

ASNT's Advocacy Program



ASNT |  **VIRTUAL SECTION.**

Introductions



Jason Riggs

ASNT Board of Directors
Chair, Advocacy Committee




Neal Couture

ASNT Board of Directors
Executive Director

Overview

- What is advocacy?
- Why is this important to ASNT?
- Public relations program.
- Legislative affairs program.
- The role of ASNT's members in this process.

ASNT | **ADVOCATES.**



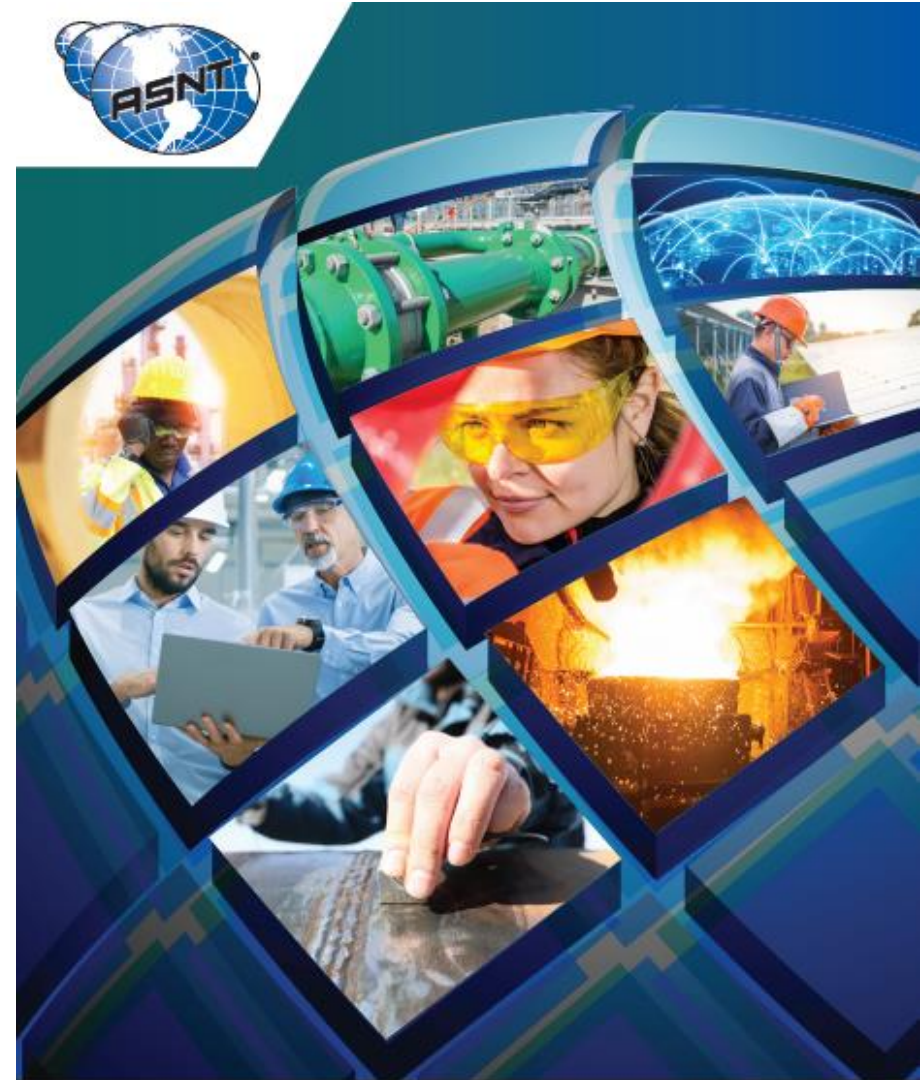
Advocate

/ˈadvəˌkāt/

publicly recommend or support.

PILLAR #4

**Advance the field of
nondestructive testing
by being an effective
advocate.**



ASNT Strategic Plan | 2022-2026

Two domains

Public relations

- Managing and disseminating information to the public in order to influence their perceptions of NDT.

Legislative affairs

- Influencing public policy to advance the field of NDT.



Public Relations

Influencing the perception of NDT





Muriel Magloire



Brent Moulton



Eddie Pompa



Annabel Sebuc Sab-it



Jose Santo

Faces of NDT

-
- Presentations at STEM events
 - Introduce young adults to NDT
 - Active demonstration of NDT techniques



The background image shows a blurred view of a modern conference room. Several people are seated at tables, facing a large projection screen. The room is lit with warm, ambient lighting from pendant lights hanging from the ceiling. The walls are decorated with colorful posters or artwork. The overall atmosphere is professional and collaborative.

Subject matter experts

- Technical experts who advise the Advocacy Committee on specific issues.
- Media training
- Author articles
- Speak to reporters

A man in a blue suit and purple tie is holding several white papers. The image is partially obscured by a semi-transparent white box containing text.

Position Papers

P-01 Position Papers

PP-01 Participation in Development of
Procedural Specifications

PP-07 Writing and Approving Standards,
Recommended Practices, and Codes

PP-08 ASNT Level III Certification

PP-09 International Standards
Development

PP-10 NDT Personnel Certification



Critical Incident Responses



Media coverage for OceanGate Titan article



Metrics for Single AP Article

34,760,000 Total Impressions

**No credible AVE can be determined*

Metrics for Reposts of AP Article

57 Unique Articles Written using AP Story | 685 Total Stories and Reposts

2.08 Billion Total Impressions

Approximate Advertising Equivalency

\$19,240,000



Media Relations



CHANGE LEADER

Engineering and Nondestructive Testing Are Mutually Beneficial

BY KOSOV GARDNER

Mike Morgan is director at top of the National Society for Nondestructive Testing (NSDT) and president of Tecton America.

Morgan began his career with the military, then moved to Tecton America, the nation's oldest provider of NDT services. He has worked in a variety of industries, including defense, aerospace, and infrastructure. He is a frequent speaker at industry conferences and has been featured in numerous industry publications.

NSDT is a leading organization in the field of NDT, providing training, certification, and resources for professionals in the industry. Morgan is a strong advocate for the use of NDT in infrastructure inspection and repair, particularly in the wake of natural disasters.

After a Natural Disaster

NSDT is especially active after a major natural disaster such as a hurricane or earthquake. Morgan describes the typical NSDT process after such a disaster event.

The first critical incident response is to get to the site as quickly as possible. Morgan describes the typical NSDT process after such a disaster event.

What is NSDT?

According to Morgan, NSDT has been around since the late 1930s, when it was used to inspect the hulls of ships. It has since expanded to include a wide range of industries and applications.

CONSTRUCTION EXECUTIVE

Evaluating Roadway Integrity After a Hurricane



Mountains of rubble replacing neighborhood homes and large pools of standing water left over from waist-high flooding characterize the landscape of communities following devastating hurricanes. States like Florida are no stranger to tropical cyclones and the destruction they leave behind. Since U.S. record keeping began in 1869, the state has seen at least 120 hurricanes make landfall.

Quality

MAGAZINE

Industry Trends: Third-Party NDT Certification Programs Advance Digital Expertise, Standardize Industry Practices

The public deserves to have confidence in their NDT professionals.

Paul Lang



Images source: Getty Images



U.S.
WORLD
POLITICS
VIDEO
SPOTLIGHT
ENTERTAINMENT
SPORTS
BUSINESS
SCIENCE
FACT CHECK
CLIMATE

WORLD NEWS

How the unconventional design of the Titan sub may have destined it for disaster

Doomed submersible's design raised safety concerns

THE ASSOCIATED PRESS

OCEANGATE INC.



The Titan submersible was tested for its unconventional design. After its catastrophic underwater implosion that killed two people, the question remains: was the design destined for disaster? (June 23) (AP Video) (Production: Rodrigue Ngweni)

BY MARK PRATT
Published 1:38 PM EDT, June 23, 2023

Share

BOSTON (AP) — The [deadly implosion](#) of the Titan submersible raises questions about whether the vessel exploring the Titanic wreckage was destined for disaster because of its unconventional design and its creator's refusal to submit to independent checks that are standard in the industry.

Media placement

June 2023

INFORMED INFRASTRUCTURE
The magazine for civil & structural engineers

+

**CONSTRUCTION
EXECUTIVE** CE

+

Quality
M A G A Z I N E

+

AP

2,080,339,808 Total Impressions

2,080,172,804 Online Impressions | 167,004 Print Impressions

Approximate Advertising Equivalency
\$9,307,549.50



This Is NDT: Technicians Video Series

ASNT Info






5 videos 1,152 views Last updated on Apr 27, 2023



Shuffle

You may not have heard of nondestructive testing (NDT), but the technicians who work in this important industry are behind the safety of so many things that are essential to our daily lives, from our infrastructure, pipelines, airplanes, and welds, and even the hardware used in NASA's space craft. NDT technicians come from a variety of backgrounds and serve many industries, all with the mission of keeping the public safe. In this video series, you'll meet five different NDT technicians from around the world and hear why they recommend this important industry to anyone wanting to get started in an exciting and rewarding career.

Search

-  **Jesse Groom—This Is NDT: Technicians**
ASNT Info • 586 views • 2 months ago
-  **Quinton LeJeune—This Is NDT: Technicians**
ASNT Info • 414 views • 2 months ago
-  **Pedro Serruto—This Is NDT: Technicians**
ASNT Info • 366 views • 2 months ago
-  **Carly Cramblit—This Is NDT: Technicians**
ASNT Info • 607 views • 2 months ago
-  **Brent Moulton—This Is NDT: Technicians**
ASNT Info • 447 views • 2 months ago



NDT Awareness Videos

Other advocacy activities





Legislative affairs

...and the dreaded “L” word!

About lobbying....

This is a widely misunderstood activity!

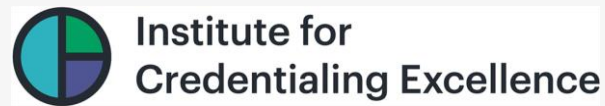
- ASNT, as a 501(c)(3) tax exempt organization, can engage in lobbying activities *as long as those activities are not a substantial part of the organization's overall activities.*
- Substantial generally means that ASNT's primary purpose should not be focused on lobbying efforts.

Direct lobbying

Attempts to influence specific legislation, such as contacting lawmakers or urging the public to contact legislators about a particular bill.

Grassroots lobbying

Efforts to encourage the general public to take action on specific legislation, such as urging them to contact their representatives about a particular issue.



The “Freedom to Invest in Tomorrow’s Workforce Act” (S.722 or H.R. 1477)

- If enacted, the bill would give individuals across the country the freedom to use their “529” savings plans to cover the costs of certain workforce training and credentialing programs, including those offered by associations.
- Additionally, the bill would allow students to use their 529 funds to pay for associated costs related to certification exams and maintenance of certification credentials.
- Right now, only colleges, vocational schools, universities, or other post-secondary institutions are considered eligible for 529 education savings.



Input to the public rulemaking process

The Pipeline and Hazardous Materials Safety Administration is proposing to incorporate NDT certification standards into the US Code of Federal Regulations for Hazmat packages.

- Do you support the creation of a standardized system of NDE plan development, employee training, and qualification that would apply to all NDE conducted in accordance with the HMR? Why or why not?
- Are there existing industry standards and publications that could be incorporated by reference into the HMR to create a standardized NDE
- system?
- Do you support the incorporation of a particular industry standard over others? If so, why?

ASNT Advocacy Committee

Board of Directors

- Jason Riggs, Chair
- Neal Couture, Executive Director
- Roger Engelbart, Past President
- Brian McKenna
- Ricky Morgan, Past President
- Emilie Peloquin
- Satish Udpa

Members at large

- Ken Hardy
- Abimbola Karunwi
- Michael McGloin, Past President
- Marybeth Miceli
- John O'Brien
- Eddie Pompa
- Anish Poudel
- Faramarz Rahiminia
- Kirk Thams
- Greg Weaver
- Marty Wenzig

A hand is shown using a computer mouse on a wooden desk. Next to the hand is a large, three-dimensional '@' symbol made of cardboard. The background is a blurred office setting with a window and some office equipment.

How to engage

- To support ASNT's advocacy efforts watch your email and the ASNT website for announcements on specific activities.
- To suggest something which you believe ASNT should advocate for, contact Garra Liming, director of marketing and communication, at gliming@asnt.org
- To volunteer for the Advocacy Committee, sign up through the ASNT Volunteer Portal on our website.



Questions?



Thank you!