

DOT Today



Moving America Together

Spann Watson—A Part of Aviation History

There are only about 12 surviving members of the famous 99th Fighter Squadron from World War II, and Spann Watson is the last one to retire. His wife said it was about time. She says she's followed him all over the world for so many years—now she wants him to stay put.

But if you know Spann Watson, you know he's not about to do that.

"But whatever I do," he says, "it will include something to help somebody out. I'm fortunate in that I won't ever have to worry where my next meal is coming from. I am still in a position to help somebody. So far, I'm proud to say that I have helped about 1200 people effect some change in their occupation, their lives, for the



At the Air Force Academy, Spann visits the Tuskegee Airmen monument

better since coming to Washington in 1965."

This man is not exaggerating.

On Saturday night, August 8, more than 570 people from all over the country came to honor Spann on the occasion of his retirement after 50 years of federal service. His career included more than 23 years in the Air Force and 27 years with FAA, his last position in Air Traffic Systems Management.

Fighting for the Right to be a Pilot

Long before he was a student at Howard University School of Engineering (1937-40), Spann knew he wanted to be an aviator—a fighter pilot. At Howard he

was part of the original College Pilot Training Program. During that same time, he became a plaintiff in a lawsuit brought by the NAACP that finally brought the barriers down for black men who wanted to be military pilots. In 1941, Spann Watson became a cadet in the first training group for black airmen at the Tuskegee Institute in Alabama, out of which came the famed 99th Fighter Squadron. By the time the base in Tuskegee closed in 1945, a total of 992 black graduates had been successfully trained as airmen.

Spann's squadron fought bravely in World War II, flying missions over North Africa, Italy, and Yugoslavia. After the war, he remained with the Air Force and during the late 1940s, played a key role in the development of the racial integration plan for the Armed Forces that became official U.S. policy. "The integration of the military meant a whole new world," he says.

An Organizer on the Home Front

After retiring from the Air Force, as a lieutenant
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With his 1941 Tuskegee graduating class (Spann is second from left, second row) and as a fighter pilot

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International Congress at Volpe Center

Greenway Bikers Get a Warm Welcome in Washington

While others in Boston were enjoying the Fourth of July with family and friends, a group of nine bicyclists was preparing to leave that city on a trip to Washington, D.C. Along the way, they would ride by and stop in neighborhoods in seven states, spreading the word about bicycling and walking as healthy forms of transportation, and building support for a new program called The East Coast Greenway.

Four weeks and 981 miles later, the group was welcomed at the U.S. Capitol in Washington. One of the riders, Anne Lusk, testified before Congress on the need to finance projects like The East Coast Greenway, an "off-road" corridor they hope will someday run from Maine to Florida. Immediately following their Capitol Hill appearance, the group was led by Federal Highway Administrator Dr. Tom Larson, and a contingent of DOT bike enthusiasts and riders from the Interior Department on a bicycle ride to DOT Headquarters a few blocks away. "The East Coast Greenway is one of many innovative bicycling and walking projects which may benefit

from ISTEA funding," said Dr. Larson.

Deputy Secretary Arthur J. Rothkopf welcomed the group. "You have demonstrated that an East Coast Greenway is possible," he said. "We at DOT feel strongly that biking and pedestrian facilities can help cities and communities all over the country. Projects like The East Coast Greenway also present an opportunity to recycle historic transportation corridors, including railroads and canals."

The route that "Greenway" hopes to follow includes abandoned railroads, parkway green spaces, canal towpaths, waterfront areas, and newly created green space. It's being referred to as the "urban Appalachian Trail" by many, and will extend a system of bike/hike trails to a diverse group—from city dweller to rural resident.

DOT has been appointed the "lead" agency to work with the Interior Department on the National Recreation Trails Act, using surface transportation funds to create new trails and
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Arriving at the U.S. Capitol

Lance Strouder

Secretary Andrew H. Card on Diversity

Recently, the Secretary issued a formal statement on diversity. He also wanted to give some additional views on this subject in this brief interview:

DOT Today: Mr. Secretary, could you tell us what the term "diversity" means to you?

Secretary Card: Diversity really means inclusion and opportunity. This country is made up of people with varying backgrounds, cultures, talents, mental and physical attributes. The wealth of these diverse strengths and perspectives is what has made this country strong and successful. Clearly, we can draw on those same strengths and perspectives at DOT as we carry out our mission of meeting the transportation needs of all Americans.

You know, President Bush really set the tone for work force diversity when he led the fight for the historic Americans with Disabilities Act (that recently became law). And, he has charged each of his cabinet members to make diversity a priority in their areas. I have high expectations for this department, and I remain committed to fostering a climate where our diversity complements our every effort.

DOT Today: What does inclusion mean at DOT?

Secretary Card: We start by actively seeking and hiring talented, capable people from all backgrounds. Inclusion is creating a climate where everyone can contribute to the department's goals. But that's not enough. Inclusion also means that we reach out to introduce people to the opportunities that the Department of Transportation has to offer, by inviting them to become part of our family.

DOT Today: How can we accomplish this and who is responsible for making this happen?

Secretary Card: Everyone at the department has a role to play in making a diverse work force. Managers and supervisors are responsible for creating an atmosphere that encourages and supports inclusion. Employees are equally responsible in their everyday work activities to solicit input from people whose background may be different from their own. Let me be more specific:

Managers and supervisors have a primary role in recruiting and promoting employees from diverse backgrounds. They must ensure that employees are given not only equal opportunities to apply their knowledge and skills, but also equal opportunities to develop personally and professionally. We want all to be recognized for their accomplishments and contributions. The managers and supervisors at DOT have a very serious responsibility in this regard, and I expect

that they will meet that responsibility.

They can lead by example, whether it's in recruiting minorities and women or those with disabilities, or by always keeping in mind that there are different ways to motivate and retain employees once they are part of our team.

• Employees have an important role in achieving diversity. After all, they're our greatest salesmen. As the work place becomes more diverse, employees need to be more open to beliefs, values, and customs which may be different from their own. Sometimes simply being diverse in our thinking; being more aware of the impact our words and actions have on others, makes a difference in the workplace.

DOT Today: What are the next steps for diversity at the Department of Transportation?

Secretary Card: Some of the excellent programs we already have in place in the department have moved us toward making diversity in our work force a reality. More can be done in several areas. In recruiting, we have been very successful in attracting minorities, women and those with disabilities to our entry-level management and professional positions. Now we are focusing on increasing diversity in senior- and mid-level positions through the Senior Executive Service Candidate Development Program and the DOT Fellows Program.

We are developing some new courses to enhance supervisors' skills in leading the work force of the future. We have established career counseling and mentoring programs to assist employees at all levels in their personal and professional growth, so that everyone is able to recognize their continued value to our team.

DOT Today: What does all this mean for DOT employees?

Secretary Card: I'm sure by now many people have read articles or heard reports about how the American work force of the future will be increasingly diverse. There will be even larger numbers of women and minorities entering the work force and the overall supply of young workers will be decreasing. Competition will also be greater.

If we are to continue to be a successful organization in the future, we must tap the richness of an increasingly diverse work force and foster an environment where individual differences are needed, valued, utilized, and rewarded.

This is our challenge and I ask all employees to join me in making DOT the kind of diverse organization that will continue to meet the needs of a changing work force now and in the years to come. ■

preserve existing ones. Other ISTE funds are already being used to improve conditions for bicycling and walking. DOT is also promoting bicycling safety through a new 15-minute video and 30-second TV spots featuring U.S. National Team bicyclists, some of whom competed in the Olympic games in Barcelona.

The "core group" of nine cyclists came from Massachusetts, Connecticut, Vermont and the District of Columbia. Cathleen O'Neill, a high school math teacher from Connecticut, said she participated to show her students there was a "viable alternative to television."

W. W. Johnson, a retired police officer from the District, and a recent recipient of a "Points of Light" award from President Bush, gave the DOT audience some things to think about. "As we rode through lush green areas on our trip," Johnson said, "I thought about places where it's not so green, where the playgrounds are not so clean. If we're concerned about America, about our kids," he continued, "we need to make Greenway something that all people can use and enjoy."

Along their route, the group met with mayors, governors and local cycling groups to gain support for the Greenway project and to promote bicycling and walking as viable, non-polluting, healthy ways to travel. ■

DIVERSITY POLICY STATEMENT

The U.S. Department of Transportation affirms its unalterable commitment to respect the dignity of all men and women and to understand, respect and value differences among people.

No one at the department will be denied opportunities because of his or her race, color, religion, sex, age, national origin or disability. Not only our employees, but those who wish to participate in the department's programs will be afforded this protection. And we will continue to guarantee full and equal access to users of the nation's transportation system.

Our commitment, however, extends well beyond a legal obligation to prevent discrimination. President Bush and this department also have an abiding commitment aggressively to promote diversity.

Diversity at the department means inclusion: providing opportunities for all segments of the workforce in hiring, development, promotion and retention. As Secretary, I fully embrace this commitment to include women, minorities, those with disabilities and older persons in our workplace at all levels. Our transportation mission is immeasurably enriched by the talent and commitment of a diverse workforce. Our managers must be fully engaged in making diversity a success. This requires that we nurture success—that we provide employees with the tools and support they need to develop to their fullest potential.

I therefore pledge vigorously to promote diversity, and I look to our managers, supervisors and all employees to share with me this responsibility.

Andrew H. Card, Jr.
Secretary of Transportation

August 14, 1992

DOT Today

Volume 1, No. 12, September 1992

DOT Today is an official publication of the U.S. Department of Transportation, under the direction of the assistant secretary for public affairs, Office of the Secretary. It is a monthly publication and is distributed to DOT employees nationwide.

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Please Recycle

Back-to-School Safety

This month, parents have been buying notebooks and pencils, paying for new shoes and rushing to get the children to school on time every morning. But, there's something many parents overlook: going back to school for every family should include a talk about traffic safety.



Motor vehicle accidents are the leading cause of death in children ages one to 14. Each year, nearly 3,000 children are killed and thousands more are severely injured, in crashes where the child is a passenger, a pedestrian, or a bicyclist.

Children should be taught traffic safety rules early on, and it's a good idea for parents to go over the rules every year just before school starts. The National SAFE Kids Campaign offers

the following safety tips:

If Your Child Walks to School

Before school starts, parents should help their children select the safest route to and from school.

- In general, look for the most direct route with the fewest street crossings.
- Walk the route with your children to make sure they are familiar with it and make sure they demonstrate adequate safety awareness.
- Tell your children to take the same route every day.
- Children under the age of eight should walk with an adult or older child to school.
- Teach your children what traffic signals and markings mean and to obey them. For example, a flashing "walk" sign should not be an automatic "go" signal. It means you can cross, but you must first stop and check for cars. A driver could be turning right on red or might run a traffic light illegally.
- Children should not enter the street from between parked cars or from behind bushes or shrubs. The majority of fatal childhood injuries result from children darting into the street between designated intersections. These injuries account for 50 to 70 percent of pedestrian injuries among children under nine years of age.
- Children should cross the street at a corner or at a crosswalk. Make sure they take plenty of time to cross the street. Teach them to walk, not run, across intersections. Children should know how important it is to listen to crossing guards and safety patrols at monitored intersections near school.
- Make sure children look in all directions before crossing the street. Look left, right, and then left again before taking a step into the street. If all looks safe, it's okay to cross, but they should still keep looking and stay alert.
- Warn children to be extra careful in bad weather. Visibility may be poor and motorists may not be able to stop as quickly.
- Finally, teach your children traffic safety by being a good role model for them.

Children as Passengers in Cars

Parents who drive their children to school or participate in carpools should follow these safety tips:

- Arrange to pick up your children at school in a safe spot, away from the congestion of cars and buses.
- Make sure your children exit the vehicle on the sidewalk closest to the school so they won't have to cross the street at the drop-off area.
- Don't carry more passengers than there are seat belts in your car. Every person should wear a seat belt and remain belted until exiting the vehicle. There should be no loose or heavy objects in the passenger area of the car that could injure someone if you must stop suddenly.



For Those Who Bicycle to School

- Make sure you help your child choose a safe cycling route to school—which may not be the same as the walking route. Streets with a steady flow of fast-moving traffic are not appropriate for young cyclists with limited traffic experience.
- Children who ride their bikes to school should wear a helmet every time they ride. Head injuries account for three-fourths of all bike-related deaths. One in seven children under 15 suffers a head injury in a bike crash.
- Bicycle riders should learn the rules of the road that apply to all vehicles. All too often, children ride out into the street without first looking for or yielding to traffic; they swerve suddenly, without signaling or looking for approaching traffic, or ride against the flow of traffic.
- Children should not be allowed to ride a bicycle home from school after dark. Nearly three times as many collisions between cars and bikes happen after dark.

School Bus Safety

An estimated 22 million students ride school buses every day. About 60 percent of them are of elementary-school age. Most accidents occur as children are boarding or exiting buses, because a blind spot extends approximately 10 feet in front of the bus, obstructing the view of the bus driver.

- Establish a wide "danger zone" around the bus that your children should not enter. Work with your school safety patrol to enforce this zone.
- Parents should also keep in mind that a child's behavior at the bus stop is also an important aspect of school bus safety.
- Children should wait on the curb, not run or play in the street while waiting for the bus.



Have a Safe School Year! ■

Spann Watson...continued from page 1

tenant colonel, Spann began his government career in 1965 at FAA headquarters' Office of Compliance and Security, the forerunner of the Office of Civil Rights.

In early 1968, Spann, along with his colleague Edward A. Gibbs, was instrumental in forming the Negro Airmen International group, which now has 25 chapters around the country. One of its objectives was and is to encourage young black men and women to pursue careers in aviation. "For some reason, people have always felt they could depend on me. So, I ended up counseling a lot of people," he smiles. Throughout his career, he has helped hundreds of minorities with employment, including more than 483 flight attendants and many first-time pilots, initially at the request of the major airlines.

After an unsuccessful attempt to organize a national Tuskegee Airmen group in 1973, Spann, along with the help of Natalye Desmond (now retired from DOT), and the advice of George L. Washington and attorney Timothy Dillion, was successful the next year as its president in bringing the chapters together (there are now 20 around the world). One of their goals, he says, is to increase participation by blacks in military aviation, and to have that participation carry over to the civilian sector.

Another goal is to get as many young minorities into the service

academies as possible, with the idea that the leaders of tomorrow would likely come out of that group. Spann is proud to say he has personally helped more than 30 minority and women candidates attend the service academies.

Over the years, the Tuskegee Airmen have also sponsored events called "scholarship spectaculars," raising tens of thousands of dollars in scholarships for students who pursue aviation careers.

Some Final Thoughts

Spann talks fondly about his friend and former colleague Chief C. Alfred Anderson, who, he says, "hand fed" him into aviation, and was his inspiration. Anderson, now 85, was the first black flight instructor in Virginia and later became chief instructor at Tuskegee. In 1990, Spann received the "Elder Statesman of Aviation" award from the National Aeronautic Association—becoming the first black recipient since the accolade was established in 1954. This year, he's proud to say, his friend and his inspiration, Chief Anderson, will become the fourth.

"But, you know, he should have been first," says Spann.

When asked what his philosophy has been throughout his rich and distinguished career, Spann says simply, "If you never try anything, you will never get anything. You've got to give it your best shot."

We think he always does.

Last month, Spann celebrated his 76th birthday, and followed his wife to their home in Westbury, N.Y. But first, he said, he had to attend the Tuskegee Airmen National Convention in Boston...

Congratulations and good luck from all of us at DOT, Spann.

—by Sue Challis ■

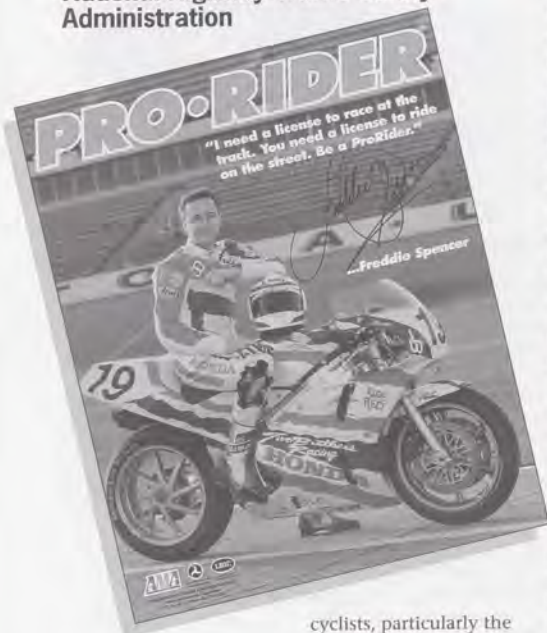


Spann receives a retirement plaque from his FAA supervisor, David Hurler

Around DOT

Items for Around DOT are compiled from news releases, wire stories, trade journal articles and information provided by the various operating administrations. Note: ISTEA refers to the 1991 Intermodal Surface Transportation Efficiency Act.

National Highway Traffic Safety Administration



PRO-RIDER Campaign

NHTSA recently welcomed the endorsement of three-time World Grand Prix motorcycle racing champion Freddie Spencer in the PRO-RIDER public awareness campaign. The joint effort with the American Motorcyclist Association encourages responsible riding habits for motor-

cyclists, particularly the young, inexperienced rider. The cornerstone of the program is the PRO-RIDER Code, a set of common sense guidelines for cyclists: wear a helmet; enroll in a rider training course; obtain the correct license for operating a motorcycle, and avoid alcohol while riding. Spencer will be featured on a poster and other promotional material.

Suspension of Drug Offenders' Driver's Licenses

States that do not suspend or revoke the driver's license of a convicted drug offender will have a percentage of certain federal highway funds withheld in Fiscal years 1994 through 1996, according to a joint NHTSA/FHWA program. A section of the 1991 DOT appropriations act requires that states comply by enacting and enforcing laws requiring the revocation or suspension of a driver's license upon conviction for any drug offense, including driving under the influence of prohibited drugs. However, states lose no funds if both the governor and the legislature state their opposition to the Act.

National Traffic Law Center Established

At last year's Traffic Safety Summit meeting, judges and prosecutors expressed the need for education on more effective adjudication of traffic offenses, particularly drunk driving. The Traffic Law Center, funded by a DOT grant, is being established in cooperation with the National District Attorneys Association, and will provide judges and district attorneys with advice on drunk driving prosecution, relevant safety research, landmark case law and extended technical information. An 11-member Summit Implementation group is studying the need for a national technical research center devoted to judicial training on traffic safety issues.

Headquarters

U.S.-Mexico-Canada Free Trade Agreement

The North American Free Trade Agreement (NAFTA) announced by President Bush last month includes provisions that will remove barriers to land transportation throughout the continent. "For the first time, U.S. trucks will have competitive access to the \$55 billion market in U.S. Mexico cross-border trade carried by land," Secretary Card said. "Current restrictions in Mexico have virtually shut out U.S. trucking companies from that market, and the agreement will open those opportunities to U.S. carriers." The motor carrier provisions, which will be phased in over 10 years, include agreements on charter, tour bus and trucking companies' services and U.S. investment in Mexican bus and truck companies that provide international service. Other provisions include permitting U.S. railroads to market their services in Mexico, use their own locomotives, build and own terminals and finance rail infrastructure. Landside port services are also liberalized, with Mexico immediately allowing 100 percent U.S. investment in and operation of port facilities. Over a period of six years, the three countries in NAFTA—U.S., Canada and Mexico—will make motor carrier and rail safety standards compatible.

OSDBU Program with SCORE

To increase the participation of minorities, women-owned and disadvantaged businesses (DBEs) in DOT programs, the department's Office of Small and Disadvantaged Business Utilization (OSDBU) now has a cooperative agreement with the Service Corps of Retired Executives Association. SCORE will publicize the department's programs and services in its nationwide newsletter, and will refer DBEs that request help to one of SCORE's 400 chapters nationwide for individual counseling. According to OSDBU, the department will have more than \$18 billion available for small and disadvantaged businesses during the next six years.

Open Skies

After seeking public comment, DOT has established an 11-point definition of "open skies" to use in negotiating new, more liberal aviation agreements with European countries that will permit U.S. carriers free access to their markets. Secretary Card said these agreements will "move us closer to a truly open environment for international aviation..." The focus is now on Europe because it is already moving toward the free flow of passengers and goods. An "open skies" accord between the U.S. and Canada may be signed by the end of the year.

Federal Railroad Administration

FRA's Office of Research and Development conducted a three-day technical review of ongoing research projects, Aug. 11-13. Representatives of the railroad industry as well as FRA and OST staff members attended to learn about FRA research and the status of current efforts. A summary report spanning research projects from 1988 to 1992 will be available in the near future. More than 50 presentations were made, covering research in railroad tracks, signals and train control, grade crossings, operating practices and human factors, and hazardous materials.

U.S. Coast Guard

An interim final rule issued recently regulates the double hull construction of oil tankers built after June 1990 and provides a 25-year phase-out schedule for existing single hull tankers operating in U.S. waters. The rule applies to domestic as well as foreign vessels that transport oil in U.S. waters. Double hull vessels are expected to reduce U.S. oil spills by more than two million gallons annually. Older, larger vessels must comply with the phase-out schedule first, while the smallest vessels will have until 2015 to be retrofitted or retired. This action was required by the Oil Pollution Act of 1990, passed after the Exxon Valdez oil spill.

Maritime Administration

General Powell Launches 1992 Maritime Grads

"Since I became chairman of the Joint Chiefs of Staff, I have come to appreciate firsthand why our merchant marine has long been called the nation's fourth arm of defense," General Colin Powell told the Merchant Marine Academy's 159 graduates at their commencement in Kings Point, N.Y. this summer. "You are carrying on a tradition of duty—the tradition that predates the birth of our nation, and that is inseparable from its proud history," he said.



Gen. Colin Powell at commencement

Ports Honored

Fifteen American and eight foreign ports are

being honored for their support during the Persian Gulf War. MARAD recently designated the 15 U.S. ports as Distinguished Ports of Readiness. About 4.2 million tons of dry military cargo moved through U.S. ports in support of Operation Desert Shield/Storm. The U.S. ports honored were: Beaumont and Houston in Texas; Long Beach, Los Angeles, Oakland and Port Hueneme, in California; Charleston, S.C.; Gulfport, Miss.; Hampton Roads, Va.; Jacksonville, Fla.; New York/New Jersey; Savannah, Ga.; Tacoma, Wash.; and Wilmington and Morehead City, N.C.

Secretary Card Visits Aeronautical Center



Secretary Card was briefed on air traffic simulators during his visit to the FAA Academy in Oklahoma City. Elizabeth Froehler, instructor, is at the console.

On August 11 Secretary Card paid his first visit to the Mike Monroney Aeronautical Center in Oklahoma City, and received briefings from the U.S. Coast Guard Institute, Transportation Safety Institute (TSI) and the FAA Training Academy. He met members of the center management team during an informal gathering and attended the center's mission briefing.

Card spent about four hours meeting people and learning what goes on at the Aeronautical Center, which he described as "a focal point

for the Department of Transportation."

At the Coast Guard Institute he conferred with CDR Roland Isnor, and LCDR William Baker and toured operations. At TSI, director Dr. Aldridge Gillespie was the Secretary's guide, where he got a hands-on briefing at the Anti-Drug Information Center (ADIC). Dick Rodine, FAA Academy superintendent, coordinated his tour and demonstration of the air traffic control cab simulators.

Card met most of the center's management

team, and told them that DOT is considered one of the best departments in the federal government. Dr. H.C. McClure, the center's associate administrator, introduced Card to staff members, and told him, "we can do anything here because of our people." Card in turn emphasized the importance of the center and expressed amazement at the variety of activities clustered in one location. Finally, he expressed his thanks to the employees for the outstanding work they are doing.

—by Jon Clabes, public affairs officer

Federal Aviation Administration

Federal Managers Conference

The FAA conference of the Federal Managers Association will hold its annual convention in Las Vegas, October 4-8, the 12th annual "Gathering of the Eagles," with the theme, "Aviation Safety through Professionalism." Contact Dan Placke, (317) 247-2501.

Research and Special Programs Administration

RSPA has awarded \$500,000 grants to the New Jersey Institute of Technology and the University of Arkansas for transportation-related research. These grants will be used to establish University Transportation Centers, provided for by ISTEA. The schools are new additions to the department's University Transportation Centers program, now in its fifth year. Grants must be matched on a dollar-for-dollar basis. "DOT's University Transportation Centers provide valuable data and analysis on a variety of transportation topics and encourage talented students to pursue careers in the transportation field," says Secretary Card.

Federal Transit Administration

New Policies for Transit Funding

DOT has taken two steps to stimulate the economy through changes in mass transit policies. One action, a change in grant procedures, is expected to boost the domestic manufacture of transit vehicles and stimulate resale markets in both the U.S. and overseas for buses and rail cars. The change in policy allows transit operators to purchase new vehicles with the proceeds from resale of federally-funded buses and rail cars. In addition, Secretary Card announced another change. Communities, with the approval of FTA, may spend the entire federal portion of their transit capital grants before they are required to spend their required non-federal matching funds.

COMBINED FEDERAL CAMPAIGN



KICKS OFF OCTOBER 5

"ALL WE NEED IS YOU"

Saint Lawrence Seaway Development Corporation

Trade Conference

"Moving America's Products and a Changing World Marketplace" is the title of a major global trade and transportation conference that the Seaway will sponsor October 19-20 in Milwaukee. The meeting is designed to emphasize the competitive advantages of trade to global markets through the Seaway system and highlight the economic importance of global trade to the Great Lakes region. Secretary Card will be the luncheon speaker.

Topics to be discussed include the economic impact of the Great Lakes Seaway System on its bordering states, state and local involvement in international trade, new

trends in international trade and government policies on international trade and transportation.

10th Trade Mission

SLSDC representatives will participate in the Seaway's 10th trade mission with current and potential customers to seek new maritime shipping opportunities for the U.S.-Canadian waterway. The meetings will take place in Dublin, Ireland September 21-22, in London, September 22-23, and Hamburg on September 24-25. SLSDC launched trade missions in 1985 and has conducted them each spring and fall. Seaway Administrator Parris says that trade missions are the core of the Seaway's marketing efforts.

Federal Highway Administration

Wetlands Funds

ISTEA provides that federal-aid highway funds may be used by states for wetland mitigation efforts—in other words, steps to preserve, restore or replace wetlands likely to be disrupted or destroyed by construction of highways, bridges or other transportation projects. Deputy Secretary Rothkopf recently announced that the state of Connecticut is eligible to use such funds to restore salt marsh wetlands along the state's shoreline. DOT is one of 10 federal partners in *Coastal*

are innovative and could serve as models for similar undertakings.

SafetyNet

FHWA's truck-safety data base, SafetyNet, now has updated software that will significantly improve the system's usefulness to state jurisdictions. Laptop computers, with the new software, are now carried by most safety inspectors. State motor carrier and enforcement officials will be able to draw information directly from the system more conveniently and less expensively. For instance, compliance and safety histories of companies can be called up



prior to interviews with carrier officials. The new system should help safety

reviews run more smoothly and shorten the waiting period for a safety rating after a review. State and federal officials conduct about 20,000 carrier reviews or audits and inspect more than two million vehicles a year under the FHWA's Motor Carrier Safety Assistance Program.

America, a new administration project designed to foster interagency/intergovernmental/private sector partnerships to protect and enhance the nation's coastal wetlands areas. The goal is to develop and carry out a limited number of projects that

Selling the Coast Guard

**Aim High
BE ALL YOU CAN BE.
YOU AND THE NAVY. FULL SPEED AHEAD.
The Few. The Proud. The Marines.
Be Part of the Action**

Recognize any of these phrases? Chances are you do. But which one of the taglines belongs to the Coast Guard? Don't be embarrassed if you don't know. After all, how many times have you seen a Coast Guard television commercial or newspaper ad? The fact is, many people have yet to see the Coast Guard on television except in a news report about an exciting at-sea rescue or a drug interdiction case. "The Coast Guard's awareness factor is killing us," said LCDR Chuck Langford of the recruiting office in Alexandria, Va. "It's our biggest problem."

Each year billions of dollars are spent on advertising to place a product, service or idea in the minds of a target audience. The armed services is no exception—taglines like the ones above are used to recruit. The tagline, or slogan, is designed to elicit a response, create awareness or establish an image. So, why is the Coast Guard's not as familiar as the others?

Usually success in advertising comes down to money. The Coast Guard had \$2 million to spend on recruitment advertising in fiscal 1992. If that figure sounds high, consider what



and \$13.5 million for the reserve. The Air Force: \$10 million. The Marine Corps' ad budget was \$10.3 million; the Army National Guard's, \$8.2 million and the Navy's, \$15 million. To supplement, the Coast Guard relies on free public service announcements (PSAs), sometimes provided by the media to non-profit organizations.

The recruit advertising branch, which functions under Coast Guard headquarters recruiting and job-entry division, contracts with a professional advertising agency to plan strategy and buy media to sell the

large part of the advertising budget goes to the 24-hour information center, to maintain the toll-free number listed on all Coast Guard literature. In addition, the Coast Guard carefully chooses giveaways that have a lasting or repeat quality, such as luggage tags, coffee mugs, book covers and bumper stickers. The recruit advertising branch pays for all national Coast Guard advertising, including that for the academy, officer candidate school and direct commissioning programs.

"What do you guys do with that \$2 million? I never see any Coast Guard commercials on TV," is what the recruit advertising branch frequently hears. "Good," says LCDR Steven Hein, director of the Coast Guard's national advertising. "Most of us never see our ads because we're not the target market. But, if you still read hot rod magazines or teen publications, you'd notice them." Some of the advertising funds are also targeted toward women and minority audiences.

By the way, "Be Part of the Action" is the Coast Guard's tagline. Pass it on.

If you have friends or relatives interested in joining the Coast Guard, call 1-800-424-8883, ext. 1131 for information. ■

—by PA1 Brad Terrill

Rob Martinez: DOT's Advocate For Intermodalism

"The concept of intermodalism is going to affect the way DOT conducts business," says Dr. Robert E. Martinez, director of the newly-established Office of Intermodalism, and recently sworn in as associate deputy secretary of DOT.

"The purpose of the office," Martinez explains, "is to serve as an advocate for intermodalism." After meeting with people around the department, Martinez and his office have developed what they call a working definition of



Dr. Robert E. Martinez

"intermodal." The concept calls for an across-the-operating administrations coordinated perspective for transportation thinking and planning, both within DOT and in the transportation community. "Intermodalism" will include all the issues and activities which involve or affect more than one mode of transportation. Its main aspects are:

- **Connection:** convenient, rapid, efficient and safe transfer of people or goods from one mode to another during a single journey
- **Choices:** providing transportation options through fair and healthy competition for business between different modes
- **Coordination and Cooperation:** transportation organizations working together to improve transportation service, quality, safety and economy for all combinations of modes in an environmentally sound manner.

Martinez gave several examples of long range issues that cut across the department: decisions on where to locate airports can involve aviation, highways and mass transit; setting weights on containers can have an impact on trucks, trains and shipping; and port access projects affect ships, railroads, and highways.

"The Office of Intermodalism must also

maintain a good balance between freight and passenger intermodal issues," says Martinez. "Progress on both is a key objective. Freight intermodalism will do much to enhance our nation's economic competitiveness. Meeting passenger

intermodal needs will cement DOT's public constituency and build support for the department's overall transportation agenda."

"When people come to DOT with a request or project that extends beyond a single

mode, they should not have to worry that their idea will fall through the cracks," Martinez says. In the past there has been a tendency for units of the department to concentrate on a particular mode without considering the interaction with the rest of the transportation system. The ISTEA legislation signed last year by the President changed this through the establishment of the intermodal office.

Within the department, Martinez will encourage intermodalism in the day-to-day business of DOT's operating administrations. "We do not want to miss intermodal opportunities that may exist when individual agencies are making decisions. Although a certain action may appear to be one-mode specific, the ramifications for all affected modes should be taken into consideration. Our office will help to push good intermodal projects through the DOT process," he says.

Martinez, who formerly served as deputy administrator at MARAD, was appointed to direct the Office of Intermodalism in July. He also was appointed by the President to be associate deputy secretary of the department, was confirmed by the Senate just before its August recess, and sworn in August 17. ■



the other services spend. The Army's advertising budget for fiscal 1992: \$36 million for active

Coast Guard. The agency works up creative concepts which are then discussed with the Coast Guard's advertising staff before becoming ads. A

Seaway Corporation Unveils GPS and Weather Tracking Technologies

by Kevin P. O'Malley



Dave Gilhousen, National Data Buoy Center demonstrates the Seaway's new weather display system for Administrator Stan Parris (right)

The Saint Lawrence Seaway Development Corporation is already incorporating 21st century technologies into its daily operations, and on Aug. 19 they demonstrated just how they plan to use them at their operational facilities in Massena, New York.

The technologies highlighted were the Seaway Corporation's applications of the Global Positioning System (GPS) and implementation of a new weather display system.

Seaway Corporation Administrator Stanford E. Parris began the demonstration by stressing that the two technologies will play a key role in the Seaway's everyday operations now and in the future. Seaway engineers said they plan to utilize GPS as early as this winter to help collect floating navigation aids on the St. Lawrence River at the end of the shipping season.

"Our use of the Global Positioning System and the new weather display system are just two ways we are helping the Seaway shippers," Parris said. He announced plans to incorporate GPS technology into a number of projects over the next few years, including vessel tracking, buoy positioning, ship navigation, sweeping and dredging support, and structural surveying.

"Vessel tracking is perhaps the most important use of GPS for enhancing safety and efficiency on the Seaway," Parris added. "GPS will give our vessel traffic controllers precise locations for all vessels along the river. This is not only important for having an exact reading of vessel movements, but it also allows our emergency response crews to quickly identify and assist any vessel that may be in danger due to an emergency incident."

GPS is a radio navigation system using a group of satellites covering points around the globe. Receivers on the ground can use these satellites as precise reference points to measure and record positions of ships, aircraft, passenger cars or other vehicles. When recording signals from at least four satellites, a GPS receiver gives highly accurate information on latitude, longitude, altitude and precise time of day.

Officials from the Volpe National Transportation System Center (VNTSC) in Cambridge, Mass., put together a video and computer demonstration highlighting the use of GPS in tracking vessels anywhere along the St. Lawrence River.

Also highlighted at the demonstration was the Seaway Corporation's new weather display system that is already operational. It gives vessel traffic controllers up-to-the-minute weather information for any area of the Great Lakes Seaway System. The information is displayed on personal computers at the Corporation's Vessel Traffic Control Center in Massena. The new system is made up of three new Coastal-Marine Automated Network weather stations along the St. Lawrence River and secondary weather information databases which cover the entire Great Lakes region. The weather system portion of the demonstration was conducted by the National Data Buoy Center, Stennis Space Center, Miss. ■

International Congress at RSPA's Volpe Center

by John Hopkins

Researchers, corporate executives and academics from all over the United States met last month with 30 high-level officials from Russia, Ukraine, Armenia, Czechoslovakia and Poland at the first International Congress on New Information Technologies and Operations Research methods in Transportation and Telecommunications. A long title for what became a valuable experience for U.S. firms interested in identifying and developing future business relationships in eastern Europe and the former Soviet Union and to get economic development moving quickly in those areas.

The conference was held August 11-13 at the Massachusetts Institute of Technology in Cambridge and continued at the Research and Special Programs Administration's (RSPA) Volpe National Transportation Systems Center on August 14. Deputy Secretary of Transportation Arthur J. Rothkopf was a keynote speaker.

In his remarks, Rothkopf stressed the following:

- Strong transportation and telecommunications industries are vital to a nation's growth and international competitiveness. The success of the newly independent states in renewing their transportation infrastructure will be critically important to the entire world.

- In the newly independent states, government programs alone cannot build the needed infrastructure. Private sector participation, involving American and other western firms, will be critical as those nations make the transition into free markets.

- In addition to building and rehabilitating infrastructure, what currently exists must be utilized more effectively by integrating advanced information technology into every aspect of transportation.

Sessions throughout the conference echoed the theme of partnership. The need and desire for mutually beneficial arrangements between Western businesses and public and private organizations in the newly independent states was stressed frequently, as was the central role of transportation in achieving economic rehabilitation. As Rothkopf noted: "By historical standards, the world is moving at an exhilarating pace. It is my hope that this congress will help us stop for a moment, catch our breath, and begin to consider new ways we can strengthen economic and commercial ties between our countries. There are a great many ways we can profit from one another's resources and expertise. Perhaps nowhere is that more evident than in transportation and telecommunications."

The congress, hosted by MIT, was jointly sponsored by the Department of Transportation, Digital Equipment Corporation, NYNEX, American Express, British Airways, Intergraph, MCI, MITRE Corporation, J.P. Morgan Company, Motorola, Overseas Private Investment Corporation, and UNISYS. ■

Legislative Update

FY 1993 Appropriations

It has happened before—a new fiscal year begins October 1 without DOT funding in place. This can happen for a number of reasons, but the pressures on this year's DOT Appropriations bill are unique. The bill (HR 5518), which would fund FY 93 DOT programs starting October 1, 1992, has been passed (in different versions) by the House and Senate. Now it must clear the next hurdle, the conference committee.

The basic issue is this—in a 1990 budget agreement, Congress and the White House agreed that the spending for domestic programs such as DOT's would be contained within certain overall totals, and that the

spending cap for domestic programs could not be increased by lowering the defense or international program caps. This was intended to restrain the deficit. These rules apply in FY 1993.

As reported from committee, the House version of HR 5518 contained little or no growth in DOT funding from FY 1992. On the House floor, however, spending for highways and other transportation programs was increased significantly by an amendment that would break the "firewall" between domestic and international programs. The White House opposes the amendment and has threatened a veto because the provision violates the 1990 budget agreement. The Senate-passed bill does not violate the budget agreement.

DOT programs are important to economic growth, and it is certain Congress and the White House will work out a solution that ensures program continuity. Just what form the ultimate solution will take remains to be worked out however—so watch this space!

Employee Forum

National Hispanic Heritage Month

"Continuation of the Culture" Continuación de la Cultura

September 15-October 15

This year DOT celebrates Hispanic Heritage Month with activities for the mind, the ears and the taste buds.

Activities are planned throughout the month at the Nassif Building, Coast Guard Headquarters and FAA, and in most of DOT's regional offices.

Here is a partial list of those events at headquarters:

Spanish Dance Society and food tasting

September 15, 11:30 a.m., USCG Headquarters, room 2415

Opening ceremony

September 18, 10 a.m., FAA Auditorium

Departmental Opening Ceremony

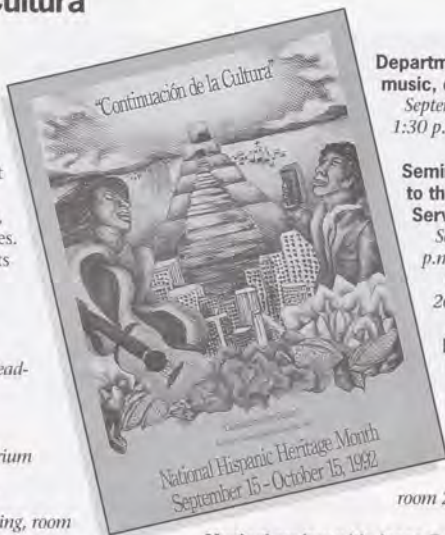
September 22, 10 a.m., Nassif Building, room 2230. Keynote Speaker: Abel Lopez, Chairman D.C. Commission on the Arts and Humanities

Music by Latin Fire

September 23, 11:30 a.m., USCG Headquarters Cafeteria

Seminar: "Career Planning for the Federal Sector"

September 23, noon to 1 p.m., FAA, room 9ABC
Call Sonia Melendez, 267-3417



Departmental Fiesta with food, music, dancing

September 24, 11:30 a.m. to 1:30 p.m., Nassif Building Plaza

Seminar: "Building Blocks to the Senior Executive Service"

September 30, noon to 1 p.m., FAA, Room 9ABC
Call Sonia Melendez, 267-3417

Keynote address by Congressman Solomon Ortiz (chairman, Congressional Hispanic Caucus)

October 1, 9:30 a.m., USCG Headquarters, room 2415, Music, food

Musical review with Jesse Rodriguez

October 2, 2 p.m., Nassif Building, room 8236

Hispanic Employees' Council Luncheon

October 6, 11:30 a.m. to 1 p.m., McNair Officer's Club.
Call Edmundo DeLeon, 366-1969 for information.

For further information on all events, contact Peter Suazo at 366-9369. ■

DOT Calendar of Events

SEPTEMBER

Hispanic Heritage Month
(September 15-October 15)

National Historically Black Colleges and Universities Week (September 6-12)

13-16 American Association of Motor Vehicle Administrators, 1992 Annual International Conference, Detroit.
Contact Dianne Graham (703) 522-4200

12-18 FHWA Civil Rights Conference, Norfolk, Va.
Contact FHWA (202) 366-0471

19-23 National Association of Governors' Highway Safety Representatives, Indianapolis.
(202) 624-5877

20-23 Association for Commuter Transportation 1992 National Conference, New York City.
Contact (202) 223-9669

30 End of Fiscal Year 1992

National Historically Black Colleges and Universities Week

Congress has designated the week of September 6-12 as "National Historically Black Colleges and Universities (HBCUs) Week." HBCUs are educational institutions founded primarily for black Americans in the late 19th century. A special part of our national heritage, HBCUs provided black Americans opportunities

to achieve their educational aspirations at a time when many schools barred their doors to them. Although today all Americans may attend colleges and universities of their choice, HBCUs still perform a vital function. These 107 institutions of higher learning still educate a significant percentage of this nation's black political

and business leaders, engineers, military officers, lawyers, judges, physicians, and federal employees.

As we celebrate the contributions made by HBCUs to our rich and diverse culture, we also look forward to keeping a strong relationship with these institutions through our contracts, grants and recruitment programs. ■

Work and Family Resource Fair

Wednesday, September 23
11 a.m. to 2 p.m.

Room 2230, Headquarters Nassif Building

Most employees at some point in their careers face a problem in balancing work and home responsibilities. It may be something straightforward, such as finding after-school care, or a more complex concern, such as taking care of a chronically ill child who needs home care or being responsible for an elderly parent's medical needs.

Employers throughout the country are paying increased attention to these kinds of issues through seminars, workshops, libraries, resource centers, and fairs such as the one being held at DOT headquarters.

The Work and Family Resource Fair will bring together agencies and organizations that help families address caregiving and other needs. Two major objec-

tives of the fair will be to 1) provide opportunities for employees to become familiar with services and resources available in the immediate area and 2) to provide opportunities for employees to establish contacts with those service providers.

There will be lots of literature available, and this is a chance to talk person-to-person with representatives from a number of area agencies. More than 40 organizations have been invited to participate, including those that provide child care, eldercare, home care and other services.

Regional and field offices interested in this type of information can contact their servicing personnel office for a new publication describing the steps involved in setting up a similar program. ■

Donations Needed For Victims of Hurricane Andrew

The American Red Cross is accepting donations to aid victims of Hurricane Andrew. Mail donations to:

The American Red Cross
Disaster Relief Fund
P.O. Box 37243
Washington, D.C. 20013

By phone: 1-800-842-2200 (Master Card or Visa accepted).