

Featured Speaker at Sunday Nights Reception

(Program Synopsis)

Is Higher Ed. in Your Business of Safety?"

Mark will be discussing what's new in higher education as it relates to safety. What are the trends the profession will likely be seeing? How do colleges and universities use this information and their own expertise to provide help to your operations? Safety is increasingly revolving around a business model, so cost effectiveness is always an issue. Listen to this presentation, and learn more about the future of safety, realizing that on college campuses, the future is now!



Dr. Mark Friend, CSP serves as Professor in the Department of Doctoral Studies in the College of Aviation at Embry-Riddle University (ERAU) in Daytona Beach, Florida. He wrote and developed the Master of Science degree in Occupational Safety at East Carolina University after serving as Chair of the Department of Occupational Safety and Health at Murray State University. His text, *Fundamentals of Occupational Safety and Health*, a top-selling book in the field, is in its sixth edition. *Planning and Managing the Safety System* with Ted Ferry is about to be released. Friend served on the governing board of the Board of Certified Safety Professionals (BCSP) and is a professional member of the American Society of Safety Engineers (ASSE). Friend has over forty years of experience in higher education. He has been active as a consultant, speaker, expert witness, and trainer in the field of safety.

Friend organized and served as the first president of the National Occupational Safety and Health Educators Association (NOSHEA) which later became the Academics Specialty Practice of ASSE. Friend has received the PPG Safety Educator of the Year Award, the Charles V. Culbertson Outstanding Service Award, and the Academics Practice Specialty Safety Professional of the Year Award from ASSE. He has also been given The West Virginia University/National Safety Management Society Achievement Award and has been listed in *Who's Who in America*, and *Who's Who in American Education*. In 2009, he was appointed by Governor Charlie Crist to the Florida Workplace Taskforce. He and his wife Kathy reside in New Smyrna Beach, Florida.

