



Intelligent Transportation
Society of Maryland

Preliminary Program

*ITS Information Gathering for Safe and
Efficient Mobility*

September 30-October 1, 2010

Maritime Institute

692 Maritime Blvd Linthicum Heights, MD 21090

Preliminary Agenda

Thursday September 30, 2010

7:30 AM Registration/Continental Breakfast

8:45 AM Welcome Remarks

Tanya King, President ITS MD

9:00 AM Keynote Address

Neil Pedersen

10:00 AM Intellidrive

Intellidrive is the USDOT sponsored program to develop vehicle-to-vehicle and vehicle-to-infrastructure information exchange capability via wireless communications for the purposes of making surface transportation safer, smarter and greener. The basic premise is that roadside equipment, vehicles, and personal communication devices are able to exchange position and status information for the purposes of improving safety and mobility while reducing environmental impacts. This session explores the initiatives, programs, applications, and challenges from various stakeholder perspectives including roadside equipment industry, vehicle industry, USDOT, and local agencies.

11:30 AM Lunch and Exhibitor Visit

Lon Anderson-AAA Mid-Atlantic

1:00 PM Transit-Sophisticated, Sexy, Smart

Transit technologies in the region have become more sophisticated and are providing a greater level of detail for operations as well as creating a more personalized connection with riders (and potential riders). This session will highlight some of the latest thinking and strategies utilized by the transit industry to minimize congestion, put transit usage in a more customer friendly light, increase safety, and improve operations for the transit properties responsible for maintaining a vital link in our region's transportation system.

2:00 PM Let it Snow: Technologies and Tools to Improve Weather-Related Operations

In this session, presentations will focus on weather-related topics and technologies. Paul Pisano, USDOT, will discuss the goals and status of several weather-related tools and technologies, including the *Clarus* Initiative, which is expanding the collection and dissemination of road weather data. The State Highway Administration has been using its road weather information system (RWIS) for a while now, and Dave Rossbach, SHA, will address how use of the RWIS has evolved over the years, how it was used during last winter's storms, and some lessons learned. The third presenter, Kris Singleton, Howard County, will discuss some of the unintended operational consequences of Howard County's snow plow tracker system, which has been in use for many years.

3:15 PM Break and Exhibitor Visit

3:30 PM Upcoming State and Local ITS Projects

In this session, state and local agency representatives will be discussing the new and upcoming projects and opportunities. The focus will be on upcoming ITS projects with local impact.

5:00 PM Reception

7:00 PM End of Reception

Friday October 1, 2010

7:30 AM Continental Breakfast

8:00 AM Travel Time Information for Improved Mobility

This session will focus on development of arterial detection programs in the District that will allow DDOT to post travel time information in the near future. In addition, this session will discuss the developments in predictive travel time modeling, and upcoming traveler information initiatives in the region.

9:30 AM Break and Exhibitor Visit

10:00 AM Public and Private Data Fusion for Improved Transportation

This session will focus on technologies and services that take advantage of the fusion of public and private data to improve mobility. We will explore the different data sources and their current uses, and what the future has in store as we expand the use of traffic data and continue to remove the barriers of between public and private entities.

11:30 AM Lunch

1:00 PM Golf

Golf is at a The Woodlands Golf Course in Windsor Mills, MD. An awards ceremony will follow with an all American cookout.

Exhibitors

ITS MD will provide a place to showcase your company/agency. The exhibitor fee includes registration for one person, a skirted table with two chairs, and inclusion in the exhibitor sponsored Social Event Thursday Night in the Vendor area. If you need access to electrical outlets and internet, please let us know and we can make arrangements at no additional cost.

The cost to exhibit is \$450 for members and \$750 for non-members if reserved prior to September 16, 2010, and \$550 and \$850 thereafter. Registration for a second company employee who wishes to attend is \$125 if reserved prior to September 16, 2010 (Limit one). No special discount applies after September 16, 2010.

Sponsorship

Benefits of sponsorship.

- ◆ Name displayed on placards and posters throughout the meeting or function being sponsored.
- ◆ Name and Logo will be listed in the Final Program
- ◆ A PowerPoint slide that will be displayed on a large projection screen in the main meeting hall during breaks (similar to those seen at the movies).
- ◆ Gold sponsors' logos will be on the Attendees Folders

Available Sponsorships

Daily Sponsorships
Thursday, September 30th
Lunch \$500.00
All Breaks \$250.00
Friday, October 1st
Lunch and Break \$500

General Sponsorships
Gold \$500
Silver \$250
Bronze \$100

Golf Sponsorships
Overall Sponsor \$250
Longest Drive Contest \$50
Closest to the Pin Contest \$50

Golf

Start Time: 1:00 PM (Shotgun Start)

Location: The Woodlands Golf Course
2309 Ridge Rd, Windsor Mills, MD

Game: Captain's Choice Best Ball

Prizes for: Low Gross (Team)

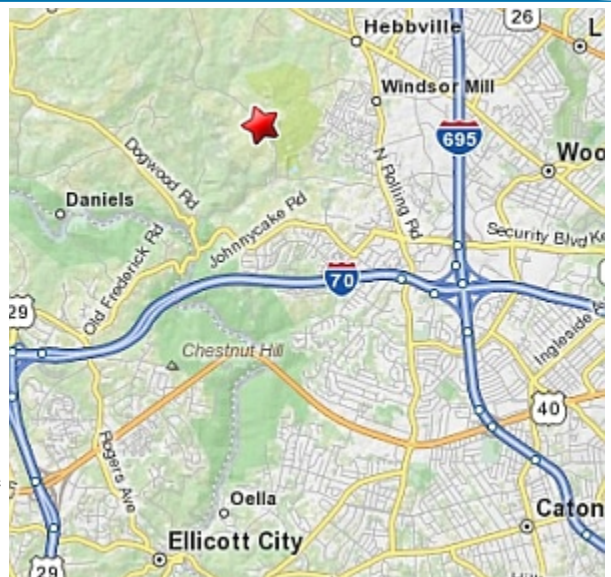
Longest Drive

Closest to the Pin

Fee: \$80.00

Fee includes: 18 holes, cart, range use, prizes and cookout

Dress Code: soft spikes only (sneakers are acceptable), shirts with collars and appropriate shorts, pants, or skirts (Please refrain from wearing any jeans, cut-offs, t-shirts, or similar attire)



Meeting Registration

Mr. Ms. Dr. _____
NAME (Registering attendee)

NICKNAME FOR BADGE

JOB TITLE

ORGANIZATION NAME

ORGANIZATION ADDRESS

CITY/STATE/PROVINCE/COUNTRY ZIP/POSTAL CODE

TELEPHONE FAX

EMAIL

Additional Information Needed for Golfers

I have a foursome, my team members are:

Name of Foursome (if you have a set)

I don't have a foursome, I typically shoot: __70-80, __80-90, __90-100, __100+

REGISTRATION NOTES

Registration includes lunch each day, morning and afternoon refreshments and social hour.

Registration does not include lodging.

Make checks payable to ITS Maryland.

Register and pay on line at ITSMD.org

Or

Send completed form with check payable to ITS Maryland to:

Maritza Montelara
 ITSMD
 2206 Technology Ventures Bldg.
 5000 College Ave.
 College Park MD 20742.

For questions email Maritza@umd.edu or call 301-403-0515

ITS MARYLAND PLAN TO ATTEND!

Not an ITS Maryland member, become one today!

Registration is good for one year. Membership includes discounts on ITS MD events held throughout the year. This includes events such as, the Legislative Technology Showcase held in Annapolis, ITS MD baseball outing at Camden Yards, a round table that discussed how ITS was used to during the inauguration, and many more.

	Member	Non-Member
Received by September 16th:	<input type="checkbox"/> \$175	<input type="checkbox"/> \$200
Received after September 16th:	<input type="checkbox"/> \$250	<input type="checkbox"/> \$275
Student	<input type="checkbox"/> \$25	<input type="checkbox"/> \$25
Golf (additional)	<input type="checkbox"/> \$80	<input type="checkbox"/> \$80
Exhibitor received by September 16th:	<input type="checkbox"/> \$450	<input type="checkbox"/> \$750
Exhibitor received after September 16th:	<input type="checkbox"/> \$550	<input type="checkbox"/> \$850
Second Exhibitor Registration (limit one)	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125
Sponsorship	See Pricing Below	
Membership	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250
Speakers	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50

Yes, I would like to sponsor:

- | | |
|--|---|
| <input type="checkbox"/> Thursday, September 30, 2010
Lunch \$500.00 | <input type="checkbox"/> Bronze \$100 |
| <input type="checkbox"/> Thursday, September 30, 2010
All Breaks \$250.00 | <input type="checkbox"/> Golf Overall Sponsor \$250 |
| <input type="checkbox"/> Friday, October 1, 2010
Lunch and Breaks \$500 | <input type="checkbox"/> Golf Longest Drive Contest \$50 |
| <input type="checkbox"/> Gold \$500 | <input type="checkbox"/> Golf Closest to the Pin Contest \$50 |
| <input type="checkbox"/> Silver \$250 | |