

PRESIDENT'S MESSAGE

Misoneism...say what?

...John M. Barry, Ph.D.

An environmental watchdog organization, the Center for Resource Economics, says the EPA is spending about 80% of its resources on environmental threats that pose little risk to humans, and only 20% on high-risk problems like air pollution, exposure to pesticides, and contamination of drinking water. While these numbers may be up to debate, the fact of the matter is that all phases of government and private industry must be cognizant of the need for change and be prepared to follow through.

American government, just like private business, is inextricably bound to the quality of its workforce, and this workforce is most successful when it is presented with the opportunity to learn new skills or enhance existing skills. In short, keeping a workforce stimulated is good for morale as well as for productivity.

There is no shortcut to excellence. Professionals in environmental health and environmental protection must remember that to adequately protect the overall quality of life, there must be interdependence and cooperation among all work disciplines. There must be a willingness to change the "way it has always been" attitude to one of "this is how we can best serve the customer." Nurturing this new attitude will produce results only if we have the cooperation of management, staff, families, and the community. Change is not easy, especially when it involves relinquishing territoriality and assuming a different role.

Change is not always fast, nor painless. But change — well thought out and correctly implemented — is necessary. It is only human nature to resist change and to try to protect what is perceived as being "mine." As we look at change we must remember that the wave of the future is doing more with less, flattening the structure and empowering workers to do more with less supervision. These concepts, along with technological advancement and less

bureaucracy will prepare us for the future.

NEHA is an excellent mechanism to aid in the facilitation of change. Not only is there opportunity for education, but there is a sense of professionalism and family. There is an opportunity to network, to find out what is working, and to learn what new technologies are available. And most of all, NEHA is a place where you can get involved in your profession and demonstrate a commitment to yourself, your family, and your community.

Pursuit of excellence is a long-term

initiative. There must be dedication to building quality into everything we do, and there must be a personal commitment to recognize that once we have learned to do something well, we must learn to do it better. Quality should be the top priority; it should be the driving force for everything we do, and it should not be resisted.

O.K., so you may not have heard the word "misoneism" before. It simply means "a hatred, fear, or intolerance of innovation or change." So much for the vocabulary lesson...



GUNDERBOOM

Bathing Beach Filtration Screen -
Keeps Pollution Out!

Storm Water Pollution Control -
Keeps Pollution In!

E C O • B O O M

Cleaner Waterways For America

Gunderboom designed by Peratrovich, Nottingham & Drage, Inc., Alaska
347 Glen Cove Ave. • Sea Cliff, N.Y. 11579 • Fax 516-671-6536

Circle No. 1 on your reader service card.

Quotable Quotes

*All men dream but not equally.
Those who dream by night in the dusty recesses of their minds wake in the day to find it was vanity.; but the dreamers of the day are dangerous men, for they may act their dreams with open eyes to make it possible.*

...T.E. Lawrence