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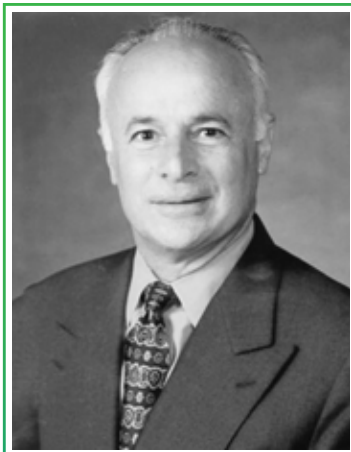
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**Board
Profile:**
Dr. David
M. Steele

Introducing the New Dean of SJSU's College of Business

MTI's newest Trustee, Dr. David M. Steele, was recently appointed dean of the College of Business at San Jose State University. He will be a valuable addition because he brings substantial experience in the corporate and academic arenas. Before coming to SJSU, he was president of Chevron Latin America, dean of the Silberman College of Business at Fairleigh Dickinson University, and professor and dean of the College of Business at the Florida Institute of Technology in Melbourne. He succeeds interim dean Dr. Nancie Fimbel as a Trustee.

Dr. Steele has acquired more than 25 years of rich and varied executive experience in global business development, finance, and engineering in petroleum and IT. He rose through the ranks of Chevron Corporation to become president of Chevron Latin America. Based in Venezuela, he managed projects with significant capital investments in countries with difficult social, economic and political environments, and in addition, Steele chaired the operating committee of an international petroleum consortium.

In This Issue:

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- "Directions" from MTI's
Executive Director Rod Diridon

Born in Venezuela, Dr. Steele was educated at Birmingham University in England, receiving bachelors' and doctoral degrees in chemical engineering. He later completed graduate business training at the University of California, Berkeley, and at the Wharton School. He has achieved distinction as an industry leader for programs on safety, educational and environmental issues. He was awarded the Rafael Urdaneta Medal for outstanding public service in Venezuela. Dr. Steele also has been active with Junior Achievement and was a guest lecturer at the California Polytechnic University. Leading a very active lifestyle, he enjoys travel, sailing, scuba diving and skiing. He is married, has two married sons and has resided in seven countries.

We are especially pleased to have Dr. Steele on the MTI team because of his global business and academic viewpoints, both of which will bring valuable insights to our Institute. He believes in strong marketing and already has a plan to strengthen the reputation of the College of Business, with which MTI is affiliated.



Education Program Scores Big
by Dr. Peter Haas,
Education Program Director

MTI Faculty Completes Successful Marketing Project for Caltrans

Officials in the Division of Research and Innovation of the California Department of Transportation (Caltrans) wanted to communicate the results of their research more effectively. Under the leadership of Matt Raymond, MSTM faculty member and experienced transportation marketing professional, MTI developed a series of one-day workshops to address the need. One workshop was held in person at Sacramento headquarters, while subsequent meetings used the Caltrans-MTI videoconferencing network and facilities, plus interaction by way of email and phone. Project events were held from January-March 2008, with participants working on individual marketing projects, including strategies and campaigns.



Matt Raymond

The project featured an interactive review of the broad aspects of strategic marketing and communications as they apply to transportation and the public sector. Participants learned how to use business tools to develop and justify the right actions to address marketing problems associated with transportation research projects. Their solutions included a focus on strategic planning, analysis, and problem solving. As a project, this showcased key components of MTI's education, training, and research.

Two MSTM Students Win Eno Foundation Awards

Two Masters of Science in Transportation Management (MSTM) students won prestigious fellowships from the Eno Transportation Association Foundation in March 2008. In a national competition, Lawrence Orcutt was selected to participate as a fellow in the 16th Annual Eno Leadership

Development Conference in Washington, D.C., May 19-22, 2008. He subsequently was valedictorian of our 2008 MSTM class. Denise Patrick was selected to participate in the Eno Center for Transit Leadership Executive Development Program in Washington, D.C., July 20-25, 2008.



Lawrence Orcutt

Executive Development Program includes rigorous courses that focus on leadership skills and style, with participation by senior-level professionals from transit agencies, the Federal Transportation Administration, and business groups.

The Leadership Development Conference provides a first-hand look at how transportation policy is developed and implemented, featuring key government officials, leaders of transportation associations, members of Congress and their staffs.

The Transit Leadership

Education Program Reaches Out to Recruits

Education Program Director Dr. Peter Haas recently appeared at two public transportation conferences as part of our ongoing promotions for the MSTM program and to recruit students. On February 8, he attended the 2008 California Transportation Planning Conference in Long Beach, California, joining a panel of transportation education professionals from around the state to discuss "You Are the Future of Planning." In April, Peter participated in an education roundtable at the CalACT 2008 Spring Conference and Expo at Lake Tahoe.

Students and Alumni Accomplish Plenty!

MSTM alumnus Nick Deal (2005) was promoted to Senior Planner at Caltrans. Nick credits his degree with "helping tremendously" and moving his application "near the top of the pile." MSMT student Rachel Donovan was named a Professional Engineer in Traffic Engineering by the California Board for Professional Engineers and Land Surveyors. MSTM student Bruce Buck is now Fleet Maintenance Manager for the City of Norwalk/Norwalk Transit. MSTM student (and 2007 U.S. Department of Transportation Student of the Year) Brandi Childress was recently promoted to position of Community Outreach Supervisor for the Santa Clara Valley Transportation Authority.

We Have 15 New MSTM Graduates

Before a crowd of cheering supporters, 15 students proudly walked across the stage at the San Jose State University

composed of the department heads or representatives of the SJSU academic departments with which MTI works, reviews the applications and recommends certification where appropriate. Certification is approved by the executive director and must be renewed every five years.

Note: Since this article was written, Brian Michael Jenkins has come on board as our Security Center Director



Our Special Projects Expand
by Donna Maurillo
Communications and Special Projects Director

Oakland, California Students Win Garrett Morgan Symposium

Our next transportation leaders may come from Edna Brewer Middle School in Oakland, Calif. A group of eighth-graders, led by teacher Fay Pisciotta, won first place at the Garrett Morgan Symposium on Sustainable Transportation. Their winning entry was built around a hybrid bio-diesel car that also ran on solar power.



Garrett Morgan winners with Secretary Mineta

The students, who played roles as corporate officers for an auto builder, presented their invention at an April 1 videoconference that joined East and West Coast schools, along with representatives from the US Department of Transportation and other agencies. The winning school earned a plaque and a \$1000 cash award, presented at the Mineta Transportation Institute graduation banquet in June at San Jose State University.

Team members accepting the award included Martha Cardenas, Tori Duong, Harold Townsend, and Duy Truong. The team was sponsored by Caltrans District 4. Other finalists included George Flamson Middle School of Paso Robles, Calif.; School of

International Studies at Meadowbrook, Norfolk, Va.; Leonardtown High School, Leonardtown, Md.; and MacArthur Fundamental Intermediate School, Santa Ana, Calif.

At the videoconference, students were greeted by former Secretary of Transportation (ret.) Norman Mineta; Under-Secretary of Transportation Admiral Thomas Barrett; Director of Caltrans Will Kempton; and AASHTO Executive Director John Horsley, who provided insights about the future of transportation and about the variety of career paths in the field.

Transportation Needs More Workers

With the Baby Boomers starting to retire, there is a growing need for transportation workers. These are not only people who work in road construction, but also in administration, policy, communications, planning, budgeting, legislation, and many other career paths. Along with the Rayhall Appalachian Transportation Institute, MTI co-sponsored a conference on The Crisis in Transportation Workforce Development in October 2007. A transcript of that conference is now available online at www.transweb.sjsu.edu. Click on Research, then Publications. Then go to Workforce and Labor Issues.

We Host CUTC

The Mineta Transportation Institute was honored to host the Council of University Transportation Centers for its annual summer meeting this year. Our San Jose State campus was alive with a record 150 attendees, who came from all over the country – and even from Sweden. Several transportation leaders addressed the group, including Secretary Norman Mineta, RITA Administrator Paul Brubaker, AASHTO Director John Horsley, UTC Program Director Curtis Tompkins, APTA President Bill Millar, and many others.



Rod Diridon, CUTC President

An administrators' track has become especially valuable, with more experienced people mentoring newer members about the finer points of grant applications, project management, and other key skills. Next summer, the meeting will be hosted by the University of Massachusetts in Amherst.

Student Union in June to accept their MSTM diplomas. They were greeted by Secretary of Transportation (ret.) Norman Mineta, RITA Administrator Paul Brubaker, Congressman Mike Honda, and California DOT Director Will Kempton before being hooded by Dr. Nancie Fimbel, Interim Dean for the College of Business.



Graduates included Kumari Barmah, Joe Basuino, John Carlston, Alva Carrasco, Brandi Childress, Said El-Khatib, Jim Foster, Anand Kapoor, Ryan Kauffman, Scott McKay, Chris Morfas, Sharad Mulchand, Eric Napralla, Larry Orcutt, Joseph Rouse, Raymond Wang, Sadegh Yazdi, and Wesley Zinke.

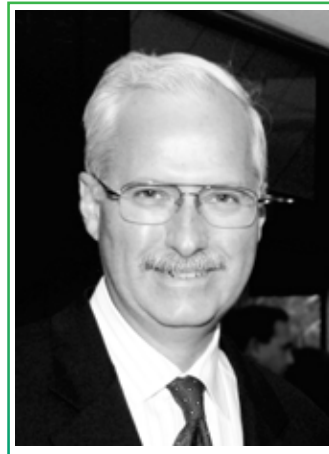


**Research Plows
New Ground**
by **Trixie Johnson,**
Research Director

MTI Study: Most Californians Support “Green” Transportation Fees and Taxes

MTI researchers, led by Dr. Asha Weinstein Agrawal, completed a scientific survey of 1,500 California adults, asking if they would support “green” transportation taxes and fees. These are taxes and fees set at variable rates, with higher rates for more polluting vehicles and lower rates for those that pollute less. The results show strong support for the concept. In fact, switching a transportation tax or fee from a flat-rate version to a green version can boost support by more than 20 percent – moving it from less-than-majority support to almost two-thirds support.

For more details and a copy of the questionnaire, go to www.transweb.sjsu.edu, where you’ll find it on the home page. For copies of the news articles, click on Media Coverage.



**Mineta Wins
Security
Research
Planning Grant**
By **Frank Biehl,**
*Interim Security
Research Director*

We are very proud that the Department of Homeland Security has awarded the Mineta Transportation Institute \$100,000 to develop a one-year security research plan. Upon its approval, MTI will receive an additional \$200,000 for the plan’s implementation.

Our multi-year policy-oriented research will support the DHS goals to protect our nation from dangerous goods and people, protect critical infrastructure, and build a nimble, effective emergency response system and a culture of preparedness. We also will coordinate, integrate and manage policy-oriented research that may include long-term policy impacts of security, best cost practices, strategic perspectives of air and cargo control, and the implication of terrorist and other incidents. This is very exciting work for MTI!

Brian Michael Jenkins, noted international counter-terrorism expert, and Dr. Frances Edwards, an emergency response preparedness specialist, are leading the security research team at MTI.

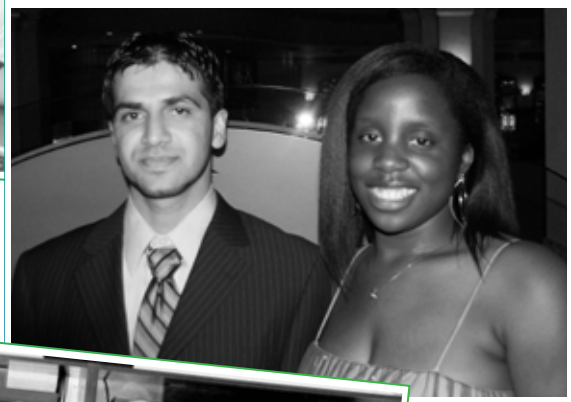
Our institute is one of seven designated National Transportation Security Centers of Excellence. The others include the University of Connecticut, Tougaloo College, Texas Southern University, Rutgers, Long Island University and the University of Arkansas.

About MTI’s Research Teams

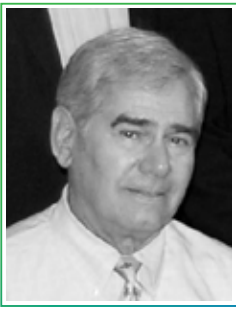
MTI actively recruits academic involvement by San José State University (SJSU) faculty. However, the program is different from most other transportation centers because research teams may also include faculty from other colleges and universities and private sector consultants. Each team includes at least one SJSU academic member and one SJSU student.

MTI certifies all Research Associates prior to their involvement in any project. Certification requires a completed application with references, a résumé, and a sample of published research. The Research Associates Policy Oversight Committee (RAPOC),

Mineta Transportation Institute Photo Album



1. MSTM graduate Brandi Childress is honored as DOT's Student of the Year in Washington DC. With her are (from left) MTI's Dr. Peter Haas, Secretary Norman Mineta, and MTI executive director Rod Diridon **2.** Graphic Design Students JP Flores and Vince Alindogan have joined our office team **3.** Mineta Transportation Institute Board of Trustees convene for a meeting in the Wells Fargo Bank executive conference room. Wells Fargo VP Tim Silva is seated second from the left **4.** MIS Student Israr Qumer and Student Assistant Kristen Nwakobi after the MTI Annual Banquet **5.** RITA Administrator Paul Brubaker (center) visited MTI, meeting with (from left) Dr. Peter Haas, Rod Diridon, Trixie Johnson and Donna Maurillo **6.** MTI Research Director Trixie Johnson exchanging ideas at the Latina Leadership Conference



Directions:
Rod Diridon, Sr.
Executive Director

**Welcome to
 President
 Whitmore
 and Dean Steele**

MTI is affiliated with the College of Business at San Jose State University. The MTI Trustees, staff, and students welcome new President Dr. Jon Whitmore and new COB Dean Dr. David Steele who assumed their duties in July. We wish outgoing President Don Kassing and interim COB Dean Nancie Fimbel well in their retirements. President Whitmore is completing five years as president of Texas Tech and was provost at the University of Iowa. Dean Steele was the College of Business Dean at Fairleigh Dickinson University after a business career concluding as Chevron's Latin America president.

Annual MTI Trustees' Meeting and Graduation Banquet

American Public Transportation Association President Bill Millar was elected Chair of the MTI Board and outgoing Chair David Turney was honored for his two years of exemplary service at the June 28 Annual Meeting. The MTI graduation banquet followed, with more than 300 people, including many national transportation leaders, honoring 15 new Masters of Science in Transportation Management graduates. The valedictory speech was given by Caltrans' Chief of Research and Innovation Larry Orcutt. Edna Brewer Middle School, sponsored by Caltrans District Four, was honored as the winners of this year's national Garrett Morgan Sustainable Transportation Symposium. Keynotes by Caltrans Director Will Kempton, US DOT Research and Innovative Technology Administrator Paul Brubaker, Congress member Mike Honda and retired US DOT Secretary and MTI founder Norm Mineta concluded the evening. The celebration raised nearly \$100,000 in scholarships for MTI students, thanks to our generous sponsors.

MTI National Transportation Security Center of Excellence

Since 1996 MTI has been the NTSC for US DOT and has recently added that designation from the US Department of Homeland Security. Brian Michael Jenkins Directs the MTI NTSCOE serving both US DOT and DHS. Interim Director Frank Biehl's article provides details.

MTI National Transportation Finance Center

With vehicle miles traveled dropping each of the past three years and the national and state highway trust funds going negative, MTI's extensive research on transportation financing options is in demand. MTI's National Transportation Finance Center, Directed by Dr. Asha Agrawal, is planning state and national symposia on the subject. More on that soon.

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