



**2018 Valley Coastal ASSE
Professional Development Conference
Wednesday, April 18, 2018
Airtel Plaza Hotel
Van Nuys, CA**

**8:30 AM – 9:30 AM - Welcome / Introductions / Opening Keynote
Today Is The First Day Of The Rest Of Your Career
Gary Higbee, EMBA, CSP**

If you look at the macro data as a country we have had very little improvement in our recordable level of performance in the last 23 years (less than a 1.4% annual reduction). Our performance in the serious injuries and fatalities area has actually gone up.

This session will discuss:

- Rules, policies and procedures are important, but are not the whole answer
- We can see intentional at risk activity but we are not equipped to see unintentional and habitual risk.
- Command, control and discipline are not going to help us perform better
- We must learn to coach, mentor, model and lead safety



Gary A. Higbee, EMBA CSP
President/CEO Higbee & Associates, Inc.
Principal North American Management Institute
Senior Consultant/Developer SafeStart/SafeTrack

Gary has over 50 years of experience ranging from working on the factory floor to upper management. His assignments include positions in Production Engineering, Safety and Environmental Engineering, Production Management, Corporate Director, Vice-President and President/CEO.

Gary has an MBA from the University of Iowa and is a board certified safety professional. Gary is a past recipient of the Safety Professional of the Year award for region IV of the American Society of Safety Engineers. In 2010 Gary received the Distinguished Service to Safety Award from the National Safety Council. The DSSA is the National Safety Council's highest individual award. In 2017 he also received the Gary Hawk award for Safety Excellence.

He is considered an expert in Traditional and Behavior Based Safety Technologies as well as Complex Organizational Change Initiatives.

Gary's book coauthored with Larry Wilson "Inside Out: Rethinking Traditional Safety Management Paradigms" was released in 2010 and is already in its third printing.

In addition to his consulting, Gary has published many articles and is a frequent Keynote speaker around the world. His recent topics include "Guaranteeing the Success of Safety Committees", "Managing Complex Change Initiatives", "Nine Steps for Changing your Safety Culture", "Breaking the Cycles of Risky Behavior", "Predicting Human Performance", "Frustrations in Safety", "Five Stages to World Class Performance", "Visionary Leadership" and "Managing Complex Change".

Using his over 50 years of experience and a sense of humor Gary has become an internationally known speaker on safety, health, environmental and business issues.

12:45 PM - 1:45 PM - Lunch - Keynote Speaker

The Fire Within

Cliff Meidl

When American kayaker Cliff Meidl led his United States Olympian teammates onto the field at the Opening Ceremonies of the 2000 Sydney Olympic Games, nearly two billion viewers around the world were watching this young man from Manhattan Beach, California. Many of these viewers learned of Meidl's courageous rehabilitation and recovery from a tragic construction accident that occurred in 1986.

Meidl had jackhammered into three buried power lines receiving a massive electrical shock that sent approximately 30,000 volts of electricity through his body. Meidl's heart stopped due to the severe electrical shock but was revived by the fast acting firefighters and first responders.

Meidl endured a total of 15 surgical procedures within a year and spent several years on crutches while he worked toward rebuilding his life. The accident disintegrated one-third of both knee joints and severely burned his back, head, and foot. In addition, the accident nearly forced the amputation of his legs. However, Meidl was able to save his legs through an innovative surgical procedure, performed by UCLA Plastic Surgeon Dr. Malcolm Lesavoy, who graphed a portion of his calf muscles to the areas burned by the electrical accident in order to close his wounds. After Meidl's knees had sufficiently healed, he campaigned an aggressive rehabilitation process with the vision of overcoming his adversity. He learned through the power of determination, will, and believing in you, one can overcome almost any obstacle.

At first, Meidl turned to canoeing and kayaking for the therapeutic value. However, he quickly excelled in these sports and thrived on his ability to compete with others in an equal setting. As a result, he threw himself into an aggressive weight lifting and conditioning regimen that enabled him to compete at the highest level. After years of hard work and dedication to his new sport of flatwater kayaking, Cliff began to make his dream of becoming an Olympian a reality.

In 1995, Meidl won a gold, silver and bronze medal in his kayaking events at the U.S. Olympic Festival in Denver, which became a launching pad toward his Olympic dream. As they say, the rest is history. Meidl made two U.S. Olympic teams, a feat that only fifteen percent of all Olympians accomplish and, more importantly, he has inspired a nation in the process. Today, the 50-year-old financial analyst is enjoying his passion--inspiring audiences and promoting safety awareness. He is now sharing his inspirational story with diverse audiences all across North America.



Meidl has served as a national spokesperson for Construction Safety related organizations such as the Construction Safety Council and Cal State Dominguez Hills-OSHA Outreach Center. He has also recorded several national public service announcements, videos, and has been featured on television & radio stations across the United States on behalf of the "Call 811 before You Dig" and the construction safety movement. In addition, Meidl has been featured as a speaker and spokesperson across North America at several damage prevention and safety related summits and tours. Meidl has also enjoyed several partnership opportunities with One Call Concepts "the founders of the 811 bike" helping to promote safe digging to contractors and families across America. He is currently serving as national media spokesperson for One Call Centers of America- a national alliance of State and States "call before you dig" organizations and Georgia 811.

Finally, Meidl is the proud recipient of a number of prestigious awards such as the ARETE Award and the Philadelphia Sportswriters' Courage in Sports Award. In 2003, Cliff was selected as an Olympian honoree of the Olympian Heroes series that features 20 of the most inspirational U.S. Olympians. Meidl is also involved with his community and partners with various community organizations such as the "Southern California Special Olympics" and "A Father Forever." Meidl received a Bachelor of Science degree in Finance from Cal State University Long Beach and has an MBA Degree from the University of Southern California. Recently, Meidl had the honor of unveiling a first time, newly innovative, and distinguished Team USA Flag Bearer "Opening Ceremony Jacket" for the RIO 2016 Olympic Games designed by Polo Ralph Lauren and featured on the "Today Show" in addition to other various media impressions.

Breakout Session #1A 9:45 AM - 10:45 AM
The Psychology Behind Safe Decision Making
Daniel Cortes, PhD

From years in the field providing occupational safety & health consultation to various industries I have found one common denominator above all else. If employees link the importance of making safe decisions with their own safety they will be much more likely to embrace the safety efforts. If there is a disconnect however and employees either do not link the safety efforts to injury prevention or if they feel there are unrealistic barriers associated with making safe behaviors then this will be met with resistance and a compromised adherence to safety protocols. The key to safety commitment is understanding how to line up the intentions of safety leadership with the natural needs and motivations of the employees. During this presentation I will discuss:

- The decision making process
- Our two thought processes' (explicit and implicit)
- What is motivation
- The Expectancy Theory (linking motivations with goal accomplishment)
- Non Compliance/Compliance/Commitment
- Why do employees take risks? (Perceptions/Habits/Physical Barriers)
- Maslow's Hierarchy of Needs
- Priming (The art of subtle suggestion and positive reinforcement)

Learning Objectives

- Enable attendees to clearly define their safety goals
- Align these goals with the needs and motivations of their staff
- Get a better understanding of some of the forms of resistance they may have to face
- Provide tools to address this resistance and change employees safety behaviors from that of non-compliance or compliance to commitment



Daniel Cortes, Ph.D.
Safety & Health Manager – Zenith Insurance

Dr. Cortes has been working in the field of safety & health since 2002 and has been with Zenith Insurance since 2006. He has worked with small and large businesses in areas such as safety program development, supervisor accountability, and job hazard analysis. Daniel has consulted professionally for a myriad of industries. Dr. Cortes uses his knowledge of business psychology and organizational leadership to engage his clients in a way to maximize financial impact and safety program effectiveness. Matching his proposed interventions with the natural motivations of the client help him to foster lasting change throughout the organization. Although his service plans are specific to the needs of the client, most incorporate some level of the following activities:

- Supervisory Development and Training
- Change Management
- Leadership Accountability
- Accident Investigations and Root Cause Analysis
- Establishment and Implementation of Safety Incentive Programs and Positive Reinforcement
- Progressive Disciplinary Enforcement Program Analysis

Breakout Session #1B 9:45 AM - 10:45 AM
The New OSHA Silica Standard: What We Have Learned
In The First Six Months How Does It Apply to Me
Natasha Stratton, MS

Learning Objectives:

1. Understand what actions companies have taken to comply with OSHA's Silica Rule (Case Studies)
2. Understand why silica isn't the only hazard that matters
3. Learn how the Silica rule can be leveraged to improve your industrial hygiene program



Natasha Stratton, MS
Associate Principal,
Industrial Hygiene and Safety

Ms. Stratton has over 17 years of experience in the Environmental Health and Safety, including 11 years as a consultant with Citadel. She entered the environmental health and industrial hygiene field in 2000 as a Safety Specialist for the University of Southern California where she managed the University Ergonomics program and assisted with occupational safety training. Currently as Associate Principal, she is responsible for collaborating with the Principal to develop and implement the strategic vision for the department, managing and expanding key client partnerships, driving efforts to perpetuate the Citadel core values, and orchestrating day-to-day logistics and operations with the Industrial Hygiene and Safety team. She is a dedicated leader, continually working to cultivate an environment which motivates and empowers her team to meet and exceed expectations. She also leads the Citadel Community Involvement Committee and plays a key role in many of the “Citadel Cares” events.

Breakout Session #2A 11:15 AM - 12:15 PM
Workplace Safety & Your Multi-Culture Workforce
Hector Escarcega, CSP, ARM

How to Empower and Communicate with your Multi-Culture Workforce will be addressed and will discuss the challenges of working with a non-English speaking workforce. Specifically, we will cover issues associated with the Spanish speaking workforce due to member feedback on this issue. Please note that many of the issues that we will be reviewing for the Spanish-speaking workforce may also apply to other multi-lingual workforces.

Learning objectives:

1. Identifying a Multicultural Workforce
2. Key Safety issues with a Multicultural workforce
3. Tips for working with your Multicultural workforce



Hector M. Escarcega, CSP, CSL, ARM is President of **BSI Inc. (Bilingual Solutions International/)** a Los Angeles based Corporate Training / Risk Management Company. He is a bilingual trainer, consultant and speaker with over 30 years working in both general industry and construction as an Risk Manager, OSHA consultant, trainer.

He is a **CSP** (Certified Safety Professional) with an **ARM**, Associate in Risk Management and is a highly sought after Bilingual Trainer, Consultant & Motivational Speaker in the areas of workplace Safety, OSHA, cultural diversity Leadership and Communication skills. He has worked with some of the world's largest organizations such as Honda, Seiko Instruments, Chevron, Epson America, Avaya Communications, Turner Construction , Fetzer Vineyards, to name a few. Hector has a Masters Degree from USC in Industrial Hygiene and a BS in Safety Administration from USC as well.

Breakout Session #2B 11:15 AM - 12:15 PM
Untangling Fall Protection
Steve Hanson

I will use ANSI/ASSE Z359.2 Standard to identify the steps to building a comprehensive Fall Protection Program. This will include protocols for Fall Hazard Risk Assessment.

Take Away / Key Points:

- Developing a Fall Protection Safety policy through fall hazards hazard identification
- Analyze and develop specific fall protection work plan for each work site.
- Determine appropriate methods of protection through the hierarchy of safety: Eliminate fall hazards, Prevent fall hazards, Personal Fall Arrest Systems
- Provide education and training to help employees understand the identified fall hazards and procedures
- Inspection and maintenance of fall arrest equipment
- Administer and audit the program for compliance and continuous improvement



Steve Hanson

A Southern California native, Steve was born into a family of fourteen children. He spent his childhood in Los Angeles before joining the US Coast Guard. Trained as a paramedic and a shipboard safety officer at the Coast Guard Academy in New London, CT, Steve was recognized for his emergency lifesaving skills. It was during these years of service he saw firsthand the consequences of unsafe work practices every time a fellow shipmate came in for treatment of a work-related injury. Upon completion of his service, Steve attended Cerritos College in Norwalk, CA and took a job with an industrial safety equipment distributor. With his background in health and safety, and mentorship from a few key industrial safety professionals, Steve joined Western Safety Associates in 1985 as a sales representative. It was there he finally was able to work on the preventative side of personal safety, and has dedicated his career to helping improve safety conditions in the workplace ever since. Steve has worked with WSA for over 30 years. In this time the company has changed from a sales and marketing agency to a comprehensive industrial safety consulting firm. Steve and his current WSA team specialize in improving workplace safety, product quality, and regulatory compliance. Over the course of his career, Steve completed a three year CPMR (Certified Public Manufacturers Representative) course at Arizona State University and has remained active in the Long Beach Chapter of the American Society of Safety Engineers (ASSE).

Breakout Session #3A 2:00 - 3:00 PM
Safety Culture & Leadership
Rosa Carrillo, M.S.O.D.

A 2012 DuPont survey of 120 worldwide executives concluded that the #1 characteristic of a strong safety culture is employees who are able and willing to speak up to stop an unsafe action. This talk will examine why that is so difficult and how it can be achieved by looking at case studies and research data. Our topics include:

- Eight beliefs of relationship centered leadership
- What role does relationship play in safety performance?
- Inclusion and psychological safety
- Complex responsive processes
- Why people don't speak up.

Learning Objectives:

- Define the applications of relationship centered leadership
- Examine the role relationship plays in safety performance
- Evaluate the data available on the connection between safety performance and psychological safety
- Learn how you can create an environment where people will speak up to stop an unsafe condition.



ROSA ANTONIA CARRILLO, M.S.O.D., president of Carrillo and Associates, is an internationally recognized leader in creating transformational culture change. She is a frequently published author on the topic of safety culture transformation and leadership, and has consulted on this topic to governmental and corporate clients in multiple industries around the world.

She has worked with international & North American clients in oil & gas, energy, biotech, manufacturing, financial services, education, and government sectors. Her clients include World Bank, Exxon Mobil, Honeywell, GE Nuclear, GE Oil & Gas, GE Power Generation, AES, NRG, Southern California Edison, TVA Nuclear and the Nuclear Regulatory

Commission.

Ms. Carrillo holds a Masters of Science degree in Organization Development at Pepperdine University and is a former member of the Faculty in the Presidential Key Executive MBA program at Pepperdine University, specializing in Organizational Behavior.

Breakout Session #3B 2:00 - 3:00 PM
4D Exercise - Do, Drop, Delegate, Defer
Atis Zikmanis

4D Exercise: Organizing your Work." Have you ever looked at your To-Do list for today, for the week, for the month, and thought you'd never have time to do all this work? Has your calendar been so filled up with appointments and meetings and other stuff that you're actually afraid to take personal time off? Then this session on organizing your work is just for you. Learn to:

- Recognize what's mission critical to your company and what's not
- Sort your common, routine, oft-repeated tasks by the 4 D's: Do, Drop, Delegate, Defer.
- Take charge of your own calendar versus others filling it for you.



Atis V. Zikmanis is currently a Regional Relationship Manager, or RRM, within National Insurance Distribution at Liberty Mutual. In this position he works to strengthen relationships between Liberty Mutual and large insurance agents/brokers in Southern California, Nevada, Arizona, New Mexico, and Hawaii. His role is to be an ambassador for Liberty Mutual's value proposition, a navigator across all the National Insurance underwriting segments, and a facilitator for ease of doing business with Liberty Mutual.

Immediately prior to his RRM role, Atis spent 15 months as a Continuous Improvement Coach, coaching 5 front line managers during the implementation of the company's new management system. And for many years, Atis was a Sr. Service Director, or SSD, in Risk Control. His responsibilities as a SSD included corporate level safety consulting, risk control service plan design, and project/resource management. His background includes working with Liberty Mutual customers in virtually all industries: high tech, service, manufacturing, retail, construction, transportation, energy, finance, insurance, public entities, healthcare, entertainment, and hospitality.

Atis has been with Liberty Mutual for over 31 years. Though most of his career with Liberty Mutual has been in Risk Control, he also spent 8 years in Liberty Mutual's National Sales group as a Customer Service Manager and later Major Account Manager. So, Atis has a strong background in not only safety and risk reduction, but also the broader disciplines of risk management, claims, underwriting and insurance.

After graduating in 1980 from Duke University with a Bachelor of Arts in Mathematics and German, and prior to joining Liberty Mutual, Atis served in the military as a US Naval Officer. He was stationed in Pearl Harbor aboard the USS Sargo – one of the early nuclear-powered submarines in the fleet.

Breakout Session #4A 3:30 PM - 4:30 PM
How Are You Measuring Safety & Risk?
Christi Brown

Learning Objectives:

- Understanding the Common Metrics used today and Challenges with those metrics
- A look at what metrics matter
- How to use metrics to take action to achieve a risk-free workplace



Christi M. Brown

Christi Brown is the Founder and CEO of iReportSource, a smart mobile, workplace safety platform. Prior to founding iReportSource, Christi and her business partner owned a Third Party Administrator that they started out of her basement and grew to almost 700 clients in five years. She sold that business to focus on iReport in order to provide the tools

& information that employers and employees need to tackle complacency in the workplace.

Previously, Christi held senior global procurement positions at West Chester Holdings, BlueStar, and Grainger Integrated Supply. Throughout her career, she and her teams were responsible for using data analytics to purchase industrial supplies, raw material for manufacturing, and technology products.

As an advocate for female entrepreneurs, Christi sits on the Board of Advisors at RiskVersity. iReportSource is a WBENC and WFOB certified company.

She has two children - a daughter and son, and lives in Loveland, Ohio.

Breakout Session #4B 3:30 PM - 4:30 PM
Driver Safety And It's Contribution
To Corporate Workplace Safety
Ken Latzko

Learning Objectives:

1. Discuss the criticality of driver safety as part of corporate workplace safety initiative.
2. Review the best practices for the implementation of a safe driving program that supports overarching workplace safety goals.
3. Discuss technology and recent trends that make a driver risk program more effective.



Ken Latzko

Sr. Director, Sales – CEI Network

Mr. Latzko is the senior director of sales at the CEI Group, Inc. He joined CEI in 2004 after graduation from St. Joseph's University in Philadelphia, PA. Initially hired as customer service representative, he was steadily promoted to positions of increasing responsibility in CEI's customer relations, strategic account services and sales department, including inside sales and then Southeast regional sales manager. He was named director of sales in 2015, and named to his current position in 2016.