

FALL 2013



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# SMSA *Spotlight* Magazine

## Michael Jordan Receives Award of Appreciation

Michael Jordan has been NHTSA's motorcycle safety expert for the last seven years. Many of you probably met him at an SMSA conference or maybe while serving on one of NHTSA's motorcycle safety committees or during a NHTSA State Motorcycle Safety Technical Review. Michael recently announced that he would be changing jobs. He is now working at the Federal Motor Carrier Safety Administration (FMCSA). Instead of motorcycles, he is now working with commercial vehicles.

The SMSA appreciates all the work Michael has done for motorcycle safety. He was always a great resource and a supporter of the SMSA. He will be missed. Our loss is the FMCSA's gain. The SMSA wishes Michael great success in his

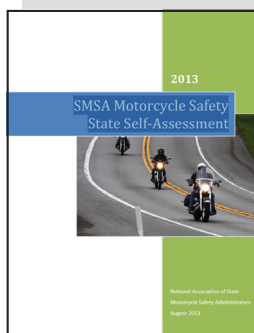
new position and would like to say THANK YOU for a job well done. In appreciation, the SMSA presented Michael an award for his Significant Contributions to Motorcycle Safety and Support of the SMSA. The award was presented to Michael Jordan following the SMSA 2013 Summit by Jeremy Gunderson of NHTSA.

"I am humbled and would like to thank the members of the National Association of State Motorcycle Safety Administrators (SMSA) for this recognition. Many of the accomplishments and contributions that I led at the NHTSA would have been created in a vacuum and never got off the ground had there not been engagement with the SMSA's leaders and its members. The SMSA is



comprised of great program administrators who are passionate about making motorcycling safer and I have been very fortunate to have had the opportunity to work with some true professionals during the last 7 years. To me, this award symbolizes how significant accomplishments can be achieved when you maintain a strong Federal and State

partnership and work toward a common goal. I am excited to see how the SMSA continues to grow and I wish you all the greatest success in saving lives in the coming weeks, months, and years! Respectfully..."  
-Michael J. Jordan



## SMSA Motorcycle Safety State Self-Assessment

The SMSA finalized the new Motorcycle Safety State Self-Assessment Tool in August 2013. The new Self-Assessment Tool was presented during a Professional Development Workshop at the SMSA 2013 Summit on Comprehensive Motorcycle Safety Programs on August 23, 2013 in Kansas City, Missouri.

The Self-Assessment Tool is designed to assist State's in evaluating their motorcycle safety efforts using the NHTSA Uniform Guidelines for Highway Safety Programs - Guideline No. 3 Motorcycle Safety. The Self-Assessment Tool is available on the SMSA website in the "Members Only Section" under "Resources."

# SMSA 2014 NATIONAL SUMMIT



Mark your calendars for the SMSA 2014 National Summit in Baltimore, Maryland—  
September 25 - 27, 2014.  
Thursday - Saturday  
Room rates include full breakfast and dinner buffet; complimentary Wi-Fi, recreational facilities, parking and shuttle service to/from BWI Airport, BWI Amtrak Station and the Baltimore Light-Rail. \$135 single and \$180 double occupancy plus tax.  
For more information visit [www.smsa.org](http://www.smsa.org)  
Then click on events

## 2013 SMSA Summit Overview

The 2013 SMSA National Summit was held at the Westin Kansas City at Crown Center in Missouri on August 23-25, 2013. The focus of the Summit was Developing, Implementing and Maintaining Comprehensive Motorcycle Safety Programs incorporating NHTSA's Uniform Guidelines for State Highway Safety Programs – Guideline No. 3 Motorcycle Safety. Two Professional Development Workshops were offered this year: "Utilizing the new SMSA State Motorcycle Safety Program Self-Assessment Tools" and Cape Fox's "An Interpersonal Approach to Behavioral Change." During the Summit, presenters spoke on topics pertaining to NHTSA's Guidelines, offering participants a variety of sessions from which to choose. Harley-Davidson hosted a BBQ on Saturday evening at the Kansas City factory, as well as providing the opportunity to demo ride 2014 Harley-Davidson motorcycles. SKIDCAR SYSTEMS, Inc. also allowed the participants to experience a hands-on demonstration of their SKIDBIKE training motorcycle. This year's exhibitors included Cape Fox Professional Services, Management Systems, Inc., Maryland Motorcycle Safety Program, SKIDCAR SYSTEMS, Inc., Total Control and U.S. Insurance. Thank you to this year's presenters and exhibitors for helping to make the 2013 Summit both informative and entertaining.



A Special Thank You to the 2013 SMSA Summit Sponsors for their donations of time and money. The SMSA Executive Committee and Members appreciate your continued generosity.

**Harley-Davidson Motor Company, Missouri Motorcycle Safety Program, Missouri Safety Center, Tidewater Motorcycle Safety Training Program, Management Systems, Inc., Motorcycle Safety League of Virginia, Inc., U.S. Insurance Services and SNELL Memorial Foundation, Inc.** Visit the SMSA website at [www.smsa.org](http://www.smsa.org) for downloadable presentations and pictures from the conference, which can be found in the members only section. Thank you to all our members for your continued support of SMSA, and we look forward to seeing you all at the Maritime Institute in Baltimore, MD next year!

## Stacey "Ax" Axmaker Receives SMSA 2013 Outstanding Contribution Award

The 2013 SMSA Outstanding Contribution Award was presented to Stacey "Ax" Axmaker, Idaho **STAR** Program. The SMSA Outstanding Contribution Award recognizes individuals for their dedication, commitment and contribution to motorcycle safety which has had a positive impact on a national, state or local level.

Ax is the Director of the Idaho **STAR** Motorcycle Safety Program. Ax has been teaching rider training for 22 years. His first full-time position was as the 'Mobile Program Coordinator' for the TEAM OREGON Motorcycle Safety Program in 1997. That year, the Mobile Program won a national award from the Motorcycle Safety Foundation and in 1999, TEAM OREGON won the MSF's Outstanding State Program award.

In addition to many other accomplishments, Ax served on the Technical Working Group for the 'National Administrative Standards for Entry-Level Rider Training' project from 2011-2013 sponsored by NHTSA and led Idaho's efforts to update their entry-level rider training curriculum to meet NHTSA's National Curriculum Standards, published in 2011.

In Idaho, motorcycle crashes and fatal motorcycle crashes are on a downward trend. Motorcycle Safety is now a focus area of the transportation department's efforts and decisions. Motorcycle rights groups, law enforcement, rider training, and the office of highway safety all work together on projects to reduce crashes and fatalities involving motorcyclists.

Idaho's data shows that over 70% of fatal motorcycle crashes are associated with rider error. Ax has been successful in helping to shift media efforts at the state level from a strictly 'motorist awareness' focus to reaching the riders themselves with messages regarding alcohol, riding gear, and riding skills.

As a result of many years of effort, much of the local media now is very open to discussing motorcycle safety beyond helmets and helmet laws. They are also willing to report on motorcycle "riding gear" inclusively, rather than just on the helmet.



Ax has been bringing content, new ideas, and value to the SMSA Conferences and Summits since 2002. He has developed curricula and trainings that he has willingly shared across state and national borders. He has successfully partnered with the Motorcycle Riders Foundation (MRF) Awareness and Education to support and augment motorcycle safety as a fixture in the MRF Reports magazine as well as at conferences. Ax talks comfortably with NHTSA and other federal agency officials as well as with ABATE and MRF officers and members. He has demonstrated a path for finding common ground and building coalitions in which people from very different backgrounds can work together toward the common goal of fewer crashes and fatalities involving motorcyclists.

Ax continues to push and encourage our industry to be about motorcycle safety more generally, and not just about rider training. For more visit [www.smsa.org/Awards](http://www.smsa.org/Awards).



## SMSA Supporting Members' Corner

# SKIDBIKE™ The Ultimate System in Motorcycle Survival



*Note: Content for this article was provided by the people at SKIDBIKE.*

For the last 25 years, the Cedergrens family of Klintehamn, Sweden and SKIDCAR SYSTEM Inc., based in the USA, have worked together to develop and sell products meant to enhance an International and personal culture of driving safety. The tools and technologies we build are conceived in the design belief that, when used properly, they can bring better training and understanding for improved traffic safety.

Globally, the efforts to train new riders with adequate braking core concepts and techniques were limited, as no commercially available "safe" training technology existed to solve the issue. After an extensive review of this acknowledged weakness in the teaching of braking technique throughout many different training programs, the SKIDBIKE™ was designed. SKIDCAR SYSTEMS worked to create and offer a solution to inadequate braking practice for beginning and intermediate riders taking their first courses.

The SKIDBIKE has 7 wheels, 2 safety wings, control struts, an adjustable lean angle, and a front wheel lifting appliance with adjustable electric ram.

With the adjustability of the front lifting appliance, the speeds needed for realization of critical right and wrong skills can be lowered for the purest of all training protocol; SAFETY IN TRAINING.

So far, the SKIDBIKE has allowed the new rider a vehicle to confidently and competently learn the essential basics of balance, importance of vision, motorcycle control operation, and the very essence of its design: proper use of the front and rear brake.



## SMSA Announces New Committee Structure

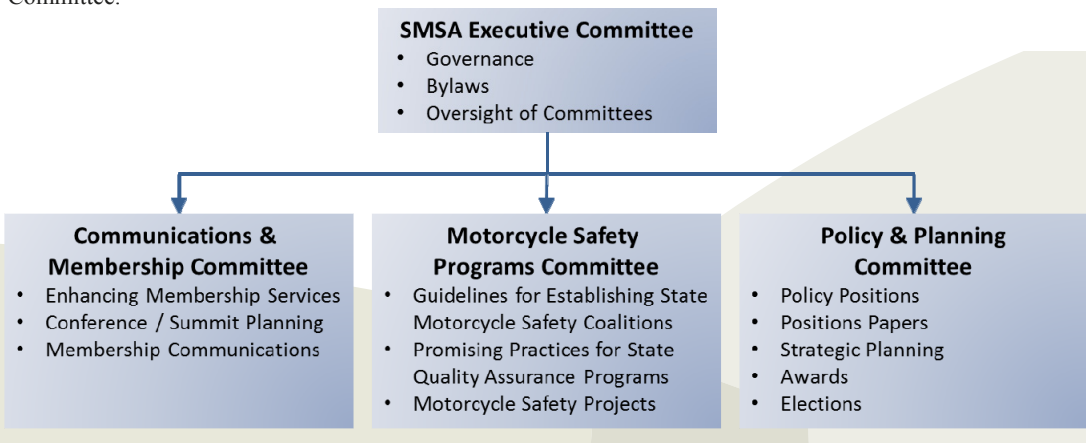
The new SMSA committee structure was approved during the 2013 SMSA Annual Members Business Meeting. The structure consists of three (3) new committees designed to assist the SMSA Executive Committee with activities and projects benefiting the membership and motorcycle safety programs.

The committees include the Communications & Membership Committee, the Motorcycle Safety Programs Committee and the Policy & Planning Committee.

Each committee consists of six (6) members including a Chairperson, one (1) Representative from each of SMSA's three (3) Regions, one (1) Supporting Member and one (1) Individual Member. Each committee will be supported by one (1) Executive Committee Liaison and the SMSA Staff.

The Communications & Membership Committee is chaired by Peter Vander Aa from Nevada; the Motorcycle Safety Programs Committee is chaired by Phil Sause from Maryland; and the Policy & Planning Committee is chaired by Michele O'Leary from Oregon.

A new section on the SMSA website will be created for committees. Members are encouraged to learn more about the committees and their projects as well as contacting their representatives to share ideas.



## SMSA MEDIA LIBRARY

The SMSA is asking the membership to provide electronic files of your media used to promote motorcycle safety and rider education. Preferably the media should be untagged to allow other programs to easily reuse the media.

The media will be placed in the SMSA Members Only Section of the website to allow other members to easily download the files for their use.

Help other members to not reinvent the wheel. Please share your media by sending it to [office@smsa.org](mailto:office@smsa.org) or SMSA Office  
1434 Trim Tree Road  
Indiana, PA 15701

# Florida Receives the SMSA 2013 Outstanding State Award



The SMSA Outstanding State Award recognizes a state with a comprehensive state motorcycle safety program (NHTSA Highway Safety Program Guideline No. 3 – Motorcycle Safety Program) and has implemented strategies that are successful, effective and can be measured, evaluated and serve as best practices.

The 2013 SMSA Outstanding State Award was presented to the Florida State Safety Office in recognition of its comprehensive state motorcycle safety program for implementing strategies that are successful, effective and can be measured, evaluated and serve as best practices.

SMSA congratulates the Florida State Safety Office for this prestigious award.

## Florida Motorcycle Safety Coalition & Comprehensive Motorcycle Safety Program

*Note: Content for this article was provided by the FDOT State Safety Office.*

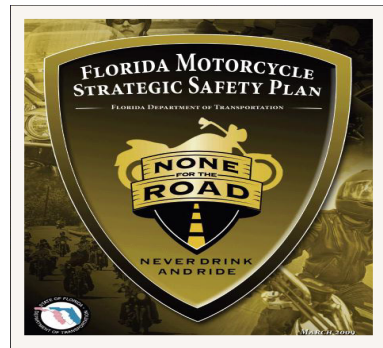
Over the past decade, motorcycle registrations have more than doubled in the U.S. and a much larger increase has been observed in Florida. The state's sunny weather, beautiful beaches, and scenic highways make it a popular place for motorcycle enthusiasts. The state is also host to popular motorcycle rallies, such as Biketoberfest and Daytona Bike Week. Florida's growing rider population and popularity with motorcycle enthusiasts makes motorcycle safety an important issue. Corresponding with the sharp increase in motorcycle registrations, Florida also had witnessed an increase in motorcyclist fatalities and injuries - motorcycle fatalities as part of all traffic fatalities in Florida spiked above 15 percent in 2006. Considering that motorcycles represent less than three percent of all motor vehicle registrations in Florida, fatal motorcycle crashes are a critical safety concern in Florida.

The high level of commitment by Florida's Comprehensive Motorcycle Safety Program to motorcycle safety begins with the Florida's Department of Transportation (FDOT) State Safety Office, which manages Florida's Strategic Highway Safety Plan (SHSP). The SHSP, a data-driven plan that addresses the "4 E's" of safety – engineering, enforcement, education, and emergency response, addresses motorcycle safety issues in the Vulnerable Road Users emphasis area, with a goal of reducing motorcycle fatalities, injuries, and crashes. The program, in an immediate response to the 2008 National Highway Traffic Safety Administration (NHTSA) technical assessment of Florida's motorcycle safety efforts, involved a wide range of safety partners to develop the Florida Motorcycle Strategic Safety Plan (MSSP). The MSSP supplements and expands on the SHSP by providing more detailed objectives and strategies to improve motorcycle safety in Florida.

A detailed business plan to aid in implementing the strategies and action steps set forth in the MSSP was developed, and the Florida Motorcycle Safety Coalition was established, which includes representatives from FDOT, the Florida Department of Highway Safety and Motor Vehicles (DHSMV), the Florida Department of Health (DOH), local agencies, motorcycle clubs/groups, state and local law enforcement, emergency management, motorcycle safety interest groups, and transportation research specialists.

The Florida Motorcycle Safety Coalition is led by a FDOT traffic safety specialist and it performs a vital role to prioritize and implement the strategies and action steps identified in the MSSP business plan to reduce motorcycle-related fatalities, injuries, and crashes in Florida. The Center for Urban Transportation Research (CUTR) at the University of South Florida provides technical and administrative support to the Coalition and assists it with implementing the MSSP. CUTR also oversees the State's motorcycle public information and education efforts, including the development, production, implementation, and dissemination of outreach materials.

Florida's Comprehensive Motorcycle Safety Program far exceeds the definition of a Comprehensive Motorcycle Safety Program in comparison to other state programs. The coordinated efforts between FDOT, the State Safety Office, the Florida Motorcycle Safety Coalition, and CUTR make Florida the leading authority in motorcycle safety with strategies that are successful, measurable, effective, have been evaluated, and can serve as best practices. Florida's efforts and activities have led to a 20 percent reduction in the number of motorcyclists killed in four consecutive annual reductions and a six percent reduction in the number of motorcycle crashes from 2007 to 2011 despite little fluctuation in ridership numbers, no state universal helmet law, and the fact that motorcycle riding is a year-round activity in Florida.



The Florida MSSP identifies goals, strategies, and action steps to implement improvements in the program areas. The eleven program areas are as follows:

- Data and Analysis;
- Program Management and Evaluation;
- Personal Protective Equipment;
- Operator Licensing;
- Rider Education and Training;
- Rider Impairment and Speeding (FDOT added speeding to the Rider Impairment emphasis area due to a great need to address speeding issues)
- Legislation and Regulations;
- Law Enforcement and Emergency Services;
- Roadway Engineering;
- Rider Conspicuity and Motorist Awareness; and
- Communications.