



# ASHCA



## AGRICULTURAL SAFETY & HEALTH COUNCIL OF AMERICA

2009-2010  
REPORT



## From the Chair



You'll notice this report goes a bit beyond December 31, 2009. That's because the conference that we worked and planned for all year – "Be Safe, Be Profitable: Protecting Workers in Agriculture" – didn't take place until late January, 2010. We didn't want to omit this important chapter in Agricultural Safety and Health Council of America (ASHCA) development.

The conference, co-organized with the National Institute for Occupational Safety and Health (NIOSH), was where we truly began bridging the gap between research and industry application of evidence-based safety strategies. The partnership with NIOSH has been especially valuable in helping to generate knowledge and identify future research needs.

A deliverable outcome is in the works. The Journal of Agromedicine is dedicating its summer 2010 issue to conference proceedings, featuring papers from all eight expert panels.

ASHCA membership took an impressive leap forward in 2009. We nearly doubled in size from 21 to 38 members, 32 of which represent major companies or organizations, and broadened our base of industry leaders, producers, researchers and farm health and safety advocates.

If you haven't already joined ASHCA, please consider doing so. Take an active role on one of our committees, and help us speak with one strong voice on behalf of all our members.

Sincerely,

A handwritten signature in black ink, appearing to read "W. J. Nelson". The signature is fluid and cursive.

William J. Nelson, Chair

## ASHCA 2009-2010 Report Table of Contents



National Conference Caps Year of Growth for ASHCA . . . . .	3-4
New ASHCA Board members . . . . .	5
Committee Reports . . . . .	6
Year-End Financial Report . . . . .	7
ASHCA Members . . . . .	8

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### Membership

A variety of membership packages are available for individuals and organizations.

### Financial Support

Initial support for assessing the feasibility of a Council was provided by the Farm Foundation. As of January 2008, ASHCA is a not-for-profit 501(c)(3) organization.

# National Conference Caps Year of Growth for ASHCA

Member recruitment and preparation for the first “Be Safe, Be Profitable: Protecting Workers in Agriculture” conference headlined ASHCA efforts in 2009.



ASHCA expanded from 21 to 38 members, broadening its base of industry leaders, producers, researchers and farm health and safety advocates. Promoting communication and partnerships among these members was at the heart of the conference, held January 27-28, 2010, at the Dallas/Fort Worth Airport Marriott South.

The conference, co-organized with the National Institute for Occupational Safety and Health (NIOSH), facilitated open dialogue regarding best safety practices, the state-of-the-science and intervention program experiences. The event featured 30 speakers, a networking evening and eight expert panels focused on identification and promotion of evidence-based safety strategies.

“I was impressed with the progress that ASHCA has made in a very short period of time, pulling farm safety stakeholders together to focus on farm safety initiatives in the United States,” said Leon Graves, Vice President of Dairy Marketing Services, Syracuse, NY, and a new member of the ASHCA Board of Directors.

More than 150 attended the conference, a three-fold increase over the first ASHCA national meeting in January 2009. Conference papers are being edited for publication in the Journal of Agromedicine. The dedicated issue is due out during the summer of 2010.

Conference attendees said ASHCA must continue to emphasize work-safe practices, safety training, and programs that are deemed practical for farm owners and agricultural work settings.

“Much work is still needed to continue bridging the gap between research and industry application,” said Enrique “Rick” Gastelum, Safety Director, WA Farm Bureau. “We must answer several questions, including: ‘What specific future direction on the topic is needed?’; and ‘How does data analysis and research lead to real-world application?’”

Planning has begun for the next conference, January 7, 2011, in Atlanta. The conference will be held in conjunction with AG CONNECT Expo 2011, a world event that brings together the latest in equipment, technology and ideas from all areas of agriculture production.

Said ASHCA Chair William Nelson: “We must make certain that resources are optimally targeted. Only a coordinated and effective approach will successfully address the most pressing occupational hazards associated with agricultural commodities, new technologies and the ever-changing profiles of agricultural workers.”

## Conference Comments

**Rick Gastelum, Safety Director, WA Farm Bureau:**  
“The mission and objectives of ASHCA are in line with my safety and health goals for the agriculture industry.”

**Gordon Moore, Safety Director, Hitch Enterprises, Guyton, OK:**  
“I am recommending that others in my industry join ASHCA. I am also becoming an individual member.”

**Kerry Leedom Larson, Pork Checkoff, Des Moines, IA:**  
“Collaboration between industry and academia is key to identifying future research needs. I enjoyed sharing some of the pork industry’s safety training materials with ASHCA.”

**Kirk Jacobson, Director, Human Resources, Beef Northwest:**  
“We all have a common goal of seeing American agriculture prosper. Managing our employees’ safety and well being is a big part of that. I picked up some specific ideas we can implement in the area of safety to achieve that end.”

## Evidence-based strategies

Eight expert conference panels focused on identification and promotion of evidence-based safety strategies in key areas:

- Heat-related illness
- Respiratory issues
- Livestock handling injuries
- Language/literacy barriers
- Safe tractor operations
- Pesticide exposures
- Pre-harvest food safety
- Musculoskeletal disorders

**Kryz Novotnaj, Director of Risk Management, Reiter Affiliated Companies, Oxnard, CA:**  
“I learned a lot about other components within the agriculture industry, and learned that though some practices are specific to say, berries or cattle, universal practices still exist.”

**Leon Graves, Vice President of Dairy Marketing Services, Syracuse, NY:**  
“I have committed to making others in the dairy industry aware of ASHCA and getting them involved in the next conference.”



Conference co-chairs: (Left) George A. Conway, M.D., M.P.H., Director, CDC/NIOSH Agriculture, Forestry and Fishing Program; and Dan Hair, M.S.S., C.S.P., Senior Vice President and Chief Underwriting and Safety Officer, Workers Compensation Fund.

## Speaker Highlights

**Peter Goldsmith, Ph.D., Associate Professor in Agricultural Strategy, University of Illinois,** delivered the keynote – “Global View: Issues affecting U.S. Production Agriculture.” Dr. Goldsmith says U.S. producers have entered a golden era in which foreign (mostly Asian) demand for food and biofuel stocks will exceed supply. U.S. producers will use knowledge and technology to meet the challenge by creating more from less of our land and water resources. This intensification might yield a health dividend from the greater use of bio-based inputs, and the shift from mechanized-based agriculture to knowledge-based.

**Jorge Estrada, founder and CEO of Leadership Coaching International, Seattle, Washington,** presented on “Overcoming Language / Literacy Barriers in Safety and Health Training – a Practical Approach.” His take home messages emphasized that: 1) training programs must be practical and consider cultural differences and learning styles; and 2) the programs must be measured and managed. The old business saying “what doesn’t get measured, doesn’t get done,” applies to safety, too.



**practice, policy & research**

*The Journal of Agromedicine will dedicate its summer 2010 issue to papers from the conference.*



The ASHCA Board of Directors met at the conference. Front row (from left): William Nelson, CHS Foundation; Rex Runyon, CropLife America; Dennis Murphy, Penn State University. Middle row: Brittany Jablonsky, National Farmers Union; Cornelius Blanding, Federation of Southern Cooperatives; Jan Klodowski, Agri-Services Agency; Marsha Purcell, American Farm Bureau Federation; Kerry Leedom Larson, Pork Checkoff; Frank Gasperini, National Council of Agricultural Employers. Back row: Leon Graves, Dairy Marketing Services; Mark Jansen, The Zenith; Dan Hair, Workers Compensation Fund; George Conway, CDC/National Institute for Occupational Safety and Health (ex-officio); Paul Gunderson, Center for Technology-Optimized Agriculture; Darrin Drollinger, Association of Equipment Manufacturers. Not pictured: Michael DeSpain, National Institute for Farm Safety; Walter Armbruster, Farm Foundation (ex-officio).

## Board of Directors - new members in 2009/2010



### Cornelius Blanding

Blanding is Director of Field Operations and Special Projects for the Federation of Southern Cooperatives, where he is responsible for developing strategies that create an environment where cooperatives and state associations thrive within the organization's mission. He supports field staff by identifying and assessing the resources needed.

His experiences include business development, management and marketing.



### Michael DeSpain

DeSpain is President-Elect of the National Institute for Farm Safety, a society dedicated to the professional development of agricultural safety and health professionals. DeSpain is employed as Product Safety Engineer for Deere and Co., where he has responsibility for training, promoting, and governing product safety activities at design units worldwide.



### Frank Gasperini

Gasperini is Executive Vice President of the National Council of Agricultural Employers. NCAE focuses on agricultural labor issues from the employer perspective and is active in broad coalitions to promote positive immigration reform and labor enforcement at the federal level. Prior to joining NCAE, Gasperini held a variety of sales, marketing,

and professional association staff positions in agricultural industries including DuPont, LESCO, Van Waters & Rogers, and RISE/CropLife America.



### Leon Graves

Graves is Vice President of Dairy Marketing Services, Syracuse, NY. He joined DMS in 2003 after serving eight years as Vermont's Commissioner of Agriculture. Graves was a member of the Vermont House of Representatives (1987-1994) and a State Senator (1995). He was raised on a 350-acre dairy farm in Fairfield, VT, which he leased from his parents in 1973. He milked Brown Swiss and Holstein cows through 1995.

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### Paul Gunderson, Ph.D.

Gunderson is Director of the Center for Technology-Optimized Agriculture, Devil's Lake, ND. During the 1990s he served as director of the National Farm Medicine Center in Marshfield, WI. He has conducted numerous research initiatives on agricultural exposures, convened scientific meetings and seminars, chaired scientific review mechanisms that

rate applications for federal funding, and has advocated before Congress about the need for a national agenda in agricultural health and safety.



### Brittany Jablonsky

Jablonsky is the Government Relations Representative for the National Farmers Union in Washington, DC. National Farmers Union is a national federation of State Farmers Union organizations in the United States. It is the second-largest general farm organization in the country.



### Mark M. Jansen

Jansen is Vice President of Corporate Safety and Health, Zenith Insurance Company. Jansen, headquartered in Woodland Hills, CA, directs the department's function on a national level with 10 regional offices. Staff provide policyholder services to reduce potential injuries and their associated causes. Jansen has 30 years experience in loss control. Zenith provides Workers' Compensation coverage to over 4,000 accounts nationwide.

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### Kerry Leedom Larson, D.V.M.

Larson is a veterinarian trained in public health. She works as a consultant for Pork Checkoff and is currently completing a Ph.D. in Agricultural Safety and Health from the University of Iowa.



### Rex Runyon

Runyon is the Vice President of Media Relations and Stewardship for CropLife America, which represents the developers, manufacturers, formulators and distributors of plant science solutions for agriculture and pest management in the United States. CropLife America's member companies produce, sell and distribute virtually all the

crop protection and biotechnology products used by American farmers.



Leon Graves and Jan Klodowski during the Board of Directors meeting at the ASHCA-NIOSH joint conference.

## Committee Reports

All committees expanded during 2009 as more members took advantage of the opportunity to influence the direction and impact of ASHCA's work.

### Strategic Planning and Membership

The committee's primary focus was two-fold: 1) member recruitment; and 2) preparing for the 2010 ASHCA-NIOSH Joint Conference. Those two issues dovetailed so that by the middle of the year, the committee merged with the Joint Planning Committee that had been set up to plan for the conference. The committee headed into 2010 ready to adopt the Executive Committee's suggestions for moving forward on a strategic plan and refocusing on ASHCA's current needs and resources. Specifically: 1) assess the outcome of the 2010 joint conference; 2) review findings from the Canadian Agricultural Safety Association strategic planning process and results; 3) suggest several priorities going forward. Once the plan is approved, committee members agreed that ASHCA should use it in reaching out to federal agencies.

Members: George Conway, Michael DeSpain, William Green, Leon Graves, Paul Gunderson, Brittany Jablonsky, Mark Jansen, Jan Klodowski, Amy Liebman, Bryan Little, Dan Neenan, Charles Pugh, Marsha Purcell, Susan Reynolds, Steve Reynolds, Julie Sorensen, Terry Wilkinson, Dan Hair (Chair).

Ad hoc: Dennis Murphy, William Nelson.

### Public Relations

The committee addressed three main priorities: 1) expand committee membership; 2) increase public recognition and presence of ASHCA; and 3) support publicity for the January 2010 ASHCA-NIOSH Joint Conference.

ASHCA increased its profile within the agricultural community in several ways. Post-conference press releases from the 2009 first annual conference ran in Seed Today, Pork magazine, Brownfield Radio Network and other publications. Other dissemination included an editorial in the Journal of Agricultural Safety & Health (Volume 15, No. 3) on the "Critical Issues Facing Agricultural Safety & Health;" mention of ASHCA in Professional Safety, Progressive Farmer, the High Plains Journal, Resource (ASABE) and Successful Farming; a press release for National Farm Safety & Health Week; a presentation on ASHCA at the ASSE Conference; an exhibit at the National Institute for Farm Safety Annual Conference; and an exhibit and presentation at AG CONNECT Expo. Additionally, the PR committee oversaw development and publication of the 2008 ASHCA Year in Review, two newsletters and the transition of our Web site to the Administrative Team at the National Farm Medicine Center. The Web transition enabled the Administrative Team to offer online registration for attendees of the 2010 conference. In addition, a "members-only" section archives meeting minutes, member contact information and other useful content.

Members: Cornelius Blanding, George Daniels, Dan Hair, Diane Hurns, Kerry Leedom-Larson, Kimberley Naffziger, Dan Neenan, Rex Runyon, Mondale Smith, Dennis Murphy (Chair)

### Finance and Investment

The Finance committee held teleconference meetings each quarter to review ASHCA quarterly reports and general financial standing. An in-person meeting was held at the January 2010 ASHCA conference, resulting in recommendations to the Board, which included: adoption of a reserve fund policy; modification of the committee name from Finance Committee to Finance and Investment Committee; and acceptance of the 2010 Year-End Financial report in lieu of a formal audit.

Members: Darrin Drollinger, Frank Gasperini, William Nelson, Marsha Purcell, Mark Jansen (Chair).

### Administration

The Administrative Team, under the guidance of ASHCA officers, provides a framework for efficient and effective ASHCA operations. The team dedicated much of its time in 2009 to preparing for the ASHCA-NIOSH Joint Conference.

Administrative Director Barbara Lee, Ph.D., is supported by Regina Fisher, M.S., her primary assistant on ASHCA matters; Marlene Stueland, manager of ASHCA fiscal affairs; Jenni Heeg, administrative assistant; and Scott Heiberger, editor and media relations specialist.



Glenn Smith, D.V.M., and Kryz Novotnaj, G.B.A., M.B.A., review notes for the Pre-Harvest Food Safety panel at the ASHCA-NIOSH joint conference.

# Financial Report

## YEAR END FINANCIAL REPORT

PERIOD: January 1 – December 31, 2009

**BEGINNING CHECKBOOK BALANCE 1-1-2009: \$40,551.07**

### INCOME:

Memberships Dues:		
New Members:	\$14,400.00	
Renewals	\$19,900.00	
Conference Sponsorships:		
2009 Annual Meeting:	\$ 2,500.00	
2010 Annual Meeting:	\$11,000.00	
Conference Registrations:		
2009 Annual Meeting	\$ 175.00	
2010 Annual Meeting	\$ 1,450.00	
Other:	\$ 3,025.00	
<b>TOTAL INCOME:</b>	<b><u>\$52,450.00</u></b>	<b>\$52,450.00</b>

### EXPENSES:

Administrative Contract	\$25,000.00	
Web Service	\$ 5,162.78	
Printing	\$ 48.00	
Postage	\$ 41.00	
2009 Annual Meeting	\$ 6,456.36	
Charter Member Plaques	\$ 1,783.31	
Exhibit (AgConnect) Expenses	\$ 174.77	
Refunds (2010 Conference Overpayments)	\$ 150.00	
D&O Insurance	\$ 750.00	
<b>TOTAL EXPENSES:</b>	<b><u>\$39,566.22</u></b>	<b>(\$39,566.22)</b>

**ENDING CHECKBOOK BALANCE (12-31-09) \$53,434.85**



The Finance and Investment Committee met at the ASHCA-NIOSH joint conference. From left: Darrin Drollinger; Mark Jansen; Marlene Stueland (member, ASHCA administrative team); Frank Gasperini; Marsha Purcell; William Nelson.



## ASHCA Members

### Charter (Voting)

Association of Equipment Manufacturers, Milwaukee, Wisconsin  
 Agri-Services Agency, Syracuse, New York  
 American Farm Bureau Federation, Washington, DC  
 CHS Foundation, St. Paul, Minnesota  
 CropLife America, Washington, DC  
 DiscoverRe Managers, Farmington, Connecticut  
 Farm Foundation, Oak Brook, Illinois  
 Liberty Mutual, Boston, Massachusetts  
 National Farm Medicine Center, Marshfield, Wisconsin  
 Pork Checkoff, Des Moines, Iowa  
 National Institute for Occupational Safety and Health, Morgantown, West Virginia  
 Workers Compensation Fund, Sandy, Utah

### Organization (Voting)

PMA Insurance, Blue Bell, Pennsylvania  
 The Zenith, Woodland Hills, California

### Association organizations

American Society of Safety Engineers, Des Plaines, Illinois  
 AgSafe, Modesto, California  
 AgriSafe Network, Spencer, Iowa  
 Cactus Operations, LLC, Amarillo, Texas

Dairy Marketing Services, Syracuse, New York  
 Great Plains Center for Agricultural Health, Iowa City, Iowa  
 High Plains Center for Agricultural Safety, Fort Collins, Colorado  
 LDS Church, Salt Lake City, Utah  
 Migrant Clinicians Network, Austin, Texas  
 National Council of Agricultural Employers, Washington, DC  
 National Education Center for Agricultural Safety, Peosta, Iowa  
 National Farmers Union, Washington, DC  
 Northeast Center for Agricultural Health, Cooperstown, New York  
 Pacific Northwest Agricultural Safety and Health Center, Seattle, Washington  
 Progressive Agriculture Foundation, Birmingham, Alabama  
 Southeast Center for Agricultural Health and Injury Prevention, Lexington, Kentucky  
 Western Center for Agricultural Health and Safety, Davis, California

### Individual

Thomas Arcury, Winston-Salem, North Carolina  
 Paul Gunderson, Heimdal, North Dakota  
 Glen Hetzel, Charlestown, West Virginia  
 Jeffrey Levin, Tyler, Texas  
 Dennis Murphy, University Park, Pennsylvania  
 Matt Nonnenmann, Tyler, Texas

