Introduction

On April 21 and 22, 2016, ASSE Region 1 conducted its annual Regional Operating Committee (ROC) meeting at the Google campus in San Jose, CA. During a breakout session, one of the groups was assigned the task of brainstorming for a Professional Affairs activity, the intent being exploring how an ASSE Chapter could form safety partnerships with local state and federal agencies, private companies, trade organizations, colleges and universities, etc.
Introduction

Some of the organizations that were identified included:

- Federal OSHA
- State OSHA
- Naval Facilities Command (NAVFAC)
- Army Corps of Engineers
- National Safety Council
- Associated General Contractors of America
- Associated Builders and Contractors
- American Industrial Hygiene Association (AIHA)
- Society for Human Resource Management (SHRM)
- Public Agency Risk Managers Association (PARMA)
- OSHA Training Institute
Introduction

Some of the challenges that were identified in creating a successful safety partnership included:

- No knowledge of our Society or its objectives.
- Lack of trust or lack of an existing relationship.
- Lack of manpower.
- Availability of financial resources.
- Time, or the availability thereof.
- Distance, and the need for travel.
- Buy-in by associations, societies, etc.
- Identifying logical organizations with whom to partner.
Introduction

Upon conclusion of the meeting, Chris Malicki, President-Elect of ASSE San Diego Chapter, agreed to the task of conducting research and to produce a white paper by July 15, 2016.

Knowing that “white papers” have many different meanings to people and can be developed with a wide variety of formats and goals, this author concluded that for the purposes of conveying the results of this research to other ASSE members and Chapters, a PowerPoint format was more efficient in summarizing and presenting the material.
Action Steps

Subsequent to the ROC meeting, the following action steps were identified:

- Draft a summary of the benefits of a safety partnership.
- Contact other ASSE Chapters for information on their successes and challenges.
- Narrow down the list of the targeted organizations.
- Obtain contact information for these organizations.
- Contact, meet in person, interview, exchange ideas.
- Follow up.
- Conduct face to face meetings if possible.
- Draft “white paper”.
Summary of Benefits of a Safety Partnership

The following summary of benefits was developed to use as talking points with potential safety partners:

- Professional development.
- Learn new skills and information.
- Networking opportunities.
- Share resources.
- Understand and access new technologies.

Key points: What is important for them and for us? Knowing that will make the match work. What do we offer that they must have? What do they have from which we can benefit?
Summary of Benefits of a Safety Partnership

Continued...

- Stay current on state and federal safety regulations and consensus standards.
- Share successes and failures relating to workplace safety, risk management, and injury. What works and what does not?
- Information / knowledge.
- Breakdown barriers including language, generational, and cultural.
- Earn CEU’s and contact hours for maintaining professional certifications.
- Increase attendance for those organizations that conduct regular meetings.
- Speaker / Presenter resource.
Research

The following slides represent the results of contacting the various target organizations.

It should be noted that this research was conducted on a regional level.
Associated Builders and Contractors (ABC)

History / Organizational Structure

- ABC San Diego, established in 1976, represents construction and construction-related firms. It is a membership based organization.
- Nationally, ABC’s membership includes more than half of the top 400 construction companies in the United States.
- ABC values economic freedom within a free market economy, with fair and open competition and a diverse membership constantly striving to achieve the highest levels of individual and company performance.
Associated Builders and Contractors (ABC)

Current and Future Relationships with ASSE San Diego

- Judy Gutkowski is the Education Coordinator at ABC.
- She was first contacted as a result of a referral in June of 2016.
- Due to changes in staff, retirement of personnel, etc., ABC declined to participate with ASSE San Diego at this time.
- ASSE San Diego will continue to work towards getting involved with ABC. They have a Safety Committee that meets on a monthly basis and attending these meetings may help open the door to forming a safety partnership.
Associated General Contractors (AGC)

The Associated General Contractors of America (AGC) - San Diego Chapter, Inc. has been in existence since 1927.

- AGC is a membership based organization consisting mostly of general engineering and specialty contractors.
- AGC is dedicated to improving the construction industry daily by educating the industry to employ the finest skills, promoting use of the latest technology, and advocating building the best quality projects for owners, both public and private.
- AGC provides its members with a multitude of products, services and features to improve the performance of its members.
- They conduct a monthly Safety Committee Meeting that is free of charge and meets the first Wednesday of every month at 700AM. ASSE San Diego participates at these meetings on a regular basis.
Associated General Contractors (AGC)

AGC sponsors a number of committees including:
- Affiliate Members' Council
- Build & Serve Charitable Alliance
- Construction Education & Training Committee
- Construction Leadership Committee (CLC)
- Engineering General Contractors' Council (EGCC)
- General Building Contractors' Council
- Government Relations Committee
- Human Resources Practices Committee
Associated General Contractors (AGC)

AGC sponsors a number of committees including:

- **Industry Relations** including:
  - Airport Authority Liaison
  - Caltrans/SANDAG Liaison
  - City of San Diego Liaison
  - County of San Diego Liaison
  - NAVFAC Liaison
  - Port District Liaison
  - Public Building Liaison
  - Water Authority Liaison
- **Meetings & Events Committee**
- **Political Action Committee**
- **Safety Committee**
- **Specialty Contractors’ Council**
- **Technology Trends in Construction Committee**
Mr. Vince Hundley is the Safety Director for AGC:

- Mr. Hundley has served in this role for over five years and has influence at the AGC.
- He suggested that one of the best ways to get involved with AGC is to get on a committee.
- As AGC is member based, committee members may need to be AGC members.
- ASSE San Diego does have members who’s companies are AGC members.
- ASSE San Diego representatives have attended these monthly Safety Committee meetings on a regular for the past four years, and will continue to do so. We are permitted to announce its monthly member meetings and other events at the Safety Committee meeting.
AGC has a strong relationship with the Naval Facilities Command Southwest (NAVFAC) in that:

- NAVFAC has “blessed” the AGC EM-385-1-1 training program, which is the U.S. Army Corps of Engineers safety regulations utilized on most military projects.

- AGC and NAVFAC have established a liaison committee that meets twice per year (again in November, 2016) to assist in getting contractors that perform military more involved with AGC.

- With the input of NAVFAC, AGC built a state of the art Fall Protection Campus that includes over 18 fall protection simulators that have been designed to meet the new EM385-1-1 training requirements for Fall Protection Competent Persons.
Points of contact that regularly attend AGC functions include Yusuf Abdul-Rashad, currently Assistant Command Safety Officer at NAVFAC San Diego.

- Mr. Abdul-Rashad has been with NAVFAC for many years.
- He is very familiar with AGC, its mission, and its members.
- He has consistently proven to be an excellent information resource for NAVFAC / U.S. Army Corps of Engineers governed work.
- Mr. Abdul-Rashad provided a referral to Jennifer Dunaway, who was contacted for follow up.
Ms. Dunaway stated that she has been in contact with AGC (and ABC) in San Diego.

- NAVFAC personnel periodically have training needs that can be satisfied by AGC. This includes confined space and fall protection training specific to the new EM385-1-1.
- They conduct period contractor safety forums, but usually on only a quarterly basis.
- She hosts a monthly webinar and agreed that ASSE San Diego could make a short presentation at the next event on September 8, 2016.
- This may open the door to further involvement between NAVFAC and ASSE San Diego.
- Benefits to either organization remain to be established.
Cal OSHA

History / Organizational Structure

- California received initial approval to run its own state OSHA program in 1973.
- During the budget crisis of the late 1980’s, Cal OSHA was for a short time, “dis-banded” due to a lack of funding by California political leadership.
- This situation was remedied in 1988 and since then, Cal OSHA has provided continuous workplace compliance and consultation services to California companies and organizations.
Cal OSHA

Current and Future Relationships with ASSE San Diego

- Through a referral from the compliance office, Carmen Cisneros with the San Diego consultation office was contacted and a dialog opened concerning forming a safety partnership.
- After an initial conversation, she was provided with the Summary of Benefits as noted earlier in this presentation.
- As of the completion date of this presentation, decision makers were still considering the pros and cons of working with ASSE San Diego.
- Past benefits to ASSE San Diego included the presence of Paul Moore, Cal OSHA (retired), at regular monthly meetings. Mr. Moore had many years of experience in workplace safety and health and was an excellent resource for ASSE San Diego members. He also spoke at monthly meetings from time to time.
- Benefits to either organization remain to be established.
OSHA Training Institute Education Center San Diego (OTI)

History / Organizational Structure

- OTI was the first education center to partner with Fed OSHA in a pilot program that started in 1992, and operates through the UCSD Extension Program.
- OTI is currently one of four education centers in Region 9 (west coast). Others include Cal State Dominguez Hills, Chabot-Las Positas Community College District, and Arizona State University.
- All education centers are non-profit and must follow strict Fed OSHA guidelines for training.
- They offer a wide variety of “numbered courses”, stand alone training courses, and certificate programs.
Current Relationships

- OTI has partnered with the ASSE Arizona Chapter, and have worked together for over 15 years.

- The Arizona Safety Education Center (ASEC) offers a wide variety of safety training courses including Federal OSHA numbered offerings and other industry specific safety classes.

- David Bellmont, Treasurer of the ASSE Arizona Chapter, operates ASEC on a day to day basis.

- Both OTI and ASEC are non-profit entities, and resource and revenue sharing arrangement exists between the organizations.

- ASEC makes substantial regular donations to the ASSE Foundation, the most recent being $20,000.
Current and Future Relationships with ASSE San Diego

- Stephanie Spann with OTI is the Senior Academic and Administrative Manager of the OHS Department.
- She and OTI were present at the ASSE San Diego PDC in March 2016.
- Benefits of OTI participating and attending regular ASSE San Diego meetings include:
  - Keep OTI and its offerings top of mind.
  - Provide educational guidance to the younger generation of safety professionals.
  - Provide educational guidance to retired and former military personnel seeking a new career (VA program, etc.).
  - OTI would in turn promote ASSE San Diego via social media, website, and email.
Pacific Safety Center (PSC)

History / Organizational Structure

- PSC was established in 1953 as a non-profit, private, educational organization dedicated to safety, originally known as the San Diego Traffic Safety Council.
- For over 50 years, PSC has specialized in onsite, customized safety training and consulting for businesses and the community at large.
- PSC was once part of the National Safety Council (NSC) but parted ways with them in approximately 2000.
- PSC is a membership based organization consisting of companies, public agency, non-profit, and private citizen members.
- PSC serves as a resource for safety programs focusing on safety education as the key to long range reduction in avoidable deaths and injuries, while working with and through partner organizations.
Pacific Safety Center (PSC)

Past Relationships with ASSE San Diego

- During the timeframe of the late 1990’s and early 2000’s, PSC was a major sponsor and participant in the annual ASSE San Diego PDC, then known as the Pacific Southwest Safety and Health Conference.
- The American Industrial Hygiene Association (AIHA) also played a role in this PDC.
- PSC provided organizational, administrative, and staffing support for the event.
- Financial gains as a result of the event were then split between the three organizations.
- PSC and AIHA’s involvement with the PDC slowly diminished, and ended entirely after a few years.
- Numerous ASSE San Diego members have served on the PSC Board of Directors over the years, including RVP Dan Hopwood.
Pacific Safety Center (PSC)

Current and Future Relationships with ASSE San Diego

- Darby Vorce is the Executive Director of PSC and has held the position for over 20 years.
- While not a member of ASSE, she has been a long time supporter, attending monthly breakfast meetings and also sponsoring the 2016 PDC.
- Benefits of PSC participating and attending regular ASSE San Diego meetings include:
  - Keep PSC top of mind with other ASSE members.
  - Provide educational resources.
  - Participate at a higher level at the annual ASSE PDC.
  - PSC would in turn promote ASSE San Diego at its training classes, via website, and social media.
- Note: Ms. Vorce has agreed to meet on August 24, 2016.
During the course of the past few years, ASSE San Diego has been working with another large non-profit organization (name withheld by request) that provides:

- Food and shelter in emergencies, assistance to members of the armed forces and their families, teaching lifesaving skills, and more.
- All disaster assistance is provided free of charge, made possible by voluntary donations of time and money from the American people.

Some of the challenges to establishing a safety partnership include:

- Access to decision makers or to those that can affect the decision making process.
- Turnover of the executive management.
ASSE San Diego offered to provide volunteers for community events and successfully assisted with:

- Providing community outreach including the installation of smoke detectors and CO monitors to hundreds of recipients in the San Diego area.
Information from other ASSE Region 1 Chapters

Dan Hopwood, ASSE Area 1 RVP, suggested that other ASSE Chapters be contacted to ascertain their levels of success in forming strategic partnerships.

Curt Charley with ASSE Southern Oregon shared the following:

- “Oregon-OSHA has a staff of about 3 people that work full time working with ASSE Chapters and other organizations putting on conferences throughout the state. They provide the logistics reporting including registration, money collection, venue organization, and scheduling. All financial transactions and liability is by the Chapter. Oregon-OSHA enforcement and consultative services are also represented at the conference planning meetings and they provide instructors at the conference. It is a very collaborative environment.”
Information from other ASSE Region 1 Chapters

Curt Charley, continued:

- We have found the Consultative Services side of Oregon-OSHA more active and easier to work with than other state and federal plans that I have worked with. That is the difference. There is a Enforcement side, but the Consultative Services are very proactive. We have representative on our EB.
Information from other ASSE Region 1 Chapters

Curt Charley, continued:

- I think the difference is that this is sanctioned, funded and supported by the upper management at Oregon-OSHA. The administrator of Oregon-OSHA, Michael Wood, is an ASSE member (Columbia-Willamette Chapter). He speaks at our conference and several months ago presented at our Chapter meeting. I don’t think you will find that kind of support by uppers very often, and without it you will not get much local buy-in.”
Missed Opportunities

During the course of research on this project, it was suggested that other groups be contacted such as:

- American Industrial Hygiene Association (AIHA)
- Society for Human Resource Management (SHRM)
- Public Agency Risk Managers Association (PARMA)

All these organizations were included in the original list of targets. However, without a high level referral into these organizations by someone who is already familiar, influential, and accepted into the organization, efforts to build a strategic partnership would be very slow to develop.
Steps to Building a Successful Safety Partnership

Earlier in this presentation the following challenges were discussed:

- No knowledge of our Society or its objectives.
- Lack of trust or lack of an existing relationship.
- Lack of manpower.
- Availability of financial resources.
- Time, or the availability thereof.
- Distance, and the need for travel.
- Buy-in by associations, societies, etc.
- Identifying logical organizations with whom to partner.
Steps to Building a Successful Safety Partnership

Possible solutions to the challenges include:

- **No knowledge of our Society or its objectives.**
  - *Educate.* *Invite them to regular meetings.*

- **Lack of trust or lack of any existing relationship.**
  - *Get someone to refer you in to the target organization.*
  - *Leverage your relationships with those that are familiar with the organization.*
  - *Get involved with the organization.*
  - *Stay in touch with key players by CALLING them on a regular basis.*
  - *Attend their member meetings. Become a member. Get on a committee.*

- **Lack of manpower.**
  - *Get others to help / participate.*

- **Availability of financial resources.**
  - *When planning your budget for the coming year, include funds for program development.*
Steps to Building a Successful Safety Partnership

Possible solutions to the challenges include:

- **Time, or the availability thereof.**
  - Set realistic milestones and deadlines. Work time into your schedule well in advance.
  - Your goals will not be met easily, and will not occur in weeks, but months.

- **Distance, and the need for travel.**
  - Choose organizations within your immediate geographic area. One hour maximum drive time.

- **Buy-in by associations, societies, etc.**
  - Develop a concise and clear implementation plan and sell it to leaders and decision makers.
  - Be prepared to justify your actions with accurate estimates of Return on Investment.

- **Identifying logical organizations with whom to partner.**
  - Talk to other ASSE Chapters about their successes and failures.
Summary

The purpose of this project was stated earlier as:

- Explore how an ASSE Chapter could form safety partnerships with local state and federal agencies, private companies, trade organizations, colleges and universities, etc.
- During the past number of months, numerous organizations have been contacted.
- The results have been mixed: Some responded very positively, some with mild interest, and some did not respond at all.
- All of the relationships that were established are open ended. No definite plans have been established.
Conclusion / Recommendation

Putting effort forth by ASSE San Diego in establishing safety partnerships would be of a benefit to the Chapter. It should be noted that:

- Results cannot be expected within weeks, but months.
- Other key organizations (such as HR and IH related) need to be identified and pursued.
- A Safety Partnership Subcommittee should be formed by ASSE San Diego so that more resources can be brought to bare.
- Many Chapter members have connections with like minded organizations and these connections need to be utilized.