

2010 ANNUAL REPORT



Pacific Safety Council

Your Safety Is Our Business!

9880 Via Pasar, Suite F
San Diego, CA 92126
www.pcsd.com

MISSION

The Pacific Safety Council (PSC) is dedicated to making our communities safer places to live, learn, work and play by providing quality education, information, programs and events. Partners for Life!



CORE VALUES

Honesty
Quality
Integrity
Service

WHO WE ARE

The Pacific Safety Council (PSC) is a non-profit 501(c)(3) organization dedicated to safety training. Created in 1953, the "San Diego County Traffic Safety Council", as we were known back then, started with \$15,000 to study and promote traffic and crossing guard safety. Since 1953, PSC has undergone many exciting changes. PSC has expanded to include workplace, community and home injury prevention.

For the past 50 years, PSC has worked diligently to serve as a reliable source for safety information, education and awareness in all aspects of San Diego County life - on the road, at home, at work and at play. Our services reach all age ranges - from infancy through our car seat program to the elderly through our mature driver course.



Torch Awards for
Marketplace Ethics
Trust • Performance • Integrity

Winner, 2010, San Diego BBB



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LETTER FROM THE EXECUTIVE DIRECTOR

Dear Community Members,

For over half a century, PSC remains a strong and viable partner in injury prevention. Amidst a tough economic climate, PSC has once again raised the bar and exceeded expectations. Our “Keep ‘Em Safe” grant for child passenger safety was renewed for an additional year, we won the Better Business Bureau’s Torch Award for Marketplace Ethics in the non-profit/charity category, and expanded our course offerings. The true reward comes from knowing that PSC continues to purposefully grow and serve the needs of the community. Even more exciting are the programs on the horizon such as a Teen Driver Program.

It is an honor to present the Pacific Safety Council’s 2010 annual report. My sincere hope is that this document provides a glimpse of our dedication and commitment to making our communities safer places to live, learn, work and play.

We recognize that our work is far from over and know creating a safety culture takes time. I am full of anticipation for the future and passion for our programs. We hope that you will continue to join us in this meaningful endeavor.

In Service,



Darby Vorce
Executive Director



2010 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Bob Bush, *Chairperson*
-Solar Turbines

Alison Prager, *Vice Chairperson*

Lee Taylor-Austin, *Treasurer*
-San Diego County
Schools JPA

Allison Fowler, *Secretary*
-INOVA Diagnostics

Dave Lindsey, *Officer*
-Cox Communications

Sherry Thorpe, *Officer*
-Vista Irrigation District

Katrina Russell, *Officer*
-City of San Diego

Peter Kuchinsky, *Officer*
-Joint Powers Insurance
Authority

Edie Mitchell, *Officer*
-Sempra Utilities

Andre Phillips

Ashley Fenton

Bill Moffett

Brian Heramb

Charla Fields

Jeri Newell-Zumwalt

John Faulkner

Lauri Miville

Lyn Hall

Melissah Walker

Mike Doody

Nelson Ross

Paul Collier

Peter Krucker

Robert Grigg

Stacey McKibbin

Steve Eaton

Susan Johnston

Todd Murphy

Wally Smith

County of San Diego General Services

San Diego Unified School District

Cal-OSHA

San Diego Gas & Electric

Elementary Institute of Science

tw telecom

Shaw Environmental & Infrastructure

Community Volunteer

Qualcomm, Inc.

Rhino Linings

Community Activist

Community Volunteer

Dynalectric-San Diego

John Deere Water Technologies

Union Tribune

ActionCoach

Frazer Industries

UCSD

Sheriff's Department-Poway

Teradata

PSC STAFF



Darby Vorce
Executive Director



Nicole Soucy
Director of Operations



Noemi Duenas
*Community Programs
Director*



Chris Malicki
Training Director



Scott Simerson
*Motorcycle Safety Program
Site Manager*









Maria Martinez
Administrative Assistant




CHILD PASSENGER SAFETY

PSC currently offers car seat education and free car seats to low-income and refugee families in San Diego County. Funding for the **KEEP 'EM SAFE** program comes from a \$200,000 grant from the California Office of Traffic Safety and the County of San Diego Health & Human Services Agency. PSC was fortunate enough to have the funding renewed for an additional year. During 2010 we exceeded the grant goals by providing the following:

If all child passengers ages 14 and under were restrained properly, an estimated 182,000 serious injuries could be prevented each year!

-  **155** Safety classes held
-  **1,725** Parents/guardians attended
-  **2,624** Children served
-  **60** Check-up events held
-  **2,345** Car seats distributed
-  **1** Safety class for social workers held

In addition, PSC also has a contract with the County of San Diego to conduct a **COURT VIOLATOR** program. The contract allows the San Diego Superior Court to offer an education class to those that receive a traffic ticket for violating a vehicle seat belt or car seat code. Participants not only receive vital education, but are also eligible for free car seats or inspection and installation of an existing car seat. PSC had the opportunity to serve the community by offering the following during 2010:

-  **50** Safety classes held
-  **317** Car seats inspected
-  **210** Car seats installed
-  **268** Car seats distributed

Approximately 96% of car seats are installed incorrectly in San Diego County.

PSC also currently offers **CAR SEAT CHECK-UPS** to the public by appointment for a nominal fee. In 2010, PSC also partnered with State Farm Insurance for our 10th Annual Child Safety Fair, where we provided free car seat check-ups to the public.

MOTORCYCLE SAFETY





As a California Motorcyclist Safety Program (CMSP) affiliate, we are proud to offer one of the largest and most highly respected safety education programs. This is the official CHP approved and Motorcycle Safety Foundation (MSF) accredited, state-wide program designed to increase motorcycle safety on California's streets and highways.

The **BASIC RIDERCOURSE (BRC)** is designed for beginning riders of all ages. Five hours of classroom instruction followed by 10 hours of riding exercises in a controlled, offstreet environment prepare students how to become a safer, more responsible rider. Successful completion of the BRC allows students to waive the riding portion of the motorcycle endorsement test at the DMV.

Our **ADVANCED RIDERCOURSE (ARC)** is a one-day course consisting of 3.5 hours of classroom and 4.5 hours of riding. The ARC is geared towards sport bike riders who already have their motorcycle endorsement and want to improve their performance capabilities, particularly related to overall control, cornering and emergency maneuvers.

Even if someone has been riding for some time, there's always something new to learn. The **EXPERIENCED RIDERCOURSE (ERC)** is a half day course where seasoned riders can hone their skills and fine-tune the mental skills needed for survival in traffic.

Numbers trained in 2010:

-  **1,645** Adult Basic RiderCourse students
-  **307** Under 21 Basic RiderCourse students
-  **12** Advanced RiderCourse students
-  **28** Experienced RiderCourse students



CMSP
California Motorcyclist
Safety Program
California Highway Patrol
Authorized Training Site

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OCCUPATIONAL SAFETY

2010 has been a historic year for the Occupational Department. We are very proud of the fact that even with a reduction in resources, we have remained consistent in our affordability, convenience, and quality.

PSC is a **MEMBERSHIP** based organization with over 260 companies. Members receive a variety of services and resources, including discounts on all training and products, safety hotline, weekly newsletter and access to our video library.

PSC is able to help companies stay in OSHA compliance through our **CONSULTING** services, which include Injury & Illness Prevention Programs, Safety Assessments and Emergency & Disaster Preparedness Plans.

PSC offers **OPEN ENROLLMENT** Cal OSHA compliance courses on a variety of topics, including Backhoe Operator, Confined Space, DOT, Driver Safety, CPR/First Aid, Forklift, HAZWOPER, Traffic Control, Trench & Shore and much more.




In addition, PSC also conducts classes at our clients facilities. These **ON-SITE** classes are customized for each organizations specific needs. We also launched an **E-LEARNING** institute, which allows people to take certain courses online.

6 out of every 100 workers in the United States has experienced a job-related injury or illness.

30+ YEARS OF MEMBERSHIP:

Cox Communications
San Diego County Water Authority
Solar Turbines
Olivenhain Municipal Water District
Union Tribune
San Diego Gas & Electric
City of Escondido
Van Can

2010 Occupational Accomplishments:

-  **17** New members
-  **5,176** Students trained
-  **37** COSS graduates

CERTIFIED OCCUPATIONAL SAFETY SPECIALIST (COSS)

COSS is a highly intensive, highly interactive course that focuses on providing individuals who are responsible for safety, the tools and techniques they need to make safety work for them. The COSS program consists of 40 hours of hands-on, face-to-face learning, which is delivered by an OSHA 500 and 501 qualified instructor. Case studies and workshops are used extensively to bring learning objectives into focus.

The COSS program is nationally recognized and endorsed by the American Council for Construction Education (ACCE), American Petroleum Institute (API), and Louisiana State University. Upon completion of the course, graduates receive COSS designation, OSHA 10-hour card of completion for both General and Construction Industry, and 40 CWEA contact hours.

Congratulations **2010 COSS GRADUATES**



Edward Hare
Bruce Frederiksen, Tanco Engineering
Greg Milligan, The ARC of San Diego
Marlow Carrels
Margaret Moseley
Don Dodson, Aspen Risk Management Group
Leslie Behringer, Transocean
Gavin Reynolds, Transocean
Christopher Rouse, Transocean
Shannon Wright, BAE Systems - Information Solutions
Lorena Cisneros, Republic Services
Stacy Stanton, BD Biosciences
Jimmy Kearns, Encina Wastewater Authority
Brian Carroll, Bombardier Transportation
Erika Ferreira, City of San Diego
Gina Knight, Yorba Linda Water District
Jaime Mellina, Solar Turbines
Don Rodmel, PriceSmart
Steve Gray, Ergo Results

Jaime McFall, LEGOLAND
Jose Torres, Ecology Auto Repair
Steven Francisco, Ecology Auto Repair
Tony Flores, CIK Power Distributors
Maritza Martorana, Technicolor Creative Services
Stephen Darbeau, San Diego Food Bank
Jason Dobbs, San Diego Gas & Electric
Shane Heumann, Transocean
Dianne Rodriguez, Pegasus Building Services
Glenn Walker, EW Corporation
Karen Aytes, Chevron
Jennifer Teixeira, Chevron
Rory Ansel, Chevron
Craig Williams, Chevron
Isaac Szmuilowicz
Rocky Giddens, K-Tube Corporation
Rodrigo Santana, Kimco Staffing
Guadalupe Frausto, The Scotts Company

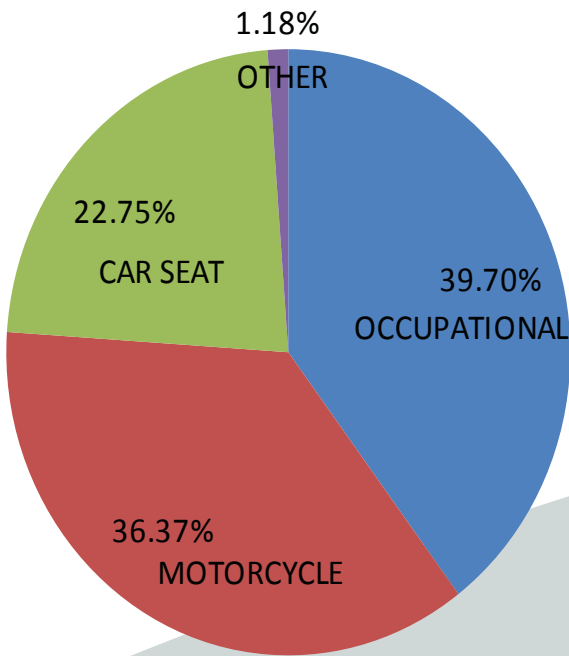
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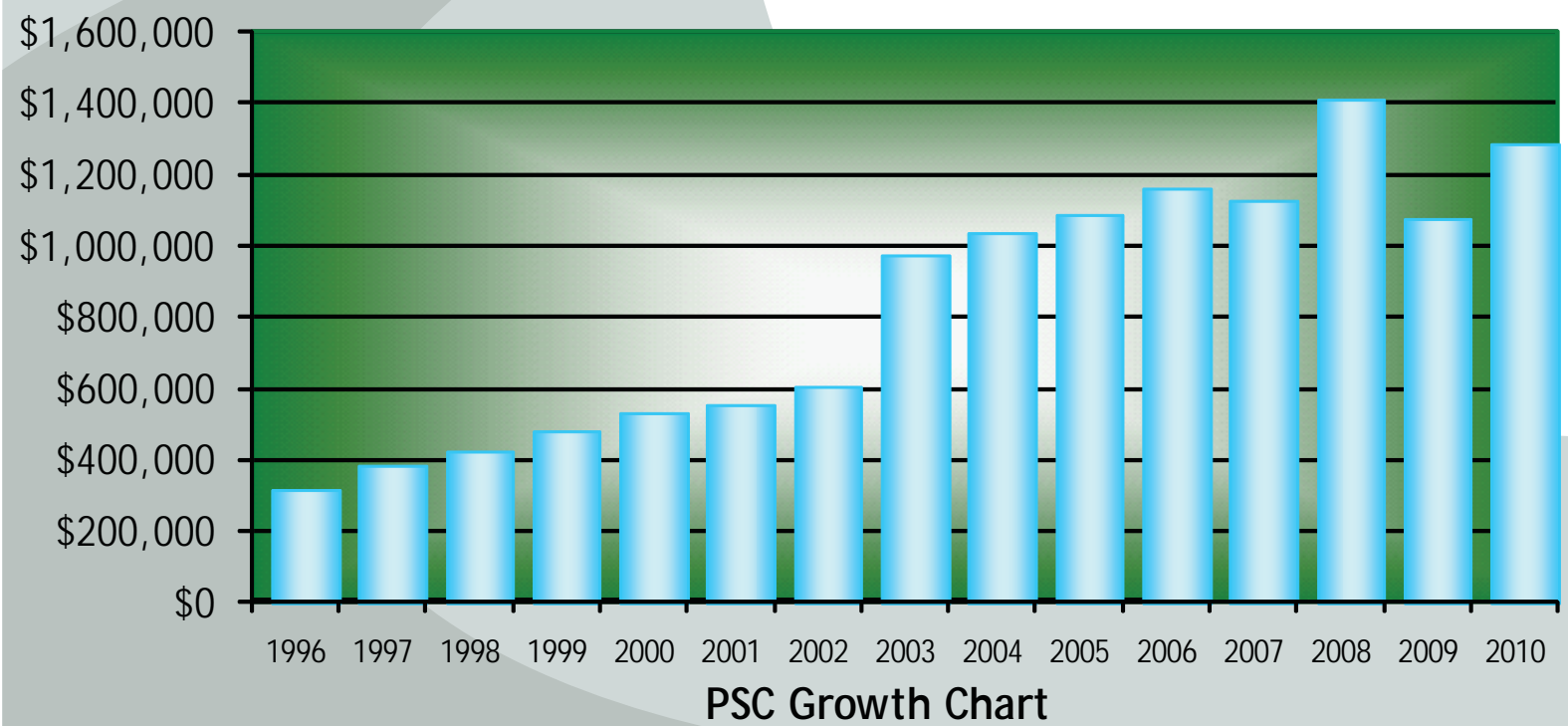
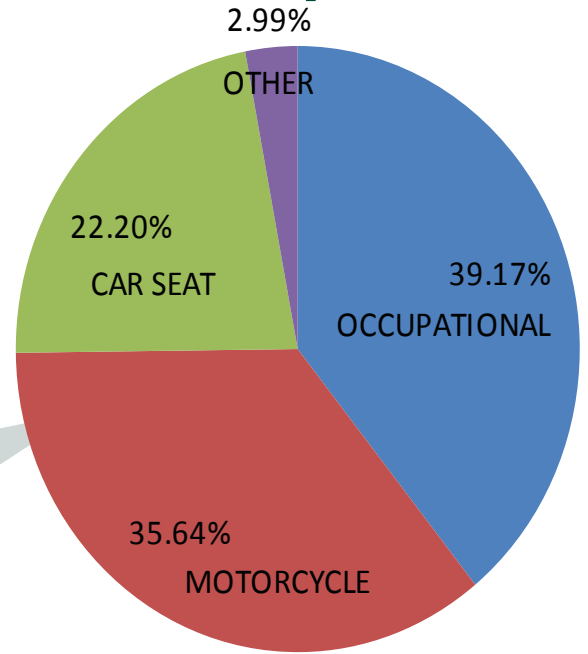
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FINANCIALS

2010 Income



2010 Expenses



THANK YOU

2010 Donations:



 Alison Prager - end table for Video Library Room

 Darby Vorce - refrigerator for Break Room

 John Clanton - TV for Conference Room

 Edward Turner - motorcycle helmet

 Qualcomm - \$2,000 donation

 Roger Lundbohm - motorcycle helmet

 Scott Finkel - TV for Training Room

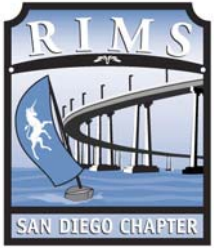
 Solar Turbines - raffle prizes

 LEGOLAND - raffle prizes

 State Farm - \$5,000 donation

 Frazee Industries - \$300 donation

 San Diego RIMS - \$500 donation



As a non-profit organization, we rely heavily on donations and contributions. Thank you for your continued support!

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