

## Message from George Marshall

I want to take this opportunity to introduce myself to the membership of the Service and Hospitality Safety Association (SHSA). My name is George Marshall and I am the new Executive Director. I bring with me many years of leadership experience in both the public and private sectors, and I look forward to working with you to generate a significant positive change in health and safety practices within the service and hospitality industries within Saskatchewan.

I have a passion for safety. I believe that safety is not something you do; it is how you work! This passion is shared by all members of the SHSA team. Our safety advisors, Larry Glow Cathy Davidson, Richard Heslop, and David Walker are experienced professionals who “live safety” and are committed to working with you to develop and implement the processes and policies necessary to ensure a safe workplace for everyone. Our business manager, Shannon Pockaj, ensures that we do this for you in the most cost effective manner possible guaranteeing a positive return on your investment.

With the new year, SHSA has initiated a new focus and strategic direction. In 2009, 30 out of the 3900 (less than 1%) members of our association accounted for 338 time loss claims (34% of all industry time loss claims). An average time loss claim, will potentially cost between \$5,000 and \$10,000 in direct costs (wage loss, medical, ...) and significantly more in indirect costs. These direct costs, of course, are shared by all members of the industry through Workers' Compensation premium rates. **This means that 30 members will contribute between \$1.7 million to \$3.4 million in shared costs to the industry off just their 2009 claims alone.** SHSA will direct the majority of its resources to working with these “Priority 30” members, because if we can make a difference with them, it will make a difference to everyone.

Research suggests that the key to having a safety culture lies with leadership. Cultural change does not happen unless the leaders set the example and visibly support the change. It is for this reason that I have committed SHSA to attain a Certificate of Recognition this year. It is also for this reason that I have fully endorsed the CEO Charter Program in Saskatchewan. I want to encourage all leaders within our industries to come forward this year and commit to putting an end to tolerating unsafe workplaces in this province. Let's manage safety the same way we manage our business!