



# Step Up for Road Safety

## 2024 ASIRT Gala





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## 2024 ASIRT Gala

**Thursday, November 14**

6:00 PM Dinner Reception, 7:30 PM Program

American University Washington College of Law  
4300 Nebraska Avenue NW, Washington, DC  
Yuma Building Terrace Level, On-site underground garage parking

### Program

<b>Welcome:</b> <b>ROCHELLE SOBEL</b> <i>Founder and President Association for Safe International Road Travel</i>	<b>Master of Ceremonies:</b> <b>ANDREW D. KOBLENZ</b> <i>Executive Vice President, Strategic Affairs and Industry Initiatives National Automobile Dealers Association</i>
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### Keynote Speaker and Honoree

**KIMBERLY HARRINGTON**  
*Senior Foreign Service Officer  
U.S. Department of State*  
**ASIRT Leadership in Global Diplomacy for Road Safety Award**

### 2024 Honorees

<b>KRISTIN SMITH</b> <i>Head of Global Road Safety Policy Uber</i> <b>ASIRT Road Safety Champion Award</b>	<b>FORD MOTOR COMPANY</b> <i>Award accepted by Bob Holycross Vice President, Chief Sustainability, Environment and Safety Officer</i> <b>ASIRT Corporate Leadership in Road Safety Award</b>
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**DR. MELISSA ARKING**  
*Community Leader*  
**ASIRT Aron Sobel Community Service Award**

### Presentation of Winning Student Videos

ASIRT and Montgomery County  
Regional Student Government Association  
Road Safety PSA Contest

### 50/50 Cash Raffle

Purchase tickets for your chance to win!  
You can still participate if you cannot attend  
the Gala.

### Step Up for Road Safety!

Show your support for the Gala theme by  
wearing your favorite sneakers with your  
business attire. Prize awarded for best sneakers.

### Early Bird Registration

Purchase tickets early for special pricing.  
Early Bird registration closes October 20  
Regular registration closes November 3

*Catering by Signature Caterers*

Questions about the program or registration?  
Email [asirt@asirt.org](mailto:asirt@asirt.org).  
Visit [onecau.se/asirtgala](https://onecau.se/asirtgala) or scan to  
register, purchase raffle tickets + donate.



## 2024 ASIRT Gala Committee

### Gala Chairs: Beki Bahar-Engler and Eva Kreisler

Jill and Jacky Aharon	Karen Meister
Susy Altmann	Marcelle and Ronnie Mervis
Mark Arking	Natalia and Victor Muzica
Ellen and Steve Bezner	Bashi and Roger Packer
Ana Sobel and George Bizer	Orlee and Irwin Panitch
Lisa and Jonny Charnoff	Judith Pluznik
Debra Sunshine and Abe Cherrick	Leah and Mike Rogal
Miriam and David Cohen	Tsippora and Jim Rosenberg
Joy Sturm and Ken Drexler	Benita and Robert Sandler
Viviane Arking and Stephen Ellner	Debbie Fisch-Sasson and Gideon Sasson
Jane and Andrew Field	Stacy and David Schlactus
Judy and Jerry Frank	Channa Commanday and David Silverstein
Marcelle and Albert Garih	Ellen Satkin and Allan Silverstein
Allison and Larry Green	Julie and Eric Skolnick
Nancy and Paul Hamburger	Vivian and Michael Sobel
Jocelyn and Danny Krifcher	Jen and Josh Udler
Annette Lakein	Eve Sobel and Isaak Unger
Tanya and Albert Lampert	Laurie Wexler
Sharon and Steve Lieberman	Audrey and Colin Winston
Caryn and Rabbi Mitch Malkus	Susan and Alan Zuckerman

### Our Mission:

Improve the safety of travelers on the world's roads through education and advocacy.

### Our Inspiration:

We honor the memories of the victims of road crashes the world over. They shatter our hearts and strengthen our resolve.

ASIRT was founded in 1995 following the death of Aron Sobel, a twenty-five-year-old medical student who was killed, along with twenty-two other passengers, in a bus crash in Turkey.

## ASIRT Board of Directors

### Rochelle Sobel, Founder

Paul J. Blank  
Isabel Einzig  
David Feinman  
Kimberly Harrington  
Linda Katzper  
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## ASIRT Advisory Board

Michael Dreznes  
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Julie Friend  
Ambassador Marc Grossman  
Ambassador Stuart Jones  
Marje Lemmon  
Margie Peden  
Robert Wexler



Step Up for Road Safety and join ASIRT in supporting the UN proclaimed 2nd Decade of Action for Road Safety.