

MEETING  
TIME AND  
LOCATION

Wednesday

Dec. 10, 2008

6:30 pm— 7 pm

@ the

Embassy Suites Hotel

[www.baesg.org](http://www.baesg.org)

RSVP at

BAESGresv

@comcast.net

INSIDE  
THIS ISSUE:

Meeting  
Announc-  
ment 1

BAESG  
Business 2

Feature  
Articles 14

Coming  
Events 16

Job Listings 18

Membership  
Application 21

## November Meeting Cancelled

due to the  
**Closing of Arthur's Restaurant  
For Renovation**



Keep posted to  
the **BAESG**  
website for  
location of new  
meeting venue  
for 2009



**Annual Holiday Party is still On!**  
**Party will take place on Wednesday  
December 10th**

**@**

**Embassy Suites in  
Santa Clara**

**See inside for more details.**

# Annual Holiday Party 2009

Wednesday,

December 10, 2008

**BAESG** subsidizes this event as a way of thanking our Members and Bay Area **ESS Professionals**.

Please join us for dinner, drinks, socializing, raffle prizes, and possibly a

surprise visit from Santa Clause.

Embassy Suites Hotel, 2885 Lakeside Drive in Santa Clara (right across from Arthur's)

Social hour starts at 6:30 pm and dinner will be served at 7:30  
Cost is \$25 for members

and \$30 for non-members. (Join for 2009 and pay the member price.

One drink ticket included in price, good for either beer or wine. A cash bar will also be open. Menu choices for the sit down dinner include: chicken, turkey, salmon, or cheese ravioli.



Despite Arthur's sudden and unexpected closing for renovations, the annual Holiday will still take place. See article for more details.

## Holiday Party Raffle Prizes

**BAESG** will continue the tradition of having raffle prizes for the Annual Holiday Party.

This has always been a favorite - We think some people come just for the raffle prizes!

Promote your Company

and make someone's Holiday extra special  
Donate a raffle prize!!

If you wish to volunteer prizes for the raffle. We would be most grateful and will acknowledge your company in our next newsletter and at the Holiday Party. Please contact

Mark Gordon by Tuesday, December 2, 2008.

Thanks!

email:  
baesgresv@comcast.net

## Toys for Tots

to donate will receive an extra raffle ticket!!

RSVP by Friday, December 5th by sending an email to

baesgresv@comcast.net

Be sure to indicate your meal choice or we may be forced to select for you!

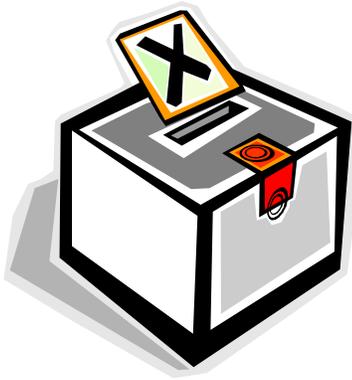
For a Correct Name Tag and Meal Please Provide: your name and your Company or other Affiliation



Members of the US Marine Corps will again join us to collect donations for Toys for Tots.

Those who bring a new unwrapped toy

# Election for next year's Board of Directors



The approaching end of the year marks our annual election of next year's Board of Directors. Those voted into office will run the organization for the next year. Their contributions are critical to the success of the organization. The existing candidates are listed below.

Anyone who is interested in greater involvement in the organization is encouraged to add their name to the ballot. Contact Secretary Mark Gordon, or President Lana Spencer, for more information or to be placed on the ballot.

***“Bad officials are elected by good citizens who do not vote.” -***

***George Jean Nathan***

## Current Ballot for 2009 BOD

**President-  
Mark Gordon;**

**Secretary -  
Lana Spencer**

**Newsletter Editor /  
Jobs Coordinator -  
Roy Dojahn**

**VP Programs-  
Jason Decostello;**

**Membership  
Director -**

**Anyone else inter-  
ested is encouraged  
to participate!**

**VP Treasury -  
Rob Singh;**

**Jim Healy**



## 5 Weird Off-The-Job Safety Tips

From SafetyXChange, October 27, 2008

By Richard Hawk

Over the years, we've all used miscellaneous safety tips to add a bit of spice to an otherwise humdrum safety meeting or newsletter. But where do you find these tidbits? Here are five off-the-beaten-path beauties from my vast collection.

### Tip 1: Rake Leaves, Not Nerves

Here's a nifty little hint for autumn. Placing foam rubber over the handles of rakes - or simply wrapping the handles in foam tape to fatten them - makes them easier to hold and reduces the stress placed on the tendons and median nerve in the palm. The same technique works great with brooms and other handled tools.

### Tip 2: Pump Up the Tires

It's a common misconception that keeping less air in tires improves traction in hot weather, on snow or when you're carrying a heavy load. In fact, just the opposite is true. Under-inflated tires are much more likely to blow out, come off the rims or "hydroplane" on wet roadways. For better handling and mileage, you should inflate tires to the maximum air pressure recommended by the manufacturer.

### Tip 3: Paint It Bright

With darkness setting in earlier, it's a good idea to dab spots of fluorescent paint around keyholes and the edges of driveways, stairs and house numbers. This will make them more visible in the dark. Fluorescent tape will have the same effect but it doesn't last as long.

### Tip 4: Ditch Damaged Drains

Replace cracked or broken drain inspection covers to guard against the risk of disease-carrying bacteria being released or carried away by flies. Falling leaves and other debris may also fall through the cracks and block the drain.

### Tip 5: Don't Slay the Stinger

For many of us, stinging insects are no longer a problem at this time of year. But if you're stung by a yellow jacket, don't smash it, especially if there's a nest nearby. When destroyed, a yellow jacket's venom sac releases a chemical that incites other yellow jackets to attack.

### Conclusion

Have a safe fall, I mean autumn, everybody.

## VTA's Green Investment in Hybrids Pays Off

### 120,000 Gallons of Fuel Saved Each Year

San Jose, Calif. – In an effort to reduce greenhouse gases and clean the air we breathe, the Santa Clara Valley Transportation Authority (VTA) has replaced 75 older paratransit and non-revenue gas-powered vehicles with new hybrid vehicles. The new hybrids are estimated to reduce VTA's annual greenhouse gas output by 385 tons; each Californian produces an average of 34 tons per year.

Outreach, VTA's contracted paratransit operator, currently operates 236 vehicles; 82 are Toyota Prius hybrids. VTA provided 60 of the hybrids to Outreach as part of VTA's green vehicle replacement program.

The Prius vehicles travel an average of 3.4 million miles a year, which equates to almost 35% of the fleet's total mileage but use only 15% of the fleet's total fuel. With Prius vehicles now operating for more than a year, fuel data confirms an annual savings of 121,000 gallons per year.

"With the market's volatile gas prices, investing in hybrid technology is paying off," said VTA General Manager Michael Burns. "Providing the same level of mobility and service to our customers while reducing VTA's carbon foot print and dependency on fuel is a win-win for VTA." Fifteen additional hybrids including ten Ford Escapes and five Toyota Priuses operate in VTA's non-revenue fleet and are continually used by VTA's Protective Services and Construction divisions for high mileage activities and patrol. Due to the success of these hybrid purchases, VTA will be continually looking at options to reduce greenhouse gases and help keep the valley green.

## New HPA research finds compact fluorescent lights can give off emissions

**Health Protection Agency, Oct. 9, 2008**

New research by the Health Protection Agency has shown that some energy saving compact fluorescent lights can emit ultraviolet radiation at levels that, under certain conditions of use, can result in exposures higher than guideline levels. The Agency and Government Departments are calling on the European Union, relevant product standards bodies and the lighting industry to consider how product standards for lights can be tightened up.

Given its research findings, the Agency is recommending some precautionary measures for the use of certain types of compact fluorescent light bulbs (CFLs). The Agency's view is that open (single envelope) CFLs shown in Fig. 1 should not be used where people are in close proximity - closer than 30 cm or 1 ft - to the bare light bulb for over 1 hour a day. The Agency advises that for such situations open CFLs should be replaced by the encapsulated (double envelope) type shown in Fig. 2. Alternatively, the lamp should be moved so that it is at least 30 cm or 1 ft away.

The Agency's Chief Executive Justin McCracken said, 'This is precautionary advice and people should not be thinking of removing these energy saving light bulbs from their homes. We are advising people to avoid using the open light bulbs for prolonged close work until the problem is sorted out and to use encapsulated bulbs instead. In other situations where people are not likely to be very close to the bulbs for any length of time, all types of compact fluorescent light bulbs are safe to use.'

Not all open (single envelope) fluorescent light bulbs have significant UVR emissions but if people are in very close proximity to some of them, the exposure to bare skin is like being outside in direct sunlight. For example, Agency scientists found that when very close (2 cm, less than 1 inch) to some open CFLs, the UVR level can be equivalent to that experienced outside in the UK on a sunny day in the summer and so some precaution is warranted. When further away (over 30 cm or 1 ft), the UVR level is much lower and less than being outside on a sunny day in winter, which is not a concern.

Encapsulated (double envelope) compact fluorescent light bulbs (see Fig. 2), which look similar to traditional domestic light bulbs, do not emit significant amounts of UVR. The larger long tube 'strip lighting' design fluorescent lights, commonly used in offices, workplaces and homes for many years, can also be used on ceilings without any special precautionary measures.

The precautionary advice from the Agency is interim advice. The Agency's study has stimulated research into the problem by others and the Agency may issue further advice when more information is available. As a result of the Agency's work the Government is pressing the EU to take account of the findings in future European legislation.

Exposure to UVR can cause particular problems for people suffering from some medical conditions, including Lupus. The Agency, Government and the lighting industry have met with patient groups to give advice on the use of compact fluorescent light bulbs and the availability of new technologies for low energy lighting. In addition, the Agency's work has been taken into account by an EC scientific committee looking into the issue of light sensitivity. This committee published its opinion last Friday, 3 October 2008.

## **Speaking Out: Doing the Right Thing (And Doing It Successfully)**

**From EHS Today, Oct 1,, By Bill Grana**

Some EHS professionals strongly object to the amount of regulation in their industry, or to specific requirements. Others are frustrated by the hoops that must be jumped through to prove compliance. A fairly common attitude is that compliance is a necessary evil — a way to motivate corporate and individual behavior that's all stick and no carrot.

I want to leave aside compliance in those terms and discuss something more positive, and more important: that old intangible known as “doing the right thing.”

Almost all of us are given this directive from an early age by parents, teachers, religious leaders and other mentors. It may manifest as a specific behavior, or as something general like the Golden Rule. The definition of “right thing” may vary depending on moral, philosophical or cultural values, but what's noteworthy is that this ideal has become much more prevalent in business and the media in the last decade. Corporate ethics, social responsibility, green initiatives — clearly, businesses are paying more attention than ever to doing the right thing. And that's a good thing.

However, wanting to do the right thing is just the start of the journey. Good intentions need to be translated into good actions. In the world of EHS, risk management, HR and related functions, that means implementing effective programs that achieve measurable results.

Implementing effective programs is particularly important to us at PureSafety. Our company was founded in response to a workplace fatality at Thompson Machinery — the only one in its 60-year history. They were doing the right thing — formal safety programs, dedicated safety resources, a strong safety culture — but this accident led senior management to ask, “How can we do more to improve safety programs and prevent another tragedy?” In a real sense, PureSafety is an ongoing answer to that question.

Partnering with over 1,000 organizations in over 20 major industries has given us some good insights regarding what it takes to turn wanting to do the right thing into doing the right thing successfully.

**Knowledge Delivery and Employee Development** — Sometimes, doing the right thing involves common sense behaviors like keeping a work area clean or responding promptly to an injury. But often it requires knowledge that is more complex and technical. We're not born knowing proper management of confined spaces, for example, or how many rescue breaths and chest compressions should be given when administering CPR.

Before we can do the right thing, we must know what the right thing is, and how best to do it. Proper knowledge delivery and employee development mechanisms ensure that everyone in your organization is equipped with the technical and procedural understanding to do the right thing.

**Workflow and Management Systems and Reporting Tools** — Having the proper systems and tools to manage workflow, assimilate data and efficiently and accurately report on program results gives decision-makers the business intelligence to best define the right thing and then continuously improve the organization's ability to do it.

**Strong Communication and Collaboration** — Having strong communication and collaboration between departmental systems and processes probably is the area that many organizations find most challenging. Often, corporate silos arise and begin functioning as if they were separate entities. In the worst cases, one department's "right thing" may even be at cross-purposes with another department's "right thing."

But efforts in safety, risk management, human resources and so on are closely related — and clear communication between these functions will help everyone in the organization to see the big picture in terms of doing what's right. It will also help eliminate inefficiencies, encourage transparency and provide valuable interdepartmental insights.

The three areas above are a good starting point in evaluating whether your organization has everything in place to not only do the right thing, but do it successfully. Without the proper systems, tools and organization-wide communication, the "right thing" can be hard to define, and doing the right thing successfully can start to feel too much like a game of chance.

The stakes here are too high to let that be the situation — costs, productivity, employee morale and, in the most extreme cases, employee lives. In business as in other areas of life, doing the right thing isn't always easy, but it's always worth the effort.

## **Four New Incident Command Simulation Courses Released**

**From Occupational Health & Safety E-News Aug 14, 2008**

The U.S. Fire Administration's National Fire Academy has announced four Incident Command System (ICS) Simulation Series courses are now available through NFA Online. The ICS Simulation Series courses are designed to provide challenges to the newly appointed, inexperienced fire officer as well as the experienced senior fire officer. Each course addresses a different type of incident and allows the student to assume the role of the Incident Commander on the scene.

"It is our desire that the lessons and challenges presented in these new online courses will serve to prepare the student to be successful in similar real-life situations", said U.S. Fire Administrator Greg Cade. "The USFA continues to provide educational opportunities for firefighters faced with the challenges of today's buildings."

The four new courses are:

Q324 – Incident Command System Simulation Series: Ranch House

Q325 – Incident Command System Simulation Series: Town House

Q326 – Incident Command System Simulation Series: Mansion

Q424 – Incident Command System Simulation Series: Nursing Home

To access these four courses, as well as others, visit NFA Online at [www.nfaonline.dhs.gov](http://www.nfaonline.dhs.gov) and select the "Browse Catalog" or "New Student" options.

## What's the Latest on Wireless and Your Health?

From Internetnews Realtime IT News, October 27, 2008

By Brian T. Horowitz

Research sheds light on possible health risks to users of cell phones, Wi-Fi and other wireless technology.

As we mark the 25th anniversary of the first cell phone call in 1983, the handsets, along with technologies such as Wi-Fi, are as ubiquitous as ever for IT workers and consumers. But are we getting cooked by the radio waves entering our brains?

Although current research shows no clear evidence of health risks from cell phones, Bluetooth or Wi-Fi devices, as a precaution, you may want to avoid extended use and passing the phones to young children while the jury is still out.

Based on information from the National Cancer Institute (NCI), FDA, FCC and other government agencies, little risk exists as far as ailments such as brain tumors -- at least within 10 years of use -- the NCI reports. However, studies are ongoing for terms of more than 10 years and the effects of wireless radio waves on children, who, due to their smaller amounts of brain tissue, may be more susceptible to the amount of radiation in wireless devices, according to the NCI.

There's particular concern with smaller heads and more of the brain receiving radiation from cell phones," explained Joe Bowman, research occupational hygienist for the National Institute for Occupational Safety and Health, a federal government agency that performs research on workplace health hazards.

"We don't know enough about whether they might be some effects while the child is still developing," he told InternetNews.com.

### So far, so good...

The NCI also has a helpful fact sheet on its site

(see <http://www.cancer.gov/cancertopics/factsheet/Risk/cellphones>)

"Studies suggest that the amount of RF energy produced by cellular phones is too low to produce significant tissue heating or an increase in body temperature," the NCI reported on its site.

"However, more research is needed to determine what effects, if any, low-level non-ionizing RF energy has on the body and whether it poses a health danger."

The FCC is the government body responsible for monitoring the safety of radio waves coming from wireless devices.

"If there is a risk from these products -- and at this point we do not know that there is -- it is probably very small," reported the FCC, the agency responsible for setting the acceptable levels of wireless radio waves. In the FAQ section on its site, it says there's no evidence that cell phones cause cancer.

**"All wireless phones sold in the United States meet government requirements that limit their RF energy to safe levels," the FCC stated on its site.**

The amount of RF energy a wireless handset user absorbs into the head is measured by the Specific Absorption Rate (SAR), the FCC reported. The FCC requires wireless phones to have SAR levels no more than 1.6 watts per kilogram.

Short-term usage of cell phones is not a proven problem, according to Bowman. "It's the nature of brain cancer that it takes a long time to develop," he said. Bowman explained that for survivors of the atomic bomb attacks in Japan during World War II, brain cancers took the longest to develop compared with other cancers.

According to Bowman, wireless LAN base stations and 3G cell phones emit less radiation than older mobile phones. He said that in order of wireless radiation absorbed by the body, first comes cell phones, then portable phones in the home, then Wi-Fi wireless devices.

"Of all the wireless devices, Wi-Fi is somewhat in the middle of the pack as far as radiation," he explained. "At the low end, you have the cell phone base stations, the towers, the broadcast antennas."

As for Bluetooth, the popular technology that has people hanging headsets from their ears, the hazards are lower than those of cell phones, according to Mike Foley, Bluetooth SIG executive director.

"Bluetooth wireless technology emits very low electromagnetic waves," Foley said in an e-mail statement to InternetNews.com. "Mobile phones radiate about 200 times more energy than a Bluetooth headset because their signals must travel miles to the nearest cell tower versus the 30 feet range of most Bluetooth devices."

As for cell phones, snagging the iPhone 3G is not a bad idea. Bowman says 3G technology brings down exposure by a factor of 10.

In addition to radiation concerns, research has examined the possibility of rashes developing from mobile phone use. Last week, the British Association of Dermatologists announced research that shows the nickel surface of the phone can cause a rash called "mobile phone dermatitis."

### **What's unclear**

With all the concerns about radiation and cell phone use, more research is needed to determine how long and how high body tissue can be heated before it leads to health repercussions, according to the NCI.

Bowman took part in the International Agency for Research on Cancer (IARC) Interphone study on wireless dangers by 13 countries. The European Union funds the study, which collected data between 2002 and 2005. According to Bowman, research shows higher instances of brain tumors on the same side of the head as the cell phone is held, but the reasons are still unclear.

He also cited epidemiologic studies in Sweden that have found an increase in the rate of brain cancer for people who have used cell phones for 10 or more years. "Without the full results of the Interphone study for us to look at, there's still many unanswered questions as to what these statistical reports mean," he said.

The Interphone team is looking into whether RF energy causes brain, acoustic nerve and salivary gland tumors. Results haven't been announced. According to the NCI, countries involved in the Interphone survey are Australia, Canada, Denmark, Finland, France, Germany, Israel, Italy, Japan, New Zealand, Norway, Sweden and the United Kingdom.

The Health Protection Agency Center for Radiation, Chemical and Environmental Hazards also performs ongoing research on the effects of Wi-Fi and RF signals. "The HPA's position is that there is no evidence at present that the health of the public, in general, is being adversely affected by the use of mobile phone technologies, but uncertainties remain and a continued precautionary approach to their use is recommended until the situation is further clarified," a spokesperson told InternetNews.com.

### **What's reason for concern**

In addition to the worries about wireless waves on children, thermal heat exposure is a concern, according to Bowman. "When standards are exceeded with the maintenance of TV broadcast antennas or radio frequency plastic heat sealers, you get some tissue heating that can be very detrimental," Bowman said.

"Although the new wireless technologies in the workplace and homes do not heat tissue, we need to make sure they do not create some kind of non-thermal effect that may create a health risk," he added.

Other examples of wireless technologies that should be studied for health threats are the scanners for RFID tags on products in warehouses, he said.

## **Large Recall of CO Sensors Under Way**

**Source: Occupational Health & Safety E-News, Jul 30, 2008**

Several instrument manufacturers have posted warnings of an industry-wide recall of 4CF carbon monoxide sensors made by City Technology, a British company that is owned by Honeywell. The U.S. Mine Safety and Health Administration posted Industrial Scientific's alert on its own site last Friday; there is still no notice posted on the City Technology Web site ([www.citytech.com](http://www.citytech.com)), and an email sent Friday to its address for technical assistance has not been answered.

The recall affects about 80,000 sensors for the industrial market that were shipped between May 2007 and May 2008 with serial numbers in the range of 10199194 through 12844839, according to the Industrial Scientific recall notice, which says 16,450 sensors shipped to Industrial Scientific are affected. 3M's advisory notice, dated July 10, does not specify how many of the affected sensors were shipped to 3M, but it lists five series of 3M detectors and replacement sensors (110 Series, 740 Series, 950 Series, 600 Series, and Alien Series) made between June 1, 2007, and July 2, 2008, that are included in the recall. Other manufacturers also posted advisories telling customers how they could obtain replacements.

3M's notice asks customers to arrange for a free replacement CO sensor/product by contacting the 3M Customer Care Center at 800-328-1667 and saying you are calling about the "CO sensor product recall." Industrial Scientific also replaces affected sensors at no charge and directs customers to contact its local customer service centers or call **800-338-3287**.

## LOSING YOUR JOB- What Comes Next?

Source: SafetyXchange, Nov. 13, 2008

By Lauryn Franzoni

*Unemployment is higher than it has been in decades. If any of you have recently lost your job-or think you might soon-you must be prepared to cope. Perhaps I can help.*

### Accepting the Loss

The first thing you need to do when you're out of work is come to terms with why. After all, you can't make an effective move into the future until you make peace with your past. Don't let negative feelings fester, cautions NJ consultant Andy Borkin. "If you have anger or loss of confidence, you need to work through it so it doesn't negatively affect your job search."

Dealing with the past doesn't mean dwelling on it. Limit the time to collect your thoughts to 30 days. If you can't get your "mojo" back by then, you might want to seek the help of a career coach.

### Setting New Goals

The next step is to conduct research and set realistic and practical goals. Michael Jeans, a consultant from Boston, tells his clients to step back and look at their careers in a long-term and holistic way. What do you want your life to look like in five, 10 and 15 years? "The holistic dimension is about balance and how a job or career fits into your overall life," says Jeans.

People who lose their job typically believe their next position should resemble their previous one. But loss of a job is the perfect opportunity to explore other options. One thing you might want to do is create a focus group of about five or six former employees and peers to help you figure out your career direction of your career. Ask the group what they think your strengths are and what they would do if they were you.

### Selling Yourself

Start crafting a marketing message, Jeans suggests. First you need a verbal message in the form of an exit statement consisting of two to three sentences explaining in unemotional terms why you left your job. Use the exit statement during networking, not interviews. For networking you also need what's called the elevator drill, a 60-second statement explaining who you are, what you're good at and what you want to do next.

You also need a written marketing statement for use in both networking and interviews. That statement, of course, is the resume. Jeans says that he helps clients prepare a "safety resume" that's acceptable to forward to potential employers but is still a work in progress. "It's important to get a resume done early and revisit it over time," Jeans explains.

But building your brand goes way beyond the resume. It's something you should do all the time, not just when you're out of work. The process involves doing things that get you known and establish your reputation in the industry.

## **Hone Your Research and Networking Skills**

It's also important to conduct extensive research to determine where you want to land in terms of industry, company and position. Research is critical for career survival. Research not just facts, but opinions and trends.

Do your research on weekends, early in the morning and late at night. Spend the prime business hours of 8 to 5 for networking. Networking is a challenge for most people even when they're working. When you're out of work, it becomes that much harder. For example, many individuals hesitate to network because they're embarrassed and don't want others to know about their current job status. But networking is how most jobs are found. So you can't afford to keep a low profile if you're unemployed.

For example, a colleague of mine told me about a client who was laid off from a VP position and didn't share the news with anyone. One day, a neighbor, a retired executive, stopped by to drop off mail that had inadvertently been left in his mailbox and was surprised to find the VP at home. The VP explained that he had been laid off two months earlier. About a day later, the neighbor returned and gave the VP a list of names and contacts, one of which led to a job.

Start with an e mail blast email to let your network know what's happening and then make calls everyday to schedule meetings. Be mindful of your contacts' time and make it as easy as possible for them to help you. For example, don't say, "I'd like you to take my resume." Instead, say "I'd like to meet the president of X company." It's a bite-sized request and contacts won't feel like you're putting the whole job search on them.

## **Conclusion**

Last but not least, be patient and keep your expectations realistic. Understand that even if you do everything right, you may not land a new job as quickly as you'd like, especially in this economy. Don't let this affect your confidence. And don't let your employment status become your identity. You're a safety professional, not a job seeker. Unemployment is merely a temporary setback that we all experience.

## **How to Use the Resume to 'Brand' Yourself**

**Source: SafetyXchange, Nov. 13, 2008**

**By Lauryn Franzoni**

Great resume writing is all about differentiating yourself from the others competing for the job. The purpose of a resume is to showcase what you have to offer, align it with the imperatives of your target job and present it all in a concise, vivid and compelling package that will get you noticed. If your resume is flat and boring, here's how to breathe life into it.

### **The Criteria for Resume Success**

The first thing you need to understand is what a "good" resume is. There are certain criteria that define the effectiveness of a resume.

**It's targeted to a position.** A generic, unfocused resume won't get you anywhere. The resume must be directed toward a specific position so that it aligns with the qualifications and requirements hiring decision-

makers are looking for. When writing your resume, take into account any information you can get about the target job. Online job descriptions are a great resource.

**It's perfectly edited.** A resume must include no, I repeat, no grammatical errors, misspellings or typos. It must have consistent and attractive formatting that's easy to read. And, of course, it must be truthful.

**It's only two pages.** Short resumes have always been the rule. Now, with so many decision-makers reviewing resumes on PDAs, the need for brevity is even greater. Use the information you can't fit on your resume for supplementary documents and interviews.

### **Why Resume Branding Is So Important**

The modern resume is first and foremost a pre-qualifier. Hiring decision-makers reviewing resumes are looking for good fit. Personal branding is key to surviving the screening process. In the context of job searching, branding is about communicating what makes you special. Use the resume to display your brand attributes—your unique strengths, talents, vibrant traits and passions.

Another key function of the resume is to create the right chemistry with the reader. Branding is what creates chemistry. It turns your resume from a piece of paper or digital image to the rendering of a flesh-and-blood person. It also makes for interesting reading and allows your resume to stand out from the hundreds of other boring entries.

### **How to Use the Resume to Self-Brand**

Let me wrap up by explaining how to turn the resume into a branding device:

**Talk money.** Assign monetary values to your qualities, strengths and experiences. Use dollar amounts and percentages to chronicle your impact on the bottom line of the companies you've worked for. Make statements like: "Reduced reportable injuries nine straight years with a 125% decrease in three of six years" (I ask you safety professionals out there to indulge me if I'm not using the terminology right and I'm hoping you get my drift).

**Use buzzwords.** Get feedback on your performance, leadership talents and strengths and pay close attention to the words people use to describe your qualities. These words are important because they capture your value in the eyes of others. So use these words and phrases in your resume to establish your brand.

**Write a stand-alone branding statement.** Place a brand statement of no more than four lines at the top of your resume vividly announcing what you're offering and how you're different from others.

**Include career-defining success stories.** Identify your top career accomplishments and highlight the ones that are most relevant to and likely to resonate with the reader. Present each accomplishment as a "story" of how you tackle and overcome challenges. Illuminate these accomplishments within the framework Challenge/Action(s)/Result(s). There may only be room in your resume for one or two stories. Keep the rest ready for interviewing and/or use them in a separate "Achievement Summary" addendum.

## Conclusions

For many people, the hardest part of writing a resume is getting all of this good stuff down to just two pages. Just remember that today's resume isn't a comprehensive career history. It's a career marketing or advertising tool designed to capture immediate attention, generate interviews and prequalify you for a higher starting salary. Your resume needs to provide just enough information to accomplish these objectives.

## RESUME TIPS: 6 Pointers

- Keep job descriptions in the "Professional Experience" section short and load them with relevant key words.
- Replace trite phrases like "responsible for" with robust action verbs like "managed" or "led."
- Limit your career history to the last 10 to 15 years.
- Use white space to make your brand statement pop.
- Add a graphic box listing your key areas of expertise along with a bulleted list of three to four hard-hitting examples of **achievements that include monetized results**.
- **Concentrate your efforts on the first page—especially the top. Put the "A" material upfront or the reader might never get to it.**

## Upcoming Events

If you'd like to see your events advertised in this space, and on our website, email your announcement to: [baesg.jobs@gmail.com](mailto:baesg.jobs@gmail.com)

### Local Events:

**Environmental Training Center** has the following training courses/seminars coming up at Mission College. (For more information see: ([www.bayETC.org](http://www.bayETC.org)):

Dec 5            **DOT 49 CFR Hazardous Materials Transportation**  
Dec 12          **Workplace Violence Prevention Training**  
Dec 12          **Blood Borne Pathogen Program**  
Dec 19          **Underground Storage Tank Designated Operator Exam Preparation**  
Dec 19          **8 Hour: OSHA HAZWOPER Refresher**

Dec 12—13    **Geospatial Technologies for Business and Economic Development**

Feb 27—28    **Geospatial Technologies for Emergency Management and Response**

Geospatial Technologies include Geographic Information Systems (GIS), Global Positioning Systems (GPS), and Remote Sensing.. These Two day seminars will include theory, hands-on application, student participation and resources to bring back to your employer.

**UC Santa Cruz Extension** has the following training courses/seminars coming up in Cupertino (For more information see: <http://www.ucsc-extension.edu/>)

Jan 21—Mar 25    **Dimensions of Safety and Health Training**  
Jan 26 -Feb 23    **Hazardous Materials Management, Principles**  
Feb 26            **Occupational Health and Safety Annual Regulatory Update**

**Pacific Industrial and Business Association** will be sponsoring a number of regulatory update seminars at various Bay Area Locations. (For more information see: <http://www.piba.org/>)

Dec 4            **Hazardous Waste Workshop**

This half day workshop will focus on what inspectors look for during audits and inspections. The most common findings and citations will be reviewed, as well as the little things that can make things go wrong.

### California Events:

Feb 2—3        **Two-Day Compliance Seminar on Federal and California Regulations** If you are responsible for environmental compliance at any facilities in California, this seminar is designed for you. As an attendee of our seminar, you will receive a Certificate of Completion and a 400-page e-reference manual written in PDF format. It is searchable and printable.  
[http://www.proactenv.com/California\\_seminar.htm](http://www.proactenv.com/California_seminar.htm)

## National Events:

### Janu 26-27 Federal Environmental Regulations Seminar at the Tropicana Hotel and Casino in Las Vegas, Nevada

This session will provide an overview of the key federal environmental statutes and the inter relationship among them. You will learn how Congress and EPA formulate environmental laws and regulations. You will also learn about the roles of the legislature, the regulators, the regulated communities, citizens and public interest groups. Specific Regulations and Topics covered include: Clean Water Act; Clean Air Act; Emergency Planning and Spills Reporting; Hazardous Wastes Management and Superfund; Inspections, Enforcement and Liability; and Environmental Management Systems and Auditing.

For more information see: [http://www.proactenv.com/las\\_vegas\\_seminar.htm](http://www.proactenv.com/las_vegas_seminar.htm)

## Employment Opportunities

**The following positions were collected from a variety of internet job listings and/or postings received directly by the BAESG Jobs Coordinator. BAESG has not verified the informational content of all of these ads.**

**This newsletter only publishes partial descriptions in the interest of saving space. For more detailed information, phone or email the listed contact. BAESG members who subscribe to the Jobs Announcements Distribution List also receive full descriptions by email. To subscribe, send your request to [baesg.jobs@gmail.com](mailto:baesg.jobs@gmail.com).**

\*\*\*\*\*

Propel Search Group, a recruiting firm, has a number of opportunities that they are trying to fill. Contact Mary Fisher (contact info at end of listings) for more information or to apply for one of these positions.

In California right now we are looking for two power plant EHS professionals, an EHS Specialist in an oil drilling environment, and a Safety / Risk manager for a company that runs restaurants in corporate environments.

### **Power Plant - South of Los Banos**

This is at a \$300 million facility, and is located south of Los Banos, California, east of Interstate 5. The 12.8 acre site will be powered by four natural gas-fired combustion turbine generators. These new GE turbines are so new only one other facility in the country is using them! The job starts immediately, and the plant goes on-line in 2009.

### **Power Plants Sacramento Area**

This Sacramento area EHS person will oversee the Health and Safety of three gas turbine power plants.

Both power plant positions offer a great base salary, excellent benefits and annual bonus potential. Relocation assistance is available for the right candidate.

### **Site Safety Specialist - Oil Drilling Environment - Bakersfield area**

This oil exploration and production company is looking for someone with at least three years' experience in EHS. A BS degree in Health and Safety Engineering is preferred, as would be the CSP or CIH certification. Since the position is in California, they'd like a person with knowledge of CAL-OSHA and other California regulations.

### **Safety Manager / Risk Prevention**

This person primarily will oversee "off of work" employees in their return to work as soon as possible and closely monitor workers' compensation. Additionally, she/he will work with managers in accident prevention and other safety-related matters.

The Manager of Safety will travel extensively - to over 350 sites in 27 states - for this company that provides food service to corporations nationwide. The company is based in Redwood Shores. The position includes an excellent base salary, benefits, laptop and car.

### **Manager of Safety and Accident Prevention**

This person primarily will oversee "off of work" employees in their return to work as soon as possible and closely monitor workers' compensation. Additionally, she/he will work with managers in accident prevention and other safety-related matters.

The Manager of Safety will travel extensively - to over 350 sites - for this company that provides food service to corporations nationwide. The company is based in Redwood Shores. The position includes an excellent base salary, benefits, laptop and car.

### **Senior Safety Engineer**

This is a heavy manufacturing position for a safety engineer who will develop and implement a safety program to prevent or correct unsafe environmental working conditions. He/she will examine plans and specifications for new machinery, equipment or facilities to determine if all safety precautions have been included. The safety engineer will tour the plant to inspect fire and safety equipment, machinery and facilities to identify and correct potential hazards and assure compliance with safety regulations. He/she also will investigate accidents to minimize recurrence.

A Bachelors Degree and/or safety certification (CIH or CSP) are preferred. At least five years of safety experience in an industrial setting also is required.

For more information or to apply for these positions contact:

Mary Fisher  
Propel Search Group  
520-399-2702 telephone  
520-490-2780 cell  
mary@propelsearchgroup.com  
www.propelsearchgroup.com

\*\*\*\*\*

2 ES&H Technical Positions at Stanford Linear Accelerator Center (SLAC)

DOE National Laboratory looking for an Electrical Safety Officer to be the AHJ for all operations

( <http://www-public.slac.stanford.edu/hr/jobs/jobdetail.asp?REQID=34740> )

DOE National Laboratory looking for a Pressure Safety Program Manager (Mech Eng) to oversee implementation of new pressure safety program (ASME BPV and Piping Codes)

[ <http://www-public.slac.stanford.edu/hr/jobs/jobdetail.asp?REQID=34749> ].

\*\*\*\*\*

**Field Safety Program Manager,**

Stanford University, Requisition 32611  
Land and Buildings Operations Management  
Pay range 3P4

Provide programmatic safety support to help the Department further develop an infrastructure to foster long-term workplace safety risk reduction throughout the unit.

Specific roles to include the following:

- Develop, implement, review and approve safety plans and other safety-related documents for routine Facilities Operations maintenance and repair projects (Work Plan and Controls Program)
- Conduct field surveys of safety practices for safety and compliance of in-house staff, service contractors, and construction contractors
- Support with development of department-wide and shop-specific "Code of Safe Practices"
- Interpreting and enforcing safety codes. Participate in departmental emergency management program

To apply please visit the Stanford University website at: [http://jobs.stanford.edu/find\\_a\\_job.html](http://jobs.stanford.edu/find_a_job.html) and search for Requisition 32611. Resumes are accepted on line via our website.

\*\*\*\*\*

**SAFETY ENGINEERING JOB OPPORTUNITY AT PG&E**

**Position Summary**

We are seeking a Safety Engineering Representative to work primarily in our San Francisco location and provide on-going safety consulting and program management for technical, professional safety and health issues for business partners as assigned.

The work location is negotiable. The primary work location is General Office Complex in San Francisco.

For more information contact and send your resume to:  
John Gilginas, Supervisor, Safety Engineering  
Safety Engineering & Health Services, Pacific Gas & Electric Company  
77 Beale St, Mail Code B23H  
San Francisco, CA 94105                      Office - 415.973.2454

# BAESG Membership 2009

It is that time again! Renew your membership and reap all the rewards!

Monthly Meetings: Great topics with lunch included.

Membership Directory: Keep in touch with colleagues and friends

Monthly Newsletter: Keep informed on all the goings-on

Job Announcements: A Membership Plus

Holiday Party: Start off the season with a great get-together

Renew by the Holiday Party and you will be eligible for the BAESG Raffle.  
(Stay tuned for more info)

## How do I know if I am due for membership renewal?

All memberships are due for renewal in January 2009

## What do you need to renew your membership?

### BAESG Membership Application

See next page

Or go to our website @

<http://www.baesg.org/APPLIC.htm>

If you do not want to fill out the entire application –Attach your business card to the form

**Check or cash for \$25.00**

**Made Payable to BAESG**

**Mail your form and check to:**

**Membership Director**

**Bay Area Environmental Safety Group**

**P. O. Box 60363**

**Sunnyvale, CA 94088-0363**

## Have questions regarding your membership status?

Contact our membership chair: **Jim Healy**

[baesg\\_membership@yahoo.com](mailto:baesg_membership@yahoo.com)

## We are looking for members!

Do you know of a past member who changed positions or moved?

We would like to extend an invitation to join again.

# BAESG MEMBERSHIP APPLICATION

for both new and renewing members

Annual membership dues are \$25.00. (\$12.50 for full-time students and retired EH&S professionals).  
Make your check payable to BAESG and return with this application to:

Membership Director  
Bay Area Environmental Safety Group  
P. O. Box 60363  
Sunnyvale, CA 94088-0363

**Personal Information and Company Address (to be listed in the Membership Directory)**

Name: \_\_\_\_\_

Full-time Student? Yes \_\_\_ No \_\_\_

Certifications (such as CIH, CSP) \_\_\_\_\_

Job Title (or field of study): \_\_\_\_\_

Company (or College/University): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, and ZIP CODE: \_\_\_\_\_

Daytime Phone (with area code): \_\_\_\_\_ FAX: \_\_\_\_\_

Email address: \_\_\_\_\_

Sponsor: \_\_\_\_\_

Monthly newsletters will be sent to the above email address.

**Areas of Interest:**

Please indicate any areas of special interest that you would like to see covered during the monthly meetings, or topics that you would be interested in presenting.

TOPIC: \_\_\_\_\_

PRESENTING? Yes \_\_\_ No \_\_\_

Please check here if you would like to be placed on the Jobs eMail Distribution List to receive Updates of job listings between the monthly publication of the newsletter.

Email address to which listings should be sent: \_\_\_\_\_