



NATA Safety 1st eToolkit

Welcome to issue 66 of the NATA Safety 1st eToolkit, our monthly online safety newsletter, supporting NATA's Safety 1st Management System (SMS) for Ground Operations.

The NATA Safety 1st Management System (SMS) for Ground Operations will facilitate safety at your company. Many of the tools discussed in the eToolkit provide SMS and PLST participants with guidance to continuously assess and assist with safety processes and procedures.



This monthly newsletter highlights known and emerging trends and environmental and geographical matters, as well as advances in operational efficiency and safety. Flight and ground safety have been enhanced and many accidents prevented because of shared experiences.

Why Generation Y – Retaining Frontline Employees

By Walter Chartrand
Air BP Aviation Services

Are you concerned about low standards, poor work ethics and high turnover due to what many perceive to be this “new generation” of employees? In order to work with and develop our frontline employees, we must first understand how important it is to train the younger generation properly and meet their needs. Yes, senior managers (us old timers) say there are more problems communicating with the Generation Y crowd than any other employee group. Turnover of employees is at an all time high. We hear you say, “We can’t afford to spend money training them if they could leave.” Let’s discuss what it will take to keep them and help them succeed.

A different generation...

First, let’s look at some of the characteristics of the younger generation. Plainly put, they are very different from any other generation to date. Do we blame their parents for telling them, “You’re special and can do anything,” or technology for their impatience because they grew up with immediate access to whatever they needed? Or, do those of the younger generation view their careers as “we work to live,” whereas the older generation “lives to work”?

Generation X and Y saw their parents lose jobs despite years of dedication and loyalty, and are thus less trustful and more demanding of employers. Matures remember the end of the depression and the difficult war years – they live within their means and are more committed and hard working. Through a better understanding and appreciation of the differences of managing the multi-generational workforce of today, employers can leverage each generation's strengths and avoid a great deal of frustration.

Survey says...

In a recent survey of over 2500 Human Relation (HR) executive, 78% of the respondents said that employers have six months or less to retain millennial employees. Those employees want to know why a company is the best place for them. Unlike previous generations, they don't believe they should have to, or even want to, wait around to pay their dues. Baby boomers and earlier generations will do what it takes to be in the field they choose, including work late, do odd jobs – anything just to hang around the airport.

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It seems like no one cares what happens...

There's too much "Just get it done," and not enough "Let's work together to get it done!" This is a common complaint of employees who truly want to do a good job but feel constrained. There are plenty of rules and regulations, red tape and rigid policies that can prevent employees from doing a good job. Employees can become frustrated to the point of saying, "To heck with it, I quit! I'd rather flip hamburgers!" Dynamic employees should be given some latitude to get the job done and, moreover, to satisfy customers' requests as long as the job is done safely, according to company practices/training and results in ongoing business for the company.

The **Silent/Mature Generation** - born between 1925 and 1945
The **Baby Boomer** - born between 1946 and 1964
Generation X - born between 1965 and 1979
Generation Y/Millennial - born between 1980 and 2000

No one ever listens to us...

Communication is the key. We have all heard it, but do we put it into practice? A complaint frequently heard is, I never get to talk with anyone – heck, I don't feel like they would listen anyway!

Clear, open, concise communication is essential to any relationship. If we don't believe that what we say is respected and taken to heart, we question our value to the organization. Communication is important between management and frontline employees. Everyone should know and be able to express the mission statement and core values of their organization. The frontline employees should clearly know the focus of the organization. Your mission should be reviewed regularly and any changes communicated quickly. Keeping people informed ensures that they feel an integral part of the organization, not to mention vital to the organization's success. Often this open communication establishes a sense of belonging essential to the younger generation.

Survey says: Levels of Disengagement by Generation are affected by lack of communication – North America

Baby Boomers	Generation X	Generation Y
17%	20%	35%

We are asked to do things that no one has ever shown us how to do...

One of the leading causes of accidents is people doing things they were never trained to do. Initial and recurrent training are essential to avoid accidents. Training also makes employees feel valued. Recurrent training is often over-looked as nonessential. We take for granted that once we train employees, they perform their tasks correctly day-in and day-out. It is important to double check. You might believe you are intruding or micromanaging but think of it as your obligation to them. Often times, we find they appreciate the opportunity to ask questions and want the confirmation that they are performing their job safely and correctly. It's a great time to check that the way in which they are doing their job adheres to the training they received. And what should you do if this isn't the case? **You need to train them the same way; training should match the way the job is done.** And keep on training. Remember, pilots go through recurrent training, mechanics attend recurrent training...why would we not offer recurrent training to our front line personnel?

This is a dead-end job...

Younger employees, in particular, require a realistic picture of what to expect from a frontline job, and how it contributes to the overall success of the company. Millennial employees want to understand the broader significance of the tasks they are asked to perform, not only HOW to do something, but WHY it is important to the bigger picture.

For many, it is important to know that they are making progress and moving forward in their career. Younger employees are particularly interested in training and career advancement. There are industry training programs, like NATA's Safety 1ST Professional Line Service Training Program (PLST Online), that define career paths. PLST Online clearly illustrates how, with training, capable people have many advancement opportunities.



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Variety and challenges...

A career in aviation offers variety and challenges. That is exactly what the younger generation craves. Rather than focusing on how to stop "job-hopping" and to avoid high turn-over, offer your frontline employees challenges to show their worth and keep them engaged. Offer them career development and advanced training opportunities. A little investment along the way will save you in the long run.

This job just isn't worth what they are paying...

Do your homework and provide competitive wages. A living wage that supports a reasonable life style is important and must be comparable with others in the industry. The good news is that it is rare that money is the **ONLY** reason your employees will leave. If you provide them with challenges, invest in training and communicate with them, wages won't be uppermost in their minds.

When asked, most employees answer, "I work for more than just money. I want to be a part of something exciting and rewarding." Concentrate on developing your team and team spirit along with providing a reasonable and equitable wage, and you'll find good employees will choose to stay. Mary Kay Ash, founder of Mary Kay Cosmetics, was quoted as saying, "What is the secret to success? The secret to success is good people, and the way to keep good people is to make them feel important!"

Why they leave and what it costs...

A recent online survey of midlevel managers showed 30% of employees left their jobs to seek opportunities not offered them by their present employer, 25% cited ineffective leadership and lack of proper training, while 21% said their contribution was not valued. Keep in mind turnover costs. The effects to the bottom line can be increased hiring and training costs, reduced productivity, lost business opportunities, decreased customer satisfaction and a poor employment reputation resulting in decreased morale. The cost of replacing a front-line employee can be two-and-a-half to three times their salary in many industries!

Finally, we recommend all managers and supervisors be trained on understanding and appreciating the differences of managing the realities of the multi-generational workforce. This article is a beginning. Share and discuss it with everyone on your team. Through better understanding and appreciation of these differences, managers can leverage each generation's strengths and avoid the significant frustration, and liability, brought by the challenges each generation poses. Remember in our competitive world our employees are many times our company's only true competitive edge.

INCIDENT CORNER

A Mooney aircraft struck the refueling facility during taxi.

EDUCATION CORNER

NATA Members Can Now Save On Uniform Services



NATA is pleased to announce a new program with ARAMARK Uniform Services to provide its members access to a discounted uniform rental and leasing solution. This money- and time-saving membership benefit was recently negotiated to provide added value to your membership.

ARAMARK Uniform Services is America's leading supplier of rugged work wear, uniforms, outerwear, safety apparel and anything else you need to outfit your workers for America's toughest jobs. Their state-of-the-art facilities let you



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personalize your work wear for a professional brand image. ARAMARK is also a single-source provider of flame resistant apparel and arc flash protective equipment.

NATA members may now take advantage of these valuable and convenient savings:

- . 20% off rental and lease uniform rates
- . 20% off facility services (mats, towels, mops, restroom supplies, etc.)

To learn more about ARAMARK and the products and services that are available, please [click here](#) to log in and visit the Member Resource area of www.nata.aero.

The Hertz logo, consisting of the word "Hertz" in a bold, italicized, sans-serif font.

NATA Members Can Now Save Up To 10% On A Car Rental With Hertz

Wherever your travel takes you, close to home or around the world, your NATA CDP number is the key to special savings. Be sure to include it in all of your reservations. To view and print an NATA CDP card, [click here](#). To find the lowest rates, special offers and information about Hertz locations, vehicles and services, [click here](#) for a link.

FAA Issues Proposed Policy On Residential Through-The-Fence Agreements

The FAA has published in the *Federal Register* a [proposed policy on residential through-the-fence \(RTTF\) agreements](#). The proposed policy was the result of an extensive policy review conducted after objections were received to a draft compliance guide letter circulated late last year. During the policy review, the FAA received comments from industry stakeholders and also held site visits at several airports where RTTF agreements are in place.

The proposed policy maintains the position that RTTF agreements are harmful to the future utility of publicly funded airports and would prohibit new agreements. The policy does account for the fact that RTTF agreements are in place at multiple public-use airports around the nation. The existing RTTF agreements will be allowed to remain in place under tighter rules for airport sponsor oversight and control. Stricter standards will be applied in the event these existing RTTF agreements need to be renewed or modified.

In response to the release of the proposed policy, NATA has published a [regulatory report](#) that outlines the details of the policy. Additionally, NATA Director of Regulatory Affairs Michael France addressed the topic in last week's [Policy Playbook Blog](#).

Maryland Governor Declares September "General Aviation and Community Airport Month"

Maryland Governor Martin O'Malley issued a proclamation declaring September "General Aviation and Community Airport Month."

"I am pleased to recognize this vital system of community airports and aircraft that contributes \$2.1 billion to our local economy and creates nearly 6,800 jobs for our state," said Governor Martin O'Malley. "It's important that we continue to support this industry, which is vital to not only Maryland, but the entire country."



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The proclamation recognizes Maryland's 36 public-use airports, which serve 8,161 pilots, and 3,462 general aviation aircraft. Given the state's geography, many businesses and communities rely on general aviation aircraft for access to medical treatment, mobility, economic opportunity, disaster relief and other critical resources.

"We commend Governor O'Malley for his recognition of the impact general aviation has on communities across Maryland. These aircraft and community airports are a literal lifeline for businesses, charities, law enforcement, and hospitals, particularly for communities throughout Maryland and across the country," said Selena Shilad, executive director of the Alliance for Aviation Across America.

[To view the proclamation, click here.](#)

Association Launches 2010 Gubernatorial Election Webpage

Five weeks remain until Election Day, and it appears we will likely see big changes to the current political landscape. Governors in 37 states are up for re-election this year. Currently, 20 seats are held by Democratic incumbents and 19 by Republican incumbents. Of the Democratic-held governorships, 8 are held by incumbents who are term-limited, while 4 others are voluntarily choosing not to seek election or re-election. Of the Republican-held governorships, 8 are held by incumbents who are term-limited, while 4 others are voluntarily choosing not to seek re-election, and incumbent Nevada Governor Jim Gibbons was denied re-nomination by losing the Republican primary.

NATA has developed an interactive map highlighting the 2010 gubernatorial races. [To track the 2010 gubernatorial races, please click here.](#)



NATA 2011 FBO Leadership Conference - February 7-8

Plan to Succeed - The NATA FBO Leadership Conference (FBOLC) sessions on security and grant assurances, the industry economic forecast and the AvGas update, as well as the NATA/NBAA session on how to maximize your time at the S&D Conference, will provide information you need to stay on the leading edge of the industry.

Gain Leadership Insight - Join top general aviation and shared aircraft ownership management leaders as they share their views on the current status of and future prospects for the industry.

Expand Your Business Horizons - Take time at the NATA FBOLC social events, NBAA's S&D Conference and the NATA Safety 1st session to find out how best to serve your customers' needs and challenges.

NATA's FBOLC was uniquely designed from the ground up for the leaders of FBOs of all sizes to gather, share best practices, and have a little fun along the way. Visit www.nata.aero/fbolc for more details and to register.

[Watch your mail for the FBOLC post card!](#)

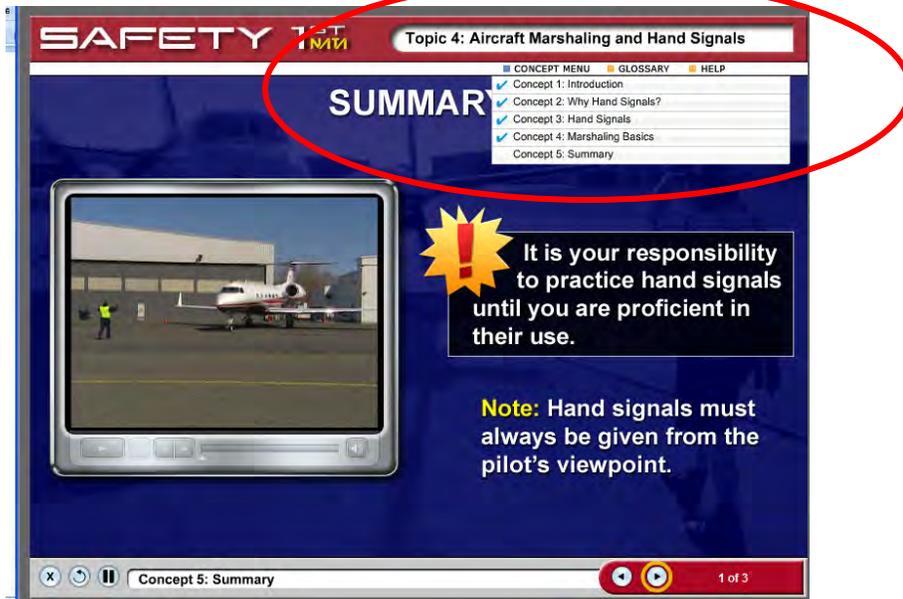


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PLST ONLINE CORNER FAQ

Q. I want my student(s) to review their finished online training again. When it opens, the training goes automatically to the Summary page. How can they review the training again?

A. Please see the screen shot below and follow the instructions given.



When your students reopen a finished topic, it will open automatically to the summary section. To view the training from the beginning or to view another concept, click the Continue button, then click on the Concept Menu and select the training concept you want to review. (Note: the check marks next to each Concept denote you have completed this concept and received credit for your training.)

SAFETY CORNER

U.S. Department of Labor
Assistant Secretary for
Occupational Safety and Health
Washington, D.C. 20210

October 4, 2010

Dear Employer:

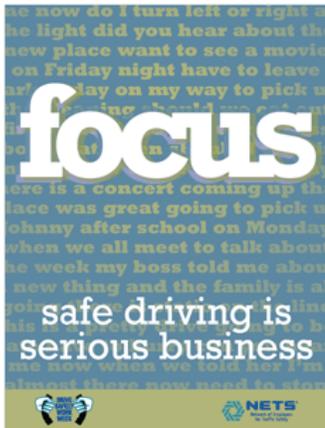
Distracted driving has become an epidemic in the United States, and its often fatal consequences are a threat to your workers, your business and the public.

Because millions of workers' jobs require them to spend part or all of their work day driving — visiting clients and customers, making site visits, or delivering goods and services — the Departments of Labor (DOL) and Transportation (DOT) are joining forces in a campaign to stop distracted driving and save lives.



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Year after year, the leading cause of worker fatalities is motor vehicle crashes. There's no question that new communications technologies are helping business work smarter and faster. But getting work done faster does not justify the dramatically increased risk of injury and death that comes with texting while driving.



The human toll is tragic. DOT reports that in 2009, more than 5,400 people died in crashes linked to distraction and thousands more were injured. "Texting while driving" has become such a prominent hazard that 30 states now ban text messaging for all drivers.

OSHA is partnering with others across government, industry and the public to bring together important information and tools to attack texting while driving and other distracted driver hazards. We invite you to learn more about combating this problem at www.osha.gov and at DOT's distracted driving website, www.distraction.gov.

Most employers want to do the right thing and protect their workers, and some have already taken action to prohibit texting while driving. It is your responsibility and legal obligation to create and maintain a safe and healthful workplace, and that would include having a clear, unequivocal and enforced policy against the hazard of texting while driving. Companies are in violation of the Occupational Safety and Health Act if, by policy or practice, they require texting while driving, or create incentives that encourage or

condone it, or they structure work so that texting is a practical necessity for workers to carry out their job.

To combat the threat of distracted driving, we are prepared to act quickly. When OSHA receives a credible complaint that an employer requires texting while driving or who organizes work so that texting is a practical necessity, we will investigate and where necessary issue citations and penalties to end this practice.

I invite you to join us in observing "[Drive Safely Work Week](#)," October 4-8. During this week and throughout the year, let's work together to prevent workers from being injured and killed on the road.

David Michaels, PhD, MPH

[Employee Driving Fact Sheet](#)
[Daily Driving Activities](#)
[Driving Communications Tools](#)

Management By Walking The Ramp

Several weeks ago, in response to my blog regarding overriding safety devices, a commenter posted: "If managers and leads would get out of the offices ... to oversee ramp operations there would be a lot less equipment damage." I certainly agree with this.

Sure it's difficult in today's environment for managers and supervisors to get out on the ramp. Emails that need to be answered, phone calls, staff meetings, reports for higher ups; all this combined with staffing cuts hinder even the most conscientious from getting out on the ramp and observing operations. But get out they must if they are to truly supervise their operations.

Blog continued <http://www.groundsupportworldwide.com/blog/2010/09/07/management-by-walking-the-ramp/>



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CONTINUING EDUCATION

NATA [Webinar Offerings](http://www.nata.aero/webinars) (<http://www.nata.aero/webinars>)

Read The Latest NATA Blogs...

Good Fences Make Good Neighbors <http://natapresidentsblog.wordpress.com/2010/09/27/good-fences-make-good-neighbors/>

Obama's Proposal For A "National Infrastructure Bank" Anything But New (<http://natablogs.wordpress.com>)

The Rules Of The Game (<http://nataspolicyplaybook.wordpress.com/?ref=spelling>)

Minimum Standards Minimal Confusion

(<http://nataspolicyplaybook.wordpress.com/2010/09/15/minimum-standards-minimal-confusion/>)

2010 Offerings: Aviation Safety and Security Offerings

Embry-Riddle Aeronautical University's Center for Aerospace Safety/Security Education (CASE)

Details online:

http://case.erau.edu/programs_events.html

Southern California Safety Institute

Website: <http://www.scsi-inc.com/>

The GW Aviation Institute

Aviation Safety and Security Certificate Program

http://www2.gwu.edu/~aviation/safetyandsecurity/ss_courses.html

Transportation Safety Institute

Details online:

<http://www.tsi.dot.gov/Catalog/Default.aspx?value=DTI-20>

University of Southern California

Aviation Safety and Security Program

Details online: <http://vitserbi.usc.edu/aviation/>

Don't Miss NATA's Social Media Information

<http://www.nata.aero/socialmedia>

NATA YouTube Channel

www.youtube.com/nataaero



<http://www.twitter.com/nataaero>



<http://www.facebook.com/nataaero>



Byer's Inside Washington Blog

<http://www.natablogs.wordpress.com>

Coyne's Capitol View Blog

<http://natapresidentsblog.wordpress.com/>

NATA Policy Playbook Blog

<http://nataspolicyplaybook.wordpress.com/?ref=spelling>



The National Air Transportation Association (**NATA**), **the voice of aviation business**, is committed to raising the standard on ground safety. NATA began with the Safety 1st Professional Line Service Training (PLST) Program in 2000 and expanded with the adoption and implementation of the NATA Safety 1st Management System (SMS) for Ground Operations in 2004. The eToolkit provides continuing education in support of the PLST and SMS programs.

[Subscribe to NATA Safety 1st eToolkit](#). If you are not currently a subscriber to NATA Safety 1st eToolkit and would like to receive it on a regular basis, please email [Amy Koranda](mailto:Amy.Koranda@nataaero.com). The NATA Safety 1st eToolkit is distributed free of charge to NATA member companies and NATA Safety 1st participants.



Professional Line Service Training Enrollment

Safety 1st
4226 King Street, Alexandria, VA 22302
Phone: 703-575-2045 Fax: 703-845-0396
www.nata.aero/plst safety1st@ata.aero

ONE FORM PER LOCATION

Company: _____ Contact: _____
Address: _____ City/State/Zip: _____
Phone: _____ Fax: _____ Company website: _____ Airport code: K _____

Step-by-Step Enrollment in NATA's Safety 1st Professional Line Service Training, PLST Online:

1 Annual Safety 1st Subscription Fee

Companies pay an annual subscription fee for each location based on their NATA membership status and prior Safety 1st participation.

- NATA Member, Safety 1st Participant Renewal (if applicable) \$150* NATA Member, New to Safety 1st \$295*

2 PLST Online Per Student Fee

The PLST Online Per Student Fee includes all eight modules and a volume discount. To take advantage of the discounted fees per student, training must be purchased for 4 or more students within the same year. **Trainers/Administrators must register as students to participate in training.**

Students	NATA Member Rate*
1-3	\$299
4-10	\$254.15 (15% discount per student)
11+	\$209.30 (30% discount per student)

students x rate (see box, left) = total

_____ x _____ = _____

+ _____ subscription fee
(see section 1)

= _____ total due

*PLST participation is available to non-NATA members for twice the NATA member rate. Modules may also be purchased separately. Purchasing all eight modules at once saves money over per module fees. Visit www.nata.aero/plst for more information.

3 Trainer Information

Trainers must register as students and have a separate User Name and Password to participate in training. Trainer/administrator User Name is included in the annual Safety 1st subscription fee. Create a trainer User Name for administrative privileges by completing the following. The trainer User Name and Password will be sent to the trainer email address and may be used to monitor student progress, exam scores and eligibility for certification. The Password may be changed Online, but the User Name is permanent.

To create Trainer User Name: Use a company abbreviation, followed by city then write the word "ADMIN" Ex: NATA Alexandria ADMIN

Full Name: _____ User Name: _____ Email: _____

4 Student Information

Enroll student(s) by completing the following. To enroll additional students, please attach a list with additional student's information or email list to safety1st@ata.aero. Please supply any known student information, additional information may be entered online.

First Name	Last Name	Email

5 Payment Information

Payment may be made by check (payable to Safety 1st) or by credit card. Check (check # _____)

Visa Master Card Amex Credit card number: _____ Exp. Date: ____ / ____

Name on Card: _____ Signature: _____

All fees and prices are subject to change

Commit to a Safety 1st Culture

You need to work every day to ensure the safety of your customers, employees and equipment.



NATA's Safety 1st program is a comprehensive approach for training and sustaining an industry-standard safety culture within your company.

Safety 1st consists of several interrelated components that include a formal Safety Management System or "SMS" customized to your operation, risk analysis, "live" training via NATA's seminar series, online professional line service training or "PLST" incorporating extensive online references for daily use, supporting webcasts, newsletters, publications, guides, safety posters and expert consultation by phone or email.

A Safety 1st Culture:

- Prevents accidents and incidents
- Lowers costs
- Accelerates business growth
- Certifies your good name



www.nata.aero/safety1st