Panel Discussion On Safety From Executive Viewpoint

The Arizona ASSE general session lunch on Friday, March 6th featured a panel discussion that tried to get at the heart of communicating safety matters with people in the “C Suite”.

A term for anybody with a C in their title such as CEO or CFO, it represents the decision makers whose attention any safety professional must have to get the support necessary to do their job.

On the panel were Eldeen Pozniak, Dale Schultz, and Jitu Patel.

Pozniak has over 20 years as a consultant, entrepreneur and speaker.

Schultz has 30 years of experience in healthcare risk management and insurance and has served as Vice President of Risk Management for two major healthcare systems, including Banner Health.

Patel is the Arizona ASSE senior board advisor, and an international HSE consultant with 21 years at Saudi Aramco.

Gino Matteoni, the Arizona ASSE Public Relations Chair moderated the panel and asked the questions.

Matteoni: How do you have those difficult safety conversations with the CEO? How do you tell the CEO to put his seatbelt on?

Pozniak: It’s truly important that we focus on having leadership’s ear.

Schultz: First blow smoke up their butt, “you’re too important to lose, buckle up”. It’s absolutely critical to engage the executive team, it’s the only way to garner the resources.

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From left, Gino Matteoni moderates a safety discussion with a panel of executives including Jitu Patel, Eldeen Pozniak, and Dale Schultz.

2015 Arizona Health and Safety Summit is This April in Scottsdale

Have you registered for the 2015 Arizona Health and Safety Summit April 16? With the registration is a ticket to win a class at the Arizona Safety Education Center.

Attendees may receive CEU credits for the Professional Development Conference (PDC).

ASSE President Trish Ennis will give the opening Keynote speech on The Power of Influence.

The second Keynote Speaker Chris Polityka’s subject is “Innovative Risk Management Strategies: A Non-Profit’s Experience”.

There are also a dozen diverse breakout sessions that spotlight: emerging issues, risk management, professional development, and CSP/ASP preparation.

Additional information is at the event homepage: http://asseaz.com/.
Ron Arthur spoke at the Arizona ASSE construction session meeting March 13th about what he called a 35,000 foot overview of how the American Contractors Insurance Group (ACIG) handles claims and encourages the safe work practices that are good for ACIG’s business.

Arthur has been with ACIG since 1989 after 16 years managing casualty claims at the Travelers Insurance Company.

“We want their people (employees) to come in every morning do their job and go home a little dirty and tired but get back with their families and ready to do that process every day,” said Arthur.

ACIG handles worker’s compensation, general liability, auto liability and works to put the responsibility to the party that can best control that aspect, from the general contractor down to the subcontractor, through contracts that explain who is expected to handle certain situations.

To forestall incidents, Arthur wants good decision makers who will follow a best practice procedure every time.

He described an auto accident where a driver left a truck while it was running, but the brake failed and hit two other workers killing one and injuring the other. Although the driver shouldn’t have left the vehicle, further investigation showed that it hadn’t been in-

Upcoming Construction Sessions to include: Elections, Electrical Safety, Fall Protection

According to Arizona ASSE Construction Chair Grace Miller, the April 10th Construction Session will be an elections meeting instead of the regular presentation. On the agenda is plans for the next session year and nominations for open positions such as Chair and Secretary.

The 7:30 a.m. meeting is held at the Arizona Safety Education Center, and David Belmont will talk about the OSHA training classes offered at the center. Miller will also try to get Jeremy Bethancourt to talk about topical governmental affairs.

To close out the session year, Miller is lining up presenters to talk about electrical hazards and fall protection for May and June.

Upcoming ASSE Live Virtual Events: Paul O’Neill Interview, Employee Engagement Strategies

At 10:30 a.m. March 18, former chairman and founder of BST Tom Krause will interview Paul O’Neil, former CEO of Alcoa and Secretary of the U.S. Treasury, on how safety professionals can work with senior executives to help them become safety leaders.

at 11 a.m., April 8, is a webinar on strategies to engage workers in safety training. Objectives include how to use the way the brain processes information, overcoming emotional triggers, five strategies to get attention, and a four step communication blueprint.
Panel Discussion on Safety From Executive Viewpoint

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**Patel:** The key is communication. Communicate what you are doing to the top man and if they don’t understand make sure they understand what they are trying to produce and the hazards within.

**Matteoni:** What was your most difficult safety campaign, the hardest to get buy in?

**Pozniak:** Violence in health care is an issue. It can be unintentional aggressive dimensia, or it can be a really bad area with theft and crime as the drug deals go down in the bathroom right outside the clinic.

Getting leadership to understand that it is as bad as it is, is a challenge. In health care we are used to being called names and putting up with violence and going home at the end of the day.

To get leadership to buy in that it was as bad as it was and act in a timely action needed a lot of communication and evidence. Some safety reports don’t get to the top.

Not only did we use the normal reporting techniques, but also different surveys and then used some college students to put together a really fine report to senior leadership.

It also had to be done in a way that talks about return on investment so the CFO is interested. You have to focus on what motivates each of those senior leadership around the table and form the data so it attracted their attention.

**Schultz:** Wear socks and a smile. We don’t expect everybody to be decked out in a three piece suit, business attire is fine, but a smile is important because it imports confidence.

**Pozniak:** People will work better with you if they like you, you get more out of people that you have a good relationship with. You don’t have to be golfing buddies, but having that smile and being approachable.

One thing I’ve found is to find out what they’re reading and find out if they like it or not, then phrase your initiatives and conversations in those languages.

**Matteoni:** What advice would you give to prepare for a discussion in the C suite?

**Matteoni:** When you start a job, there’s that honeymoon stage where everybody agrees.

When the honeymoon is over and you have to communicate something they aren’t going to like, how to you phrase that approach?

**Schultz:** If you think people aren’t going to like the news, parse it into bits and find the piece that people are going to agree with and address it first.

**Pozniak:** Posing questions are a good way to start a conversation. “We have a situation and what’s the best way to approach it?” I recommend anything by Peter Salmon

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AZ-ASSE Charity Golf Tournament for Academic Scholarships

Our Annual Charity Golf Tournament will be held at beautiful McCormick Ranch Golf Club - for only $99/person! Included: snacks, lunch and a chance at amazing prizes!! All proceeds will benefit our AZASSE Foundation in funding academic scholarships in Environmental, Health and Safety. Sponsorships are available! Shotgun start at 7:30am Registration open at 6:30am.

**Venue:**
McCormick Ranch Golf Club
7505 E. McCormick Pkwy
Scottsdale, Arizona 85258

**Date:**
Date: May 29, 2015

**Time:**
Start Time: 7:30 AM
End Time: 1:30 PM

**Price:**
Price: $99.00

Awards and Honors Committee
Looking for Potential Awardees

The Awards and Honors Committee, headed up by Norm Watkins is looking for nominations for the following awards:

- Chapter Safety Professional of the Year
- Executive of the Year
- The Mike Cook Outstanding Volunteer Award
- Select Society of Safety Superstars
- Society’s Triangle Award
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talking about risk communication.

I find that chunking the issues within those 12 risk principles have been very successful to help me plan for that conversation.

Patel: Offer some kind of solutions in terms of taking bits and then putting the puzzle back into place. For big projects, the approach I take is a community approach with more brainstorming.

Matteoni: The safety profession can feel compartmentalized.

You report directly to the corporate safety manager or report to the general manager. What are your thoughts on the best method for safety professional reports?

Pozniak: The more reporting line we can have, the more connected you are to people doing the operations, the more influence you can have. Too often safety is stuck in with HR, and separated with them as a kind of support, but it's better if we can be seen as integrated into how operations occur.

Patel: My experience with oil companies, having safety separate from operations is important. When safety is part of operations, they become “yes” men to operations. “We need that job done now, I don’t care if they are certified.”

The safety guy’s job is difficult when managed by the guy up on the ladder. You want the reporting different then operations, and have the paycheck come from the loss prevention department.

That’s worked in middle east companies, to separate safety from reporting to the operations department.

Matteoni: How should safety success or failure be measured?

Pozniak: We are on the tipping point that we just can’t look at man hours anymore. With ISN or BROWZ, you can easily get a bad mark. We are reporting the near misses, but if we report too many we’ll get a bad checkmark.

So we have to ask what are those proactive activities that we are doing that we can measure? Yes we can look at lost time, but we have to increase our programming focus.

Shultz: You use the cost to garner resources. I’ve always like to measure the success of a safety program through surveys, customer satisfaction surveys “are you safe at work”. Find a patient’s perception of safety and security. Ask the vendors if they feel safe.

Patel: Randomly going into the field and on the plant so you can make sense out of the nonsense is important. A tick mark can not mean anything, but if you are verifying the information.

Upcoming Women In Safety Engineering Events

Women in Safety Engineering (WISE), ATI, Inc. and BBA Aviation are hosting a kickoff event the evening before the 2015 Arizona Health and Safety Summit Professional Development Conference.

Starting at 5 p.m. April 15 at the Chaparral Suites, the even is open to men and women and will include ASSE President Trish Ennis.

Then save the date for the Making Strides Against Breast Cancer Walk on October 24. WISE will have a team “AZWISE” at the American Cancer Society event.

WISE is a networking opportunity for women that fosters the opportunity to share ideas. WISE upholds an environment that allows for discussion, encouraging and promoting women to make a greater impact within the safety profession.

WISE members attend monthly teleconferences, and regular chapter meetings and participate in volunteer activities.

The 30 minute teleconferences are held the first Tuesday of every month. Contact WISE chair Natalie Braunger for more information.

Annual Billboard Campaign

Starting April 28 for Workers Memorial Day look for Billboards around Phoenix to highlight important occupational safety issues: Heat, Falls, Distracted Driving, and North American Occupational Safety and Health Week (NAOSH).
ACIG’s Ron Arthur Talks Safety

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spected for over a year and the last inspection actually showed that the emergency brake was not working. “It should’ve never happened.”

If there is an incident, a thorough investigation is important to make the correct determination about what caused it for insurance claims and so the cause can be fixed and not cause other incidents.

An investigation needs to focus on the facts to gain a clear understanding of what happened, identify the innocent, root causes, and appropriate actions. “A root cause analysis is getting to the bottom line and keep asking the questions getting more information and learn what the corrective actions can be,” said Arthur.

Anything can be helpful when gathering evidence, some of what can be collected include: written statements and interviews of injured parties, principals, witnesses, first responders; environmental factors; project plans; progress photos; project documents; involved equipment; debris; police reports.

“There’s never a problem with too many photographs,” Arthur said before describing an investigation where a truck delayed on a railroad long enough for a train to hit it and cause an expensive derailment.

The truck driver’s claims that he never saw the train seemed unbelievable for that desolate stretch of track. But the investigator’s photographs showed that there were empty cars blocking a spur line enough that reconstruction of the scene backed the driver’s claim.

Arthur spent time answering questions about the most defensible way to conduct witness interviews. The basics are to get the interview as soon as possible, keep witnesses separate, use a statement guide, be an active listener and answer: who what, where, when, how, and why.

Arthur wants all the witnesses to first be separated and write down what they saw. Other keys of conducting interviews is to write down everything they say the way they said it. His example was to write down that the person said “he was coming like a bat out of hell” and then ask for more specific details.

An important aspect of the investigation process is to plan and prepare for how to do it. Have an investigation toolkit so the investigator can protect and preserve evidence, record documentation, and measure the evidence.

Everyone needs to know how to report incidents so the response and investigation can occur quickly, the person responsible for the investigation has to know what to do, and the toolkit is available.

“If there’s a phone line coming into the office, that receptionist has to know what to do to handle the beginning of the investigation and also any news media calls coming in,” Arthur said.

Arizona Chapter Executive Board

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<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Phone</th>
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<tbody>
<tr>
<td>PAST PRESIDENT &amp; DELEGATE</td>
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