigan DOT</i></p> <p>Scott McBride, Metro District Engineer, Minnesota DOT  Brian Cronin, ITS Research &amp; Demonstration Team Leader, U.S. DOT</p>	<p><b>IntelliDrive Technologies for Tolling Applications (IntelliDrive with Revenue Streams)</b>  <i>Location: Pantlind Ballroom</i></p> <p>This session will present the real near-term use cases as 5.9 GHz DSRC becomes the national and international standard for tolling applications and how that impacts both toll and non-toll facilities.</p> <p><i>Moderator: Steve Cook, Structural Fabrication Engineer, Michigan DOT</i></p> <p>Justin McNew, Chief Technical Officer, Kapsch Traffic Comm  Ryan Lamm, Researcher, Intelligent Vehicle Systems, Southwest Research Institute</p>
<p><b>1:30 - 3:00 p.m.</b></p>	<p><b>Peer Exchanges</b></p>	

	<p><b>Economic Stimulus with Focus on Transparency and Accountability</b>  <i>Location: Emerald A &amp; B Room</i></p> <p>This peer exchange will provide an open forum for state DOTs to share innovative methods they used to meet the deadlines for ARRA funding and the coordinative and cooperative processes used to get the projects developed, approved, and implemented; how they are managing the local agency program; and how they are developing and expediting their reporting requirements for maximum transparency.</p> <p><i>Facilitators:</i>  <i>John Adam, Director, Statewide Operations Bureau, Iowa DOT</i>  <i>Ted Burch, FHWA-Michigan Assistant Division Administrator</i></p>	<p><b>Context Sensitive Solutions (CSS)</b>  <i>Location: Pearl Room</i></p> <p>This peer exchange will explore how member states are utilizing this collaborative, interdisciplinary approach that involves all stakeholders to develop a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic, and environmental resources, while maintaining safety and mobility.</p> <p><i>Facilitators:</i>  <i>Brad Peterson, Landscape Designer, Michigan DOT</i>  <i>Lynn Lynwood, Landscape Design Manager, Michigan DOT</i></p>
<p><b>3:00 - 3:30 p.m.</b></p>	<p><b>Break – Crown Foyer</b></p>	
<p><b>3:30 - 5:00 p.m.</b></p>	<p><b>Program Sessions</b></p>	
	<p><b>Transportation and Community Based Economic Development</b>  <i>Location: Imperial Ballroom</i></p> <p>This session will focus on how state DOTs are working with the private sector, planning commissions, chambers of commerce, developers, Metropolitan Planning Organizations, and others in innovative ways to coordinate transportation infrastructure programs for growing communities and the revitalization of urban areas.</p> <p><i>Moderator: Jason Latham, Region Planner, Michigan DOT</i></p> <p>Jeff Noel, Corporate Vice President, Whirlpool Corporation  Stuart Anderson, Director of Planning, Programming &amp; Modal Division, Iowa DOT  Bobbi Welke, Southwest Region Engineer, Michigan DOT</p>	<p><b>Integrating Passenger Transportation and Highway Operations</b>  <i>Location: Gerald R. Ford Room</i></p> <p>This session will present innovations in integrating passenger transportation and highway operations. Topics will include transit fuel initiatives, bus rapid transit projects, transit alternatives during highway construction, and integration during planning and project selection.</p> <p><i>Moderator: Sharon Edgar, Administrator, Bureau of Passenger Transportation, Michigan DOT</i></p> <p>Marianne Freed, Administrator, Office of Transit, Ohio DOT  Tony Kratofil, Metro Region Engineer, Michigan DOT  Peter Varga, Chief Executive Officer, Interurban Transit Partnership (The Rapid, Grand Rapids)</p>

3:30 - 5:00 p.m.	Peer Exchange	Program Session
	<p><b>Strategic Highway Safety Plan</b>  <i>Location: Emerald A &amp; B Rooms</i></p> <p>This peer exchange will explore how member states are developing strategies to help reduce the number of fatalities. Examples may include DOT safety goals, individual states' comprehensive highway safety plans, low-cost safety improvements for lane departure and intersection crashes, enforcement, education, and other toward zero death initiatives.</p> <p><i>Facilitator: Tamiko Burnell, Transportation Specialist, FHWA</i></p>	<p><b>AASHTO IntelliDrive Strategic Plan</b>  <i>Location: Pantlind Ballroom</i></p> <p>In March 2009, AASHTO developed a formal strategic plan for IntelliDrive to ensure that the needs and objectives of our members are met in ongoing and future programs. This peer exchange will roll out the AASHTO IntelliDrive Strategic Plan, including its goals and objectives, as well as time frames for IntelliDrive research and deployment objectives and will provide a forum for the AASHTO membership in the Mississippi Valley to provide feedback and propose improvement to the plan. The panel will provide framing remarks regarding the development to open the dialog with the audience.</p> <p><i>Moderator: Roger Safford, Grand Region Engineer, Michigan DOT</i></p> <p>Jim Wright, Program Manager, AASHTO  Greg Krueger, Statewide ITS Program Manager, Michigan DOT  Gary Piotrowicz, Director of Traffic/Safety, Road Commission for Oakland County</p>
6:00 p.m.	<p><b>Hospitality Rooms</b></p> <p><b>HNTB</b> – <i>Atrium Room</i></p> <p><b>Parsons</b> – <i>Cascade Room</i></p> <p><b>Parsons Brinckerhoff</b> – <i>Haldane Room</i></p> <p><b>CH2M Hill</b> – <i>Berkey Room</i></p> <p><b>Concrete Paving Industry</b> – <i>Winchester Room</i></p>	

## Friday, July 17

<b>7:30-8:45 a.m.</b>	<b>Breakfast for Conference Participants - <i>Ambassador Ballroom</i></b>
<b>8:45-10:15 a.m</b>	<p><b>Speaker Introduction</b> – Leon Hank, Chief Administrative Officer, Michigan DOT – <i>Ambassador Ballroom</i></p> <p><b>Featured Speaker - <a href="#">Vince Poscente</a> - "The Age of Speed" – <i>Ambassador Ballroom</i></b></p> <p>Is our 24/7, more-faster-now culture eating us alive...or setting us free? <i>New York Times</i> bestselling author, inductee into the Speaker Hall of Fame and Olympian, Vince Poscente, has the answer. Vince Poscente used his unique perspective on business and speed to reach the gold medal round of the Olympic speed-skiing competition only four years after deciding to compete – with no previous racing experience. With every effort concentrated on achieving his own top speed, he began to notice the pervasive and defining influence speed has in all our lives. Unraveling the notion that in today’s world we need to slow down, Poscente illustrates why harnessing the power of speed is the ultimate solution for those seeking less stress, less busyness, and more balance. He combines lessons from his remarkable Olympic experience with insights from his book, <i>The Age of Speed</i>, to inspire even the most resistant individuals to embrace speed. With his infectious energy, warmth, and humor, Vince’s keynote leaves audiences energized and excited about getting fast results.</p>
<b>10:15-11:00 a.m.</b>	<p><b>Closing Session – <i>Ambassador Ballroom</i></b></p> <p>President’s Remarks and Report from the CEO’s Meeting – Kirk T. Steudle, Director, Michigan DOT</p> <p><b>Passing of the Gavel to New MVC President</b></p> <p>Kirk T. Steudle, Director, Michigan DOT</p> <p><b>Remarks and Video</b></p> <p>Nancy J. Richardson, Director, Iowa DOT</p>
<b>11:00-11:30 a.m.</b>	<b>Door Prizes – Must Be Present To Win – <i>Ambassador Ballroom</i></b>