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Annette Sandberg Named NHTSA Deputy Administrator; *Jacqueline Glassman To Be Agency's Chief Counsel*

By Elly Martin,
Office of Public and Consumer Affairs



March 1, 2001. U.S. Transportation Secretary Norman Y. Mineta today welcomed the selection of Annette Sandberg as Deputy Administrator of NHTSA and of Jacqueline Glassman as Chief Counsel for the agency.

"We are fortunate to have a person of Annette's distinguished background in law enforcement and traffic safety to serve as NHTSA's Deputy Administrator," Secretary Mineta said. "She joins an administration that is fully committed to ensuring sound practices

that will save lives and prevent needless injuries due to roadway crashes."

An attorney by training, Ms. Sandberg spent more than 17 years in a variety of law enforcement, supervisory and administrative posts with the Washington State Patrol, including nearly six years as its Chief. When appointed to this position in 1995, she was the first woman in the country to head a state police agency. Since June of last year, she has practiced law in Olympia, WA.

Ms. Sandberg received her law degree from the University of Puget Sound School of Law and her MBA from City University in Bellevue, WA. She was also chosen to attend executive institutes at Harvard University and the Federal Bureau of Investigation.

Of Ms. Glassman, Secretary Mineta said, "We are delighted to have someone of Jacqueline's talent and experience to oversee

legal operations for an agency that plays such a vital role in ensuring the safety of motor vehicles made in the U.S. and abroad." He noted that through her role in legal affairs for private industry, Ms. Glassman has played a significant role in the development of legislative and public policy initiatives for traffic safety at both the state and federal levels.

Prior to her selection as Chief Counsel for NHTSA, Ms. Glassman spent more than seven years in the Office of General Counsel for the DaimlerChrysler Corp, where she rose to the level of Senior Counsel in 1997. Before joining the company, she worked in private law practice at Sonnenschein Nath & Rosenthal, where she specialized in regulatory, constitutional and commercial litigation. Ms. Glassman received her J.D. degree from the Stanford Law School and her B.A. in history from Brandeis University. ■



[www.nhtsa.gov/
multicultural/](http://www.nhtsa.gov/multicultural/)

Bronx Event Highlights Hispanic Child Passenger Safety Campaign and Launches NHTSA's Multicultural Outreach Website

By José Alberto Uclés,
Office of Public and Consumer Affairs

February 12th, 2002. Bronx, New York. Motor vehicle crashes are now the leading cause of death among Hispanics ages 1-44, announced NHTSA Administrator Dr. Jeff Runge at a national press conference at ASPIRA's Project BEAM 10 School in the Bronx, NY.

Highest at risk of death are Hispanic children ages 5-12 who are 72 percent more

likely to die in motor vehicle crashes than non-Hispanic children. Determined to reduce those tragic deaths, NHTSA included a bilingual component in this year's National Child Passenger Safety Week Campaign and brought its successful 'Corazón de mi vida' or "You are the Center of my Life" campaign to New York.

"Corazón de mi vida" was developed by the Nacional Latino Childrens Institute (NLCI), and is funded by NHTSA and

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Nationwide Insurance. The goal is to make buckling up and the use of child safety seats a habit for Latino parents and their children.

"President Bush and Secretary Mineta are committed to affording all Americans the same high level of safety, and this Hispanic campaign will help close the gap," Dr. Runge said. "Seat belts and child safety seats are the most effective safety devices available in a car, and I urge all Hispanic Americans to make a habit of using them."

"Corazón de mi vida" takes in account Latino cultural traditions, values and spirituality and is the nation's first bilingual community educational kit for child passenger safety. "Buckling up is a habit that builds on the parent's love for their children. This campaign encourages parents and caregivers to become more active partners in keeping their children safe," said Rebeca Barrera, president of NCLI.

Dr. Runge was joined at the press conference by Adolfo Carrión Jr., Bronx Borough President; Raymond P. Martinez, New York Commissioner of Motor Vehicles; Alex Betancourt, Deputy Director ASPIRA, NY; Connie Sanchez, Bronx manager, Nationwide Insurance; and Tom Louizou and Sam Haiman from the Region II office. After the conference, there was a safety seat blessing by a local priest, and a parent "charla"—a workshop and demonstration on the proper use of child safety seats with Hispanic parents. Nationwide Insurance donated a limited number of safety seats for local families.

Dr. Runge also promoted the Spanish adaptation of NHTSA's standardized 32-hour child passenger safety certification program and launched the new Multicultural Outreach

website—www.nhtsa.gov/multicultural/.

A key focus of the Multicultural website is to provide valuable information about how minority communities are disproportionately affected by traffic safety problems. It also makes customized and culturally specific

programs and materials available to diverse national and community groups.

Among the populations served by this new website with their own separate sections are: Latino/Hispanic (in Spanish and English), Black/African American, Asian American/Pacific Islander, and American Indian/Alaska Native. The site contains research reports, statistics, complete kits, brochures, posters and camera-ready artwork for community groups to download, reprint and distribute to their constituencies. In addition, visitors may order materials directly from the website. In its first week, the website had 37,492 hits. ■



Pictured from left to right: Connie Sanchez, Bronx Nationwide Insurance; NHTSA Administrator Dr. Jeff Runge; Fannie Munlin, National Council of Negro Women; Raymond P. Martinez, N.Y. Commissioner of Motor Vehicles; Marco Capalino, Nationwide Insurance and Tom Louizou, Region II Administrator, observe as Father Luciano blesses the child safety seats.

New Bicycle Helmet Video "Premieres" at NHTSA's First-Ever "Sneak Preview"

by Lori Gabrielle Millen,
NHTSA/TSP/OCO

Although the red carpet, klieg lights and Hollywood reporters were conspicuously absent, video Executive Producers, Lori Gabrielle Millen and Marietta Bowen, both from NHTSA's Traffic Safety Programs, wore sequins, feather boas and proud smiles as NHTSA's new "**Ride Smart: It's Time to Start**" bicycle helmet safety video "premiered" to a large crowd of their coworkers. This funky, fast-paced video uses humor, real-

life crash examples, computer graphics, and a peer-to-peer approach to teach children and youth about how wearing a bicycle helmet can protect them from serious injuries and death.

Bicycle-related injuries, many of them head injuries, account for more emergency room visits by American children, ages 5 to 14, than those involving any other sport. And while bicycle helmets can reduce the risk of head injury by nearly 90 percent, many image-conscious children of middle and high school age don't always wear one. These kids often complain that helmets make them look

"dorky," but what they don't realize is that a head injury can affect their senses, the way they think and talk, or cause permanent physical changes.

The 8:55 minute "**Ride Smart: It's Time to Start**" video, shot in Duluth, MN, explains how to buy and correctly fit a bicycle helmet, discusses the rules of the road, and features a diverse group of kids modeling the coolest looks in helmets. The entertaining, yet instructional "raw egg drop" and "jello brain" demonstrations, and amusing cast outtakes are also included.

"**Ride Smart: It's Time to Start**" is ideal for parents, educators, youth groups, health care professionals, traffic safety organizations, and civic and charitable groups who reach children and youth. It can be ordered from the NHTSA website at www.nhtsa.dot.gov. ■

AAA Launches Child Passenger Safety Campaign



By Patrice Vincent,
AAA Government Relations

March 5, 2002. Chicago, IL. NHTSA Administrator Dr. Jeff Runge joined Robert L. Darbelnet, AAA President and CEO, to announce the launch of the American Automobile Association's centennial safety initiative aimed at improving child passenger safety. *Seated, Safe and Secure*, the multi-year education and advocacy initiative, will focus on three major areas:

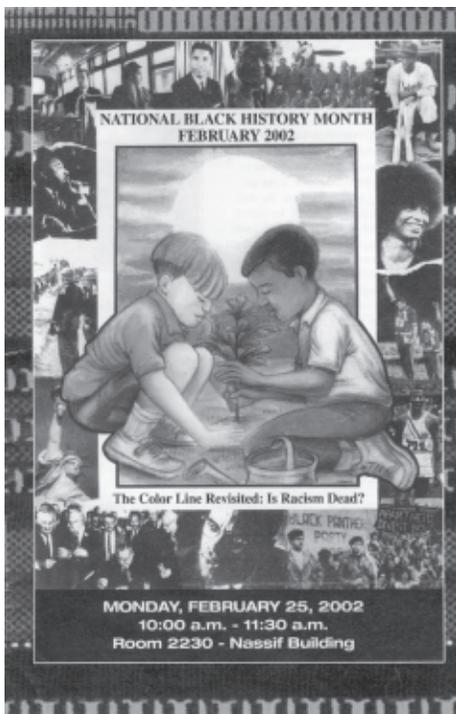
- Enhancing inadequate child passenger safety laws in a vast majority of the states;
- Changing the behavior of parents by improving public awareness;
- Expanding AAA's role as the certifying agency for child passenger safety technicians and instructor training and serving as a national resource for child passenger safety information.

Darbelnet stressed the importance of educating parents on the proper installation of child restraints and booster seats. "The safest child restraint system is one that a parent will use effectively and consistently," Darbelnet said.

In addition to the association's role as the national certifying agency for NHTSA's Child Passenger Safety Program, AAA launched the website aaasafejourney.org to provide members and the public with instant access to child safety material. ■



Pictured from left to right: Robert Darblenet, AAA CEO and President; Pam Fischer, New Jersey Automobile Club, Assistant VP, Public and Government Relations, John Buck, six-year old; NHTSA Administrator Dr. Jeff Runge.



NHTSA Choir Debuts at National Black History Month Celebration 2002

February 25, 2002. Washington, DC. NHTSA celebrated Black History Month in the Oklahoma City Memorial Room at 10:00am on February 25, with the theme, "The Color Line Revisited: Is Racism Dead?" Following a welcome by Eugene Peterson, NHTSA African American Program Manager, and Dr. George Quick, Director of the Office of Civil Rights, the NHTSA choir made their official debut to a standing room only audience.

The choir, led by Choir/Music Director Derek Campbell, and accompanied by Carlton Brown on bass, Assistant Music Director Derrick Lewis on saxophone, Assistant Music Director Cynthia Girtley on keyboards, Everett Dunn on guitar, and Carl Franklin on drums, opened with a stirring rendition of "I Call Upon You God," bridged the program with "We Shall Not Give Up The Fight," and concluded with "I Believe I Can fly."

Members of NHTSA's choir include Denise McNair, Pat Swift-Olandeinde, Lorri Y. Hamn, Cecilia Davis, Shirlene Ball, Antoine Clark, Carolyn Green, Krystal Patrick, Prentis D. Kie, Phyllis Laney, Belinda C. Rawls, Carla Taylor, Ronda Williams, August Burgett, Jameise Kelley, Almata Hilton, and Nathaniel Hayes.

Look for the NHTSA Choir to be the featured entertainment in many upcoming NHTSA celebrations and observances throughout the year. ■

CORRECTION: In the Vol. 8, No. 2 issue of *NHTSA Now*, OPACA Director M.J. Fingland was incorrectly identified as having worked for the Department of Health and Human Services Office of Attorney General. The correct office is Surgeon General.



Recent People Saving People/Teamwork Leadership Challenge Awards

Heidi Coleman, NCC **Enid Rubenstein, NCC**
For the critical roles they played in successfully resolving a lawsuit the Center for Auto Safety filed against NHTSA.

Tyler Bolden, NCC
For a thorough job in compiling information for OST.

Sharon Vaughn, NCC
For administering many aspects of NHTSA's ethics programs such as coordinating the submissions and reviews of public and confidential financial disclosure forms and providing ethics training on an annual basis.

Kenneth Wilson, NCC
In recognition for his involvement in the case of Center for Auto Safety v. NHTSA, D.D.C., Action No. 99-1759 (GK). He worked diligently and with great care in performing this task, and was successful in carrying it out.

Susan Berry, NSA
For being instrumental in logging and processing 30 Purchase Request modifications related to the Firestone tire investigation.

Robert Young, NSA
In recognition for doing an outstanding job during the Firestone Investigation with very little oversight in completing this monumental task in an efficient manner.

Anita Barber, NAD
In recognition for the preparation of Senior Management Briefing documents; Expediting Freedom of Information (FOIA) Requests; development of office improvements; and assisting Contracting Officers with preparation of award documents.

ADMINISTRATION

| | |
|-------------------------|-------------------------|
| Denise McNair | Robert Hornickel |
| Nate Hayes | Jeanette Chow |
| Jeanette Chow | Kevin Ball |
| Sharon Scott | David Doernberg |
| Carolyn Green | Edward Kosek |
| Theresa Gordon | Shirlene Ball |
| William Montague | Derrick Lewis |

For an outstanding job ensuring that their work flowed smoothly during the 9-11 terrorist attacks and the anthrax scare.

Gwendolyn Archer, NPS
In recognition for her assistance to several offices within Safety Performance Standards.

| | |
|----------------------------|--------------------------------|
| Dawn Beverley, NAD | Margaret Cauthorne, NSA |
| Antoine Clark, NSC | Samuel Daniel, NPS |
| Catha Cummings, NTS | Carolyn Felder, NSA |
| Earl Hardy, NPS | Carmen Hayes, NSC |
| Donna Gilmore, NRD | Barbara Jackson, NSA |
| Almeta Hilton, NAD | Derrick Lewis, NAD |
| Terry Webster, NAD | Mark Vinson, NOA |
| Earleen Hughes, NOA | Phyllis Alston, NOA |

In recognition for participation, implementation and the planning of the Martin Luther King, Jr. Celebration held on January 17, 2002.

Roger Kurrus, NPS
In recognition of his outstanding leadership in the planning, developing and implementing of a comprehensive tire safety consumer information program.

Ron Filbert, NSC
For taking the lead on developing a web-based version of the Grants Tracking System by working with the states and regions.

Marlene Markison, NSC
In recognition for doing a splendid job during the NCADD annual meeting while the Associate Administrator was on travel.

Gary Butler, Region IV
For speaking on behalf of NHTSA at the National Black Caucus of State Legislators' meeting in Atlanta.

Umesh Shankar, NRD
In recognition for his work in analyzing the recent increases in motorcyclist fatalities.

| | |
|-------------------------------|-------------------------------|
| Stanley Backaitis, NPS | George Mouchahoir, NPS |
| Richard Morgan, NPS | Michael Huntley, NPS |

In recognition for working together as a team, in addition to their normal responsibilities, in developing a high quality product in a timely manner.

Anders Longthorne, NRD
For his work in automating the procedures for responding to numerous annual data requests.

Gregory Radja, NRD **Kristen Thiriez, NRD**
JoAnn Murianka, NRD **Seymour Stem, NRD**
For working extensively as an organized, well-structured team to develop the new variable attributes for the Electronic Data Collection System.

Gabriel Cano, NTS **James Under, NTS**
In recognition for their contribution to the brochure titled *Que pasa si me para un policia u otro oficial de la ley* in partnership with the Hispanic American Police Command Officers Associations and NHTSA's Office of Traffic Injury Control Programs.

Edward Pacchetti, NTS **James Wright, NTS**
Sandy Richardson, NTS **Craig Killgo, NTS**
Joe Toning (Contractor) **Carmen Hayes, NSC**
Esther Wagner, NTS

In recognition for participation on the evaluation team to award Discretionary Grants to support a Teen Safe Driving Initiative.

Edward Pacchetti, NTS **Jack Oates, NSC**
Joe Toning (Contractor) **Ann Mitchell, NTS**
Sandy Sinclair, NTS **Ross Jeffries, NAD**
Janice Hartwill-Miller, NTS

In recognition for the Evaluation Team for promoting seat belt usage that was directed by Congress. Under tight constraints, the team reviewed, evaluated and awarded 18 community proposals.

Edward Pacchetti, NTS **Paula Bawer, NTS**
Alan Block, NTS **Charles Peltier, NTS**
Ann Mitchell, NTS

In recognition for participation on the evaluation team to award Discretionary Cooperative Agreements to support Rural Pickup Truck Safety.

Marietta Bowen, NTS **Joey Syner, NTS**
Carra Schoene, NTS
In recognition for their willingness to take on additional program duties following the departure of a member of the division.

John Kindelberger, NTS
For quality work in assisting in the completion of the 5th/6th Occupation Report to Congress.

Ethel Ezell, NTS
For assisting during the major redesign of the Office of Communication and Outreach.

NHTSA Now is an official publication of the National Highway Traffic Safety Administration, Office of Public and Consumer Affairs.

Kathryn Henry
Editor

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QUOTE OF THE MONTH

“It matters only that you manifest your genius; it doesn't matter when. It's never too late or too early.”
—**Mark Victor Hansen, American Motivational Speaker, Author**