



PO Box 14663
 Grand Forks, ND 58208-4663
 www.nosha.net ♦ info@nosha.net

NOSHA News

August 2014

General Membership Meeting

Wednesday, August 20th at the VFW, 312 DeMers Ave, East Grand Forks MN 56721

Our topic will be "Accident Investigation" presented by Lyle Ross, Vigen Construction

Selling Safety

As safety professionals, we are all salespeople. We are constantly "selling" safety by finding ways to convince those we work for or with to invest in this equipment, enforce this policy, make these changes. To be an effective safety salesperson, your approach to the sale must change in accordance with your customer. As an example, let's say I want to institute a mandatory stretching program at my workplace to help prevent ergonomic injuries. I am not going to present this idea to top management the same way that I will present it to the line workers am I? Does the line worker care about how much money the company can save by reducing ergonomic injuries by 10%? It's not likely unless there is some profit sharing involved for the employee. My selling points would look something like this:

Plant Director/Top Management

- Cost of ergonomic injuries
- Company's history of ergonomic injuries
- Total cost of implementation and maintenance
- Projected savings

Middle Management/Supervisors

- Only slight interruption to production on a daily basis
- Will ultimately enhance production by decreasing ergonomic issues, which can lead to low productivity and absenteeism
- Will be implemented in a way that minimizes interruption to production

Production/Field employees

- Stretching regularly will help prevent injuries and soreness
- Stretching done properly actually feels good

No matter who you're selling safety to or what specific idea you're selling, it's important to focus at least as much on the positive aspects as you do the negative. Too many safety presentations focus on horrendous injuries and major fines suffered by workers and companies who weren't working safely. Use people in the business world as an example. Would you want to work with a financial advisor who was broke and homeless telling you what to do to avoid ending up like him? No, you'd want the guy with the mansion and the fancy car and the \$1,000 suit telling you what to do with your money so you can be just as successful as he is.

Announcements

NOSHA 2014 Safety Conference: "Create a Vibrant Safety Culture"

Featuring keynote speaker
 Richard Hawk

October 7th, 2014

Ramada Inn
 1210 N 43rd Street
 Grand Forks, ND

Free to Registered Participants

This conference fulfills the annual safety seminar attendance requirement for the North Dakota Workforce Safety and Insurance (WSI) Safety Management Program (SMP).

For full conference information and **online registration** visit us at www.nosha.net

See page 2 for further information



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NOSHA 2014 Safety Conference: Create a Vibrant Safety Culture Presented by Richard Hawk

When: October 7th, 2014 8:30 am to 1:00 pm

Where: Ramada Inn 1210 N 43rd Street, Grand Forks, ND

Check-In 7:00 am to 8:30 am.

Breakfast will be served from 7:30 am to 8:25 am.
 Breakfast Buffet includes scrambled eggs, bacon, sausages, American fries, mini muffins, chilled fruit, assorted juices, coffee and water.

Free to Registered Participants
 For complete conference information and
on-line registration visit us at **www.nosha.net**

This conference fulfills the annual safety seminar attendance requirement for the North Dakota Workforce Safety and Insurance (WSI) Safety Management Program (SMP).

For more information on keynote speaker Richard Hawk, visit www.makesafetyfun.com

4th ND Conference on Injury Prevention and Control "Sharing Risk and Protective Factors"

Radisson Hotel, Bismarck
 October 1-2 2014

Hosted by the ND Department of Health. Brochure and Registration Available online at www.ndhealth.gov/injury/trainings.htm

Register by September 24

BOARD MEETING

Board members meet the first Thursday of the month - 6:00-8:00 pm

NEXT MEETING August 7th

2014 BOARD MEMBERS

Dan Mankie (President)
Cirrus Aircraft

Eric Pearson (Vice-President)
CHS (Cenex Transportation)

Callie Wagner (Treasurer)
Minnkota Power Cooperative

Cindy Holweger (Secretary)
Development Homes

Joe Strang
Valley Dairy Car Wash

Carol Gierszewski
Gierszewski Enterprises

Lyle Ross
Vigen Construction

Dave Opp
Opp Construction

Sally Miskavige
Opp Construction

Tony Vigness
Black Gold Farms

COMMITTEES

Communication Committee/Newsletter
 (Tony Vigness)

Visit us at www.nosha.net for the latest updates and announcements!

Education Committee
 (Lyle Ross, Tony Vigness)

Upcoming GM Meeting Presentations

August: Lyle Ross, Vigen Construction
 "Accident Investigation"

September: Quinn Beaudry, Altru
 "Hearing Conservation"

Membership Committee
 (Dave Opp, Eric Pearson)

NOSHA is a non-profit organization formed to provide area safety professionals a direct way of sharing safety concerns, goals, and ideas to promote workplace safety.