



Celebrating 30 Years of ASIRT

1995-2025

Looking Back, Looking Forward



Honoring

Ambassador Marc Grossman

Brian Latouf, Hyundai Motor Group • ASIRT Founders Circle

November 12, 2025

6:00pm Dinner Reception • 7:30pm Program

Washington, DC

Gala Co-Chairs

Andrew D. Koblenz • Judi Kranz • Laurie Wexler

Gala Committee

Jill and Jacky Aharon
Susy Altmann
Melissa and Mark Arking
Toby Berman
Ana and George Bizer
Kerry Brodie
Nikki Brodie
Lisa and Jonathan Charnoff
Debra Sunshine and Abe Cherrick
Miriam and David Cohen
Michele and Ben Cooper
Joy Sturm and Ken Drexler
Ted and Amy Einhorn
Viviane Arking and Steven Ellner
Judy and Jerry Frank
Marcelle and Albert Garih
Debby Weinstein and Stafford Goldstein
Gerald Gottesman
Allison and Larry Green
Lisa and Doug Greenhaus
Nancy and Paul Hamburger

Donna Iken
Annette Lakein
Tanya and Albert Lampert
Tammy Glatz Landy and Jonathan M. Landy
Sharon and Steve Lieberman
Caryn and Rabbi Mitchell Malkus
Marcelle and Ronnie Mervis
Natalia and Victor Muzica
Bashi and Roger Packer
Tsippora Rosenberg
Debbie Fisch-Sasson and Gideon Sasson
Stacy and David Schlactus
Channa Commanday and David Silverstein
Ellen Satkin and Allan Silverstein
Julie and Eric Skolnick
Vivian and Michael Sobel
Jen and Josh Udler
Eve Sobel and Isaak Unger
Judy Pluznik and Rich Walters
Susan and Alan Zuckerman

Honorees

**ASIRT Lifetime
Aron Sobel Guardian Award**
Ambassador Marc Grossman

**ASIRT Corporate Leadership
in Road Safety Award**
Brian Latouf, Hyundai Motor Group

ASIRT Founders Circle

Paul J. Blank
Daniel Brod
Miriam Cohen
Judy Frank
Marcelle Garih
Ambassador Marc Grossman
Dr. Stephen Hargarten
Kimberly Harrington

Ambassador Stuart Jones
Andrew D. Koblenz
Judi Kranz
Jocelyn and Danny Krifcher
Sharon and Steve Lieberman
Stein Lundebye
Karen Meister
H. Randall Morgan

Bashi Packer
Joan and Marvin* Rosenberg
Benita Sandler
Rochelle Weiner
Debby Weinstein
Laurie and
Congressman Robert Wexler
Susan Zuckerman

**of blessed memory*

Speaker (invited)

Jonathan Morrison
Administrator, National Highway Traffic Safety Administration

Presentation of Winning Student PSA Videos
50/50 Cash Raffle

American University Washington College of Law, 4300 Nebraska Ave., NW, Washington, DC
Yuma Building Terrace Level • On-site underground garage parking
Business Attire • Catering by Signature Caterers



Executive Committee

Rochelle Sobel,
Founder and President
Paul J. Blank
Linda Katzper
Andrew D. Koblenz
Judi Kranz
H. Randall Morgan

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Dr. Margie Peden
Congressman Robert Wexler

Our Mission:

Improve road safety in the U.S. and around the world.

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 Gala + Raffle:
onecav.se/asirtgala
gala@asirt.org • asirt.org

Cover image: Virginia Department of Transportation (VDOT)



ASIRT supports the
UN proclaimed 2nd Decade
of Action for Road Safety