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EDITORIAL

In this edition of the ISHM newsletter we have made changes to appearance and layout. Please let us know if you like it or not.

Next month there will be an election for three ISHM board positions. PLEASE take time to research the candidates (We will have that information posted about the third week in June) and vote for the three you believe will best help shape the future of ISHM. It will take a strong and progressive board to continue the great strides made the last couple of years.

RENEWAL FEES

The Board of Directors conducted a teleconference Board Meeting on May 26, 2011. They spent a large portion of their time discussing ways to increase the awareness and brand recognition of ISHM and the certifications offered. It soon became obvious that additional funds were required in order to make this happen. The issue was further complicated by the fact that all ISHM vendors have been raising their prices, leaving fewer dollars available for recognition initiatives. Reluctantly the decision was made to increase the renewal fees starting with the September 30, 2011 cycle. The renewal fee for both certifications was raised $15.00. The CSHM invoice this year will reflect this with a $140.00 renewal fee and the ASHM will go to $110.00. This still represents the best value among accredited certifications.

DR. RICHARD FULWILER

**********Drum Roll Please**********

We were so pleased to learn that Richard D. Fulwiler, ScD, CIH, CSHM has been awarded the 2011 Distinguished Service Award by the American Industrial Hygiene Association.

This article was written by Dave Johnson, ISHN editor and member of the ISHM board.

The award recognizes distinguished service in the advancement of industrial hygiene and unique technical contributions to the aims and goals of the American Industrial Hygiene Association.
Dr. Fulwiler is president of Technology Leadership Associates, a consultancy that specializes in increasing individual effectiveness and improving organizational capability and results.

Dr. Fulwiler has clearly “walked the talk.” Prior to forming Technology Leadership Associates, he had a 28-year career in health and safety at Procter & Gamble starting as an industrial hygienist and progressing to Director of Health and Safety Worldwide. His responsibilities included occupational medicine, industrial hygiene, safety, OSHA and workers’ compensation. During his tenure, Procter & Gamble achieved broad recognition for its health and safety excellence as well as for having developed and deployed a comprehensive behavior-based management system spanning the entire globe leading to world class results.

Dr. Fulwiler was the founder and for many years the course director of the Qualified Safety Sales Professional (QSSP) Course sponsored by the International Safety Equipment Association (ISEA) and the Safety Equipment Distributors Association (SEDA). He drew on his considerable knowledge and experience and drilled his students in the need for safety and health to be an integral part of management. And he provided a unique approach to help safety professionals “reach the corner office” by showing how to measure the cost of failure in terms the CEO could understand. His “health and safety value proposition” shows how workplace injuries and illness affect the bottom line by translating losses into sales equivalent dollars. ISEA presented Dr. Fulwiler its Distinguished Service Award in 1999.

Dr. Fulwiler has a B.S. in chemistry, an M.S. in industrial health, and Sc.D. in environmental health and is a Certified Industrial Hygienist and a Certified Safety & Health Manager. He is past president of the American Academy of Industrial Hygiene, and is currently Adjunct Professor at the University of Cincinnati College of Medicine, on the faculty of the Harvard School of Public Health and Director for their Leadership & Management Course. He has an international reputation and has published widely on occupational health and safety and is a frequent speaker at conferences.

HAS TECHNOLOGY MADE ANOTHER ART FORM OBSOLETE?

According to Dave Johnson the average age of the respondents to his EHS State of the Nation is somewhere in the early 50’s. Most of these folks are probably not old enough to have gone through this but I am sure they heard from their parents. It went something like, “You guys are getting soft. Why when I was a kid we had to walk 6 miles to school in blowing and drifting snow and then walk home at the end of school. And both ways were uphill”. Better cars and better roads helped solve that. Then the advances just kept coming. WOW what the computer has done for us. Now sophisticated computers reside in our phones, cars, even our appliances. We hear of young people all sitting in the same room talking to each other………………by texting. I
read an article where a large percentage of school age children cannot read an analog clock. Now, it seems that cursive writing is on its way out. I hope you find this article in The New York Times as fascinating as I did.

http://www.sunbeltsecuritynews.com/S9NWCK/110601-Cursive

IS THERE A GLASS CEILING FOR SAFETY PROFESSIONALS?

The idea for this discussion came about a few months back when I was talking with a fellow safety professional. He has been a Corporate Safety Director and a Global Safety Director for several years and he told me that he would like to be a VP of Safety before he retires. This started me thinking that while there are some VPs of Safety it is not a large total number and certainly a small percentage of corporate level safety professionals.

For years the “Glass Ceiling” has been associated with female and minority employees who can see the upper levels of management in the company but cannot break through the barrier and join the folks above. It seemed to me this just might apply to safety professionals of any gender or race.

I geared up for a straight forward article that should be easy to write about. WOW……as I investigated and talked to safety professionals I was introduced to more twists and turns than I would have imagined.

Understanding that company size and focus would influence the issue, in my naivety I was convinced that it was all about dollars. Just saying the words “Vice President” conjures up thoughts of large salaries, country club memberships, great big spending allowances, yup, all those desired perks. It just seemed that companies would not be willing to incur that much financial obligation for a position that does not provide a revenue stream.

Thinking back to my days as a risk consultant for an insurance company we were taught that every dollar spent on safety was rewarded with a 4 -10 dollar increase in the bottom line. Great, now I am thinking maybe we, as safety professionals, have been creating our own problems. Is that not exactly like a revenue stream? Perhaps we have not been explaining this to the ‘suits’ in the board room properly. Safety folks like to talk technical. I remember once when trying to explain to a company president the need to certify crane operators. I rambled on about OSHA 1910 and 1926 as well as ANSI requirements until his eyes glazed over. Finally he says, “I am just a little busy so please cut to the chase. What is the cost to do this, and more importantly what is the cost if we do not do it”? Obviously I lost him with my technical prowess and I failed to convey what he most needed to know. COST. Might take awhile to get invited back to this office. A respected CSHM said that more and more CEO’s have a financial background and in
order to be heard we are going to be required to speak to them in those terms. The HR community has long lamented that it seems that HR VP’s do not become CEOs. In a commentary in “HR PLATFORM” Dr. John Sullivan suggests that one needs to declare their intentions to be CEO, then build a well-recognized brand and also to develop the financial acumen and metrics to prove that HR programs work. That certainly sounds as if it applies to the safety profession as well. More and more job announcements mandate a person be bi-lingual to apply. It is clear that safety professionals need to be bi-lingual. You must talk safety in terms the work force understands and you must talk safety in dollar terms to the management team.

Safety professionals often think they own the program and get just a bit testy when outsiders try to ‘help’. This tends to isolate us from the mainstream. Maybe we should work on making it everyone’s program and share the mission with the entire team. In the same light we tend to be very altruistic about safety. It is the right thing to do. And indeed it is! I believe most CEO’s and Company board members agree with that. But let’s make it easier for them. Let’s give them some dollar reasons along with the emotional reasons to assist them. At the same time we are looking more and more like one of the team.

More than one professional informed me that when the safety record is bad then it is easy to get ongoing total support. As the company losses improve, injuries are reduced and things are looking good complacency sets in and the zeal for safety dwindles away. We know one can never rest in this arena. We must help everyone understand that. This was really brought to the front during the most recent recession. Some companies gutted their entire safety department to save money. Losses were under control, and safety obviously was not producing revenue so dump the safety folks. Ongoing dialogue about cost savings and containment realized by a functional safety program may have spared some folks.

Finally, I talked to several corporate level CEO’s before tackling this project. One of my thoughts was that company Websites champions an organizations products or ability to bring a project in on-time and under-budget. All the things that would make someone want to use their product or services. However, so very often the website does not boldly show a company’s commitment to safety. I found it interesting that every person I talked to told me they had not looked at the company website in a long time. I am not sure how that fits in with this discussion but it would be nice if all companies would start highlighting safety and its commitment to a positive safety culture.

Dave Johnson started a discussion on LinkedIn about safety and political correctness. Sadly it did not generate a large amount of discussion. After this is published I will place it on LinkedIn with the hope that many safety professionals will share their thoughts and experiences with us.