



National Motorcycle  
Safety Training Summit

# One Team

## Building a Collaborative Culture to Save Lives

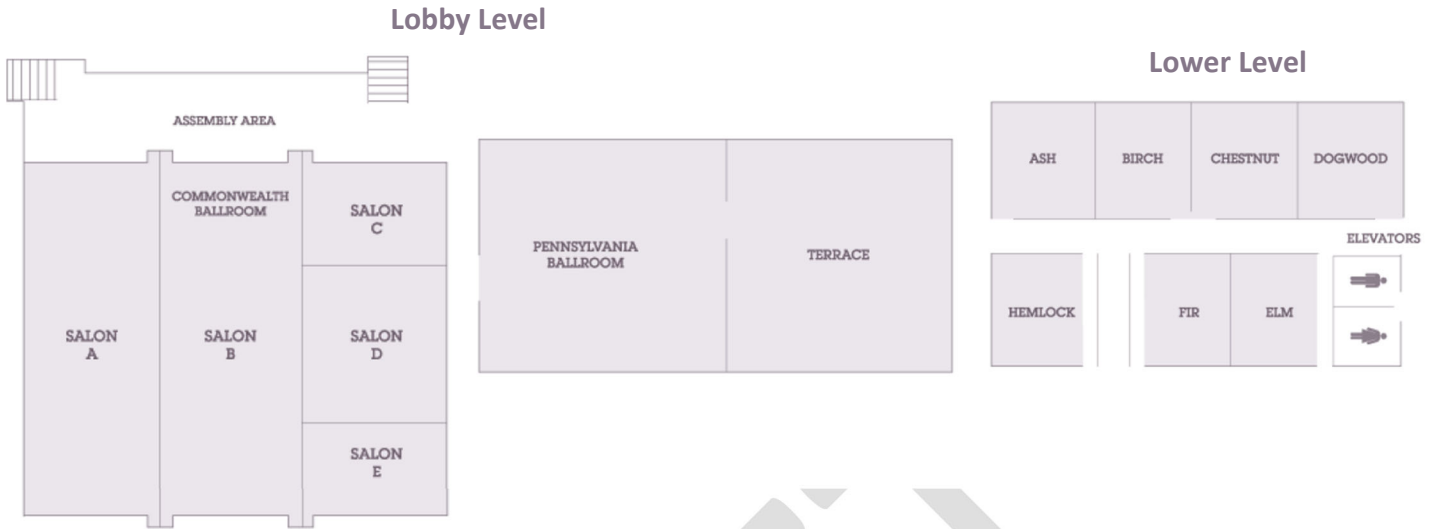
**DRAFT Agenda 4/21/2025**

**Presentation Dates and  
Times are Subject to  
Change**



**September 10-13, 2025 • Harrisburg, Pennsylvania**

# Sheraton Harrisburg Hershey Hotel Floor Plan & Parking Lot Range



## General Summit Information

### Summit Badge

A Summit badge is required for **all** events and meal functions.

Please have your badge ready for display at all times.

### Daily Evaluations

Give us your feedback. Complete the online daily evaluations for a chance to win a door prize.

### Participant Certificates

Complete an online evaluation form to receive a *Certificate of Attendance* with instructional hours for:

- Professional Development Workshop (PDW)
- The Full 2025 Summit (Overall)

## Exhibit Hall Hours

### Wednesday, September 10, 2025

5:30 p.m. - 7:30 p.m.

### Thursday, September 11, 2025

8:00 a.m. – 12:00 p.m.  
1:30 p.m. – 5:00 p.m.

### Friday, September 12, 2025

8:00 a.m. – 12:00 p.m.  
1:30 p.m. – 3:30 p.m.

**Complete your 2025 SMSA Summit Exhibitor Passport by visiting each exhibitor.**

**Submit completed passports at the Registration Table no later than 3:15 p.m. on Friday.**

**One completed passport submission will be drawn during the Friday Afternoon Break at 3:15 p.m. (must be present to win).**



# Special Thanks to the 2025 SMSA Summit Host and Sponsors!

## 2025 SMSA Summit Host



Visit the Pennsylvania Department of Transportation (PennDOT) Host Table located next to the SMSA Summit Registration Table for information on local activities and dining options.

## 2025 Host Planning Committee

PennDOT (Host)

Idaho **STAR** Motorcycle Safety

SMSA Communications and Membership Committee

## 2025 SMSA Summit Sponsors

### Become a Sponsor!

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[Sponsor Registration](#)

### Gold Level



### Silver Level

### Bronze Level

### In-Kind



# Summit Networking Events



  
State Motorcycle Safety Association

## WELCOME RECEPTION

September 10, 2025  
5:30-7:30 PM

Sheraton Harrisburg Hershey Hotel  
Harrisburg, Pennsylvania

Hors d'oeuvres, Refreshments, Cash Bar

Hosted by




Social Event Coming Soon!

# Wednesday, September 10, 2025

Time & Location	Event Information	
<b>Don't Forget to Complete the Daily Evaluation! See <i>General Summit Information (Page 2)</i> for details!</b>		
<b>Breakfast On Your Own</b>		
8:00 a.m. – 10:00 a.m. & 1:00 p.m. – 5:00 p.m. <b>Commonwealth Foyer</b>	<b>SMSA Registration and PennDOT Tables Open</b> <i>Summit Badges Sponsored by: TBD</i> <i>Summit Welcome Bags and T-shirts Sponsored By: TBD</i>	
8:30 a.m. – 11:30 a.m. <b>Salon C/D</b>	<b>Professional Development Workshop</b>  <b>Trauma Management and Injury Prevention</b> <i>Amy Bollinger, Injury Prevention and Trauma Coordinator, Penn State Health</i>  <b>Stop the Bleed: What Everyone Should Know to Stop Bleeding After Injury</b> “Uncontrolled bleeding is the number one cause of preventable death from trauma. The greater the number of people who know how to control bleeding in an injured patient, the greater the chances of surviving that injury. You can help save a life by knowing how to stop bleeding if someone, including yourself, is injured.” - bleedingcontrol.org  In this class you will learn how to pack a wound, hold pressure, and apply a tourniquet – to yourself or others. Participants will receive a Stop the Bleed certificate upon completion of the class.  <b>Hotter than a Jalapeno: Recognizing Heat Stoke and Heat Exhaustion (And Knowing What to Do)</b> Over 65,000 people find themselves in need of Emergency Department care each summer due to heat-related illnesses, including heat exhaustion and heat stroke <ul style="list-style-type: none"> <li>• In 2022, over 1,700 people died from heat-related illness</li> <li>• Early recognition of heat exhaustion and/ or heat stroke is essential for the motorcycle operator so that we can continue to ride</li> </ul> In this class you’ll learn the signs of heat exhaustion and heat stroke; you’ll also learn how to treat both conditions, and you’ll learn ways to prevent it in the first place.  <b>PRE-REGISTRATION REQUIRED – SPACE LIMITED</b>	
9:00 a.m. – 4:00 p.m. <b>Salon A/B</b>	<b>Exhibitor Setup</b>	
12:00 p.m. – 1:30 p.m.	<b>Lunch On Your Own</b>	



# Wednesday, September 10, 2025

Time & Location	Event Information	
<p>1:30 p.m. – 4:30 p.m. Salon C/D</p>	<p><b>SMSA 2025 Annual Member Business Meeting</b> <i>Presided by: Sunshine Beer (ID), SMSA Chairperson</i></p> <ul style="list-style-type: none"> <li>• Call to Order, Welcome, Opening Remarks, and Introduction of SMSA 2024-2025 Executive Committee</li> <li>• Roll Call and Verify Quorum</li> <li>• Membership Recognition</li> <li>• Review and Approval of 2025 Annual Members’ Business Meeting Agenda and the Draft 2024 Annual Members’ Business Meeting Minutes</li> <li>• Treasurer’s Report</li> <li>• Review and Approval of Draft SMSA 2026 1-Year Plan and Proposed Budget</li> <li>• Administrator and Member Roundtable Discussion</li> <li>• SMSA 2025 National Motorcycle Training Summit Highlights</li> <li>• SMSA 2026 National Motorcycle Training Summit Highlights</li> <li>• Future SMSA National Motorcycle Training Summit Locations</li> <li>• Special Recognition Outgoing Executive Committee Members</li> <li>• Introduction of the 2025-2026 SMSA Executive Committee</li> <li>• Highlights of 2025 Summit Welcome Reception Hosted by Harley-Davidson® Riding Academy</li> <li>• Other Items of Interest and Adjournment</li> </ul> <p style="text-align: center;"><b>All Summit attendees are encouraged to attend!</b></p> <p style="text-align: center;"><b>Agenda and meeting materials provided at Member Business Meeting.</b></p>	
<p>2:30 p.m. – 3:00 p.m. Salon A/B <i>*Summit Badge Required</i></p>	<p><b>Afternoon Refreshment Break</b> <i>Sponsored by: TBD</i></p>	
<p>5:30 p.m. – 7:30 p.m. Salon A/B <i>*Summit Badge Required</i></p>	<p><b>Summit Welcome Reception and Exhibit Opening</b> Meet and Network with other Attendees, Exhibit Opening <i>Sponsored by: Harley-Davidson® Riding Academy</i> <a href="https://www.harley-davidson.com">https://www.harley-davidson.com</a></p>	



CELEBRATING 1 MILLION  
RIDERS TRAINED



# 1 MILLION DREAMS MADE REAL.

Here's to one million people who are living their dream. One million riders who have set themselves free. One million journeys into the adventure of riding. We're proud to celebrate one million riders trained. And, of course, invite anyone who dreams of riding to join the ride.

[H-D.COM/LEARNTORIDE.](https://www.harley-davidson.com/learntoride)



# Thursday, September 11, 2025

Time & Location	Event Information	
<b>Don't Forget to Complete the Daily Evaluation! See <i>General Summit Information (Page 2)</i> for details!</b>		
	<b>Breakfast On Your Own.</b> Visit the Exhibit Hall for hot and cold beverages.	
7:30 a.m. – 8:15 a.m. <b>Location</b>	<b>SMSA Newcomers' Meeting (For all new SMSA members and attendees. All are welcome to attend.)</b> <i>Moderated by: Justin McDonald (NV), SMSA Western Region Representative</i>	
8:00 a.m. – 12:00 p.m. <b>Salon A/B</b>	<b>Exhibit Hall Open</b> – Complete and submit your Summit Exhibitor Passport.	
8:00 a.m. – 3:00 p.m. <b>Commonwealth Foyer</b>	<b>SMSA Registration and PennDOT Host Tables Open</b> <i>Summit Badges Sponsored by: TBD</i> <i>Summit Welcome Bags and T-shirts Sponsored By: TBD</i>	
8:30 a.m. – 10:00 a.m. <b>Salon C/D/E</b>	<b>National Motorcycle Safety Training Summit Opening General Session</b> <i>One Team - Building a Collaborative Culture to Save Lives</i> <i>Moderated by: Sunshine Beer (ID), SMSA Chairperson</i> <ul style="list-style-type: none"> <li>• Presentation of Colors</li> <li>• Pledge of Allegiance</li> <li>• Welcome to Pennsylvania</li> <li>• SMSA Summit Welcome</li> <li>• SMSA Committee Member Recognition</li> <li>• SMSA Member Recognition</li> <li>• Supporting Corporate Partner Remarks</li> <li>• 2025 Sponsor and Exhibitor Recognition</li> <li>• Presentation of 2025 SMSA Awards</li> <li>• Early History of the Pennsylvania Motorcycle Safety Program – Celebrating 40 Years</li> </ul>	
10:00 a.m. – 10:30 a.m. <b>Salon AB</b> <i>*Summit Badge Required</i>	<b>Mid-Morning Refreshment Break with Exhibitors and Professional Networking</b> <i>Sponsored by: TBD</i>	
10:30 a.m. – 12:00 p.m. <b>Salon C/D/E</b>	<b>General Session</b> <i>Moderated by: Brett Robinson, SMSA Executive Director</i> <b>30x30 – The Role of Motorcycle Safety and Rider Training</b> <i>Eric Teoh, Director of Statistical Services, Insurance Institute for Highway Safety</i>	
12:00 p.m. – 1:30 p.m. <b>Salon A/B</b> <i>*Summit Badge Required</i>	<b>Lunch and Networking</b> <i>Sponsored by: TBD</i>	
1:30 p.m. – 5:00 p.m. <b>Salon A/B</b>	<b>Exhibit Hall Open</b> – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).	





# Thursday, September 11, 2025

Time & Location	Event Information
1:30 p.m. – 3:00 p.m. Pennsylvania Ballroom	<b>Concurrent Session</b> <i>Moderated by: Larry Crowe, SMSA Treasurer and Eastern Region Representative</i> <b>How Stakeholder Collaboration Can Benefit Motorcycle Safety</b> <i>Colleen Anderson, Motorcycle Safety Program and Licensing Manager, PA Department of Transportation</i>
1:30 p.m. – 3:00 p.m. Salon C/D/E	<b>Concurrent Session</b> <i>Moderated by: Aria Minu-Sepehr, Director, Team Oregon Motorcycle Safety Program</i> <b>Why are you yelling at me? Challenges with "Range Voice" and Alternative Modes of Communication</b> <i>Michael Heinen, Training Manager, TEAM Oregon Motorcycle Safety Program</i> <i>Earl Damron, Assistant Program Manager, California Motorcyclist Safety Program</i> <i>Jay Jackson, Executive Director, ABATE of Indiana</i>
1:30 p.m. – 3:00 p.m. Back Parking Lot	<b>Outside Riding Activity</b> <b>Motor Officer Riding Skills</b> <i>Dale Trythall, Police Motorcycle Instructor, ProRider Philadelphia</i>
3:00 p.m. – 3:30 p.m. Salon A/B <i>*Summit Badge Required</i>	<b>Afternoon Refreshment Break with Exhibitors and Professional Networking</b> <i>Sponsored by: American Association of Motor Vehicle Administrators (AAMVA) <a href="https://www.aamva.org/">https://www.aamva.org/</a></i>
	
3:30 p.m. – 5:00 p.m. Salon C/D/E	<b>Concurrent Session</b> <i>Moderated by: Edith Peters (FL), SMSA Member-At-Large</i> <b>The MSF Rider Mentor Program</b> <i>Ray Ochs, Ph.D., Vice President of Training Systems, Motorcycle Safety Foundation</i> <b>Don't be Duped by the Group - Beyond the Formation: A Modern Approach to Group Riding Dynamics</b> <i>Hal Deily, Founder, The Friction Zone / Ride Kune Do</i>
3:30 p.m. – 5:00 p.m. Pennsylvania Ballroom	<b>Concurrent Session</b> <i>Moderated by: Jennifer Goodrich (WY), SMSA Secretary and Member-At-Large</i> <b>Roundtable Discussion: Program Enhancements Using the SMSA Entry-Level Rider Training Standards (SERTS)</b> <i>SMSA Motorcycle Safety Programs Committee</i>
3:30 p.m. – 5:00 p.m. Back Parking Lot	<b>Outside Riding Activity</b> <b>Motor Officer Riding Skills</b> <i>Dale Trythall, Police Motorcycle Instructor, ProRider Philadelphia</i>
5:00 p.m. – 6:00 p.m. Pennsylvania Ballroom	<b>SMSA Individual Members' Meeting and Roundtable Discussion</b> <i>Moderated by: Donald Green, SMSA Vice Chairperson and Individual Member Representative</i>
5:00 p.m.	<b>Dinner On Your Own</b>
7:00 p.m. Salon A/B	<b>Social Event - TBD</b> Join us for a fun evening!



# Friday, September 12, 2025

Time & Location	Event Information	
<b>Don't Forget to Complete the Daily Evaluation! See <i>General Summit Information (Page 2)</i> for details!</b>		
<b>Breakfast On Your Own. Visit the Exhibit Hall for hot and cold beverages.</b>		
8:00 a.m. – 12:00 p.m. <b>Salon A/B</b>	<b>Exhibit Hall Open</b> – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).	
8:00 a.m. – 3:00 p.m. <b>Commonwealth Foyer</b>	<b>SMSA Registration and PennDOT Tables Open</b> <i>Summit Badges Sponsored by: TBD</i> <i>Summit Welcome Bags and T-shirts Sponsored By: TBD</i>	
8:30 a.m. – 10:00 a.m. <b>Salon C/D/E</b>	<b>Concurrent Session</b> <i>Moderated by: Ray Pierce (MO), SMSA Member-At-Large</i> <b>Bridging Worlds: Mastering the Art of Hybrid Learning for RiderCoach Candidates</b> <i>Les Mlsna, Operations and Training Specialist, Wisconsin Motorcycle Safety Program</i> <b>Constructing an Experienced Rider Clinic – Part I</b> <i>Ray Ochs, Ph.D., Vice President of Training Systems, Motorcycle Safety Foundation</i>	
8:30 a.m. – 10:00 a.m. <b>Pennsylvania Ballroom</b>	<b>Concurrent Session</b> <i>Moderated by: Jay Bock (MN), SMSA Central Region Representative</i> <b>Watch for What? The Gap Between Drivers and Riders: Understanding Perceptions and Challenges in Motorcycle Awareness</b> <i>Chanyoung Lee, Ph.D., Program Director, Center for Urban Transportation Research</i> <i>Edith Peters, Center for Urban Transportation Research</i> <b>Speed Exchanging</b> 30 minutes of networking and exchanging thoughts on motorcycle safety topics!	
8:30 a.m. – 10:00 a.m. <b>Back Parking Lot</b>	<b>Outside Riding Activity</b> <b>Motor Officer Riding Skills</b> <i>Dale Trythall, Police Motorcycle Instructor, ProRider Philadelphia</i>	
10:00 a.m. – 10:30 a.m. <b>Salon A/B</b> <i>*Summit Badge Required</i>	<b>Mid-Morning Refreshment Break with Exhibitors and Professional Networking</b> <b>Sponsored by: TBD</b>	
10:30 a.m. – 12:00 p.m. <b>Salon C/D/E</b>	<b>Concurrent Session</b> <i>Moderated by: Brett Robinson, SMSA Executive Director</i> <b>Challenge and Support - The Difference in Success</b> <i>Donald Green, Ed.D., MAJ (RET), Rider Choices and Skilled Motorcyclist Association--Responsible, Trained, and Educated Riders (SMARTER)</i> <b>What We Learn From a “Near Misses” Survey of Students</b> <i>Roberta Carlson, Program Manager, Total Control Training, Inc.</i>	
10:30 a.m. – 12:00 p.m. <b>Pennsylvania Ballroom</b>	<b>Concurrent Session</b> <i>Moderated by: Justin McDonald (NV), SMSA Western Region Representative</i> <b>EMS Response Time Impact on Highway Safety</b> <i>Andrew Rute, Civil Engineer, PA Department of Transportation</i> <b>Speed Exchanging</b> 30 minutes of networking and exchanging thoughts on motorcycle safety topics!	



# Friday, September 12, 2025

Time & Location	Event Information
10:30 a.m. – 12:00 p.m. Back Parking Lot	<b>Outside Riding Activity</b> <b>Motor Officer Riding Skills</b> <i>Dale Trythall, Police Motorcycle Instructor, ProRider Philadelphia</i>
12:00 p.m. – 1:30 p.m. Salon A/B	<b>Lunch and Networking</b> <b>*Summit Badge Required</b>
1:30 p.m. – 3:30 p.m. Salon A/B	<b>Exhibit Hall Open</b> – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).
1:30 p.m. – 3:00 p.m. Salon C/D/E	<b>Concurrent Session</b> <i>Moderated by: Larry Crowe (NH), SMSA Treasurer and Eastern Region Representative</i> <b>Human Factors in Motorcycle Safety</b> <i>Lee Parks, President, Total Control Training, Inc.</i>
1:30 p.m. – 3:00 p.m. Pennsylvania Ballroom	<b>Concurrent Session</b> <i>Moderated by: Jennifer Goodrich (WY), SMSA Secretary and Member-At-Large</i> <b>Reaching Unendorsed Riders: A New Spin on an Old Method</b> <i>Robert Willis, Motorcycle Program Manager, Washington Department of Licensing</i> <b>Growing Ridership Online</b> <i>Guillermo Cornejo, CEO, Riders Share</i>
1:30 p.m. – 3:00 p.m. Back Parking Lot	<b>Outside Riding Activity</b> <b>Constructing an Experienced Rider Clinic – Part 2</b> <i>Ray Ochs, Ph.D., Vice President of Training Systems, Motorcycle Safety Foundation</i>
3:00 p.m. – 3:30 p.m. Salon A/B <b>*Summit Badge Required</b>	<b>Afternoon Refreshment Break with Exhibitors and Professional Networking</b>  <i>Sponsored by: TBD</i>  <b>*Exhibitor Passport Winner Announcement 3:15 p.m.*</b>
3:30 p.m. – 5:00 p.m. Salon C/D/E	<b>Concurrent Session</b> <i>Moderated by: Jay Bock (MN), SMSA Central Region Representative</i> <b>Processing Crash Data and Development of Consumable Data</b> <i>Bob Ranieri, Crash Program Manager, PA Department of Transportation</i> <i>Aaron Hofelt, IT Generalist, PA Department of Transportation</i>
3:30 p.m. – 5:00 p.m. Pennsylvania Ballroom	<b>Concurrent Session</b> <i>Moderated by: Edith Peters (FL), SMSA Member-At-Large</i> <b>Ride Kune Do / Bruce Lee's Guide to Riding Mastery</b> <i>Hal Deily, Founder, The Friction Zone / Ride Kune Do</i>
3:30 p.m. – 5:00 p.m. Back Parking Lot	<b>Outside Riding Activity</b> <b>Constructing an Experienced Rider Clinic – Part 2</b> <i>Ray Ochs, Ph.D., Vice President of Training Systems, Motorcycle Safety Foundation</i>
3:30 p.m. – 5:00 p.m.	<b>Exhibitor Breakdown</b>



## Friday, September 12, 2025

Time & Location	Event Information
5:00 p.m. – 6:00 p.m. Salon A/B	<b>SMSA Supporting Members' and Exhibitors' Meeting and Roundtable Discussion</b> <i>Moderated by: Janice Bagley, Affordable Home Services Insurance, SMSA Supporting Member Representative</i>
	Dinner on your own

## Saturday, September 13, 2025

Time & Location	Event Information
<b>Don't Forget to Complete the Daily Evaluation! See <i>General Summit Information (Page 2)</i> for details!</b>	
	Breakfast On Your Own. Visit the Exhibit Hall for hot and cold beverages.
8:00 a.m. – 3:00 p.m. Commonwealth Foyer	<b>SMSA Registration and PennDOT Tables Open</b> <i>Summit Badges Sponsored by: TBD</i> <i>Summit Welcome Bags and T-shirts Sponsored By: TBD</i>
8:30 a.m. – 10:00 a.m. Salon C/D/E	<b>General Session</b> <i>Moderated by: Sunshine Beer (ID), SMSA Chairperson</i> <b>Safety Literature Influences on Rider Education and Training</b> <i>Ray Ochs, Ph.D., Vice President of Training Systems, Motorcycle Safety Foundation</i> <b>Range Safety and Student Learning Considerations</b> <i>Ray Ochs, Ph.D., Vice President of Training Systems, Motorcycle Safety Foundation</i>
10:00 a.m. – 10:30 a.m. Salon A/B <i>*Summit Badge Required</i>	<b>Mid-Morning Refreshment Break with Exhibitors and Professional Networking</b> <b>Sponsored by: TBD</b>
10:30 a.m. – 12:00 p.m. Salon C/D/E	<b>General Session</b> <i>Moderated by: Brett Robinson, SMSA Executive Director</i> <b>Lane Splitting and Lane Filtering: Understanding the Research</b> <i>Xu Simon, Ph.D., Vice-Chairman, Skilled Motorcyclist Association—Responsible, Trained, and Educated Riders</i> <b>Closing Session/Door Prizes</b>



## SMSA Executive Committee

<b>Chairperson</b>	Sunshine Beer (ID)	<b>Vice-Chairperson</b>	Donald Green
<b>Secretary &amp; At-Large-Member</b>	Jennifer Goodrich (WY)	<b>Treasurer &amp; Eastern Region Representative</b>	Larry Crowe (NH)
<b>Central Region Representative</b>	Jay Bock (MN)	<b>Western Region Representative</b>	Justin McDonald (NV)
<b>At-Large-Member</b>	Ray Pierce (MO)	<b>Supporting Member Representative</b>	Janice Bagley

## SMSA Communications and Outreach Committee

<b>Chairperson</b>	Dr. Don Green		
<b>Vice-Chairperson</b>	Denise Hanchulak		
<b>State Members</b>	Larry Crowe (NH)	Colleen Anderson (PA)	
<b>Individual Members</b>	Donald Green	Ron Braaksma	Keith Lindgren
	Richard Massic	Richard Smith	

## SMSA Motorcycle Safety Program Committee

<b>Chairperson</b>	Aria Minu-Sepehr		
<b>Vice-Chairperson</b>	Keith Culver		
<b>State Members</b>	Edith Peters (FL)	Steve Haataja (MN)	
<b>Individual Members</b>	Donnie Becker	Kyle Drugan	Jay Jackson
	DeAnna Ward	Hank Waters	Mark Welch

## SMSA Policy and Research Committee

<b>Chairperson</b>	George Tart			
<b>Vice-Chairperson</b>	Donald Green			
<b>State Members</b>	Jay Bock (MN)	Hanna Braziel (OR)	Ray Pierce (MO)	Robert Willis (WA)
<b>Individual Members</b>	Kip Bickford	Dave King	Dan Petterson	Dr. Gerald Hensley
	John Sears	Eric Teoh	DeAnna Ward	Alex Hatfield

# A Special Thank You to Our SMSA State Members, Individual Members, and Supporting Members!

## Supporting Corporate Partners:



## Supporting Corporate Members:



## Supporting Non-Profit Members:



## Supporting Small Business Members:



## Please Visit the SMSA 2025 Summit Exhibitors

Complete and Submit your 2025 SMSA Summit Exhibitor Passport for a chance to win a special door prize.

**Coming Soon!**

**Register to Exhibit at the 2025 SMSA Summit!**

**[Exhibitor Registration](#)**

DRAFT

