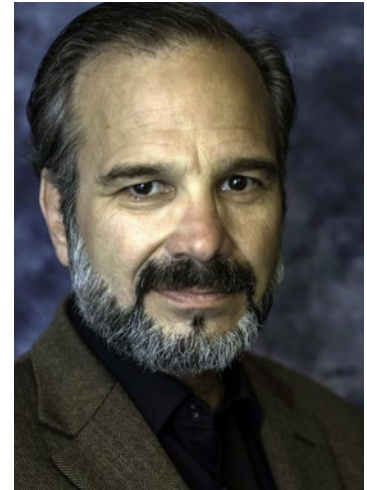




Joseph M. Colella

Director, Child Passenger Safety Juvenile Products Manufacturers Association



Joe Colella is a nationally respected writer, program developer, consultant, speaker, instructor, and advocate. As the Director of Child Passenger Safety for the Juvenile Products Manufacturers Association (JPMA), he works toward safety improvements with manufacturers, regulators, legislators, and the media. As the owner of Traffic Safety Projects, he works with local and national organizations to address occupant protection and other traffic safety issues. Colella's work includes efforts in 47 States, Canada, Israel, and Japan. He previously served as Chairman of the National Child Passenger Safety Board and was one of the original 16 instructors for the National Standardized CPS Training Program.