#### NEBRASKA OPERATION LIFESAVER STATE COMMITTEE MEETING January 12, 2017 www.nebraskaol.org www.oli.org Find us on Facebook: Nebraska Operation Lifesaver

#### MEETING CALLED TO ORDER

Carol Daley called the meeting to order and Dan Chapp gave the safety briefing.

#### INTRODUCTIONS

Anshasi, Abe – Nebraska Department of Roads (NDOR) Ashworth, Deb – Union Pacific (UP) - Retired Barnard-Nobbe, Kathleen, BNSF Railroad Chapp, Dan, BNSF Railroad Daley, Carol, Executive Director – NE OL Donscheski, Doug, Nebraska Trucking Association Fogle, Pam Grant, Bob, NDOR Grimes, Megan, Nebraska Ethanol Board Gurwell, Hilda, UP - Retired Hillyard, Tom, UP - Retired Kearns, Linda, NDOR Highway Safety Office Kohout, Marvin, Traffic Safety Plus Kotan, Richard, Omaha Public Power District - Retired Meyer, Mike, Nebraska State Patrol Sindelar, Trevor, NDOR Sutherland, Stu - Sarpy County Surveyor - Retired Voborny, Amanda – BNSF Railroad Wilms, Jeri

#### Statistics:

Bob Grant discussed the following handouts (see attachments).

- Nebraska Traffic Fatality Toll Comparison as of January 12, 2017
- 2016/2017 Nebraska Railroad Fatalities Motor Vehicle Traffic Fatalities/Non-Motor Vehicle Traffic Fatalities

Carol Daley discussed the following handouts (see attachment).

 Operation Lifesaver, Inc. Statistics Worksheet (January-December 2016) data current as 1/10/17. This sheet has been revised to reflect previous years' data (2012 to 2016) for comparison. The source for this data is from the Federal Railroad Administration.

#### **Board and Officer Report:**

The NE OL Board of Directors met prior to the State Committee meeting. Those in attendance were: Carol Daley, Deb Ashworth, Megan Grimes, Mike Meyer, Richard Kotan, Marvin Kohout, Dan Chapp, and Linda Kearns. The items discussed were: NE OL finances, 2016 Goals and Results, 2016 Statistics, 2017 Raffle, Training Day at Beaver Lake, new computer, and State Coordinator's meetings/conferences to attend. The meeting was held at the same location as the committee meeting.

#### General Secretary/Supplies:

If you are in need of supplies, contact Carol Daley at 402-885-8572 or by email at neolcadaley@cox.net.

#### Treasurer:

Balance on hand as of January 1, 2017 was \$5,326.93.

#### **Old Business:**

#### Website/Facebook/Social Media Operation Lifesaver - Nebraska - Megan Grimes

Megan Grimes reported on the NE OL Social Media and Website. The website is located at www.nebraskaol.org. If you have any suggestions or you would like to add something to the website or Facebook page, contact Megan Grimes at megblume@gmail.com. (See attached Social Media/Website Update for more detailed information.)

#### Nebraska (West End) Update - Pat Leahy

Pat Leahy did not attend. No report was provided.

#### New OLAV Program for Volunteers / Mentor for New Presenters – Deb Ashworth

Deb Ashworth discussed the OLAV presenter program. For each presentation/event given and submitted in the OLI system by a presenter a ticket with their name will be put in a drawing for a \$100 gift card. The drawing will be held every quarter during the NE OL Committee meeting. She discussed the expectations for the new OLAV presenters. The plan is to have current presenters mentor the new presenters to get them involved in making presentations.

#### Guest Speaker – Kurt Blodgett with Risk Management – spoke at the November meeting

(Update from Deb Ashworth). Kurt Blodgett with Risk Management/Union Pacific Railroad gave a presentation on Unsafe Motorists. Kurt manages and coordinates the UP Public Safety, deals with Special Agents, Trespassers, embraces the OL program, and is an OLAV presenter. He gave an excellent presentation.

#### **Broadcast Media House – Michelle Hays**

Carol Daley, Deb Ashworth and Tom Hillyard met with Michelle Hays of Broadcast House Media. She wants to help provide the NE OL safety message to the general public.

#### Update from American Society of Civil Engineering meeting – Rich Kotan

Rich Kotan attended the American Society of Civil Engineering meeting in Omaha with approximately 40 people attending. John Simpson talked about the margin of safety and videos on the violence of train and vehicle collisions.

#### **Board/Director's Meeting – All Board Members**

Deb Ashworth reviewed the SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis of the State program. The main area of concern discussed by the Board was the need to continue to get new OLAVs active into the OLI program.

#### **New Business:**

#### **OLAV Presentation Drawing**

The first drawing for the OLAV presenter award was held today. Megan Grimes is the first recipient of the \$100 gift card for presentations she made from August through December 2016.

#### Goals & Results for 2016 – Goals for 2017

Attached are the 2016 Business Goals and Results for Nebraska Operation Lifesaver. Attached are the 2017 Business Goals for Nebraska Operation Lifesaver.

#### Fundraiser Update – Raffle for 2017 – Carol Daley

The NE OL will be sponsoring another raffle. NE OL 2016 fundraiser raffle drawing raised \$3,638.00. Items to raffle off for 2017 were discussed at the meeting. This funding provides funds for NE OL trailer improvements, insurance, etc. If you have any suggestions or ideas, please contact Carol at 402-885-8572 or by email at neolcadaley@cox.net.

#### 2017 Highway-Rail Safety Conference – Abe Anshasi

Abe Anshasi invited the committee members to attend the 2017 Nebraska-Kansas-Missouri-Iowa Highway-Rail Safety Conference which will be held in Lincoln, NE – March 29-30, 2017 For more information go to: <u>http://roads.nebraska.gov/business-center/conferences/highway-rail/</u>

#### **Upcoming Events**

Iowa & Nebraska Face/Face Class – Monday, January 16, 2017 Lincoln Model Train Show – February 18-19, 2017 2017 Nebraska Highway Safety Conference, Lincoln, NE – Tuesday, March 21, 2017

Storm Chasers, Omaha – May 27, 2017, at 7:05 p.m. College World Series, Omaha – June 17 thru June 27, 2017

#### Adjournment:

Meeting adjourned. Minutes were taken by Linda Kearns. Any corrections or additions will be noted at the next meeting.

Respectfully submitted, Linda Kearns, Board Member/Recording Secretary

#### **NE OL State Meeting Dates:**

 March 9, 2017 - NE OL State Committee Meeting, Havelock Shops, 6600 Burlington Avenue, Lincoln, NE
 April 19, 2017 - OLAV Appreciation Training Day - Beaver Lake Clubhouse, 9410 Clubhouse Circle, Plattsmouth, NE 68048 - 8:30 to 4:30

# Nebraska Traffic Fatality Toll Comparison Daily Count Thru 8:00 A.M. Thursday January 12, 2017

COMPARISON		S FAR								and same	BY SE	LECTE	ED ACCI	DENT T	PES
TO DATE	BY MONTH	BY YEAR	URBAN	RURAL	INST.	OTHER HWYS.	CO.	INST.	the second s	LOCAL ROADS	MOTOR- CYCLE	ATV	TRAIN	PEDES- TRIAN	BIKE
2012	9	10	4	6	0	4	2	0	2	2	1	0	1	2	0
2013	4	4	0	4	0	3	1	0	0	0	0	0	1	0	0
2014	2	2	0	2	0	0	2	0	0	0	0	0	0	0	0
2015	6	6	1	5	0	3	2	0	0	1	0	0	0	0	0
2016	4	4	1	3	0	2	1	0	0	1	0	0	0	0	0
2012 - 2016 Average	5	5.2	1.2	4	0	2.4	1.6	0	0.4	0.8	0.2	0	0.4	0.4	0
2017	9	9	2	7	0	6	1	1	0	1	0	0	0	1	0
% Change 2016 - 2017	125%	125%	100%	133%	0%	200%	0%	100%	0%	0%	0%	0%	0%	100%	0%
2017 Compared to 2012 - 2016	80%	73%	67%	75%	0%	150%	-38%	100%	-100%	25%	-100%	0%	-100%	150%	0%

Prepared By: Highway Safety - Accident Records Section, Traffic Engineering Division

Nebraska Department of Roads

### January 12, 2017

## 2016/2017 NEBRASKA RAILROAD FATALITIES MOTOR VEHICLE TRAFFIC FATALITIES

DATE	FATALITIES	COUNTY	LOCATION & RAILROAD COMPANY	<u>Alcohol-</u> <u>Related</u>
1-26-16	1	Merrick	(Co Rd) 3 West & 1.45 South of Central City Union Pacific Railroad	No
4-1-16	.6 1 Ada		(Co Rd) Heartland Ave, 2 East of Hastings Burlington Northern Santa Fe	No
5-8-16	1	Dodge	(Co Rd) 3.5 West of North Bend Union Pacific Railroad	No

<u>Train Fat</u>	alities	<u>Train Injuries</u>		<u>Train Crashes</u>	
2006	4	2006	22	2006	37
2007	6	2007	21	2007	40
2008	1	2008	19	2008	39
2009	4	2009	18	2009	38
2010	2	2010	4	2010	20
2011	2	2011	13	2011	19
2012	3	2012	13	2012	23
2013	2	2013	18	2013	25
2014	3	2014	8	2014	28
2015	1	2015	6	2015	16
2016	3	2016 (Jan-Aug	) 4	2016 (Jan-Aug)	14
2017	0				

## January 12, 2017

# NON-MOTOR VEHICLE TRAFFIC FATALITIES 2016/2017

# No Non-Motor Vehicle Traffic Fatalities reported in 2017

DATE	FATALITIES	COUNTY	LOCATION RAILROAD COMPANY ACCIDENT TYPE		
2-3-16	1	Dawson	(City St) In Cozad Union Pacific Railroad Train – Pedestrian		
2-20-16	1	Colfax	(City St) In Schuyler Union Pacific Railroad Train – Pedestrian		
4-15-16	1	Buffalo	(Co Rd) 2 East of Kearney Union Pacific Railroad Train – Pedestrian (City St) In LaVista Burlington Northern Santa Fe Train – Pedestrian		
8-1-16	1	Sarpy			



## / OPERATION LIFESAVER, INC. STATISTICS WORKSHEET January – December 2016

- 1. Most collisions occur with trains traveling under 30 mph. (Visual)
- 2. Approximately 64% of all collisions occur in daylight hours. (Visual)
- 3. Most collisions occur within 25 miles of the driver's home. (Visual)
- 4. Approximately every **3 hours** (some place in the United States) a collisions occurs between a train and a vehicle or a train and a pedestrian. (Visual)
- 5. You are **20** times more likely to die in a collision with a train than in a collision involving another motor vehicle. (Visual)
- 6. At 55 mph, it may take a train up to a mile or more to stop. (Visual)
- 7. Nearly **50%** of all collisions occur at crossings equipped with active warning devices. (Visual)
- 8. Nearly **25%** of all collisions occur when the vehicle runs into the side of the train. (Visual)

National Crossing Collisions	2016	2015	2014	2013	2012
Collisions	1,297	2,059	2,291	2,102	1,985
Injuries	500	980	854	973	971
Fatalities	192	240	267	232	230
National Trespasser Incidents					
Injuries	328	407	415	433	413
Fatalities	351	486	480	428	410
Nebraska Crossing Collisions					
Collisions	23	27	37	41	28
Injuries	6	8	10	23	14
Fatalities	3	2	5	2	3
Nebraska Trespasser Incidents					
Injuries	1	1	2	2	3
Fatalities	3	0	3	1	4

NOTE: \*2016 Data current as of 01/10/17

\*Source: Federal Railroad Administration <u>www.fra.dot.gov</u>

Statistics are available at Operation Lifesaver, Inc. (national) www.oli.org or call 800-537-6224.

The Nebraska Operation Lifesaver information contact Carol Daley, Executive Director by email at <u>www.neolcadaley@cox.net</u> or call (402) 885-8572.

Nebraska Website: www.NebraskaOL.org

## Website & Social Media Update

We currently have 316 likes on Facebook page.

This "Selfie Tragedy" post shared from Union Pacific had our largest reach with 1,309 people reached and 272 post clicks.

#### How can we get more likes?

- During presenter training, have the participants pull out their phones and "Like" us right then.
- At events have attendees "Like" our page and show the presenter/booth helper to get their prize.
- Pay money to boost our Facebook posts.
   This is an easy way to grow followers with a small budget.

Nebraska Operation Lifesaver shared a link. Published by Megan Grimes (?) - December 8, 2016 - @

Selfie Tragedy Forever Impacts Those Left Behind Essa Ricker and Kelsea Webster, both 15, and Kelsea's little sister, Savannah, waved at a westbound train crew and squeezed in for a selfie as it rolled through Utah's scenic Spanish Fork Canyon October 2011. UP.COM

#### **Events & Photos**

- 1. Please send in information about your presentations/events (Name of Event, Date & Location) to be shared on Facebook & Website.
- 2. Send in photos from your events to be shared on our online sites.

#### **Online Interactions**

We continue to receive presentation requests through our website, which means people are finding us. We also have people report trespassing photos to us through Facebook.

Megan Grimes 402.419.4235 (Text Photos or Event Info) megblume@gmail.com

			2016 Business Goals for Nebraska Ope	ration Lifesave	er	
	Goal (what)		Tactical Steps (how)	Responsible Person (who)	Due Date (when)	Status
1	Raise public awareness of Operation Lifesaver	th	tilizing the new OLI-created PSA materials including ne radio PSA aimed at commercial drivers to ducate them about ENS signs.	Carol/Megan	January – October	Complete; available online for use during presentations
		ar ak Cł	iscuss during presentations aimed at professional nd amateur photographers to educate the public pout the danger of taking photos on railroad tracks. hip sends form letter to incidents reported to us of hotography on the track.	Carol/Chip	February – November	Now included in all OLAV presentations
		ar er	artner with OLI during National Rail Safety Week nd other safety partners by holding special events, nforcement or training activities, or other public ducation or outreach events throughout Nebraska.	Carol Tom/Deb	Dates to be determined	Completed – Co Bluffs joint with Iowa OL & FRA May 2016
2	Reach more people with Operation Lifesaver's rail safety	1.	Nebraska state program will expand the state's safety partnership by one new organization.	Carol/Ron	August	Completed; Summer Kitchen Café June 2016
	Lifesaver's rail safety message	2.	Adoption of increasing by 10% the number of people reached through presentations or special events in 2016, compared to the previous two years. Possibility safety blitz at Papillion/LaVista after trespasser fatality on railroad bridge	Carol	January – December	
		3.	Hayworth Park Safety Blitz in Bellevue		February –	Completed March
		4.	Conducted a survey that was used to identify OLAV activity commitment. Monkey survey to be completed to all OLAV presenters	Hilda Christine Saxon	November November	2016

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	Goal (what)	Tactical Steps (how)	Responsible Person (who)	Due Date (when)	Status
3	Target Operation Lifesaver's safety education activities	<ol> <li>State Program will utilize Facebook &amp; Nebraska OL Web Page to proactively contact local media with State specific railroad crossing and trespasser safety statistics when FRA releases the 2016 safety data.</li> </ol>	Carol/Megan	February 2016	Ongoing throughout the year
	Δ.	<ol> <li>The State Coordinator and OLAV Coaches in our State program will set a goal of at least three major education, enforcement, or outreach events held in a county or region of the state with higher numbers of crossing collisions or trespass incidents.</li> </ol>	Carol Tom/Deb/Pat Leahy	April – June 2016	College World Series completed June 2016, Nebraska State Fair Aug/Sept 2016 & Camp Creek Railroad Train Show September 2016 & Nebraska Rail Days – North Platte October 2016 completed
4	Conduct two Operation Lifesaver training OLAV classes	Provide dates for training at east and west ends of state	Carol/Deb	1 <sup>st</sup> class by June 1 <sup>st</sup> and 2 <sup>nd</sup> class by December 1	North Platte OLAV Training June 2016 Omaha OLAV Training Nov 2016
5	Attend State Coordinator Leadership Conference	San Antonio, Texas	Carol/Deb	May 2016	Attended May 2016
6	Continue to provide Nebraska Operation Lifesaver presence at various events.	<ol> <li>Nebraska State Fair</li> <li>Nebraska Rail Days</li> <li>County Fairs</li> <li>College World Series</li> <li>Boy Scout Rail Badge</li> </ol>	Hilda/Pat Pat Leahy Pat Leahy Tom Hillyard Connie Rose	Sept 2016 Sept 2016 Aug/Sept June 2016 March 2016	Completed 9/16 Completed 9/16 Completed 7/16 Completed 6/16 Completed 3/16

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	Goal (what)	Tactical Steps (how)	Responsible Person (who)	Due Date (when)	Status
7	Increase use of social media shares and links	Regularly post on at least one form of social media (Facebook, Twitter, Pinterest, Instagram) following OLI guidelines on use of social media	Megan Grimes	Ongoing	Scheduled weekly updates throughout 2016
8	Conduct informational and administrative meetings to strengthen communication and planning activities within the organization.	<ol> <li>Hold 5 Board of Director meetings</li> <li>Conduct 5 State Committee meetings</li> <li>Prepare and distribute meeting minutes</li> <li>Determine and prioritize projects</li> <li>Post events on website</li> <li>Provide meeting agendas</li> </ol> 7. Invite one motivational speaker in 2016 to attend one of the State Meetings (Chad Deasey) and certified Continuous Improvement expert at Board of Director Meeting in October	Carol/Hilda	January March May July September November	Complete Complete Cancelled Complete Complete Complete & on web page UPRR Director Homeland Security Sept meeting guest speaker
9	Document 2016 budget and reduce spending 10% from 2015 expenses.	Provide budget to Board Members	Carol	January 2016 Board Meeting	Completed
10	Implement 2016 Fundraising activity and set goal of \$2,500 for fundraising	Invoice letters sent December 2015 to solicit fundraising from previous partners providing them our 2015 goals and results along with a thank you for their continued support to Nebraska Operation Lifesaver.	Carol	December 2015	Received funds January/February 2016 for \$2400.00
		Raffle (Increased by 75% from last raffle)	Team	March-Aug	Raised \$3645

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	Goal (what)	Tactical Steps (how)	Responsible Person (who)	Due Date (when)	Status
11	Annual review and goal setting meeting with Board of Directors	Utilizing our SWOT analysis (Strengths, Weaknesses and Opportunities) to provide lessons learned and brainstorming ideas for our state program. Certified CI expert will conduct problem solving session to address "opportunity" areas on our business model. (Christine Saxon)	Deb/Carol	October 2016	October 27, 2016

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			2017 Business Goals for Nebraska Ope	ration Lifesav	er	
	Goal (what)		Tactical Steps (how)	Responsible Person (who)	Due Date (when)	Status
1	Raise public awareness of Operation Lifesaver	1	Utilizing the OLI-created PSA materials including the radio PSA aimed at commercial drivers to educate them about ENS signs.	Carol/Megan	January – October	-
		t	Discuss during all presentations about the danger of taking photos on railroad tracks (include in trespassing education.) Chip sends form letter to ncidents reported to us of photography on the track.	Carol/Chip	January - November	
		e	Partner with OLI during National Rail Safety Week and other safety partners by holding special events, enforcement or training activities, or other public education or outreach events throughout Nebraska.	Carol Tom/Deb	Dates to be determined	<b>у</b> 11 2
2	Reach more people with Operation Lifesaver's rail safety	1	<ol> <li>Nebraska state program will expand the state's safety partnership by one new organization.</li> </ol>	Carol/Deb	August	
	message	2	<ol> <li>Adoption of increasing by 10% the number of people reached through presentations or special events in 2017, compared to the previous two years. Safety blitz at Papillion/LaVista after trespasser fatality on railroad bridge</li> </ol>	Carol/Deb	January – December	
		3	. Hayworth Park Safety Blitz in Bellevue	Kayla Jo Asher	October	
		4	<ul> <li>Conducted annual survey to identify OLAV activity commitment. Monkey survey to be completed by all OLAV presenters</li> </ul>	Hilda/Deb Christine Saxon	February — November	
		5	. Assign Mentors to all new OLAV presenters	Deb/Hilda	Ongoing	

	Goal (what)	Tactical Steps (how)	Responsible Person (who)	Due Date (when)	Status
3	Target Operation Lifesaver's safety education activities	<ol> <li>State Program will utilize Facebook &amp; Nebraska OL Web Page to proactively contact local media with State specific railroad crossing and trespasser safety statistics when FRA releases the 2016 safety data.</li> </ol>	Carol/Megan	March 2017	-
		<ol> <li>The State Coordinator and OLAV Coaches in our State program will set a goal of at least three major education, enforcement, or outreach events held in a county or region of the state with higher numbers of crossing collisions or trespass incidents.</li> </ol>	Carol Tom/Deb/Pat Leahy	April – June 2017	
4	Conduct two Operation Lifesaver training OLAV classes	Training at east and west ends of state and also possibly conduct training for west end of lowa	Carol/Deb	2 classes by end of 2017	
5	Attend Iowa State OL Meeting for benchmarking their state program	Ames, Iowa	Carol/Deb	March 2017	
6	OLAV Appreciation Training Day – Beaver Lake, NE	Provide motivational speaker and mini training modules for all OLAVs with opportunity to visit Wimmer Railroad Museum	Carol/Deb	April 2017	
7	Quarterly \$100 gift card drawings for OLAV presentations	Every OLAV will be entered into quarterly drawing for entering their presentations into database – motivational effort by our State to keep and promote getting our rail safety messages out across Nebraska.	Carol/Deb	Jan — December 2017	
8	Continue to provide Nebraska Operation Lifesaver presence at various events.	<ol> <li>Boy Scout Railroad Badge</li> <li>College World Series</li> <li>Nebraska State Fair</li> <li>Nebraska Rail Days</li> <li>County Fairs</li> <li>Camp Creek Railroad Train Show</li> </ol>	Connie/Deb Tom Hillyard Pat Leahy Pat Leahy Pat Leahy Pat Leahy	March 2017 June 2017 Aug/Sept Sept 2017 Aug/Sept	

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	Goal (what)	Tactical Steps (how)	Responsible Person (who)	Due Date (when)	Status
9	Increase use of social media shares and links	Regularly post on at least one form of social media (Facebook, Twitter, Pinterest, Instagram) following OLI guidelines on use of social media	Megan Grimes	Ongoing through 2017	
10	Conduct informational and administrative meetings to strengthen communication and planning activities within the organization.	<ol> <li>Hold 5 Board of Director meetings</li> <li>Conduct 5 State Committee meetings</li> <li>Prepare and distribute meeting minutes</li> <li>Determine and prioritize projects</li> <li>Post events on website</li> <li>Provide meeting agendas</li> </ol> 7. Invite one motivational speaker in 2017 to attend one of the State	Carol/Hilda	January March May July September November	
11	Document 2017 budget and reduce spending 10% from 2016 expenses.	Provide budget to Board Members	Carol	January 2017 Board Meeting	
12	Implement 2017 Fundraising activity and set goal of \$2,500 for fundraising	Invoice letters mailed January 2017 to solicit fundraising from previous partners providing them our 2017 goals and results along with a thank you for their continued support to Nebraska Operation Lifesaver. Fund-raising Raffle	Carol	January 2017	
13	Annual review and goal setting meeting with Board of Directors	Utilizing our SWOT analysis (Strengths, Weaknesses and Opportunities) to provide lessons learned and brainstorming ideas for our state program.	Deb/Carol	March-Aug October 2017	
14	Representation for Region 6 on NAC Committee	Carol was elected to be on NAC Committee and will attend all required meetings and provide updates to Board and Region 6 Coordinators on meetings.	Carol	Ongoing through 2017	

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# SAVE THE DATE

## MARCH 29-30, 2017 COURTYARD by MARRIOTT in the HAYMARKET LINCOLN, NE

THE NEBRASKA DEPARTMENT OF ROADS INVITES YOU TO ATTEND THE 2017 NEBRASKA-KANSAS-MISSOURI-IOWA HIGHWAY-RAIL SAFETY CONFERENCE

IN 2017 THE KANSAS/MISSOURI HIGHWAY-RAIL SAFETY CONFERENCE WILL BE A 4-STATE CONFERENCE. THE NEBRASKA DEPARTMENT OF ROADS IS PROUD TO HOST THIS YEAR'S EVENT.

WATCH YOUR EMAIL FOR MORE DETAILS AND A LINK TO THE REGISTRATION PAGE IN MID-JANUARY