

MDTSEA History Highlights

1970 - 1979

1970 Highlights

The Association held its annual State meeting at the Shanty Creek Ski Lodge. About 160 persons attended. The program covered a number of topics including the role of the counselor in driver education; roadside pollution; the Portage High School driver education program for special education students; car selection, financing, insurance and operating costs; and a panel on behind-the-wheel programs. The banquet speaker was Harold Holmes who spoke on the primary mission of the Driver Education Section of the NSC.

At the meeting, six individuals were recognized for having completed a minor equivalency in driver education and were awarded certificates.

Bob Nolan was promoted to Assistant Director of the HTSC. Because of his new duties, time did not permit him to continue as Secretariat or as editor of the Newsletter. Bill Covert of the HTSC staff took over as Secretariat, and Martin Dolan became the interim editor of the *MDEA MISSIVE*.

Two issues of the *MDEA MISSIVE* were published during the year. The name of the publication was also changed to the *Michigan Driver Education Association Newsletter*.

1971 Highlights

This year, the MDEA hosted the North Central Regional meeting of ADTSEA. This region represented eleven states. Ninety-eight people registered for the conference but only fifty-four actually attended. Martin Dolan, President of MDEA and Phil O'Leary, President-Elect of ADTSEA gave the opening addresses.

The Association held its annual State Conference at the Shanty Creek Ski Lodge. The program included work sessions on determining the actual costs of driver education, community service programs, public relations and communications, commercial schools, evaluation of special projects, and recent developments in driver licensing.

At the conference the first Silvernale Award, MDEA's highest award, was awarded to Milburn Stone. Milburn Stone is best known for playing the part of Doc Adams the chief medical examiner on the TV program *Gunsmoke*. He made a great contribution to driver education by his appearance in the traffic safety film entitled, *The Case of Officer Hallibrand*. This film was shown in thousands of driver education classrooms throughout the nation. Also, at the conference, Awards of Excellence were given to Allen W. Merrell of Ford Motor Company, Frederick N. Rehm of the Automobile Club of Michigan, and Jack Green of Traffic Safety for Michigan.

At the conference business meeting, the Association members approved an amendment to the Constitution which changed the annual membership year to begin at the Spring conference and to continue to the next Spring conference.

Secretary of State, Richard H. Austin, and publications coordinator, Dave Shinn, enlisted Dr. Donald Smith and other members of MDTSEA to annually review and edit the Michigan Department of State booklet entitled, "What Every Driver Must Know."

Bob Cullen announced that the Automobile Club of Michigan would finance all the cost of printing and mailing the newsletter. This was a big financial savings for the Association.

At an Executive Board meeting the possibility of developing a model program for driver education was discussed. Ray Curran was given the task of outlining a slide program.

Nine issues of the *MDEA Newsletter* were published during the year. Ron Bradford took over as the editor.

1972 Highlights

The year began in a bad way for the Association. The treasury was empty and \$600.00 was owed to MSU which handled the Association's account. Membership was down to 48 members from 384 active members in September of 1971. The reason for the decrease in membership was the change in the membership year voted upon last year. Active memberships for 1971 expired in October and members were not contacted to renew their memberships. An appeal was made through the *MDEA Newsletter* that former members renew their memberships at a reduced rate of \$3.00 instead of the usual \$5.00.

The annual State Conference was held at the Shanty Creek Ski Lodge with the theme of *How to in '72*. The program featured six sessions designed to give participants *How To* information regarding a variety of suggestions for their own programs.

At the conference business meeting, the members approved a change in the Constitution that limited all MDEA officers to one-year terms of office.

Bill Covert was honored with a resolution recognizing his service to the Association as Secretariat. He was awarded a life membership in the Association and given a plaque of recognition for his services. Bill was leaving to accept a position at Rutgers University.

The Executive Board agreed to begin holding regional meetings again. A committee was established to plan the program and work out the details. The board also received a request from the UofM to assist it in selecting a recipient for the A.A. Vezzani Award. This award was established to honor Professor Vezzani who, until his death, taught the driver education program for the university.

Seven issues of the *MDEA Newsletter* were published and distributed to members during the year.

The treasury had a balance of \$614.55 at the end of the year.

1973 Highlights

At the first Executive Board meeting of the year a memo from Gordon Sheehe, Director of the HTSC was circulated that assured the Association that the HTSC had not decreased its concern or support of MDEA. This memo was the result of a meeting Association President Tod Osborne had with Mr. Sheehe regarding the relationship between the two organizations.

The Association held its annual State Conference at the Shanty Creek Ski Lodge. The program had sessions on important factors in the field of traffic safety, behavioral objectives in our field, ranges, safety coordinator K-12, school bus safety, and state driver licensing. During the business meeting, the members voted to amend the Constitution to change the name of the Association to the Michigan Driver and Traffic Safety Education Association (MDTSEA). One hundred and ten members attended the conference

Association President Tod Osborne established the President's Award and presented it to Jane Jensen at the annual Spring Conference. The Award was to be given to the individual who, in the President's estimation, had given outstanding service to the Association and had been a key to its accomplishments.

A meeting was held with Chuck Keeling of the MEA regarding behind-the-wheel insurance coverage. The MEA insurance did not cover it so the MDEA recommended to the MEA that the teacher liability policy be expanded to include driver education teachers and any other teachers who transported students. It appeared that the MEA would do so.

The Association held its first series of regional meetings since 1968. The program consisted of a presentation on educational accountability. Several presenters talked on the alcohol problem and different methods to combat it.

The Automobile Club of Michigan offered to cover all the costs of the artwork and the printing of a letterhead, envelopes, and the newsletter bulletinhead once the Association had developed a design for them.

With the departure of Bill Covert, Jane Jensen a secretary with the HTSC, took over as Secretariat with Room 70, Kellogg Center, MSU becoming the new MDTSEA address.

The Association published and distributed six issues of the *MDEA/MDTSEA Newsletter* during the year.

The treasury had a balance of \$812.01 as of November 3rd.

1974 Highlights

The annual State Conference was held at the Shanty Creek Ski Lodge. The program focused on the relationship between the *Curriculum Guide for Safety Education and Performance Objectives*. The Department of State discussed the progress on their driver license road evaluation test, the alcohol countermeasures programs, the criteria for identifying poor drivers, and the Department's goals in relation to MDTSEA's goals.

At the conference, the members approved an amendment to the Constitution which stated that members would be dropped from the membership roles if their dues were not paid by October 1st. (The membership year ran from Spring Conference to Spring Conference.)

The Association held a series of regional workshops. Each attendee was given a copy of a filmstrip entitled, *The Decision Is Yours*.

The Executive Board held seven meetings during the year. At one of the board meetings, Association President Sheridan Rhodes discussed membership in other state driver education associations and noted the success they have had. A letter and questionnaire were sent to all state associations requesting information concerning their membership drive, current status, etc.. At the December board meeting, it was reported that the Association had \$1,120.24 in the treasury.

Four issues of the *MDTSEA Newsletter* were published and sent to members.

1975 Highlights

A series of twelve regional workshops were held to review and react to the Michigan driver education performance objectives. The results of the workshops were to be reported at the annual State Conference.

The Association held its annual State Conference at the Shanty Creek Ski Lodge. The program featured presentations entitled, *Values Clarification in Driver Education*, *Instructional Programs for Pre-Driver Education*, *Instructional Objectives for Motorcycle Safety Education*, *The Motorcycle Accident Study*, and *Feedback from the Performance Objectives Workshops*. "Fritz" Bennetts, Director of Public Relations for Oldsmobile, was the banquet speaker.

At the conference business meeting, several organizational changes in the Constitution were approved. A copy of the revised Constitution was sent to all Association members via the newsletter.

The Association received its order for 5,000 brochures, 4,000 return envelopes, 600 membership cards and 100 sustaining membership certificates. The total cost of this order was \$784.75.

The Executive Board held five meetings during the year. At one of the board meetings, a resolution was passed and sent to the Secretary of State and the Superintendent of Public Instruction. The resolution stated: *The MDTSEA hereby resolves to encourage the State of Michigan to allow students enrolled in an approved driver education course to practice driving with a licensed parent or legal guardian.* Association representatives met with both individuals to determine the procedure for implementing the resolution. An Ad Hoc committee was appointed to draft a proposed bill and the change that would be necessary in the Driver Education Rules and Regulations.

The Executive Board also began a membership contest for District Representatives with two different categories: 1. obtaining the greatest percentage of potential members in their District, and 2. obtaining the greatest percentage increase in membership over the previous year. The four winners were announced at the annual State Conference with the winners receiving a \$50.00 bond a one year subscription to the lottery and a plaque.

At the December Executive Board meeting, it was reported that there was \$1,177.81 in the treasury.

Four issues of the *MDTSEA Newsletter* were published and sent to members. Beginning with the May-June issue, Bob Gustafson took over as editor on a one-year approval basis.

Association membership stood at 403 members as of the end of the membership year (April 30th).

1976 Highlights

The Association assisted the HTSC in carrying out a grant from the Michigan Office of Highway Safety Planning (OHSP). The purpose of the grant was to introduce and distribute to public school districts four publications: 1. *A Resource Curriculum in Driver and Traffic Safety Education*, 2. *Policies and Guidelines for Driver and Traffic Safety Education*, 3. *Policies and Guidelines for a School Safety Program*, and 4. *Policies and Guidelines for Preparation and Certification of School Safety Personnel*. Fifteen regional meetings were held to distribute the materials. One hundred sixty-six school districts were represented by 242 individuals at the 15 meetings.

The Association held its annual State Conference at the Shanty Creek Ski Lodge. Featured at the conference were presentations on *An anatomy of an accident*, a *"DWI Mini Course for Driver Education*, and *76 Ways to Teach*. There were also eight mini sessions on a variety of topics.

With the resignation of Jane Jensen from the HTSC, Sandy Overall, a secretary with the HTSC, took over the Secretariat duties. After a short time, Sandy left because of her husband's graduation. She was replaced by Deborah Mayhew, another secretary from the HTSC, who then took over the Secretariat duties.

The Executive Board held eight meetings during the year. At one of the meetings, the board took a position on five legislative bills and notified the House and Senate Committee Chairmen of its positions. The board also voted to continue the membership contest it had begun last year and approved having the Michigan centennial license plate as its logo. Masters of the logo were made and stationary and envelopes were ordered. The board also agreed to have an Association logo lapel pin made. Association President Ray Curran agreed to get cost estimates from several companies. Bob Gustafson indicated he would donate \$100.00 from his newsletter reimbursement to help pay for making the cast of the pin. (Bumpa-Tel agreed to do the initial pin for \$50.00 and the cost of each pin thereafter would be \$2.00.)

The Executive Board, in working with Representative Ernest Nash, was successful in getting a bill introduced that would enable driver education students to drive with a licensed parent or guardian while taking driver education. This was the Association's bill.

The Executive Board approved sending the publication, *Policies and Guidelines for Trailing*, to all school districts. The Michigan OHSP agreed to pay the cost of the booklets and the postage. The board also agreed to increase the dues for active and associate members from \$5.00 to \$7.00, effective October 1st.

Don Smith reported to the board the results of his committee's questionnaire and survey sent to all school districts concerning driver education vehicles. The results showed no patterns or quick solutions. Don agree to meet with Gil Haley of the Michigan Auto Dealers Association to discuss the survey results.

Five issues of the *MDTSEA Newsletter* were published during the year. Bob Gustafson agreed to continue as the permanent editor. The Executive Board approved an increase in pay for the newsletter editor from \$200.00 per year to \$100.00 per issue, up to five issues per year.

There were 560 members in the Association at the end of the membership year (April 30th).

The Association had \$1,941.82 in the treasury as of the end of November.

1977 Highlights

The annual State Conference was held at the Holiday Inn in Mt. Pleasant. The conference program consisted of presentations on *The Car Loan Program*, *Training of Novice Motorcycle Riders*, *A. V. Materials*, *State Policies and Regulations on Driver Education*, and *The Michigan Driver Education Evaluation*. There were also three sessions of mini sessions covering five topics. Registration for the conference cost \$3.00. The winners of the membership contest were announced with two individuals taking first place. They received a \$50.00 savings bond, a plaque and a year's subscription to the lottery. The second place winners each received a year's subscription to the lottery. (Larry Thompson one of last years contest winners won the lottery twice with his year's subscription. He received \$25.00 each time.) The Constitution was amended to provide that MDTSEA members unable to attend the conference can obtain an absentee ballot from the Secretariat. New officers were elected at the conference business meeting.

The Executive Board held five meetings during the year. At one of the meetings, Don Smith reported that the car loan committee had prepared a first draft of the car loan agreement form and the publications.

With \$3,161,19 in the treasury in May and with only \$354.01 in outstanding bills, Treasurer Jerry Ockert was directed to deposit, at his discretion, some of the money into a daily interest-bearing account.

In the Spring, Robin Bailey, a secretary with the HTSC, took over from Deborah Mayhew as Secretariat of the Association.

Bob Cullen of the Auto Club of Michigan informed the board that the Auto Club would no longer be able to underwrite the costs of printing and mailing the newsletter. The Auto Club had been supplying this financial aid for three and a half years.

Five issues of the *MDTSEA Newsletter* were published and sent to members during the year.

At the end of the membership year (April 30th), membership was 522.

The Treasury had a balance of \$2,113.63 as of December 3rd.

1978 Highlights

The annual State Conference was held at the Shanty Creek Lodge. The general sessions dealt with *The Results of the Statewide Driver Education Testing Program*, and *Driver Education and the Future of the National Highway Safety Program*. Seven different mini sessions were held on a variety of topics. There were three amendments to the Constitution that were approved. One amendment eliminated the office of Secretary since the Secretariat was doing all the work a secretary would normally do. Another changed the term of office for each of the three officers to one year with no officer permitted to succeed him/herself, and the final increased membership dues from \$7.00 to \$10.00. The dues increase was necessary to pay the costs of publishing and mailing the newsletter.

Winners of the membership contest were announced at the conference. The two first place winners received a \$50.00 savings bond, a plaque, and a 24-week subscription to the lottery. The two second place winners received a 24-week subscription to the lottery.

MDTSEA, in cooperation with AAA Auto Club, attended training in advanced driver education techniques at the General Motors Proving Grounds. During 1977-1978, chaired by Dr. Donald Smith, MDTSEA and AAA Auto Club conducted a series of workshops, including behind-the-wheel training, for driver education instructors throughout the state.

Bob Gustafson presented to the Association a large wall banner and a podium banner to add a little "class" to MDTSEA functions. They both featured the Association's logo in blue and red on a white background.

The Executive Board met five times during the year. The board approved producing 50 copies of the filmstrip *Seat Belts--How Effective Are They?* These filmstrips were the result of a study conducted by Dr. Donald Huelke of the UofM's Highway Safety Research Institute. The filmstrip had an accompanying tape cassette and lasted about 30 minutes. The sales price was set at \$20.00 for Association members and \$25.00 for non members. All profits will go to the Association.

The Executive Board approved four new award categories: 1. Outstanding Auto Dealer's Award, 2. Distinguished Achievement Award, 3. Promising New Driver Educator Award, and 4. Outstanding District Representative Award. These were in addition to the Silvernale Award, Vezzani Award and the President's Award already being awarded. The awarding of Honorary Memberships was also approved. Criteria for each of the awards and the honorary memberships were developed and approved. All seven awards and honorary memberships were given out at this year's State Conference. At the conference business meeting a new slate of officers was elected.

The Car Loan Committee held ten luncheons with an attendance of 326. Five were left to be held. The program gained national exposure through the *ADTSEA Journal*.

Membership totaled 603 at the end of the membership year (April 30th).

On December 16 there was \$1,770.39 in the checking account and \$12.83 in the savings account.

1979 Highlights

This year's annual State Conference was held at the Hilton Shanty Creek. The general sessions included presentations entitled, *Driver Education in the Full Time Curriculum*, by Representative James Barcia, *It's Happening in Traffic Safety Education*, by Donn Maryott, and *From Where I Sit*, by Dr. William Cushman of ADTSEA. Two groups of four mini sessions were held and repeated the following day. New officers were elected at the business meeting; and the award winners were announced at the conference banquet.

There were seven Executive Board meetings during the year. The board approved setting fees for advertising in the newsletter. The fees were \$125.00 for a 1/4 ad, \$200.00 for a 1/2 page ad, \$300.00 for a full page ad, and \$225.00 for an insert. Ads would be accepted only for the conference issue (January-February). The board also voted to provide the Association President \$150.00 to attend the ADTSEA conference.

The Michigan OHSP planned to conduct a driver education evaluation. The Board went on record favoring this study and notified the Secretary of State, Chairman of the State Safety Commission of its position.

After serving five years on the ADTSEA Executive Board, Dr. Donald Smith spent his final two years on the board as the 23rd ADTSEA President.

Laura Lantzy-Taylor, a secretary with the HTSC, took over the Secretariat duties from Robin Bailey in June.

The MDTSEA hosted the North Central Regional Meeting of ADTSEA in Ann Arbor. The meeting was open to all driver education teachers, not just MDTSEA or ADTSEA members.

There were 507 members in the Association as of the end of the membership year (April 30th).

On December 1, 1979 there was \$2,744.82 in the treasury.