Chapter Officers

President: Daniel Ashworth CFEI, CFPS
dlashworth@bwxt.com

Vice-President: Jeff Mays
jm831@yahoo.com

Secretary: Bob Calhoun CSP
rpcalhoun@bwxt.com

Treasurer: David McCrumb
david.mccrumb@grupobimbo.com

Committee Chairs & Contributors

Audit: Daniel Ashworth CFEI, CFPS
dlashworth@bwxt.com

Communication Bob Calhoun

Governmental Affairs: Daniel B. Moore
dbmoore@uspipe.com

Nominations & Elections James Calvert CSP, CHMM
jecalvert@bwxt.com

PDC Liaisons Kathy Warwick & Jeff Mays

Past President: James Calvert CSP, CHMM

Upcoming Meetings & Events

• May 8th Meeting Roanoke: Dr. Scott Geller (see the ad on page 7)
• June 12th Lynchburg Hillcats Baseball Outing (see the ad on page 7)
• July-August: Summer Break

MONTHLY MEETING APRIL 10th

Topic: “Waste Minimization”
by Vince St Angelo

Time: 6:00 pm BBQ Dinner Meeting

Cost: $7.50

Location: Carol’s Place Restaurant
15173 Forest Road
Forest, VA 24551
Ph: 434-525-9181
Website: info@eatatcarols.com

Carol’s Place is located on State Road 221 between Bedford and Lynchburg, VA with easy access from State Roads 460 and 501.

About Our Speaker

Mr. Vincent St. Angelo, PE, has been employed as a professional engineer for over 25 years. During his years of employment, Mr. St. Angelo has been engaged in a wide variety of mechanical, environmental, and safety engineering duties for two U.S. based Fortune 500 companies. These duties were performed at a number of heavy industrial facilities throughout the U.S. including governmental (NASA and Department of Energy), commercial, and Nuclear Regulatory Commission licensed facilities. In addition Mr. St. Angelo was awarded a Bachelor’s Degree in Mechanical Engineering from the University of New Orleans, and Master’s Degree in Civil Engineering from Virginia Tech. Mr. St. Angelo is a registered Professional Engineer licensed in Louisiana and Virginia, and is a member of the American Society of Civil Engineers.

CONSIDER RUNNING FOR CHAPTER OFFICE OR VOLUNTEERING ON A COMMITTEE. Make a difference!
Chapter News

Unfortunately due to the threat of inclement weather, the March meeting was cancelled. The meeting agenda was to include the following.

Chapter Business

- Meeting locations. The Chapter is looking for establishments where meetings can be held.
  - Roanoke suggestions were to be sought
  - Salem Red Sox or Lynchburg Hillcats Minor League Baseball on Monday June 12th; Red Sox did not respond, Hillcats offered a package deal that was accepted. See page 7 for details.
  - Roanoke Rail Yard Dogs Hockey
  - Winery tour

- Speakers
  - The Chapter is looking for speakers, please provide contacts/recommendation to any officer.
  - Dr. Geller will be speaking at the May meeting. See page 7 for details.
  - Joint meetings are being considered. A joint meeting the the occupational health nurses was attempted without success.

- Officer Elections
  - Copies of position descriptions for President, VP (one person interested), Treasurer, Secretary and Delegate to the HoD were provided in the February newsletter. Paper copies were ready for distribution to interested persons at the meeting.
  - Candidates were to be identified by now; next milestone is publish names and qualifications; electronic ballot creation April and voting in May. See early bios on page 4.

- Committee chairs and committee members are needed. The key committees are identified below with the current chair.
  - Audit: Daniel Ashworth
  - Awards & Honors: Open
  - Communication: Calhoun
  - Government Affairs: Dan Moore
  - ASSE Foundation Liaison: Open
  - Membership: Open
  - Nominations & Elections: Past president (J. Calvert)
  - Professional Development: Open
  - Programs: Open

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• Membership challenge: In November, ASSE’s nine Regional Vice Presidents launched a membership challenge. Regions 7 & 8 remain in the lead; our region 6 is showing a decline of 4 members

• Regional Operating Committee is scheduled for April 7-8, Daniel Ashworth will be attending

• Bob Calhoun will be attending the Denver House of Delegates meeting on June 18 in Denver

• Newsletter: We are looking Guest columnists, recommendations, sponsors, member feature (need bios)

• Chapter website is to be updated, we are looking for recommendations.

**Proposed Program:**

There was a proposed program as our speaker could not attend. The program was going to be in the form of a Safety Round Table that would have featured the topics below:

1. What keeps you up at night? In other words, what issues at work are disconcerting?
2. Anyone interested in talking about the current administration and the potential effects on the occupational safety & health profession?
3. What is your biggest challenge at work?
4. What is your best experience in the profession?
5. What are your thoughts regarding the safety profession in which most of us only receive recognition only when things go bad?
6. State of the Chapter. We typically get 7-8% of the membership to meetings. The average participation is 10% for organizations like ASSE. We average 30.4% members opening Chapter emails. The 19.9 is the industry average for non-profit organizations. What can be done to increase participation?

**Upcoming Meetings:**

• April 10th Meeting Lynchburg: TBD recommendation

• May 8th Meeting Roanoke: Dr. Geller

• June 12th Meeting: Lynchburg Hillcats Minor League Baseball!

• Summer break July-August

**IT’S TIME TO CONSIDER RUNNING FOR CHAPTER OFFICE!**

Contact Jimmy Calvert at jcalvert@bwxt.com

**Be an Ambassador at ASSE 2017 in Denver**

Be a part of the excitement and aiding in making Safety 2017 a success. ASSE is seeking volunteers to serve the Ambassador-Greet Team at Safety 2017 in Denver. You may complete the online volunteer form directly at http://sgiz.mobi/s3/Safety-2017-Ambassador-Volunteer-Form.

For more information or questions, please contact Tracy Flaherty at (847) 768-3421, tflaherty@asse.org.
**Preliminary Slate of Chapter Officers Candidates for 2017-18**

It soon will be time to elect new chapter officers. Dr. Jimmy Calvert, past-president and chair of the Nominations & Elections Committee provides the follow preliminary list of candidates for office. Note: the nomination process is still open, any Chapter member, meeting the qualifications found in our Chapter Bylaws, can be nominated until 14 days prior to election day.

### For President:

**Daniel Ashworth** is currently employed at BWX Technologies Nuclear Operations Group, in Lynchburg, VA, as Group Leader & Safety Engineer in the Industrial Health and Safety Department. Daniel is a Certified Fire Protection Specialist and a Certified Fire & Explosion Investigator with a B.S. in Fire & Safety Engineering Technology, a M.S. in Safety, Security & Emergency Management, and is completing a Ph.D. in Safety Sciences. His career has spanned both the nuclear and healthcare industries, both as an employee and contractor for Nuclear Fuel Services, Inc., Nuclear Safety Associates, and Smith Seckman Reid, Inc. He is an adjunct faculty member with Eastern Kentucky University’s Department of Safety, Security & Emergency Management.

### For Vice President:

**E. Stuart Bowman**, MBA CSP is a Safety and Environmental Manager for Arconic/Alcoa/RTI International Metals. He has 27 years’ experience in occupational safety and health having also worked for Solutia (CPFilms), Piedmont Business Group and Sara Lee Corporation. Stuart serves on the board of directors for Henry County Public Service Authority, Martinsville Henry County Crime Stoppers and Fieldale-Collinsville Volunteer Rescue Squad. Stuart has 27 years in ASSE where he is a professional member. He earned degrees and certifications from Patrick Henry Community College, Averett University and East Tennessee State University. He is also an adjunct professor at Patrick Henry Community College where he teaches OSHA 10 and 30 hour General Industry Classes.

### For Secretary and Delegate:

**Robert P. “Bob” Calhoun**, CSP is a Principal Technical Specialist Sr. in the Industrial Health and Safety department for BWX Technologies Nuclear Operations Group – Lynchburg. He has been as member of ASSE for 35 years, a past-president of the Cape Canaveral Chapter, secretary and/or newsletter editor for the Cape Canaveral Chapter for 18 years and is currently secretary of the Star Valley Chapter of ASSE. Bob has also served as Delegate for the ASSE House of Delegates for both chapters. Over the course of his career, Bob was employed by United Technologies on the Space Shuttle program and Northrop Grumman Airborne Battle Management Systems on the Joint Surveillance Target Attack Radar System (Joint STARS) program. He also served as corporate environmental, health, safety and medical auditor for both companies. Bob has a Bachelor of Science degree in Safety Sciences from Indiana University of Pennsylvania.

### For Treasurer:

**David McCrumb** is Environmental, Health & Safety Manager for Wholesome Harvest Baking in Roanoke. He has been working in environmental and safety compliance for over 25 years in SW Virginia primarily in the aviation, medical and defense fields. He has been an ASSE member since 1992. He has a BS degree in Chemistry with an MS in Biochemistry from Virginia Tech. He achieved the Hazardous Material Manager Certification in 1997. He is the current treasurer of the Star Valley ASSE Chapter and has served as the treasurer of the Catawba Valley Ruritan Club for 8 years.
New ASSE Branding Initiative

Last March the ASSE Board of Directors approved an initiative to review the ASSE brand. The initiative evaluated the strengths and perceptions of the organization, name, logo and messaging. The goals were to align the brand to the Society’s future direction to grow ASSE’s voice in the profession, educational offerings, standards development and member communities. ASSE also identified a need to strengthen member relationships and increase relevance among business leaders, young professionals and our global audiences. ASSE engaged brand experts, 88 Brand Partners, an agency specializing in brand work for associations and corporations. This work was done in three phases:

Phase 1: Uncover the Challenge – Understanding the perceptions of the ASSE brand today based on discussions with stakeholders, past communications, research, competition and organizational structure

Phase 2: Define the Brand Strategy - Focused on answering three questions, vetted by research, and the supporting reasons anyone should believe the answers to those questions.

Phase 3: Create the Brand Identity. The elements of a brand identity that most often come to mind include the organization’s name and logo. This phase of work was guided by an extensive body of research that included a creative workshop to shape options used in quantitative testing, two quantitative research studies including all members, ASSE customers 3 years back and non-members for a total of 94,084 individuals contacted and 2,060 responses. A qualitative online discussion board was also facilitated among a balanced representation of ASSE members.

Research participants had mixed perceptions of the current logo. Overall, the direction from that research led us to leverage the legacy and equity in the current brand while addressing concerns raised by members. The results are summarized below:

<table>
<thead>
<tr>
<th>Positive Perceptions</th>
<th>Negative Perceptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Familiar/well known</td>
<td>• Bland/outdated</td>
</tr>
<tr>
<td>• Stands out</td>
<td>• Arrangement of the ASSE letters</td>
</tr>
<tr>
<td>• Conveys a meaning of safety</td>
<td>• Religious concerns about the cross (specifically in certain geographies)</td>
</tr>
<tr>
<td>• Cross/plus sign</td>
<td>• Yellow in combination with the green</td>
</tr>
<tr>
<td>• Green color</td>
<td></td>
</tr>
<tr>
<td>• Shield shape</td>
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</tbody>
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As a result of the initiative, the brand below was recommended.

![New ASSE Logo]

AMERICAN SOCIETY OF SAFETY PROFESSIONALS

Working together for a safer, stronger future.

Continued on the next page.
The logic regarding the recommendation is presented below

- Shield: The shield has strength and ties to the origination’s heritage, a bold element that you see maintained.
- Lines: The lines intersecting in the center of the shield do not have a literal interpretation, but are meant to be a visual metaphor for an inclusive organization - representing ideas and communities coming together.
- Color: The lime green color replaces the gold to move the Society toward a more vibrant, modern perception as opposed to an outdated, bland perception.
- ASSE letters: Removing the letters from the shield itself reflects the research finding that members do not support naming the Society with an acronym. With the proposed logo, the organizational name is intentionally included in its entirety with more weight and emphasis on the words “safety professionals.”
- Tagline: Our research tested various taglines, factual, aspirational and many others. The tagline that far exceeded the others is “working together for a safer, stronger future.” The research also revealed members’ desire that communications be emotionally driven when appropriate.

On January 31, 2017, ASSE’s Board of Directors moved to adopt the new name and brand identity elements. This recommendation will move forward to the House of Delegates meeting at SAFETY 2017 on June 19, as a motion to change the Society’s name and logo. For the name change, should the House pass that motion, a membership vote is needed as well. ASSE has plans in place to take that vote. Contact me at rpcalhoun@bwxt.com regarding your opinion. I will be representing the Chapter at the House of Delegates meeting.

Bob Calhoun

**ASSE Launches Regional Membership Challenge**

ASSE’s Council on Region Affairs has launched a regional competition to encourage chapters to recruit and retain members. Regions will compete for the largest membership growth (based on number of members) from Nov. 1, 2016, to June 1, 2017. Any full-paying new, renewing or reinstating member will count toward each region’s total.

The winning region will receive round-trip coach airfare and two nights’ hotel accommodations (up to $1,200 per person) for three volunteer leaders to attend the 2017 ASSE Leadership Conference. The region will select the prize recipients. The winning region will be announced during the House of Delegates meeting at Safety 2017.

Regions will be updated regularly on their progress. Recruitment and retention resources are available to chapters by logging in to Officer Central. Chapters can learn more or request fliers, applications and giveaways by sending an e-mail to Chapter Services. Details will follow.

Join us at the Star Valley Facebook page: https://www.facebook.com/starvalleyasse
Upcoming Meetings: May 8th Dr. Scott Geller

Our Chapter’s own Dr. Scott Geller speaks on “Safety/Life Lessons from Psychological Science: How to achieve a sustainable injury-free workplace.”

“Evidence-based guidelines for improving the quality and increasing the frequency of safety-related behavior will be described and illustrated as relevant for benefiting overall human welfare. If practiced extensively, these safety/life lessons would not only prevent workplace injuries, but would also improve quality of life by reducing interpersonal conflict and bullying, and enhancing work productivity, environmental sustainability and life satisfaction. The first four guidelines reflect the applied behavioral science principles of positive reinforcement, observational learning, and behavior-based feed-forward and feedback. The subsequent three lessons are essentially derived from humanism.”

Join us on May 8th for this very informative presentation.

June 12: Lynchburg Hillcats Baseball Outing

Join your fellow Chapter Members for an evening of camaraderie and baseball at the June 12th Lynchburg Hillcats game.

We have rented the 3rd Base Party Section that features your game ticket and a one and a half hour buffet of all you can eat hamburgers, hot dogs, baked beans, chips, cookies, soda and water.

The Hillcats are the Cleveland Indians’ Class A Advanced minor league baseball affiliated with the. Home games are played at Lynchburg City Stadium’s Calvin Falwell Field located at 3180 Fort Avenue Lynchburg, VA 24501.
**STILL KEEPING OSHA RECORDS THE OLD FASHIONED WAY?**

Effective January 1, 2017, OSHA now requires certain employers to electronically submit OSHA Log injury and illness information.

- Companies with 250 or more employees must electronically submit information from OSHA Forms 300, 300A and 301.
- High occupational risk companies with 20-249 employees in must electronically submit information from OSHA Form 300A.

**you have a choice!**

FILE

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SMILE
OSHAlogs Dynamic Recordkeeping and Injury Intelligence Platform

OSHAlogs.com is a secure, web-based application that enables Mid-State customers to create your first report of injury, track injuries, print all required OSHA reports, and view injury metrics in real-time.

Don't get stuck being a dinosaur in the modern world of 2017 with old-school OSHA reporting now that final rules for electronic submission of key injury and illness reports have been enacted.

Talk to your Mid-State representative today at 434-528-1001 about how to access the leading OSHA recordkeeping and reporting solution!