

## WVMEP PROVIDES CPR, FIRST AID, AND AED TRAINING

**ABOUT S J MORSE COMPANY.** SJ Morse has built a legacy of craftsmanship and reliability in architectural veneer panels. The company began operations in 1979 in Denver, Colorado. In 1983, the company from Denver to Purgitsville, West Virginia, where they set up machinery in a barn to work on exhibits for Library of Congress and National Park Service. SJ Morse later moved operations to Capon Bridge, WV, and shifted their focus to corporate furniture and cabinetry. In 1995, the company transitioned away from full-service cabinetmaker to veneer panel manufacturer. Today, SJ Morse, a 100% employee-owned company, stays focused on commercial, residential and institutional projects requiring custom veneer panels.

**THE CHALLENGE.** The SJ Morse Company takes the safety and health of its employees so seriously that they go above and beyond meeting regulatory compliance obligations. As part of this commitment to safety, SJ Morse Company wanted to provide employees with CPR-First Aid-AED training so that they are prepared to help one another if an injury occurs, or someone experiences a health issue requiring immediate attention.

**MEP CENTER'S ROLE.** The West Virginia University Industrial Extension (WVMEP), part of the MEP National Network™, provided an on-site training CPR-First Aid-AED training at SJ Morse's Capon Bridge facility. The goal of this training was to prepare employees to support a colleague and those in the community outside of work in a time of need. To properly prepare employees for this responsibility, training included both a technical education component and hands-on exercises. Using this approach, employees were introduced to the theory behind administering assistance and given an opportunity to practice in a real-world environment. Successful completion of the training required each employee to demonstrate mastery of these skills to receive a CPR-First Aid-AED certification card.

"The WVMEP has been a critical manufacturing partner with the SJ Morse Company for many years."

-Dave Pancake, CEO

## RESULTS



\$28,000 in new investment



\$3,000 in cost savings



\$6,000 in time

## CONTACT US



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