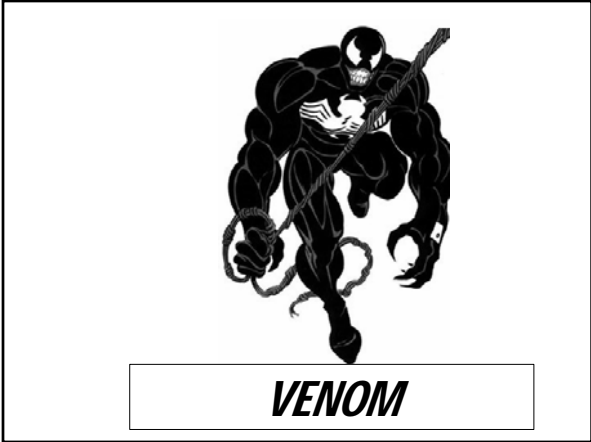


The New Face of HAZMAT
Presented by
Dave Sherman
COSTHA 2007 Conference







MAGNETO

Serious Trouble for HazMat

- ⌘ Senior managers retiring
- ⌘ Less experienced people being hired
- ⌘ New managers overworked
- ⌘ Increased complexity in industry
- ⌘ Limited growth potential

The New Vision

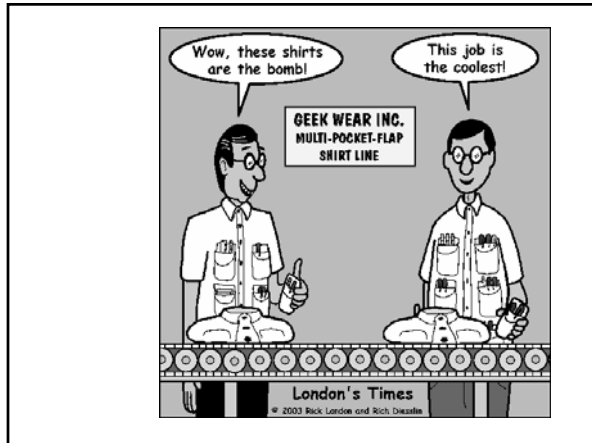
To achieve full recognition within companies, the industry and with the general public, for those involved in ensuring the safe transportation of hazardous materials

The New Mission

Develop a strategic approach for enhancing the "value-added and key role" image of the hazardous material employee, in order to elevate the role within the industry.

What does this REALLY mean?

HAZMAT
professionals
want to be
COOLER!

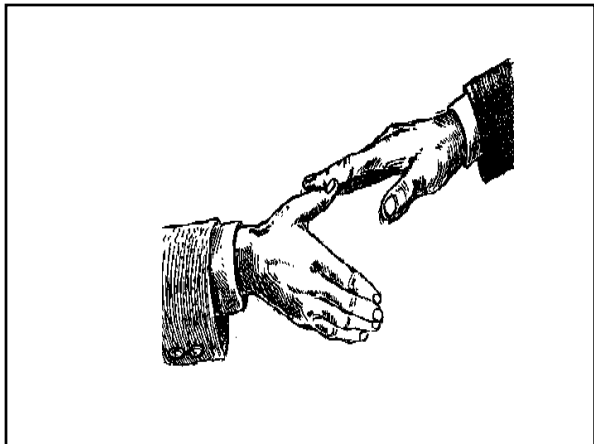


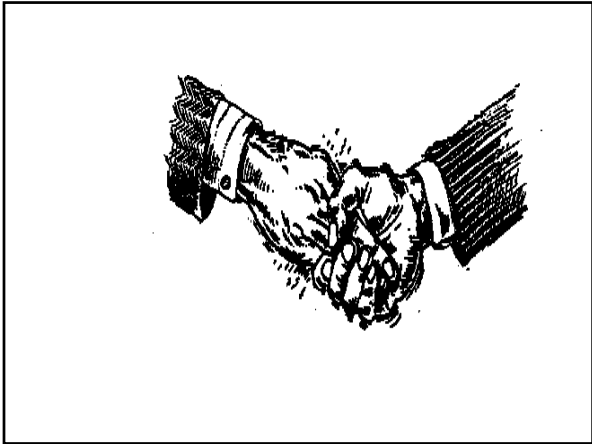


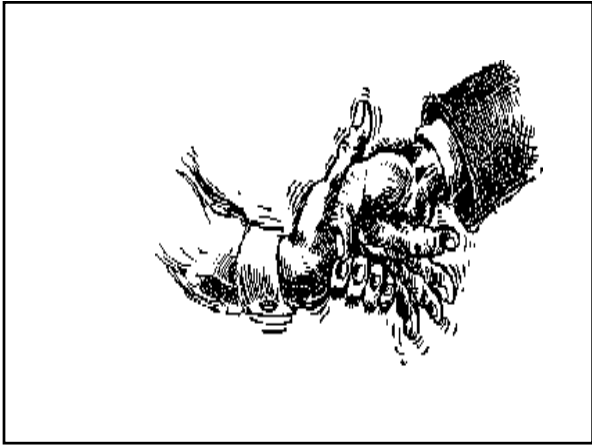
A Little 2006 Review

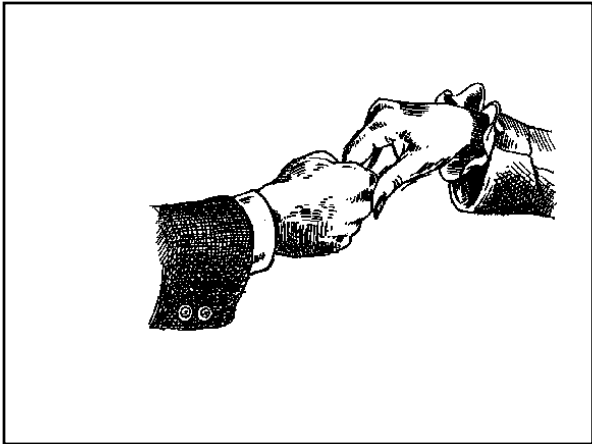
- ✦ Creating connections
- ✦ Overcoming the fears
- ✦ Handshake Test

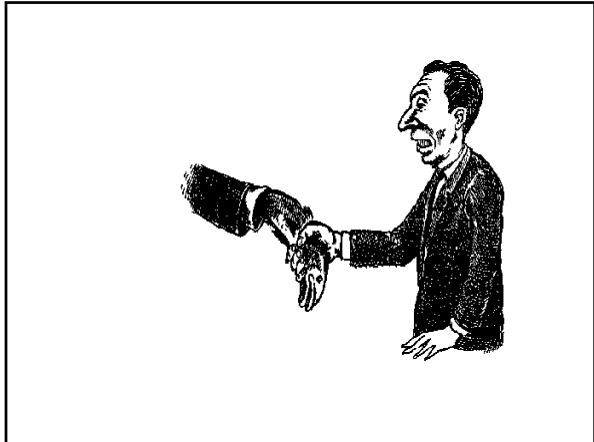












A Little Review

- ☞ Creating connections
- ☞ Overcoming the fears
- ☞ Handshake Test
- ☞ Breaking the Ice

Change Your Mindset

- ☞ Perception of HazMat?
- ☞ Change the perception
- ☞ Law of Attraction
- ☞ Develop affirmations
- ☞ Develop vision boards

Change Their Mindset

- 👉 Public Relations
- 👉 Early education
- 👉 External PR
- 👉 Internal PR
- 👉 New titles/slogans
- 👉 The Best Idea Yet!

Review

- 👉 Creating more connections
- 👉 Change YOUR Perception
- 👉 Change THEIR Perception
- 👉 Work on PR
- 👉 Books, Tapes and Stuff
- 👉 My Best Idea Yet!



HAZ-MAT

***HazMat
HEROES***



CAPTAIN COSTHA



PLACARDO

