The April Newsletter is here!
We had a lot of great things happen in April and have received a lot of information from Society. Check out the information we have for you this month:

- President's Message
- Spring ROC
- Northwest Chapter Scholarship Recipients
- Society Election Results
- Thank You!
- Society Proposed Change: Brand Evolution
- Society Proposed Change: Dues Increase
- Call for Presenters for 2018 PDC Due May 12, 2017

President’s Message

I was recently talking with a friend of mine who reminded me how important it is to maintain one’s health. Most that will read this newsletter are safety professionals and manage some element of a safety program at work, which may include a segment of health. I don’t pretend to have great knowledge about health but I’ll give you my perspective.

My Grandma Urban’s wise words still resonate with me 10-years after her death. At the time, I was in my late 30’s and we were talking about all sorts of things...like her dad had been in the Russo-Japanese war of 1904-1905; her mother miscarried when a cow kicked her in the stomach while milking; she married at 19 to my grandpa who was 31 at the time; and the
circumstances of how he (grandpa) tragically died falling from the top of hay wagon at 83 years old when the wagon tipped and he lost his balance. Each is a story within itself. But on that particular day she said “You know many of the injuries you have from years ago return when you get old”. I wasn’t happy to hear that, and I wasn’t sure I believed it…after all, I was still relatively young.

Now I’m nearly 50 years old and although I haven’t experienced a resurrection of “old injuries”, I can say sometimes my knees ache, my lower back hurts and I’m not as flexible as I once was. Just two weeks ago as I was lying in bed, my right big toe started to hurt. I’m like “Ow!” What is this? It’s gone now thankfully.

I’m sure all the young people quit reading this message when I started to write about my Grandma, but my word of advice for those who are still reading is don’t neglect what your body tells you. Get to the dentist periodically; get aches and pains checked out; change your mattress/find a mattress that works for you…if you live with back pain and feel it during the night, perhaps your mattress needs changing; watch your sugar intake; exercise regularly because you’ll feel less stress, sleep better, feel more confident, and more;

And last but not least…especially for a safety professional, practice what you preach and don’t be bashful to speak up. I’m quite sure that most safety professionals have a keen level of hazard recognition and are frequently applying the necessary controls that reduce mishaps. Because life is dynamic we never know what we may face, who we will serve or who we may save. As a safety professional you have a unique opportunity to influence your family, friends and neighbors…So it’s okay to go home at the end of the day, but stay attentive to your surroundings and those you encounter.

Upcoming Events:

- **May 5th: NORA Symposium on Prescription Opioid Use in Occupational Health Care: Reducing Risk and Improving Safety**
  - This is a free event but pre-registration is required ---&gt; register here!
- **May 9th: CHS Field Technical Tour**
  - Registration is limited so secure your spot now ---&gt; register here!
  - Extra proceeds for this event go towards the ASSE Northwest Chapter student section scholarships.
  - Join us afterwards for drinks and apps at *Public Kitchen + Bar*
August 1st: Boat Cruise (SAVE THE DATE)

- Mark your calendar now for the return of the Summer Safety Professionals’ Boat Cruise on Lake Minnetonka!
- This event is scheduled for Tuesday afternoon, August 1st from 1:30 – 4:30 PM and will sail from the Port of Excelsior.
- We are working with Paradise Charter Cruises and we’ll be on the Paradise Destiny II, with a capacity of 90 people. Stay tuned for word on when registrations open up...
February 13, 2018: ASSE Northwest Chapter PDC
- Save the date for our PDC in 2018!
- We are always looking for speakers (see later article), sponsors, and exhibitors...visit our website for more information ---&gt; info here!

Northwest Chapter Officers Travel to Spring ROC
Four of your Northwest Chapter Officers traveled to Omaha, Nebraska for the Spring Regional Operating Committee (ROC) where we met with all the Region V Chapters; this ROC was hosted by the Great Plains Chapter. On April 6 and April 7, John Urban (President), Chris Flegel (President-Elect), Kurt Von Rueden (Vice President) and Jennifer Carlson (Secretary) participated in sharing best practices and discussing proposed Society changes that will be voted on at the House of Delegates Meeting in Denver (see newsletter articles farther down for information on the proposed changes).

We were lucky enough to receive two tours of Union Pacific Railroad properties. First was a tour of the Union Pacific Center where a few lucky folks were allowed to operate their training simulator; it was super cool! From there we went to the Harriman Dispatching Center where we learned some history of the Union Pacific Railroad and were able to observe all the work and details that are involved with dispatching across all the US railways (sorry photographs weren't allowed); we've never seen a more impressive operation!

Check out the photo's we were able to nab during the busy two days:
Kurt with his map and notifying us of points of interest along the way.
Kurt, Chris, Jennifer and John at the Spring 2017 ROC.

Operating the simulator at the Union Pacific Center.
2017 Northwest Chapter Scholarship Recipients

At the meeting on April 11th, 2017, the Northwest Chapter honored three students with $4000 in scholarships. Cole Wynveen from the University of Wisconsin – Stout, Alicen Johnson from the University of Minnesota – Duluth, and Adam Schwartz from the University of Minnesota.

Cole Wynveen - Northwest Chapter Scholarship Recipient - $500
Mr. Ward will graduate with a Master of Science – Risk Control in May of 2017 from the University of Wisconsin-Stout, holds a bachelor degree in Golf Enterprise Management and a minor in Business Administration and Lodging Management from the UW-Stout. Mr. Wynveen has worked as a Safety Technician for Anderson Windows and multiple golf
courses in the Twin Cities metro area.

Alicen Johnson - Northwest Chapter Scholarship Recipient - $1500
Ms. Johnson will graduate with a Master of Environmental, Health, and Safety from the University of Minnesota-Duluth in May of 2017, holds a Bachelor of Applied Science in Exercise Science from the University of Minnesota-Duluth. Ms. Johnson has worked as a retail sales consultant for AT&T. She has also worked as a Health Administrator and production worker at USG Interiors. Ms. Johnson is the current Treasurer of the NW Chapter
Adam Schwartz - Northwest Chapter Scholarship Recipient - $2000

Mr. Schwartz will graduate with a Ph. D in Environmental Health Sciences: Occupational Injury Prevention Research from the University of Minnesota in December of 2018. He holds a Master degree in Human Factors and Ergonomics from the University of Minnesota and a bachelor degree in Psychology from the University of Tennessee. Mr. Schwartz currently works as Human Factors and Usability Engineer for 3M. Other experience includes Research Associate for the City of Minneapolis, Reader/Evaluator for Measurement Incorporated, Culinary Preparation Staff for Ramah Darom, and an Audit Intern for the City of Chattanooga. Mr. Schwartz served for the Israeli Defense Forces (IDF) from 2010 – 2012 as a corporal and Sergeant/squad leader. He was awarded his Eagle Scout badge in 2006 from the Boy Scouts of America. He has had multiple articles published in various publications and has volunteered his time for the past 11 years with many organizations.

Congrats to you all!
2017 Society Election Results

The Nominations & Elections Committee of ASSE is pleased to announce the results of the 2017 Society Election summarized below. Please join us in congratulating our future Society leaders. Voting in the 2017 election ended on March 31 with a 15.06% voter return.

Results that are of most interest to the Northwest Chapter…

- President – James D. Smith, M.S., CSP
- President Elect – Rixio E. Medina, CSP, CPP
- Senior Vice President – Diana M Stegall, CSP, CFPS, ALCM, ARM, CPCU
- Director- At-Large – Carl W. Heinlein, CSP, OHST, STS-C, ARM, CPEA, CRIS, CSHM
- Region V – Vice President – Eric Hallerud, CSP

Congratulations to our very own Northwest Chapter member Diana Stegall!

Thank You for ALL Your Support!!

As you may have seen, I was elected as Sr Vice President for ASSE during the March elections and look forward to being your 105th Society President starting in 2019. I am humbled by the responses I have received after the election – and by the support leading up to and during the election from the chapter.

Being involved with the Northwest Chapter since moving here in 2006 has provided additional experiences, knowledge, and skills that have prepared me for this role.

I appreciate being welcomed into the chapter and into leadership roles early on- and the willingness of the chapter officers to listen to ideas from someone not from Minnesota. I know if I start thanking specific people, that I will miss someone. Let’s just say that if I have served with you as a chapter officer or on the PDC planning committee, you are on that list.

I plan to continue to participate as much as possible with the chapter activities (you have a great group of officers who are dedicated to providing a positive member experience).

Thank you again. I couldn’t have done it without the support of the chapter.
ASSE Society Proposed Change #1 Brand Evolution

Why a brand initiative?
The ASSE Board of Directors approved an initiative last March to review our brand including the strengths and perceptions of the organization, our name, logo and messaging. The goals were to align our brand to the Society’s future direction to grow our voice in the profession, educational offerings, standards development and member communities. ASSE also identified a need to strengthen member relationships and increase relevance among business leaders, young professionals and our global audiences.

What did this project entail and what are the recommendations?
ASSE engaged brand experts, 88 Brand Partners, an agency specializing in brand work for associations and corporations that provide services (American Veterinary Medicine Association, Mayo Clinic). The work was done in three phases.

Phase 1: Uncover the Challenge
Understanding the perceptions of the ASSE brand today based on discussions with stakeholders, past communications, research, competition and organizational structure

Phase 2: Define the Brand Strategy
Focused on answering three questions, vetted by research, and the supporting reasons anyone should believe the answers to those questions.

- **Who are we?** ASSE is a global association for occupational safety and health professionals.
- **What do we do?** We provide education, standards development, advocacy and a professional community to support the advancement of our members and the profession as a whole.
- **Why does it matter?** Our members are dedicated to creating safe work environments by preventing workplace fatalities, injuries and illnesses. Sound safety practices are both socially responsible and good business, leading to increased productivity, a better reputation and higher employee satisfaction.

Phase 3: Create the Brand Identity
The elements of a brand identity that most often come to mind include the organization’s
name and logo. This phase of work was guided by an extensive body of research that included a creative workshop to shape options used in quantitative testing, two quantitative research studies including all members, ASSE customers 3 years back and non-members for a total of 94,084 individuals contacted and 2,060 responses. A qualitative online discussion board was also facilitated among a balanced representation of ASSE members.

**Key Research Learning – Our Name**

- Using the ASSE acronym as the name had very low preference.
- Research participants shared a concern about the word “engineers” in the name, noting that the term is not reflective of the broad array of disciplines represented within ASSE’s membership.
- Of the proposed names that include “professional,” the American Society of Safety Professionals (ASSP) and the International Society of Safety Professionals (ISSP) performed the best.
- Global members felt the name “American” was an asset, citing the high bar set for safety in the U.S.
- Other organizations that have undergone name changes in response to a shifting industry and membership base. For example, SHRM was founded in 1948 as the American Society for Personnel Administration. In 1989 it changed its name to the Society of Human Resource Management.
- ASSE itself has undergone a name change. The Society was founded in 1911 as the United Association of Casualty Inspectors and later became the American Society of Safety Engineers.

**Key Research Learning – Our Logo**

- Research participants had mixed perceptions of the current logo. Overall, the direction from that research led us to leverage the legacy and equity in the current brand while addressing concerns raised by members.

<table>
<thead>
<tr>
<th>Positive Perceptions</th>
<th>Negative Perceptions</th>
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<tbody>
<tr>
<td>Familiar/well known</td>
<td>Outdated</td>
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<tr>
<td>Stands out</td>
<td>Arrangement of the ASSE letters</td>
</tr>
<tr>
<td>Conveys a meaning of safety</td>
<td>Religious concerns about the cross (specifically in certain geographies)</td>
</tr>
<tr>
<td>Cross/plus sign</td>
<td>Yellow in combination with the green</td>
</tr>
<tr>
<td>Green color</td>
<td>Shield shape</td>
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**Brand identity Recommendation**
What is the logic behind this recommendation?

- Shield: The shield has strength and ties to the organization’s heritage, a bold element that you see maintained.
- Lines: The lines intersecting in the center of the shield do not have a literal interpretation, but are meant to be a visual metaphor for an inclusive organization representing ideas and communities coming together.
- Color: The lime green color replaces the gold to move the Society toward a more vibrant, modern perception as opposed to an outdated, bland perception.
- ASSE letters: Removing the letters from the shield itself reflects the research finding that members do not support naming the Society with an acronym. With the proposed logo, the organizational name is intentionally included in its entirety with more weight and emphasis on the words “safety professionals.”
- Tagline: Our research tested various taglines, factual, aspirational and many others. The tagline that far exceeded the others is “working together for a safer, stronger future.” The research also revealed members’ desire that communications be emotionally driven when appropriate.

Where are we today?
On January 31, 2017, ASSE’s Board of Directors moved to adopt the new name and brand identity elements. This recommendation will move forward to the House of Delegates meeting at SAFETY 2017 on June 19, as a motion to change the Society’s name and logo. For the name change, should the House pass that motion, a membership vote is needed as well. ASSE has plans in place to take that vote.

How to get involved

- Contact your chapter delegate to share your thoughts. Visit the microsite, http://www.assp.org where you can learn more and contact your delegate with feedback directly.
- Contact ASSE headquarters to share your thoughts at brandfeedback@asse.org
ASSE Society Proposed Change #2 Dues Increase

DUES INCREASE PROPOSAL - FREQUENTLY ASKED QUESTIONS

Why is an increase necessary now?
The Finance Committee regularly reviews ASSE’s financial situation. Based on this review, the Committee judged that an increase is needed. The Finance Committee and the Board of Directors are both very sensitive to membership’s need to keep dues as low as possible. As a result, they look to grow non-dues revenue and control expenses before asking membership for a dues increase.

Who will be impacted by the dues increase?
The increase will apply to associate members, members, and professional members in the United States. If approved, the increase would begin to be implemented in November 2017.

What about global members?
At this time, global members are not impacted by this increase. The Finance Committee will review the ASSE global dues structure in the near-term and recommend appropriate revisions. Currently, members outside of the United States are divided into “Tiers” – 1, 2, and 3 – based on their country’s GDP. Tier 1 countries include the U.K. and Canada. Just last year, their dues were increased to $150. Members in Tier 2 and Tier 3 countries pay a reduced amount. Given the global economy and a strengthening dollar, it was felt that a separate review of global dues was necessary.

How does this increase impact students?
Students will not be impacted by this increase.

I’ve heard that our dues revenue is “out-of-balance” – what does that mean?
Based on association industry data, the Finance Committee set a guideline that ASSE revenue should be 1/3 dues and 2/3 nondues revenue. This is based on benchmark data for associations of similar size and scope. The intent is to diversify the ASSE revenue stream to avoid becoming overly dependent on a single event, product or service. This ratio has declined from about 30% in FY2012 to just under 27% in FY2016. Some of this decline reflects the fact that our “non-dues” revenue – PDC and Seminarfest has grown. But reliance on events increases our financial risk. Dues serve to moderate that risk by providing a steady revenue stream.

If you need more revenue why not increase prices at the PDC or Seminarfest?
The PDC and Seminarfest have become significant events for ASSE and pricing is an important consideration in developing an outstanding event. However, we need to be careful to avoid becoming overly dependent upon a single event. From a financial point of view, this would be risky.
Why did you wait so long to seek a dues increase?
The Finance Committee reviews dues annually and has a guideline to seek an increase when inflation is 10% or more or whenever it believes an increase is needed for the financial well-being of the Society. At the same time, the Committee and the Board seek to keep dues as low as possible for our members. So they refrain from seeking an increase until it is clearly needed.

Why not simply implement an “automatic” annual increase of some kind?
Implementing an automatic increase is a consideration that has been discussed and is used by similar organizations. In order for something like this to work, the automatic dues increase does need to be tied to a specific benchmark. There is more work to be done if this is something the House of Delegates decides to implement in the future. Any such proposal would be subject to the evaluation and approval of House of Delegates. To reach ASSE’s financial goals we are asking the House of Delegates to consider the proposal at hand, an increase of $30, implemented over the next three years.

ASSE’s cost structure, why do salary and benefits account for 45% of the total?
ASSE’s cost structure is not unusual for a service organization and is typical for an association. According to the latest association industry benchmark data, salary expense remains the largest single cost for associations of all sizes and scopes. For ASSE, staff partners with volunteer leadership to serve members and advance the profession. We can only achieve our goals if we have both staff and volunteer leadership, working together. Recognizing the importance of these costs, the Board regularly reviews them as part of the budgeting process and has engaged an outside consultant to assess total salary and benefit costs as well. The intent of the Board’s regular review and consultant study is to ensure that ASSE staff salary and benefits are competitive in the local labor market. Additionally, the Board has recently made significant organizational decisions – including, freezing the staff pension plan - which will help control benefit costs into the future.

Where can I find more information on ASSE’s financial results?
The attached PDF file displays ASSE’s audited Statement of Activities (income statement) and Statement of Financial Position (balance sheet) for Fiscal Year 2016. The FY16 Year-End P&L Summary is also available. We are audited on a consolidated basis with the Foundation but we are separate legal entities. So you should focus your attention on the “ASSE” column. The audited statements are published annually in Professional Safety Journal, typically in the October issue. Internally, actual financial results are reviewed, compared to budget and the prior year, on a monthly basis. As with any business, this review helps us to identify and understand areas that are performing well and opportunities for improvement.
Where did the $30 proposal come from?
The Finance Committee looked at a range of alternatives. Based on the expected increase in revenue, the goals to minimize any dues increase and to minimize any membership attrition, this proposal was recommended. It also happens to be the same as the last increase in 2009 which the House of Delegates approved.

Member attrition was a consideration in developing the proposal. What happened when we implemented the last dues increase?
When the last increase was fully implemented in FY2013, we found that membership had actually increased. The same may or may not happen this time but association industry data suggests that increases of 20% or more will result in attrition. The current proposal reflects an increase of 20% in total after 3 years, so the hope is that we will see little or no attrition.

Is an increase needed to pay for the new building?
No. The funds to buy the new building came out of ASSE’s investments in stocks and bonds, and the building is fully paid for.

Is the “old” building driving the need for an increase?
No. While the old building has proven to be harder to sell than was anticipated, we have greatly minimized the costs of carrying the building. We continue to work with real estate professionals to sell the building.

Is an increase needed to pay for the “branding initiative?”
No. The rebranding initiative will generate some additional costs, estimated at $75k - $150k. But these are one-time charges, not recurring expenses. ASSE could fund these expenditures without a dues increase. More importantly the decision to undertake the rebranding initiative was based on long-term considerations – the need to evolve our brand and image and to position ASSE for the future.

My chapter just raised its dues and now the Society is proposing a dues increase. How can this be?
The Society does not control the level of dues charged by chapters as these are separate legal entities, and chapter dues are set by chapter leaders and their members. That said, the Finance Committee considered the total cost (Society dues, chapter dues, practice specialty fees) to a member. The desire to minimize the total cost was an important driver in the proposal.

What will members gain from a dues increase?
The increase will help the Board implement its 4 strategic initiatives for ASSE: the Value of
the Profession, Professional Development, Standards Development and Communities. The increase will allow the Society to continuously improve the outstanding portfolio of member services and programs, including Professional Safety Journal, access to the PDC, Seminarfest and a wide array of outstanding professional development opportunities. In addition, the Society continues to look for ways enhance the profession and to support our members. Included here are investments in developing new, leading edge educational opportunities, standards development, networking through chapters, practice specialties, common interest groups and communities, and the IT infrastructure to support and enhance the member experience.

**What is being done to control expenses to minimize the need for a dues increase?**

The Board of Directors, Finance Committee, and staff all recognize the importance of working to control costs and to eliminate products and services that do not add value. After careful analysis and discussion, the Board voted to freeze the staff pension plan. This significant action will over the longer term improve ASSE’s profitability and balance sheet. In addition, ASSE staff regularly reviews operating expenses; some of these efforts are shown below:

- Board restructured staff organization reducing salary expense.
- Board implemented a hard freeze of staff pension plan.
- The salary budget is regularly reviewed as part of the operating budget process and ASSE expense is consistently below budget.
- Health insurance plans are reviewed annually.
- The use of technology has allowed ASSE to reduce the need for face-to-face meetings and related travel expenses.
- Costs to produce PSJ are regularly reviewed and analyzed.
- Outside specialists are engaged to help reduce our property taxes, utility bills, and credit card processing expenses.
- Decisions regarding expenditures consider the cost/benefit impact with the aim of reducing expenses.

**What do members get for their dues?**

We believe that members get considerable value for their dues dollar, additionally so do our members. ASSE consistently maintains a high retention rate and over 75% of members rate their member benefits valuable or highly valuable, when asked to consider the amount of dues paid. ASSE Membership is a practical resource for improving your safety performance. Across all job levels, industries, and the globe ASSE Membership can connect you with the best solution and practices for your needs.

- Unmatched networking opportunities with a community of 37,000 OSH Professionals.
- Monthly subscription to Professional Safety Journal – delivered to your doorstep, desktop, mobile device
- Access content, technical articles, and training materials on the Body of Knowledge
- Significant Member-only discounts on professional development, seminars, standards, and technical publications
- ASSE Member Only Webinars – learn.asse.org
- Chapter Communities: Accessible, face-to-face networking and education in local OSH Communities
- Practice Specialty & Common Interest Group Communities: Access to subject matter experts, targeted virtual programming, and virtual networking relevant to your industry or who you are/who you work with.
- Opportunities to earn CEU’s/recertification points
- Leadership development opportunities
- Professional recognition & career development
- Government regulations news & information
- Support and advancement of the OSH Profession
- Building consensus standards, which greatly influence & impact the practice of Safety
- Building awareness that safety is good business and a positive contributor to the bottom line of any organization.

**How do I learn more?**

Thanks for asking! We want you and your constituents to have the information you need to make an informed decision.

- A microsite will be provided to you by the end of March proving details regarding this proposal.
- Leaders will have the ability to learn more and share their thoughts on the proposed dues increase recommendations through a webinar series which will be held throughout March & April.

**What should I do now?**

Review the materials, take advantage of opportunities to learn more, and contact your chapter delegate to share your thoughts. Please visit your chapter website for delegate contact information (http://www.asse.org/membership/findachapter/) or contact ASSE staff to provide for you (chapterservices@asse.org).

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**Call for Presenters for 2018 PDC Due May 12, 2017**

Do you have a message to share with other safety professionals and those with safety responsibilities?

Are you passionate about safety and have experience(s) that would benefit other safety
professionals and those with safety responsibilities?

The Northwest Chapter Professional Development Conference Planning Committee is looking for submissions for our 2018 conference to be held at The Commons Hotel, Tuesday, February 13th. This will also be the kickoff of the Chapter’s 75th Anniversary celebration.

Submissions are due May 12th for consideration by the conference planning committee. Topics submitted should serve to advance the fields of safety and health, address key issues, improve professional skills and/or address emerging challenges. The committee is particularly interested in advanced, technically oriented, practical and actionable presentations.

The form and more information can be found here. If you have any questions, please contact Diana Stegall at pdc@northwest.asse.org or 612-850-1207.