

**NEBRASKA OPERATION LIFESAVER
STATE COMMITTEE MEETING
March 8, 2012
www.nebraskaol.org
www.oli.org**

MEETING CALLED TO ORDER

Carol Daley called the meeting to order and Matt Silverman gave the Safety Briefing.

INTRODUCTIONS

Deb Ashworth, Union Pacific Railroad
Trooper Randy Bybee, Nebraska State Patrol
Daniel Chapp, Burlington Northern Santa Fe Railroad
Carol Daley, Executive Director – NEOL
Clinton Day, Union Pacific Railroad
Daniel Downery, Burlington Northern Santa Fe Railroad
Chip Frazier, HDR, Inc.
Howard Gillespie, Federal Railroad Administration
Bob Grant, Nebraska Department of Roads
Hilda Gurwell, Union Pacific Railroad, NEOL – Secretary
Tom Hillyard, Union Pacific Railroad
Harold Jones, BN Mini Train
Linda Kearns, Nebraska Office of Highway Safety
Marvin Kohout, Traffic Safety Plus
Pat Leahy, Union Pacific Railroad
Chris Noblett, Federal Railroad Administration
Sean Owings, Nebraska Department of Roads
Wayne Porter, Retired- Burlington Northern Santa Fe Railroad
Ron Scholz, Husker Sports Network
Matt Silverman, Union Pacific Railroad
Stu Sutherland, Sarpy Surveyor Retired
Gary Sydzyk, Burlington Northern Santa Fe Railroad
Bev Vonasek, Nebraska Department of Roads
Jeri Willms, OL Presenter

Statistics:

Bob Grant provided the following handouts. (See attached).

- Nebraska Traffic Fatality Toll Comparison as of March 8, 2012
- 2012 Nebraska Railroad Fatalities
- 2012 Non-Motor Vehicle Traffic Fatalities
- Operation Lifesaver, Inc. Statistics Worksheet
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Board and Officer Report:

Board:

The NEOL Board of Directors met and discussed the following items: Website Updates and Email Newsletter, Financial – Audit Review, Budget Overview, BNSF Trailer Grant, Marketing OL, and Insurance. Those in attendance were: Carol Daley, Trooper Randy Bybee, Ron Scholz, Howard Gillespie, Marvin Kohout, Chris Noblett and Linda Kearns.

General Secretary/Supplies:

If you are in need of supplies contact Hilda Gurwell at 402-544-3465 or by email at hildagurwell@UP.com.

Treasurer:

Balance on hand as of February 28, 2012 was \$15,087.64. NEOL received \$300.00 a piece from each of the following: Nebraska Trucking Association, Buffalo County Clerk, Nebraska Railroad Museum, Pioneer Trailer Energy, LLC, and Nebraska Kansas Colorado Railway. The donations were received from the 61 letters Carol Daley sent out to various organizations requesting contributions toward the NEOL trailer. At this time there is a total of \$15,007.66 set aside for the trailer.

East Co-Coordinator:

Hilda Gurwell continues to book presentations.

West Co-Coordinator:

Nothing.

Old Business:**New fund raising ideas for 2012:**

Carol has received approval to have a silent auction at Railfest. A picture of the North Platte Canteen has been donated for the auction. We will need to continue looking for different items to use at the silent auction. Carol will make a quilt to auction off using t-shirts with different types of OL pictures or logos. The t-shirt square needs to be 14" x 14". If anyone has a t-shirt to donate please contact Carol at 402-885-8572 or by email at neolcadaley@cox.net.

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Grant – PSA’s Ron Scholz – “Think Before You Haul” - \$10,000:

Ron Scholz reported on the Ag Safety grant through Operation Lifesaver Inc. for the Nebraska Operation Lifesaver Campaign – “Think Before You Haul.” The purpose of the campaign is to encourage farmers and ranchers over the spring planting season and well into fall of 2012, to understand what they are hauling and what rail crossings they may encounter. During the spring season there are many farmers who are traveling the rural roads hauling large amounts of hazardous materials. When traveling to and from the Cooperatives and back to the individual farms, farmers and ranchers may use alternative routes to transport these materials and more than likely to travel over private crossings. This public awareness campaign was launched March 5 and will run thru April 27, 2012. The total budget is \$10,000 and includes statewide radio, PR, print and Internet. Mike Meyer and Matt Davison have recorded two messages which will be played by 30 radio stations. The radio stations will play 9 messages per week rotating the two messages for 8 weeks. Each radio station will be running 72 ads per the 8 weeks for a total of 2,160 messages being delivered to the public.

Posters with the message “Think Before You Haul” are available for placement at feed lots, elevators, ethanol plants, farm supply stores, etc. A poster (pdf) will be placed on the website. Copies of the poster are available by contacting Carol at 402-885-8572 or by email at neolcadaley@cox.net.

Fairs – Events:

- OL Symposium, Denver - June 26 thru June 28 (By invitation only per OLI)
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C.A.R. Alliance for Safer Teen Driving:

Rob Reynolds, Director of C.A.R. Alliance, made an excellent presentation, "Driven to Distractions: A Safety Discussion" to the NEOL committee members.

Projects:

Ethanol Plants – Tom Micek, Larry Johnson

No additional information available at this time.

Professional Drivers – Larry Johnson, Tom Micek

No additional information available at this time.

Trucking/Insurance Company Contacts – Tom Micek

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See Ag Safety Campaign – Ongoing.

Open Discussion:

Photography on the track

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Carol and Deb Ashworth will be attending the 2012 Nebraska Highway Safety Summit, sponsored by the Nebraska Department of Roads, on April 5 in Lincoln, NE at the Cornhusker Hotel.

Adjournment:

Meeting adjourned. Next NEOL meeting will be held on May 10, 2012.

Minutes were taken by Linda Kearns, Recording Secretary. Any corrections or additions will be noted at the next meeting.

Respectfully submitted,
Linda Kearns - Recording Secretary

Future Meeting Dates:

May 10, 2012 NEOL State Committee Meeting, Havelock Shops, 6600 Burlington Avenue, Lincoln, NE
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Ethanol Plants – Tom Micek, Larry Johnson

No additional information available at this time.

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Trucking/Insurance Company Contacts – Tom Micek

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See Ag Safety Campaign – Ongoing.

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Photography on the track

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On February 16, Carol and Deb Ashworth met with State Senators in Lincoln, NE on Distracted Driving.

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Adjournment:

Meeting adjourned. Next NEOL meeting will be held on May 10, 2012.

Minutes were taken by Linda Kearns, Recording Secretary. Any corrections or additions will be noted at the next meeting.

Respectfully submitted,
Linda Kearns - Recording Secretary

Future Meeting Dates:

May 10, 2012 NEOL State Committee Meeting, Havelock Shops, 6600 Burlington Avenue, Lincoln, NE
July 12, 2012 NEOL State Committee Meeting, Havelock Shops, 6600 Burlington Avenue, Lincoln, NE

**NEBRASKA OPERATION LIFESAVER
STATE COMMITTEE MEETING
March 8, 2012
www.nebraskaol.org
www.oli.org**

MEETING CALLED TO ORDER

Carol Daley called the meeting to order and Matt Silverman gave the Safety Briefing.

INTRODUCTIONS

Deb Ashworth, Union Pacific Railroad
Trooper Randy Bybee, Nebraska State Patrol
Daniel Chapp, Burlington Northern Santa Fe Railroad
Carol Daley, Executive Director – NEOL
Clinton Day, Union Pacific Railroad
Daniel Downery, Burlington Northern Santa Fe Railroad
Chip Frazier, HDR, Inc.
Howard Gillespie, Federal Railroad Administration
Bob Grant, Nebraska Department of Roads
Hilda Gurwell, Union Pacific Railroad, NEOL – Secretary
Tom Hillyard, Union Pacific Railroad
Harold Jones, BN Mini Train
Linda Kearns, Nebraska Office of Highway Safety
Marvin Kohout, Traffic Safety Plus
Pat Leahy, Union Pacific Railroad
Chris Noblett, Federal Railroad Administration
Sean Owings, Nebraska Department of Roads
Wayne Porter, Retired- Burlington Northern Santa Fe Railroad
Ron Scholz, Husker Sports Network
Matt Silverman, Union Pacific Railroad
Stu Sutherland, Sarpy Surveyor Retired
Gary Sydzyk, Burlington Northern Santa Fe Railroad
Bev Vonasek, Nebraska Department of Roads
Jeri Willms, OL Presenter

Statistics:

Bob Grant provided the following handouts. (See attached).

- Nebraska Traffic Fatality Toll Comparison as of March 8, 2012
- 2012 Nebraska Railroad Fatalities
- 2012 Non-Motor Vehicle Traffic Fatalities
- Operation Lifesaver, Inc. Statistics Worksheet
- Highway-Rail Incidents By State (By Calendar Year, Jan-Dec) At Public And Private Crossings
- Highway-Rail Incidents By Vehicle Type (By Calendar Year, Jan-Dec) At Public and Private Crossings
- Highway-Rail Death and Injuries By State (Jan-Dec) At Public and Private Crossings
- Trespasser Injuries (By Calendar Year, Jan-Dec)

Board and Officer Report:

Board:

The NEOL Board of Directors met and discussed the following items: Website Updates and Email Newsletter, Financial – Audit Review, Budget Overview, BNSF Trailer Grant, Marketing OL, and Insurance. Those in attendance were: Carol Daley, Trooper Randy Bybee, Ron Scholz, Howard Gillespie, Marvin Kohout, Chris Noblett and Linda Kearns.

General Secretary/Supplies:

If you are in need of supplies contact Hilda Gurwell at 402-544-3465 or by email at hildagurwell@UP.com.

Treasurer:

Balance on hand as of February 28, 2012 was \$15,087.64. NEOL received \$300.00 a piece from each of the following: Nebraska Trucking Association, Buffalo County Clerk, Nebraska Railroad Museum, Pioneer Trailer Energy, LLC, and Nebraska Kansas Colorado Railway. The donations were received from the 61 letters Carol Daley sent out to various organizations requesting contributions toward the NEOL trailer. At this time there is a total of \$15,007.66 set aside for the trailer.

East Co-Coordinator:

Hilda Gurwell continues to book presentations.

West Co-Coordinator:

Nothing.

Old Business:**New fund raising ideas for 2012:**

Carol has received approval to have a silent auction at Railfest. A picture of the North Platte Canteen has been donated for the auction. We will need to continue looking for different items to use at the silent auction. Carol will make a quilt to auction off using t-shirts with different types of OL pictures or logos. The t-shirt square needs to be 14" x 14". If anyone has a t-shirt to donate please contact Carol at 402-885-8572 or by email at neolcadaley@cox.net.

Carol has been working with United Way to have quarterly donations placed directly into the NEOL checking account.

Grant – PSA's Ron Scholz – "Think Before You Haul" - \$10,000:

Ron Scholz reported on the Ag Safety grant through Operation Lifesaver Inc. for the Nebraska Operation Lifesaver Campaign – "Think Before You Haul." The purpose of the campaign is to encourage farmers and ranchers over the spring planting season and well into fall of 2012, to understand what they are hauling and what rail crossings they may encounter. During the spring season there are many farmers who are traveling the rural roads hauling large amounts of hazardous materials. When traveling to and from the Cooperatives and back to the individual farms, farmers and ranchers may use alternative routes to transport these materials and more than likely to travel over private crossings. This public awareness campaign was launched March 5 and will run thru April 27, 2012. The total budget is \$10,000 and includes statewide radio, PR, print and Internet. Mike Meyer and Matt Davison have recorded two messages which will be played by 30 radio stations. The radio stations will play 9 messages per week rotating the two messages for 8 weeks. Each radio station will be running 72 ads per the 8 weeks for a total of 2,160 messages being delivered to the public.

Posters with the message "Think Before You Haul" are available for placement at feed lots, elevators, ethanol plants, farm supply stores, etc. A poster (pdf) will be placed on the website. Copies of the poster are available by contacting Carol at 402-885-8572 or by email at neolcadaley@cox.net.

Fairs – Events:

- OL Symposium, Denver - June 26 thru June 28 (By invitation only per OLI)
- Nebraska State Fair, Grand Island – August 24 thru September 3 – Note: Need Presenters for State Fair.
- Railfest 2012, North Platte – September 14, 15, 16 – Note: Need presenters for Railfest.
- Union Pacific Care Train (Not Open to General Public - By Invitation Only) – April 30 - Council Bluffs, IA, May 1 - Grand Island, May 2 – Columbus, May 3 – Fremont, May 12 (Steam engine) in Council Bluffs – Note: Need presenters for the trains.
- Fremont Family Days, Fremont - May 5 – (Not Open to the General Public) Note: Need Presenters for train.
- Union Pacific Railroad 150th Celebration – June 1, 2, 3 – Marysville, KS – All kinds of activities, booths, railroad items, pony express, etc. are being planned for the celebration. For more information contact Clinton Day at cmday@bluevalley.net.

New Business:

New Partners:

Ron Scholz is looking for contacts in companies that current NEOL members may have some association. He would like to make contact with these companies to see if they would be interested in joining NEOL in our mission to save lives. Please contact Carol at 402-885-8572 or by email at neolcadaley@cox.net and she will provide the information to Ron.

Email Newsletter:

Deb Ashworth gave a presentation on the new NEOL Email campaign. The first email newsletter was sent to 153 people and it was opened by 35% or 53 members. If the newsletter was opened by 153 people and forwarded to another 10 people a total of 1,530 people would be reached with the safety message.

C.A.R. Alliance for Safer Teen Driving:

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