



Rachel MALEH

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Biography:

Rachel Maleh is Executive Director of Operation Lifesaver, Inc, the national, nonprofit rail safety education organization based in Washington, D.C. Maleh has over 25 years' experience in nonprofit management, communications, marketing, fundraising, organizational development, and leadership transition planning.

Prior to joining Operation Lifesaver, Inc. Maleh ran a communications consulting firm offering comprehensive nonprofit management services. Previously, she was Deputy Executive Director of the Greater Washington Region of the American Heart Association. Her experience also includes serving as Senior Advisor/Chief of Staff with the National Community Reinvestment Coalition in Washington, D.C.

Maleh has advanced degrees in International Relations and International Communications from Boston University, as well as a Master of Science in Marketing from Johns Hopkins University. She earned her Bachelor of Arts in Sociology and French from Hobart and William Smith Colleges.

Title of presentation: Rail Safety Week in North America – Raising Awareness Through Education

Summary:

This session will provide a deeper dive on Rail Safety Week (RSW) in the U.S. and Canada and review RSW 2018 successes. The session also will cover OLI's new PSA campaign around the Emergency Notification System (ENS) sign. Many Americans are not familiar with this sign and its importance. This public awareness campaign educates the public about the purpose and importance of the ENS sign and empowers them to help identify issues on railroad tracks and at crossings.