

QUESTIONS FROM REBRANDING WEBINAR Q&A SESSION

1. *I am thinking this [new name] appears as if the organization is now encouraging more membership from the regulatory community. Is this the case? Submitted by Angela Duncan, Lincoln, Nebraska.*

Answer: This proposed name change is not targeted to any single group of hazardous materials professionals. We hope to encourage all certified hazardous materials professionals and any environmental, health, safety and security (EHS&S) industry professional with responsibility for hazardous materials—whether they are employed by a private company, are consultants or are employed by a federal, state, regional or local government—to join the revamped organization to broaden their knowledge of hazardous materials.

2. *You have achieved some name recognition with the current name. Why squander the goodwill you have worked so hard and long to achieve? Submitted by Alan Jirik, Westchester, Illinois.*

Answer: While the organization has developed some limited recognition of its current name—the Academy of Certified Hazardous Materials Managers—that name recognition also has significantly hindered our ability to recruit hazardous materials professionals who do not hold the Certified Hazardous Materials Manager or CHMM credential. These professionals hear the current name and think automatically that they must hold the CHMM credential to join, when in fact they can join as affiliate members. This perception is reality in our industry and will not change unless we change the organization name and therefore make it crystal clear that any certified hazardous materials professional can join. Once this occurs we believe the organization will begin to grow its membership. This growth will ensure the organization will thrive into the foreseeable future.

We have to focus on sustainability now. If our pool of potential members continues to decline as it has in the past, we will see a decline in membership. There appears to be a direct correlation. Thus, we will have fewer resources to meet the growing demands of our members and ultimately will provide members less value. Unfortunately, we will see this cycle continuing unless we are able to bring in more members who are not CHMMs. The position of the Branding Task Group is that we cannot wait for CHMMs to get on board. We must look at other potential audiences now to ensure our sustainability.

3. *What concrete changes other than the name are being proposed to attract and hold CHMMs? Submitted by David Price, Livermore, California.*

Answer: We have proposed a tiered membership structure that will preserve the rights, responsibilities and benefits of our CHMM members while enticing

other certified hazardous materials professionals to join. Our focus was to not only enhance professional development, but more importantly career development by creating a system to develop and mentor members from students to retired. Also, by welcoming *all certified hazardous materials professionals* in our industry into our organization we will greatly expand our membership and our financial and intellectual resources. The added funds will be invested in developing new educational and training resources; enhancing the organization's existing member benefits; and fostering a broader network of professionals for you to interact with when you need assistance or insight on a matter that is outside your expertise. This broader benefits package will help retain current organization members and entice other certified hazardous materials professionals who are not members to join. Like you, they will join for the best education, training and networking benefits available in the EHS&S industry.

Additionally, last year we surveyed our members and nonmembers. We heard loud and clear that diversity of education and experience is key to attracting and retaining members. We also have learned through additional research that while other organizations have a hazardous materials section their focus is NOT hazardous materials, which actually is only a subspecialty of these organizations. Hazardous materials would be AHMP's ONLY focus and it would be focused on what we know best, what we are passionate about and what we have the most resources in—HAZARDOUS MATERIALS.

ADDITIONAL INFORMATION: ACHMM recently developed a document titled *ACHMM Members & Their Vital Contributions—Protecting the People, Nation & Environment*. This document addresses how ACHMM is working to attain recognition of the CHMM credential by private companies as well as state and federal regulators. To download a copy, [click here](#).

4. *This [name change] sounds like a good idea to me.* **Submitted by Douglas Byers, Cranberry Township, Pennsylvania.**

Answer: We agree. The members of your Board of Directors believe strongly in this new direction for the organization. I and my colleagues on the Board see this step as crucial to safeguarding the future of this great organization. If we do not vote to approve this name change proposal this organization could become a thing of the past and possibly sooner than we expect. As was noted in the presentation, the membership will drop to just more than 1,400 members in 20 years. This is a conservative estimate based on 5 percent annual loss of members. So we must act now to ensure there is an organization for hazardous materials professionals in the future.

5. *I am not certain that the name change will alone sustain ACHMM. What will sustain the membership is providing benefits to members by offering programs, training and software that will help members enhance their ability*

to foster positive change in the environmental, transportation and safety fields. Submitted by Buz Holloway, Oklahoma City, Oklahoma.

Answer: We agree. That's why we are committing to investing expanded resources realized from increased dues revenues from our new members and non-dues revenues to increasing the number and quality of our member benefits, namely educational, training and networking offerings as well as other tools and resources to enable our members to provide their employers the highest level of professionalism. By providing the best benefits in the EHS&S industry to our membership we believe the organization will attract the best and the brightest in the hazardous materials management and environmental, health, safety and security industries. Much like a snowball rolling downhill these quality products and services will help the organization to grow and grow.

6. *What is the future of the CHMM credential and will it be replaced by AHMP? Submitted by both Jeffrey Zerkle, Hoover, Alabama and Suresh Chandnani, Orlando, Florida.*

Answer: This name change will neither negatively affect the CHMM credential nor alter the organization's commitment to furthering the CHMM credential. The CHMM credential is not going to be replaced by any new credential, and that includes "AHMP", the acronym for the proposed new organization name. We also will maintain a close relationship with the Institute of Hazardous Materials Management or IHMM, which is the certifying body for the CHMM credential, and will continue to provide support in the form of educational assistance to help members attain and maintain their CHMM credential. We hope that the hazardous materials professionals who will join the organization will strive to attain the CHMM credential and the organization will do everything we can to assist them in reaching their goal.

7. *If [local chapters] keep the ACHMM name what do they call themselves? And, if they decide to change names who pays for the costs [for the name change]? Submitted by Dan Levine, Basking Ridge, New Jersey.*

Answer: The decision whether to adopt the new name, if approved by the membership during the upcoming proxy voting period, rests entirely with each local chapter. A local chapter also can decide to retain its existing name.

The Institute owns the ACHMM name. ACHMM and IHMM currently have an affiliation agreement that sets forth exclusive use of the ACHMM name, a point we also include in our chapter agreements.

We have asked the Institute of Hazardous Materials Management for permission to continue to use the ACHMM name for an indefinite period of time.

Also, ACHMM and chapters are separately incorporated. Because ACHMM and IHMM are in the process of renegotiating the affiliation agreement, chapters must be aware that if they do not want to change their name and IHMM decides not to give us the rights to the ACHMM name, the local chapters will need to work directly with IHMM to secure the use of the ACHMM name and may have to sign a more stringent agreement than they had with us.

Lastly, we and our legal counsel currently are working on a toolkit that will help ease the transition to the new name and thereby minimize costs for each local board. We will provide this toolkit to each chapter and offer direction when asked for our input.

8. *Why are there so many fewer successful CHMMs each year and what is IHMM doing about this? If there are over 10,000 CHMMs why are so few of them members of ACHMM? Will the transition to the new name address these issues? Submitted by Tim Rienks of Bloomington, Indiana.*

Answer: Certification is an issue that is being address by IHMM, which is working to expand the recognition of the CHMM credential and therefore make it more attractive to new and current environmental, health, safety and security (EHS&S) professionals. ACHMM has 4,000 of the 8,000 active CHMMs as members and having 50 percent of the active population as members is actually a pretty good ratio in the world of associations. Through this new direction we are trying to provide more benefits to our current certified members as well as to those professionals who are not certified as CHMMs and are working in the EHS&S field. There is marketing being done by both IHMM and ACHMM to recruit new members and certified hazardous materials professionals. Also consider that there are two types of people—those who join and those who are very independent and do not want to join an organization. Despite ACHMM's best efforts these latter individuals are not interested in joining any organization, including ACHMM.

9. *What research was conducted into similar actions completed by other professional organizations? Do you have any data showing the results of a name change? Submitted by Stewart Manley of Guilford, Connecticut.*

Answer: ACHMM looked at other organizations' experiences and how they structured themselves with relation to their chapters. We contacted a large number of them, such as ASSE, AIHA and AWMA. These organizations are within our industry sector and similar to us in size. Additionally, Cedric Calhoun, our executive director, is a member of the American Society of Association Executives. He has talked to a number of other organization leaders about how their credentialed and non-credentialed professionals interact within their organization.

ADDITIONAL INFORMATION: Every organization is different and in different stages of evolution. But we studied similar organizations in our industry sector and found that not one of them use the title (or part of it as we do) of their members' professional certification in its organizational name and therefore the organization is not defined by the certification and vice versa. This approach also enables these organizations to broaden their reach beyond their core membership group and as a result attract additional members. This result is a primary goal of renaming ACHMM. We believe that by creating an inclusive name that other certified hazardous materials professionals and other EHS&S professionals with oversight responsibility for hazardous materials will join this organization. We as a professional organization must not stand pat, but must continue to evolve in order to be a sustainable membership option for hazardous materials professionals.

10. *How many members of the Board of Directors will not be CHMMs? Will the officers be CHMMs? Will there be any limit to the number of non-CHMMs on the Board? Is there any requirement that Board members be CHMMs?*
Submitted by Kelly Camp of North Kingstown, Rhode Island.

Answer: As we structured the rights and benefits of the members under the tiered structure, only CHMMs can serve on the Executive Committee as President, Vice President, Treasurer, Secretary and Immediate Past President. On the Board those positions would be opened to both CHMMs and other certified hazardous materials professionals. So there is a possibility that non-CHMMs can serve on the Board. Initially, the Board will be predominantly CHMMs. Our focus will remain to get more CHMMs involved. We're looking to recruit other hazardous materials professionals regardless of the credentials they hold so we're looking to recruit new members who have a lot of knowledge and insight to offer the organization and its members. There is no set number of positions that would be reserved for CHMMs on the Board, however, we expect that would it to be dominated by CHMMs.

11. *If the Institute is not a membership organization, why does it have "Fellows"?*

Answer: Fellows are highly qualified CHMMs who are selected by majority vote of the IHMM Board of Directors in recognition of their significant contributions to the profession of hazardous materials management. They are not members of IHMM. The fellowship is an honor for professional accomplishments. Nominees must have been certified for at least six years and be nominated by at least two current fellows. The maximum number of fellows that may be elected each year is one-half of one percent of the total number of active CHMMs in good standing.

12. *Are there any plans to meet with other groups like ASSE and the American Industrial Hygiene Association to work together?* **Submitted by Matt Deutsch, Des Moines, Iowa.**

Answer: ACHMM Executive Director Cedric Calhoun has met with the leaders of these, the Waste Management Symposia and other industry organizations and has established close working relationships with each group. We also have the establishment of these types of cooperative arrangements as part of our long-term strategic plan. We also have a number of affiliation agreements that we currently are reviewing to determine the value each provides to members, what benefit it provides our members, reassessing each relationship and looking at how we can provide benefits to the membership through each relationship.

13. *If we can't attract our own certified members how are we going to attract members who are not certified?* **Submitted by Ron Wilkins, Austin, Texas.**

Answer: We believe we have a lot to offer hazardous materials professionals who want more educational, networking and professional development resources and ultimately recognition for the work they do. Building on our value equation for our existing and potential members will enable the organization to increase its membership, resources and benefits to hazardous materials professionals. So there are other hazardous materials out there who are not CHMMs and will benefit from membership in our organization.

14. *Will this initiative put us in direct competition with the Air and Waste Management Association?* **Submitted by John J. Kowalski, Pittsburgh, Pennsylvania.**

Answer: We're trying to attract hazardous materials professionals so we will not be in direct competition with the AWMA, a narrowly focused group. Also, our long-term strategic plan includes a study of other organizations in the EHS&S industry to determine what they do and do not do so we can differentiate our organization from them and provide benefits that EHS&S professionals cannot get elsewhere in our industry.