

**Bring Your Team!**  
Special Team Discounts  
See Back for Details



## Calgary

October 10-11, 2012

Marriott Courtyard  
Calgary Airport Hotel

Calgary, AB  
T3J 4V8  
Canada

CIRCADIAN presents its flagship seminar:

# Best Shiftwork Scheduling and Staffing Practices in a Challenging Economy

A cutting edge seminar for improving shiftwork operations

## AT THIS SEMINAR, YOU WILL LEARN HOW TO:

- Determine the best shift schedule for your operation
- Successfully expand or contract from 5 and 7 day continuous operations
- Avoid the costly pitfalls of scheduling changes
- Benchmark your KPI's against other shiftwork operations
- Reduce plant costs, risks and liabilities and defer capital expenditures
- Improve employee health, safety and quality of life

## TEAM DISCOUNT:

- Register 3 people and the 4th person is FREE!



## WHO SHOULD ATTEND?

- ✓ Corporate Executives
- ✓ Plant Managers
- ✓ Labor Representatives
- ✓ Human Resource Professionals
- ✓ Employee Relations Managers
- ✓ Operations Managers
- ✓ Health and Safety Officers
- ✓ Shift Supervisors
- ✓ Shiftwork Task Team Members
- ✓ Medical and Industrial Hygiene Managers

WHAT PAST ATTENDEES  
SAY ABOUT  
OUR PROGRAMS:

“...very informative and helpful. Viable data driven solutions to improve the overall health and safety of our greatest asset, our employees.”

“I came with a special interest in the problems and issues of going to 24/7 operations... I got great information.”

“An excellent seminar for any company who is ready to change shift schedules.”

“Excellent seminar.”

“Well done! The seminar was outstanding! We really got a lot out of it and can help our facility with what we are bringing back.”

“Seminar Directors were extremely knowledgeable and helpful.”

“Just meeting and talking with other shiftwork managers and operators with similar problems was extremely beneficial.”

“Well worth the time and money. I will recommend this seminar to our corporate personnel.”

“Very enlightening sessions professionally presented.”

Register Today to  
Learn How to Improve  
Shiftwork Operations  
at your Company!  
**Bring Your Team!**  
See Back for details

Best Shiftwork Scheduling and Staffing Practices in a  
Challenging Economy — Presented by CIRCADIAN

## Seminar Content and Schedule

### DAY ONE: October 10<sup>th</sup>

Registration and Breakfast (7:00 - 8:00 a.m.)

Seminar Begins (8:00 a.m.)

#### THE BIOLOGICAL BASIS OF THE \$206 BILLION PROBLEM

This presentation provides the foundation for a better understanding of recoverable shiftwork costs and lost productivity:

- Design specs of the human machine
- Understanding the inherent physiological and social stress of shiftwork
- Identifying barriers to human performance
- Exposing the costs, risks, and liabilities of shiftwork
- Normative shiftwork KPI data

#### SCHEDULING FUNDAMENTALS

Number of crews, length of shifts, schedule patterns, fixed vs. rotating schedules, biocompatibility, personal preferences, staffing levels, overtime, family needs... all must be taken into account to rebalance production, reduce costs, and increase productivity. This session details the basics, including:

- The evolution of shift schedules in North America
- What constitutes a “biocompatible” or “user-friendly” schedule
- What makes a schedule socially acceptable
- What are the factual differences between 8 and 12 hour shifts
- What are the real differences between fixed vs. rotating schedules
- Reducing costs through improved scheduling
- Current trends in shift scheduling- what’s working and what’s not working

#### A PRODUCTIVE AND HUMANE WAY TO CHANGE SCHEDULES AND REBALANCE SHIFTS

Learn how to make the process productive rather than divisive. This session will provide practical information on how to create a positive and collaborative change process that will achieve your objectives and yield optimal benefits. Subjects to be covered include:

- How to position the change and achieve buy-in
- Determining the best schedule for your site
- Facilitating union/management participation — even when employee relations are strained
- Achieving cost neutrality
- Avoiding implementation pitfalls

#### SUMMARY AND CLOSING REMARKS

Conclusion of Day 1 (5:00 p.m.)

Welcome Reception  
(5:00 - 6:30 p.m.)

Join us for cocktails and a networking opportunity. Get your shiftwork questions answered by Circadian's experts, network with fellow attendees, and enjoy the complimentary bar and hors d'oeuvres.

A FEW OF THE  
COMPANIES WE'VE  
ASSISTED:



## DAY TWO, October 11<sup>th</sup>

*Working Breakfast (7:00 - 8:00 a.m.)*

*Seminar Begins (8:00 a.m.)*

### ADVANCED SHIFTWORK PRACTICES

This presentation will provide in-depth information on the latest research in staffing and shift scheduling, with practical knowledge you can bring back to your company. Subjects include:

- Examples of 8, 10, and 12-hour schedules
- Examples of fixed, rotating, and combination schedules
- Optimizing staffing and crewing levels
- Proportional staffing/flexible scheduling
- 5- to 7-Day Expansion Strategies
- Benefits of schedule management software

### OPEN DISCUSSION AND REVIEW

This time is allocated for addressing the specific problems, issues, and concerns of the participants, as well as to review and/or elaborate on any material previously covered. All shiftwork and shift scheduling related topics are open for discussion, and CIRCADIAN's seminar Directors will answer your questions and address your situations factually, and recommend their best technical and tactical solutions.

### FATIGUE AND HUMAN ERROR – INNOVATIVE STRATEGIES FOR COST AND RISK REDUCTION

This session examines creative methods for reducing production errors and accidents caused by the growing problem of fatigue-related human error. Help your employees and supervisors identify the warning signs of fatigue impairment, and learn how to mitigate new liability risks related to shiftwork. This session includes:

- What is fatigue?
- What are its manifestations and costs?
- How can it be identified and quantified?
- Building an effective business case for addressing the inherent costs, risks, and liabilities of fatigue related human error
- Developing and implementing an effective fatigue management program
- Measuring tangible ROI

### SUMMARY AND CLOSING REMARKS

*Conclusion of Seminar (4:00 p.m.)*

Air Liquide  
American Airlines  
Amgen  
Austin Travis County EMS  
Barrick Goldstrike  
BP  
CN Rail  
Caterpillar  
Chevron Refining  
Chevron-Texaco Pipeline  
Colgate-Palmolive  
ConAgra  
Cox Target Communications  
Dart Transit  
Duke Energy  
Dupre Transport  
Eaton Automotive  
Eli Lilly & Company  
Energy  
ExxonMobil  
Freeport-McMoRan  
Genentech  
General Electric  
General Mills  
International Paper  
Intek Plastics  
Kennecott Mining  
Kraft Foods  
Lincoln Electric  
MeadWestvaco  
Milliken Textiles  
Mobil Chemical  
National Grid  
Nordyne  
Peabody Energy  
Pfizer  
Qimonda Semiconductor  
Quad Graphics  
Reckitt Benckiser  
Schlumberger  
Shell Refining and Pipeline  
SIEMENS Automotive  
Southern Cal Edison  
Three Mile Island  
Tidewater Marine  
ThyssenKripp Waupaca  
Toronto Police  
Toyota Automotive  
Unilever  
Welded Tube of Canada  
Weyerhaeuser

# Can't Make it to the Seminar?

## We can bring it to you!

CIRCADIAN can bring this seminar on *Best Shiftwork Scheduling and Staffing Practices in a Challenging Economy*, as well as other training and educational programs, to your organization—customized to address your specific needs. Available in half-day, full-day and two-day on-site workshops so that all of your key people can participate at their convenience.

For information regarding on-site seminars and shiftwork training, call us at: 1-800-284-5001.

## In a Sticky Situation Right Now?

Some times problems are pressing, and you just can't wait for a seminar. If you need immediate help with scheduling or shiftwork problems, call us at 1-800-284-5001. We'll be glad to help.

## Managing a Shiftwork Lifestyle Program

A live training workshop for your employees and their spouses or partners. Full of practical information to improve the safety, health and well-being of shiftworkers.

## Fatigue Training Online

A web-based program designed to deliver cost-effective and consistent fatigue training and education to widely diverse workforces. Tailored to address the needs of specific industries and market sectors, the program is narrated and includes video and interactive comprehension tests.



WANT ADDITIONAL INFORMATION ABOUT ... ?

- Shiftwork Strategy
- Fatigue Risk Management
- On-site Seminars
- Shift Scheduling Optimization
- Training for Shiftworkers/ Spouses
- Staffing Level Optimization
- Shiftwork Research Studies

Call us at **1-800-284-5001** or email us at **info@circadian.com**

Or come visit us online at: **www.circadian.com**

At circadian.com, you can register for the seminar online, see our full listing of shiftwork services and browse our management reports and employee shiftwork publications.

## HOTEL INFORMATION

Marriott Courtyard  
Airport Hotel  
2500 48th Avenue NE  
Calgary, AB, T3J 4V8  
Canada

To make reservations, please call  
403-238-1000

# Meet Your Seminar Leaders ...



## Bill Davis

Bill Davis discovered CIRCADIAN as a client and now serves as Vice President of Operations. He is a former industrial safety manager, with a broad-based and unique operational background that spans nearly 20 years. This has included production experience at the facility, divisional and corporate levels. Beginning as a shiftworker in the Pennsylvania steel mills, Bill has held both plant manager and corporate safety positions in the paper and specialty board industries. He has extensive experience working with a variety of unions and federal, state and municipal safety and health regulatory agencies, as well as first-hand experience with high performance/self-directed work environments. His real-world industrial background provides a natural rapport with managers, union representatives and employees at all organizational levels.



## Todd Dawson

Todd Dawson is a Vice President at CIRCADIAN with a special focus on research and technology. Over the past 15 years with CIRCADIAN, Todd has become one of the leading experts in developing and implementing comprehensive risk management systems in large and complex environments. He has played an integral role in shaping the landscape of fatigue management, particularly in the transportation and oil/gas industries.

Todd mixes a strong academic and research background with invaluable real world experience to provide fatigue management solutions that are both practical and effective. Mr. Dawson is a frequent speaker at many events and conferences including the American Gas Association, Federal Railroad Administration, Marine Log, EPRI, International Society of Mine Safety Professionals and Voluntary Protection Programs Participants' Association (VPPPA).



## About the Sponsor...

### CIRCADIAN

CIRCADIAN is the pioneer and leading research, consulting and technology firm in the field of shiftwork and work scheduling. Supported by 25 years of research and field application experience, CIRCADIAN has become the only full service provider of workforce optimization products and services. CIRCADIAN has helped hundreds of leading companies throughout the world improve productivity, safety, employee health, performance, and quality of life in all types of around-the-clock industries. CIRCADIAN was founded by Dr. Martin Moore-Ede, an internationally recognized expert on human alertness and circadian physiology. Dr. Moore-Ede is also the founder of the Institute of Circadian Physiology and a former professor at the Harvard Medical School.

## YOU WILL LEAVE WITH THESE 10 KEY BENEFITS:



1. A personal copy of our 450 page seminar manual
2. A proven approach for determining the best schedule for your site
3. Techniques for avoiding the pitfalls of making a scheduling change
4. A blueprint for planning and implementing scheduling changes
5. A firm sense of which schedules are most disruptive to shiftworkers and which are more productive, cost-effective and user-friendly
6. FREE 3-month subscriptions to the *Working Nights* and *Managing 24/7* newsletters
7. New interventions for avoiding shiftwork related costs and liabilities
8. Methods for optimizing the health, safety, and performance of the 24-hour workforce
9. A FREE copy of Circadian's *Working Nights Health & Safety Guide* for shiftworkers
10. Demonstrated approaches for reducing fatigue-related human error

# Calgary Seminar Registration

**Seminar:** Best Shiftwork Scheduling and Staffing Practices in a Challenging Economy

**Date:** October 10-11, 2012

**Location:** Marriott Courtyard Airport Hotel  
2500 48th Avenue NE  
Calgary, AB, T3J 4V8  
Canada

**Cost:** \$895 USD per person

**Team**

**Discount:** Enroll 3 people and the 4th registers for free!

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## FOUR EASY WAYS TO REGISTER

1. PHONE: 781-439-6388
2. E-MAIL: seminars@circadian.com
3. MAIL : CIRCADIAN  
Attn: Seminars  
2 Main Street, Suite 310  
Stoneham, MA 02180  
USA
4. INTERNET [www.circadian.com](http://www.circadian.com)

## METHODS OF PAYMENT

- Bill my organization; P.O. Number \_\_\_\_\_
- Check payable to CIRCADIAN
- Credit Card.

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**Cancellation Policy:**

*If you cancel your registration at least 2 weeks prior to the seminar, your registration fee will be refunded less a \$50 administration charge. Shorter notice cancellations are subject to the full fee, due to hotel commitments and space reservations that have been made. In this event, you will receive a credit towards a future seminar, or you may substitute another person to attend from your company.*

## Other 2012 CIRCADIAN® Seminars:

### NEW ORLEANS, LA, USA

November 7-8, 2012

**“Developing and  
Implementing an  
Effective Fatigue Risk  
Management System”**

[www.circadian.com](http://www.circadian.com)



**CIRCADIAN®**

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