



State of the Organization

- Roll out of Marketing Plan
 - ✓ Chair's Letter
 - ✓ Brand Promise
 - ✓ Tag Line
- New/Expanded Educational Services
 - ✓ Webinars
 - ✓ Symposia
 - ✓ Workshops
- Strategic Plan





Chair's Letter

- Investment in market research
- Market strategy based on results
- Development of brand promise & tag line
- Defined position to drive everything we do
- Roll out in conjunction with AIHce
- Goal: Confirm that ACGIH[®] has been trusted source since 1938 and will continue to be connection to timely, objective scientific information





Brand Promise

ACGIH[®] advances worker protection by providing timely, objective scientific information to occupational and environmental health professionals.





New Tag Line

ACGIH[®]: Defining the Science of
Occupational and Environmental
Health



Webinars

- Four webinars planned for 2006
 - ✓ Heat Stress and Strain – conducted April 27, 2006
 - ✓ Endotoxins – August
 - ✓ PAH Exposure – September
 - ✓ TLV[®]-CS: Definitions, Notations and Appendices – November

Symposia

- “Health Effects of Occupational Exposure to Emissions from Asphalt/Bitumen”
- June 7-8, 2006
- Dresden, Germany
- Purpose: Provide opportunity to share key research regarding emissions from asphalt/bitumen, emphasizing evaluation of exposure and carcinogenic risk

2006 Workshops

- Fundamentals in Industrial Ventilation – March and September
- Practical Applications of Useful Equations – March and September
- Mold, Moisture and Remediation – April and November
- Indoor Environmental Quality – June and October



Continuing Interaction with AIHA

- Proven joint/cooperative efforts
 - ✓ AIHce
 - ✓ JOEH
 - ✓ Interaction Committee
- Exploring issues of common interest, e.g., ethics, credentialing
- Examining means by which together we can better serve the industrial hygiene profession

