



Global Crossroads to a Safe Future

May 20, 2013
Carnegie Institution for Science
Washington, DC

Our inspiration

We honor the memories of victims
of road crashes the world over.

They shatter our hearts and strengthen our resolve.

Global Crossroads to a Safe Future

The winnable battle. These were the words used by our colleagues at the Centers for Disease Control to describe the global road crash crisis at a recent briefing on Capitol Hill, sponsored by ASIRT and Representatives Chris Van Hollen and Alcee Hastings. The words effectively capture both the enormous challenges we face and our cautious but justifiable optimism as we confront this crisis.

We are battling an enemy that kills or seriously injures someone every 6 seconds. It is an enemy that we confront daily as we travel to and from our work, study or leisure activities. We are vulnerable in our own countries and when we journey abroad. While everyone is affected, the young are particularly at risk. Road crashes are the leading cause of death for young people, ages 10 to 29. This fact became painfully personal when my 25-year-old son, Aron, was killed along with 23 other passengers in a bus crash in Turkey. It became an agonizing reality for our dear friends and honorees, David and Shadia Blanchard, whose 17-year-old daughter, Deana, was killed by a speeding bus as she attempted to cross a busy street in Egypt.

Yet, there are many reasons to be hopeful. Significant progress has been made since the founding of ASIRT in 1995. Momentum is building. We are truly at a Global Crossroads to a Safe Future. There is a growing realization that road crashes are preventable. The United Nations General Assembly has declared 2011-2020 the Decade of Action for Road Safety, with a goal of saving 5 million lives and preventing 50 million injuries. The Decade has been launched by 100 countries, each of which is committed to taking meaningful steps to improve road safety. Bloomberg Philanthropies, recognizing that road safety has been a seriously underfunded health issue, has invested funds in its Global Road Safety Program. A Global Alliance of Road Safety NGOs has been established and is planning many exciting and innovative programs.

ASIRT plays a pivotal role in these and many other road safety initiatives. We continue to broaden and expand our efforts as we are called upon to take on an increasingly greater role. Our future agenda grows more ambitious as we attempt to further influence high-level policy makers, gain media attention, advocate for more effective laws and enforcement, strengthen and support other road safety NGOs, improve road safety around schools, expand our corporate partnerships and reach out to more study-abroad programs. ASIRT is fully committed to ensuring that the Arons and Deanas of the future will return safely home.

ASIRT's accomplishments would not have been possible without the dedication and talent of our magnificent staff, Board of Directors, Advisory Board, interns, supporters and friends. Congratulations to our outstanding honorees. We are deeply grateful for the extraordinary role that you play in ensuring that the winnable battle is ultimately won.

Rochelle Sobel
President, ASIRT

Dinner Reception Awards

Congressional Leadership in Global Road Safety Award
Representative Chris Van Hollen

The State of ASIRT

Rochelle Sobel, President

ASIRT Global Leadership Award
Network of Employers for Traffic Safety
Acceptance by Jack Hanley, Executive Director

ASIRT Industry Leadership Award
Douglas I. Greenhaus, Chief Regulatory Counsel,
Environment, Health and Safety,
National Automobile Dealers Association

ASIRT Community Leadership Award
Debra L. Weinstein, Ph.D.

Aron Sobel Guardian Award
David and Shadia Blanchard
Egyptian Society for Road Safety

Closing Remarks

Paula and Andy Shoyer, 2013 Gala Chairs

Raffle Prize Winners

Dessert

Please drive home safely!

www.asirt.org

Honorees

Congressional Leadership in Global Road Safety Award

Representative Chris Van Hollen



Congressman Chris Van Hollen, elected in 2002, represents the Eighth District of Maryland and was reelected in 2012 as the top Democrat on the House Budget Committee. Rep. Van Hollen's leadership has helped to obtain funding for a wide range of critical investments in the community, including public transportation in the Washington National Capital area. A champion of education, energy, the environment, health care, and civil rights, Congressman Van Hollen has received numerous leadership awards from nonprofit organizations for his legislative activities. He also received the "Courageous Leadership Award" from The Dr. Martin Luther King, Jr. Committee in 2012. He is a long-standing ASIRT champion and Co-chair of the Congressional Caucus on Global Road Safety.

ASIRT Global Leadership Award

Network of Employers for Traffic Safety



The Network of Employers for Traffic Safety is an employer-led public/private partnership dedicated to improving the safety and health of employees, their

families, and members of the communities in which they live and work, by preventing traffic crashes that occur both on- and off-the-job. NETS publishes "Strength in Numbers" annual safety benchmark surveys, monthly newsletters, and has launched "Drive Safely Work Week" campaigns each year.

Executive Director Jack Hanley, accepting the award for NETS, leads the organization's road safety efforts including marketing the Novice Driver's Road Map and the NETSWork e-newsletter. Mr. Hanley also represents NETS on the UN Road Safety Collaboration, the principal steering committee for the Decade of Action for Road Safety 2011-2020.

ASIRT Industry Leadership Award

Douglas J. Greenhaus



As Chief Regulatory Counsel, Environment, Health, and Safety for the National Automobile Dealers Association (NADA), Doug Greenhaus represents dealer interests before federal agencies including the EPA, DOT and DOL. He counsels NADA members and staff on federal regulatory matters, has authored numerous trade publication articles and educational materials, and is a frequent industry speaker. Mr. Greenhaus currently serves on the ASIRT Board of Directors and holds a B.A. in political science/environmental studies from the University of Vermont and a J.D. from George Washington University.

ASIRT Community Leadership Award

Debra L. Weinstein, Ph.D.



Debra Weinstein is Assistant Director at the Institute for Bioscience and Biotechnology Research, University of Maryland. Dedicated to community volunteerism, she is a former ASIRT Board member who remains actively involved in projects, and a former Board member of Beth Sholom Congregation in Potomac, where she served as President. She is a hospice care volunteer for the Jewish Social Service Agency and has volunteered on committees for the Jewish Federation of Greater Washington. Dr. Weinstein received her Ph.D. in Microbiology and Immunology from the Uniformed Services University of the Health Sciences in Bethesda.

Aron Sobel Guardian Award

Shadia and David Blanchard



Veteran international travelers Shadia and David met in 1984 while both were working in Syria. Their daughter Deana, born in 1986, perished when she was hit by a bus while crossing the Nile Corniche in Maadi, Egypt. In her honor, David founded the Egyptian Society for Road Safety, which built the pedestrian safety bridge across the Corniche, and Shadia creates jewelry to support an orphanage and scholarship fund. David has worked abroad in numerous countries including Egypt, Syria, Tunisia, Australia and Brazil. He holds Bachelor and Masters degrees in geology from San Jose State University and San Francisco State University. Shadia worked in Qatar for the FAA, later relocating back home to Damascus, Syria. She holds a B.A. in English Literature from Damascus University.

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Remembering Aron always
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In loving memory of Aron Sobel
Miriam Katzman

In memory of Aron
Josh and Ora Kranz

In memory of Aron Sobel
Jeff and Freida Paskow

In honor of Dr. Debra Weinstein
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Thank you, Debbie, for your continued support of ASIRT!
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In loving memory of Lulu Kiang-Wang
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In honor of Rochelle Sobel
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In appreciation of Rochelle Sobel
Debbie Vodenos and Sam Boxerman

In honor of Rochelle Sobel
Hindy and Julian Orenstein

We wish you continued success.
Daniella, Marc, Avital, Yael and Eran Friedman

In memory of Ozgecan Turna
Sinan Karaca

In gratitude to our magnificent honorees, ASIRT supporters and our talented and dedicated staff. *With love and appreciation, Rochelle*

Mazel Tov
To
Debra Weinstein:

An inspiration and
role model to all who
know her

*from her husband
and family*

Rochelle,
We want to thank you
for all of your wonderful
contributions to our
community.
With great admiration
and affection,
Ricki and Albert Cytryn

Thank you to Paula and Andy
for chairing this year's event.
K'ol Hakavod!
Thank you to Rochelle -
a continuing inspiration
to all of us.
Trudy & Howard Jacobson
Avi, Rachel & Sam
Jeremy Jacobson
Shira & Ross Broms

Congratulations to
ASIRT for its many years
of being a world leader in
promoting international
road safety!

Linda and Meyer Katzper

Congratulations
to the
Honorees.
Deborah Katz and
Ruben Lamdany

Love to our friend and
teacher, Rochelle, and
Mazal Tov to tonight's
honorees.

Jocelyn and Danny Krifcher

Thanks to Rochelle and the
ASIRT staff for their
incredible dedication,
and congratulations to
the honorees.
Susan and Alan Zuckerman



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We are proud to support ASIRT and their mission to promote road safety around the world.

www.gccassociation.org

In Loving Memory of
Our Dear Daughter,
Deana

Shadia and David Blanchard

Well deserved
congratulations to
all of the honorees!
ASIRT demonstrates
that a few can make a huge
difference for the many.
Joan and Marvin Rosenberg

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Association for Safe International Road Travel

THE VISION

One World One Road...

ASIRT envisions a world in which road safety is an international priority built into the way we all live and the risk of road crashes continues to significantly decline for all people everywhere.

THE MISSION

ASIRT's mission is to save lives and minimize crash-related injuries by assisting travelers to manage road risks and by inspiring the world to take actions to improve road safety. ASIRT accomplishes this mission through education, advocacy and the creation and support of exemplary, sustainable road safety programs and partnerships worldwide.



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