



Dear Fellow ACHMM Member,

I am writing to inform you about an exciting new initiative that was announced earlier this month during the ACHMM National Conference in Minneapolis.

At the meeting your leadership team proposed a new name for the organization: **the Alliance of Hazardous Materials Professionals**. Here is the recommended name & tagline depicted in a logo:



Impact on CHMM Designation

Before proceeding I want to reassure you that this proposed new name will neither diminish the value of your credential—the Certified Hazardous Materials Manager® (CHMM®)—nor have any negative effect on it. To the contrary, we firmly believe that the new name will help enhance your credential. By welcoming additional members your organization will:

- Expand member professional development offerings to meet the changing needs of the evolving hazardous materials profession and professional;
- Create a larger universe of hazardous materials professionals for you to network with; and
- Increase the organization's ability to influence regulations governing the management of hazardous materials.

This organization's niche is hazardous materials, however, its current name and market focus greatly limit its ability to attract hazardous materials professionals who do not hold the CHMM credential.

Through this new name we believe the organization will attract more members and will gain more influence within state and federal governments and our industry. For instance, our counterparts in other industries like safety and engineering are successful in influencing changes at the federal and state levels because their respective national organizations have large numbers of members.

Simply put, there is strength in numbers and ACHMM currently does not enjoy that position; in fact, membership numbers are decreasing annually.

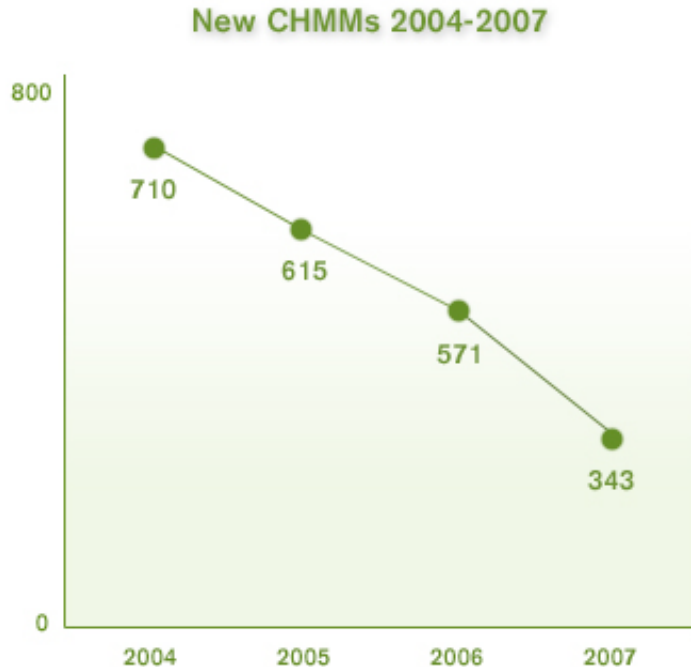
Why a Name Change?

The motivation for this new name, quite frankly, is nothing more than the long-term survival of your organization.

An analysis of membership trends—non-renewing combined with new members—shows that over a two-decade period ACHMM

membership would decline from today's 4,000 members to just 1,300 by 2028. This conservative estimate is based on a 5 percent annual membership decline. In reality, this year ACHMM's membership dropped by 22 percent and in recent years it had declined by 20 percent or more each year (for comparison, the average annual attrition rate for an association is 15 percent).

Compounding this membership problem is that the number of individuals who are earning the CHMM credential has trended downward over the last four years as this graph shows. In 2004, 710 hazardous materials professionals earned the credential; in 2005 only 615; in 2006 only 571, and last year only 343. And, this troubling trend shows no signs of reversing any time soon.



With this data it is easy to see that your national organization's future is very much in doubt and that it could cease to exist without a significant infusion of new members.

Other professionals who specialize in hazardous materials will not join because they believe—incorrectly—that the organization is only for CHMMs. This misperception is perpetuated by the current organization name, which greatly handicaps our ability to recruit these other hazardous materials professionals.

At the National Conference longtime ACHMM member and Branding Task Group member Albert Arnofsky best described the overall rationale for the name change: "We are not trying to devalue an organization or a credential we have built our businesses, careers and reputations around. We need to attract other industry credential holders. We need to ally ourselves with these individuals so they will join this organization. We need to get more people interested in the CHMM credential and our educational offerings and other member benefits."

Benefits for You!

There are exciting, new benefits that you will receive through the broad-based membership group envisioned with this new name, including:

- Increased investments in professional development and educational opportunities;
- Expanded networking opportunities with world-class experts;
- Broad-based professional and technical information exchanges;
- Enhanced influence in our industry; and
- Wider appreciation of our critical role in national and global safety by the public and regulators.

With new and enhanced benefits like these it's easy to see how the renamed organization will greatly upgrade your overall membership experience.

The Process

The proposed new brand identity—the name, tagline and logo—was developed by a Branding Task Group comprised of your peers: national past presidents and several members who are currently national and local chapter leaders.

This process began nearly a year ago. In November 2007 I asked Past President John Mitchell to chair the Branding Task Group. He accepted and immediately began recruiting members. The task group members first convened Jan. 3 and have met regularly since then. They developed a plan and timeline to evaluate all options, roll out the concept and educate the membership on proposed changes.

Their work, spanning a nine-month period to date, included an examination of the current name, a random survey of national and local chapter leaders that showed broad support for a new name, a focus group of members in March during the Leadership Workshop that revealed strong support for the renaming concept, and a well-defined process to develop the proposed new organization name, tagline and logo.

After completing this first phase of its work, the task group presented its name recommendation to the ACHMM Board of Directors, which strongly supports the proposal.

Local Chapters

Whether your local chapter adopts this new name is up to the chapter's membership. We strongly encourage and hope that your local chapter will take this step. If it does adopt the new name the national office will provide chapter leaders a toolkit that will walk them through the implementation process.

Retaining ACHMM

During the National Conference several members asked if this newly branded organization will retain the ACHMM name and logo, which are owned by the Institute of Hazardous Materials Management (IHMM). We have inquired about continuing our license to use the ACHMM name and logo and hope to receive a positive response from IHMM very soon.

Also, some members asked if the ACHMM name could be retained for use as a separate membership organization exclusively for CHMMs within the renamed organization. We are strongly considering this option and currently are studying the legality of such a move and a possible organizational structure to facilitate this arrangement.

Informational Resources

We have created a branding informational resources area on the front page at www.achmm.org. There you will learn more about the proposed new name, how it was developed, who developed it, and the new benefits for you and your chapter. You also will find a [brochure](#) detailing the proposed brand identity—name, tagline and logo—as well as a [PowerPoint presentation](#) for use at your next local chapter meeting and [FAQs](#). More resources, i.e., a forum to submit questions, will be added before the proxy voting period.

Also, we will be holding a free, informational Webinar session on the proposed new name. The session, accessible via www.achmm.org, will be conducted Oct. 6 at 3 p.m. (Eastern Time).

I invite you to join us for this informative Webinar (if you miss the live session the Webinar will be posted in the Webinars Library for you to access at any time). And, please take the time to visit the branding informational resources area and share the link to it with your colleagues and fellow local chapter members.

If you have any questions or comments, please send an e-mail to branding@achmm.org.

It's Your Call

The decision to adopt this proposed new name for the national organization rests entirely in your hands. That's because membership approval of changes to the organization's bylaws are required before the new name can be implemented.

Beginning Nov. 15, a 30-day membership proxy voting period will be conducted. At the start of this period you will receive from ACHMM an e-mail asking you to assign your proxy vote to a member of the ACHMM Board of Directors by no later than midnight Dec. 14, the end of the voting period.

Vote "Yes"

I urge you to support adoption of the **Alliance of Hazardous Materials Professionals** name. This new name will help ensure that there is an organization for you and for all hazardous materials professionals in the future

Thank you for your continued membership in ACHMM. And, in advance, thank you for your support for this new organization name.

Sincerely,



Michael J. Mandracchia, CHMM

ACHMM President



9650 Rockville Pike • Bethesda, Maryland 20814 • [800] 437-0137 • www.achmm.org • academy@achmm.org