HAWKEYE ON SAFETY
BE SAFE AND IF IT LOOKS UNSAFE... REACT!

HAWKEYE ON SAFETY 2026

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Hawkeye on Safety 2026

Conference Agenda

7:00 am	**Registration, Breakfast & Exhibits**		**Exhibit Hall**
7:30 am	**Welcome and Announcements to Hawkeye on Safety – Tammi Goerdt**		**Exhibit Hall**
8:00 am	**Keynote – Mark Breslin**		**Exhibit Hall**
9:00 am	**Safety Committee Recognition – Tammi Goerdt**		**Exhibit Hall**
9:30 am	**Refreshments & Exhibits**		
10:00 am	**Breakout Session 1**		
-	Excavation Safety: Compliance vs. Complacency	Drew Caulfield	Coral AB
-	Not so spooky, a look into the free NIOSH/OSHA apps	Anna Tuecke	Coral C
-	AI Shifting Adoption to Affirmation: From "Can We?" to "Should We?" in Occupational Safety	Dan Tuuri	Coral DE
-	Iowa Workers' Compensation Update: Trends, Cases, and Practical Takeaways	Charles Showalter	Oakdale 123
11:00 am	**Breakout Session 2**		
-	Best Practices for Drug and Alcohol Testing - How to navigate the changing Marijuana laws	Tina Wagner	Coral AB
-	Walking Working Surfaces and Prevention Information for General and Construction Industries	Jill Darin	Coral C
-	Emergency Planning 101 for Business & Industry	Travis Beckman Jay E. Knox	Coral DE
-	Work Related Low Back Pain: Causes, Risk Factors, and Employer Strategies for Better Outcomes	Nicole Nelson	Oakdale 123
12:00 pm	**Lunch & Exhibits**		**Exhibit Hall**
1:00 pm	**Breakout Session 3**		
-	Don't Be Afraid to be A Good Employer: When work rules are important	Peggy Peterson	Coral AB
-	Commercial Fire Code Compliance: What Business Owners Need to Know	Nic Pruter	Coral C
-	The Sound of Safety 2.0: From Data to Action	Jenn Holliday	Coral DE
-	Under the Hard Hat: Elevating Safety Through Mental Health Awareness	Megan Hammes	Oakdale 123
2:00 pm	**Breakout Session 4**		
-	See Beyond Safety: Engaging Teams to Uncover & Control Risks with Hazard Mapping	Diane Rohlman	Coral AB
-	Developing Effective Safety and Health Committees	Panel Discussion	Coral C
-	From Strategy to Impact: Creating a High-Engagement Employee Wellness Program	Lindsay Olson	Coral DE
3:00 pm	**Refreshments & Exhibits**		**Exhibit Hall**
3:15 pm	What to Expect When You Are Not Expecting OSHA?	Peggy Peterson	**Exhibit Hall**
4:15 pm	**Closing Announcements**		**Exhibit Hall**

HAWKEYE ON SAFETY
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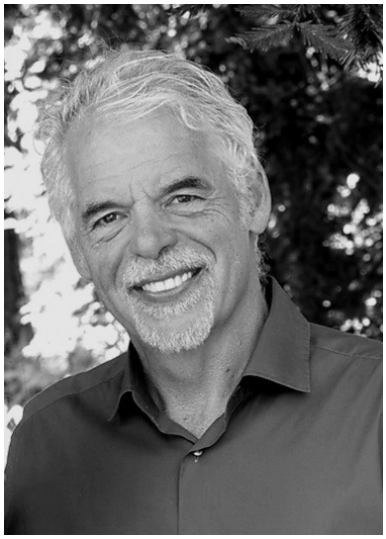
Hawkeye on Safety 2026

Keynote Speaker

Mark Breslin



Mark Breslin is an author, speaker, and CEO at the highest levels of business in North America. He has spent decades advising CEOs and senior leaders in business, government, labor and non-profit arenas in both the U.S. and Canada. As a top-rated public speaker and strategist, he has spoken live to more than 400,000 people. His five bestselling books have sold hundreds of thousands of copies and have improved leadership, accountability, profitability, innovation and engagement for organizations and individuals. Influencing groups from 50 to 5,000 at a time, Mark drives home the lessons needed for positive change that create profound results. Noted in the New York Times, major trade magazines and frequently interviewed by media outlets focusing on business, his imprint and influence have been widely recognized.

Session Title and Description

“Safety as a Values & Belief System: Beyond Rules & Compliance to People”

Engagement and Performance Safety is a direct byproduct of leadership and culture. Every choice, every conversation, and every belief they hold sets the tone for how their teams think, act, and protect each other. Real safety leadership isn’t about policies or paperwork—it’s about people. This program challenges leaders to move past compliance /controls and toward a deeper, values-driven approach where safety becomes a personal belief system, not a checklist. When people believe in safety—not because they have to, but because they want to—performance, accountability, and engagement follow. Built from decades of experience in the field and on the front lines of crisis, this keynote is designed to reshape how leaders view safety—from something you enforce to something you inspire.

Hawkeye on Safety 2026

Conference Details

Registration for 1-9 people: $55 per person
Registration for 10+ people: $45 per person

Registration

Advance registration is required. Registration fee includes all course materials, instruction, parking, breakfast, lunch, and refreshment breaks.

Continuing Education Unit costs are separate (see below). To register, please go to HawkeyeOnSafety.com.

Purpose & Intended Audience

This conference will provide current information on health and safety topics in a wide variety or professions and fields, with a particular emphasis on the concerns most relevant to construction and facilities. This conference will also provide key networking opportunities needed to keep current in safety standards and trends. This conference is intended for health and safety professionals, construction professionals (electrical, plumbing, roofing, carpentry, masonry, etc.), architectural professionals, compliance officers, inspectors, project/facility personnel, general industry, medical professionals, and anyone looking for CEUs in health and safety.

Lodging

A block of rooms has been reserved at the conference location, the Hyatt Regency Coralville Hotel & Conference Center, at the group rate of $137+tax per night using the group code G-2LFN. To reserve a room, call 319-688-4000.

General Continuing Education Units (CEUs)

This conference is eligible for **0.65** general CEUs for **6.5** contact hours.

To receive CEUs, participants must pay a $10 CEU fee in advance. General CEU award letters will be emailed approximately 2-4 weeks after the event.

Nondiscrimination & Accessibility Statements

The University of Iowa prohibits discrimination in employment, educational programs, and activities on the basis of race, creed, color, religion, national origin, age, sex, pregnancy (including childbirth and related conditions), disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, or associational preferences. The university also affirms its commitment to providing equal opportunities and equal access to university facilities. For additional information on nondiscrimination policies, contact the Director, Office of Institutional Equity, the University of Iowa, 202 Jessup Hall, Iowa City, IA 52242-1316, 319-335-0705, oie-ui@uiowa.edu.

Individuals with disabilities are encouraged to attend all University of Iowa-sponsored events. If you are a person with a disability who requires a reasonable accommodation in order to participate in this program, please contact Tammi Goerdt in advance at 319-335-4423.

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Breakout 1: 10:00 am – 11:00 am

Excavation Safety: Compliance vs. Complacency — Coral AB

Drew Caulfield, LiUNA Certified/A.N.A.B. Accredited Instructor - Iowa Laborers' Education and Training

In this session, we will explore the basic requirements for excavation safety as outlined by OSHA 29 CFR 1926 Subpart P. We will also look at statistics for excavation related accidents and fatalities, and the role complacency plays in determining outcomes.

Not so spooky, a look into the free NIOSH/OSHA apps. — Coral C

Anna Tuecke, Safety and Health Consultant - State of Iowa

Available apps free to download and use by NIOSH/OSHA.

AI Shifting Adoption to Affirmation: From "Can We?" to "Should We?" in Occupational Safety — Coral DE

Dan Tuuri, CISA, CISSP, Cybersecurity Consultant - TrueNorth Companies

Artificial Intelligence has rapidly become a powerful force multiplier for both organizations and individuals, with tools being adopted far faster than earlier technological innovations. As professionals experiment with AI-driven analytics, monitoring, and reporting, many have felt pressure from executives, vendors, and media narratives that warn: "Adopt AI or become obsolete." This has led to widespread deployment of tools—sometimes through formal organizational programs, but just as often through individual, uncoordinated use of AI systems.

This session reframes the conversation from unchecked adoption to intentional affirmation. Instead of asking only "Can we use AI for this task?" participants will explore "Should we use AI here, and under what conditions?" Using practical examples from occupational safety contexts, the session will introduce accessible frameworks to evaluate ethical considerations, risk, and impact, helping safety leaders align AI use with organizational values, regulatory expectations, and worker well-being.

Iowa Workers' Compensation Update: Trends, Cases, and Practical Takeaways — Oakdale 123

Charles Showalter, Attorney - Corridorlaw Group Iowa, P.C.

This session provides a practical update on recent developments in Iowa workers' compensation law and claims management. Topics include recent notable court decisions, post-incident drug testing considerations, notice and causation issues, return-to-work trends, and common claim-handling pitfalls. Attendees will leave with practical strategies to reduce risk and improve outcomes following workplace injuries.

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Breakout 2: 11:00 am – 12:00 noon

Best Practices for Drug and Alcohol Testing - How to navigate the changing Marijuana laws — Coral AB

Tina Wagner, CPC-T, MRO-A- Regional Manager - MercyOne Occupational Health - Iowa

Help employers understand how to effectively manage drug and alcohol testing programs while adaption to rapidly changing marijuana laws and maintaining compliance with federal, state, and local requirements. Recognize the importance of maintaining a safe, healthy, and productive workplace while balancing employee rights and legal obligations.

Walking Working Surfaces and Prevention Information for General and Construction Industries — Coral C

Jill Darin, MS CSP, Risk Manager - World Insurance Associates

This topic covers an OSHA overview of the general industry and construction Walking and Working Surface regulations, common hazards in different work environments, and prevention strategies.

Emergency Planning 101 for Business & Industry — Coral DE

Travis Beckman, IACEM, NREMR, CHEC, HAZ-T, Deputy Director - Johnson County Homeland Security & Emergency Management

Jay E. Knox, Executive Director - Safeguard Iowa Partnership

This session provides organizations with practical guidance to strengthen emergency planning efforts, regardless of size or sector. This presentation centers on helping businesses identify their unique risks, understand where gaps may exist, and build realistic, sustainable preparedness strategies. Participants will explore how to improve internal communication, streamline decision-making, coordinate with local responders, and enhance employee readiness. The session is designed to support leaders, managers, and safety teams as they work toward creating safer, more resilient operations.

Work Related Low Back Pain: Causes, Risk Factors, and Employer Strategies for Better Outcomes — Oakdale 123

Nicole Nelson PT, DPT, MHA, CMPT, CEAS I; Workers' Compensation Program Manager for Iowa - Athletico Physical Therapy

This presentation provides an overview of basic low back anatomy, the prevalence of workplace low back pain, and the many factors that contribute to its development. Participants will also explore how medical comorbidities can influence recovery and duration of care, as well as practical strategies employers can implement to reduce the risk of low back injuries and support a healthier workforce.

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Breakout 3: 1:00 pm – 2:00 pm

Don't Be Afraid to be A Good Employer: When work rules are important — Coral AB

Peggy Peterson, Bureau Chief - Iowa OSHA Consultation and Education

Good employers set clear expectations. Regarding safety and health, the work rules may need a bit more communication than just the written format. All to often we hear accounts of serious injuries resulting from horseplay. It's not just innocent fun in the workplace. Established consequences need to be clearly communicated.

Commercial Fire Code Compliance: What Business Owners Need to Know — Coral C

Nic Pruter, Deputy Chief - Coralville Fire Department

This session provides business owners and managers with a practical overview of common commercial fire code requirements and violations. Topics include means of egress, storage, sprinkler clearance, portable fire extinguishers, electrical hazards, fire protection systems, and commercial kitchen safety. The presentation focuses on simple steps businesses can take to maintain compliance and provide a safer environment for employees and customers.

The Sound of Safety 2.0: From Data to Action — Coral DE

Jenn Holliday, Senior Industrial Hygienist, Senior Project Manager, Environmental - Terracon

Hearing conservation programs are most effective when industrial hygiene data is used to drive action, not just demonstrate compliance. This case study highlights how personal noise dosimetry, Hearing Protection Fit Testing (HPFT), and statistical analysis were used to evaluate hearing protection effectiveness, improve employee engagement, and identify opportunities for program improvement.

Under the Hard Hat: Elevating Safety Through Mental Health Awareness — Oakdale 123

Megan Hammes, MS, MCHES - Hammes Homestead and Consulting

True safety extends beyond physical hazards. This session explores how mental health awareness strengthens decision-making, supports suicide prevention, and builds workforce resilience. Participants will examine how endorsed, research-supported trainings equip leaders and frontline teams to recognize behavioral changes, intervene early, and connect individuals to support before risk escalates. By integrating mental health awareness into existing safety efforts, organizations can reduce human-factor risk and reinforce a culture where workers stay focused, engaged, and safe-on and off the job.

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Breakout 4: 2:00 pm – 3:00 pm

See Beyond Safety: Engaging Teams to Uncover & Control Risks with Hazard Mapping — Coral AB

Diane Rohlman, PhD, Director - Healthier Workforce Center of the Midwest

Traditional safety talks stale? Learn Hazard Mapping, a collaborative activity that tackles traditional and non-traditional hazards. Imagine engaged employees identifying risks & driving solutions. This interactive session equips you to implement it:

- Visual approach sparks conversation & reveals hidden risks.
- Techniques for effective mapping & maximizing participation.
- Strategies to transform hazards into solutions for a safer, healthier workplace.

Empower your workforce, reduce accidents, & create a more positive work environment. Perfect for safety professionals, team leaders, and anyone who wants to elevate their safety program.

Developing Effective Safety and Health Committees Panel Discussion — Coral C

Sarah Allender - Safety Team Leader, TrueNorth Companies – Moderator
Josh Wuebker - Director of Public Works – City of Perry - Panelist
Edith Hodgell - Regional Safety Coordinator, IAMU – Panelist
Kirk Dighton - DC Taylor - Panelist
Cody McClain - Chief Safety & Human Resources Officer, Tucker Freight Lines – Panelist

Safety and health committees can be one of the most effective tools for engaging employees, identifying hazards, and driving continuous improvement, but only when they are structured with clear purpose, accountability, and follow-through. In this interactive panel discussion, safety leaders from various industries will share real-world experiences on forming and sustaining successful committees, establishing charters and goals, measuring effectiveness, maintaining engagement, and turning recommendations into action.

From Strategy to Impact: Creating a High-Engagement Employee Wellness Program — Coral DE

Lindsay Olson , Manager of Corporate Wellness - UFG Insurance

Lindsay will discuss how to build leadership support, increase employee engagement, and create meaningful well-being initiatives that support both employee health and organizational performance. Attendees will leave inspired with practical ideas for fostering a culture where wellness becomes part of how people work, connect, and thrive every day.

What to Expect When You Are Not Expecting OSHA? — Exhibit Hall

Peggy Peterson, Bureau Chief - Iowa OSHA Consultation and Education

Somebody's knocking, it's OSHA, should I let them in? This can be a nerve-racking situation, even if you think you have all of your ducks in a row. What should you do and what should you avoid from the OSHA inspectors' perspective.

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Educational Objectives

Upon completion of the offering, the participant should be able to…

Breslin	• Identify strategies to build a culture where individuals embrace safety as a core value that guides daily decisions and actions.
Caulfield	• Explain the basic requirements for excavation safety compliance. • Describe the dangers of complacency in excavation activities.
Tuecke	• Identify free resources available. • How to use the NIOSH/OSHA resources and their limitations.
Tuuri	• Evaluate AI tools and decisions using clear criteria and frameworks that incorporate ethical considerations, risk, and impact within occupational safety contexts. • Refine prompts, validate outputs, and assess appropriate use cases for AI applications to support, rather than undermine, safety decision-making and worker trust.
Showalter	• Identify recent trends and legal developments in Iowa workers' compensation and explain how they may affect workplace injury reporting, initial incident investigation, claim handling, and return-to-work decisions. • Apply best practices for post-injury response and claim management to reduce workers' compensation exposure and improve return-to-work outcomes.
Wagner	• Create awareness of prevalence of drugs/alcohol use in the workplace. • Raise awareness of safety/dangers/risks of having impaired employees.
Darin	• Understand the OSHA regulations that are involved with walking working surfaces and what is involved with meeting those requirements. • Gain knowledge on WWS regulations and how to prevent or correct slip trip fall hazards.
Beckman/Knox	• Participants will be able to identify key gaps in their organization's current emergency planning efforts and outline practical steps to strengthen preparedness and resilience. • Participants will be able to describe how collaboration with local public safety partners can enhance communication, decision-making, and overall emergency readiness within their business or facility.
Nelson	• Understand prevalence of low back pain in workplace • Understand various causes of low back pain in workplace • Understand how employers can reduce low back pain/injury in workplace
Peterson	• Explain the possible consequences of horseplay in the workplace. • Clear, concise safety work rules with established consequences will help the employer communicate expectations with their employees.

Hawkeye on Safety 2026
Educational Objectives

Upon completion of the offering, the participant should be able to…

Pruter	• Identify common commercial fire code violations and apply practical corrective measures to improve fire and life safety within a business.
Holliday	• Apply personal noise dosimetry and Hearing Protection Fit Testing (HPFT) data to evaluate hearing conservation program effectiveness. • Identify opportunities to improve employee engagement and hearing protection performance using industrial hygiene exposure data. • Apply data-driven strategies to strengthen hearing conservation programs and reduce occupational hearing loss risks. • Explain how industrial hygiene metrics can be used to gain management support while demonstrating both worker protection and business value.
Hammes	• Defining the problem of extreme heat and its impacts in the workplace • Proposed and existing heat stress regulations
Rohlman	• Attendees will understand traditional and non-traditional hazards. • Attendees will learn how to facilitate a hazard mapping activity.
Allender/Wuebker/Hodgell McClain/Dighton	• Identify key elements of an effective safety and health committee, including committee formation, charter development, member roles, goals, accountability structures, and methods for sustaining employee engagement. • Evaluate practical approaches for measuring committee success and driving continuous improvement by learning how organizations track outcomes, ensure follow-through on action items, overcome common obstacles, and adapt when committee processes are not achieving desired results.
Olson	• Recognize key elements of a successful wellness program that can drive employee engagement and sustainable culture change. • Develop one actionable idea to enhance well-being and create a more connected, healthy, and high-performing workplace.
Peterson	• Familiarize yourself with the rights as an employer during an OSHA inspection. • Provide resources before the unexpected occurs.

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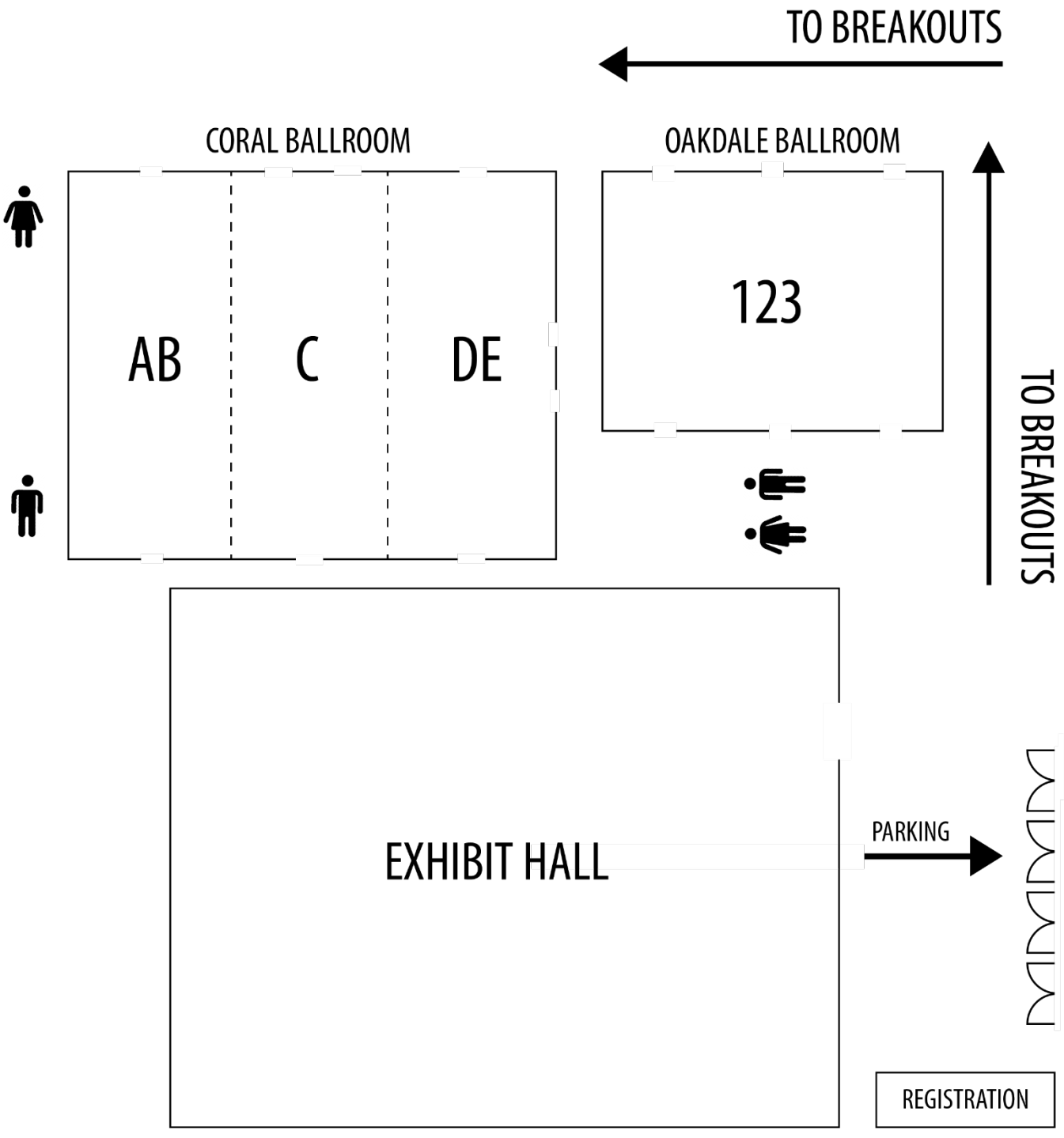
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