



Over 600 SoberRides® Provided on St. Patrick's Day in Greater Washington

WRAP's *SoberRide* program provided a record 606 free cab rides home to would-be drunk drivers this St. Patrick's Day.

The 2012 St. Patty's Day *SoberRide* program began on March 17, 2012 (St. Patrick's Day) and continued until 6:00 am the following day as a way to keep local roads safe from impaired drivers during this traditionally high-risk holiday.

"For *SoberRide*'s hours of operation this St. Patrick's Day, this translates into the removal of a would-be drunk driver from Greater Washington's roadways every 71-seconds," said Wayne Miller, Chairman of WRAP's *SoberRide* Committee.

During this 12-hour period, Washington-metropolitan area residents celebrating with alcohol could call the toll-free *SoberRide* phone number 1-800-200-TAXI and be afforded a no-cost (up to a \$30 fare), safe way home. (AT&T wireless customers could dial #-TAXI for the same service.)

This March's record ridership for WRAP's St. Patrick's Day *SoberRide* program broke the then record of 603 free cab rides home provided during St. Patrick's Day 2007 (as well as last year's St. Pat's ridership of 547).

Local taxicab companies throughout the Washington-metropolitan area provide this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

SoberRide was offered in the District of Columbia; throughout the Maryland counties of Montgomery and Prince George's; and throughout the Northern Virginia counties of Arlington, Fairfax, (eastern) Loudoun and Prince William.

Sponsors of this year's St. Patrick's Day *SoberRide* offering included Anheuser-Busch, AT&T, Diageo,

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20th Anniversary Event Honors Washington-Metro Teens For Fighting Underage Drinking



Students from Eleanor Roosevelt High School's winning SADD Club, flanked by (l to r) ABC 7's **Alison Starling**, SADD Club Advisor **Joanne Read** and GEICO's **Janice Minshall** pose at WRAP's 2012 GEICO Student Awards.

Calling it a 20th-annual recognition of high school students "doing the right thing," WRAP awarded three Washington-metropolitan area high school student groups with honors this spring and for their efforts in fighting underage drinking.

At an April 27, 2012 awards ceremony held in Washington, D.C., WRAP presented its 2012 GEICO Student Awards to:

- **First Place:** Eleanor Roosevelt High School's SADD Club, Prince George's County, Maryland
- **Second Place:** Gar-Field High School's SADD Club, Prince William County, Virginia
- **Third Place:** DeMatha Catholic High School's SADD Club, Prince George's County, Maryland
- **Honorable Mentions:** Briar Woods High School's PEER Club (Loudoun County, VA); Mount Vernon High School's DECA Chapter (Fairfax County, VA); and West Springfield High School's SADD Club (Fairfax County, VA)

WRAP's GEICO Student Awards, now in their 20th year, were presented by the non-profit organization along with its partner GEICO to Washington-metropolitan area

high school student groups promoting alcohol and drug-free lifestyles to their peers. The popular awards were judged by a panel of area substance abuse prevention professionals including representatives from traffic safety organizations and prevention coalitions.

Student groups were judged on their leadership, effectiveness, innovation and involvement of both the student body and community in their efforts to prevent underage drinking. Activities of the winning groups included a variety of creative initiatives including: developing "contracts" between students and parents regarding the refraining from alcohol and drug use during prom season; organizing candle vigils to honor the lives of those lost during alcohol-related crashes; organizing alcohol-free teen social events and forums; establishing mentoring relationships between high school and intermediate and elementary school students; and participating on town governing bodies.

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GEICO Student Awards continued from page 1

At a packed awards ceremony at Maggiano's Little Italy, over 150 high school students gathered and applauded while the three winning student groups received both plaques and monetary awards of up to \$1,000 each from GEICO to continue their efforts of keeping their peers on the right track.

ABC 7 News Anchor Alison Starling served as the day's Master of Ceremonies while speakers and presenters included recently retired Federal Highway Administration Assistant Administrator Joseph Toole, reigning Ms. DC United States, Tina Montgomery and award sponsor Janice Minshall, Assistant Vice President, Corporate Communications with GEICO.

"In 2009, nearly one-third of all teen drivers killed in this country's traffic crashes had been drinking," said Minshall. "Today's student group winners represent the front line in the fight against underage drinking in Greater Washington and we commend their efforts in this far from won battle." ■



Reigning Ms. D.C. United States **Tina Montgomery** poses with students from DaMatha Catholic High School's SADD Club at WRAP's 2012 GEICO Student Awards.

WRAP REPORTER

The **WRAP Reporter** is the biannual newsletter of the Washington Regional Alcohol Program (WRAP), an award-winning, public-private partnership working to prevent drunk driving and underage drinking in the Washington-metropolitan area.

Spring 2012 Issue

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Students from West Springfield High School's SADD Club gather at WRAP's 2012 GEICO Student Awards.

(SADD: Students Against Destructive Decisions; DECA: Distributive Education Clubs of America; DeMatha Catholic's SADD: Stags Against Destructive Decisions; PEER: Positive Experiences in Education Relationships)

St. Pat's SoberRide continued from page 1

MillerCoors, Red Top Cab, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

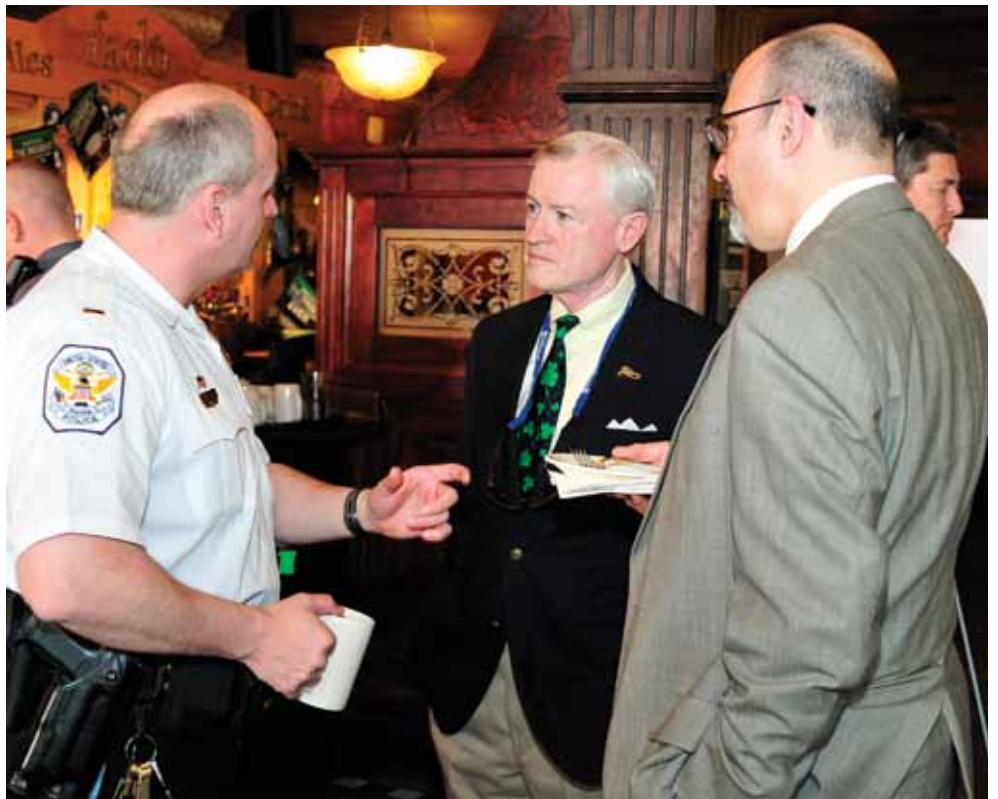
In addition, seven of the Washington-metropolitan area's better-known Irish restaurants have also united to ensure a safe St. Patrick's Day celebration this year by sponsoring *SoberRide*. These dining establishments include: The Dubliner Restaurant & Pub (DC); Fadó (DC); James Hoban's Irish Restaurant & Bar (DC); Kelly's Irish Times (DC); Martin's Tavern est. 1933 (DC); Murphy's Grand Irish Pubs (DC & VA); and Siné Irish Pub (VA).

Participating taxicab companies included: Alexandria Yellow Cab; Barwood; Fairfax Yellow Cab; Loudoun Yellow Cab; Manassas Cab Company; Red Top Cab; Silver Cab of Prince George's County; Yellow Cab of D.C.; and Yellow Cab of Prince William County.

Commemorating its 30th year in 2012, the nonprofit [501(c)(3)] Washington Regional Alcohol Program is an award-winning public-private partnership working to prevent drunk driving and underage drinking in the Washington, D.C. metropolitan region. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the metro-Washington area's alcohol-related traffic deaths consistently lower than the national average.

Since 1993, WRAP's *SoberRide* program has provided 55,479 free cab rides home to would-be drunk drivers in the Greater Washington area.

For more information, visit www.soberide.com. ■



U.S. Park Police **Lieutenant Russell Fennelly** (left) joins (l to r) **Lon Anderson** (AAA Mid-Atlantic) and WRAP SoberRide Committee Chairman **Wayne Miller** (Red Top Cab) at the launch of WRAP's 2012 St. Patrick's Day SoberRide campaign in Washington, D.C.



Metropolitan Police Department (D.C.) **Assistant Chief Lamar Greene** (at podium) helps launch WRAP's 2012 St. Patrick's Day SoberRide campaign.

WRAP Champions Tougher DUI Laws in Virginia

WRAP's fight against both drunk driving and underage drinking in the Washington-metropolitan area takes the nonprofit organization to Annapolis, Richmond and Washington, D.C. in championing public policies aiming to create effective deterrents to both impaired driving and teen drinking. What follows, and due to this newsletter's print schedule, is a summary of WRAP's 2012 legislative highlights in Virginia.

"Virginia's patience with the more than 29,000 drivers in the state annually convicted of driving under the influence has worn thin," quoted WRAP in *The Washington Post's* "Virginia Politics" blog (2-13-12) and of Virginia's 2012 session of its General Assembly session which adjourned on March 10, 2012. And as usual, it's a mixed bag this year in Richmond.

In the solidly good news front, anti-drunk driving legislation requiring ignition interlocks for a minimum of six months for all persons convicted of DUI in Virginia (HB 279) captured over 80-percent of Virginia lawmakers vote and was signed into law by Virginia Governor Bob McDonnell (R) on March 7th. In addition and on March 13th, Governor McDonnell signed into law General Assembly-passed legislation allowing underage persons participating in ABC sting operations to legally purchase and or possess alcohol (SB 406) thereby strengthening the enforcement of Virginia's underage drinking laws. (Both pieces of signed legislation become Virginia law on July 1, 2012.)

Virginia lawmakers this year also sent to Governor McDonnell since signed into law legislation having the community services board provide to Virginia hospitals information about alcohol and substance abuse services for minors (HB 1075)—watered-down legislation which originally proposed the provision of treatment services to minors hospitalized for alcohol poisoning.

In 2010, 274 persons were killed in Virginia in alcohol-related traffic crashes according to the Virginia Department of Motor Vehicles. Despite Virginia's recent three consecutive year (2008-2010) decrease in alcohol-related traffic fatalities, the Commonwealth today averages an alcohol-related traffic crash every 64-minutes (8,221 in 2010) and three DUI convictions every hour (29,063 in 2010). In addition, in



January 2012, the national Advocates for Highway and Auto Safety (a coalition of insurance, consumer, health, safety and law enforcement organizations) ranked Virginia amongst the lowest of U.S. states for it failing to adopt key traffic safety and impaired driving laws including those concerning open containers and ignition interlocks.

Conversely—and in addition to 2012 proposed measures seeking to have Virginia's Crime Commission study the efficacy of ignition interlocks for all DUI offenders (HJ 13), allow the internet advertising of "happy hour" versus the current one-sign limit restriction on the same (HB 470 – bill stricken by patron) and allow exemplary damages for injury or death resulting from a high-BAC (.15+ BAC) (HB 680)—the following bills were killed and or otherwise died this session in Virginia:

- HB 49 & SB 182—which sought to mandate a minimum of one year incarceration for those convicted of DUI manslaughter in the state;
- SB 208—which sought to lengthen Virginia's administrative license revocation period for a DUI from seven to 60 days;
- HB 962—which sought to mandate a minimum of three years incarceration for those convicted of DUI maiming in the state;
- SB 289—which sought to disallow open containers of alcohol in the passenger areas of motor vehicles;
- HB 957—which sought to extend Virginia's "zero-tolerance" (.02 BAC) restriction for DUI offenders for two years;

- HB 1163—which sought to mandate I.D. checks for persons believed to be underage attempting to purchase alcohol;
- HB 747—which sought to destroy juvenile records for possession of alcohol not at 19 (current) but at 21 years of age;
- SB 501—which sought to convert the Virginia Alcohol Safety Action Program (VASAP) from a legislative agency to that under Virginia's Criminal Justice Services Board.

The aforementioned in no way reflects the totality of alcohol and or DUI-related legislation introduced in Virginia this year but does represent a spectrum of those core bills. WRAP's role in attempting to advance those aforementioned and other anti-drunk driving legislation in Richmond this year and where WRAP has a supporting position included the organization: providing numerous legislative committees with both testimony and substitute bill language; routinely meeting with legislative branch leadership; routinely meeting with both Senate and House members including bills' chief patrons; providing resource information; and building public support for legislation via WRAP's regularly-issued *Legislative Alerts*.

The *Richmond Times-Dispatch*, in its April 10, 2012 editorial, "Drunk Driving: Locked," touted WRAP's leadership in Richmond this year hailing the nonprofit organization as "an unsurpassed advocate for sober driving." ■

Over 2,000 Use WRAP's Holiday SoberRide®

Over 2,000 persons in the Washington-metropolitan area used WRAP's free cab ride service, *SoberRide*, this recent holiday season as opposed to possibly driving home drunk.

"For its hours of operation, this level of ridership translates into *SoberRide* removing a would-be drunk driver from Greater Washington's roadways every four minutes this holiday season," said Kurt Gregory Erickson, WRAP's President.

WRAP's winter holiday *SoberRide* offering—which concluded on New Year's Day 2012 after kicking-off and running nightly since December 16, 2011—provided 2,032 total, free cabs rides to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Nearly 400 (396) persons utilized the Washington-metropolitan area service on New Year's Eve, alone.

WRAP's 2011 holiday *SoberRide* program operated between 10:00 pm and 6:00 am each evening for over two weeks as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. During that period, Washington-metropolitan area residents celebrating with alcohol could call the toll-free *SoberRide* phone number 1-800-200-TAXI and be afforded a no-cost (up to a \$30 fare), safe way home. (AT&T wireless customers could dial #-TAXI for the same service.)

SoberRide was offered in the: District of Columbia; throughout the Maryland counties of Montgomery and Prince George's; and throughout the Northern Virginia counties of Arlington, Fairfax, (eastern) Loudoun and Prince William. In these areas, local taxicab companies provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Sponsors of the 2011 Holiday *SoberRide* campaign include: Anheuser-Busch, AT&T, Diageo, GEICO, MillersCoors/Premium Distributors of Washington, D.C., Red Top Cab, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association.

Participating taxicab companies include: Alexandria Yellow Cab; Barwood; Fairfax Yellow Cab; Loudoun Yellow Cab; Manassas Cab Company; Red Top Cab;

Silver Cab of Prince George's County; Yellow Cab of D.C.; and Yellow Cab of Prince William County.

More information about WRAP's *SoberRide* initiative can be found at www.soberride.com. ■



Fairfax County Police Department Chief **Colonel David M. Rohrer** (at podium) helps launch WRAP's 2011 Holiday *SoberRide* campaign as the event's Master of Ceremonies **Hakem Dermish** (News4) looks on.



Former WRAP *SoberRide* Committee Chairman **George Pakidis** (Red Top Cab) (right) confers with Master of Ceremonies **Hakem Dermish** (News4) prior to the launch of WRAP's 2011 Holiday *SoberRide* campaign in McLean, Virginia.

Checkpoint Strikeforce Campaign Reduces Area DUI Deaths Through Increased Awareness of Enforcement



Montgomery County Department of Police **Chief J. Thomas Manger** (at podium) details holiday DUI enforcement activities “around the clock and around the Beltway” at a regional, 2011 Checkpoint Strikeforce news conference. Chief Manger is joined by both Fairfax County Police Department Chief **Colonel David M. Rohrer** (l) and Metropolitan Police Department (D.C.) Assistant Chief **Patrick Burke**.

A marked decrease in alcohol-related traffic deaths in the District of Columbia, Maryland and Virginia combined with drivers from this area having measurably increased awareness of DUI enforcement in these areas appear to be the dividends of the region’s heralded Checkpoint Strikeforce campaign.

While alcohol-impaired-driving fatalities (fatalities in crashes involving a driver or motorcycle rider with a blood alcohol concentration of .08 grams per deciliter or greater) nationally declined by 4.9-percent in 2010 according to the National Highway Traffic Safety Administration, said same drunk driving deaths declined by: 54.5-percent in the District of Columbia; 6.6-percent in

Maryland; and 13.1-percent in Virginia.

In addition, a survey of 800 District of Columbia, Maryland and Virginia drivers in the region conducted immediately following the 2011 Checkpoint Strikeforce campaign (January 2012) with an oversample of 300 male drivers in these areas ages 21-to-35 showed that two-thirds (66-percent) of the traffic safety campaign’s target audience (said 21-35 year old males) were aware of locally conducted sobriety checkpoints and that, in tandem, perceptions of risk of arrest for drunk driving amongst this target audience climbed over the course of the 2011 traffic safety campaign.

Amongst the Checkpoint Strikeforce campaign’s target audience, the January 2012 post-survey also posted: a 13-percent

increase in awareness of anti-DUI media campaigns; drunk drivers recording the largest jump amongst “serious dangers” (versus aggressive and or distracted drivers, traffic congestion, etc.) drivers face; and designating a driver recording the largest jump amongst “behavior” changes (versus abstention, alternative transportation, etc.) respondents would or have taken “as a result of sobriety checkpoints in their area.”

Checkpoint Strikeforce is a research-based, multi-state, zero-tolerance initiative designed to get impaired drivers off our roads using checkpoints and patrols when and where drunk driving is most likely to occur, and to educate the public about the dangers and consequences of drunk driving. The campaign is supported locally by



U.S. Park Police **Sergeant Adam Zielinski** (left) conducts a preliminary breath test on CBS Radio's "Junkies" member **Jason Bishop** as part of 106.7 The Fan's December 16, 2011 live and on-air "wet lab" demonstrating the effects of impairment.

grants from the District Department of Transportation as well as from both the Maryland Motor Vehicle Administration's Highway Safety Office and the Virginia Department of Motor Vehicles' Highway Safety Office.

WRAP serves as project director of the public education component of the region's Checkpoint Strikeforce campaign.

Encapsulating the five-month, regional campaign to reduce the incidence of drunken driving—and as a means of combining proactive public education and enforcement efforts in order to raise public awareness of drunk driving—WRAP hosted a regional Checkpoint Strikeforce news conference on December 16, 2011 to highlight 'round the clock & 'round the Beltway DUI enforcement efforts conducted during the winter holiday season. That day and alongside the Chiefs of Police of both Fairfax and Montgomery Counties as well as the Assistant Chief for D.C.'s Metropolitan Police Department, WRAP drew attention to the "Drive Sober or Get Pulled Over" themed traffic safety campaign.

For more information, visit www.checkpointstrikeforce.net. ■



As part of a regional, 2011 Checkpoint Strikeforce news conference and flanked by Greater Washington's law enforcement leaders, Alexandria resident **Polly Berry** speaks about losing her high school-aged son in a local drunk driving crash on the day after Christmas 2006.

SoberRide® Safely Transports Home 465 Halloween Revelers



WRAP's 2011 Halloween *SoberRide* program provided 465 free cab rides home to would-be drunk drivers in the Washington-metropolitan area.

WRAP's most recent Halloween *SoberRide* program began at 10:00 pm on Saturday, October 29, 2011 and continued until 6:00 am the following day as a way to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. (WRAP's scheduling of its *SoberRide* program on the Saturday night prior to Halloween was purposeful and was in tandem with that weekend's evening's

adult-oriented Halloween events.)

This fall's *SoberRide* ridership eclipsed that for last Halloween (2010) when 461 persons in the Washington-metro area used the anti-drunk driving service.

According to the National Highway Traffic Safety Administration, nearly half (48%) of all U.S. traffic deaths occurring during Halloween are caused by drunk drivers.

During *SoberRide*'s eight-hour period this Halloween, area residents ages 21 and older and celebrating with alcohol could call the toll-free *SoberRide* phone number 1-800-200-TAXI and be afforded a no-cost (up to a \$30 fare), safe way home. AT&T wireless users could call #-TAXI for the same service. Local taxicab companies throughout the Washington-metropolitan area provided this no-cost service to local residents age 21 and older who otherwise may have attempted to drive home after drinking.

Sponsors of this year's Halloween *SoberRide* offering included: Anheuser-Busch, AT&T, Diageo, MillersCoors/Premium Distributors of Washington, D.C., Red Top Cab of Arlington, Restaurant Association Metropolitan Washington, Volkswagen Group of America and the Washington Area New Automobile Dealers Association ■

Corporate Contributions

(March 1, 2011 through March 31, 2012)

Chairman's Club (\$10,000 and over)

Anheuser-Busch and Local Distributors (Capital Eagle, JF Fick, Inc., Guiffre Distributing, Bob Hall, Inc. and Montgomery Eagle)

AT&T

Diageo

GEICO

MillerCoors

Volkswagen Group of America

Corporate Platinum (\$5,000-\$9,999)

Beer Institute

The Century Council

ExxonMobil

Restaurant Association Metropolitan Washington

Washington Area New Automobile Dealers Association

Wine and Spirits Wholesalers of America Inc.

Corporate Gold (\$1,000-\$4,999)

AAA Mid-Atlantic

America's Charities

Interstate Worldwide Relocation

LifeSafer Interlock, Inc.

PAS Systems International

P.T.G. Enterprises

Safeway

Stratacomm

Christopher Tavarides

Washington Wholesalers

Corporate Silver (\$100-\$999)

Billy Martin's Tavern Est. 1933

The Dubliner

Fado

Kelly's Irish Times

Ireland's Four Provinces

Murphy's Grand Irish Pub

Ri-Ra

Drunk Driving Deaths Increase After Three-Year Decline While DUI Injuries, Crashes and Arrests Decrease in Greater Washington

While the number of local alcohol-related traffic fatalities increased in 2010, drunk driving injuries, crashes and arrests each decreased in Greater Washington according to a report released this year by WRAP.

"2010 recorded the largest number of local drunk driving deaths in four years and is wholly unacceptable," said WRAP's President, Kurt Erickson. "This report is a reminder that, unfortunately, Greater Washington's fight against drunk driving is far from won."

WRAP's 19th-annual "How Safe are Our Roads?, A Data Report on the Impact of Drunk Driving on Highway Safety in the Washington Metropolitan Region" was prepared by the Metropolitan Washington Council of Governments (COG) and is viewable on the nonprofit organization's website at www.wrap.org/highwaysafety11.pdf.

Findings in the 2011 report include:

Fatalities

Local alcohol and or drug-related traffic deaths increased between 2009 and 2010 by 26.37% (91 to 115 respectively). Such negates a previous, three-year consecutive decline in such deaths occurring in the Greater Washington area.

Crashes

Area traffic crashes attributed to alcohol and or drugs decreased by 4.7% between 2009 and 2010 (and from 4,921 to 4,689 such crashes).

Injuries

Local alcohol and or drug-related traffic injuries also decreased by (16.5%) between

to 14,594 such arrests). Such represents the second consecutive year decrease in such arrests being made in the Greater Washington area.


Of the Washington metropolitan area's 253 total traffic fatalities for 2010, 21.3% of these roadway deaths were alcohol and or drug-related (BAC = .01+). 2010 national statistics (National Highway Traffic Safety Administration) show that 40.6% of total U.S. vehicular fatalities in 2010 were reported as alcohol/drug related (BAC = .01+). The Washington-metropolitan area's alcohol-related traffic deaths are consistently lower than the national average.

"As all drunk driving incidents are 100-percent preventable, these latest trends are reversible," said Erickson. "However, to do so, we must resist complacency in combating one of the region's most frequently committed violent crimes, drunk driving."


WRAP's timing in releasing its traffic safety report was in tandem with the recent release of the National Highway Traffic Safety Administration's (NHTSA) Traffic Safety Facts state reports.

Using NHTSA's current Blood Alcohol Concentration (BAC) standard of .08+ BAC (which will be reflected in future "How Safe are Our Roads?" reports), of the Washington metropolitan


area's 253 total traffic fatalities in 2010, over one-quarter (26.1-percent) of these roadway deaths were attributable to alcohol-impaired driving. Comparatively, the percentage of all U.S. vehicular fatalities in 2010 attributable to alcohol-impaired driving was 31.1-percent. ■



How Safe Are Our Roads?



Annual Data Report on the Impact of Drunk Driving on Road Safety in the Washington D.C. Metropolitan Region
December 2011



2009 and 2010 (and from 2,843 to 2,373 such injuries).

Arrests

Local arrests for either driving under the influence (DUI) or driving while intoxicated (DWI) decreased by 11.16% between 2009 and 2010 (and from 16,419

WRAP Hosts 8th “Maryland Remembers” Ceremony



Photo courtesy of Maryland's Governor's Office

Maryland Lieutenant Governor Anthony Brown (center) joins Maryland Highway Safety Office (HSO), Motor Vehicle Administration (MVA) and WRAP staff at the eighth-annual “Maryland Remembers” ceremony in Annapolis, Maryland. Pictured (l to r) are: Lolita Fullard (HSO), MVA Deputy Administrator Milt Chaffee, HSO Acting Chief Tom Gianni, Miriam King (HSO), MVA Deputy Administrator Christine E. Nizer, Liza Aguila-Lemaster (HSO), Maryland's Deputy Secretary of Transportation Darrell Mobley, Lt. Governor Brown, Peter Moe (HSO), Michelle Atwell (HSO), WRAP President Kurt Erickson and MVA Administrator John Kuo.

In an emotional ceremony in Annapolis on December 7, 2011, Maryland Lieutenant Governor Anthony Brown (D) memorialized the state's victims of drunk driving while simultaneously calling for safety during what he labeled as one of the

deadliest times of year when it comes to drunk driving.

Noting the fact that the period between Thanksgiving and New Year's Day is historically that holiday period when the largest number of U.S. alcohol-related

traffic fatalities occurs, Brown reminded Maryland drivers on the need for safety this holiday season.

“By giving voice to those silenced by drunk driving, Maryland Remembers serves as a powerful deterrent to anyone tempted to get behind the wheel after drinking,” said Lt. Governor Brown. “With more than 170 Marylanders killed by drunk drivers last year, our message must be loud and clear as we head into the holiday season, a time when fatalities rise: Don't drink and drive.”

Emphasizing his plea, a procession of Maryland families each baring photographs of loved ones killed in alcohol-related traffic crashes began what was billed as the state's eighth-annual “Maryland Remembers” ceremony. Family members each went to the front of the room in the Maryland General Assembly's Miller Senate Building and solemnly said the name of their victim of drunk driving.

In addition to Lieutenant Governor Brown, other speakers at this annual ceremony hosted by WRAP included Colonel Marcus Brown, Superintendent of the Maryland State Police, Darrell Mobley, Maryland's Deputy Secretary of Transportation and Casey Brooks whose father, Maryland Transit Authority Police Corporal Courtney G. Brooks, was struck and killed by a drunk driver in Baltimore on December 31, 2007. ■

WRAP Calls For Safety on Super Bowl Sunday

Following the finalization of the teams, site and time, WRAP urged the public to also develop a game plan to prevent drunk driving during this year's “Super Bowl Sunday.”

During Super Bowl Sunday 2009, 50% (58 of 115) of all U.S. crash fatalities occurred in crashes where drivers or motorcycle riders had blood alcohol concentrations of .08 grams per deciliter or higher according to the National Highway Traffic Safety Administration (NHTSA).

“With half of all U.S. traffic deaths being caused by drunk drivers during Super Bowl Sunday, it's important to have a game-plan prior to kick-off and to beat this too often deadly opposition,” said Kurt Gregory Erickson, WRAP's President.

WRAP issued a number of “safe celebrating” tips to prevent drunk driving during “Super Bowl Sunday,” scheduled for February 5, 2012. These tips included:

- **Planning ahead and designate a driver if you're celebrating with alcohol.**
- **Using alternative transportation like taxi cabs.**
- **Being a responsible host by:**
 - **Not serving anyone who appears to be impaired.**
 - **Serving food with alcohol (high protein foods like meats and cheeses stay in the stomach longer thereby slowing the body's alcohol absorption rate).**
 - **Using a non-carbonated base in alcoholic punches (the body absorbs alcohol faster when mixed with carbonization).**
 - **Serving non-alcoholic beverages as an option.**
 - **Never serving minors.**
 - **Closing the bar at least an hour before the event's end.**
 - **Designate a bartender/don't let guests mix their own drinks.**
- **And never allowing impaired guest to get behind the wheel.**
- **Reporting drunk drivers. (Maryland and Virginia law enforcement professionals both encourage the use of the “#77 feature” on wireless telephones for motorists to report suspected drunk drivers. In D.C., dialing “311” is encouraged for the same.)**
- **Wearing your seatbelt.**

“Wearing a seatbelt may not be widely viewed as a tool in this effort but the wearing of a seatbelt may be your best defense against a drunk driver,” said Kaufmann. “The bottom-line is that the routine wearing of seatbelts is the single most effective measure to reduce crash-related deaths and injuries.” ■

Area Law Enforcement Lauded For Fight Against Drunk Driving

Eleven Washington-metropolitan area police officers were cited for their “outstanding commitment in the fight against drunk driving in Greater Washington” and presented with the area’s 14th-annual “Law Enforcement Awards of Excellence for Impaired Driving Prevention.”

Presented at a regional ceremony on December 16, 2011 held in McLean, Virginia, WRAP presented its 2011 Law Enforcement Awards to:

- **City of Alexandria Police Department** Officer Brandon Smith
- **Arlington County Police Department** Officer Avery Carroll
- **Fairfax County Police Department** Sergeant Michael Tucker
- **Loudoun County Sheriff's Office** Deputy Casey Johnson
- **Maryland State Police** Trooper James C. Ward
- **Metropolitan Police Department** Officer JunChou Zhang
- **Montgomery County Department of Police** Officer William Morrison
- **Prince George's County Police Department** Corporal Michael Rose
- **Prince William County Police Department** Officer Jeremy A. Schenck
- **United States Park Police** Officer Pentti Gillespie
- **Virginia State Police** Senior Trooper Michael S. Middleton

The annual awards, presented at a ceremony at Maggiano's Little Italy in the Tysons Galleria, were bestowed by WRAP in memory of Metropolitan Police Department's Motor Patrol Officer Anthony W. Simms. Officer Simms, as a result of injuries sustained while on duty, lost his life to an impaired driver during Memorial Day weekend in 1996. WRAP's 2011 Law Enforcement Awards were presented by Officer Simms' widow, Lieutenant Pamela Simms, also formerly with the Metropolitan Police Department, along with *News4's* (NBC) Sports Anchor Hakem Dermish. December's event speakers included Virginia Supreme Court Justice William C. Mims and Fairfax County Chief of Police David Rohrer, among others.

“Today's awardees represent the front lines in the fight against drunk driving in Greater Washington,” said John O'Donnell, WRAP's Chairman. “It is only through their commitment in stopping the threat that impaired driving presents to all our friends and families that the Washington-

metropolitan area continues to have a rate of alcohol-related traffic deaths lower than the national average.”

In addition to receiving the Law Enforcement Awards, each of the 2011 WRAP honorees also received a pair of complementary Washington Nationals tickets (courtesy of the Washington Nationals) as well as a \$ 25 prepaid gas card (courtesy of Exxon Mobil). ■



Virginia Supreme Court **Justice William C. Mims** speaks at WRAP's 2011 Law Enforcement Awards ceremony in McLean, Virginia.



Montgomery County Department of Police **Officer William Morrison** (center) receives WRAP's 2011 Law Enforcement Award of Excellence for Impaired Driving Prevention from event host **Colonel David M. Rohrer** (Fairfax County Police Department) while Master of Ceremonies **Hakem Dermish** (*News4*) and presenter **Lieutenant Pamela Simms** (Metropolitan Police Department, retired) look on.



Arlington County Police Department **Officer** and awardee **Avery Carroll** and **Sergeant Kim Jones** gather at WRAP's 2011 Law Enforcement Awards ceremony.

WRAP Helps Recognize Maryland Law Enforcement For Fight Against Drunk Driving

On October 23, 2011 and at the Carroll County Agricultural Center in Westminster, Maryland, WRAP helped honor over 100 Maryland law enforcement professionals in the nonprofit organization's capacity as project director of Maryland's tenth-annual Impaired Driving Enforcement Awards.

Recognized for their outstanding commitment to Maryland's fight against drunk driving, these more than one-hundred honorees were each presented with a Law Enforcement Medal and a uniform bar for exceptional service.

"The awardees represent the front lines in the fight against drunk driving in Maryland," remarked Kurt Erickson, WRAP's President. "We owe so much to these men and women as we stand committed to winning Maryland's fight against impaired driving."

Five officers were specifically recognized for having made more than 100 individual DUI arrests in 2010. Montgomery County Police Officer John Romack along with Gaithersburg Police Officer Jonathan Bennett, Howard County Police Corporal Mark Heron, Maryland Transportation Authority Police Officer Tyler Sheldon and Maryland National Capital Park Police Officer Marc Fanelli were each honored with a special plaque known as the "Ace Award."

In addition to these awards, other law enforcement professionals were recognized for their role in spearheading, and/or maintaining innovative DUI enforcement, education, and training programs within their respective departments. The 2011 recipients of the Outstanding Innovative Enforcement Awards were both the Baltimore County

Police Department's "Project Shock and Awe" operation and the law enforcement/prosecutor training team represented by Officer William Morrison (Montgomery County), Lieutenant Tom Woodward (Maryland State Police), Corporal Tim Aronhalt (Maryland State Police), Dr. Ross Lowe (Maryland State Police Crime Lab) and Ms. Margaret Schweitzer (Montgomery County State's Attorney Office).

Washington County, Maryland Sheriff Doug Mullendore served as the day's Featured Speaker.

According to the Maryland State Police, law enforcement officers in Maryland made more than 22,600 arrests for DUI or DWI-related offenses in 2010.

The annual awards program was supported via a grant to WRAP from the Maryland Highway Safety Office. ■



Washington County Sheriff Doug Mullendore (left) joins Maryland Highway Safety Office Acting Chief Tom Gianni at Maryland's 2011 Impaired Driving Enforcement Awards in Westminster, Maryland.

WRAP Commemorates 29th Year in Fighting Drunk Driving and Underage Drinking



AAA Mid-Atlantic's **Kristin Nevels** (l) and **Kharma Finley-Wallace** (r) accept their organization's 2011 Community Champion Award from WRAP Chairman **Alexa Kaufman** (AT&T) at WRAP's 2011 Annual Luncheon Meeting & WRAPPY Awards in Washington, D.C.

WRAP commemorated its 29th year fighting drunk driving and underage drinking on October 21, 2011 during the nonprofit organization's 2011 Annual Luncheon Meeting and WRAPPY Awards ceremony.

Held in the ballroom of Maggiano's Little Italy in Washington, D.C. and commemorating a year in which WRAP: removed 3,649 would-be drunk drivers from Greater Washington's roadways via the organization's free cab ride service, SoberRide, including reaching SoberRide's "50,000th customer served" milestone; reached nearly 7,000 Greater Washington high school students with WRAP's multimedia outreach program, Alcohol Awareness for Students as well as celebrated the 19th year of WRAP's esteemed GEICO Student Awards program awarding to-date over \$52,000 in prizes to area student organizations promoting alcohol and drug-free lifestyles to their peers; and led Virginia's efforts to enact legislation both doubling the driver's license suspension period for teens operating motor vehicles on the Commonwealth's roadways with virtually any amount of alcohol in their systems and making such crime a Class 1 misdemeanor, WRAP bestowed the following honors:

2011 Community Champion Award

- AT&T
- RED Top Cab of Arlington
- GEICO
- Army Substance Abuse Program at Joint Base Myer-Henderson Hall
- Glory Days Grill
- AAA Mid-Atlantic
- The Trauma and Outreach Program at Washington Hospital Center
- Kevin Reilly with Alexandria Hyundai

2011 Law Enforcement Award

- United States Park Police

2011 Youth Leadership Award

- Joanne Read, SADD Club advisor at Eleanor Roosevelt High School in Prince George's County, Maryland

2011 Media Partnership Award

- Robert Thomson, "Dr. Gridlock", *The Washington Post*

2011 Public Service Award

- Senator Dave Marsden, Virginia 37th District

2011 Chairman's Award

- Dana Gigliotti, Maryland Highway Safety Office

2011 Public Partnership Award

- District of Columbia Department of Transportation
- Maryland Highway Safety Office
- Virginia Department of Motor Vehicles

2011 Corporate Sponsorship Award

(contributing \$5,000 or more to WRAP in fiscal year 2011):

- Anheuser-Busch
- AT&T
- Beer Institute
- Century Council
- Charmer Sunbelt Group
- ExxonMobil
- GEICO
- MillerCoors
- Restaurant Association Metropolitan Washington
- Volkswagen Group of America
- Washington Area New Automobile Dealers Association
- Wine & Spirits Wholesalers of America

2011 Corporate Partnership Award

- Diageo

WRAP's 2011 Annual Luncheon Meeting & WRAPPY Awards speaker was the former Administrator of the Maryland State Highway Administration, Neil Pedersen.

Sponsors of WRAP's 2011 Annual Luncheon Meeting & WRAPPY Awards included AAA Mid-Atlantic, The Century Council, Charmer Sunbelt Group, the McAndrew Company, LifeSaver Interlock, PAS Systems International, Strat@comm and Chris Tavlarides. ■



WRAP Chairman **Alexa Kaufman** (AT&T) (left) thanks **Robin Addison** (GEICO) for her support of WRAP throughout 2011.



WRAP Chairman **Alexa Kaufman** (AT&T) (left) presents a 2011 Corporate Sponsorship Award to the Volkswagen Group of America's **Jim Edwards** at WRAP's 2011 Annual Luncheon Meeting & WRAPPY Awards in Washington, D.C.



WRAP's 2011 Annual Meeting speaker and former Maryland State Highway Administrator **Neil Pedersen** joins traffic safety colleagues at WRAP's 2011 Annual Meeting. Pictured (l to r) are: **Dana Gigliotti** (MD Highway Safety Office), **Stephanie Hancock** (NHTSA), former SHA Administrator Pedersen and **Caroline Cash** (MADD-Maryland).



Incoming WRAP Chairman **John O'Donnell** (Washington Area New Automobile Dealers Association) thanks outgoing WRAP Chairman **Alexa Kaufman** (AT&T) at WRAP's 2011 Annual Meeting.



Jim McAndrew (McAndrew Company) and **Emily Howard** (Stratacomm) gather at WRAP's 2011 Annual Meeting

Corporate Support of WRAP



WRAP accepts a \$25,000 corporate donation from Anheuser-Busch (l to r: **Pam Cole**, **Carol Huebner**, **John O'Donnell** [WRAP Chairman], **Ken Higgins**, **Kurt Erickson** [WRAP President], **Linda Johnson**, **Richard Hall**, **Wayne Biggs** and **Bruce Legge**) made on December 16, 2011 and as part of WRAP's 14th-annual Law Enforcement Awards in McLean, Virginia.



Diageo North America's Director of Government Relations, **Elizabeth Wise**, presents Diageo's check for \$10,000 to WRAP supporting its SoberRide program. Accepting the check are both WRAP Chairman **John O'Donnell** (l) and the nonprofit organization's President **Kurt Erickson**. Diageo's support of WRAP's SoberRide program was made at the launch of WRAP's 2012 St. Patrick's Day SoberRide campaign in Washington, D.C.



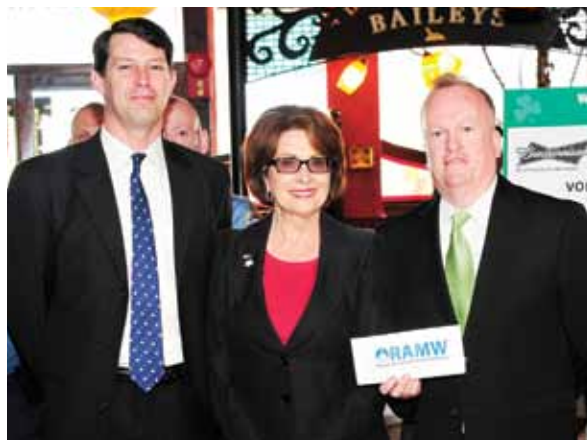
Wine & Spirits Wholesalers of America (WSWA) Chairman **Robert Harmelin** (left) and President **Craig Wolf** (center) present to WRAP President **Kurt Erickson** a \$5,000 corporate donation during a WSWA event on December 14, 2011 at the National Press Club in Washington, D.C.



AT&T's Director of Sales for D.C. and Northern Virginia, **Twanda Washington**, presents AT&T's check for \$20,000 to WRAP and to support the charity's free cab ride service to prevent drunk driving in the national capital area, SoberRide. Accepting the check are both WRAP Chairman **John O'Donnell** (right) and the nonprofit organization's President **Kurt Erickson**. AT&T's support of WRAP's SoberRide program, which has helped to remove over 54,000 would-be drunk drivers from Greater Washington's roadways, was made at the March 15, 2012 launch of WRAP's 2012 St. Patrick's Day SoberRide campaign at Fado Irish Pub & Restaurant in Washington, D.C.



At WRAP's launch of its 2012 St. Patrick's Day SoberRide campaign in Washington, D.C., Washington Area New Automobile Dealers Association Vice President (and current WRAP Chairman), **John O'Donnell** (l) presents a \$5,000 check to WRAP President **Kurt Erickson**.



Restaurant Association Metropolitan Washington President **Lynne Breau** presents a \$5,000 check to both WRAP's Chairman **John O'Donnell** (l) and President **Kurt Erickson** at the launch of WRAP's 2012 St. Patrick's Day SoberRide campaign.

WRAP Notes

WRAP Highlights

Unveiled at the nonprofit organization's fall 2011 Annual Meeting, WRAP produced the 24-page, "2009–2011 Highlights" showcasing WRAP's work in combating drunk driving and underage drinking between October 1, 2008 through September 30, 2011 (and viewable online at <http://www.wrap.org/pdfs/2011AnnualReport.pdf>).



NHTSA's new online resource guide, "Reducing Impaired Driving Fatalities and Injuries in Hispanic Populations."

NHTSA Latino Resource

WRAP was invited and participated in the National Highway Traffic Safety Administration's fall 2011 meeting to aid in the development of NHTSA's new resource guide, "Reducing Impaired Driving Fatalities and Injuries in Hispanic Populations."

In the Community

WRAP served as a featured speaker before a spectrum of recent traffic safety events including the 2012 Mid-Atlantic DUI Conference in Virginia Beach, the 2011 Military Civilian Transportation Safety Workshop at Fort Eustis, Virginia this past fall and the Virginia Association of Chiefs of Police's 2011 Traffic Safety Symposium in Roanoke, Virginia, amongst others.

Strategic Highway Safety Plans

WRAP continues its role as both the Impaired Driving Emphasis Area Team Leader for Maryland's updating of its Strategic Highway Safety Plan as well as on the steering committee for Virginia's similar updating of that state's Strategic Highway Safety Plan.

Regional Youth Conference

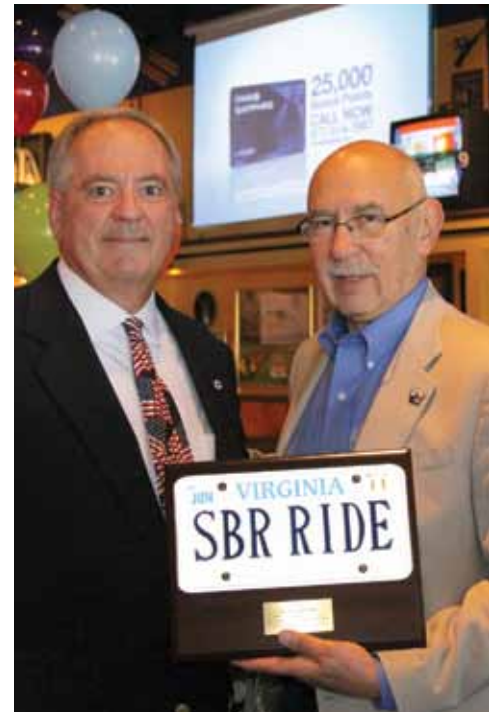
WRAP reprised its leadership and speaking role at the Girl Scout Council of the Nation's Capital's sixth-annual Encuentro de Chicas Latinas de las Girl Scouts: A Convening of Latina Youth Leaders last summer in Fairfax, Virginia.

Congressional Stop DUI Caucus

WRAP served as a featured presenter at The Century Council's Congressional Stop DUI Caucus event in the Rayburn House Office Building on December 6, 2011 in Washington, D.C.

Washington Examiner Feature

WRAP was featured in the *Washington Examiner's* popular "Three-Minute Interview" feature on December 22, 2011.



Virginia Highway Safety Office Program Manager **Butch Letteer** (left) presents an honor to retiring WRAP SoberRide Committee Chairman **George Pakidis** (Red Top Cab).

WRAP Retirement

WRAP's 2011 summer Board function took the form of a "Celebration Breakfast" in honor of long-time WRAP Board member and SoberRide Committee Chairman, George Pakidis whom retired from both his Vice President position at Red Top Cab as well as his valued volunteer leadership post with WRAP. More than 60 persons attended the July 1, 2011 event at (and underwritten by) Glory Days Grill in Fairfax, Virginia. The light-hearted and warm event included presentations made by U.S. Representative Gerald Connolly (D-VA), National Highway Traffic Safety Administration, Virginia Highway Safety Office and both the Arlington and Fairfax County Police Departments, amongst others.



WRAP President **Kurt Erickson** speaks at the Virginia Association of Chiefs of Police's 2011 Traffic Safety Symposium in Roanoke, Virginia.

WRAP Bylaws

After nearly a year in the making and via a unanimous vote of participating members of WRAP's Board of Directors called last fall, WRAP's voluntary leadership formally installed new WRAP bylaws replacing those first enacted nearly a quarter century ago. The Washington, D.C. office of the law firm Cleary Gottlieb Steen & Hamilton LLP—via the District of Columbia Bar Pro Bono Program's "Community Economic Development Project"—provided invaluable counsel in this effort.

Richmond Times-Dispatch Nod

"The Washington Regional Alcohol Program rates as an unsurpassed advocate for sober driving," hailed the *Richmond Times-Dispatch* in its April 10, 2012 editorial, "Drunk Driving: Locked" and in its nod to Virginia's newest anti-drunk driving law.

www.wrap.org

Calendar of Events

2012 Independence Day SoberRide®

July 4–5, 2012

2012 Checkpoint Strikeforce Campaign

July 2012–January 2013

2012 Maryland Impaired Driving Enforcement Awards

September 23, 2012
Westminster, MD

WRAP's 30th Annual Luncheon Meeting & WRAPPY Awards

October 19, 2012
Washington, D.C.

2012 Halloween SoberRide®

October 31–November 1, 2012

2012 Maryland Remembers Ceremony

December 2012
Annapolis, MD

2012 WRAP Law Enforcement Awards and Holiday SoberRide® Campaign Kick-Off

December 14, 2012
McLean, VA

2012 Holiday SoberRide® Campaign

December 14, 2012 through January 1, 2013

Dates and places subject to change. Check www.wrap.org for more information.



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