



# American Society of Safety Engineers

## West Michigan Chapter of ASSE Newsletter

### January 2008

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### February Meeting:

The February meeting will be a joint meeting with the WMIHA (Industrial Hygiene) group. More information will be sent regarding this in the next few weeks.

The meeting date will also be posted on the web site at:

[www.wmasse.org/meeting.html](http://www.wmasse.org/meeting.html)

### January Meeting:

The January meeting will be a 1/2 day certification course for 1st Aid & CPR on January 17th. Breakfast starts at 8:00am and the training begins at 9:00am.

To RSVP, email Heather Kubiak at:

[kubiakh@ci.wyoming.mi.us](mailto:kubiakh@ci.wyoming.mi.us)

## Happy New Year!

Hope everyone made it through the holidays...safely! December took WMASSE to two schools to talk about the safety profession. Junior Achievement made all the arrangements. On December 7 we visited with Harrison Park and on December 14, Grand Rapids Montessori. It was truly a rewarding experience. Many of you have expressed interest in this program. There are 17 career days coming up so I will most definitely be contacting you for help.

I will be attending the Seminarfest in Las Vegas January 18-23. If any of you will be there please let me know. Lastly, if you need to be CPR certified plan on attending the January 17, 2007 class at the City of Wyoming training facility. The American Heart Association Heartsaver AED 4-hour class will be completed. You will leave the class with your CPR certification card. Class size is limited so please RSVP by January 14, 2008. Heather Kubiak

Submitted by Kevin Roeling

### FROM THE ARCHIVES

News Flash - February 15, 1982

We are saddened to learn this week of the death of our West Michigan Chapter's most valuable member -- someone else. Someone's passing has created a vacancy that will be difficult to fill. Else has been with us for many years. Someone did far more than a normal person's work. Whenever leadership was mentioned, this wonderful person was looked to for inspiration as well as results. Whenever there was a job to do or a position to be elected to or a meeting to attend, one name was always on everyone's lips. "Let Someone Else do it!"

Whenever you have a chance to participate in our West Michigan Chapter, remember that we cannot depend on Someone Else any more! Someone Else is survived by all current members of this West Michigan Chapter, and everyone should be active to keep Someone Else's memory alive. Someone Else will be greatly missed by the inactive members.

Thanks to Ray Case for this excerpt taken from AAA MCI Travel Talk

## HEALTH, SAFETY, and ENVIRONMENTAL ENGINEER

Privately owned international corporation and leading producer of products for a wide variety of industrial applications is seeking a Health, Safety, and Environmental Engineer to develop, implement, and improve all health, safety, and environmental (HSE) programs at this plant in St. Joseph County, Indiana. Up to 20% travel is expected.

The qualified candidate will possess a four-year degree in Safety, HSE, Public Health, or equivalent and at least three to five years health, safety, and environmental experience gained in an industrial setting. CSP or CIH certification is preferred. Contact Christine Villaire, Manager of Recruitment at: [chris@mfgsearch.com](mailto:chris@mfgsearch.com)



## 2008 Kids "Safety-on-the-Job" Poster Contest

This is a great opportunity to get your child or your child's class involved in safety. The poster contest runs now through Valentines Day, February 14, 2008. For all the rules, information, pictures of posters from previous years, prize information visit [www.asse.org/naosh08](http://www.asse.org/naosh08)

### New Member

Please welcome our newest member to the WMASSE, Kellen Mace of Metro Hospital sponsored by Greg Green.

### Seeking Position

A seasoned risk management professional is seeking a position in the Grand Rapids area in the risk management or insurance field. If you know of an opportunity, please contact Bob at: [bk\\_keck@yahoo.com](mailto:bk_keck@yahoo.com)

The MIOSHA Training Institute (MTI) has bundled several of their classes and created both a General Industry and Construction track that people can complete to receive a certificate. Right now they have launched Level 1 in many parts of the State and are working on Level 2 and Standards-only courses, similar to OTI.

If you want to learn more about the program go to [mi.gov/mti](http://mi.gov/mti) or call the Lansing office at 517-322-1809.

## Local MIOSHA Training

Jan 30	<a href="#">MIOSHA Record-keeping and Cost of Injuries</a>	Grand Rapids	Wendy DeShone	616.698.1167 or: <a href="mailto:wdeshone@teagr.org">wdeshone@teagr.org</a>
Jan 30	<a href="#">MVPP/MSHARP Application Workshop</a>	Lansing	Sandy Long	517.394.4614 or <a href="mailto:info@safetycouncil.org">info@safetycouncil.org</a> -
Jan 30 & 31	<a href="#">MIOSHA 10-Hour for Construction</a>	Saginaw	Staff	989.793.1120
Feb 5	<a href="#">Confined Space Entry</a>	Gaylord	Mark McCully	989.705.3601
Feb 8	<a href="#">MIOSHA Record-keeping and Cost of Injuries</a>	Gaylord	Mark McCully	989.705.3601 or : <a href="mailto:mccullym@kirtland.edu">mccullym@kirtland.edu</a> -
Feb 11-14	<a href="#">57th Annual Industrial Ventilation Conference</a>	East Lansing	Staff	517.394-4614
Feb 12	<a href="#">When MIOSHA Enforcement Visits and Top 25 Serious Violations</a>	Muskegon	Brian Cole, Ph.D.	616.331.7180
Feb 13	<a href="#">Self Inspection to Identify Hazards and Safety Training Needs</a>	Grand Rapids	Wendy DeShone	616.698.1167or: <a href="mailto:wdeshone@teagr.org">wdeshone@teagr.org</a>

## 2007/2008 OFFICERS

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The ASSE Society level and our WMASSE chapter Membership Recruitment Challenge is in full swing. Go to [www.asse.org/membership](http://www.asse.org/membership) for additional information on the Society level challenge. Our local chapter recruitment challenge is described below:

Here is how it works:

- Use the application available from Pat Knight, Membership Chairperson, or online at <http://www.asse.org/membership/docs/memapp05.pdf>
- Student Members would use <http://www.asse.org/membership/docs/Studentapp05.pdf>

Make sure you identifying yourself on the application as the sponsor. The rest is simple. Pat will review new members on a monthly basis. At the regular monthly Chapter meetings new members will be announced. The following month's Newsletter will post new members and sponsors. You will automatically be entered into the National ASSE drawing (see below).

### Awards for Individuals and Chapters

The Chapter will present you with the following for your participation and support:

- 1 New Member** Dinner certificate to a local restaurant (a \$20 value)
- 2-4 New Members** Paid registration to the single day pass admittance to the Michigan Safety Conference (2008 or 2009) plus diner certificate for each new member
- 5-10 New Members** \$150 voucher toward ASSE professional development programs or ASSE published books

### NATIONAL ASSE's 2007-2008 Membership Recruitment Challenge

ASSE's Member-Get-a-Member campaign could have you joining the fiesta in Mexico! Each time you sponsor a new full member between April 2007 and June 2008, you'll be entered into the drawing, increasing your chances to win! Quarterly member recruiter drawings for \$100 will take place in August, November, and February.

Acapulco is one of Mexico's most famous beach resorts. The city features a beautiful bay, enticing beaches, and an unbeatable nightlife. For those who have never visited Acapulco, visit La Isla de la Roqueta, and sit back and relax or enjoy some scuba diving. You'll also want to check out La Quebrada, where fearless cliff divers plunge into the ocean below. If you're looking for a little excitement of your own, Acapulco offers bungee jumping and parasailing where, from high above, you can admire the stunning panoramic views of the bay, the hotel zone, and the surrounding mountains. When you sponsor just one new, full member you'll be entered into a drawing to win a trip for two to Mexico! This means the more members you sponsor the better your chances are to WIN BIG.

- Grand Prize:** Trip for Two to Mexico (\$5,000 value)
- 1st place recruiter:** \$1,000
- 2nd place recruiter:** \$500
- 3rd place recruiter:** \$250

(All prizes are in US Dollars and will come in the form of American Express Gift Checks)

The winners will be announced in July 2008. Get CREDIT! Remember to write your name as the sponsor on each application you hand out! Recruiting a member is easy when you find yourself interacting with colleagues at meetings, online, on the job, or while networking. Simply tell your colleague's how you have benefited from your membership in ASSE and suggest that they visit [www.asse.org](http://www.asse.org) to learn more about membership and to join. If they decide to apply for membership, they'll need to put your name and employer (company) or phone number on the membership application line: Person who introduced you to ASSE. If they join, you get the credit. And we keep track of your recruitment activity for you. It's that simple.

Safety professionals are accustomed to tracking and reporting lagging indicators of safety performance. The graphic to the right depicts the result of a study released this month by Towers Perrin-ISR. Across 51 U.S. companies reporting, such firms average approximately 5 Lost Time Injuries per 200,000 work hours. While there is tremendous variability in their Lost Time Injury Rates, ranging from 0 to upwards of 30, each of these firms strives to improve on this and other safety metrics.

Benchmarking and tracking lagging indicators is important in the spirit of improving performance; however, an increasing number of safety professionals are interested in establishing, reliably measuring, and benchmarking their critical leading indicators.

Encouragingly, although many companies take steps to improve safety in the workplace, they often neglect one of the most important factors in developing a truly safe work environment – the impact of organizational culture.

When companies take action to improve safety, their efforts typically focus on three areas: engineering a safer work environment, providing training to educate employees on physical work conditions and safe work practices, and instituting policies and procedures that require employees to perform their jobs within regulation. Although these efforts are often partially effective, they do not provide a complete solution. A critical missing element in most company safety plans is an account for the substantial impact of organizational culture.

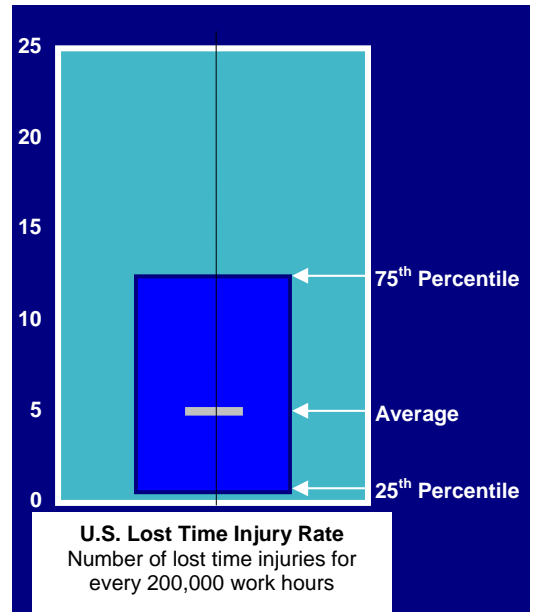
Empirical and practical evidence consistently indicates that culture both directly and indirectly influences safety performance. Once the links between a company's cultural elements and performance are understood, key elements (or leading indicators) can be targeted to improve safety performance.

Through client-driven research, Towers Perrin-ISR has identified three cultural elements that consistently impact safety metrics tracked in companies today:

**Supervision** – Work sites where employees report favorable supervisor-employee relations also experience lower frequencies of on-the-job injuries. Key attributes of supervisors include receptiveness and responsiveness to suggestions for change, recognizing employees for work done well and competence in the technical aspects of the given job.

**Empowerment** – Work environments with lower rates of work-related injuries are associated with employee cultures where workers have the information and authority they need to perform at a high level and where they are encouraged to develop innovative solutions to work-related problems.

**Teamwork** – The promotion of cooperation and teamwork is associated with overall improved safety performance and is particularly beneficial in work environments where employees perceive heavier than average workloads (teamwork lessening the negative effect heavy workloads can have on safety).



## PUTTING THE PIECES TOGETHER TO CREATE A SAFER WORK ENVIRONMENT

Three Specific Dimensions are Revealed as Key Drivers of Safety Outcomes:

1. Supervision
2. Empowerment
3. Teamwork



While we've found these research insights to be somewhat consistent across organizations, each company's culture is unique and each has unique cultural opportunities to understand. Creating a safer workplace requires an understanding of each company's unique cultural drivers of safety. Towers Perrin-ISR safety surveys help our clients understand these factors in the context of industry and safety benchmarks, proactively mitigate risks, and drive significant improvement on lagging safety indicators.

For more information about how safety culture surveys and safety culture benchmark data are serving as powerful leading indicators for safety conscious organizations around the world contact Joe Dettmann at Towers Perrin-ISR ([joe.dettmann@isrinsight.com](mailto:joe.dettmann@isrinsight.com); 312-467-3614).



## WorkSafe videos posted on You Tube draw an audience

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Gordon Hamilton, Vancouver Sun  
Published: Friday, November 30, 2007  
Based on true incidents, the images are graphic

WorkSafeBC is posting videos of real-life accidents on YouTube to tell a media-savvy generation of workers about dangers on the job. From animated images of a faller being struck by a tree that shatters as it comes down, to the re-enactment of a young female pizza worker losing three of her fingers while feeding dough into a machine, the videos are immediate, graphic and evocative.

They are all real incidents that happened in this province. Most importantly, they are proving to be effective, said Scott McCloy, WorkSafeBC director of communications.

The YouTube videos are being downloaded and posted on company websites and even used by parents to educate their kids to be aware of hazards they could face on the job. "We want this stuff to be downloadable, because then we know it is being used," McCloy said Thursday, explaining why the agency turned to YouTube.

The most recent video, in which an investigator shows step by step how a faller died while felling a dead tree, was posted on YouTube Wednesday. By Thursday, it had received more than 1,000 hits. Posting the accident recreations is meant to do more than just raise awareness of safety, McCloy said. It's to change attitudes and behavior. One video, showing how a fork-lift operator died when one wheel of his machine went up the side-barrier on a ramp and toppled the vehicle, produced an immediate impact, McCloy said. An employer wrote the next day saying a similar ramp and barrier situation existed at his worksite. He immediately stopped work and had the problem corrected.

Kevin Armstrong of the B.C. Forest Safety Council said his agency downloads the YouTube videos to its own website, where they attract another audience. "A lot of forest workers come to our site looking for information and this provides another way for them to get access to it from a source they trust," Armstrong said. "They are proving very popular."

Dave Blais, WorkSafeBC's senior manager of e-business, developed the videos over a number of years, initially doing them for demonstrations at meetings and then posting them on the agency's website. From there, making the jump to YouTube was natural, he said. "People are much more engaged, especially around issues of safety, when they watch effective multimedia," he said.

"We saw the real power of multimedia on the Web. So we wanted to get an even larger viewer ship. We saw the rise of YouTube, Google Video, iTunes, and we thought: How can we leverage that to extend our messaging? This allows us to get our content to the right kind of audience. The results have really been quite spectacular."  
ghamilton@png.canwest.com

To see a video connected to this story visit: [www.vancouversun.com](http://www.vancouversun.com)

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