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National Traffic Safety Institute Raises Phoenix Visibility With Appointment of Valley Executives

(TUCSON, Ariz.) --- With traffic safety education emerging as a key public health issue in Phoenix, the National Traffic Safety Institute (NTSI) has appointed two Valley executives to head up the company's operation in Maricopa County. Robert Hall has joined NTSI as Government Relations Manager, and Debra Cambridge has signed on as Marketing Manager. Both Hall and Cambridge come to the NTSI with significant experience in transportation, law enforcement, legal, and training issues. Both positions will be based in Phoenix.

Robert Hall brings more than 30 years of experience in transportation to NTSI. He recently capped a 30-year career with the Arizona Department of Transportation, where he retired as Training Manager. For the past 15 years, Hall has served as a part-time instructor for NTSI in Phoenix, and recently became the company's lead instructor. As Government Relations Manager, Hall will now be responsible for working directly with the Legislature and regulatory agencies, raising the awareness of traffic safety and education issues before policymakers. He holds a Master's Degree in Secondary Education from Central Missouri State University.

Debra Cambridge has been with NTSI for two years, serving previously as a defensive driving course instructor and marketing coordinator. Ms. Cambridge also spent 4 years in law enforcement, an experience to which she attributes her interests in traffic safety programs. As Marketing Manager, she will be responsible for managing the company's overall marketing strategy through a wide range of media. She holds a Bachelor's Degree in Justice Studies from Arizona State University.

"The NTSI has provided traffic safety education courses to Valley residents and corporations for more than 20 years," stated Paul Hallums, Executive Vice President of NTSI. "We have always

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been committed to this community,” he continued, “and these appointments are evidence of our total commitment to excellence.”

Founded in 1974, the National Traffic Safety Institute has trained millions of people across the country to be safer drivers. It remains the nation’s oldest and largest traffic safety program, and stands among Arizona’s most valuable and reliable community services.

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