WELCOME!

Rick Bergholz, CEO
Traffic & Parking Control Co.

WWW.TAPCONET.COM
• TAPCO FOUNDED IN 1956
• RAY BERGHOLZ STARTED IT ALL
• IN HIS BASEMENT
• GREW FROM A HANDBFUL OF EMPLOYEES TO WELL OVER 100
• WORLDWIDE SALES & GROWING STRONG – THE BUSINESS OF SAFETY!
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!
COMPETING FOR NATIONAL & INTERNATIONAL CONTRACTS!
CREATING MORE JOBS!
WORKING TOGETHER

BRINGS NEW IDEAS!
SUSTAINABLE:

- SAFETY IMPROVEMENTS
- FUNDING
- JOBS
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

Australia
Germany
Great Britain
Sweden

All surpassed the USA in road safety.
(The Transportation Research Boards update in Critical Issues in Transportation 2009)
<table>
<thead>
<tr>
<th>Fatalities</th>
<th>1979</th>
<th>2002</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>51,0934</td>
<td>2,815</td>
<td>-16.2%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>6,352</td>
<td>3,431</td>
<td>-46.0%</td>
</tr>
<tr>
<td>Canada</td>
<td>5,863</td>
<td>2,936</td>
<td>-49.9%</td>
</tr>
<tr>
<td>Australia</td>
<td>3,508</td>
<td>1,715</td>
<td>-51.1%</td>
</tr>
</tbody>
</table>

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.
I.T.S. SAVES LIVES

RECORD LOW NUMBERS OF HIGHWAY DEATHS
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
Other people just see a road.
We see an empty canvas.

THANK YOU!

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