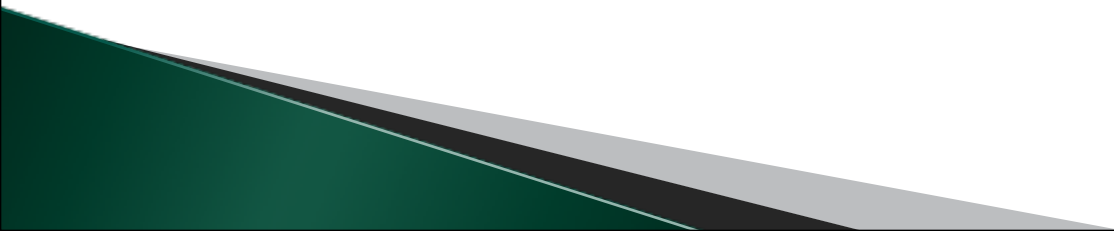


Brand Update

August 2017



Organizational Focus

- ▶ Advocacy
 - ▶ Education
 - ▶ Standards
 - ▶ Member Community
- 

American Society of Safety Professionals

- ▶ Passed membership vote
- ▶ 4,918 votes were received out of 35,138 eligible for a return rate of 14%
 - 74% (3,651) of votes are in favor, 26% (1,267) opposed
- ▶ Launch at SAFETY 2018 in June in San Antonio, TX

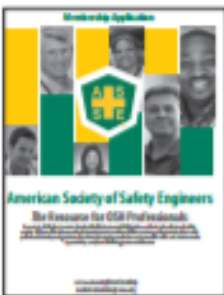
ASSE Logo Soup



ASSP Logo



AMERICAN SOCIETY OF
SAFETY PROFESSIONALS



Community Brand Roll-out

- ▶ Legal filing and fees
- ▶ Template package – late fall
- ▶ Working on options to replace physical items
- ▶ Community logo template