



Educating the Educated: The Role of Education within Transportation Management

**Monday, April 26, 2010 NOON to 4:00 PM
&
Tuesday, April 27, 2010 9:00 AM to 4:00 PM**

**Lakeway Inn Convention Center
714 Lakeway Drive, Bellingham, WA 98229**

Conference Program:

This Spring in Bellingham, WSRO will be presenting a conference that will focus on *Educating the Educated*. Using the recent conferences (*Social Marketing* and *Best Practices*) as a point of departure, we will continue to address some of the 'back to basics' within TDM as it pertains to accomplishing behavior change within the workplace. Educating the Educated will address the role of education within TDM, such as New Hire Orientations, Peer to Peer Education, Roles of Non Profits and Affiliation Groups, ETC Networking, and Student Involvement. Further, we will look closely at the campus as a worksite, with a focus on sites that run 24x7 operations such as the college campus, hospitals, and industrial/production environments.

A key component within the conference will be hearing directly from Whatcom Council of Governments with regards to their Smart Trips program. Unlike the most recent conferences, the format for the Bellingham conference will be a series of panels, with three presenters on each panel to provide a diverse look into topic areas, with lots of time for Q&A !

Conference Location and Accommodations:

The Lakeway Inn is offering a special rate for conference attendees. Single occupancy rooms are available at \$70.00 a night and Double Occupancy rooms have a rate of \$90.00 per night. **In order to receive the discounted rates, please be sure to mention that you are with the "Washington State Ridesharing Organization". This rate is not available on their website and reservations will need to be made over the phone by calling the Reservation Desk at (360) 671-1011 or 1-888-671-1011. This rate will expire by April 16, 2010.**

Conference Registration:

We will have the registration form and full program description for the conference out soon. As always, you will have the option of signing up for each day separately, or attending the full conference. As a reminder, there is a significant discount in the registration fee if you are a WSRO member. We encourage you to take a moment now and renew your membership on the secure website by clicking the link, or going to ww.wsro.net

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