# Making Safety Visual: 10 Proven Strategies for Building a Safety Culture

written by Lauri Moon | March 25, 2019

Safety professionals everywhere are looking for more effective ways to engage their employees and get them focused on safety. Attention spans are shorter than ever. Employees are stressed, distracted and more interested in checking their smartphones than listening to you. Visual communication is the "secret weapon" that can help you capture (and keep) your employees' attention.

In this lively presentation, you'll learn:

- Why your employees aren't hearing you and what you can do about it.
- Why visual communication works.
- 10 proven strategies to integrate visual communication into your safety program.

#### **Speaker**

#### **I** Jude Carter, Vice President of Marketing, Marlin

Jude Carter is Vice President of Marketing at Marlin, a workplace digital signage company serving thousands of companies in the United States and Canada. With more than 30 years of experience, she has developed marketing and communication strategies for Fortune 500 companies, including Fidelity, Aetna, Adidas and Prudential. An expert in workplace digital signage and visual communication, Jude has spoken at industry association events throughout the United States and Canada, including the Safety Leadership Conference, Behavioral Safety Now, the Digital Signage Expo, and the Waste Expo, as well as at many long-term care association conferences. She is a dynamic speaker and program facilitator. Jude holds a bachelor's degree in sociology and social work from Arcadia University.

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# Update on DoD Enforcement of DFARS 7012 Cybersecurity Compliance

written by Lauri Moon | March 25, 2019

In this webinar, DFARS/NIST cybersecurity compliance experts from eResilience will be joined by Robert Metzger, co-author of the MITRE "Deliver Uncompromised" report that establishes cybersecurity as a 4th Pillar of acquisition, equal in importance to cost, schedule and performance. Mr. Metzger is a leading DoD supply-chain and contract law expert with the firm RJO. This webinar will present an essential update on new actions taken by the DoD to increase the priority on DFARS 7012 compliance across the supply chain.

Recent DoD memos and policy updates have provided guidance to the procurement community on how to incorporate cyber compliance as an evaluation factor in new solicitations and how contracting officers should review and evaluate contractor SSP and POAM documents and identify risks associated with unimplemented security control requirements. New guidance documents also clarify the responsibility of

prime contractors to flow DFARS 7012 requirements down to their subs, track the flow-down of Covered Defense Information across their supply chain and prime contractors are put on notice that they must develop plans for assessing the cybersecurity compliance of their suppliers.

The Defense Contract Management Agency (DCMA) has been instructed to begin auditing contractor compliance with DFARS 7012 as part of their reviews of contractor purchasing systems. (The DCMA is currently expanding its staff of DFARS evaluators from a team of six to a team of 250 personnel.) There's no doubt that the DoD means business when it seeks to tighten up cybersecurity across the supply chain.

#### Webinar topics will include:

- Update on DoD implementations of DFARS 7012 initiatives
- Interpretation of the new procurement guidance from a business planning and contracting perspective
- Critical aspects to understanding the compliance and readiness of your entire DoD supply chain
- Strategies to prepare for new DoD procurement measures and increased cyber-supply chain oversight

Content will be presented by Tim Williams, Technical Director at eResilience, and Robert Metzger, head of RJO's Washington, D.C. office. Don't miss this informative session on how the DoD is taking actions to enforce DFARS 7012 and NIST 800-171 requirements and how your business can reduce risk.



### International Traffic in Arms Regulations (ITAR) Compliance

written by Lauri Moon | March 25, 2019

Bob Imbriani from Team Worldwide will present a full day International Traffic in Arms Regulations (ITAR) Compliance program on April 24th in Bellefonte.

This course will provide participants with a solid understanding of export compliance under the ITAR. It will further provide each attendee with an understanding of their responsibilities in supporting their company's compliance program from an export and non-exporter perspective.

Specific topics to be covered include:

- overview of the ITAR
- responsibility for compliance
- general export controls
- customer screening
- registration requirements
- definitions
- U.S. munitions list
- agreements
- licensing
- violations and penalties
- recordkeeping
- upcoming changes

Cost to attend is \$75 and is **payable to SEDA-COG**. Fee includes course materials, refreshments and lunch.

Deadline to register is April 17th.

Register

## Build a Proactive Culture of Safety with Microlearning

written by Lauri Moon | March 25, 2019

In today's complex and fast-paced world, workplace safety training programs are vital for the protection and wellbeing of employees.

But, creating a culture where employees are motivated to proactively adopt safety knowledge and practices takes more than defining policies and procedures, mandatory compliance training, and employee communications.

Join EHS Today, along with Terry Mathis (Founder & CEO of ProAct Safety) and Carol Leaman (CEO of Axonify) on Thursday, May 9th from 2 – 3 pm as they share strategies for building a proactive culture of safety. They will also discuss:

- The importance of reinforcing and empowering a culture of safety excellence at every level
- Ways to develop the capability within the culture to identify, prioritize, and solve safety problems and challenges with microlearning
- How to maintain and continuously improve safety culture performance through ongoing employee engagement and training
- Real-world examples of how industry leaders like Merck and Walmart are using microlearning to create a culture of safety excellence

#### **Speakers**

#### **▼** Terry Mathis, Founder and CEO, ProAct Safety®

Terry Mathis is the founder and CEO of ProAct Safety®, an international safety and performance excellence firm. He is known for his dynamic presentations and writing in the fields of behavioral and cultural safety, leadership, and operational performance, and is a regular speaker at ASSE (Now ASSP), NSC, and numerous

company and industry conferences. He has published over 150 articles in industry magazines and is the coauthor of five books including STEPS to Safety Culture Excellence (WILEY, 2013).

Terry is a veteran of over 1600 safety, culture and performance improvement projects in 39 countries and 21 languages, and has personally assisted organizations such as Georgia-Pacific, Herman Miller, AstraZeneca, Wrigley, ALCOA, Merck, Rockwell Automation, AMCOL International, Ingersoll-Rand and many others to achieve excellence.

#### **区arol Leaman, CEO, Axonify**

Carol Leaman (BA, MAcc, FCPA) is an award-winning thought leader with an impressive track record of successfully leading tech companies. Not only is she a disruptor in the corporate learning space, but she's also the brains behind the Axonify Microlearning Platform. Prior to Axonify, Carol was the CEO of PostRank Inc., a social engagement analytics platform she sold to Google. She was also the CEO at several other technology firms, including RSS Solutions and Fakespace Systems.

Carol is a celebrated entrepreneur and trailblazer (Sarah Kirke Award 2010, Waterloo Region Entrepreneur Hall of Fame Intrepid Award 2011 and the Profit500 Award for Canada's Leading Female Entrepreneur 2017) whose articles appear in leading learning, business and technology publications. She also sits on the boards of many organizations and advises a variety of Canadian high-tech firms.

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# Adopting Principles of World-Class Manufacturing to Drive EHS Excellence

written by Lauri Moon | March 25, 2019

In today's evolving and highly-competitive environment, some of the key parameters that differentiate world-class manufacturers from others are quality, cost effective, flexibility and innovation. In fact, there are three main principles, which drive World-Class Manufacturing (WCM):

- Implementation of just in time and lean management, which leads to reduction in wastage, and thereby reduction in cost
- Implementation of total quality management, which leads to reduction of defects and encourages zero tolerance towards defects
- Implementation of total preventive maintenance, which leads to any stoppage of production through mechanical failure

Join this webinar to learn from Fiat Chrysler Automobiles (FCA) – one of the largest automotive manufacturers in the world – and Tarkett, a global leader in producing floor and wall coverings, along with ProcessMAP, the most trusted EHS cloud solution provider, to learn how adopting the principles of WCM drives EHS excellence.

#### **Speakers**

☑ Gregory (Greg) Rose, Director of Environment Health & Safety, Fiat

#### **Chrysler Automobile**

Greg Rose is the Director of Environment Health & Safety (EH&S) at Fiat Chrysler Automobiles. He is responsible for ensuring the implementation and administration of standardized EH&S processes through World Class Manufacturing. In his position, Greg also works with the Sustainability Steering Committee and Corporate Sustainability Office to lead the company's efforts to chart a sustainable course for the company that balances the demands of its environmental, health and safety aspects. Prior to his current position, Greg was the Director – Environment, Health & Safety and Corporate Sustainability at Chrysler Group LLC. in Auburn Hills, Michigan. Since joining the company in 1988, Greg has served in a number of positions of increasing responsibility at the plant, division and corporate level.

#### Phill Welch, Director of Environment Health & Safety, Tarkett

Phill Welch is a passionate culture changer, corporate EHS senior leader with global experience in manufacturing and services. Experienced as the central reference point in driving and coaching continuous improvement deployment and providing health, safety and environmental support and advice to all parts of the business. World Class Manufacturing (WCM) leader with a proven record of accomplishments in EHS and savings. An accomplished EHS professional with more than 19-yrs international experience working in both a union and non-union environment with a reputation for maintaining the highest Safety and Working Environmental standards. Keen ability to conduct root cause analysis, develop codes of practice, monitor, and implement effective results driven EHS programs and policies. Consistently achieve environmental, health and safety goals by establishing and managing effective business relationships at all levels of the organization. Skillful in protecting employees, assets and the community in the most cost-effective, ethical manner.

### **■** Harold Gubnitsky, President and Chief Strategy Officer, ProcessMAP Corporation

Harold Gubnitsky is responsible for corporate development, strategy, strategic relations and business development, and has served as a founding board member since 2000. Prior to joining ProcessMAP, Harold served as a Managing Director for

XL TechGroup, a company with a distinctive business model focused on continuously inventing, funding, and growing new market facing businesses to address global unmet needs with unique and sustainably differentiated business models. Prior to XL TechGroup, he founded, served as the CEO, and executed the sale of a technology-consulting Company, Semtor Corporation. Semtor developed leading edge business and technology solutions for both emerging businesses as well as established corporations. Harold also served as a Vice President and practice leader at Cambridge Technology Partners, the first publicly traded Strategy and IT consulting service company. Harold started his career and spent several years as part of the management team of Accenture/Andersen Consulting, leading teams to deploy advanced technology business solutions across a number of industry sectors.

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## The State of EHS Technology and How Organizations are Leveraging

## Technology to Improve and Sustain a Safety Culture

written by Lauri Moon | March 25, 2019

EHS departments aren't usually considered hotbeds of technology adoption, but recent research indicates that they have made substantial investments to date and are poised to increase implementation in the future.

This webinar will reveal the technologies EHS professionals have adopted and plan to adopt in the future, establishing a benchmark against which companies can compare their progress. It also will address EHS technology decision-making and budgeting; barriers to technology investment; and leveraging technology to improve and sustain a safety culture. With this information, you'll gain the information you need to build your EHS technology deployment strategy.

#### **Speakers**

#### **■** Pamala Bobbitt, VP Product Marketing, Cority

Pamala Bobbitt is Vice President of Product Marketing at Cority, where she is in charge of the expansion of Cority's partner program and brings deep expertise in EHS processes and software to the role. Having trained as a Chemist, Pamala spent over 15 years as an EHS professional in the pharmaceutical, chemical and automotive industries. Most recently, she has spent the past decade at EHS software vendors using her industry expertise to translate business requirements into successful software programs.

#### Patricia Panchak, President and Editor, Panchak Media, Inc.

Patricia Panchak, president and editor of Panchak Media, Inc., brings 25 years of researching world-class leadership strategies to help executives leverage the power of strategies created at the intersection of three powerful forces—digital technologies, lean management principles, and engaged employees. While each approach can be leveraged individually to create a disruptive competitive advantage,

together, they become an unbeatable force.

As the former editor-in-chief of IndustryWeek, Panchak is a widely recognized authority on business management and leadership issues. Through extensive research, she provides a window into the best practices of world-class organizations and provides the knowledge companies need to put the challenge of global competition in perspective. She guides companies to understand not only what's possible but what is necessary to drive their business forward.



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## Turbo Charge Industry 4.0 Via API Integration

written by Lauri Moon | March 25, 2019

In spite of the vast number of technologies involved, an Industry 4.0 transformation is about a single, fundamental strategy: connecting manufacturing business processes via application integration. Featuring details about use cases, as identified by recent research conducted by Informa/IndustryWeek, this webinar brings into focus how the various technologies — such as Data Analytics, Industrial IoT, Artificial Intelligence, Machine Learning, Advance Robotics, AR/VR, Cybersecurity,

Additive Manufacturing, and Simulation—in various combinations facilitate connectivity between vital business processes to drive competitive advantage.

By understanding Industry 4.0 through this lens, business leaders will more easily identify where and how to leverage these technologies to improve every aspect of their business from sales and marketing, to product development and production, to delivery and field service.

#### **Speakers**

#### Patricia Panchak, President and Editor, Panchak Media, Inc.

Patricia Panchak, president and editor of Panchak Media, Inc., brings 25 years of researching world-class leadership strategies to help executives leverage the power of strategies created at the intersection of three powerful forces—digital technologies, lean management principles, and engaged employees. While each approach can be leveraged individually to create a disruptive competitive advantage, together, they become an unbeatable force. As the former editor-in-chief of IndustryWeek, Panchak is a widely recognized authority on business management and leadership issues. Through extensive research, she provides a window into the best practices of world-class organizations and provides the knowledge companies need to put the challenge of global competition in perspective. She guides companies to understand not only what's possible but what is necessary to drive their business forward.

#### Shekar Hariharan, VP of Product Marketing, Jitterbit

Shekar Hariharan is the VP of Product Marketing at Jitterbit, responsible for driving company's positioning, messaging, and content. Prior to Jitterbit, Shekar spent over 14 years at Oracle where he led various leadership roles in Quality Engineering, Solutions Management and Product Marketing. He played a pivotal role in creating various industry solutions for mid-market companies. He also played a pivotal role in creating a global ecosystem of over 140 certified partners, training them from selling and implementing pre-built solutions, which bundled ERP, CRM, Supply Chain and HCM applications, and helped customers achieve rapid time to market. He also spent a year as a Director of Product Marketing at SugarCRM prior to

joining Jitterbit. Shekar holds a bachelor's degree in Mechanical Engineering (MSRIT, India) and Master's degree in Industrial Engineering (LSU). He also holds an Executive MBA from UCLA, Anderson School of Management.

#### Kerrie Jordan, Sr. Manager Product Marketing, Epicor Software

Kerrie Jordan is Sr. Manager Product Marketing at Epicor Software. She brings over a decade of experience in ERP, supply chain, eCommerce, cloud computing, and product development business solutions.



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# Digital Manufacturing: Driving Product Innovation and Personalization

written by Lauri Moon | March 25, 2019

Today's manufacturers are faced with a competitive environment that demands more innovative, unique, highly-configured products and services designed to fit customers' specific needs. Of course, this has a significant impact on the way that these manufacturers design products and manage customer communication as they build quotes and deliver on promises. Does your organization have what it takes to differentiate itself through customer engagement?

In this webinar, Infor's Director of Industry and Solution Strategy, Nick Castellina, and Vice President of Strategy for Infor Configure Price Quote, Ron Eismann will discuss the importance of customer communication for meeting manufacturer's needs. You'll learn:

- The major trends that are impacting manufacturers today
- Best practices for managing the quote-to-order process
- Strategies for linking design and delivery
- Tips for devising a digital transformation strategy focused on innovation

#### **Speakers**

### ■ Nick Castellina, Director of Industry and Solution Strategy, Infor

Nick Castellina is Director of Industry and Solution strategy where he is responsible for marketing messaging and strategic direction in the discrete manufacturing industries. At Infor, Nick interacts with end users to understand their challenges and connects with product management and marketing to support Infor's commitment to delivering focused solutions featuring industry best practices. Prior to Infor, Nick was Vice President and Research Group Director of the Aberdeen Group's Business Planning and Execution research practice. There he worked with software vendors and end users to analyse trends and produce industry-leading content in topics related to Enterprise Resource Planning, Enterprise Performance Management, Project Portfolio Management, and Business Process Management.

#### Ron Eismann, Vice President of Strategy, Configure Price Quote, Infor

Ron Eismann is Vice President of Strategy for Infor Configure Price Quote (CPQ). In this role, he is responsible for setting the product direction and go-to-market strategy for Infor CPQ. Ron has more than 25 years of experience in the enterprise software market, including 20+ years of experience with CPQ solutions.



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## Maximizing Value from Your Asset Management Strategy

written by Lauri Moon | March 25, 2019

It's critical to get the most value possible from your asset management tools to boost reliability and performance and reduce downtime. Intelligent Assets Practice Lead Paul Casto of GrayMatter and Senior Product Marketing Manager Dan Parker of GE Digital will discuss how to craft a successful asset maintenance strategy that balances equipment criticality, predictive and condition-based maintenance and predictive analytics. They will highlight common missteps that can hurt long-term success and detail how Eastman Chemical embraced a comprehensive solution that dropped unscheduled downtime by 60 percent, reduced product loss by 40 percent and cut long-term maintenance costs by 10 percent, saving millions of dollars.

Topics Paul and Dan will cover:

- Reliability
- Availability
- Uptime
- Maintenance cost

- Risk of failure
- Unexpected failures
- Scrap (due to equipment)
- Condition-Based Maintenance
- Life of Capital Equipment

#### **Speakers**

#### **■** Paul Casto, Intelligent Assets Lead, GrayMatter

Paul Casto is a top practitioner in reliability and maintenance improvement methodologies. He has hands-on experience in reliability, maintenance, operations and engineering in the steel, aluminum, automotive, chemical, aerospace, consumer goods and construction industries. His areas of focus include: value creation through reliability and maintenance, leveraging reliability to reduce operating cost, the application of advanced reliability tools integrating operations into reliability and maintenance, reliability-based maintenance and shop floor culture change. He has previously worked for GE Digital, Meridium and Eastman Chemical Company.

#### Dan Parker, Senior Product Marketing Manager, GE Digital

Dan Parker is the Sr. Product Marketing Manager for the Asset Performance Management (APM) solution at GE Digital. With more than 10 years of experience in the development and commercialization of enterprise application software solutions, Dan focuses on the delivery of APM solutions that enable asset-intensive chemical companies to drive safer, more reliable operations while maximizing performance and lowering costs. In addition to APM, his product experience includes: Manufacturing Execution Systems (MES), and various HMI/SCADA solutions.



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### Optimizing Service Delivery for Manufacturers and Asset Operators

written by Lauri Moon | March 25, 2019

All manufacturer operations – from pharmaceutical manufacturers to power plant operations to energy producers and everyone in between — **need timely maintenance to ensure consistent uptime**. Asset failures can cost companies like yours hundreds of thousands of dollars in lost revenue, reduced asset reliability, and increased safety and compliance risks. By **transforming service delivery from manual processes to digital service execution**, you can provide smarter maintenance while also optimizing resource utilization and improving safety and compliance indicators. Join this webinar from ServiceMax to learn how to improve your service execution.

#### The webinar will address:

- Industrial Internet of Things (IIoT) supporting the capture and analysis of data to help deliver the right service actions
- Asset Performance Management (APM) providing an analytical platform for asset data management, analysis and decision making
- **Real-time insights at the point of resolution** modern tools for service execution that feature accurate asset data to ensure the right response.

#### **Speakers**

#### 💌 Anna Startseva, Senior Product Marketing Manager, ServiceMax

Anna Startseva is the Senior Product Marketing Manager, ServiceMax, helping companies realize the benefits of asset service and Industrial Internet of Things. Prior to ServiceMax, she held marketing and government relations roles in California and Washington DC. She holds an MBA from the University of Cambridge.

#### Phil Schwarz, Oil & Gas Industry Development Director, ServiceMax

Phil Schwarz is the Oil & Gas Industry Development Director at ServiceMax. Phil has nearly 20 years of experience in the oil & gas industry with oilfield service, industrial automation and SaaS companies. He is passionate about smart oilfield technologies and the economics of oil & gas. He holds a Graduate Certificate in Smart Oilfield Technologies from the University of Southern California and a Masters in Economics from the University of North Dakota.



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