

WELCOME!

Rick Bergholz, CEO
Traffic & Parking Control Co.

The Business of Safety



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WWW.TAPCONET.COM



- TAPCO FOUNDED IN 1956
- RAY BERGHOLZ STARTED IT ALL
- IN HIS BASEMENT
- GREW FROM A HANDFUL OF EMPLOYEES TO WELL OVER 100
- WORLDWIDE SALES & GROWING STRONG – THE BUSINESS OF SAFETY!





StreetScape

- This classic luminary was designed initially as a gas-operated fixture for the city streets of Milwaukee, Wisconsin
- Harp Lights are ideal for many applications, including city streets, parking lots, campuses, parks and recreational facilities

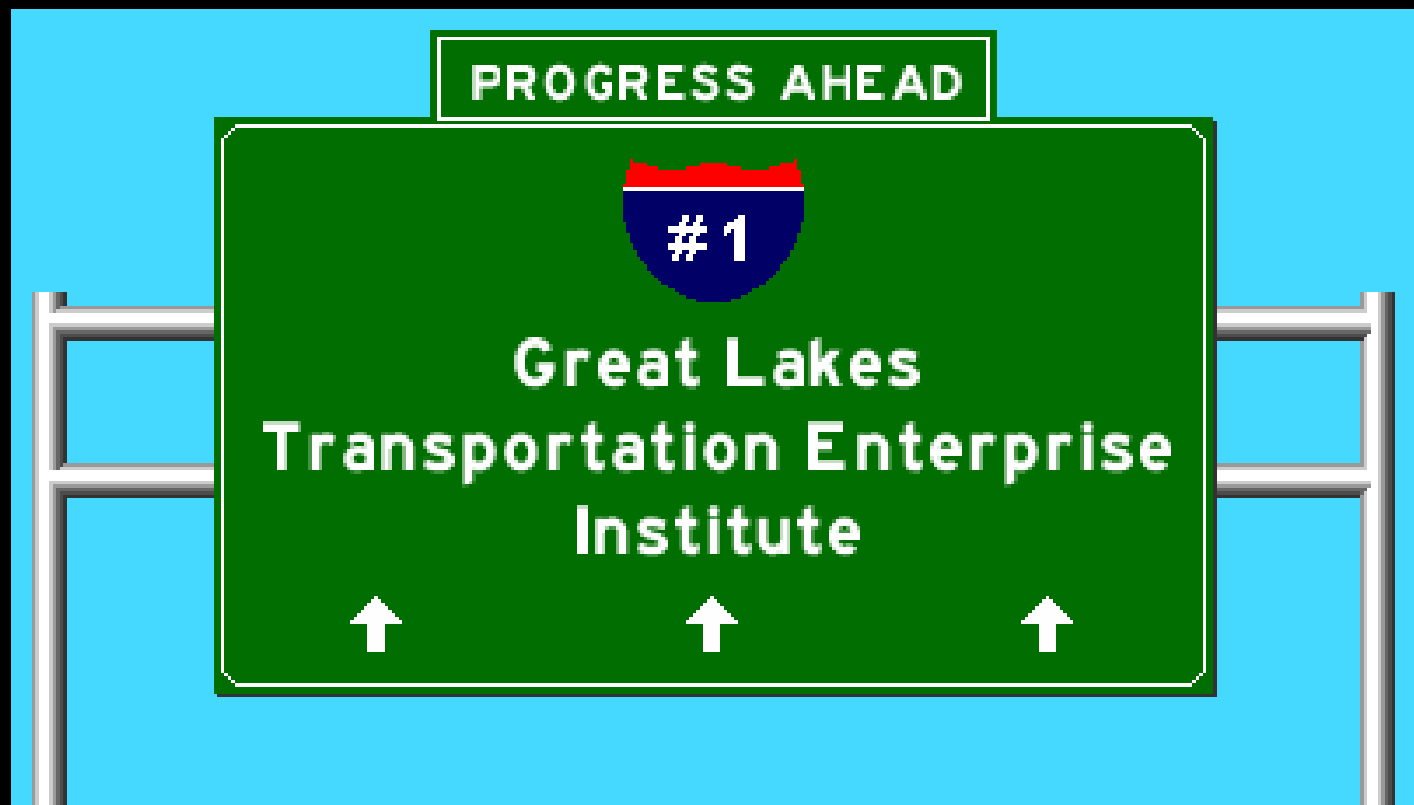




LED BlinkerSign®

- Solar Powered
- No AC Power Required
- Easy Installation
- Any MUTCD Sign can be made into a BlinkerSign®
- Proprietary Day-Viz™ Circuitry
- 52.9% Reduction in Blow-Throughs





THE ATSSA & TAPCO CONVENTION CONNECTION!



American Traffic Safety
Services Association



COMPETING FOR NATIONAL & INTERNATIONAL CONTRACTS!



CREATING MORE JOBS!





TRAFFIC OPERATIONS &
SAFETY LABORATORY

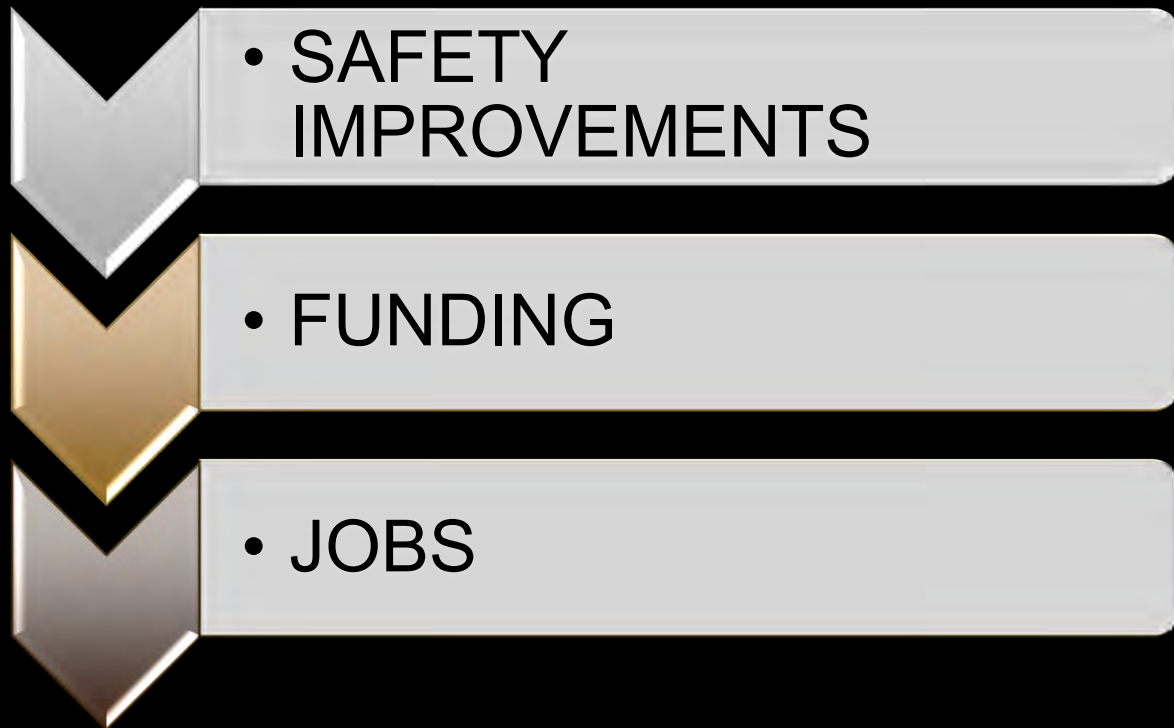


WORKING TOGETHER



BRINGS NEW IDEAS!

SUSTAINABLE:



GETTING THERE *VIA* INNOVATION



Roadway condition
is a contributing factor in:

- * 52.7% of 42,000 U.S. deaths from motor vehicle crashes/year**
- * 38% of non-fatal injuries**

On A Crash Course: The Dangers and Health Costs of Deficient Roadways. Pacific Institute for Research & Evaluation (PIRE) April 2009

Australia
Germany
Great Britain
Sweden

All surpassed the USA in road safety.

*(The Transportation Research Boards
update in Critical Issues in Transportation 2009)*

Fatalities

	1979	2002	% Change
USA	51,0934	2,815	-16.2%
Great Britain	6,352	3,431	-46.0%
Canada	5,863	2,936	-49.9%
Australia	3,508	1,715	-51.1%

(Evans, Leonard (2004). Traffic Safety
Science Serving Society.)

Road Safety: Body Count

The world could save millions of lives and billions of dollars by making road travel safer, thereby tackling a global pandemic more deadly than malaria.

Road accidents will be the 3rd biggest burden on global health by 2020.

World Health Organization - WHO

I.T.S. SAVES LIVES



Cost to American businesses
estimated - \$22 billion.

Cost to US taxpayers –
over \$12 billion annually.

(PIRE July 2009)

Cost to Society

\$20 billion – Medical costs

\$46 billion – Productivity costs

\$52 billion – Property damage

\$99 billion – Monetized quality of life

TOTAL = \$217 billion annually

Current Private Sector Issues: From a traffic control product and service provider perspective

- Challenges working with governments (globally)
 - Limited Assistance/ Not sure where to look for Assistance
 - Private sector can't apply for some funding
 - Difficult to try new product pilots through partnerships with government
-



**DO WE NEED MORE
DUMMIES IN WISCONSIN?**

YES WE DO...



Benefits of Great Lakes Transportation Enterprise Institute: Private Sector

- Streamlined access to product demonstration projects
 - Lab & equipment sharing arrangements
 - Increased access to research community networks
 - Faster commercialization of products & services
 - Increased potential for business expansion/start-ups
 - Increased IP and patents
 - Increased revenue leading to new jobs
-

Benefits of Great Lakes Transportation Enterprise Institute: Public Sector

- Fully leverage partner capabilities and facilities
 - Attract & retain talented staff
 - Better trained and prepared workforce
 - Grows interest and participation in transportation careers
 - More productive “revenue generating” IP products/patents
 - Attract high tech private start-ups, tax base growth
 - Allows Government to join in raising revenue for research
 - Safer – Sustainable – Efficient
Roads and Transportation Methods
-



Road safety is no accident!

“Road safety is no accident. We have the knowledge to act now. It is a question of political will.”

**Dr Lee Jong-Wook,
Director-General, WHO**



THANK YOU!