

2006 Division of Traffic Safety Calendar

(Dates are Subject to Change)

Dates	Event	Program	Primary Contact
Jan 23-25, 2006	Tradeshow Convention	Il Fertilizer and Chemical Dealers Assn	Larry McGrath
February 2006	Black History Month	Outreach	Urban Leagues / OPC
Feb 2-4, 2006	Tradeshow/Convention	Windshield Washing Project	Larry McGrath
February 2-4,2006	Midwest Truckers Conference/ Peoria	Conference in Peoria	Dinah Willard
February 3-5 th , 2006	Super Bowl	YDYDYL message Posters at rest areas, toll both. Send packets to grantees to get into Communities	Lindsay Faulkner Dan Kent
February 10, 2006	CAUTION		Sal Madonia
February 10-19, 2006	Chicago Auto Show	Auto Show	DTS Staff
February 12-18, 2006	CPS Aw. Week	Partnership with Baby Depot (Burlington Coat Factory) and K's Merchandise	Char Troyer / Jahari / OPC

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March 15-17 th , 2006	St. Patrick's Day	YDYDYL message Posters at rest areas, toll both. Send pockets to grantees to get into Communities	Melissa Schaive Dan Kent
April 1-30, 2006	Public Hearings	Community Outreach	Melissa Schaive
April 9-11, 2006	National Lifesavers Conference	Conference/ Austin Texas	Chris Kolaz
April 22-30, 2006	CIOT Pre-Belt Surveys – Rural	CIOT	Mehdi / LEL
April 24-26, 2006	Illinois Public Health Association Conference	Conference – Springfield Crowne Plaza	Illinois Public Health Association Conference
May 2006	Motorcycle Awareness Month		Bob Young
May 5, 2006	CAUTION		Sal Madonia
May 8-14, 2006	CIOT Post Belt Surveys – Rural	CIOT	Mehdi / LEL
May 15-27, 2006	CIOT Paid Media	CIOT	DTS
May 15 – May 31, 2006	CIOT Mobilization	CIOT	DTS
June 1	Windy City Thunderbolts Crestwood, IL Ballgame	CIOT	LELs
June 5 – 19, 2006	CIOT Post Belt Surveys (Full)	CIOT	Mehdi / LEL / OPC

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June 15* 7:05 PM	Schaumburg Flyers Schaumburg, IL Ballgame	PSA announce., 1 st pitch, concourse table	Lindsay Faulkner
June 16 *	Joliet Jackhammers Joliet, IL Ballgame	Concourse table, 1 st pitch, 2 PA's, video ad	Lindsay Faulkner
June 30*	Kane County Cougars Geneva, IL Ballgame	Display table, 1 st pitch, 2 logo appearances, 2 PSA's	Lindsay Faulkner
June 29	Rockford Riverhawks Rockford, IL (new field this year) Ballgame	table, 1 st pitch, ½ page ad in program	Lindsay Faulkner
TBD	July 4 th Mobilization	YDYDYL	Deni Wilson
July 13	Peoria Chiefs Peoria, IL Ballgame	Video board X2, PA's during game, concourse table, 1 st pitch	Lindsay Faulkner
July 20	Gateway Grizzlies Sauget, IL Ballgame	Min. of 3 PA's during game	Lindsay Faulkner

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July 14, 2006	CAUTION!		Sal Madonia
July 18, 2006	Awards	Banquet	Eugene Brenning
July 20, 2006	Awards	Banquet	Eugene Brenning
Last week in July? (tentative)	IDEA retreat	Outreach/ traffic safety partners	Melissa Schaive
August 11-20, 2006	Illinois State Fair	State Fair	DTS
August 12, 2006	Bud Billiken	Parade / Community Outreach	Wanda Vazquez / Jahari Piersol
Aug 25-27 th	Hot Rod Super Nationals	Outreach	Melissa Schaive
August 26-Sept 4, 2006	DuQuoin State Fair	State Fair	Dan Chapman, DTS, Rachel Walker, Kathy White
September 23-28, 2006	Commercial Vehicle Safety Alliance fall workshop	Workshop in Toronto, Canada	Dinah Willard
September 29	Route 66	Outreach	Melissa Schaive Deni Wilson
October 2-6, 2006	Drive Safely Work Week	Outreach Partner w/insurance co, Teamsters, ISP	Dan Thompson Deni Wilson
October 6, 2006	CAUTION		Sal Madonia

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October 23-31 st	Halloween College Campus Events	College Campus Halloween events Aimed at encouraging students to make smart choices. Zero Tolerance YDYYL Campaigns pushed.	Deni Wilson Dan Kent
November 1, 2006	Awards	Banquet	Eugene Brenning
November 2, 2006	Awards	Banquet	Eugene Brenning
Last week in October- middle of November	Festival of Trees	Outreach	Melissa Schaive