



Publication: [Las Vegas Review—Journal \(Nevada\)](#)

Date: August 26, 2007

Writer: Tony Illia

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If everyone in the pool is a lifeguard, then no one gets hurt. They watch out for the other guy. We think it's the evolution of making the business safe.

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Matthew Schroyer  
Bovis Environmental Health and Safety  
Director, New England Region

## Rise in Construction Deaths Alarms Many, but Works Goes On

### Synopsis:

Injuries and fatalities are an unfortunate, but common occurrence at construction sites. Following eleven deaths in Southern Nevada during the first eight months of 2007, the spotlight is shining on workplace safety. While all tragic, two high-profile deaths include a 65-year old man who had come out of retirement to work on the MGM Mirage's CityCenter development and a 36-year man who lost his life at the Fontainebleau hotel-casino site.

In light of these events, JMJ Associates' *Incident and Injury-Free® (IIF®)* service is gaining popularity and interest within the construction community. The *IIF* service seeks an injury-free workplace through a sense of personal responsibility and shared goals, and authentic concern between management and labor.

Bovis Lend Lease, the company building Allure Las Vegas, has partnered with JMJ to integrate the *IIF* program into its organization. Conventional views toward safety often lead workers not to report minor incidents for fear of retaliation. JMJ's *IIF* service redirects this mentality by encouraging management to shift their approach toward traditional safety measures, such as lost work-time hours, in favor of building genuine relationships and care around safety in the workplace.

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