

Safety 2003

Advancing the EH&S Profession

Conference reaches new heights

Record attendance, unique program drive success

TO QUOTE CHARLES DICKENS, "It was the best of times." And based on the feedback from attendees and exhibitors alike, the rest of that well-known quote simply does not apply.

From the wide range of new programs and innovative learning formats, to an impressive collection of technical tours and guest programming, Safety 2003 was, indeed, ASSE's best professional development conference and exposition to date. With a record number of attendees—nearly 2,900 people from 22 countries—and an expanded products-and-services exposition, the conference offered unmatched networking and learning opportunities.

In With the New

Learning is an individual experience, and this year's conference program spoke to that diversity through a range of new offerings and diverse learning formats. For example, five key-issue roundtables allowed attendees to gather in small groups to examine five topics—selling safety to management, achieving world-class safety, defining the role of SH&E professionals, driving leadership accountability and involving employees in safety. Attendees were able to engage in open-forum exchange and debate, sharing ideas and insights while learning firsthand what others have tried. "I really like this format," said one attendee, voicing a sentiment shared by many. "It afforded the opportunity for dialogue and interaction." Added another attendee, "Interesting way to network, which is what I came to the PDC to do."

Another new element was Tuesday

afternoon's "Big Idea Workshop," facilitated by Andrew Razeghi, an author and motivational speaker who also served as Tuesday's general



From pre- and post-conference seminars to leading-edge concurrent educational sessions and a state-of-the-art exposition, Safety 2003 attendees learned about the latest programs and management techniques and built skills needed for success.

Audio Tapes, CD-ROM Available

Audio tapes of most sessions, as well as a CD-ROM containing the complete conference proceedings, are currently available from ASSE. For information on the tapes, see pp. 17-18 in this issue of *Professional Safety*; to learn more about the proceedings, contact ASSE at (847) 699-2929.

and its barriers on a worksheet, then shared that worksheet with others in order to capture insight from the rest of the group. "The idea [of this workshop] is to take home one big idea that you can execute immediately," Razeghi explained. To help them do so, he also shared eight principles for preventing "sameness" in thinking:

- 1) Recognize what you believe and set it aside to open your mind.
- 2) Ask why not and challenge the order of things.
- 3) Know your limits.
- 4) Know how to enable people.
- 5) Embrace process and fix it when needed.
- 6) Sell the invisible.
- 7) Continuously innovate.
- 8) Recognize that you will fail—and learn to recover.

Also new this year was Expo Education—a series of educational sessions conducted by exhibitors. Participants included Remedy Interactive, which examined the benefits and challenges of implementing a "risk-based" office ergonomics program; Compliance Suite (RMS Systems Inc.), which discussed how to use software to automate regulatory recordkeeping and reporting, as well as to track inventory; Comprehensive Loss Management Inc., which explained safety accountability and highlighted a web solution for managing safety initiatives; Shoes for Crews, which focused on slip-resistant materials and how to determine whether a given material truly is slip resistant; CoreAdvantage, which explored the critical role that first-line supervisors and middle managers play in creating a positive safety culture; and Working Concepts, which detailed the negative effects of static positions and vibration on workers, as well as possible solu-

tions. "Our expo [is designed] to help attendees find real-world information to make SH&E programs better," explains Richard A. Pollock, CSP, Chair of ASSE's PDC Planning Committee. "[Our exhibitors] often know an application as well as the people they are trying to sell it to. [Through Expo Education], we captured some of that practical knowledge."

Safety 2003 had its share of other firsts as well. ASSE and MSHA signed their first-ever alliance on June 24. Under the agreement, the groups will strive to improve safety and health conditions in U.S. mines by promoting best practices and by encouraging mine operators to develop and use safety management programs. "This alliance marks a new opportunity," said ASSE President Mark D. Hansen, P.E., CSP, who signed the alliance along with MSHA Deputy Assistant Secretary John Correll. "ASSE can better link the professionalism of its members to MSHA's efforts to continue to improve its capabilities in ensuring safety and healthier workplaces for miners."

In addition, members were able to share their thoughts and feedback with 2003-04 ASSE President James "Skipper" Kendrick, CSP, who had a "Meet the President" office in the ASSE Service Center. Safety 2003 also marked the first formal meeting of Women in Safety Engineering, ASSE's new common interest group.

Without Forgetting the Tried & True

Coupled with the exciting new learning opportunities were the traditional, hard-knowledge concurrent sessions. The program fea-



International Appeal

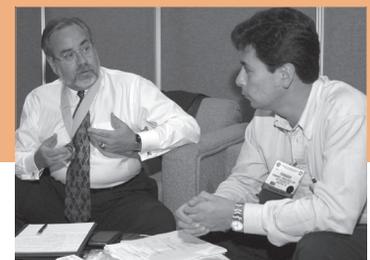
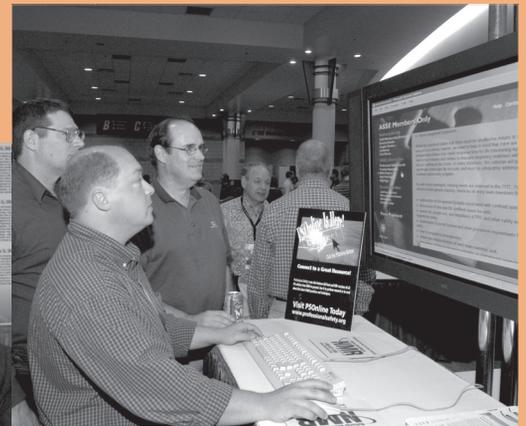
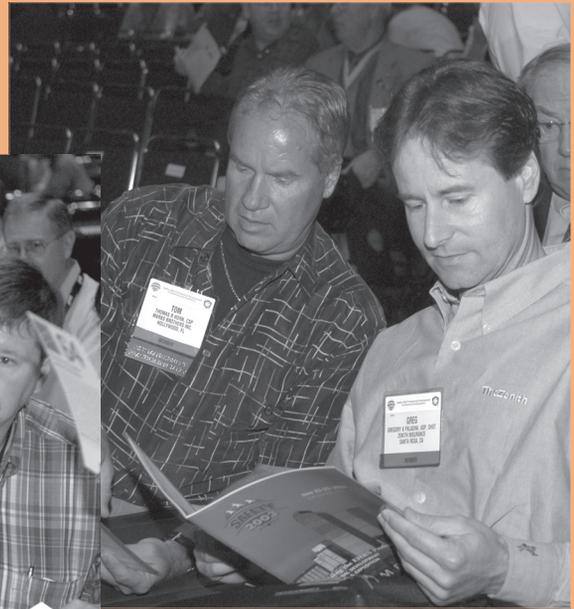
Reflecting the growing international reach of ASSE, attendees at Safety 2003 represented 22 countries (including the U.S.). The Society was honored to have several international dignitaries

in attendance, including the presidents of the Institution of Occupational Safety and Health (IOSH) and the Canadian Society of Safety Engineering (CSSE). During

Monday's general session, IOSH's Eleanor Lawson, DPA, FIOSH, RSP, spoke of the fellowship between IOSH and ASSE. "Our two organizations are the largest in the world. Our member-

ships have a common purpose and share a similar vision. By working together, we can lead the way to world-class standards of excellence in our field." CSSE's John Boerefyn, CRSP, added, "The world is indeed becoming a smaller place. It is very important for us to build relationships between our international professional organizations and work toward harmonized professional and workplace standards around the world."





tured 14 education tracks covering the full spectrum of SH&E topics—from safety management and regulatory compliance, to training and career development. Not surprisingly, mold, emergency preparedness, management accountability,

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Conference Sponsors

The success of this year's conference and exposition was due in part to the generous contributions of major sponsors. ASSE would like to thank these organizations for their outstanding assistance and support.

Comprehensive Loss Management Inc.
Minneapolis
PDC Briefcases

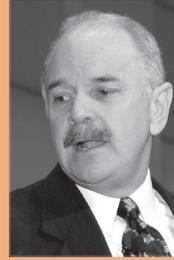
Behavioral Science Technology Inc.
Ojai, CA
CD-ROM Proceedings

Six Sigma and sustaining a good safety culture were among the most popular topics with Safety 2003 attendees.

Technical and specialty topics were also in ample supply, with sessions focused on issues such as physical and biological hazards in the workplace; process safety management; compressed gas cylinder safety; boiler and combustion safety; machine safeguards; fall protection; and effective signage. "This year's PDC offered very good sessions, relevant topics and well-versed speakers," an attendee said, confirming the positive feedback from most attendees. Extending the educational experience, this year's technical tours took attendees on behind-the-scenes excursions to the National Renewable Energy Lab, Lockheed Martin Space Systems and Coors Brewing Co.

Rounding out the conference program was a full lineup of pre- and post-conference seminars. In addition to the always-well-received ASP/CSP certification exam preparation workshops, this year's program featured an overview course for the CHMM certification—as well as the exam itself. Other seminars covered topics such as hazard analysis and risk assessment; practical ergonomics; training non-English-speaking workers; investigative photography; and fleet safety.

But the learning and networking didn't stop when the formal sessions did. Meetings and luncheons of all sorts provided expanded opportunities for new learning and networking. Among these events were the student luncheon, the chapter achievement luncheon, Standards Development Committee/Council on Practices & Standards luncheon, academics and educators program, and the Wednesday conference lunch-



This year's featured speakers—(from top) Howard Putnam, Andrew Razeghi, Gary Visscher and Bruce Wilkinson—enlivened the program and motivated attendees to get the most from their conference experience.

featuring speaker Bruce Wilkinson. Several after-hours receptions—including one with OSHA and governmental affairs representatives, and another for Foundation donors—gave attendees even more chances to meet colleagues with similar interests.

Thought-Provoking Speakers

This year's featured speakers—both general session and plenary—enlivened the program and motivated attendees to get the most from their conference experience. Keynote speaker Howard Putnam, former CEO of Southwest Airlines, shared some "new rules for engagement" in 2003—one of which is that safety and security must have CEO-level attention. To emphasize that point, he shared a quote from former Johnson & Johnson chair Ralph Larsen: "Clearly as the CEO, I am ultimately accountable for everything that happens, both good and bad. But more than anything else, I am responsible for the tone at the top. Developing and selecting credo-based leaders and ensuring we have the proper systems and controls in place takes a tremendous amount of my time." Putnam also urged attendees to focus on creating a "culture that works." Such a culture, he said, requires leadership proactive in safety and ethics; honest and candid communication; exceeding expectations; giving ongoing feedback about performance; and creating opportunities for people to develop and achieve their highest potential.

Tuesday general speaker Andrew Razeghi challenged attendees to move beyond the traditional role of safety and urged them to better understand—and communicate—the competitive advantage that safety provides. He built on that theme during The Big Idea Workshop, which, as noted, focused on helping attendees think differently about safety.

The program also featured plenary session speaker Gary Visscher, deputy assistant secretary of labor for OSH, who reviewed OSHA's strategies for improving safety and health in the workplace, and Bruce Wilkinson, Wednesday's conference luncheon speaker, who shared strategies to help attendees transform their conference learning into take-home, tangible ideas.

With its full spectrum of activities and innovative educational choices, Safety 2003 indeed provided an exceptional professional development experience, one that raised the bar—significantly—for future PDCs. Mark your calendar now for Safety 2004—June 7-10 in Las Vegas. ■



ASSE Names Four New Fellows

ASSE welcomed four new Society Fellows during Safety 2003 (from left, with ASSE 2002-03 President Mark Hansen, middle): William E. Phillips Jr., P.E.; Philip E. Goldsmith, CSP, ARM; Robert E. McClay Jr., CSP; and Joseph J. Townsend, CSP, ARM, ALCM, AIM. Each received the Fellow medallion and shared thoughts about the honor during a ceremony on Tuesday, June 24. In reviewing his career and how he came to the profession, Goldsmith noted, "It's been a great ride for 33 years, but the ride's not over. I hope I'll see you all along the way." McClay lauded the sharing nature of the SH&E profession. "I am happy and proud to be part of a profession which is centered on the principle of sharing our expertise and giving of ourselves in the practice of protecting our fellow workers." Phillips, who served as ASSE's 1992-93 president, shared a similar sentiment. "[I have] a pride in what is accomplished daily to better the lives of millions while contributing to the operational performance of companies and corporations around the world. A pride in ASSE which has represented our profession with honor and dignity for over 90 years." Townsend, like the other Fellows, acknowledged the support of his family throughout his career. "This honor means a great deal to me, but this one is for my wife, my children, my father and my mother," he said.