AMERICAN SOCIETY OF SAFETY PROFESSIONALS

Working together for a safer, stronger future.
Regional Operating Committee (ROC) – Fall 2019

Anchorage
Good Morning!

• 8:00AM – Call to Order
Welcome!

- Welcome and Introductions, Guests
  - Diana Stegall, ASSP President!
  - Ann Lindsey
  - Jim Thornton
- Chapter Roll Call and Quorum Confirmation
- Safety & Security Announcements
Welcome to Anchorage!

Chris Warner
Opening (Continued)

• Review Meeting and call for Amendments
• Approve Spring 2019 ROC Minutes – San Diego, CA
Opening (Continued)

• Rules of the Road
  • Roberts Rules of Order
    • The Assembly Rules
    • Silence means consent

Listen for Content First

It’s OK to Disagree
  • NOT disagreeable

It’s OK to be skeptical
  • NOT cynical

It’s OK to take risks and make mistakes

Use good behavior
  • Avoid disruptive tactics

Everything has Positive Solutions

Cell phones, computers, etc.
Opening (Continued)

• Meeting Objectives
  • Network: get to know each other
    • Everyone has strengths we can learn from
  • Focus on & Share Accomplishments
Appointments

- Atis
  - Appointment of a Parliamentarian
    - What does a Parliamentarian do?
  - Appointment of a Timekeeper
    - What does a Timekeeper do?
DRVP

• New DRVP
• Nomination
ROC Liaisons

• Awards & Nominations: Dan Hopwood
  • Develop an awards process that increases recognition of our Members to enhance their membership experience and improves submissions to Society.

• Student Affairs: Tina Holland
  • Determine the status of Student Chapters in Region 1, determine current barriers/challenges, and pick the top 3 issues and work on them.

• Membership: Ward Scheitrum
  • Increase Membership for the Region through outreach to Chapters and tools that target our desired audience.
ROC Liaisons

• Government Affairs: Stan Geist
  • Keeping Region 1 Government Affairs activities vibrant, working with states to determine where they are for government affairs and help establish, revitalize, or keep these activities fresh.

• CGAC: Stan Geist

• Council on Professional Development: Michael Garcia
  • To increase Professional Development opportunities for members in our Region.
Society Government Affairs Initiative
Break
Area Directors

Area 1
- Tim Bogowith
- Alaska, Midnight Sun, Hawaii, Puget Sound, Inland Northwest, Lower Columbia Basin

Area 2
- Jen Harris
- Southern OR, Columbia Willamette, Cascade, San Francisco, Greater San Jose, Sacramento

Area 3
- Tom Logan
- Central Valley, Bakersfield, Los Angeles, Long Beach, Valley Coastal, Orange County, San Diego
ARVP’s
Reports / Trainings
Debate

Qubit
Basic unit of quantum information
ARVP Communications

- JT Parnell
  - Report / Training
Lunch
Mentoring: How that helps you in Chapter Leadership
Chapter Reports
Chapter Reports (Series 1)

DEAL WITH YOUR CHALLENGES

ACHIEVE YOUR GOALS!
TheStressReliefProgram.com

1 Goal, 1 Stretch, 1 Challenge
Break
Break
Chapter Reports (Series 3)

1 Goal, 1 Stretch, 1 Challenge

YES YOU CAN
Break
Fall ROC & Evening Activities
Fall ROC Proposals
Evening Activities

Evening Recess
AMERICAN SOCIETY OF SAFETY PROFESSIONALS

Working together for a safer, stronger future.
Regional Operating Committee (ROC) – Fall 2019

Anchorage

Day 2
Good Morning!

- 8:00AM – Call to Order
Day 2 Opening

- Reconvene, Roll Call, Establish Quorum
  - Announcements for the day
  - Agenda updates or requests for changes
What You Learn at Night Out
Fall ROC Proposals – Vote
Leadership Onboarding & Role
AD Activities
Spring ROC 2019 Top 3

INFORMATION REPOSITORY
- Links that are searchable
- Region 1 specific
- Organized / Categories
- New Manager Position
- Develop Guidelines or ROG

* Job Descriptions
* Budget Tools – Financial Planning
* PDC – Sponsor / Vendor / Tools / Calendar

Best Practices –
Webinar / Web Practices
Speaker Database
Social Media
Transition
Templates – Meeting Agenda / Chapter Level
Mentor Program
Contact List with Photo – President / VP of all Chapters
Area Director Activities

- Teasing out Topics for Tools / Direction
- Effective project management
- Effective delegation in a volunteer organization
- Technical meeting topics & speakers
- Planning and reviewing your calendar for the year
- Recruiting New Volunteers
- Supporting/Developing Existing Volunteers
- Dealing with Conflict in Executive Committee
- Effective use of Technology for presentations
- Recognize volunteers
- Accessing society leaders and speakers
- Real magnet (magnet mail) and website
Break

Time for a BREAK
Area Director Activities

- Awareness
- Mindfulness
- Acceptance
- Present Moment
Spring Meeting
Spring Meeting

• Dates: April 2 – 3
• Oahu, HI
Lunch

Time for lunch
CoRA Top 3

- Ethics
- COMT
  - Re-evaluate the criteria
- Student Session Recognition
NOTABLE ACCOMPLISHMENTS
2018 - 2019
Membership

ASSP is where occupational safety and health professionals find a vibrant community—one that helps them grow professionally through education and networking, and advocates for the profession.

- Reached a 2.2% growth rate, and began fiscal year 2020 with our highest ever membership total, surpassing 39,000 members for the first time.
- Retained 89% percent of our members for the 2018-19 program year.
- Hosted a record number of volunteers leaders—240—at the Leadership Conference in October 2018.
- Developed and delivered a pilot Leadership Experience program that will help ASSP develop current volunteer leaders and build a strong pipeline of future leaders. This program will serve as the model for the award program we are introducing in 2020 to a cohort of emerging occupational safety and health professionals.
- Hosted the Women’s Workplace Safety Summit in partnership with WISE, leading to a 12-month engagement plan for increasing awareness of the key issues explored during the event.
- Launched the online ASSP Community, a virtual space where members can connect, share best practices and engage as volunteer leaders.
Education

ASSP is the preferred source for education among safety professionals, providing valuable training, networking, knowledge, skills and continuing education.

- Delivered 148 training events to help more than 15,000 safety professionals advance their knowledge, skills and abilities.
- Awarded more than 13,000 continuing education units.
- Issued 236 certificates via our programs covering safety management, executive-level management, managed fall protection, global safety management, ISO 45001 and risk assessment.
- Hosted a record-breaking Safety 2018 annual conference in San Antonio, TX, in June, bringing together 5,200 paid attendees and more than 2,900 exhibitors from 636 companies covering more than 117,000 square feet of exhibit space.
- Hosted 1,050 attendees and delivered 93 courses at Seminarfest in early 2019.
- Published 12 issues of Professional Safety journal covering a wide range of topics that expand the profession’s body of knowledge and better position our members as business contributors.
Standards

ASSP is a leader in the evolution of voluntary occupational safety and health standards that reflect recognized best practices, both in the United States and internationally.

- Increased standards revenue to nearly $920,000, surpassing annual goal by more than $60,000.
- Distributed more than 7,900 standards, an increase of 54%, through standards sales and as part of resources provided as part of meeting and webinar registration fees.
- Engaged more than 1,200 volunteers, who represent 900 companies and organizations, in defining global and domestic industry consensus standards.
- Managed more than 113 standards, projects and technical reports.
- Published five new standards, had two standards reaffirmed and revised six standards.
- Created the Certification and Accreditation Institute as a separate entity to bring our extensive expertise in standards development to companies seeking to certify their safety processes.
- Launched the ASSP Safety Standards and Tech Pubs Podcast, which is averaging more than 300 listeners per episode.
- Produced a five-part microlearning video series on the ASSP active shooter technical report that has received more than 600 views to date.
Value of the Profession

ASSP strives to uphold and elevate the value of the safety and health profession through innovation, thought leadership, and objective, unbiased, science-based approaches to safety and health practices.

- Launched the Council on Academic Affairs and Research that is working to expand student engagement and educational standards activities, and pursue research-to-practice initiatives.
- Initiated a second-phase project to understand the barriers that small-business owners who employ Hispanic and immigrant workers face when using safety equipment and provide worker training.
- Reviewed all memorandums of understanding with external groups to ensure linkage to the ASSP strategic plan and implemented an updated review and approval process.
- Developed a pilot job description tool for human resource professionals and a self-assessment tool for safety practitioners and professionals based on the global framework developed via our involvement in the International Network of Safety and Health Professional Organizations.
Community Leader Resources

- Find your tools & tips on assp.org in Community Leader Resources
  
  - **Simplified content** – find what you need more quickly
  - **Training & development** – Access training tools and modules
  - **Business planning tools** – repository of the reports, guidelines, and governing tools you need for your chapter

- [https://www.assp.org/community-leader-resources](https://www.assp.org/community-leader-resources)

ASSP and its volunteer member community leaders connect great resources and great people to help members grow professionally through education, networking and leadership opportunities.

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**Community Leader Resources**

Whether you are getting ready to step up as a leader of your member community, have just taken office or have been involved for years, we want to ensure that you have the tools and resources you need to be a successful volunteer leader.

**Explore the opportunities and resources for your community.**
Community Leader Training

- Role based or operational training
- 20 minutes or less from your desktop or device

On-Demand Leadership Training

ASSP has required training for all key leadership positions and elected officers. Check the specific duties section of your chapter leadership position description to learn which trainings are required for your position.

We also provide on-demand trainings on various topics related to your work as a chapter leader and to help you progress through the year. Any ASSP member interested in or currently serving in a leadership position is encouraged to complete training on any topic or leadership position.

Use our leadership on-demand training guide for step-by-step instructions on registering for and accessing your training modules.

Leadership Position Trainings
- Chapter President
- Chapter Vice President / President-Elect
- Chapter Treasurer
- Chapter Secretary
- Chapter Delegate
- Chapter Program Chair
- Chapter Membership Chair

Operational Trainings
- Society Overview
- Chapter Operations
- Membership Recruitment
- Membership Retention
- Chapter Financial Audit
Enhance your chapter meetings with **meeting facilitation guides**.

- **Utilize collaborative learning built on adult learning principles.**
- **Capitalize on the knowledge of the people in the room.**
- **Help members identify one another as resources that help them solve problems.**
- **Each guide is organized around one of our standards, but all can be adapted to any topic that meets members’ needs and interests.**
Refer your peers to ASSP and earn rewards

<table>
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<th></th>
<th>REFER 3</th>
<th>REFER 5</th>
<th>REFER 10</th>
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<tr>
<td>FREE On-Demand Webinar</td>
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<td>FREE 1-Year Membership Extension</td>
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<tr>
<td>FREE Polo Shirt &amp; FREE ASSP Course</td>
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Grand Prize – Safety 2020

For every new paid member you refer January – December 2019, you will receive an entry to win a trip to Safety 2020 in Orlando that includes:

- Full Safety 2020 registration June 23–25
- 3-nights conference hotel accommodations June 22, 23 & 24
- $250 AMEX gift card for expenses

For referral tools and complete details of the Member-Get-A-Member program, visit [www.assp.org/mgam](http://www.assp.org/mgam)

Your Colleagues Win Too!

In addition to all of their new member benefits, your colleagues will receive a FREE webinar valued at $115 by using code 1901RAF.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</table>
| August 15, 2019    | Annual Operational Plan due – submit through the Chapters Operations Management Tool (COMT)  
Chapters that file their own taxes need to provide to Society headquarters proof of filing or proof of extension to file. Society will file taxes for Chapters with a gross income under $50,000. |
| September 17, 2019 | 2020 Call for Nominations – Society Elections Due                     |
| October 10 – 12, 2019 | 2019 Leadership Conference | Rosemont, IL |
| November 2019      | November 1 – Deadline for Society SPY & Fellow submissions  
November 7-8, 2019 - Future Safety Leaders Conference | Lombard, IL |
| December 2019      | Formulate your nominations & elections process & committee for the 2020 – 2021 Chapter elections. (submit committee through COMT) |
| March 1, 2020      | Dues change notifications are due to Society  
2020 Society elections begin |
| May 31, 2020       | Previous fiscal year’s annual financial reports due (submit through COMT)  
Annual Chapter leadership form due |
| June 2020          | June 23 - 25, 2020 * Safety 2019 * Orlando, FL  
June 30, 2020 – COMT submission due  
June 30, 2020 – 2019 – 2020 volunteer term ends |
| July 2019          | July 1, 2020 - 2019 – 2020 ASSP volunteer term begins  
2020 Society elections – call for nominations opens |
Have you been using the Chapter & Section Leaders Group?

- community.assp.org
- Enables chapter leaders to work more collaboratively in a centralized, virtual space
- Enables leaders to connect and share best practices across regions
- Provides chapters the opportunity to share stories and initiatives regardless of region to all ASSP members
Wyatt Bradbury posted Re: Leadership Conference in Chapter and Section Leaders on Jul 25 at 5:22am CDT

Hi Mark Huelskamp,

I appreciate the opportunity to learn more about the ASSP Digital suite. By bringing up Google Drive, does that mean that chapters currently have access to the tool?

Wyatt Bradbury

Mark Huelskamp posted Re: Leadership Conference - Breakout Sessions in Chapter and Section Leaders on Jul 24 at 8:17am CDT

I am seeking your input to enhance your experience at the Leadership Conference. Your responses will assist me in choosing the topic for my breakout session. Take Our Survey!

I will also be in the resource center during the conference to answer any questions you have.
Now Access the ASSP Community on Your Chapter Website!
Real-Time Discussions in Safety Tech Talk

Krista Kolaz posted *Ensuring wearing of required safety footwear* in Safety Technical Talk on Jul 18 at 12:26pm CDT

My employer has previously reimbursed employees for their required safety footwear when the employee provides a r...

- **Re: by Stephen Dunn** on Jul 22 at 12:48pm CDT
  
  If it is already happening and you check, why do you anticipate the situation not getting worse? The company and even...

- **Re: by Roger Johnson** on Jul 22 at 11:56am CDT
  
  This is something that works for us - If a supervisor at our facility suspects that an employee's safety footwear is n...

- **Re: by Brian Nguyen** on Jul 21 at 1:26am CDT
  
  Hi Krista,
  
  One way to keep track is treat the shoes as "uniform". There should be a list that gets check off once the emp...

- **Re: by Krista Kolaz** on Jul 19 at 3:56pm CDT
  
  Thanks, Martha! We do have the requirements in a written policy. When we did reimbursements, our finance departmen...

- **Re: by Martha Wik** on Jul 19 at 11:40am CDT
  
  I’d put the shoe requirements in the Employee Handbook or something similar. (Of course that’s easier if its one or t...
Safety Technical Talk: June 2019

<table>
<thead>
<tr>
<th>Discussion Topic</th>
<th>Views</th>
<th>Category</th>
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<tbody>
<tr>
<td>Safety Training Pictures</td>
<td>284</td>
<td>Safety Technical Talk</td>
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<tr>
<td>Discipline Accountability Flow Chart</td>
<td>426</td>
<td>Safety Technical Talk</td>
</tr>
<tr>
<td>Need a GHS Style Label on Bottle</td>
<td>236</td>
<td>Safety Technical Talk</td>
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<tr>
<td>Training Documentation</td>
<td>103</td>
<td>Safety Technical Talk</td>
</tr>
<tr>
<td>City of Virginia Municipal Building</td>
<td>99</td>
<td>Safety Technical Talk</td>
</tr>
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</table>
### What do We Need from You?

<table>
<thead>
<tr>
<th>Your Support</th>
<th>Your Participation</th>
<th>Your Perspective</th>
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</thead>
</table>
| • Your support is critical to the success of the community. This is a community shaped by members for members. Remember, your chapter members will come to you with questions. | • Contribute to the ASSP Community by highlighting chapter successes in Community Chatter or share your insight in Safety Technical Talk  
• Be sure to upload your user Profile Photo!  
• Encourage your chapter members to contribute content. | • Share your unique insights as an ASSP Leader and establish yourself as a digital thought leader in front of all 39,000 members. |
Future Plans for the ASSP Community

- ASSP Influencer Program
- Training Modules on How To Engage Your Members
- Gamification through special profile badging & recognition

- Late Summer 2019
- Fall 2019
- Fall/Winter 2019
Your Generosity. Their Success.
We are ASSP

• When you give to the ASSP Foundation, you support the entire ASSP community and beyond.
• The ASSP Foundation relies on donations, not dues to fund the work that we do.
• When you give to the ASSP Foundation, you are supporting the future of the profession through the work of ASSP and its Foundation. Together, we are ASSP.
Mission

The American Society of Safety Professionals Foundation, established by and in partnership with the American Society of Safety Professionals, generates funding and provides resources for scholarships, applied research, academic accreditation, and related academic initiatives in order to advance the safety, health and environmental profession.
CHAIR
Linda M. Tapp, CSP
President
SafetyFUNdamentals
ASSP New Jersey Chapter

VICE CHAIR
Trish Ennis, MS, CSP, ARM, CRIS
Executive Director
Colorado Safety Association
ASSP Colorado Chapter

Leadership
Executive Committee

Foundation
Donny Burke, Ph.D.
Asst. Professor, Dept. of Mech. Engng.
Graduate Prog. Director: Adv. Safety Engineering & Mgmt
University of Alabama at Birmingham
ASSP Alabama – University of Alabama at Birmingham Chapter

Tracey L. Cekada, Ph.D., CSP, CHSP
Chairperson and Associate Professor Safety Sciences Department
Indiana University of Pennsylvania
ASSP Western Pennsylvania – Indiana University of Pennsylvania Chapter

Courtney Harmon, CSP, STS
Regional EHS Program Manager
Prime Now – North America
Amazon
ASSP Arizona Chapter

Martin Jeppeson, CSP, ARM
Director of Regulatory Affairs
CALAMCO
ASSP Sacramento Chapter

Jan Simon Clark, CSRP, CIH
FEIM Process Safety Team Lead
Chevron Pipe Line Company
ASSP Gulf Coast Chapter

David Natalizia
National Practice Leader - Safety
Apex Companies, LLC
ASSP Colorado Chapter

Julius Rhodes
Vice President of Human Resources
American Osteopathic Association
ASSP Greater Chicago Chapter

Eric R. Sachleben, CSP
Risk Control Manager, East Division
Liberty Mutual Insurance
ASSP Southwest Chapter

Cece Weldon, CSP
President
IBEX Strategy Group
ASSP Central Texas Chapter

Julius Rhodes
The Future of the Industry!

The ASSP Foundation utilizes donor-funded resources to support the future of the OSH profession through three pillars, gleaned from the ASSPF mission statement:

- **Education**
- **Leadership Development**
- **Research**
Since 1990…

$3.1M+ SCHOLARSHIPS

$245K+ PROFESSIONAL EDUCATION GRANTS

$500K+ RESEARCH GRANTS

$45K+ ABET ACCREDITATION GRANTS

1,500+ LIVES AFFECTED
Pillar One: Education

Focus
- Empowering students looking to further their education
- Supporting families affected by workplace tragedy
- Tuition assistance for OSH majors

Programs
- Family Scholarship Fund
- Scholarship Program
Building a Stronger Workforce

Record-breaking $411,875 awarded to 125 students and professionals in 2019!
Bridging the Gap

• “Thanks to your donations, the gap is not only bridged financially, but also lifts such a heavy burden from the lives of those affected by the loss of a loved one in workplace tragedies. I want to thank you from the bottom of my heart for bridging this gap for me.”

• Kaley Renslow
2019 Region VIII Family Scholarship Award
Championing Change

Samantha Wooten
2018 ASSP Foundation Family Scholarship Recipient
Pillar Two: Leadership Development

Focus
• Invest in ASSP members and their futures
• Ensure leadership sustainability
• Engage young professionals
• Develop tomorrow’s leaders in safety
• Financial help for professionals seeking certification

Programs
• Next Generation Board
• Professional Education Grants
The ASSP Foundation Next Generation Board (NGB) leads the charge to build connections with students, emerging professionals, as well as established OSH professionals. The ASSP NGB is empowered to serve as ambassadors on behalf of the OSH profession as a whole, working with the ASSP community, academic institutions and employers to build a connected workforce and sustainable future of the profession.
Pillar Three: Research

Focus
• Discovering and translating data into actionable outcomes through:
  • Risk assessment
  • Sustainability
  • Global governance
  • Long-term growth and impact

Programs
• $300,000 study at the University at Buffalo to measure fatigue levels in individuals
• Partnered with CSHS to support Harvard Study, “Corporate Disclosure of Human Capital Metrics,” which examined the need for corporations to disclose metrics on fatalities.
Why support the ASSP Foundation?

Your support will make an **immediate impact** on the work of the ASSP Foundation, **helping us to provide support to the safety profession as a whole**.

Whether it is through providing OSH students and professionals with **scholarships and grants**, building programs to support overall **leadership development** or through **ground-breaking research**, your gifts make these programs possible.

Today, more than ever, your support is needed to build a stronger, safer future.

**We can do this together.**

To make a donation:

Text **ASSPGivesBack** to **71777**

Or, visit **www.assp.org/donate**
Donate your birthday!

• Did you know that you can select the **American Society of Safety Professionals Foundation** as a beneficiary of gifts in your honor on your birthday or another life event, thanks to the generosity of your friends and family through Facebook?

• It's easy! Just type “American Society of Safety Professionals” and select the icon below!
Donate online!

- Donate online by going to our secure online donation form at www.assp.org/donate
- You can also donate in honor or memory of someone who has inspired you or made a difference in your life. Simply indicate the honoree on the online form when making a donation!

Pro-tip: Check with your employer (usually your HR office) to see if they offer a matching gift program for monetary and/or voluntary time donations.
Start a Competition!

- ASSP Foundation staff can build a simple online peer-to-peer fundraising challenge fundraiser!
- A simple online form allows you to invite other members of the ASSP community (individuals, chapters, regions) for some friendly competition, all while raising money to support the future of the profession!
- Contact “Safety Sarah” today at foundation@assp.org or 847-768-3447 for details!
Get your I ❤️ Safety Swag!

Show your love for safety by shopping online at:
www.assp.org/safetystore
Extend your legacy!

• Extend your legacy, by indicating ASSP Foundation as a beneficiary for a portion of your estate, 401k or even life insurance policy.

• After ensuring your loved ones are taken care of, consider joining your fellow ASSP leaders by adding the ASSP Foundation as a partial beneficiary.

• Your legacy gift is a simple way to ensure your impact on the profession extends beyond your career.

• Adele L. Abrams
• Stephen M. Bennett
• Kenneth and Mary Brock
• Warren K. Brown
• Alexi and Al Carli
• Margaret M. Carroll
• Tom and Erica Cecich
• Dave and Penny Crowley
• Frank D’Orsi
• Kyle B. Dotson
• Fay Feeney
• Brad and Linda Giles
• Eddie and Martha Greer
• Jeremy J. Harris
• Karl and Elizabeth Jacobson
• Jim and Tiffany Kreinbrink
• Sarah H. Martino
• Rixio and Alejandra Medina
• Steven NyBlom
• Valerie R. Overheul
• William E. and Gloria Phillips
• Rick and Melayna Polorny
• Richard Pollock
• Thomas J. Reilly
• Ricky DeWayne Sanders
• Kathy A. Seabrook
• Janice M. Simon Clark
• Diana M. Stegall
• Amy Stewart
• Betty Tally
• Delmar “Del” Tally
• Linda and Darren Tapp
• Pam Walaski

• List current as of July 2019
Empower Future Leaders!
assp.org/foundation
Safety FOCUS
Immersive Education for Safety Professionals

February 13 – 20, 2020 | Las Vegas, NV | #SafetyFOCUS
Introducing SafetyFOCUS 2020

What Is SafetyFOCUS?
Formally known as Seminarfest, SafetyFOCUS 2020 is a week-long immersion in safety education – the newest ideas and approaches presented in-depth through in-person courses.

Why Does It Matter?
SafetyFOCUS 2020 enables attendees to immerse themselves in extensive safety-related education and emerge as leaders, taking the newest ideas and approaches back to their organizations, and putting them into practice.
Launch Timeline

Jan – Mar 2019
- Finalize Launch Plan
- 2019 Formal Recap

Apr – Jun 2019
- Stakeholder Messaging
  - Staff
  - BOD
  - Instructors
  - Members
  - Announced at Safety 2019
  - Brand Identity Finalized

Jul – Sep 2019
Where we are now:
- Registration
  - Opens early September
- Segmented Direct Mail

Oct – Dec 2019
- Marketing Campaign:
  - Word of mouth
  - Email
  - Blog
  - Social
  - Call Campaign
  - Print/Digital Ads

Jan – Mar 2020
- Elevated On-Site Branding
- 2021 Venue Announcement
# Communication Plan

<table>
<thead>
<tr>
<th>Board of Directors</th>
<th>Staff</th>
<th>Instructors</th>
<th>Chapters &amp; Communities</th>
<th>Members &amp; Customers</th>
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<tbody>
<tr>
<td>• April Meeting</td>
<td>• All Staff Meeting</td>
<td>• FAQs</td>
<td>• Student Services Update</td>
<td>• SafetyFOCUS Website</td>
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<tr>
<td>• Talking points</td>
<td>• Email Announcement</td>
<td>• Instructor Toolkit</td>
<td>• Chapter Leader Toolkit</td>
<td>• FAQs</td>
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<td>• Ongoing updates</td>
<td>• Staff Engagement</td>
<td>• Email</td>
<td>• ASSP Community</td>
<td>• Email Plan</td>
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<td></td>
<td></td>
<td>• Webinars</td>
<td>• ROC Meeting / Toolkit (Fall)</td>
<td>• Save the Date Mailer</td>
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<td>• Video Announcement</td>
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<td>• Print &amp; Digital Ads</td>
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<td>• Social Media / Blog</td>
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What This Means to You

- Update materials from Seminarfest to SafetyFOCUS
- Spread the word
  - Include SafetyFOCUS at meetings, by word of mouth and on your website/emails
  - Marketing Toolkit will be available in Sept 2019 on the chapter resource page.
- Get excited – we hope to see you there!
Questions?

Email Joyce Chacko, ASSP Senior Marketing Specialist at Jchacko@assp.org
Take a Break
Takeaways
Questions, Comments, Anything Else?

Motion To Adjourn!