



AMERICAN SOCIETY OF
SAFETY PROFESSIONALS

Gulf Coast Chapter



Gulf Coast
LOCAL SECTION

GULF COAST SAFETY & HEALTH SUMMIT

NORMAN RITCHIE

TOPIC: RISKWASHING IDENTIFICATION
AND MINIMIZATION



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NORRIS CONFERENCE CENTER
HOUSTON CITY CENTRE



THURSDAY, APRIL 16TH, 2026
08:00 AM - 09:15AM

KEY NOTE SPEAKER

“Riskwashing” is to safety as “greenwashing” is to ESG. "Riskwashing" refers to an organization's superficial or insincere actions that create the appearance of addressing a particular risk or issue without actually taking substantive steps to address the underlying problem. Incident investigations are a common source of activities that can be labeled “riskwashing,” largely because of a deep human and organizational need to do something (anything!) after an incident, even though there may be no real way to prevent it from happening again. This is especially true after an unplanned event occurs, which reveals significant actual consequences, even when such outcomes were extremely unlikely. Riskwashing is costly, leading to inefficient resource allocation and increased bureaucratic friction in operations.



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(661) 472-6591



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**COCHING FROM THE SIDELINES:
PROTECTING LONE WORKER 24/7**

**BREAKOUT SESSION #1A
9:45 AM-10:45 AM**



JACK JACKSON, MDIV

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THURSDAY, APRIL 16TH, 2026

09:45AM - 10:45AM



Between 15–20% of U.S. employees work alone. That's a significant number of workers in the field who, by necessity, have to take their safety into their own hands. Facing individual hazards on their own, they operate beyond the reach of their workplace's regulatory compliance and safety management system. The fact is, these lone workers face an inordinate amount of risk, and statistics show they aren't always reporting incidents or near misses. Technology has emerged to help monitor workers in the field and respond to injury-related events, but near misses and communication are still the burden of the individual. It's not easy working alone, and trying to keep your people safe when they're off-site is just as hard.



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BREAKOUT SESSION #1B
9:45 AM - 10:45 AM

ELEVATING SAFETY THROUGH STRUCTURED CHANGE MANAGEMENT: LEADING PRACTICES AND PITFALLS



**STEFAN MALHOTRA, CIH,
CSP, CHMM, REM**

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THURSDAY, APRIL 16TH, 2026

09:45AM - 10:45AM

Organizational change isn't easy; in fact, it's one of the most challenging tasks leaders face. It's time-consuming, resource-intensive, and often very slow. These factors are further compounded by competing business priorities, limited initiative, and a lack of vision. While planning organizational change can be inspiring, executing change is often overwhelming in practice. Which is why most major change initiatives fall well below expectations. Organizations often hold firm onto past paradigms because they're easy, comfortable, and relevant to the now. However, change is all but those things. The world is a dynamic place that requires forward-thinking safety leaders, but without structured change management, meaningful, sustainable change is unlikely to occur. In this session, we'll explore change management frameworks, critical leadership skills, and tools that provide a reliable, structured approach to elevate your safety strategy beyond the cycle of stalled initiatives and into measurable success.



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BREAKOUT SESSION #1C
9:45 AM - 10:45 AM



TOPIC:
FROM VISION TO VALUE:
REAL-WORLD LESSONS IN
CREATING A DYNAMIC
LEADERSHIP COMMUNITY



JENNIFER KEACH, MSC, CSP,
GSP, NCSO

AURORA KENNEDY, MSC

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THURSDAY, APRIL 16TH, 2026
09:45AM - 10:45AM

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Join us for an action-packed session designed for anyone passionate about building, sustaining, and measuring high-impact leadership groups! Discover the strategic intent behind forming a leadership-focused group and see how it can become the engine for development and knowledge sharing across your organization. Dive into the Four Pillars of Engagement: Networking, Knowledge Sharing, Contribution & Recognition, and Visibility. Then explore real activities like webinars, mentoring, and publications that bring these pillars to life. Through dynamic case studies and practical examples, you'll recognize the tangible benefits of active participation, from personal growth to career advancement. We'll walk you through a proven roadmap for launching and scaling a leadership group, sharing lessons learned and actionable steps you can apply immediately. But we don't stop at theory; learn how to measure and communicate your group's impact using key metrics and data-driven insights, ensuring your efforts are visible and valued at every level. Most importantly, you'll leave empowered with the mindset that leadership is for everyone, not just those with a title, and equipped with inclusive strategies to foster leadership throughout your community. Whether you're looking to start a new group, revitalize an existing one, or simply become a more effective leader, this session will inspire you to turn vision into value, one engaged leader at a time!



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BREAKOUT SESSION #1D
9:45 AM - 10:45 AM

BRIDGING THE DIVIDE: EMBEDDING INDUSTRIAL HYGIENE INTO THE HUMAN AND ORGANIZATIONAL PERFORMANCE FRAMEWORK



**BRAD JONES, CIH, CSP,
CHMM**

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09:45AM - 10:45AM



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Human and Organizational Performance (HOP) has become a driving philosophy for safety culture and error reduction in many organizations. Yet Industrial Hygiene (IH), with its deep expertise in anticipating, recognizing, evaluating, and controlling exposures, is rarely integrated into HOP discussions. This creates a missed opportunity. This session will explore how IH principles can be intentionally embedded within HOP frameworks to create more resilient and sustainable organizations. By reframing exposure data as system performance feedback rather than compliance metrics, IH practitioners can contribute to HOP learning reviews, strengthen error-tolerant system design, and provide leadership with new insights that go beyond regulatory thresholds.



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