

Oregon Landscape

1st Quarter, 2018



Oregon's Landscape Professionals

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President's Message

Jesse Brough, Blessing Landscape LLC

Like many of my colleagues, I feel very fortunate to be working in the landscape industry. In 1991 I began working on neighbors' yards to put myself through college. By the time I graduated, a love for this industry had rooted in me and I knew it's what I wanted to do. Though for many years following I considered other professions that might be more suited for me, I could never think of anything that would satisfy me like landscaping. Whether it's the opportunity to be working outside with a team, being creative on a design project, or helping clients improve the quality of their lives simply by making their yards beautiful, I feel blessed to be doing what I do.

Through the collaborative efforts of landscape professionals and designers, the vendors that supply them, the manufacturers that produce the tools and supplies used, and the governmental agencies that help keep everything in check, we design, build and maintain our surrounding environment for everyone's enjoyment. From large-scale, commercial complexes to intimate backyard settings, we are part of an amazing industry that gets to do something that our clients and others love and appreciate everyday. OLCA exists so we can do it even better.

Since joining OLCA's State Board two years ago, I've learned a lot and have had the opportunity to meet some really great people - people who are passionate about our industry and the individuals who work in it. They are the true professionals - the kind that lift their heads up for just a moment to see that they are part of something bigger than just their particular places of employment.

They see a legacy of individuals like Matt Triplett and Bob Grover who have worked to represent and protect our industry on a legislative level. People like Peter Timmen who for years now has helped orchestrate the CLT test; a national certification for those wanting to achieve the next level of professionalism. They will see people like Jim Larson who faithfully and consistently bring great education and comradery to local chapter meetings. And, if you think all the work is done, then you haven't talked with Angie Snell who drives from Bend to Portland on a regular basis to not only continue the legacy of OLCA by serving on the State Board, but is also currently representing us in ongoing meetings involving new regulations that will significantly impact the scope of services landscape contractors can offer.

This is just the tip of the iceberg. I'm still learning about all the great contributions that have been and are continuing to be made by individuals from our industry.

It's disappointing to me that I've been in business for 27 years and it's only been in the last few years I've really learned what kind of impact OLCA has made on my business. We can install backflow prevention devices and subcontract electrical work thanks to the efforts of OLCA (along with countless other regulatory benefits). Our employees have received training and certification through the NW Landscape Expo, chapter meetings and CLT testing. And, just recently, our company saved a LOT of money purchasing



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NALP's Industry Growth Initiative Fielded National Survey to Track Consumer Spending on Industry Services

National Survey Finds 40% Of Americans With A Yard Hired Professionals For Lawn Or Landscape Work In The Last Year

Fairfax, Va., (Nov. 28, 2017) Americans seem to think it is important to make the investment to take care of their yards, with 40% of those with a lawn or landscape hiring a professional in the last year. According to an online survey commissioned by the National Association of Landscape Professional's Industry Growth Initiative and conducted by Harris Poll in September – October 2017, the top services used among Americans who have hired a lawn/landscaping professional in the past 12 months include tree care (51%), mowing (50%), lawn pest control (46%), and weed prevention and control (42%). NALP's Industry Growth Initiative commissioned the survey as a

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health insurance through OLCA's preferred affiliate.

In conclusion, I wish every landscape construction and maintenance company understood how the legacy of OLCA impacts their business everyday. If they did, I'm certain they would feel obliged to support OLCA financially through membership dues - even if they didn't take advantage of any of the other many benefits.

benchmark to track consumers' purchasing habits when it comes to lawn and landscape services. The IGI is committed to growing the industry and its workforce and will measure its success against purchasing and hiring benchmarks.

Other survey results include the fact that among those who have a lawn or landscaping at their home, married individuals are more likely than those who aren't married to have invested in lawn care and/or landscape maintenance services for their home in the past 12 months (45% vs. 33%).

What are the reasons Americans don't hire a lawn care or landscape maintenance professional? Sixty-two percent of those who didn't hire a lawn/landscape professional in the past 12 months say the costs is too high, while nearly half (49%) say they enjoy caring for their lawn themselves and 43% believe their yard is fine as is.

For those who have hired professional help, 52% did so to help their lawn/landscape look better, while 41% wanted to save time and 30% wanted to enjoy their yard more.

Survey Methodology

This survey was conducted online within the United States by Harris Poll on behalf of NALP between

September 28 - October 2, 2017 among 1,721 adults ages 18+ who have a home with a lawn/landscaping. An additional, abbreviated survey was conducted online within the United States by Harris Poll on behalf of NALP between October 26-30, 2017 among 1,594 adults ages 18+ who have a home with lawn/landscaping, as it was determined a query on homeowners' behaviors with the application of fertilizer to their lawns was inadvertently omitted from the original survey. These online surveys are not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Missy@landscapeprofessionals.org.

The rest of the survey data, including geographic and demographic data are available only to investors in the Industry Growth Initiative. Those companies and individuals are investing in the growth of the industry and its workforce through financial support of the industry initiative.

To learn more about how you can support the Industry Growth Initiative, contact Missy@landscapeprofessionals.org or visit the website

A Beginner's Guide to Rainwater Catchment Systems

NALP Landscape Industry Essentials – May 31, 2017

The collection and use of rainwater is an environmentally friendly practice that has seen growing interest in recent years as more people accept the responsibility for stewardship of our natural resources. Many families are using captured water for bathing, household cleaning, gardening, and even drinking. To determine if harvesting rainwater makes sense for you, it is helpful to understand a bit about the practice, the benefits, and the types of catchment systems that are available.

The Basics and Benefits

Catching and using rainwater has been done for centuries; in fact, the practice has been and remains a necessity in many countries where water is in scarce supply. Today, particularly in drought-prone regions of the country, homeowners are taking a new look at the old practice of harvesting water. There are numerous benefits of using this sustainable water source including 1) the potential for significant cost savings on water bills; 2) improved health for indoor and outdoor plants; 3) reduced likelihood for flooding and erosion by reducing water runoff; and 4) decreased burden on municipalities' water supplies.

It is important to note that many states restrict water collection and several have legislated that runoff from rain belongs to the state. So, if you are considering capturing water for in-home use, you should first check to make sure such a practice is permissible in your area. The National Conference on State Legislators offers a snapshot of limitations in certain states but it would be prudent



to consult with your state or local government office for the most-up-to-date information.

Types of Catchment Systems

There are various rainwater catchment systems that can be used – from basic homemade barrels to sophisticated manufactured commercial products. Prices range from under \$20 to an investment of a few thousand dollars. With different systems, water can be collected from rooftops, storm water drains, bodies of water, and even from the land. Most of the systems used in residential environments involve water being collected and stored in tanks instead of those that allow water to be collected and charged into the ground for later use.

Selection of the most appropriate system for your use should be done based on cost, the amount of space you have to work with, and what you intend to do with the captured water.

For beginners looking to see if a water catchment system is right for them, a simple barrel collection system is a good, easy, and affordable option. With this system, a barrel is placed under a downspout and the water collected can be used with plants, cleaning, and the like.

A Word of Caution

Many people incorrectly think that rainwater is pure and safe to drink. Captured water may not be safe for consumption as it is affected by how it is attained, how it is stored, what pollutants or chemicals it might have come into contact with, etc. Unless you are prepared to invest significant time to ensure the water is tested and determined safe for consumption, you may wish to limit rainwater use for non-drinking purposes.

Advanced Water Collection

After you have experimented on a small scale with using collected

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rainwater and enjoyed the results, you may be ready for a more sizable catchment system. If so, you will need to evaluate the types of systems available, your preferred tank material, and the size tank you will need.

There are no right or wrong answers in making these decisions but with the size investment to be made, you will want to consider your options carefully and speak to representatives of various types of products available.

Whether you use captured water on a small or grand scale, you are making an environmentally friendly decision that will make a positive impact within your home and your community.

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Survive and Thrive Online

By Vic Carlson, RiverCityReach

I'm an outdoor enthusiast and I share that I'm a fan of one of the original reality TV shows, Survivor. I was hooked from the first episode – as I envisioned myself a show competitor. In the show the competitors or “castaways” compete against each other in an attempt to become the “Sole Survivor” and win the one-million-dollar prize.

I find the shows slogan of, “Outwit, Outplay, Outlast”, can be readily be applied in a professional, business setting where companies compete against other businesses in hopes to increase their market share and/or sales.

To survive and thrive a business needs to outwit, outplay, and outlast its competitors

Here I've related how those words apply in the digital, Internet marketing environment:

Outwit – One outsmarts competitors by researching them to gain a deeper understanding of the marketing tactics and tools they are using – and then use those better or more frequently. Also, a business needs to figure out where their audience “hangs out” or frequents online, and how they like to be approached and sold to.

Outplay – One outmaneuvers the competition by engaging similar online tools and tactics the competitors are using, if they haven't already, and engage strategies and tools the competitors may not be using. Monitor industry trends and the competitors marketing tactics and tools, to stay abreast or get the jump on them.

Outlast – One can survive and thrive

over competitors by having and then acting on a marketing plan. Review and adjust that plan as time passes. Don't fear trying new marketing methods – if they don't pan out as expected, then try something else.

Over the years the Survivor TV show has evolved from one centered more on the physical hardships endured by the competitors, to one now centering more on the mental/emotional difficulties endured while playing the game. The show frequently adds new games or challenges to keep things fresh and engaging for the audience.

Likewise, the Internet, technologies, marketing tactics, tools, and trends are ever evolving and expanding. Then too, Google and other search engines constantly update and alter their procedures and processes – and businesses need to understand and adopt those changes as well to outwit, outplay and outlast the competition.

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OLCA 2018 Upcoming Events

APRIL

- 4 Portland Regional Chapter Membership Meeting
- 24 Central Oregon Chapter Meeting

MAY

- 2 Portland Regional Chapter Membership Meeting
- 22 Central Oregon Chapter Meeting

JUNE

- 1 OLCA/ASLA Golf Tournament

JULY

- 27 OLCA Landscape Industry Certified Technician Exterior Program Test

DECEMBER

- 11 NW Landscape Expo Kick-Off Party
- 11 NW Landscape Expo Pesticide Training
- 12 NW Landscape Expo

For more information about these events got to www.oregonlandscape.org

The Wild West of Online Reviews and How to Tame Them

By Ron McCabe, Everbearing Services

Online reviews are important. Up to 62% of consumers read online reviews before making any purchasing decision. Google and Bing weigh the number of reviews heavily when they determine the visibility of companies in their search results. So reviews lead to customer conversations, jobs and revenue. Getting good reviews and addressing the bad ones is an important part of any small business.

Dealing with Negative Reviews

A fear and sometimes reality of any small business is getting a bad review. Some choose to let a negative review stand and hope other positive comments will wash that bad impression away. This review can result from real issues in your business or that person who had a bad childhood/life/whatever and decided to take it out on you. In either case this is really an opportunity. What potential clients really want to know is who you are and how you deal with things. Before acting determine if there is a real issue that needs to be dealt with. If so see

this as an opportunity to improve and start thinking about a way to respond to your client. If this is a person who is completely off-base, consider how you can respond in a way that addresses their complaint without playing into their negativity. Remember, the Internet is forever and any response you make will follow you.

Responding to Negative Reviews

The first temptation might be to hit back with your side of the story, however right this may seem or how good it might feel at the time. This tactic can often inspire a backlash which remains forever.

In almost all cases, I advise my clients to write a gentle response, which gives online observers the chance to see how your company handles a complaint, while it offers you the chance to look like the reasonable, classy, caring, dedicated service provider you are.

This response should take responsibility if there was an issue and talk about how you have addressed it. If you feel it is appropriate, give the negative reviewer your number or offer to open up communications to further communications. Let your potential customers know you care.

If the review is not based on truth or irrelevant take some time to research and think about it. You do not want to respond in haste. What you certainly do not want to do is antagonize the reviewer. Take a little time to research their complaint to fact check it (did the reviewer use their real name?), and check their

online review history to see if they're simply a troll (someone who delights in negative reviews). If it seems to be a simple matter of perspective, you can neutralize their complaint without attacking them. Remember: You're writing this not so much for the complainer, as for the innocent bystanders who stumbled upon the bad review.

Here's a sample response that usually works:

"I'm sincerely sorry to hear you were less than satisfied. I wish I'd had the opportunity to speak with you directly so I could listen to your perspective and have the opportunity to address your concerns and make it right for you. At my company, our greatest satisfaction comes from pleasing our customers, and I hope to have the chance to earn your business again. Please feel free to call me at 503.875.8364."

It is also okay to correct if the review is simply not correct. Sometimes a reviewer will mistake your company for another. So this might sound something like this, "I am sorry you had a bad experience. We do not sell X product or provide Y service. We believe you may have us mixed up with someone else. We hope you have a better experience in the future with whomever you did business with."

These types of responses will allow most reasonable people to perceive that you strive to make people happy and provide good products or services. The onlooker also knows that you can't please everyone, and will respect the fact that you tried.

Meanwhile, you've neutralized the

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Welcome New Members

ASSOCIATION MEMBERS

Warren Gawlik - Wilbur-Ellis

REGULAR MEMBERS

Nikolaos Miller – Western Roots Landscape

STUDENT MEMBERS

David Stubbs

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complaint and turned into a positive one. The worse and more over-the-top a review is, the less believable it is and the less impact it has. Many bad reviews are written in the heat of the moment, and often look cranky, especially if they're immediately followed up by your kind response that shows you care about your customers and your integrity. When I see such an exchange online, I usually give the business the benefit of the doubt.

Getting Good Reviews

Developing an internal culture that habitually gets positive reviews is important. Right as I sat down to write this, I received an email concluding some business with my

insurance agent. Since I had thanked her for her fast service in the previous email, she thanked me for my patronage, and added: "Remember you can always tell Google if you are happy with the service!!" And then she provided a link to their Google review page. Eight seconds and five stars later, I returned to my work. (4 seconds to fill out the five stars, and four seconds to note that they had 64 positive Google reviews.) This type of positive outreach gets great results.

By reaching out to see how a customer's experience was you get a chance right up front to address any issues and maintain a positive client relationship. If the client is happy with your products or services this is a great opportunity to follow up with a link to your review sites along with a

respectful request for them to share their experience. Most happy clients who write reviews immediately will.

Starting Now, please commit to adding email communication to your interactions with your clients. Get their email address as you start a project with them, and at the conclusion of a project with a client who is clearly happy, end the transaction with a cheerful request for a positive review. Provide a link to the review sites you are on. It only takes about eight seconds on their end, and if they're really happy, they'll take the time to tell their story beyond filling out the stars.

Until then, remember that even if you don't get the last word online, you have control over the online impression you make.



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Top Cyber Topics to Watch in 2018

Provided by LaPorte

In 2017, the WannaCry ransomware attack, Equifax data breach and other large-scale cyber incidents demonstrated the dangers of cyber crimes, and the data stolen from those incidents will continue to endanger businesses and consumers for years. Additionally, in early January, researchers announced the Meltdown and Spectre processor exploits, which hackers can use to steal data from nearly every computer and mobile device.

Although hackers often try to conceal their methods in order to remain undetected, cyber security experts can predict the most likely cyber risks based on prior incidents and advancements in technology. Here are

some of the top cyber topics to watch for in 2018:

- **Software patches to address the Meltdown and Spectre exploits**— Although products and applications offered by companies like Microsoft, Google, Apple and Amazon have already been updated to help defend against these exploits, the updates can cause slowdowns that could impact your operations.
- **Knowledge-based authentication may become less trustworthy**— The massive data breaches in 2017 gave hackers access to the names, email addresses, Social Security numbers and other information of millions of people. As a result, it will

be more difficult to verify a person's identity online.

- **Cyber risks presented by business partners and third parties**— Vendors, suppliers, cloud service providers and other third parties with ineffective cyber security will likely be targeted more frequently as a way to bypass normal security practices.
- **Compliance with the European Union's (EU) General Data Protection Regulation (GDPR)**— The GDPR will become effective on May 25, 2018, and gives EU citizens more control over their personal information. Although regula-

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tors won't audit U.S. businesses for compliance, businesses that store the personal information of EU citizens could face heavy fines in the event of a data breach or formal complaint.

Number of Workplace Fatalities Continued to Rise in 2016

According to a recent report from the Bureau of Labor Statistics, the number of workplace fatalities in 2016 rose by 7 percent to 5,190. This marks the third consecutive increase

in workplace fatalities, and the largest single-year increase since 2008.

Here are some additional details from the agency's report:

- Transportation incidents, such as car crashes, accounted for approximately 2 out of every 5 fatalities.
- Fatalities that resulted from violence rose by 23 percent and was the second most common cause of a fatality.
- Drug and alcohol overdoses in the workplace rose by 32 percent, mainly as the result of the ongoing opioid epidemic. Overdose fatalities have increased by at least 25 percent every year since 2012.
- Fatalities that resulted from slips, trips and falls have risen by 25 percent since 2011.

An OSHA spokesperson stated that the agency will attempt to address trends found in the report through enforcement, safety training and compliance assistance. For help addressing your workplace safety concerns, call (503) 239-4116 today.

OSHA Log Summaries Must be Posted by Feb. 1

All employers who are required to keep and maintain an OSHA Form 300 injury and illness log are required to post their OSHA Form 300A summary sheet in their workplaces by Feb. 1, 2018. The summary must list the total number of job-related injuries and illnesses that occurred during the previous calendar year, and must remain posted in a common area until April 20, 2018.

Employers with 10 or fewer employees or those in certain low-risk industries are partially exempt from OSHA log posting requirements. For more information on OSHA recordkeeping requirements or to download the required forms, visit OSHA's website.

Provided by LaPorte

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2017

OSHA's Most Frequently Cited Standards



Landscaping Services (NAICS 561730)

The Occupational Safety and Health Administration (OSHA) keeps records not only of the most frequently cited standards overall, but also within particular industries. The most recent statistics from OSHA reveal the top standards cited in the fiscal year 2017 for the landscaping industry. This top 10 list comprises establishments that primarily provide landscape care and arborist and maintenance services such as installing trees, shrubs, plants, lawns or gardens and also establishments that provide these services along with the design of landscape plans and/or the construction of walkways, retaining walls, decks, fences, ponds and similar structures.

DESCRIPTION OF VIOLATION	CITED STANDARD NUMBER	ACV*
1. General Personal Protective Equipment (PPE) Requirements - Selecting the correct PPE, providing instruction, monitoring its use and maintaining the PPE to standards.	29 CFR 1910.132	\$1,239
2. OSH Act General Duty Paragraph - Giving employees a place of employment that is free from recognized hazards that are causing or likely to cause death or serious physical harm.	5A0001	\$4,252
3. Vehicle-mounted Elevating and Rotating Work Platforms - Ensuring the safe usage and design of powered platforms, man lifts and vehicle-mounted work platforms.	29 CFR 1910.67	\$2,221
4. Hazard Communication - Properly transmitting information on chemical hazards through a comprehensive program, container labeling, SDS and training.	29 CFR 1910.1200	\$419
5. Reporting Fatalities, Hospitalizations, Amputations, and Losses of an Eye - Following the reporting guidelines set by OSHA following death, hospitalization, amputation, or loss of an eye due to a work-related incident.	29 CFR 1904.39	\$2,530
6. Head Protection - Providing employees with head protection that meets ANSI specifications when they work in areas where there is a possible threat of head injury.	29 CFR 1910.135	\$2,110
7. Eye and Face Protection - General requirements for eye and face protection in the workplace.	29 CFR 1910.133	\$957
8. Selection and Use of Work Practices - Employing safety-related work practices to prevent electric shock or other injuries resulting from either direct or indirect electrical contacts when performing work near or on energized equipment circuits.	29 CFR 1910.333	\$3,999
9. Control of Hazardous Energy (Lockout/Tagout) - Following minimum performance requirements for controlling energy from the unexpected start-up of machines or equipment.	29 CFR 1910.147	\$3,827
10. General Requirements for All Machines - Providing proper machine guarding to protect the operator and other employees from hazards.	29 CFR 1910.212	\$2,868

*ACV (Average Cost per Violation) - The dollar amount represents the **average cost per violation** that employers in this industry paid in 2017. To understand the full capacity and scope of each standard, click on the standard number to visit www.osha.gov and view the language in its entirety. Source: OSHA.gov

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