



CONNECTIONS

July, 2012

SAFETY MATTERS

Drowning Doesn't Look Like Drowning

The captain jumped from the deck, fully dressed, and sprinted through the water. A former lifeguard, he kept his eyes on his victim as he headed straight for the couple swimming between their anchored sportfisher and the beach. "We're fine!" the husband yelled, waving him off, but the captain kept swimming hard. "Move!" he barked as he sprinted between the stunned couple. Directly behind them, not ten feet away, their nine-year-old daughter was drowning. Safely above the surface in the arms of the captain, she burst into tears, "Daddy!"

How did this captain know – from fifty feet away – what the parents couldn't recognize from just ten? **Drowning is not the violent, splashing, call for help that most people expect.** The captain was trained, by years of experience, to recognize drowning. The parents, on the other hand, had learned what drowning looks like by watching television. If you spend time on or near the water then you should make sure that you and your crew know what to look for whenever people enter the water. Drowning is not usually a splashing, noisy event. Until she cried a tearful, "Daddy," the little girl hadn't made a sound.

An average of 25 children and teens drown each year in Washington State. Anyone who near or on the water should be aware of what drowning may look like.

Instinctive Drowning Response (named by Francesco A. Pia, Ph.D.) is what people do to avoid actual or perceived suffocation in the water. And it does not look like most people expect. There is very little splashing, no waving, and no yelling or calls for help of any kind. To get an idea of just how quiet and undramatic drowning can be, consider this: drowning is the number two cause of accidental death in children, age 15 and under (just behind vehicle accidents) and of the approximately 750 children who will drown next year, about 375 of them will do so within 25 yards of a parent or other adult. In

ten percent of those drownings, the adult will actually watch them do it, having no idea it is happening (source: CDC). Drowning does not look like drowning. The instinctive drowning response looks like this:

1. Except in rare circumstances, drowning people are physiologically unable to call out for help. The respiratory system was designed for breathing. Speech is the secondary or overlaid function. Breathing must be fulfilled, before speech occurs.
2. As they alternately sink below and reappear above the surface of the water, the mouths of drowning people are not above the surface of the water long enough for them to exhale, inhale, and call out for help. When the drowning person's mouth is above the surface, he/she exhales and inhales quickly as his/her mouth starts to sink below the surface of the water.
3. Drowning people cannot wave for help. Nature instinctively forces them to extend their arms laterally and press down on the water's surface. Pressing down on the surface of the water, permits drowning people to leverage their bodies so they can lift their mouths out of the water to breathe.
4. Throughout the Instinctive Drowning Response, drowning people cannot voluntarily control their arm movements. Physiologically, drowning people who are struggling on the surface of the water cannot stop drowning and perform voluntary movements such as waving for help, moving toward a rescuer, or reaching out for a piece of rescue equipment.
5. From beginning to end of the Instinctive Drowning Response people's bodies remain upright in the water, with no evidence of a supporting kick. Unless rescued, these drowning people can only struggle on the surface of the water from 20 to 60 seconds before submersion occurs.

Safety (cont'd)

This doesn't mean that a person that is yelling for help and thrashing isn't in real trouble – they are experiencing aquatic distress. Not always present before the instinctive drowning response, aquatic distress doesn't last long – but unlike true drowning, these victims can still assist in their own rescue.

Look for these other signs of drowning when people are in the water:

- Head low in the water, mouth at water level
- Head tilted back with mouth open
- Eyes glassy and empty, unable to focus
- Eyes closed
- Hair over forehead or eyes
- Not using legs – vertical position
- Hyperventilating or gasping
- Trying to swim in a particular direction but not making headway
- Trying to roll over onto the back
- Appear to be climbing an invisible ladder.

So if a crew member falls overboard and everything looks OK – don't be too sure. They may just look like they are treading water and looking up at the deck. One way to be sure? Ask them, "Are you alright?" If they can answer at all – they probably are not drowning. If they return a blank stare, you may have less than 30 seconds to get to them. And parents – children playing in the water make noise. *When they get quiet, get to them quickly and find out why.* Here in the Northwest, we enjoy water activities in lakes, rivers, pools, and the salt water. Keep your companions safe in the water by paying close attention. Sometimes the only indication that someone is drowning is that they don't look like they're drowning!

Source: *On Scene, the Journal of U.S. Coast Guard Search and Rescue*, Fall 2006

STRATEGIC INITIATIVES

BUILD A SALES ORGANIZATION

UMC is focusing on three specific strategic objectives: Leverage our Innovation, Build a Sales Organization and Workforce Development. The objectives key in on UMC's strengths in these areas. This month's update focuses on our Building a Sales Organization Objective



Company Wide Sales Strategy

As previously reported, back in September 2010 the leadership team sought to focus on developing a plan to sustain our position as an industry leader. We identified three critical areas of focus.

- We will develop a series of strategies designed to help us attract, train and retain talented team members.
- We will design a series of programs to further encourage and reward the innovation for which we are already known in the marketplace.
- We will build a focused sales strategy, targeting "like minded" clients who value our innovation creative thinking we bring to projects.

This is an update for the third critical area, the Company Wide Sales Strategy. Since our retreat in September of 2010, our Team Leaders have developed a plan to create a company wide sales strategy that will target like-minded customers that buy / value innovation.

Some of the milestones we are now prepared to launch:

- Identified critical relationships to develop, especially among existing clients/strong current relationships
- Assign relationships to appropriate team members
- Establish expectations relative to relationship management, and provide training as necessary

Key milestones we will continue to execute:

- Emphasis on building relationships
 - With owners/developers
 - With GC's and consultants
 - With other service providers
 - With energy companies and Public Private Partnerships (PPP)
 - Providing support and assistance to ensure success
 - Reinforced with a structured sales approach
- Expanded, focused efforts to drive visibility, focused on capabilities within industries, and on innovation.
 - Gradual shift of marketing infrastructure toward industry focus
- Opportunistic expansion of our services.

This plan allows for a gradual ramp up over a five year period starting in 2012 and relies on two important factors: consistent execution and everyone's participation. A communication plan is being formulated to engage all of the UMC staff in this endeavor.

NEW UMC TEAM MEMBERS



Salvador Arellanes was recently hired as an intern at UMC. He is currently attending Central Washington University in Construction Management. Salvador has a drafting certificate and has experience in the construction industry. He loves sports and is very detail oriented.



Christopher Damitio started working part-time this summer on 6/21/12 as a Helper in the Warehouse. He is 16 years old and will be participating in high school baseball and football over the summer. Chris enjoys advanced math and science courses at Archbishop Thomas J. Murphy High School.

LOOK WHAT'S HAPPENING

2012 EVENTS CALENDAR

AUGUST

Picnic

Saturday, 8/4

10am-2pm

Cottage Lake Park

Woodinville



SEPTEMBER

Golf Tournament

Sunday, 9/9

7:30am shotgun start

Harbour Pointe Golf Course

Mukilteo

MCAWW Conference

Thursday, 9/27

WA State Convention Center

Seattle

OCTOBER

Trick or Treat

Tuesday, 10/30

3pm-5pm

UMC

DECEMBER

Santa Party

Thursday, 12/13

5pm-7pm

UMC

JANUARY

Holiday Party

Saturday, 1/12/13

6pm-Midnight

Lynnwood Convention Center

YEARS OF SERVICE

20 Years:

David Malone (July)

Pat Damitio (Aug)

5 Years:

Les Bouck (July)

Ryan Santeford (July)

Chris Plaut (July)

Mike Rodriguez (July)

"HAPPY BIRTHDAY"

July

5 Brittney Spurlock

5 Jake Gustafson

8 Ralph Schaeffer

10 Julie Blanchard

12 Greg Lincoln

14 Richard Farmer

14 Dean Harriman

15 Linda Weisberg

18 Terry Parmley

20 Vicky Rozis

31 Matt Mifflin

August

13 Tom Kadoya

15 Doug Smith

17 Bruce Freeman

23 Toni Adams

24 John Strand

24 Les Bouck

25 Curtis Watson

25 Gary Green

27 Troy Lowery

