ASNT's Advocacy Program

ASNT | **THE VIRTUAL SECTION.**



Introductions



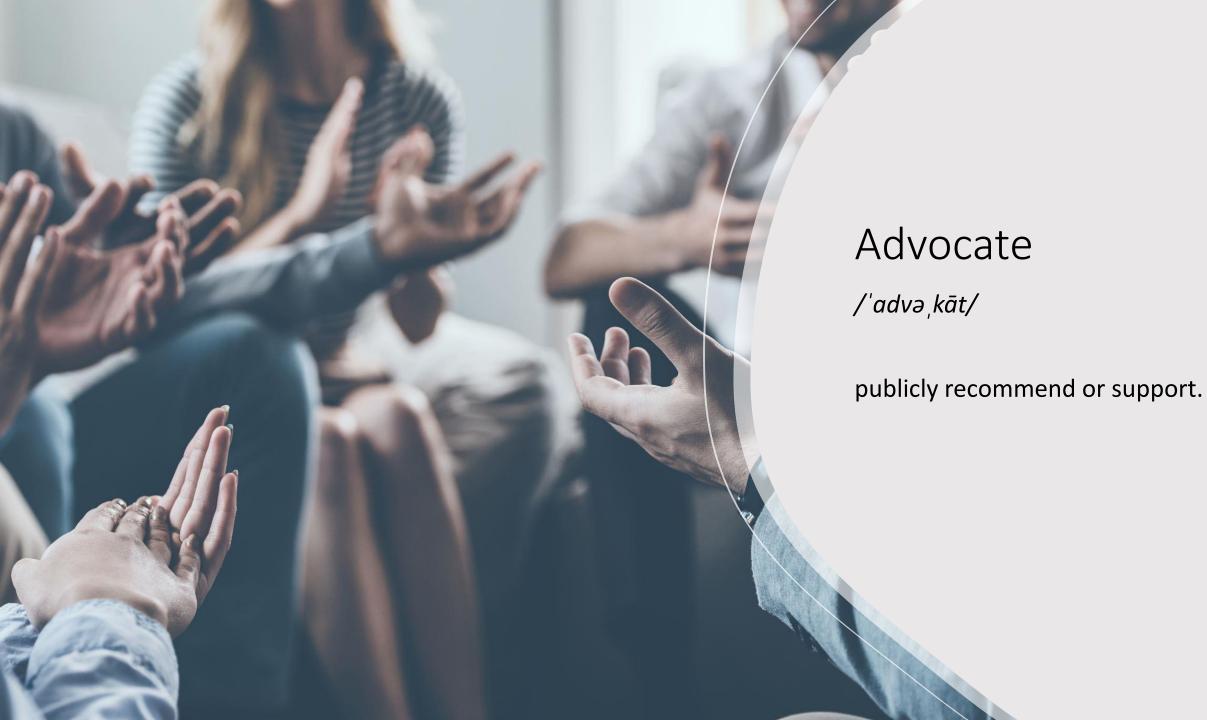


Jason Riggs ASNT Board of Directors Chair, Advocacy Committee Neal Couture ASNT Board of Directors Executive Director ASNT STRTUAL SECTION.

Overview

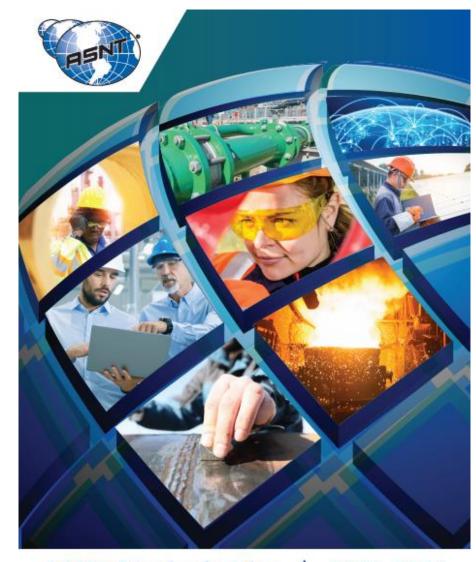
- What is advocacy?
- Why is this important to ASNT?
- Public relations program.
- Legislative affairs program.
- The role of ASNT's members in this process.

ASNT ADVOCATES.



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

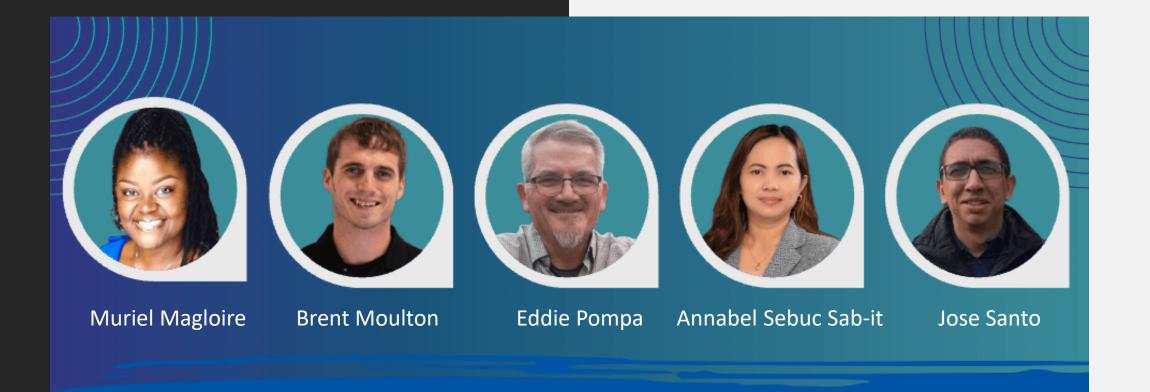
• Influencing public policy to advance the field of NDT.



Public Relations

Influencing the perception of NDT

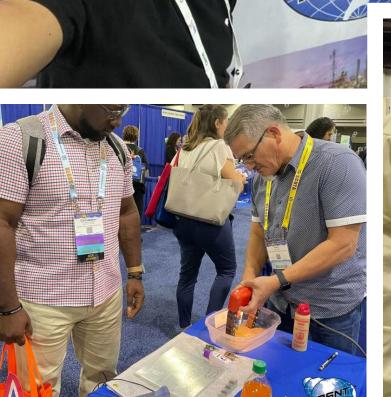




Faces of NDT

1

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





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Shills N





Looking for a great career? DISCOVER NONDESTRUCTIVE TESTING



Subject matter experts

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

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



Engineering and Nondestructive Testing Are Mutually Beneficial

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Informed Infrastructure Magazine Article



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.



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

The public deserves to have confidence in their NDT professionals.



Images source: Getty Images

Paul Lang

How the unconventional design of the Titan sub may have destined it for disaster Doomed submersible's design raised safety concerns OCEANGATE INC.

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



The Titan submersible was touted for its un ontional design. After its catastrophic underwater implosion that killed five people, the question remains, was the design destined for disaster? (June 25) (AP Videe/Production: Rodrigue Ngowi

BY MARK PRATT
Published 1:38 PM EDT, June 23, 2023
7 billion a 20 Filler I, 30 Fills, 2002

AP

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.

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Media placement

June 2023



2,080,339,808 Total Impressions

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

Approximate Advertising Equivalency \$9,307,549.50



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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.













Brent Moulton-This Is NDT: Technicians ASNT Info • 447 views • 2 months ago

ASNT Info • 607 views • 2 months ago

Carly Cramblit-This Is NDT: Technicians

Jesse Groom-This Is NDT: Technicians

Quinton LeJeune-This Is NDT: Technicians

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NDT Awareness Videos

https://www.youtube.com/watch?v=B2KCOpNHhM0&list=PL55T-1jl9pN6B2FhUrvgggyUGW-QeuB1D&index=5&pp=..

Search

2

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, <u>can</u> <u>engage in lobbying</u> 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

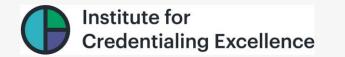
Attempts to influence specific legislation, such as contacting lawmakers or urging the public to contact legislators about a particular bill.

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 Center for Association Leadership





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.



U.S. Department of Transportation **Pipeline and** Hazardous Materials Safety Administration

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?

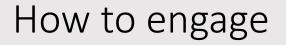
ASNT Advocacy Committee

Board of Directors

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

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- John O'Brien
- Eddie Pompa
- Anish Poudel
- Faramarz Rahiminia
- Kirk Thams
- Greg Weaver
- Marty Wenzig



- 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 <u>gliming@asnt.org</u>
- To volunteer for the Advocacy Committee, sign up through the ASNT Volunteer Portal on our website.

Questions?



Thank you!