“Chapter of the Year” Petition
2011/2012 Chapter Year
From the

Alaska Chapter

Prepared by:

Ann Lindsey, Chapter President

~ 2011 – 2012 ~
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Executive Summary

In so many areas, the Alaska Chapter has excelled, propelling the momentum, and growth, of the Chapter forward and increasing value to the membership. Throughout this submission for the Chapter of the Year we will give many examples of how the Alaska Chapter realized its challenges early on… and devised its’ strategic goals for the year surrounding their unique challenges. Listed below are some of our challenges and how the Alaska Chapter moved forward in overcoming those challenges and thus increasing the value to the AK Chapter ASSE membership…

Alaska Chapter PDC –

- Highlighted in this report are some of the improvements we implemented for our 6th Annual Alaska Occupational Safety Summit (AOSS).
- In seeking to add more value to our Alaska Membership, we have chosen to partner with the AHMP (Alliance of Hazardous Materials Professionals) for their National Conference to be held in Anchorage in the fall of 2012. This took legal, regional and Society’s combined efforts to draft a suitable agreement, and a great deal of volunteer effort over the whole 2011 - 2012 year in preparation.
- By partnering, our membership will be able to attend a National Conference in Anchorage, Alaska for the same cost as our local AOSS conference! Through the marketing process of the Joint Conference - more groups throughout Alaska are learning about who the ASSE is and see more of the value as well.

Lunch Meetings – Enhancing the Value

- We assigned two different Chapter members to greet people at our luncheons. Dave L. as the Program Chair and Vice President of the Chapter, headed this effort. Attendees were greeted at the door and given a Luncheon Bulletin.
- Start up of the meeting, following the lunch, began with introductions. A pink hard hat started at the front of the room – holding the hat gave you the floor to speak, attendees gave their name and who they worked for and dropped a business card in then passed the hat to the next person, until all had been introduced. At this point the hat was back at the front, while announcements were being given, the hat went back around the room and each person removed a card – the homework assignment was given, to make a contact with the person on the card before the next luncheon. – The safety profession is big on networking – this exercise is meant to increase relationships.
- We began soliciting speakers ahead of schedule, the entire CEC board was involved in selecting / soliciting speakers. We began handing out
Luncheon Bulletins at our meetings so attendees had contact information and could take away dates of upcoming activities. The bulletins allowed us to post the next speaker and their topics in the Bulletin. (See Appendix A, Luncheon Meeting Enhancements for copies of the Bulletins)

- We used Society’s “Member Benefit” PowerPoint and created additional slides from our activities. The Student Section created 4 slides (can view them on their webpage at www.http://asse.alaska.org. We set up 2 projectors and 2 screens at each luncheon. During the opening of the luncheon (11:15 – 12:00) we played the “Member Benefits” with AK activities on a rollover format. Non-members and managers in attendance could see the value and activities of the Chapter. The Second set-up was kept ready to go for the speaker.

- With an increased value seen in our luncheons, we were able to send out an email to our loyal vendor / exhibitors and began having them bid for the opportunity to sponsor luncheons. Highest bid won sponsoring of that luncheon. (See Appendix A, Luncheon Meeting Enhancements for a copy of the email sent that started this process)

- Exhibitors / Vendors supported the Chapter with amazing door prizes. Hi-Viz reflective, winter coats; and drill sets, to company logo’d gear. These were given out in a drawing following the speaker at the luncheons. Many of our Exhibitors / Vendors are now also members of our Chapter.

- A member approached the Chapter President saying he liked how organized the Chapter was, and could see that the committees truly do take action… not just meet to meet. He offered his services for the Chapter to freely volunteer him. He is now the AK Chapter Chair of the Crane Symposiums’ Subcommittee on Content; and the incoming Vice President – Jeff K.

Adding value to remote membership:

- Remote membership (many of our members live in other states, and work rotational schedules on the North Slope of Alaska – more than 3 hours north by plane – gives a new meaning to “remote”). We saw a need to provide more value to our membership that cannot attend meetings in person nor virtually – cannot leave a jobsite to watch a virtual meeting. Monthly technical luncheons are now being recorded and posted to a “Members Only” section of our Chapter website so they can watch at their convenience. Please see: http://alaska.asse.org and click on the box that states “Members Only” in the left hand row - use the password: 20Alaska12 to access our recorded luncheons. (Thanks greatly deserved to our Webmaster Jake B. and the Society Web Services!)

- The Crane Symposium Committee has mostly remote members as well as many non members on it… so we have began “Ghost Conferencing” – hosted by one of the members located in Houston, Texas. The Crane symposium has allowed our membership and those not familiar with the
ASSE to see that we get involved outside of luncheons, that we are in touch with what is happening in the Alaskan industries.

**Community Outreach – Crane Symposium:**

- We began the Crane Safety Committee, simply by asking our membership, …with the new issues and standards surrounding cranes, did they see a need? Alaska has had 4 crane fatalities in a year! We laid out sign-up sheets at a few luncheon meetings, and scheduled a meeting date. An agenda was drawn up for this first meeting *(See Appendix B Crane Symposium for the first Agenda).* We began a contact email list for the Crane Symposium Committee. Continuous updates were sent to the list as the group progressed.

- Just before the third meeting was held, BP America’s, Technical Lift Authority, Don J., flew in from Houston, he’d heard about our crane committee and wanted to meet to discuss what we were doing. Don met with Ann L. Don liked our method and approach and offered his services. He will now facilitate the event and as personal friends with many of the panel members that wrote the new Standards - has commitments of 3 additional experts that will speak at our Crane Symposium being held November 6, 2012, at the Egan Center, in Anchorage.

- A Chapter member (Sam C.) had a luncheon bulletin with him, saw a Crane company’s truck, and gave them a bulletin that had a clip on the Crane Committee’s activities. As a result, the owner of the company called wanting to get involved and asked about the potential to be a sponsor of the event. We will now have sponsors and exhibitors at the Symposium.

- The Chapter’s initial goal was to increase volunteers and the CEC wanted to have at least 3… the Crane Symposium now has 48 volunteer committee members!

- Through the development of the Crane Committee, we have involved the Alaska General Contractors (AGC) and their membership of 1450. Our survey was sent out to our membership, the Midnight Sun ASSE and AGC, please click onto our Crane Survey link included in Appendix B. We included information to increase mail-out of ASSE events –through this, we’ve added 27 new people to our non-member email list, and 10 more to the Crane Symposium group.

**Community Outreach – NAOSH Posters and Student Section Involvement**

- We tied a few of our goals together, by speaking and coordinating with the Student Section about the NAOSH Poster competition. Georgianna P. designed an iron on “reflective” man for each child entrant to the competition. Her and Betty Z. coordinated the judging of all entries and the letters to each child and awards. Then forwarded all 41 submissions
to Society. (See Appendix C – Community Outreach NAOSH / Student Section for a copy of a letter and the “Reflective Man” template.

- Sonya Lockwood, Treasurer of our Student Section headed up presentations to the kids involved in the disadvantaged youth program at the “Kids Kitchen” in the Fairview area of Anchorage. She presented her own “Safety Suitcase”. Her efforts were highlighted in our April newsletter. (Located within Appendix H)

- Ann L. performed safety presentations at O’Malley Elementary to second graders. Connections were made to team with the Anchorage School District next year and a traveling health teacher will incorporate it into their curriculum for 3 elementary schools.

Strategic Planning / Transition of Leadership:

- We performed our transition of leadership in combining it with the next year’s strategic plan. The incoming officers for 2012-2013 were invited along with the outgoing officers from 2011-2012. Alicia, incoming President and Ann, outgoing President met ahead of time to discuss the agenda and how the meeting would be handled.

- We saw that Strategic Planning, is not just setting new goals, it is also the “futureness” of the present. The group met in person for this planning.

- On the wall, separate columns were created for:
  - 1 – Ongoing Strategic Chapter Goals
  - 2 – 2011-2012 Strategic Goals set out
  - 3 – What was done to meet the above goals different from the previous year

- Then, different color sticky notes representing items under each column were put in place for all to see

- Discussion was held as to what we would continue to do going forward, what would be dropped from the Strategic goals of the Chapter.

- From this, all discussed what was needed for the next year – and set out the transition from the previous year to the next.

The above areas of increased involvement highlight only some of the Alaska Chapters’ activities over the past year. It has been a busy year and has presented challenges that were overcome only through the dedicated volunteerism of members willing to step up and help the Chapter succeed. Many other areas are highlighted in some of the inclusions of this template.

We truly thought about many of the areas needing improvement… what is it that would increase the value of membership to others? We looked through the Chapter Experience Survey that Society sent out – and took it to heart. We also focused on our own Membership survey that was sent out the previous year. We believe we embody what the safety profession is all about, - ever seeking continual improvement, not being complacent or satisfied with where you are…
We have been a very active CEC, (we have attached one meeting agenda the meeting minutes for 1 session as examples of the Boards meeting activities). (Find these in Appendix J.) We had many special sessions due to the amount of decisions needing to be made on joint ventures and subcommittees. This petition is being submitted in recognition of the hard work and many additional meetings that had to be scheduled for the Chapter Executive Committee of the Alaska Chapter during the 2011-2012 year. – Truly a tremendous effort from the group, and volunteer members that is much appreciated! In recognition of the hard work of the CEC and on behalf of the Alaska Chapter Members as a whole, we submit this Petition for Chapter of the Year.

Thank you for your consideration of our Petition,

**Ann Lindsey,**  
AK ASSE President, 2011-2012
Point Total
The Alaska Chapter has completed, maintained and in areas, exceeded all chapter charter maintenance core competency items as well as additional points for a grand total of 4,371 points and submits this petition for consideration as Chapter of the Year for its’ medium chapter size category. A summary of the points earned is located in the appendices.

Administration Matters

Annual Performance Report
(200 points)
The Chapter’s Annual Performance Report and this petition were submitted to the Regional Vice President, and Society headquarters on August 12, 2012. (See Appendix D)

Chapter Officer and Delegate Report
(200 points)
The Chapter elected its officer and delegates and submitted the results of the election to the Regional Vice President and Society Headquarters by April 12, 2012. We announced the candidates in our March Lunch Bulletin and Newsletter; and announced the incoming Chapter Executive Committee (CEC) in the April Lunch Bulletin and Newsletter. (See Appendix A for Bulletins)

Chapter Annual Financial Report
(200 points)
The Chapter submitted its annual financial report to the Regional Vice President and Society Headquarters prior to the deadline. (See Appendix E for the Financial Report)

Maintenance of Chapter Bylaws
(200 points)
The Chapter reviewed its bylaws in January of 2011 and determined no changes were needed. The bylaws will again be reviewed in 2013, and will be submitted to the RVP and Society at that time. The bylaws are located on the left hand side of our home web page at the follow link: http://alaska.asse.org.

Maintenance of Chapter Incorporation and Affiliate Agreement
(200 points)
The Chapter is incorporated in the state of Alaska and maintained its incorporation status throughout the chapter year. We will update our registered agent form this coming year 2012-2013. The Chapter also maintained its affiliation agreement with the Society.
Operations and Strategic Plan
(100 points)

The Chapter submitted its Operations and Strategic Plan to the Society and the RVP in 2011.

Leadership Matters

House of Delegates Representation
(100 points)
The Chapter pre-approved 2 proxy delegates: Ann Lindsey and Dave Leonard. They were both present to represent the Alaska Chapter at the Annual House of Delegates meeting held on June 3, 2012 in Denver, Colorado.

Assistance for Society, Region and/or Area Activities
(25 points)
Several of the Alaska Chapters Executive Committee perform additional duties to support the ASSE Region and Society, as detailed below:

- Dave DeMay, most recent Past President of the Chapter, serves under a new committee for Comra, trouble shooting the STARs report;
- Alicia Martinez, President Elect, serves on a Regional Committee working on Strategic Planning;
- Ann Lindsey, President, serves on a Regional Committee working on Transition of leadership.
- Ann Lindsey, President, reviewed new officer training materials for Society and gave feedback and critiques to improve the process.
- Lynne Seville, a Past President of the Chapter, and incoming Delegate, serves as the Region 1 Secretary.

Submitted Required Regional/Area Operating Committee Reports
(150 points earned)

The Alaska Chapter submitted Regional Operating Committee reports as required. The Region held 2 meetings during the chapter year, and reports were submitted for both of them.

Attendance to Regional Operating Committee Meetings
(300 points earned)

The Chapter President, Ann Lindsey, as well as 1 other Chapter Executive Committee Member attended both Regional Operating Committee Meetings. The first meeting was
Leadership Training & Additional Representatives Sent to Society Leadership Conference
(100 points) + (50 points)
The Chapter recognizes the importance of leadership training. The Chapter provided its officers with leadership training by sending Pat Seidl and David Leonard to the annual Society Leadership Conference Training session. The Chapter had each of the Officers complete the online Officer Training as well 6 out of the 7 officers completed the online course.

Planning Meeting
(50 points)
The Chapter’s Executive Committee conducted a planning meeting prior to the Chapter’s first general member meeting of the year. It was an informal meeting, and we discussed our SWOT analysis (Strengths / Weaknesses / Opportunities / Threats) as well as overcoming some of our weaknesses – mostly in the remote membership value area. (See Appendix F – SWOT)

Officer Succession and Training Plan
(50 points)
To ensure the continued success of the Chapter, the Chapter has developed a succession plan that includes officer recruitment and training. Throughout the year the Chapter seeks to increase volunteer involvement. Through the service of volunteers - we get to know our members better and seek more involvement from them – in the form of being on the Board. Each of the past 3 years, we have succeeded in bringing in at least 1 new Chapter Executive to the Board.

Officer Transition
(25 points)
To ensure the smooth transition of duties and resources from prior year officers to this year’s officers, the Chapter used the method we mentioned in the Executive Summary at the beginning of this petition. A checklist of officer duties has also been given to each Chapter Executive for their respective position. (This was taken from Society’s website.)

Member Services

Meetings & Meeting Attendance

Technical Meetings
(300 points) + (50 points for attendance)
The Alaska Chapter had 10 monthly luncheon meetings / gatherings. Normally the Chapter does not host meetings through the summer months of June, July and August. The Chapter considers of these gatherings, 7 meetings being technical during the course of the year. All of these meetings / gatherings are detailed below along with what the attendance was for those meetings. The Alaska Chapter averaged 38 in attendance at our monthly luncheon gatherings.

<table>
<thead>
<tr>
<th>Mo. Of Meeting</th>
<th>Topic</th>
<th>Speaker</th>
<th># of Attendees</th>
<th>Special Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 2011</td>
<td>Training Media &amp; Methods</td>
<td>Mary Rydesky – President, ASTD</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Nov. 2011</td>
<td>Portable Gas Detection Monitoring</td>
<td>Dave Robbins, CIH, CSP - AIHA</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>Feb. 2012</td>
<td>Driving Bs. To a Zero Incident Culture</td>
<td>Bill Arnold, ConocoPhillips General Mgr</td>
<td>66</td>
<td>Began sponsored luncheon bidding &amp; Bulletins</td>
</tr>
<tr>
<td>Mar. 2012</td>
<td>Bs. Case of Safety</td>
<td>Dan Taylor, HSE Dir. Trident Seafood</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>April 2012</td>
<td>Effective Training – Instructional Design</td>
<td>Dawn Testa, Training Advisor - BP</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>May 2012</td>
<td>“State of the Chapter” Address</td>
<td>Chap. Exec. Committee</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>June 2012</td>
<td>Celebration Picnic</td>
<td>Ann L – Pres; Martin J – RVP;</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

This year, the AK ASSE voted to have a member picnic in June. This was done for many purposes: to celebrate breaking 300 members; Dave DeMay was awarded the Region 1 SPY; special thank you to exhibitor/vendors and others that supported the AK Chapter’s work throughout the past year. This was a huge success, and BP top Safety management approached Martin Jeppeson, RVP of Region 1 seeking Society’s help in establishing a 4 year degree program at UAA.

Meeting Notices
(50 points)
The AK Chapter sent out a membership survey the previous year to poll Chapter members on dates and times. The membership chose to keep the meetings at the same time. As a result, the AK Chapter has kept the meetings consistent - at the same time and day of the month for the past 2 years.
Monthly Luncheon Meeting dates and times are communicated through the newsletters, and are always posted on the Chapter website. Meeting reminders are sent out by our Chapter Secretary, Ian L. via email 1-2 weeks prior to the Luncheon. Starting in February of 2012 we started handing out Luncheon Bulletins at each meeting - that gave everyone a heads up as to who our speaker was going to be and what topic would be covered at the next months' luncheon to allow time for planning attendance.

**Section Meetings**

(25 points)
The Alaska Chapter has one section, the UAA Student Section. They conducted monthly meetings through the school year and exceeded four meetings during the course of the year. (These meeting minutes are posted on the Alaska ASSE website under the Student Section.)

**Member Recognition**

**Recognition of Service**

(25 points)
The Chapter recognized its members for their special service to the Chapter, Region, and Society throughout the course of the year. That recognition included all of the following special service recognitions:

<table>
<thead>
<tr>
<th>Member Name</th>
<th>Recognition For?</th>
<th>What was given:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Bauke, Leischen</td>
<td>Continued Chairing of the Chapter’s PDC</td>
<td>Pen / Pencil set inscribed with “AOSS Leadership in Service” with her name</td>
</tr>
<tr>
<td>2 Martinez, Alicia</td>
<td>Co-Chairing of the Chapter’s PDC 2010 &amp; 2011</td>
<td>“</td>
</tr>
<tr>
<td>3 Bledsoe, Craig</td>
<td>For 35 years continuous membership</td>
<td>ASSE 100 Year commemorative pen</td>
</tr>
<tr>
<td>4 Pfeifer, Georgianna</td>
<td>For dedicated volunteerism in public relations, media contact, membership service, NAOSH posters etc. – being a Go To person</td>
<td>Engraved Alaska frame with thank you letter from Chapter President and her name inscribed</td>
</tr>
<tr>
<td>5 Zaragoza, Betty</td>
<td>For dedicated volunteerism in her role as Treasurer, and stepping in with</td>
<td>(See Appendix G for Recognition Sayings)</td>
</tr>
</tbody>
</table>
Secretarial duties,  
NAOSH posters,  
and being a Go To 
person

<p>| | | |</p>
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</thead>
</table>
|   | DeMay, Dave | For his ongoing service to the Chapter and mentorship of our members. As well as being our Chapter SPY
|   |   | Wooden Plaque with clock and State of Alaska engraved in full detail in wood – copyrighted in AK – engraved with his name and saying.

|   | Lindsey, Ann | For dedication to excellence for the Chapter in service as the President
|   |   | A gold pan with the Chapter Logo, inscribed with her name and saying

In addition to the special service recognitions listed above, the Chapter recognized through email and Certificates presented at the luncheons, the members’ membership milestones. Membership spotlights in our newsletters also highlighted members’ personal achievements outside of the ASSE.

**Chapter Safety Professional of the Year**

(25 points)
The Chapter recognized David DeMay, CIH, CSP as its’ Safety Professional of the Year. We also submitted him on for the Regional award. With his frequent travel, the Chapter award has not yet been given to Dave – it is truly uniquely Alaskan! – See next paragraph for why we chose Dave DeMay.

**Regional Safety Professional of the Year Nominee**

(25 points)
The Chapter nominated David DeMay for recognition as the Region’s Safety Professional of the Year. Ann Lindsey developed the petition for his recognition. He was chosen for his dedication to the AK Chapter as well as many other professional accolades. Dave demonstrates how he values each members’ unique “gifts” and what those “gifts” can do for the Chapter. He truly has a gift for bringing in volunteers. He supports furthering the profession and professional development and has devoted his personal time to mentoring young safety professionals in obtaining certifications. In both his career, and in his volunteer time, he was hands down the AK Chapter’s choice for the Region 1 SPY award – and, evidently, they agreed!

**Public Recognition of Members through Chapter Media**

(25 points)
The Chapter provides recognition to its members throughout the year. The recognition takes the form of an email notification of their membership anniversaries and letting them know they will receive a certificate at the next luncheon (by our Chapter Membership Chair, Jonathan J.). Membership anniversaries are also written into the
Chapter Luncheon Bulletins and Newsletters that are then posted on the website. (See Appendix H – for our recent Newsletters and Appendix A for our Luncheon Bulletins)

Public Recognition of Members through Public/Society Media
(25 points)
In addition to the use of Chapter media to recognize members, the Chapter also uses public and Society media to publicize the recognition of its members’ contributions and accomplishments. This year we paid special attention to recognizing Herb Everett for his contributions to Safety – this was done publicly at the Governor’s Safety Conference. We also submitted information to Society on David DeMay being chosen to represent Region 1 as the Safety Professional of the Year. Our newsletter writer is working on distributing this to the local newspaper as well.

Chapter Newsletters

Published Newsletters
(15 points for each publication up to a maximum 180 points)
The Chapter routinely published newsletters. The newsletters were handled through our Newsletter Chair, Richard O. who distributed them to members via email and then had them posted to the Chapters’ website. The Alaska Chapter had 8 newsletters for this past year. (The Chapter typically does not publish newsletters for December, or through the summer months of June, July, August.)

This year we ran a special edition in June – to share news from Safety 2012 as well as information about the first Chapter Picnic held to celebrate breaking 300 members; Dave DeMay received the Region 1 SPY award; and a special thank you to exhibitor/vendors and others that supported the AK Chapter’s work throughout the past year. (See Appendix H for a copy of the Newsletters)

Newsletter Graphics and Photographs
(25 points)
The Chapter enhanced its newsletters by including graphics, such as logos of luncheon sponsors and speakers and photos of Members being “spotlighted”. We also began including little clips of updates on Chapter Committees and what is going on… Examples are located in Appendix H.

Newsletter Focus on Members
(25 points)
The Chapter focused its newsletters on its members through the use of “Member Spotlights”.

- In February, we recognized Craig Bledsoe at the monthly luncheon for his 35 years of continual membership in the ASSE, we then “Spotlighted” him in an article for the March newsletter (special thanks to Richard O., for editing and finalizing the article for this.)
- In April, we “Spotlighted” “Safety” Herb Everett and the special awards he received from the Governor for his contributions to Safety throughout the state as he resigns his post as Chair of the AK Safety Advisory Council.
- In May we “Spotlighted” Dave DeMay as our Region 1 Safety Professional of the Year.
• In June, we highlighted the picnic and shared our member’s achievements and article from the Railroad, Mark Mitchell. As well as a special article on reflecting over 25 years of membership from 2 of our members.

**Other Chapter Activities**

**Employment Information**

(25 points)
The Chapter provides employee opportunity information to its members via email. We maintain this service only to our members. Soon we will also post jobs under our “members only” section of the AK ASSE Website.

**Career Day**

(25 points)
The Chapter helped to promote our profession at a Career Day at UAA (the Students named it “PIE Day” – professional internship events day). The following members offered services and participated in the PIE Day:

- Mark Mitchell, HSE Director, AK RR, - Manned a booth looking for interns
- Amanda Finnegan, HSE Director, CH2MHill – Manned a booth looking for interns
- Dave Leonard, HSE Director, Beacon OHSS – Manned a booth looking for interns
- Ann Lindsey, President, AK ASSE – offered resume assistance to the students, solicited and brought BP’s Resource Recruiter to meet UAA liaison and meet our Student Section.

**Chapter Scholarship**

(0 points)
The Chapter supports the growth of our profession and has begun steps to support a scholarship. We have none at this time, other than subsidizing our Students at the monthly luncheons and giving them discounts to attend the PDC. We also budget to send at least 1, and sent 2 this past year to the Future Leaders Conference.

**ASSE Foundation Support**

(25 points)
The Chapter supports the growth of our profession through its support of the ASSE Foundation. Foundation support takes the form of an annual donation, from our Chapter account to the diversity fund, or to the general fund.

**Professional Development Conferences**

**Seminars, Conferences, Workshops, Symposia & CEU’s**

(300 points) & (25 points)
The Chapter held their 6th annual Alaska Occupational Safety Summit in October of 2011. This event was held over 2 full days of speakers and exhibitors. CEU’s were provided for the conference as well, our Continuing Education Chair, Tony Barnard
handled this and we secured: ASSE (for BCSP) – 1.2 CEUs; ABIH (for CIH) – 2 CEUs for the 2 day Summit. (The AK Chapter had a total of 4 ½ day segments.)

We also hosted a governmental grant funded 2 day seminar on NFPA 70 E – free to our membership that we also offered CEU’s for as well. The agenda for our AOSS PDC is located in Appendix I, along with the Agenda for the NFPA course.

**Vendor Exhibits**

*(25 points)*
The Chapter included vendor exhibits at its 6th annual Alaska Occupational Safety Summit. We solicited new vendors and offered 14 booths, all of which sold out in 1 day and we ended up with 16 booths to be fair to those registering simultaneously.

We had an exhibitor competition this year, and advertised ahead of the event that the attendees would be voting for the winners.

- Award 1 – for “Best New Product” – this promoted new items to be brought into the event. Grainger won for the “LiftPod” – never seen in person in Alaska before.
- Award 2 – for the “People’s Choice Award” – this promoted the service to the attendees. Korbana Protective Apparel won for their amazing service!

Attendees voted on the above awards via a ballot, turning in a ballot qualified the attendee to be eligible for all the vendor door prizes.

Feedback from the vendors, was that this was their best and most interactive conference they had ever been part of! We gave standard booths 2 minute commercial time during lunch and the super booths had 4 minutes.

**Promotion of the Society**

**Public Relations Committee & Submissions to Local Media Outlets**

*(25 points) + (25 points)*
The AK Chapter has a Public Relations Chair, Georgianna Pfeifer, who promotes the Chapter and the Society. She has submitted our conferences for inclusion to Society in the Professional Safety magazine. She also submits our events to the Alaska Journal of Commerce and the Anchorage Visitor’s Bureau for inclusion in their information to the public.

She developed a spreadsheet of contacts for different organizations in Alaska. We use this to include them in our surveys, our information on conferences, etc. An excellent resource!

**Member Recruitment and Retention**

**Member Recruitment and Retention Plan**

*(50 points)*
The Chapter developed a plan for the recruitment and retention of members. That plan included naming a Membership Chair, Jonathan Johanson. He welcomes new members to the chapter and gives them the details of the meetings, newsletters and websites. He also sends them a personal email recognizing their years of membership and prints the award certificates. Jonathan sends them a note when their membership is about to expire.

Ann L. has spent time visiting other organizations on behalf of the ASSE, furthering their reaches. She has also done presentations to the CHST study group run by Exxon to discuss ASSE Membership Benefits. She met with the Students at UAA that are in the Safety programs there to discuss membership within the ASSE, and promote being a part of the ASSE Student Section. She attended all Student Section meetings to let them know of their value. Adjunct Professors of UAA, gave students extra credit for attending monthly luncheons – so they could also relate to the greater safety field.

This year we sought management support in the ASSE, by their attendance at meetings, we have gained support for Safety Professionals – furthering the value added for membership.

Through the Crane Symposium, have also gained more notoriety for ASSE, from those who have never even heard of the organization…

**Increased Membership**  
(211 points)  
The Chapter started the year April 1 with 273 members (counting all classes of membership: student, emeritus, associate, member and professional member), and ended the year April 1 with 296 members. This change equates to 8 percent increase in chapter membership. Before the end of this years’ term, the AK Chapter broke 300!

**New Member Orientation**  
(25 points)  
The Chapter provides New Member Orientation to its members. The orientation is conducted via email from the Membership Chair, Jonathan J. We also cover Chapter updates at each luncheon.

**Member Expectations**  
(25 points)  
To determine the members’ expectations of the Chapter, we looked at last years’ Membership Experience Survey that Society sent out. We also have referenced many times the membership survey that was sent out the previous year. The information gathered was shared with the members during the monthly luncheons and by having updates on committee activities in the newsletters.

We feel our Strategic Plan for the year addressed the root of their concerns and by asking the question, “What do our members gain from membership that they cannot get for free?” … is a powerful question, and we now have value only gained by being a member, as well as “looking good on a resume”.
Chapter Welcoming Team
(25 points)
The AK Chapter assigns 2 members (different each meeting) to be greeters at each Chapter function, headed up by Dave L. They serve as the Chapter’s Hospitality team. They welcomed attendees to chapter functions and assisted them in networking with members they had not previously met. The Board does not sit together, they mingle throughout the attendees.

The AK Chapter holds a brief, introduction session at each luncheon. Our introduction process is highlighted in the Executive Summary at the beginning of this petition.

Member Retention Plan
(25 points)
To increase member retention, the Chapter developed and implemented a plan to contact members whose membership had expired to determine why the membership was expired, and to encourage those members to renew their membership. Our Membership Chair, Jonathan does a nice job with this.

However, we believe that when something is seen as a value, - that membership then only has one limitation, - finances. We seek to be seen as vital, so we have been increasing our outreach into the community through safety presentations. We saw the need, AK had 4 crane fatalities within 1 year, so we held a Crane Safety Committee meeting – we now have 48 volunteers, mostly outside of the safety field and outside of membership. Managers want their safety’s involved.

Everyone is welcome to attend our luncheons, but having access to job postings or recorded luncheon meetings is given only to our membership. See our webpage, click on the “Members Only” tab in the left hand column, then type in the password “20Alaska12” Our membership is truly remote… 3 hour plane ride to the North Slope… not very close and they cannot log into a meeting in the middle of the day.)

Chapter Website

Maintain Chapter Website
(140 points)
The Chapter maintains a current website. The information posted on the website is kept fairly current and updated on a routine basis. The Chapter’s website may be viewed at http://alaska.asse.org The AK Chapter is working toward launching a new website as well.

Chapter Newsletters
(25 points)
The Chapter’s website includes the Chapter’s current newsletters and archives of prior months’ newsletters. The newsletters may be viewed by clicking on the “Newsletter” tab at the top of the Chapter webpage at http://alaska.asse.org Several of the newsletters are attached in Appendix H.
Hyperlinked Resources
(25 points)
The Chapter’s website includes hyperlinks to the Society website, the Members Only page of the Society website, and the Next Steps page of the Society website. In addition, the Chapter provides hyperlinks to all State agencies and regulations that a Safety Professional in Alaska may need to access.

Student Sections
(25 points)
The Chapter’s website includes Student Section information, such as their meeting minutes and the PowerPoint they put together highlighting activities they are involved with, can locate by going to: http://alaska.asse.org and clicking on the UAA Student Section tab on the left and then clicking on their presentation. Don Weber heads the OSH program for UAA and is a member of the ASSE AK Chapter. He is the liaison between the Chapter and the Students.
Appendices

- **Appendix A – Luncheon Meeting Enhancements**

  A – 1 Monthly Luncheon Bulletins:
  
  March 2012.pub  April 2012.pub  May 2012.pub

  A - 2 Email that was sent to vendors for Luncheon Sponsorships

- **Appendix B – Crane Symposium**

  B – 1 Initial Agenda
  
  2-24 Meeting Agenda.docx

  B – 2 Crane Survey Monkey Link


- **Appendix C – Community Outreach – NAOSH Posters and Student Involvement**

  NAOSH Poster
  Award Ltrs & Safety

- **Appendix D – AK ASSE 2011-2012 Chapter STARs Report**

  [2012 Chapter STAR 7-20 Update.xlsx](2012%20Chapter%20STAR%207-20%20Update.xlsx)
 Appendix E – Financial Report

AK Chapter EOFY12 Report-signed.pdf

 Appendix F – SWOT Analysis

2011 SWOT analysis.doc

 Appendix G – Recognition Awards

ASSE Volunteer Service Award.doc

 Appendix H – Newsletters


 Appendix I – AOSS Agenda & NFPA Course Offered

I – 16th Annual AK Occupational Safety Summit Agenda

2011 AOSS Sessions Table 082311.xlsx

I – 2 NFPA 70 E Courses offered free to membership via government grant

Registration Form.docx Electrical Safety Managers.pdf Electrical Safety Workes.pdf

 Appendix J – Examples of CEC (Chapter Executive Committee) Meeting proceedings
J – 1 CEC Meeting Agenda

CEC_Agenda_01,
June_2012[1].docx

J – 2 CEC Meeting Minutes

CEC Minutes 01,
June_2012[1].docx