

STRATEGIC PRIORITIES



KNOWLEDGE | NETWORKING | ADVOCACY | EDUCATION

ISEA's Strategic Plan encompasses a set of strategic priorities that give focus and direction to all association activities. It expresses the common purpose of the association and its member companies in accomplishing successful standards development, government outreach, education and knowledge access programs for the benefit of the industry and its customers.

THE MISSION

The mission of the International Safety Equipment Association is to support and promote the common business interests of its member companies. ISEA members are united in the goal of protecting the health and safety of people worldwide exposed to hazardous and potentially harmful environments.

The association provides the forum through which its members can work to:

- Promote the standardization of safety equipment
- Represent the industry's interests before governmental bodies, and interpret government actions to the industry
- Collect, generate and disseminate information about the industry and its products
- Maintain links to other organizations in the safety industry worldwide
- Promote the proper use of personal protective equipment as essential to worker safety and health
- Develop and deploy training and education programs for members, users and stakeholders

THE CORE COMPETENCIES

There are four critical elements to ISEA's continued growth and strength. They are the core competencies of the association, the structures and programs that provide value to the members and the marketplace.

Standards and Technology

The PPE marketplace is based on product performance standards, and ISEA is a recognized, accredited developer of consensus standards. The association's expertise is in managing the process – bringing together stakeholders including producers, users and regulators; reconciling disparate views and producing standards that satisfy the demands of the marketplace as well as personal protection; promoting the use of PPE that meets exacting standards of performance.

The association manages all aspects of the American National Standards under its purview, from drafting through consensus development and approval, publication, interpretation, promotion and periodic updating. In addition to its own standards, ISEA is officially represented on numerous standards committees of other organizations in the U.S. and around the world, and is a trusted participant in standards deliberations in government agencies.

Matching the process expertise is the role of ISEA in setting standards policy, determining where new standards would benefit the marketplace, and promoting fresh ideas like a voluntary standard for conformity assessment.

ISEA's standards priorities are influenced by an understanding of where ISEA fits in the world of PPE standardization, and what is required to keep ISEA standards relevant.

There are multiple standards developing organizations in the and around the world addressing the same class of products.

ISEA must be aware of all the trends and activities in PPE standardization, coordinating efforts with other developers where appropriate to prevent overlap, and harmonizing U.S. requirements with Canada, Europe and the world where it makes sense to member companies and users.

Government Advocacy and Information

ISEA members and their products are closely tied to government regulation: Some PPE must meet government performance standards, the use of many types of PPE is mandated by regulation, and ISEA members must meet all the regulations that affect manufacturers wherever they operate.

Through comments and testimony, official meetings and constant contact, the association maintains a strong and steady relationship with important government agencies and Congress, working to influence laws and regulations that affect its members' business and products.

ISEA understands politics, but the association is non-partisan, and does not get involved in campaigns or elections. It also performs an important role in interpreting the actions of government, keeping its members informed and providing them a virtual Washington office to represent their collective interests.

While its non-partisan approach may limit the ability of the association to influence individual members of Congress, it enables ISEA to promote its worker safety agenda on both sides of the aisle. ISEA's ability to reach members of Congress is enhanced by constituent relationships of its member executives, especially to legislators on key committees.

Knowledge Access and Exchange

ISEA is a forum for the free exchange of ideas and information. This includes not only the multi-channel flow of information through various internal and external media, but also networking - the interchange among members at association meetings and functions.

ISEA supports confidential reporting programs in product groups to help companies track their sales against industry aggregates. It publishes market intelligence that its members can use to identify and pursue business opportunities. It organizes meetings where members can learn, share and conduct the important business of the association.

It conducts a training program for sales and marketing personnel, and publishes selection and use guides for PPE.

It represents the industry to other stakeholders and the public through appearances at conferences and shows, publications and electronic media.

Education and Industry Development

In a marketplace crowded with training providers, ISEA identifies opportunities to provide targeted training that benefits its member companies. It can do this by leveraging the product and technology expertise of its member companies, to prepare and deliver training and education programs that help purchasers and users select the right personal protective equipment and technologies, and maintain and use them properly.

- Workforce Development and Training

In alignment with growing the use of standardized safety equipment through the development and

dissemination of technical knowledge, ISEA develops and deploy instructor-led, and web-based courses to educate sales and marketing professionals on the technical and regulatory fundamentals of workplace safety and health.

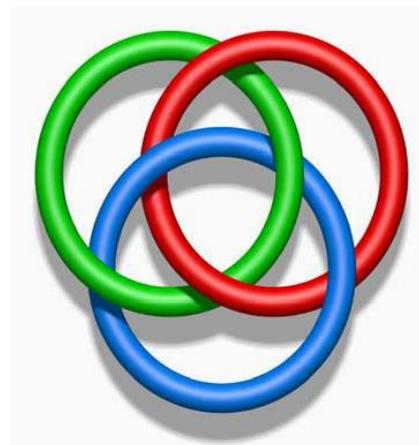
The Qualified Safety Sales Professional (QSSP) training program and designation is a recognized and sought-after achievement, for sales and marketing personnel of personal protective equipment manufacturers and suppliers. ISEA maintains the high-standards of the QSSP program through frequent implementation of technological advancements and policy updates, as well as technology solutions that optimize adult-learning to support continuing education requirements of safety sales and marketing professionals.

- Research and Data Development

ISEA’s stewardship of industry research and data development initiatives elevates the association’s positioning in discussions encompassing technological advancements and market disruptors, and provides members with relevant and timely information.

MAKING THE CONNECTIONS

In addition to the stature of the association built on these four pillars, there is considerable strength in their intersections. Each of the four competencies complements and supports the others. The open exchange of knowledge about product design, development, marketing and use, drives the consensus standards development process. These standards in turn are used extensively in regulations at all levels of government. Understanding the regulatory intentions of government guides the knowledge exchange that leads to standards development – and the cycle continues. Finally, ISEA’s actions to develop standards, advocate for the industry, and create environments for industry networking, all generate a vast body of industry knowledge which ISEA stewards and utilizes to educate and train safety professionals.



When all these elements are working together, ISEA will be a strong and growing association. A strong membership base, broadly representative of the companies that manufacture PPE and their partners in the marketplace, ensures that the association has the resources in people, knowledge and dollars to succeed in its mission. Membership growth is a constant priority, but maintaining a high level of services to all its members is even more important.

INSTITUTIONAL HEALTH

The Strategic Plan recognizes that interconnection and interdependence, and eliminates the separate set of priorities and strategies for “a strong and growing association” that were part of the plan in recent years. Our members do recognize that a strong association is predicated on sound management fundamentals. ISEA performs annually to a break-even budget, with an expectation of growing membership, and enabled by a suite of quantitative performance metrics.