



Building for the Future

Rebranding ACHMM





What is Branding?





What is Branding?

Brand=Reputation!

- It is intangible, emotional bonds created by *every* interaction—even insignificant ones
- It is the feeling the organization name evokes when heard or seen
- A brand has a name, personality, character & reputation—just like you!





What is Branding?



A good brand will:

- Deliver messages clearly
- Confirm credibility
- Connect with members & prospects
- Solidify member loyalty
- Motivate prospects to join





Why Rebrand ACHMM?





Why Rebrand ACHMM?



- ACHMM Vision: “...to be the recognized global leader and resource for hazardous materials professionals.”



- Secure organization’s future by expanding member base & benefits.



- Evidence pointing to need for new brand has been building for several years.





Why Rebrand ACHMM?



- Current name limits growth (only 50 non-CHMMs are affiliate members)
- Misperception: Must be a CHMM
- Membership aging (45 average age)
- Current members will not sustain organization





Why Rebrand ACHMM?



Sustainability of organization in doubt.



We need:

- Diversified membership
- Stronger position in EHS&S industry
- A brand that will secure our future





Benefits of Rebranding





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A broad-based community of EHS&S professionals would deliver more:

- Professional-development resources, tools & educational programming
- Informational exchanges across all segments of EHS&S industry
- Networking opportunities
- Influence in EHS&S industry
- Public understanding and appreciation





Benefits of Rebranding



Newly rebranded organization would be member-driven and would:

- Enhance member experience & value
- Improve member professionalism through broader benefit offerings
- Create stronger voice in industry
- Secure organization's long-term future





The Branding Task Group





The Branding Task Group



- Charge: “To develop a new organizational name that will appeal to all professionals in the EHS&S industry”



- Comprised of four respected past presidents & current national and local chapter leaders



- ACHMM’s communications & marketing firm, Communications Resources, LLC, provided professional counsel





The Branding Task Group



- Studied rebranding since January 2008



- Made recommendation to Board of Directors



- Board strongly supported recommendation





Leadership Survey





Leadership Survey Results



Survey of national & local leaders found:

- 73% support a name change
- 94% think all EHS&S professionals will benefit from membership
- 71% feel the current name is hurting recruiting
- 82% think a new name would attract new members





The Proposed Brand Identity





AHMP

**ALLIANCE OF HAZARDOUS
MATERIALS PROFESSIONALS™**

Global leadership for a sustainable future™





Name: Alliance of Hazardous Materials Professionals



- Conveys inclusiveness & expanded professional development & networking opportunities for all



- Effectively positions organization as a premier leader within the EHS&S industry & with the public





Name: Alliance of Hazardous Materials Professionals



Meaning of each key word:

- **Alliance.** Objective is to unite EHS&S professionals from diverse specialties & rally them around common goals and needs
- **Hazardous Materials.** Our core niche; it defines who we are
- **Professionals.** We are EHS&S professionals regardless of different titles & designations





Tagline: Global leadership for a sustainable future



- Positions organization as a leader in the national & global EHS&S industries



- Tells all professionals & industry partners that it is the preeminent organization for them





Logo



- Logo is forward-thinking, modern & visually appealing





Membership & Governance Impact





Membership & Governance Impact



- Changes to accommodate the new identity and welcome new members
- Board of Directors to consider & vote on recommendations this week
- Will be communicated to you and all members after National Conference





Next Steps





Next Steps



Membership Proxy Vote on Rebranding:

- Who: All Members
- What: Proxy Vote
- When: Oct. 15-Nov. 17
- How: Via E-mail



Please vote “Yes” to enhance your future and that of your organization!





For more information



For the most current information, visit the Branding Resources section of the ACHMM Web site at www.achmm.org or e-mail branding@achmm.org.

