

VIRTUAL

88TH Annual Meeting & Exhibition

AGENDA

September 9-16, 2020 | All Times in Eastern Time Zone

TUESDAY, September 8, 2020

- CEO Roundtable **(by invitation)**
- Foundation Board of Directors **(by invitation)**

WEDNESDAY, September 9, 2020

11:00am – 3:00pm | IBTTA COMMITTEE MEETINGS

(All Committee Meetings are by invitation)

- Membership Committee
- Finance Committee
- Past Presidents Advisory Council
- Task Force on Diversity, Social & Racial Inclusion

Thank you to our Platinum Sponsors for their year-round support.



THURSDAY, September 10, 2020

11:00AM – 3:45PM | GENERAL SESSION

11:00am – 12:30pm: Toll Excellence Awards: Projects Revealed

In This Session, All Seven Winners of The Toll Excellence Awards Will Present A High-Level Overview Of Their Winning Projects.

MODERATOR: David Machamer, Assistant Executive Director, PIKEPASS And Toll Operations, Oklahoma Turnpike Authority, Oklahoma City, OK

ADMINISTRATION AND FINANCE AWARD – NORTH TEXAS TOLLWAY AUTHORITY

Horatio Porter, Chief Financial Officer, North Texas Tollway Authority, Plano, TX

CUSTOMER SERVICE AND MARKETING OUTREACH AWARD – WASHINGTON STATE DOT

Emily Glad, Communications Manager, Washington State Department of Transportation, Seattle, WA

SOCIAL RESPONSIBILITY AWARD – ILLINOIS TOLLWAY

Jose Alvarez, Executive Director, Illinois Tollway, Downers Grove, IL

TECHNOLOGY – FLORIDA'S TURNPIKE ENTERPRISE

Nicola Liquori, Executive Director, Florida's Turnpike Enterprise, Ocoee, FL

TOLL OPERATIONS, ENGINEERING AND MAINTENANCE – E-470 PUBLIC HIGHWAY AUTHORITY

Bruce Emberley, Operations & Tolling Services Manager, E-470 Public Highway Authority, Aurora, Colorado

PRIVATE SECTOR INNOVATION – EGIS

Richard Lengrand, General Manager, Egis, France

PRIVATE SECTOR INNOVATION – HNTB

John Martel, AVP, P.E., Associate Vice President, Project Director, HNTB

1:00pm – 2:15pm: Special General Session - The Women in Tolling Council Presents TRAILBLAZERS!

Get ready for a session unlike any other that will introduce you to a group of women that have shattered the glass ceiling and have advanced the transportation industry across the world. Join the IBTTA pioneers, agency heads and private sector trailblazers for an exciting session that will include hot topics such as overcoming bias, advice for rising leaders, and facing today's challenges.

MODERATOR: Chris Tomlinson, Executive Director, SRTA, Atlanta, GA

Susan Buse, President, SBuse Consulting, Dallas, TX

Joi Dean, Chief Executive Officer, Richmond Metropolitan Transportation Authority, Richmond, VA,

Diane Gutierrez-Scaccetti, Commissioner, State of New Jersey Department of Transportation, Trenton, NJ

Marcelle Jones, Principal, Transportation Managing Leader, Stantec Consulting Services, Dallas, TX

Ronnie Hakim, Transit/Rail Market Sector Leader, HNTB Corporation, New York, NY

Laura Kelley, Executive Director, Central Florida Expressway Authority (CFX), Orlando, FL

Nicola Liquori, Executive Director, Florida's Turnpike Enterprise, Ocoee, FL

Mary Jane O'Meara, Vice President and Toll Market Representative, HNTB Corporation, Boston, MA

Terri Slack, Vice President, National Toll Program Manager, CDM Smith, East Hartford, CT

Emanuela Stocchi, Director of International Affairs, AISCAT, Rome, Italy

Shannon Swank, Vice President, PlusPass, Inc., Austin, TX

THURSDAY, September 10, 2020

CONTINUED

2:30pm – 3:45pm: Advancing a More Just Society: Perspectives from IBTTA Working Groups

This session explores several efforts to advance a more just society through the work of three groups in IBTTA: the newly formed Task Force on Diversity, Social, and Racial Inclusion; the Council of Platinum Sponsors' Subcommittee on Social Equity and Environmental Justice; and a partnership involving the Council of Platinum Sponsors and the DBE Community that is focusing on ways to attract, nurture, and support DBEs in the tolling industry. Speakers will present highlights of their groups' efforts so far and future plans.

Moderator: Kary Witt, Vice President, National Tolls Practice, HNTB, San Francisco, CA

Speakers:

Perspectives on Diversity, Social and Racial Inclusion

Ferzan Ahmed, Co-Chair, IBTTA Task force on Diversity, Social and Racial Inclusion; Executive Director, Ohio Turnpike & Infrastructure Commission, Berea, OH

Joi Dean, Co-Chair, IBTTA Task force on Diversity, Social and Racial Inclusion; CEO, Richmond Metropolitan Transportation Authority, Richmond, VA

Perspectives on Social Equity and Environmental Justice

Donovan Guin, IBTTA Council of Platinum Sponsors' Subcommittee on Social Equity and Environmental Justice; U.S. Lead, Tolling and Congestion Charging, IBM, Cambridge, MA,

Perspectives on Disadvantaged, Minority, Women-Owned Business Enterprises

Dee Anne Heath, Director of Governmental Relations and Communications, Central Texas Regional Mobility Authority, Austin, TX

Courtney Powell, President, AceApplications, LLC, Orlando, FL

FRIDAY, September 11, 2020

11:00am – 2:30pm | IBTTA BOARD OF DIRECTORS ACTIVITIES

11:00AM – 12:30pm: IBTTA Board and CoPS Roundtable.

Discussion will include strategic plan, 2021 budget and small group discussions on the future. **By invitation**

1:00pm – 2:30pm IBTTA Board of Directors Meeting (Open to all IBTTA Members)

This is a routine Board Meeting open to IBTTA Members only. **A separate Zoom registration is required.**

 Members, please visit <https://www.ibtta.org/VirtualBOD> to register for this Board Meeting.

SATURDAY/SUNDAY, September 12-13, 2020

NO WEEKEND PROGRAMMING

MONDAY, September 14, 2020

8:00am – 7:00pm | OPENING DAY/EVENING EVENTS

8:00am – 9:00am: **WORKOUT!**

8:00am – 5:00pm: **VIRTUAL EXHIBIT HALL OPEN**

10:30am – 12:30pm: **GENERAL SESSION**

WELCOME AND OPENING REMARKS

- **Patrick Jones**, Executive Director & CEO, IBTTA, Washington, DC
- **Samuel Johnson**, Interim Chief Executive Officer, Transportation Corridor Agencies, Anaheim, CA
- **Christophe Boutin**, Executive Director, ASFA and President, ASECAP, Paris France

HONORARY MEMBER PRESENTATION

- **Malika Seddi**, Secretary General, ASECAP, Paris France
- **Tim Stewart**, Executive Director, E-470 Public Highway Authority, Aurora, CO
- **Larry Yermack**, Retired, Tiburon, CA
- **Neil Gray**, Director of Government Affairs, IBTTA (1960-2020)

HOST AGENCIES

- **Mike Heiligenstein**, Executive Director, Central Texas Regional Mobility Authority, Austin, TX
- **James Hofmann**, Executive Director and CEO, North Texas Tollway Authority, Plano, TX

TOLL EXCELLENCE PRESIDENT'S AWARD CEREMONY

David Machamer, Assistant Executive Director, PIKEPASS and Toll Operations, Oklahoma Turnpike Authority, Oklahoma City, OK

TOLL IMMERSION PROGRAM: INTERN PRESENTATIONS

- **Patty Rubstello**, Asst. Secretary, Urban Mobility & Access, Washington State DOT, Seattle, WA

FOUNDATION SCHOLARSHIPS

- **Frank McCartney**, Chair, IBTTA Foundation, Maple Glen, PA

12:00pm – 12:30pm: **TECHNICAL TOUR: TXDOT-TXTAG'S NEXT GENERATION TOLLING SYSTEM**

12:30pm – 1:00pm: **BREAK IN THE EXHIBIT HALL (SCAVENGER HUNT LAUNCH)**

1:00pm – 2:00pm: **KEYNOTE PRESENTATION**

GEOPOLITICS AND LEADERSHIP IN THE TIME OF CORONAVIRUS

ADMIRAL JAMES STAVRIDIS, USN (RET)

Operating Executive, The Carlyle Group, Supreme Allied Commander at NATO, 2009-2013

2:00pm – 2:30pm: **BREAK IN THE EXHIBIT HALL (SCAVENGER HUNT LAUNCH)**

Monday is continued on next page

MONDAY, September 14, 2020

CONTINUED

2:30pm–3:45pm: **GENERAL SESSION**

BUSINESS CONTINUITY/CYBERSECURITY

Natural disasters and cybersecurity attacks are happening with more frequency than ever before. Do toll operators have current, actionable business continuity and disaster recovery plans to guard against these hazards? Are they aware of the potential effects of disasters and breaches on their business? Do they have enough insurance coverage to protect against loss? In this session, experts will guide organizations through the maze of risk mitigation strategies to prepare for potential business disruptions.

MODERATOR: John Mike, Vice President, Domestic Toll Marketing, TransCore Tech, Albuquerque, NM

A Frontline Perspective

Ramarcus Baylor, Director, Crypsis Group, McLean, VA

An Agency's Framework to Secure their Assets

Jose Dios, Chief Information Officer, New Jersey Turnpike Authority, Woodbridge, NJ

Infrastructure Maturity - Supporting Advanced ITS and CV Technologies

Paul Lennon, Chief Technology Officer, Skyline Technology Solutions, Glen Bernie, MD

How the Cloud is Simplifying Security and Continuity

Phil Silver, Leader, Transportation – State & Local Government, Amazon Web Services, San Diego, CA

Perspective on the Presentations and how the Platinum Sponsors are Addressing the Topic

Mark Cantelli, TollPlus and Chair, Platinum Sub-Committee on Cybersecurity, New Orleans, LA

3:45pm – 5:00pm: **VIRTUAL EXHIBIT HALL**

5:30pm – 7:00pm: **EVENING EVENT AT ¡VAMONOS! AUSTIN**



Keep the IBTTA Annual Meeting WEIRD – an homage to Austin!

Join your friends in Austin for an evening of interactive, Ranch Style Tex Mex cooking and libations. Head over to the website to grab your ingredients!

<http://www.ibtta.org/virtualannual#JoinUs>

TUESDAY, September 15, 2020

8:00am – 3:30pm | PROGRAMMING – BREAKOUT TRACK DAY!

8:00am – 9:00am: **WORKOUT!**

8:00am – 5:00pm: **EXHIBIT HALL IS OPEN**

10:30am – 11:00am: **CTRMA TECHNICAL TOUR – AUGMENTED REALITY ON THE 45 TRAIL**

11:00am – 12:00pm: BREAKOUT SESSIONS – SET #1



CONNECTED COMMUNITIES TRACK: THE CHANGING INTERNATIONAL LANDSCAPE – A VIRTUAL TOUR OF GIVING BACK TO COMMUNITIES

Corporate social responsibility has become an important part of our industry. Shareholder value continues to be a key factor in how we operate but we also need a strong focus on social commitment and shared value, especially in these extraordinary times. Join this session and hear about outstanding projects and initiatives from your colleagues from many countries around the world.

 This session is Sponsored by [SAP Public Services, Inc.](#)

MODERATOR: René Moser, International Vice President and Chair, International Committee, IBTTA and Senior EU and International Affairs Manager, ASFINAG, Vienna, Austria

Bill Halkias, P.E., IRF President / Managing Director & CEO, Attica Tollway, Athens Greece

Steve Snider, General Manager & CEO, Halifax Harbour Bridges, Halifax NS Canada

Vaibhav Dange, India Ministry of Road Transport & Highways

Greg Lefrois, P.E., Senior Vice President, Vice Chairman, Toll Services, HNTB Corporation, Parsippany, NJ

Karen Strougo, Chief Executive Officer, PEX S.A., Lima, Peru

Olivier Quay, CEO, Atlandes, Pessac France

Emanuela Stocchi, Director of International Affairs, AISCAT

Claire Carbery, Public Information and Enforcement Manager, Transport Infrastructure Ireland

Eduardo Calvo, Communications, Public Affairs & Corporate Responsibility Director, ROADIS Transportation Holding



THE CHANGE REVOLUTION TRACK: THE CHANGING CUSTOMER

Different “generations” of customers have different communication needs. Every generation came of age in different times, with different social, technological and political influences. In this session, presenters will explore how to implement effective communication strategies to attract, serve and retain customers from every generation.

 This session is Sponsored by [Stantec Consulting Services.](#)

MODERATOR: Jeff Heilstedt, Senior Vice President - National Director of Tolling Services, WSP, Chicago, IL

Blue Bird Special, Happy Hour, In ‘da Club Three Generations of Customers

Shannon Swank, Chief Marketing Officer, PlusPass, Inc., Austin, TX

Tolling 2020: Increasing Commuter Diversity & Local Support

Robert Jacks, Director of Marketing, State Road & Tollway Authority, Atlanta, GA

Add It to My Phone Bill: Increasing Customer Payment Convenience at No Extra Cost

Stephen Glasgow, AETolls, Cedar Park, TX



CONNECTED COMMUNITIES TRACK: WHY DO CONNECTED COMMUNITIES MATTER TO OUR CUSTOMERS?

“Connected communities” means different things to different people and can seem to be just another buzz phrase. Cutting through the jargon is a big challenge. This session will look at some of the key features of “connected communities” and why they are important to our customers. Presenters will explore the challenges, opportunities and promise of connected communities through the lens of tolling, emerging technology and the goal of advancing and improving mobility for all communities.

 This session is Sponsored by [Star Systems International, Ltd.](#)

MODERATOR: Tracey Trexel, Tolling Solutions Lead, IBM Corporation, La Jolla, CA

Socially Responsible Connected Mobility

Jeffrey Adler, Vice President, ITS and Solution Consulting, Kapsch TrafficCom, McLean, VA

The Gains and Pains of Integrating Tolling with Connected Communities

Vincent Brigidi, Executive Vice President, Commercial Services, Verra Mobility, Phoenix, AZ

Who Moved My Toll Gantry? Disruptive Change in the Age of Connected Vehicles

Steve Pustelnyk, Director of Community Relations, Central Texas Regional Mobility Authority, Austin, TX

A Community-Based Mobility Application Experience for the Greek Motorways

Antulio Richetta, Director, IBI Group Inc., Athens, Greece



THE CHANGE REVOLUTION TRACK: THE CHANGING EMPLOYEE

Our industry embraces *change* as we keep up with technology but keeping up with the changing dynamic of employees is just as important. Our colleagues are retiring, and the replacement employee pool looks different than it did 40 years ago. The make-up of the workforce is changing for organizations as more and more technology is being introduced and some agencies are starting to move to cashless tolling and ORT and work from home. How do we garner the wisdom of those leaving, and how do we entice new talent into the tolling industry’s Customer Service Centers, Agencies, Systems Integration Companies, and Technology Providers? How should we shift the culture to be more aware and accepting of all generations and create a space where people feel comfortable to speak up? In this session, presenters will discuss ideas to address diversity of age and thought so we can recruit, retain, and foster new talent in the tolling arena.

 This session is Sponsored by [Raytheon Intelligent Space.](#)

MODERATOR: Matt Woodhouse, Consultant, WSP, Washington, DC

Appealing to the Masses: How the Workplace Can Close a Generational Gap to be Efficient and Desirable

Randy Moore, CPA, Vice President, Business Development, ETC, Richardson, TX

How to Get the Best Work From Every Generation

Dan Rozycki, President, The Transtec Group, Inc., Austin, TX

Gaining Competitive Advantage by Fostering an Intergenerational Workforce

Kari Lessing, Senior Global Solution Expert, SAP Public Services, Inc., Washington, DC

Energized, Engaged, Excited: The New Tolling Customer Service Agent

Michael Tamer, CEO, Proponisi, Colleyville, TX

TUESDAY, September 15, 2020

CONTINUED

2:30pm – 3:30pm | BREAKOUTS – SET #3



CONNECTED COMMUNITIES TRACK: HOW THE TOLLING INDUSTRY IS SHAPING THE NEXT GENERATION OF CONNECTED VEHICLES

The toll road industry is already engaged in amazing applications that involve connected, automated, shared and electric vehicles. In this session, experts will illustrate real world examples of how toll operators are relating to connected vehicles in applications that include cash avoidance, platooning vehicles, driverless operation, cost sharing and much more.

 This session is Sponsored by [Cubic Transportation Systems](#).

MODERATOR: Suzanne Murtha, Vice President Connected and Automated Technologies, AECOM, Arlington, VA

How the Tolling Industry is Shaping the Next Generation of Connected Vehicles

Brennan Hamilton, Ford Toll Product and Business Owner, Ford Motor Company, Dearborn, MI

The Future of Connected Vehicle Deployments: A Toll Agency Perspective

Bob Frey, Director of Planning and Innovation, Tampa Hillsborough Expressway Authority, Tampa, FL

Infrastructure-Enabled Automated Vehicles

Ginger Goodin, Senior Research Engineer, Texas A&M Transportation Institute *and* **Swami Gopalswamy**, Research Professor, Texas A&M University, College Station, TX



THE CHANGE REVOLUTION TRACK: THE CHANGING ORGANIZATION - HOW TO BECOME AN INDUSTRY CHANGE AGENT

More than ever, change is happening throughout our industry. How are you and your organization changing to meet changing demands? Join these visionaries, who have led their organizations through change, for a moderated discussion where they will share their secrets of success.

 This session is Sponsored by [Faneuil](#)

MODERATOR: Ferzan Ahmed, Executive Director, Ohio Turnpike Authority, Berea, OH

Florida's Vital Few

Nicola Liquori, Executive Director, Florida's Turnpike Enterprise, Ocoee, FL

Interagency Coordination and Mobility as a Service

José Alvarez, Executive Director, Illinois Tollway, Downers Grove, IL

How to Standout in An Ever-Changing Industry?

Eduardo Ramos, CEO, A-to-Be, powered by Brisa, Lisbon, Portugal

What if Pigs Really Could Fly? The Power of Blue-Sky Thinking

Greg Hulsizer, Vice President, Toll Market Practice Leader, West Division, HNTB Corporation, San Clemente, CA

3:30pm – 5:00pm: **EXHIBIT HALL**

4:00pm – 6:00pm: **WOMEN IN TOLLING COUNCIL PRESENTS: SOCIAL MEDIA SOCIAL: BUILDING A WINNING PERSONAL BRAND ONLINE**

Kelda Senior, Marketing Coordinator, HNTB, Kansas City, KS

Lydia Steinberg, Consultant, Leawood, KS

WEDNESDAY, September 16, 2020

8:00am – 12:30pm | CLOSING DAY & BUSINESS MEETING

8:00am – 9:00am: **WORKOUT!**

10:30am – 11:45am: **GENERAL SESSION**

RESPONDING TO THE PANDEMIC: FINANCIAL PERSPECTIVES

The coronavirus pandemic set the world on edge and dealt a heavy blow to traffic and revenue on toll facilities around the world. The response to the disruptions in travel and work patterns have ranged from incremental to extraordinary. And all these disruptions have financial implications. In this closing general session, chief financial officers of leading toll operators talk about what it takes to keep a toll operation financially sound in the face of pandemic and the many other issues they confront every day.

MODERATOR: Bernie Arseneau, P.E., PTOE, Highways Director, HDR, Omaha, NE

Deb Sharpless, Chief Financial Officer, Maryland Transportation Authority, Baltimore, MD

Donna Manuelli, Chief Financial Officer, New Jersey Turnpike Authority, Woodbridge, NJ

Mark Muriello, Assistant Executive Director, Port Authority of NY&NJ, New York, NY

Bill Halkias, PE, F. ASCE, F. ITE, Managing Director, Attica Tollway Operations Authority

Noon – 1:00pm: **BUSINESS SESSION & ADJOURN**

CMO AWARDS

- Dee Anne Heath, Director of Governmental Relations and Communications, Central Texas Regional Mobility Authority, Austin, TX
- Jeff Heilstedt, Senior Vice President - National Director of Tolling Services, WSP USA, Chicago, IL

FINANCIAL REPORT

- George Zilocchi, Chair, Finance Committee

NOMINATION AND ELECTION OF OFFICERS AND DIRECTORS

- Chris Tomlinson, Immediate Past President and Executive Director, State Road and Tollway Authority, Atlanta, GA

IMMEDIATE PAST PRESIDENT RESOLUTION OF APPRECIATION

- Samuel Johnson, President
- Chris Tomlinson, Immediate Past President and Executive Director, State Road and Tollway Authority, Atlanta, GA

2020 PRESIDENT'S REPORT

- Samuel Johnson, President and Interim CEO, Transportation Corridor Agencies, Irvine, CA

2021 PRESIDENT'S REPORT

- Mark Compton, First Vice President and Chief Executive Officer Pennsylvania Turnpike Commission

PRIZE DRAWING FOR THE \$500 SCAVENGER HUNT & ADJOURN

- Patrick Jones, Executive Director & CEO, IBTTA, Washington, DC