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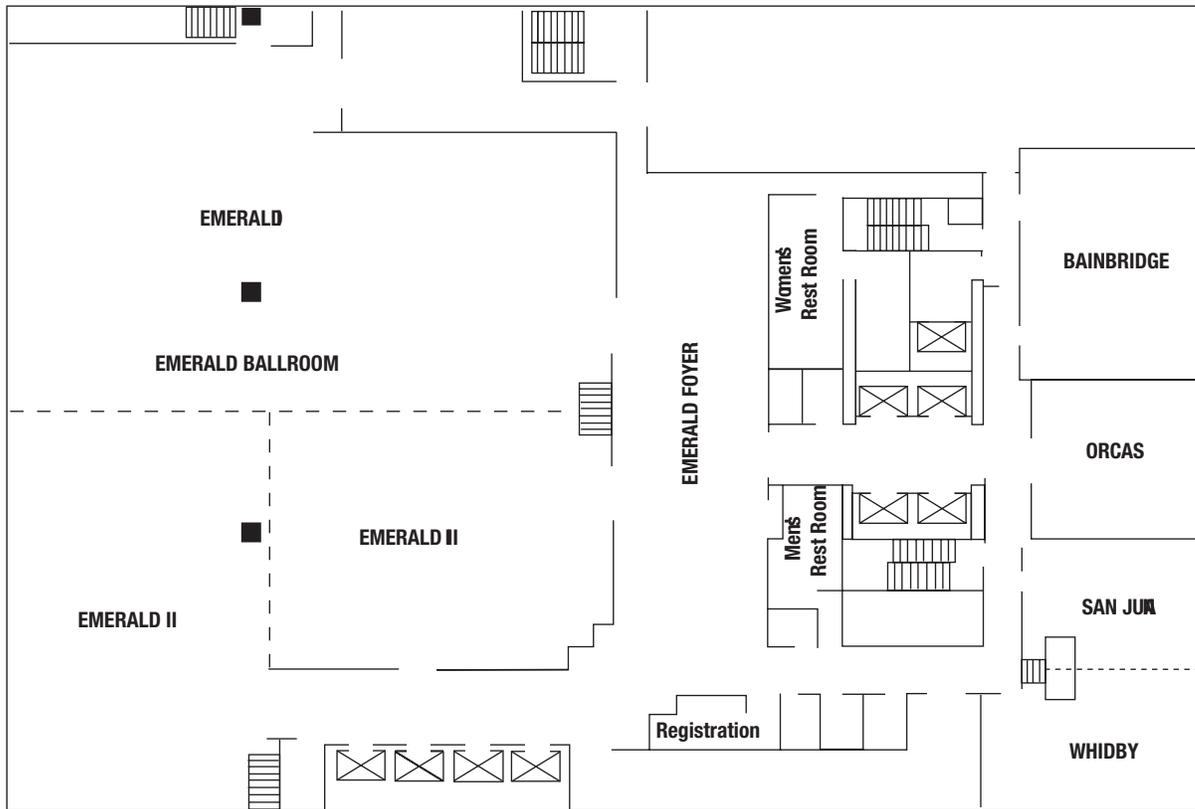
2008 National Safety Rest Area Conference

# NSRACSEATTLE

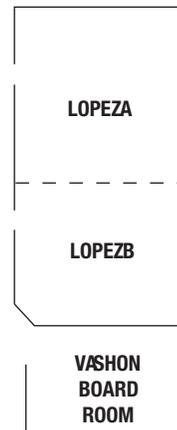
*September 30 – October 3*



Third Floor



Fifth Floor



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# Welcome Page

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The Washington State Department of Transportation is delighted to host the 2008 National Safety Rest Area Conference. We are thankful to all in attendance and hope to deliver a memorable three days filled with informative presentations and quality functions.

This conference will share a joint day of presentations and activities with MISA (Motorist Information and Services Association) on topics related to both Welcome Centers and Safety Rest Areas. Tourism promotion, traveler information, and new technologies are the focus for this shared session on October 1st. We are very excited about this new partnership with a goal of providing first rate traveler information services at SRAs and Travel Plazas.

From the Headquarters Maintenance and Operations Office of WSDOT, we would like to welcome you to Seattle and the beautiful Pacific Northwest!

- 01. Chamberlain Lake SRA (Southern WA)
- 02. Winchester SRA (Eastern WA)
- 03. Iron Goat SRA (North Central WA)
- 04. Dismal Nitch SRA (Southwest WA)





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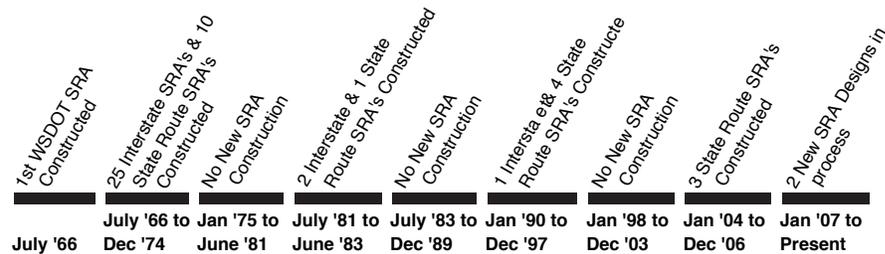
# WSDOT's Safety Rest Area Program

## HISTORY

The first Safety Rest Area built in Washington State was the Blue Lake SRA on State Route (SR) 17. The majority of WSDOT's 46 SRAs were constructed between 1967 and 1974. Of the 46 rest areas, 42 had federal funding associated with them. The other four were entirely state funded. Since 1974, 11 more sites were constructed along the Interstates and State Routes. The last one, Iron Goat SRA, was completed in 2007.

The SRAs constructed range from 20-acre sites with full ancillary services to 1-acre sites with limited amenities. Some sites have truck parking and some have picnic areas. All SRAs have parking, toilet facilities, and are ADA accessible. Services provided at the sites are governed by federal and state statutory regulations. This means that some desired services may not be feasible to provide at SRAs such as restaurants and the selling of other goods or services due to regulatory limitations.

## WSDOT's SRA Construction Timeline



## ORGANIZATION

The Washington State Department of Transportation (WSDOT) has a variety of offices with ties to Safety Rest Areas. From the Freight and Mobility Office and its interests in truck parking to Highways and Local Programs and its connections with the tourism community, all interested offices have a stake in the success of the Safety Rest Area Program.

Currently at the Headquarters level, the Safety Rest Area Program is jointly managed by two separate branches under the Maintenance and Operations Programs of WSDOT. SRA Operations are managed by the Headquarters Maintenance Office. SRA planning and programming is managed by the Headquarters Facilities Office.

Each Safety Rest Area falls into a separate region and maintenance area where daily operations are individually managed by Roadside Maintenance Supervisors. Rest Area Attendants are the only dedicated job classification falling under a Region Maintenance Area for SRAs. Maintenance Superintendents, Supervisors, Specialists, and Technicians all play a role in SRA operation but have primary duties other than maintenance at SRAs.

## WSDOT Safety Rest Area Information Table

Type	Location	Ancillary Services													
		Safety Rest Area	NB/SB/MD	State Route	Mile Post	Men/Women Restrooms	ADA Accessible	Drinking Water	Traveler Info	RV Dump Stations	Truck Parking	Vending	Picnic Area	Public Phone	Staffed Visitor Center
1	C-1 Gee Creek	NB	I-5	11	■	■	■	■	■	■	■	■	■	■	■
2	C-1 Gee Creek	SB	I-5	12	■	■	■	■	■	■	■	■	■	■	■
3	C-1 Toutle River	NB	I-5	54	■	■	■	■	■	■	■	■	■	■	■
4	C-1 Toutle River	SB	I-5	54	■	■	■	■	■	■	■	■	■	■	■
5	C-1 Scatter Creek	NB	I-5	90	■	■	■	■	■	■	■	■	■	■	■
6	C-1 Maytown	SB	I-5	93	■	■	■	■	■	■	■	■	■	■	■
7	C-1 Sea-Tac	NB	I-5	140	■	■	■	■	■	■	■	■	■	■	■
8	C-1 Silver Lake	SB	I-5	188	■	■	■	■	■	■	■	■	■	■	■
9	C-1 Smokey Point	NB	I-5	207	■	■	■	■	■	■	■	■	■	■	■
10	C-1 Smokey Point	SB	I-5	207	■	■	■	■	■	■	■	■	■	■	■
11	C-1 Bow Hill	NB	I-5	238	■	■	■	■	■	■	■	■	■	■	■
12	C-1 Bow Hill	SB	I-5	238	■	■	■	■	■	■	■	■	■	■	■
13	C-2 Custer	NB	I-5	267	■	■	■	■	■	■	■	■	■	■	■
14	C-2 Custer	SB	I-5	269	■	■	■	■	■	■	■	■	■	■	■
15	C-1 Selah Creek	WB	I-82	22	■	■	■	■	■	■	■	■	■	■	■
16	C-2 Selah Creek	EB	I-82	24	■	■	■	■	■	■	■	■	■	■	■
17	C-1 Prosser	MD	I-82	80	■	■	■	■	■	■	■	■	■	■	■
18	C-3 Price Creek	EB	I-90	61	■	■	■	■	■	■	■	■	■	■	■
19	C-1 Indian John Hill	EB	I-90	89	■	■	■	■	■	■	■	■	■	■	■
20	C-1 Indian John Hill	WB	I-90	89	■	■	■	■	■	■	■	■	■	■	■
21	C-2 Ryegrass	EB	I-90	125	■	■	■	■	■	■	■	■	■	■	■
22	C-2 Ryegrass	WB	I-90	126	■	■	■	■	■	■	■	■	■	■	■
23	C-2 Winchester	EB	I-90	161	■	■	■	■	■	■	■	■	■	■	■
24	C-2 Winchester	WB	I-90	161	■	■	■	■	■	■	■	■	■	■	■
25	C-2 Schrag	EB	I-90	198	■	■	■	■	■	■	■	■	■	■	■
26	C-2 Schrag	WB	I-90	198	■	■	■	■	■	■	■	■	■	■	■
27	C-2 Sprague Lake	EB	I-90	241	■	■	■	■	■	■	■	■	■	■	■
28	C-2 Sprague Lake	WB	I-90	242	■	■	■	■	■	■	■	■	■	■	■
29	C-3 Iron Goat	MD	US-2	58	■	■	■	■	■	■	■	■	■	■	■
30	C-2 Nason Creek	MD	US-2	81	■	■	■	■	■	■	■	■	■	■	■
31	C-2 Telford	MD	US-2	238	■	■	■	■	■	■	■	■	■	■	■
32	C-2 Horn School	MD	US-195	60	■	■	■	■	■	■	■	■	■	■	■
33	C-2 Elma	EB	SR-8	2	■	■	■	■	■	■	■	■	■	■	■
34	C-2 Bevin Lake	MD	SR-12	126	■	■	■	■	■	■	■	■	■	■	■
35	C-3 Alpowa Summit	EB	SR-12	413	■	■	■	■	■	■	■	■	■	■	■
36	C-3 Alpowa Summit	WB	SR-12	413	■	■	■	■	■	■	■	■	■	■	■
37	C-2 Chamberlain Lake	MD	SR-14	73	■	■	■	■	■	■	■	■	■	■	■
38	C-2 Blue Lake	MD	SR-17	89	■	■	■	■	■	■	■	■	■	■	■
39	C-2 Keller Ferry	MD	SR-21	106	■	■	■	■	■	■	■	■	■	■	■
40	C-2 Vernita	MD	SR-24	43	■	■	■	■	■	■	■	■	■	■	■
41	C-2 Hatton Coulee	NB	SR-26	61	■	■	■	■	■	■	■	■	■	■	■
42	C-3 Mader	MD	SR-26	118	■	■	■	■	■	■	■	■	■	■	■
43	C-2 Quincy Valley	MD	SR-28	25	■	■	■	■	■	■	■	■	■	■	■
44	C-2 Dismal Nitch	MD	SR-401	1	■	■	■	■	■	■	■	■	■	■	■
45	C-2 Forest Learning Center	MD	SR-504	33	■	■	■	■	■	■	■	■	■	■	■
46	C-2 Travelers Rest	MD	SR-906	1	■	■	■	■	■	■	■	■	■	■	■



01. Toutle River SRA,  
02. Elma SRA



### **Tuesday, September 30, 2008**

**5:30 PM – 7:30 PM SRA Conference Reception**

Activity: Pre-Registration and Networking / with Refreshments and Hors D'oeuvres

Location: Red Lion – Terrace Garden Restaurant

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### **Wednesday, October 1, 2008**

\*All daily events will be held at the Red Lion on 5th Avenue – Emerald 2

#### **7:30 – 8:30 Breakfast Session**

Continental Breakfast; Assorted pastries, mini ham and egg croissants, butter, cream cheese, jams. Selections of chilled juices, fresh brewed coffee and tea.

#### **8:30 – 8:45 Welcome from WSDOT**

Yvonne Medina, AIA

Capital Facilities Administrator

Chris Christopher, PE

Co-Director, Maintenance & Operations Division/State Maintenance Engineer

#### **8:45 – 8:50 Welcome from MISA**

Margaret McCormick

Director, Visitor Services 7 Sales

Tourism British Columbia

#### **8:50 – 9:45 Keynote Speaker - Revive Your Drive!**

Russell Watsford

Manager, Road Safety Marketing

New South Wales, Roads and Traffic Authority

Summary: Highway safety campaigns in Australia and how they have emphasized social marketing strategies.

#### **9:45 – 10:00 Morning Break**

Fresh brewed coffee, tea, and whole fresh fruit.

#### **10:00 – 11:00 The Future of Travel Information Technology**

Jay Adams: Global Marketing Manager, Delphi Corporation

Summary: New technologies in passenger vehicle information systems.

#### **11:00 – 12:30 Oregon Transportation Tourism Task Force (Panel)**

Greg Mindt: CEO Oregon Lodging Association

Marie Dodds: Director of Public and Government Affairs, AAA Oregon/Idaho

Kari Westlund: Member, Oregon Tourism Commission

Drew Roslund: Member, Oregon Travel Information Council

Ed Fischer: State Traffic Engineer, Oregon Department of Transportation

Linda Bell: Representative, Oregon Association of Convention and Visitor Bureaus

Summary: Promoting tourism through partnerships and strategized efforts.

## Daily Agenda

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### **12:30 – 1:30 Lunch Session**

Buffet Lunch: House salad with tomato and cucumbers with house dressing;  
Chicken Fettuccine with artisan breads and butter; Fresh brewed coffee and tea.

### **1:30 – 2:15 Recognizing Safety Issues at Public Use Facilities**

Sergeant Tracy Marrs-Hayes: Washington State Patrol

Summary: Safety in the workplace, training employees to recognize problem behaviors.

### **2:15 – 3:00 Accessible Tourism - ADA**

Faye Parlow: Director of Industry Services, Tourism British Columbia

Summary: Preparation for major events as it relates to accessibility.

### **3:00 – 3:15 Afternoon Break**

Snack and Trail mix; Fresh brewed coffee and Tea.

### **3:15 – 4:30 Internet Access and Sponsorship Programs at SRAs and Travel Plazas (Panel Discussion)**

David W. Baraniak, PE: President, Zoom LBS

Rob Williams: Safety Rest Area Program Manager, MnDOT

Andy Keith, PE: Director, Safety Rest Area Program, TxDOT

Hari Kalla: MUTCD Team Leader, FHWA

Summary: Future of wireless internet provided by welcome centers and government agencies. Acknowledgment sponsorship programs for revenue generation.

4:30- 4:35 Logistics

Summary: Nightly and Thursday agenda discussion

### **4:35 – 4:45 Break**

Nothing scheduled

### **6:00 – 10:00 Networking Dinner Function**

Summary: Networking dinner aboard the Royal Argosy. A shuttle bus will depart the hotel and arrive at the Bay Pavilion (Pier 57) located on the waterfront. Boarding time for the Royal Argosy will start at 6:00 PM and depart at 7:00 PM from Pier 56. Shop and tour Seattle beautiful waterfront while waiting to board ship.

#### **Shuttle bus departure (Red Lion main entrance)**

4:45 pm & 5:30 pm

#### **Royal Argosy Boarding**

6:00 pm

#### **Royal Argosy Dinner Function**

7:00 – 10:00 pm

## Thursday, October 2, 2008

### 6:30 – 7:15 Breakfast Session

Location: Red Lion on 5th Avenue – Emerald 2  
Continental Breakfast; Assorted pastries, mini ham and egg croissants, butter, cream cheese, jams, and fresh fruit. Selections of chilled juices, fresh brewed coffee and tea.

### 7:15 – 3:40 Safety Rest Area Bus Tour

Summary: The WSDOT Safety Rest Area Tour is a one-day trip designed to experience the Evergreen State along the Washington highway system visiting three safety rest areas and traveling over three mountain passes along the way. The tour departs from the Red Lion Hotel on 5th Avenue in downtown Seattle to the first stop at the Smokey Point Safety Rest Area for an informative session with the Area Maintenance Manager. From there, the tour will travel east along SR-2, which is one of the states' many Scenic Byways to the Iron goat Safety Rest Area. At Iron Goat, the Volunteers of Outdoor Washington (VOW) will greet the group, share the story of the Great Northern Railway, and give a short guided tour on the history of Iron Goat Trail. The tour will then move onto the Stevens Pass Resort for lunch and a chance to enjoy the scenery at the summit. After lunch, the tour will travel over Blewett Pass to the Indian John Hill Safety Rest Area to learn about some of the unique features of the site with the Area Maintenance Manager. The tour will conclude with a drive over Snoqualmie Pass back to Seattle for a short break before the Exhibitor Showcase with Hors D'oeuvres and Refreshments at hotel.

7:15 am Bus loading (Red Lion main entrance)

7:30 am Bus departure

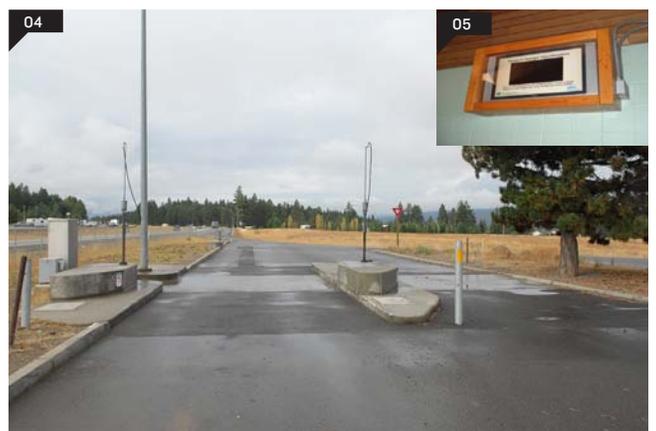
### 4:00 – 6:00 Exhibitor Showcase

Location: Red Lion on 5th Avenue – Emerald Conference Foyer

Summary: Exhibit from various vendors who provide services to Safety Rest Areas. Function will provide Hors D'oeuvres and Refreshments.



- 01. Smokey Point Safety Rest Area
- 02. Iron Goat Safety Rest Area
- 03. Iron Goat Trail
- 04. Indian John Hill – RV Dump Stations
- 05. Indian John Hill – Traveler Information



## Daily Agenda

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### Friday, October 3, 2008

*\*All daily events will be held at the Red Lion on 5th Avenue – Emerald 2*

#### 7:30 – 8:30 Breakfast Session

Breakfast buffet: Scrambled eggs, sausage, bacon, potatoes, biscuits, fruit, fresh brewed coffee and tea.

#### 8:30 – 9:00 Balancing Past and Present – History of SRAs

Joanna Dowling: Historical Research and Consulting

Summary: Overview of Safety Rest Areas and the American Travel Experience. Within a historical context will address ideas of how to incorporate elements of SRA history into current maintenance and development practices.

#### 9:00 – 9:45 Art in Building Design

David B. Dahlquist: Partner, RDG Dahlquist Art Studio

Summary: Artistic strategies to incorporate area elements into Safety Rest Area design and construction.

#### 9:45 – 10:15 Statutory Regulation

Dave Leighow: Realty Specialist, Federal Highways Administration

Summary: Update on current statutory regulations pertaining to planning and operations at Safety Rest Areas.

#### 10:15 – 10:30 Morning Break

Fresh brewed coffee and tea, snack mix and trail mix.

#### 10:30 – 11:15 Truck Parking & Idle Reducing Technologies (Panel Discussion)

Dale A. Tabat: Truck Freight Programs and Policy Manager, WSDOT

Stephen Beaulieu: Director, Government Affairs, NATSO

Jeff Kim: Chief Operation Officer, Shorepower Technologies

Summary: Discussion about the current state of truck parking capacity issues and strategies for improvement, including idle reduction technologies to incorporate with truck parking.

#### 11:15 – 12:00 Sustainability and Constructing LEED Compliant Restrooms

Ryan Smith: National Sales Manager, Romtec, Inc.

Summary: Overview of new technologies in green building practices and how it can be efficiently incorporated into new rest area construction.

#### 12:00 – 1:00 Lunch Session

Buffet Lunch: Fifth Ave Caesar Salad; London broil with burgundy mushroom sauce; Roasted red potatoes, seasonal vegetables with artisan rolls; Fresh brewed coffee, tea and fresh baked cookies.

### **SRA Issues Workshop (1:00-3:00)**

#### **1:00 – 2:00 Building Design Issues (Panel)**

Jim Rodgers: Architect, WSDOT

David B. Dahlquist: Partner, RDG Dahlquist Design Studios

Jim Shaw, PE: NW Region Facilities Engineer, WSDOT

Summary: Moderated session to evaluate and discuss issues in building design at Safety Rest Areas. Soliciting input from attendees prior to event.

#### **2:00 – 3:00 Maintenance and Operational Issues (Panel)**

Doug Pierce: SRA Operations Manager, WSDOT

Andy Keith, PE: Director, Safety Rest Area Program, TxDOT

Willie L. Webb: Maintenance Design Engineer, GDOT

Summary: Moderated session to evaluate and discuss issues in maintenance and operational issues at Safety Rest Areas. Soliciting input from attendees prior to event.

#### **3:00 – 3:15 Afternoon Break**

Popcorn and pretzels, Fresh brewed coffee and tea.

#### **3:15 – 4:00 Conference Evaluations**

Summary: Attendee feedback on facilities, functions, presentations, meals, etc.

#### **4:00 – 5:00 Next Conference Planning Discussion**

Location: Vashon Board Room

Summary: Those interested in joining the planning team for the 2010 National Safety Rest Area conference are encouraged to participate in this preliminary discussion.

## Conference Speakers

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### **Yvonne Medina, AIA**

Capital Facilities Administrator  
Washington State Department of Transportation  
Tumwater, WA 98501  
medinay@wsdot.wa.gov

BIO: Yvonne Medina, AIA, is the Facilities Administrator with the Washington State Department of Transportation. Her responsibilities include statewide oversight of Facilities Capital Projects and Facilities Maintenance and Operations in addition to planning and programming of the Safety Rest Area Program. Ms. Medina's career with WSDOT began in 2006 following a career with public K-12 school districts in California. Ms. Medina is a licensed Architect in the state of California and holds an MBA from the University of LaVerne.



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### **Chris Christopher, PE**

Co-Director of Maintenance and Operations  
State Maintenance Engineer  
Washington State Department of Transportation  
Olympia, WA 98504  
christc@wsdot.wa.gov

BIO: Chris Christopher, P.E., is the co-director of Maintenance and Operations, and the State Maintenance engineer with the Washington State Department of Transportation. His responsibilities include oversight of the Highway Maintenance Program, Emergency Operations and Security, the Transportation Equipment Fund, the Capital Facilities Program and the Employee Safety Program. Mr. Christopher's career with WSDOT began in 1992 after graduating with a B.S. degree in civil engineering from St. Martins College. He spent six years in the Headquarters Hydraulics Office, three years as the Assistant Area Engineer in the Kelso Project Office, one year as the Traffic Operations Engineer for Southwest Region and has been the State Maintenance Engineer since 2002.

## Conference Speakers

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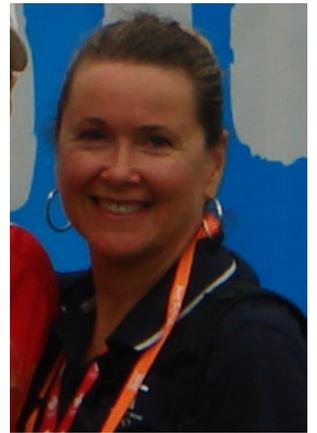
### **Margaret McCormick**

Director, Visitor Services and Sales  
Tourism British Columbia  
Victoria, BC V8T5C3  
mmccormick@tourismbc.com

BIO: Margaret McCormick is the Director, Visitor Services and Sales for Tourism British Columbia. Her responsibilities include Visitor Centres, Contact Centre, Distribution Centres, Product Sales and Merchandising. As a member of the Visitor Services Tourism Consortium, she is actively involved in setting strategy and delivery of the visitor experience during the 2010 Olympic Games.

Margaret has been a member of the Motorist Information and Services Association since 2005 and has had the pleasure of chairing this year's MISA conference and working in collaboration with the National Safety Rest Area Association.

Margaret is the proud mother of 17 year old Riley, who recently competed at the Beijing Olympics representing Canada in the sport of diving.



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### **Russell Watsford**

Manager, Road Safety Marketing  
New South Wales, Roads and Traffic Authority  
Surry Hills, NSW 2010 (Australia)  
russell\_watsford@rta.nsw.gov.au

BIO: Russell is the Manager, Road Safety Marketing for the NSW Roads & Traffic Authority (RTA) in Australia. He has worked in the Road Safety Marketing area for the past ten years and during that time has developed many high profile advertising campaigns and has also introduced innovative strategies into the program. These include:

Driver fatigue – the ‘Microsleep’ and ‘Circadian Rhythms’ campaigns featuring Dr Karl Kruszelnicki, and Passenger Empowerment campaigns  
Speeding – Pinkie campaign: ‘Speeding. No one thinks big of you’  
Drunk driving – ‘The Brain’ and the Mobile RBT, ‘Paranoia’ campaigns

Russell holds a Bachelor of Social Science Degree, majoring in psychology and marketing, from the University of Newcastle.



## Conference Speakers

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### **Jay Adams**

Global Marketing Manager  
Delphi Corporation  
Kokomo, Indiana 46904  
Jay.j.adams@delphi.com

BIO: Currently the Global Marketing Manager for Delphi Corporation's Entertainment & Communications product business unit, Jay J. Adams has more than 31 years of experience in automotive electronics. After graduating from Purdue University with a Bachelor of Science degree in electrical engineering, Jay began his career at Delphi Corporation, a leading-edge mobile electronics and transportation systems supplier. From sales to engineering to product and technology planning, Jay has helped the company develop a portfolio that enables vehicle manufacturers to use a single supplier to provide complete entertainment and communications systems – connectivity from integrated antennas to Bluetooth® to Wi-Fi mobile internet; playback from MP3 to USB to hard disc drive; and information from navigation and entertainment systems including digital satellite radio, mobile video and intelligent transportation systems. One of the key achievements of his wireless communications career resulted in his acquisition of 4 patents relating to unique Telematics products, human machine interface, cellular antenna connectivity and wireless network solutions and culminated in the development of Delphi's vehicle location-based Telematics systems (OnStar) in 1995.

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### **Panelists – Oregon Tourism Transportation Task Force**

Greg Mindt – CEO Oregon Lodging Association  
Marie Dodds – Director of Public and Government Affairs, AAA Oregon/Idaho  
Kari Westlund – Oregon Tourism Commission Member  
Drew Roslund – Oregon Travel Information Council  
Ed Fischer – State Traffic Engineer, Oregon Department of Transportation  
Linda Bell – Oregon Association of Convention and Visitor Bureaus

BIO: Are you looking for new ways to build statewide support for priority projects? Oregon's Transportation/Tourism Task Force (TTTF) began as a small group of creative leaders and grew quickly to a collaboration of 17 public and private organizations, gaining the Governor's attention that led to his Executive Order formalizing the Task Force. Expanding the usual scope of transportation/tourism partners, the TTTF is making progress, and making history. Members of the Task Force will share their expectations, challenges, and experiences, lessons learned and alliances formed. Careful - the enthusiasm is contagious and you may also start considering a task force in your State as well.

## Conference Speakers

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### **Sergeant Tracy Marrs-Hayes**

Washington State Patrol  
Shelton, WA 98584  
tracy.marrs-hayes@wsp.wa.gov

BIO: Tracy is currently assigned to the Washington State Patrol Academy where she coordinates the agency-wide leadership program. She is also responsible for the overall curriculum design of agency training. Tracy has been with the Washington State Patrol for 24 years, beginning her career as a State Trooper assigned to the Olympia area. After working the road for several years in Traffic Law Enforcement, Tracy held a variety of administrative positions before being assigned to the Training Academy to supervise instructors and support staff. She later developed and coordinated the statewide regional training program. Tracy has developed and delivered law enforcement training for over 17 years. Tracy is currently tasked with implementing the agency leadership program and training curricula.

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### **Faye Parlow**

Director of Industry Services  
Tourism British Columbia  
Victoria, BC V8T5C3

BIO: Faye Parlow is the Director of Industry Services for Tourism British Columbia, a position she has held for the past 6 years. Her responsibilities include a range of service-oriented departments including Account Management, Quality Assurance, Tourism Product Services, Travel Information Management and Super Host Programs. In preparation for the Vancouver 2010 Olympic & Paralympic Winter Games, Faye has also been involved with a number of Games-related projects including the Accessible Tourism Strategy. Faye's 22-year career in travel and tourism has included a wide range of positions with airlines and tour operators, most notably United Airlines and Wardair. An avid traveler and user of visitor centers world-wide, Faye is also the co-founder of the online travel journal [www.MyTripJournal.com](http://www.MyTripJournal.com).

## Conference Speakers

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### **David W. Baraniak, PE**

President, Zoom LBS  
Waukesha, WI 53188  
www.zoomlbs.com  
dbaraniak@zoomlbs.com

BIO: As the president of ZOOM LBS, Mr. Baraniak leads a team of professionals focused on developing, implementing, supporting and marketing innovative Location Based Services (LBS). Currently, he is responsible for developing communication technology, marketing strategies, ITS applications, partnering relationships and revenue generation programs needed to advance Wi-Fi and internet technology into state DOT Rest Area and Motor Vehicle Registration programs. Mr. Baraniak has held executive management and marketing positions at major engineering, technology and software development companies. He has traveled both nationally and internationally while consulting with state DOTs, municipal governments and private agencies. He earned his BSME from Wayne State University and is a registered professional engineer.

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### **Rob Williams**

Safety Rest Area Program Manager  
Minnesota Department of Transportation  
St Paul, MN 55155  
robert.williams@dot.state.mn.us

BIO: Rob has 18 years experience as a licensed Landscape Architect in Minnesota and has worked in the Minnesota Department of Transportation's (MnDOT) Site Development Unit since 1999. In April 2004, Rob assumed responsibilities as MnDOT's Safety Rest Area Program Manager. Over the past four years Rob has played a key role in redefining the rest area program by developing rationale for rest area system streamlining, researching new initiatives to supplement rest area funding, initiating changes to state law and in revising the program to fit current department priorities. Rob works closely with central office and district staff to guide this statewide program.

As the Safety Rest Area Program Manager, Rob's responsibilities include administering the program, promoting best practices in rest area planning and design, ensuring coordination with MnDOT plans and programs and partnering with other state agencies. Rob also works on a variety of other assignments related to long-range planning and implementation for the program.

## Conference Speakers

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### **Andy Keith, PE**

Director, Safety Rest Area Program  
Texas Department of Transportation  
Austin, TX 78701  
akeith@dot.state.tx.us

BIO: Andy is a Registered Professional Engineer with a Bachelor of Science degree in Civil Engineering from the University of Houston. After graduation, he worked in the Petroleum Industry for six years, then owned and operated a technology and building construction business until 1991. In 1991, he began working for the Texas Department of Transportation where he started the TxDOT's Alternate Fuel Program. He developed and manages the Department's Safety Rest Area Program and manages engineers and architects in the Facilities Management Section of the Maintenance Division.

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### **Hari Kalla**

MUTCD Team Leader  
Federal Highways Administration  
Washington, DC 20001  
hari.kalla@fhwa.dot.gov

## Conference Speakers

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### **Joanna Dowling**

Historical Research and Consulting  
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[www.restareahistory.org](http://www.restareahistory.org)  
[joanna.dowling@gmail.com](mailto:joanna.dowling@gmail.com)

BIO: Joanna Dowling is a consulting historian based in Chicago, Illinois. For the past several years her research has focused on the history and program development of Interstate safety rest areas. This research led to the formation of [www.restareahistory.org](http://www.restareahistory.org), a web-based organization dedicated to the documentation and communication of SRA history and architecture. After completing her Master's degree in Historic Preservation at the School of the Art Institute of Chicago in 2007, she traveled throughout the U.S. documenting and writing about SRAs. You can find her latest piece, Safety on the Interstate, the Architecture of Rest Areas, in the spring 2008 issue of the Journal of the Society for Commercial Archeology.

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### **David B. Dahlquist**

Partner  
RDG Dahlquist Art Studio  
Des Moines, IA 50309  
[www.rdgusa.com](http://www.rdgusa.com)  
[ddahlquist@rdgusa.com](mailto:ddahlquist@rdgusa.com)

BIO: David Dahlquist is a nationally recognized public artist and teacher. His commissions for private, public, and institutional clients range from tilework and sculpture to major architectural installations. Since 1988, he has completed more than 30 large-scale public commissions across the country. He received a Bachelor's degree in Art with honors from the University of Wisconsin, Madison, and a Master of Fine Arts degree from the New York State College of Ceramics at Alfred University, Alfred, New York. In 1983, he became the Artist-in-Residence at the Des Moines Art Center. David also served as an Assistant Professor in the Art and Design Department at ISU from 1987 to 1993. During that time, he developed a program in ceramics and sculpture, including a "hands-on" studio for architecture students. In 1994, David established Dahlquist Clayworks, Inc., which became a part of RDG Planning & Design in 2004. He now leads the RDG Dahlquist Art Studio, a comprehensive design and fabrication studio with a staff of eight professional artists. His work has evolved from an individual "object maker" to the integration of tilework and art into architecture and the landscape. He has specific recognition for "Art-In-Transportation" projects, combining the site research and documentation with the development of integrated art and aesthetic components.

## Conference Speakers

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### **Dave Leighow**

Realty Specialist  
Federal Highways Administration  
Salem, OR 97301  
david.leighow@fhwa.dot.gov

BIO: Dave Leighow began his career in Right-of-Way/Real Estate with the Florida DOT in 1973. In 15 years with FDOT, Dave served as State Relocation Administrator, State Outdoor Advertising Administrator, Assistant State ROW Administrator, and District ROW Administrator in Ft. Lauderdale. Dave began his first tour with FHWA as a Realty Specialist in the LA Division. Dave left FHWA briefly to become a project manager for Kaiser Engineers in Florida, and subsequently returned to FHWA in 1992 in the CA Division. Dave went to the WV Division in 1993 as the Environment/Civil Rights/Right-of-Way Team Leader, and in 1999 transferred out to the WA Division as the Realty Officer and the Safety, Planning and Environment Team Leader. In 2006 Dave left FHWA to become the Director of Planning and Program Development for FTA Region 10 in Seattle. Dave returned to FHWA in March 2008 and is now the Headquarters Point of Contact for the west coast Division Offices.

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### **Dale A. Tabat**

Truck Freight Programs and Policy Manager  
Washington State Department of Transportation  
Olympia, WA 98504  
tabatd@wsdot.wa.gov

BIO: Dale A. Tabat was hired as the new Truck Program and Policy Manager. He will focus on integrating truck freight services within the department, truck parking, truck freight data, research and policy. Tabat will also serve as the division's liaison with the Washington Trucking Association and legislative staff. Tabat has an extensive career in the transportation sector, as well as legislative expertise developed as chair of the California Trucking Association's Kingpin Committee.

## Conference Speakers

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### **Stephen Beaulieu**

Director, Government Affairs  
National Association of Truck Stop Operators  
Alexandria, VA 22314  
sbeaulieu@natso.com

BIO: Stephen Beaulieu joined NATSO in February 2008 as Director, Government Affairs. In this capacity is responsible for representing NATSO before Congress and federal agencies on a range of issues affecting NATSO members, including surface transportation, energy, and federal tax policies. His prior experience includes working with the National Air Transportation Association as Manager, Legislative Affairs. He also has professional experience on Capitol Hill, with the U.S. House of Representatives Committee on Transportation and Infrastructure and the committee's Subcommittee on Aviation. He is a 2001 graduate of the University of North Carolina at Chapel Hill and is currently pursuing his MBA from Georgetown University's McDonough School of Business.

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### **Jeff Kim**

Chief Operation Officer  
Shorepower Technologies  
Hillsboro, OR 97123  
jkim@shorepower.com

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### **Ryan Smith**

National Sales Manager  
Romtec, Inc.  
Roseburg, OR 97470  
www.romtec.com  
romtec5@romtec.com

BIO: Ryan Smith has more than 10 years of experience in the construction field, including positions as construction crew leader, sales manager, marketing director and corporate sales. He currently serves as National Sales Manager for Romtec Inc., which produces pre-engineered public restrooms, restroom/shower facilities, park shelters/pavilions, restroom/concession and multi-use buildings.

## Sponsors & Partners

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### **David B. Dahlquist**

Partner, RDG Dahlquist Art Studio  
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RDG Planning & Design provides architecture, landscape architecture, interior design, lighting design, artistry, graphic design, strategic planning, urban design and comprehensive planning services.

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### **David W. Baraniak**

President, ZOOM LBS  
www.zoomlbs.com  
dbaraniak@zoomlbs.com  
262-385-2301

ZOOM is an ITS technology company that has pioneered the deployment of WiFi communication, interactive kiosks and LCD monitors at safety rest areas. To support a business model that shares revenue with state DOTs, advertising and sponsorship programs were created and successfully implemented. Additionally, ZOOM created a Public / Private Partnership program that will link major rest area sponsors with state DOTs to provide needed funds for traveler information such as real time weather and traffic. Currently ZOOM is providing WiFi and related services in IA, TX, FL and MI with contracts pending in MN, NV, KS and PA.



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### **Jeff Kim**

Chief Operating Officer, Shorepower Technologies  
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### **Verna Harbaugh**

Sales Consultant, Coastwide Laboratories  
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## Acknowledgements

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Poster-board program display

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### **Andy Keith, PE**

Director, Safety Rest Area Program  
Texas Department of Transportation  
akeith@dot.state.tx.us

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### **Rob Williams**

Rest Area Program Manager  
Minnesota Department of Transportation  
robert.williams@dot.state.mn.us  
Poster-board program display

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### **Bruce Ikenberry**

Web Designer  
Washington State Department of Transportation  
Conference website development and updates

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### **Chris Zodrow**

Graphic Designer  
Washington State Department of Transportation  
Conference program booklet

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### **SRA Issues Workshop**

Building Design Issues  
Panel Members  
Jim Rodgers, Architect - WSDOT  
David B. Dahlquist, Partner - RDG Dahlquist Art Studio  
James E. Shaw PE, Facilities Engineer - WSDOT

Maintenance and Operations Issues  
Panel Members  
Doug Pierce, SRA Operations Manager, WSDOT  
Andy Keith PE, Director, Safety Rest Area Program - TxDOT  
Willie L. Webb, Maintenance Design Engineer, GDOT

## Conference Planning Committee

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### Washington State Department of Transportation



Washington State  
Department of Transportation

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### Oregon Travel Information Council

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### Texas Department of Transportation

#### **Andy Keith, PE**

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## Conference Planning Committee

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#### **Jan Ekern**

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### Arizona Office of Tourism

#### **Brian Lang**

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### Kentucky Department of Transportation

#### **David P. Cornett**

Roadside Environmental Branch Manager  
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**Joanna Dowling, MSHP**  
**Historical Research and Consulting**



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**Washington State  
Department of Transportation**

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