

EXECUTIVE SPEAKER FORUM

A 30-minute
virtual lecture series
by the New York
Insurance Association



THE CANNABIS CONVERSATION

SAM COLE ON LEGALIZATION OF
MARIJUANA AND ROADWAY SAFETY IN COLORADO

Tuesday | October 23 | 2:00 p.m. (ET)



*Sam Cole, Communications
Manager for Traffic Safety,
Colorado Department of
Transportation*

“In 2014 Colorado began a grand social experiment that few of us saw coming. The public was rightfully concerned about the impact on traffic safety. But everyone rose to the challenge, from law enforcement to safety advocates. In the end, no state has met the challenge more robustly—and learned more from the experience—than Colorado.”

*-Sam Cole
Colorado Department
of Transportation*

Sam Cole is the communications manager for traffic safety at the Colorado Department of Transportation (CDOT). He has over 20 years of experience working in the public sector at the national, state and local levels as a director, spokesperson, trainer, liaison, and strategist. At CDOT he oversees marketing, public relations and communications on 11 safety-related campaigns, including motorcycle safety, impaired driving, distracted driving, and seat belts.

Previous to that position Cole served as director of community relations at the School of Public Affairs, University of Colorado Denver. In this position he created a full range of communication tools for the university. Cole has also served as a spokesperson on auto safety issues for a national non-profit in Washington DC and worked extensively with the media and community leaders to promote traffic safety. In other work Cole has served as a trainer for the Gill Foundation in Denver and managed outreach campaigns in Boulder County.

Cole earned his Master of Public Administration from the University of Colorado Denver and his

Bachelor of Arts in Sociology from the University of Vermont. Cole is also a dedicated member of the community, serving on numerous boards and was a commissioner with the City and County of Denver from 2010–2014.

REGISTRATION INFORMATION

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