

Road safety innovator Leo “Joe” Yodock joins the American Traffic Safety Services Association’s (ATSSA) board

Yodock brings decades of experience in road safety infrastructure to ATSSA's Board of Directors

PITTSBURGH, PENNSYLVANIA, UNITED STATES, February 16, 2024 /EINPresswire.com/ -- With more than three decades of experience in road safety, Leo “Joe” Yodock has been appointed to the American Traffic Safety Services Association’s (ATSSA) Board of Directors, offering a valuable blend of insights and expertise to the team.

“

It’s incredible to be involved in an industry where the real driving force is, ‘How do we save people?’”

Joe Yodock

“It’s incredible to be involved in an industry where the real driving force is, ‘How do we save people?’ At the end of the day, it’s about saving lives,” explains Joe Yodock.

For more than 50 years, ATSSA has worked to eliminate roadway fatalities through the design, manufacturing, and installation of road safety and traffic control devices. A leader in traffic control safety training, it is also an advocacy engine whose core purpose is to advance roadway safety to move towards zero deaths.

“We are excited about Joe’s (Yodock) election to the Board of Directors. His perspective and experience are just what we need as we continue to shape the future of ATSSA and advance roadway safety,” adds Stacy Tetschner, President, and CEO of ATSSA.

Yodock is the Director of Market Development at RoadBlock Solutions, a division of RSG International specializing in the distribution of innovative safety products. Yodock boasts a portfolio of more than twelve patents in the field of road safety infrastructure. Collaborating with his father, they pioneered the 'Yodock'—a plastic water-fill barricade system that has become a global standard alongside other water-ballasted channelizers. These innovative products safeguard high-value assets worldwide and have enabled Yodock to influence the implementation of traffic devices on American highways and manage crowd control and pedestrian barricades alongside the Federal Highway Administration and Department of Transport.

"Joe's (Yodock) appointment to ATSSA is a testament to his deep knowledge and unwavering commitment to road safety. As an inventor, innovator, and educator, he possesses a unique skill set unmatched in this field. RSG International is proud of his accomplishments and looks forward to his contributions in this new role," remarks Lisa Laronde, President of RSG International.

Yodock will serve a two-year term as traffic services director.

Media Relations Department
RSG International
+1 289-879-7387

[email us here](#)

Visit us on social media:

[Twitter](#)

[LinkedIn](#)



Joe Yodock is the Director of Market Development for RoadBlock Solutions.

This press release can be viewed online at: <https://www.einpresswire.com/article/688970071>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.