



We liked SafeStart immediately and decided to implement it. Our employees can relate to it and use it at work and at home.  
 Sharon Denning - Quincy Compressor

# SAFESTART<sup>®</sup>

## CASE STUDIES, RESULTS AND TESTIMONIALS



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# TESTIMONIALS

## Over 10,000 worksites and 3,000 companies can attest to SafeStart's Success.

The following pages contain customer comments from a wide variety of industries and from various aspects of their lives.



## Alliant Energy: Alliant Energy wins safety awards

CEDAR RAPIDS, Iowa, Sep 17, 2009 (M2 PRESSWIRE via COMTEX) ---

Alliant Energy recently received two awards from the National Safety Council (NSC). The first was the Occupational Excellence Achievement Award, which requires applicants to have a lost time incident rate equal to or less than 50 percent of the Bureau of Labor Statistics rate for their North American Industry Classification System (NAICS) Code.

Alliant Energy also received the Industry Leader Award - an award which cannot be applied for. The Industry Leader Award recognizes the top five percent of participants in the NSC Occupational Excellence Achievement Award program. Winners are selected based on NAICS code, lowest total incidence rate and employee work hours.

'I truly feel that the main reasons we received these awards is the implementation of the SafeStart program, our Strains & Sprains reduction project and the continued advancement of our Zero Injuries philosophy,' said **Mark Hawley, Manager - Safety and Health Services, Alliant Energy.** 'These awards are great recognition for Alliant Energy and our belief in the Zero Injuries philosophy that even one employee injury is too many.'

In addition to the required OSHA and specific job training, Alliant Energy introduced SafeStart Safety Training to all employees in 2007. The SafeStart program is designed to help employees regain their focus on the importance of safety in the workplace and at home.

The program seems to have had a definite impact. Comparing 2009 YTD statistics to the same time frame in 2008, Alliant Energy has experienced a 29 percent reduction in OSHA Recordable Cases, a 38 percent reduction in First Aid Cases and a 35 percent reduction in all injuries. The company also experienced a reduction of approximately 48 percent in the number of lost work days and anticipates a significant reduction in worker compensation costs.

Many employees work in potentially dangerous situations, building and maintaining Alliant Energy's electric and natural gas infrastructure. Community members are also at risk if they don't understand the hazards of electricity and natural gas. Alliant Energy recognizes these risks and is dedicated to keeping employees and customers safe through training, education and awareness.

CONTACT: Nancy Craig, Alliant Energy

### *Additional National Safety Council Awards:*

*February 2011: Safety Leadership Award*

*March 2011: Safety Leadership Award*

*April 2011: Safety Leadership Award*

# TESTIMONIALS

Most employees are now realizing that the four states are personal factors not induced by the company. When we first started the SafeStart training, the union-minded employees were putting the blame for most of the accidents and incidents on the company. After realizing that the employee is the responsible person for the four states, this thinking has taken a back seat.

Some employees are now noticing the states and errors in their daily tasks at work and home.

We have had a few employees who have bought steel-toe boots for the use of mowing the lawns at home. A few employees have realized that when they get their teenage children to mow the lawn, they are most often to be in the state of rushing or frustration.

Mechanical Dept. - Devoted Railway Customer



*"We are finding that SafeStart gets people to think safely on and off-the-job. It is complementary to our other programs such as STOP and easy to have employees participate in submitting their own ideas."*

— Guy Tremblay,  
ICI Canada Inc.

SafeStart's introduction to me was through Electrolab mail outs; I had been following the information for a couple of years. Trying to implement some of the material on my own, it wasn't easy. Over the last 3-4 years, we have been trying to reduce our lost time rates. There was some success but not enough. We went through the blame stages, "not me", or "I look after myself and that's it". Blame and excuses were the biggest hurdles to handle. I discussed with my boss the material on SafeStart again, thinking we were ready for the next stage. He had the same thoughts as I did. I had done some behavioral training before; it was too advanced for what we had to do at our plant. This new SafeStart program fit the occasion.

The material is simple. After watching the promo video, we decided to send two staff and two people on the floor to go through the training session. On their return, they confirmed what we already knew—it was the program for us.

We dedicated a full day doing the introductions to all staff. We put some 80 employees through the introduction sessions.

In a month and a half we have now gotten onto Unit #4. It was a little slower than planned but I think it's given the employees time to absorb, role play, joke around and look forward to the next session. They have positively talked it up and we are seeing the difference in the approach used by the employees when they are confronted with a problem on the work floor or at home. They come to sessions and mention things they have experienced.

Along with our joint committee's efforts and with SafeStart, we are enjoying our sixth month of no lost time. Last year, we had nine lost time incidents at this time. Success has been achieved with our efforts and presentation of the educational material.

I have many employees tell me that they have shared this material with family and friends. Some of the comments have been, "we should have this type of material for our grade 11 and 12 students before they hit the workforce". Employees have even called it a life package: you learn it, you practice it and you live it every day of your life.

Kelly Mann - Doman Forest Products  
Duke Point Division

FROM: J. Adamson  
TO: Susan Thomas  
DATE: Tue, 16 Feb 2010 11:06:32  
RE: Re: SafeStart Online Login I

Good morning Susan,  
I forgot to get back with you last  
with my Cub Pack.

It went over extremely well.

There were 8 youth, 5 adults in  
Everyone participated in the story  
kids. Went through the basics  
tell a SafeStart Story.

Right now, I believe there are 3 kids  
know my youngest son is already  
completed units 1 & 2. He keeps  
for the draws.

Will try to get this complete t

Tonight we have our regular  
little more with the kids to s

Appreciate all the materials you

On another note, I mentioned  
to do similar at his school.  
we are getting together tomorrow  
know what I may need one  
have attached a photo from  
training.

Thanks again.

From: Jeff Adamson

To: Lara Russell

Date: Thu, 17 Nov 2011 08:52:14 -0500

Subject: Story update

Good morning Lara,

I was just on the SafeStart web site and happen to come across the testimonial brochure. Taking a quick look and to my surprise I saw the photo for my cub pack a few years ago. Going to show it to my boys, I think they will be pleased. But that's not why I am sending this note...it sort of reminded me to pass along something.

I had told you previously how my youngest son 2 years ago had me visit his grade 6 class to pass along the concepts for Safe Start - that went over extremely well.

My oldest son Andrew is in grade 11 now, and has a co-op placement with a Kindergarten class. He wanted to bring something to the class (roughly 30 kids ages 4&5) and his first thought was SafeStart.

He gave a little presentation to the teacher (his co-op boss lets say) and she liked the idea. Thought it would fit nicely in with her plans on teaching the kids on being safe. So Andrew was asked to prepare a program that he could do over a 2-3 day span @ roughly 1 hr per day. He was so excited to be able to do that too.

Andrew understands the program so well, he didn't even have to ask me for help or guidance on what should be presented or how it should be presented. For his presentation his Highschool Co-op teacher was present. She was so impressed that she gave Andrew the highest mark she has ever given a student for an individual project. From what I heard, the kids in the class responded amazingly.

Thought I would share this.

Jeff



# TESTIMONIALS

I have found that the SafeStart program is helping to move our unionized environment from being dependent on the supervisor to being more independent. The employees through the SafeStart program are accepting responsibility to change their "at-risk-behaviors". I'm sure that this change in culture to accept responsibility will spill over to Quality, Customer Service and Productivity.

From my personal perspective the fact that I showed the video to my seven and three year old children and they understood the concept quickly shows how simple and valuable the SafeStart program is. **My kids even made SafeStart cards to record close calls that my wife and I made.**

**Matthew Britten - Finishing Superintendent  
ABTco East River**

*"This is important because if an employee is hurt and not at work he is missed, whether that injury occurred on-the-job or driving down the road."*

— *H.B. Fuller Company*



I just wanted to drop you a note to say that I really enjoyed your class this week at UBC. You did have me taking extra precautions at that 'accident intersection' as I drove home.

I also have to tell you what happened to me this morning at the gym. I was on the treadmill running like I do every morning and since it is probably one of the most boring things you can do, I was day dreaming about something. For whatever reason, I closed my eyes for 3-5 seconds and didn't realize that I had started to move further to the end of the treadmill. When I opened my eyes and realized I had to take two giant steps to get back into position, the FIRST thing that popped into my head was.....'eyes on task'!!!!!!!!!!

The second thing that popped into my head was ..... 'what the HELL did you just say???' It's a good thing that the treadmills face out the window cause I am sure the look on my face was as if I had just been slapped...then started laughing.

Anyhow, kudos on a job well done...

**Diana Carlsen - UBC**

I just wanted to let you know that I am a believer in the SafeStart program. **This is the best safety training program I have been associated with.** The simple principles are easy to grasp and are easy to relate through all levels of our organization. I believe that since going through the SafeStart program, the employees here at H.B. Fuller, Mesquite are a more safety oriented workforce.

There is another thing that I would like to comment about on SafeStart, and that it is a program that not only provides the tools for employees to be safe at work but they can also take the concepts home with them. This is important because if an employee is hurt and not at work he is missed, whether that injury occurred on-the-job or driving down the road. I believe that programs like SafeStart will have a greater impact on the safety of employees in industry simply because it helps employees identify unsafe situations and behaviors and gives the employees a means to correct bad habits. SafeStart is a winner.

**Jerry J. Horton - H.B. Fuller Company**

As a Safety Manager, I am presently putting all of our employees through the program this year. Last evening while driving home I was very fatigued and I triggered myself on the fatigue factor. I stopped, got out of the car, had a drink and walked around for a few minutes. I then finished the drive home without consequence, however, I was conscious for the remainder of the drive that I could become fatigued and I watched for it. I am certain I have been fatigued while driving many times before this but this was the first time that I triggered to the fatigue and took action. Proof that SafeStart is not only for work related safety!

**Kim Beal - ABTco East River**

SafeStart provides direct employee / personnel accountability for recognizing unsafe situations at work and home. When incidents forms are filled out due to a “near miss” or accident, better reflection is now in place due to SafeStart.

**Dawn Luomala - Nursing Supervisor  
Nipigon District Memorial Hospital**

*“Very realistic and true to life.  
Easy to understand and use immediately.  
A great program for anyone!”*

— *Brigitte Krajcar,  
S.C. Johnson & Son Ltd.*

SafeStart—the product that will, can and does make a positive impact on workplace and home safety.

**Brian Mercer - H&S Manager  
Maksteel Inc.**

Employees are now realizing that SafeStart is not a safety program that just suits some industries and some tasks. It also works for the simplest task at home.

**Corporate Safety - Railway Industry**

Actually, SafeStart has been more relevant in my personal life than in my work.

**R.A. Coles - Hourly Co-Chair Joint  
Health & Safety Committee  
Brewing Dept. Operator  
Labatt Breweries Western Canada**

We are having a great time with SafeStart and have been accident free this year. We would not have been so successful had Shayne not come to save us. SafeStart has changed us completely!

**Forest Products, BC**

I am of the opinion that your SafeStart program is one of the better behaviour safety programs out there. I will continue to suggest your product if I feel clients could benefit.

**Dave Aitchison - Mines and Aggregates Safety & Health Association**

**Comments/Requests:**

*The fact that it applies “off the job”, supported by the statistics, make it worthwhile to make an effort to improve. I will take it home (wish me luck!)*

The fact that it applies “off-the-job”, supported by the statistics, make it worthwhile to make an effort to improve. I will take it home (wish me luck!)

# TESTIMONIALS

COLORADO



**LOCAL 321**

**NATIONAL POSTAL MAIL HANDLERS UNION**

Division of the Laborer's International Union of North America,  
AFL-CIO

1833 WEST ELK PLACE - DENVER, COLORADO 80211



Office 1-303-455-6400 Fax 1-303-455-5810 Watts 1-800-521-5094 TDD 1-303-455-6400

To: Electrolab Limited  
335 University Ave  
P.O. Box 320, Belleville  
Ontario, Canada K8N 5A5

From: Cindy Hoehl-Rinker  
GMF Branch President  
Local 321

Re: SafeStart

To Whom It May Concern:

Safety is everyone's concern. NPMHU Local 321 places a high emphasis on this subject. Without safety you have employees not working due to accidents and injuries. This doesn't help anyone, including the company.

Our Mail Handlers on the workroom floor are quick to point out safety concerns to management.

I believe that SafeStart will improve the lives of all who have had the class. Not just at work, but also in their home lives. I myself have thought more about my actions, both on and off the clock and have probably saved myself some grief.

Larry Wilson is an exceptional speaker and teacher. He is an asset to your company. This is one of the best programs I believe the Postal Service has invested in. I believe they will meet their goals regarding safety. This is a win win situation for Mail Handler's.

*Cindy*  
Cc: Larry Wilson  
Tony Ploughe

on trucks and trailers and off  
em back to other  
system after weighing it  
ter the machines have

job. At times even very  
vertime is high, fatigue  
help, hurrying comes i

of them, we

accidents.

The Union is in favor of  
very positive with

e leaves in the same

d work.

Reference : LMPP application – Section 5 “Cost Categories” / support letter

To Whom it may concern,

Air Canada and the IAM&AW have searched together for a program to fit two needs within the corporation.

The first goal was to establish a common ground of mutual respect upon agreeing to a program that was a potential win/win for both the employer and the union. After much discussion between the parties at various levels a Safety Program to reduce injuries and accidents became the focus.

An international search was conducted and a program called Safestart with a home base of Ontario was selected as being the far superior product. A key element in the success of the program is clearly the delivery together of the sessions tri-presented by The Safestart consultant ( units 1 and 2 ) and by management/union instructors. This conclusion was validated by no less than six interviews with corporations/unions who have completed this training and have praised the closer working relationship between the parties.

There are twenty-three sessions planned involving a Safestart consultant of which twenty will be led by Larry Wilson, who is the original Author of Safestart: An Advanced Safety Awareness Training program. Larry has assisted 1000 companies over 20 years with his expertise which has benefited over 600,000 employees in a multitude of industries. He is also a frequent speaker at Health & Safety Conferences throughout North America and throughout the world.

This is a program developed and delivered by Safestart and thus the guarantees for injury/accident reduction can only be met with their involved expertise. Thus with reference to the restrictions applied under Section 5 : COST CATEGORIES, we would like to request that the budget submitted with costs exceeding these restrictions be accepted.

Sincerely,

Mark Southern

AC , Director Station Operations YVR

Larry O’Brien

IAM&AW Ramp Safety Officer

# TESTIMONIALS

One of the best initiatives I introduced was the SafeStart program. The implementation of this program turned out to be an incredible success for a group that was sustaining substantial increases in the frequency and severity in injuries. The reason it was incredible is mainly due to the diverse nature of the work, particularly within the demands of the auto service industry.

In the first six months of implementation, for every employee that had been trained in the SafeStart program, not one was involved in an injury of any sort. Most importantly, those employees that were involved in a personal injury are those that did not have the opportunity to attend as of yet, either due to annual vacation or off-shift work.

I can't express enough how rewarding and effective this program is. The introduction of the SafeStart program, as it was delivered, surpassed the objective in reducing personal injuries. I have often said (without rebuke) that if we had implemented this initiative months earlier, many unfortunate circumstances would not have occurred.

## Risk Management - Railway Industry

In the past we have focused on training our forklift drivers only on the physics or techniques of driving. After SafeStart we have started focusing on the human factors of driving a forklift. Now we are seeing that the incidents around forklifts are not there anymore. Complacency and rushing really are not an issue any longer.

## Allan MacFarlane - Millar Western Pulp Industries

My director and I have been talking about where we see our limited safety training dollars best spent. I must tell you that we are quite impressed with how well SafeStart has been received in our manufacturing group and we both feel that this has been a worthwhile investment for us—both in terms of material purchased and the first class training your company provided our instructor.

## Sandra Naylor - SED Systems

I have just completed nine weeks of delivering SafeStart to 165 employees of ICG Propane throughout Alberta with 20 one day sessions. Our staff, consisting of office workers, truck drivers and administrators, indicate SafeStart as worthwhile, beneficial and interesting.

Our employees who have experienced SafeStart tell us:

"SafeStart gave me the realization of how simple staying safe really is."

"It's real easy to stay safe once one begins to apply the common sense concepts. Each of us has to simply remember the four critical errors that could get us hurt."

"SafeStart is not only for work but can be applied at home as well."

**Harvey Cox - ICG Propane Inc.**

*"The SafeStart program was very easy to implement. Our employees enjoyed the program and openly discussed many of their own experiences, especially with "eyes not on task" and "mind not on task."*

— *Mary Laumen,  
Pfizer Canada Inc.*

The SafeStart program has a very good message for new employees and reinforces the message for the old experienced employees.

Behavior is the basic cause of most incidents on-the-job and off-the-job. The SafeStart will help in reducing the numbers.

**Terry Machnaik - P.C.S. Mining  
Potash Corp. of Sask.**

The safety performance at McNeil Consumer Healthcare Canada has been a benchmark for others to follow throughout the organization's 18 year history. Safety is fully integrated into home and work activities. We believe that all accidents and injuries are preventable. Building on this tenet and a mature safety culture, we looked for a safe behaviour program to provide a common safety language for all employees. Rushing. Frustration. Fatigue. Complacency. Words that apply to everyone. Not just at work, but through every part of daily life. When distractions add to the rigor of life and we are caught up in the moment, accidents can and do happen.

**Doug Crane - Health, Safety and Environmental  
Co-ordinator  
McNeil Consumer Healthcare  
Canada**

When you first talked to me about SafeStart, I thought that this was just another program that will focus on the immediate causes of accidents. However, when I reviewed the tapes and the workbooks, **I realized immediately that SafeStart was the answer to my question of how to move safety responsibilities to the shop floor.** It certainly addresses the root causes of accidents (people's behavior) and identifies who really has the responsibility for safety. I have made a presentation to the senior management group and the acceptance was immediate.

**Sewnauth Raghunandan - Tremco Ltd.**

From: Steve Lawler  
To: Lara Russell  
Subject: Fw: SafeStart Pics

Lara,  
One year ago I received the SafeStart DVD's that I had requested for teaching SafeStart to the children at my church. The event was a success! Kids talked about SafeStart for weeks!

Thank you so much for all you do!  
Steve Lawler  
INEOS



# TESTIMONIALS



Mosaic Fertilizer, LLC  
P.O. Box 508  
Bradley, FL 33835-0508  
www.mosaicco.com

Tel 863-428-3200  
Fax 863-428-3207

Ms. Kelley Norris  
International Business  
& Events Manger  
Electrolab Ltd.  
335 University Ave.  
Belleville, Ontario  
K8N 5A5

Hi Kelley,

Again happy new year to you and all folkes at Electrolab/SafeStart. I recently talked with Peter Bamford. He said you both would not attend the Holmes MSHA Conference in Kissimmee next month. Although he can't attend several employees whom Peter had trained enjoyed his style and friendly personality. Peter and I have become pretty good friends and my wife has met Ellie as well.

The Hookers Prairie & Hopewell mines I have responsibility for are using the SafeStart terms to identify incident investigations for accidents and near misses. And I would like to incorporate SafeTrack later this year. Mosaic Florida operations may go this way as well. Behavior based safety auditing or observations engage employees at all levels.

Enclosed are some safety reminders I have given out. You asked me last year at the Kissimmee conference to send such items for Electrolab/SafeStart.

It is good to see Electrolab/SafeStart as becoming one of Americas most sought after behavior based safety companies.

Best regards,

Foster S, Thorpe, Ms, CMSP  
Superintendent Safety  
Hookers Prairie/Hopewell Mine





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Bradley, FL 33835-0508  
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Fax 863-428-3207

Dear Kelley,

It was nice meeting you at the Holmes MSHA Conference in Kissimmee this past February. Within the last year the information of SafeStart has made in impact on me and the employees at Mosaic Hookers Prairie & Hopewell Mines.

We completed all training for our employees in modules 1-5 of the SafeStart program, as well as the review units. Peter Bamford did all the modules and the reviews for my sites. My employees enjoyed Peter's friendly personality and sincerity when talking about SafeStart. He is such a nice man, I really learned a lot from him as well becoming good friends.

All our new hires receive training from our trainers Peter trained. I really enjoyed doing the training myself and have developed my own stories for presenting the materials. For me, the SafeStart process is what I will continue to use everyday both on the job and at home.

I am planning to go to the February 08 Holmes MSHA conferences in Kissimmee and believe Peter plans on attending as well and he said you may also. It will be bigger than last year and more contractors will be there.

Lastly we have introduced SafeStart methodologies as tools for employees to use in their day to day work tasks.

As this year closes, have a safe Christmas for you & family and all the SafeStart folks.

Sincerely to all,

Foster S. Thorpe, MS, CMSP  
Superintendent Safety  
Hookers Prairie/Hopewell Mine



# TESTIMONIALS

Just wanted to let you know that your program is great and should be used for people who are in the workforce for the first time. Young people especially.

I am 46 years old, and worked construction for 23 years. We had safety meetings every week. It helps. **I think this program should be implemented in every line of work at all ages and experience level.**

**Sarah Hamilton - Custodian**  
**Washington State University**

Just a note to let you know how impressed our hospital has been with the SafeStart program. Finally a safety training program that gets all employees to take accountability for their own safety both in the workplace and at home. Most safety courses usually cause the typical groans from the staff and there is limited participation, but with SafeStart there has been full co-operation and much more story telling of how they have made mistakes and how they could improve their behavior to prevent any further accidents.

The workbooks are an easy read with quick tests that give immediate feedback for each participant and the course is not too long that it becomes tiresome.

Our hospital will continue to be active trainers with SafeStart and are pleased that the program has been successful.

**Dawn Luomala - Nursing Supervisor**  
**Nipigon District Memorial Hospital**

The program content is good. It is not based toward our industry but most of the employees thought it was light enough that they could use it at work and at home. As a matter of fact, I had an employee ask me if my "Mind was on Task" one night at a dinner party away from work!! That tells me that they are retaining what they studied and are applying it!

**Kelly Cozby - WBI Holdings Inc.**

**I have thoroughly enjoyed presenting the SafeStart program to our employees.** We are currently in the fourth module and already we are seeing many of our employees and supervisors using the SafeStart vernacular. Our supervisors and employees are using the four states and the critical errors to evaluate near misses and minor incidents. The result is a very thorough investigation of the incident that identifies the root cause to prevent recurrence.

One of the most impressive aspects of the SafeStart program is the simplicity of the concepts and the ease of relating to the concepts by all personnel. Using personal examples has helped employees understand three techniques: video, written, and oral communication allows everyone several chances to grasp the information. And, lastly, the repetition of the key points in the manuals (using many different examples to explain the same concept) is beginning to take hold and change employees thought processes about safety.

Thank you for introducing us to the SafeStart program. We are anticipating positive and rewarding results with our SafeStart program.

**Process Manager - Paperboard Division**



A very interesting course for me. The course kept my attention throughout the curriculum. It has opened my eyes in regards to accidents and incidents, their causes, and what and how to correct what we called STATES and ERRORS which are the causes of accidents and near misses.

To my bent and twisted mind, I thought the addition of humour, as I saw it, while reading the booklets was instrumental in keeping me focused on the course. I have found that most courses have a boredom factor built in. This one, to me, did not.

In my own mind, I feel this course should be required for ALL Reid's Welding employees including Office Staff and Section Heads. I strongly feel that Reid's would benefit in the long run.

**Jim Dodge - Nursing Supervisor  
Reid's Welding**

We were looking for a program that brought back the basics to safety training and the SafeStart program met that need.

Many other safety programs focus only on a subject or topic, but not the root cause or basic technique to recognize hazards. We identified that many people do not have knowledge or training to understand what causes accidents to take place. After reviewing the SafeStart program, we knew it would fill our gap.

We started using SafeStart in 1999 on our new process and mechanical technicians. We wanted to have a behavior change in the way these new hires think about safety, and SafeStart was the program for us to do that. Thank you for making us aware of your product.

**Process Training Coord. - ExxonMobil**

We here at Buckeye have been using the SafeStart program for a number of years. Without hesitation I can honestly say it works. One person in particular comes to mind. This person has been with the company for over ten years. Up to taking the SafeStart training, he had a WCB claim every year for a period of five years. I'm pleased to report this person has not had a claim since. **Not only does SafeStart work but in much less time than conventional training methods.**

We even use the lingo (i.e. Mind not on task) in our Incident Investigations. People remember this course more than any other training course they've taken.

**Mark Knowles - Safety & Training Advisor  
Buckeye Canada**

I had an instance arise since our training in SafeStart has began that illustrated the power of the message in SafeStart.

In a recent meeting involving managers, engineers and technicians in an open discussion, one of the techs mentioned that during his ride in on his motorcycle, he was thinking about the problems faced by the group. The moment after he finished the comment, two managers who had been through the Train-the-Trainer session for SafeStart piped up, almost in stereo fashion, "mind not on task!" I was both amazed and gratified that the training had made such an immediate impact.

**Electronics Industry**

*"We need to train on common sense just as we need to train on WHMIS or TDG and SafeStart can provide that training. SafeStart provides a generic common sense approach to industry and home life."*

— *Randy Schultz,  
General Manager,  
R & G Transport Ltd.*

# TESTIMONIALS

As you are aware, I was on vacation before and after the session on September 10 & 11 at the Valhalla.

Anyway, about 1-month prior I had new tires put on my van in the interest of safety and minimizing problems while on vacation. Wrong assumption, one of the new tires developed a problem and I had it replaced in Cambridge by a shop my friends recommended.

All is now great; we finish our visit in Cambridge, visit friends in the Cookstown area and then Toronto for the SafeStart workshop.

Tuesday afternoon we leave Toronto and plan a leisurely 2-½ day drive home. All is well until about 11:30 A.M. Thursday, about 70 KM out of Sault Sainte Marie. After stopping for construction on a bridge, the van develops a very severe clunking noise in the front end, 3-1/2 hours later on a tow truck we are back in S.S.M. The mechanics looking at the van immediately called me out see, that on the wheel I had worked on in Cambridge, four lugs nuts were almost off and the fifth only finger tight. With replacing studs etc. we get going about 4:30 P.M.

FRUSTRATED, RUSHING, absolutely. Before leaving S.S.M. we decide to stop to eat and discuss whether or not to continue at that time. Taking the time to think it through we agree to push on for home. We have three drivers; we will stop every 1-1/2 to 2 hours for a break and can always pull into a motel along the way. Got the frustration and rushing covered.

The driving is good clear skies and little traffic. About 8:30 P.M. after checking the wheel nuts we leave White River, as it is getting dark. While driving along my thoughts go back to Monday and Tuesday, what did I learn that could help me now? EYES ON THE TASK, MIND ON THE TASK, I tell myself keep your mind on the road, focus your eyes on the road, and reduce speed. It is now dark and I was advised earlier that moose are moving at this time of year.

Well, we had only gone about 40 KM, coming around a slight right hand bend guess what, not 1, not 2 but 3 moose strutting single file across the highway. With my foot stuck to the brake pedal I am deciding which 2 moose to pass between to

avoid a collision, then for whatever reason they got out of my line of travel and we got through without hitting any of them.

Had I let it the tire / wheel issue and the late start continue to play on my mind we may not have been so fortunate. Had I not thought back to Monday and Tuesday's Safe Start session, I may not have had my eyes and mind quite as focused on the task, the outcome could have been much different.

**I must say without any doubt, that with this real life example SafeStart does work.** As well, this proves, you can teach OLD DOGS new tricks.

By the way, I am in the process of recouping all costs of towing and repair relative to the wheel incident. Apparently Bill 22 gets their attention.

**Craig Wakefield - Parmalat Canada**



When the wearing of seatbelts was first made compulsory, public resistance was large, compliance was low. Over time we evolved. Now people in general don't "comply" per se, they use a seatbelt by virtue of logic and habit. If the regulation were rescinded, the majority would likely continue the logical use of this safety device.

Smoking is evolving similarly. That which was (and is) foolish was commonplace. It is now seen as foolish and is no longer commonplace.

"SafeStart" is a mechanism that will also see logic prevail and a natural habit form. It contributes significantly to a habitual self-management of personal safety.

**Reg Barnes - Alcan**

SafeStart is a good program. Even now, a year after training, I find myself thinking of the four states - Rushing, Frustration, Fatigue and Complacency. In my job you can be pretty complacent. But now I stop and remember the states—it really sticks in your head.

**Devoted Railway Customer**

I have appreciated the SafeStart training. Many programs make supervisors and managers almost totally responsible for the safe performance of their employees. I choose to be accountable for safety and give responsibility for safety to my superintendents. SafeStart gives individuals responsibility and makes them our partners in providing and maintaining a safe work environment. Working and handling cattle provides numerous opportunities to check for rushing, frustration and fatigue. I know that by keeping a high awareness of the four states and critical errors we will prevent injury at our feedlot.

**General Manager - Food Industry**

*"SafeStart is an excellent way to remind employees that they are responsible for safety. It works for students and even management."*

— Garry Rowe, IMC Kalium

Meridian Magnesium did an initial training with employees a few years ago. We now use SafeStart as part of our orientation package to train all our new employees, general duty through corporate staff. One full day of the three-day orientation program is used to train new employees on the SafeStart concepts. I dress in my blue jeans that day to keep the training casual. We try to get people to apply the ideas to their personal lives and ask them to avoid work-related examples. So far, we have had good success with the program. We have incorporated the concepts into our incident/accident investigation process and supervisors use the phrases as part of finding the root cause of the incident/accident.

**Mark Rankin - Meridian Magnesium**

SafeStart is an excellent way to keep the employees' mind on the task while they are working. **This program is working so well that the employees were observed using the program at home while setting up a pool in their back yard.**

**Roger Lemieux - TransCanada Pipelines**

The SafeStart program allows associates to focus on developing safe behavior patterns both on- and off-the-job. Family safety should be an integral part of any workplace safety system.

This holistic common sense approach combined with a touch of humor can, with practice, lead to awareness, understanding and motivation to behave safely.

The bonus is the ease of implementation!

**Devoted Customer - Automotive Manufacturing Ind.**

*"SafeStart re-enforces self-evaluation by encouraging employees to mentally and physically create safe habits at work or home."*

— Bryan Wyhony,  
Safety Co-ordinator,  
Sonoco Ltd.

# TESTIMONIALS

From: "Fraser, John G."  
To: Amy Hutchinson  
Date: Mon, 29 Jun 2009 15:28:22 +0000  
Subject: Testimonial

Amy,

I have completed the testimonial via Email as I have really bad hand writing. I really did think that the training that you guys provided really hit home for me. I was especially impressed by the sincerity of John and Larry during the sessions it give you a lot to think about.

## SafeStart Training

1. SafeStart Training was by far the most relevant safety training that I have ever had in 26 years of working. With its straight forward and common sense look at Safety I have realized that I do things every day that are potentially unsafe. As life gets busier and more hectic you realize that everything that we do at work and more importantly at home can have unsafe results. Safe Start training has made me realize that I need to always be conscious of my activities be it driving or completing jobs around the house.
2. I have developed a new thought process when tackling daily events. I now think about what I am about to do and try to ensure that I give it my full attention. You realize that still need to work on your attitude when completing simple yet dangerous tasks.
3. One of the most useful techniques for me was CERT (Critical Error Reduction Technique) which I use at home when doing tasks around the yard from cutting the grass to cleaning the gutters. These seemingly innocuous jobs do have potential dangers that we become complacent with. After the training you realize that these are the things that can come back to hurt you with.
4. I have an 18 year old niece that I have shown the SafeStart Video too. I was concern that as a new driver she had already started to have bad driving habits. I think that this training should be part of the new drivers training package that must be complete prior to getting a drivers license.
5. I have been Scuba Diving for the last 5 years and have accrued over 300 dives in Ontario and the Caribbean. As diving can be a very dangerous sport I have been apply the SafeStart techniques to my pre dive preparation and the actual dives as well. It made me aware that the pre dive tasks that I complete that I would just go through the steps, but really being done too fast and with complacency. I now give the steps the appropriate attention and feel more comfortable and confident while diving.

Regards,

John

John Fraser

Workplace Services

Global Site Services and Solutions

HP P&G Account

Hewlett-Packard Company



May 14, 2015

To Whom It May Concern,

Safety is one of the most important life skills we can share with our students. We were very pleased with the results as we shared the SafeStart process in our high school. We were able to witness the shift in thinking and the shift in attitude by our staff and students as they made SafeStart their own. Much is said about needing to change the culture, before a change can truly be implemented. The SafeStart process changed the way the students and staff saw their responsibilities, and our school culture was changed for the better.

SafeStart is truly about making common sense common practice. This is not an easy task, but the SafeStart coaches did it well and everyone had fun while learning important materials. They enjoyed the fast paced lessons, they enjoyed hearing and telling personal stories, and they enjoyed analyzing the things that happen frequently to all of us. Bringing in young adults to show true life lessons left a lasting impact on students and staff alike.

By aiming to take needless risk out of everyday life, partnering with SafeStart in our high schools has been advantageous to our students and staff. We look forward to continuing this partnership.

Thank you,

A handwritten signature in black ink, appearing to read "George McGuigan".

George McGuigan  
Superintendent of Schools

# TESTIMONIALS

Hello Dan,

The global sales rep who has worked with me since 1998 is Sandra Gregory and I included her out of courtesy. I am sure she can answer any questions you may have.

From one safety professional to another, thank you for reaching out and seeking my opinion on SafeStart. I currently work for a global mining company based in Paris France. We mine and process minerals used in a variety of applications, pigments for paints/paper, refractory minerals, ceramics to name a few. We operate in 48 countries with over 300 locations with many sites in emerging nations. Needless to say, developing a proactive safety culture is a challenging endeavor. One of the ways we face that challenge is using SafeStart.

I have been in the safety profession since 1988 in a variety of roles in both the public and private sector. I have seen a shift in how companies perceive safety as a necessary regulatory requirement to one where a proactive safety culture is known to be beneficial in improving the business at multiple levels. Initially, like many other colleagues, I struggled with sustaining safety performance using the traditional methods. We could get the numbers of injuries down to a certain level and then the rate would flat line or start to porpoise. Consistency and continuous improvement was problematic for me until 1998, when I discovered SafeStart.

I was skeptical at first, thinking this safety awareness course is too simplified for it to be anything other than a quick fix. However when we implemented it at Quincy Compressor, we saw not only immediate and dramatic results, we saw the behavior of long term (and case hardened!) employees begin to take safety seriously and interact with the younger employees. I saw machinist that never wore cut resistant gloves start asking for them. I had employees seek me out telling me how SafeStart had saved them from on and off the job injuries. It was truly inspiring and one of the reason QC made the status of one of America's safest companies in 2003. [http://ehstoday.com/mag/ehs\\_imp\\_36592](http://ehstoday.com/mag/ehs_imp_36592)

Fast forward to today, I have worked for 3 additional companies since QC and in each case I have driven SafeStart through the ranks and have seen similar results. In my opinion one of the key aspects to the success of SafeStart is the creation of a common language and ownership of safety. For example, at an Aerospace company I was working before Imerys, I was asked to participate in a recordable accident investigation. A woman was walking down a marked walkway in the pylon shop (pylons attach the engine to the aircraft wing and they are tapered to a point on one end) she was reading a blueprint and walked into the tapered end of a pylon that was protruding approximately 1 foot into the walkway. The point lacerated her scalp and required 30+ sutures, a significant injury. During the accident investigation which seemed to center on the unsafe condition, I started asking questions using SafeStart language, i.e. what was her physical/mental state, was her eyes on task, was she looking for line of fire? I was new to the company and I had not implemented SafeStart yet. As soon as I started asking these type of questions, to get her to recognize the accident was not solely caused by the unsafe condition, but her action of walking without looking at her travel path it was like I lit a fuse. This demure and attractive young lady said words that I will not repeat in this email. She dressed me down one side and the other and accused me of trying to make the whole accident her fault. It ended any constructive dialogue during the investigation. 6 months later, after SafeStart was fully implemented, that woman came back to me and apologized for her behavior and acknowledge if she had applied the SafeStart training of keeping your eyes and mind on task, the accident would have never happened. That Dan, may be anecdotal evidence but you do not know how good it made me feel about the SafeStart process and the culture shift it was fostering.

I could go on with numerous stories like that, but I will not bore you. When I came to Imerys we were generating over 500 lost time accidents every year and not even collecting non lost time accident info. Our LTA rate, using an international calculation of 1 million X # of LTAs/ Total hours worked, was over 15. Today it is down to 1.3 and we sustained 52 LTAs in 2013 (still too many but improving every year). Two years ago we started collecting non LTA data and it has diminished by 25% as more sites have focused on the behavior and started creating that core language of SafeStart. Here is my over simplified analogy of how SafeStart works. Visualize safety as a protective brick wall. The wall is made of many bricks representing an effective safety system. Bricks can be incident investigation, safety teams, management leadership, accountability, risk reduction processes, employee involvement and ownership, SOP, SJI, training, communications, written programs to name a few. Each brick is important to build the wall, but SafeStart is the mortar that connects it and holds it together. With SafeStart you have a wall that can stand up to fluctuations in the business environment, changes in management & styles and all the other pressures and changes we see in any industry.

No matter what the future holds for my career in safety, SafeStart will my mortar. You can book it.

I hope this helps. If you have any questions do not hesitate to reply or call me.

Regards,

Mike Campbell

Global Manager Safety Improvement

16 Feb. 05

" SAFESTART" A TOOL THAT WORKS (FROM A COASTAL LOGGER'S PERSPECTIVE)

Loggers and particularly fallers (timber cutters) by nature of their work are, or become, proud, independent, creative problem solvers. On a daily basis, their survival is based on understanding and controlling a very varied and hostile environment. They are obliged, by company policy and Worker's Compensation Board regulations, to wear personal protective equipment, ie: hard hat, face shield, gloves, safety pants and caulk boots. A sharp and powerful chain saw, wedges and an axe are used on a daily basis to wage a war against a powerful, majestic and potentially deadly foe, giant coastal timber. Effective tools are his weapons of choice.

Once assigned a specific area, the faller works largely without supervision. He quickly learns applied physics, organisation and efficiency. The smoother things go, the easier it is for his body and the more production is achieved. It is not in anyone's interest, particularly his or his family's, that he gets injured or killed on the job.

The way that "Safestart" is structured and put forward respects the nature of loggers and presents them with a very valuable tool. Using the mind in an organised, effective and common sense manner to think and apply safety to all aspects of his life, both on and off the job. His rights and uniqueness as an individual are respected, and he can use this tool in a way that works for him. He takes pride in his work. Why would he resist such a valuable asset to make him a better logger?

Respectfully submitted,



(Murray Cantelon)  
United Steelworkers Local 1-2171  
Camp Chairman  
Western Forest Products  
Port McNeill, B.C.



# EMPLOYEE FEEDBACK

## Employees can't tell us enough.

We have thousands of testimonials and feedback from employees (literally filing cabinets full)—a few of which are included in the following pages. Their comments show great enthusiasm for SafeStart—not the responses typically associated with safety training. Many times we hear how SafeStart has changed the way they do something or helped them (or a family member) avoid an injury. These results can't be measured but are truly invaluable to us and our clients.



# CONGRATULATIONS!



Alan Robinson of Vermeer wins the SafeStart Home and Awards Q1 Grand Prize.



## Employees are ecstatic with the Home and Awards Program

Employees like SafeStart training because it relates to their life 24/7. Even more, they like the opportunity to teach their family the concepts and techniques using the free SafeStart Home Kit they receive during their workplace training. So, imagine their enthusiasm when they, or one of their family members, win one of our instant or grand prizes in the SafeStart Awards program.

We have awarded more than 24 people with a quarterly grand prize since we began the program in 2009. Hundreds of other family members and employees from numerous companies have been surprised by winning instant prizes by taking SafeStart home and answering simple quiz questions on the Awards hotline.

# EMPLOYEE FEEDBACK

## Comments/Requests:

BOOKS ARE GOOD THEY CAN BE REVIEWED  
LATER, AND USED IN SAFETY MEETINGS!

| Books are good. They can be reviewed later and used in safety meetings!

## Tell us your SafeStart story:

I pay more attention to certain situations,  
not all of them. I still have to work  
on mind and eyes not on task. But, I  
feel that I am a better driver. I use  
the three second rule on the highway all  
the time.

| I pay more attention to certain situations, not all of them. I still have to work on mind and eyes not on task. But, I feel that I am a better driver. I use the three second rule on the highway all the time.

## What part of the workshop did you find most worthwhile?

Finally - a part of our overall safety program that addresses  
attitudes. and that we as individuals can do the most  
to ensure our own safety.

| Finally - a part of our overall safety program that addresses attitudes and that we as individuals can do the most to assure our own safety.

### What part of the workshop did you find most worthwhile?

Very Easy to Relate to Every Day Experiences. Made Me Think About Some of My Behaviors of the Work Site

Very easy to relate to every day experiences. Made me think about some of my behaviors of the work site.

### Comments/Requests:

I came into this thinking that this was another task I have to do, I am going now with a great understanding on how to protect the ones I love and the ones I manage

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### What part of the workshop did you find most worthwhile?

Making it a "way of life". Bringing it home + personal. I love that the concept is so simple we just need to think more about these things.

Making it a "way of life". Bringing it home and personal. I love that the concept is so simple. We just need to think more about these things.

# EMPLOYEE FEEDBACK

What part of the workshop did you find most worthwhile?

To Bring home the focus of the 4 STATES  
AND THE TRUE VALUES OF SAFETY ONE BEING THE  
MOST IMPORTANT FAMILY

The format and presentation was excellent

To bring home the focus of the 4 states and the true values of safety one being the most important family.

The format and presentation was excellent.

Comments/Requests:

This was good training. The instructor did a  
good job and made the training informative  
and enjoyable

This was good training. The instructor did a good job and made the training informative and enjoyable.

Tell us your SafeStart story.

MY WIFE ALWAYS START MOVING WHILE LOOKING AT  
ITEM IN SUPER MARKET. SO I LET HER READ TO BOOKS  
FROM MY SAFESTART PROGRAM AND IT HAS HELPED HER TO  
STOP BUMPING INTO OTHER PEOPLE AND GETTING THEM  
UPSET. SHE HAS LEARNED AS WELL AS MYSELF TO  
LOOK AROUND YOU BEFORE MOVING. THIS COULD  
OFTEN CAUSE HER TO BREAK THINGS UNINTENTIONALLY  
BUT TO STORE OWNERS DON'T ALWAYS WANT TO OVER  
LOOK MISTAKES. THIS PROGRAM HAS HELPED HER  
ALMOST AS MUCH AS ME, BUT IT HAS CAUSED ME  
TO KEEP MY MIND ON WHAT I AM DOING.

My wife always start moving while looking at item in supermarket. So I let her read to books from my SafeStart program and it has helped her to stop bumping into other people and getting them upset. She has learned as well as myself to look around you before moving. This could often cause her to break things unintentionally but to store owners don't always want to over look mistakes. This program has helped her almost as much as me, but it has caused me to keep my mind on what I am doing.

**Tell us your SafeStart story.**

The program re-awakened safety habits that basically have already been learned. The graphic detail of the videos and testimonials relayed by the instructor brought the curriculum to life. The semantics of the text was simplistic & facilitated understanding. I have begun the process of keeping my "mind/eyes on task", I am learning to "self-trigger" on the state. Reducing my states of rushing, frustration, fatigue, complacency or @ least recognizing if I am in those states.

~ I have noticed several incidents or potential incidents that could cause injuries in my dept. Complacency usually because of long-tenured co workers who think they have "been there, done that" frustration, rushing (especially when close to end of shift)

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**Tell us your SafeStart story.**

I HAVE A NEW GRANDSON 1 YR OLD. MY OTHERS ARE 3 & 5. WE WERE EATING APPLES, ORANGES AND COOKIES I HAD A TRAY WITH EVERYTHING ON IT INCLUDING A KNIFE. ME AND THE 3 & 5 YR. OLDS HAD DONE THIS MANY TIMES AND I HAD BECOME COMPLACENT AND SET THE TRAY WITH KNIFE ON THE DINING ROOM TABLE. THEN IT HIT ME I NOW HAD A 1 YR OLD SO I IMMEDIATELY TOOK IT BACK TO THE KITCHEN

I have a new grandson 1 yr old. My others are 3 and 5. We were eating apples, oranges and cookies I had a tray with everything on it including a knife. Me and the 3 and 5 yr olds had done this many times and I had become complacent and set the tray with knife on the dining room table. Then it hit me I now had a 1 yr old so I immediately took it back to the kitchen.

# EMPLOYEE FEEDBACK

Tell us your SafeStart story.

I was late arriving to a class and all the parking spots were filled so I parked along the side of the building. No one was parking there. I left class late so I was in a hurry to get into my car and drive home. I did not notice that a car was parked behind me. I remembered that since I was rushing I need to slow down and keep my mind and eyes on task. Upon thinking about this I turned around and saw the car parked behind me. Normally I would have just backed up without looking. By looking I avoided a collision with another vehicle.

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*"I appreciate the opportunity to have used the SafeStart process for a numbers of years in my career and found it to be one of the best processes that I have ever used in creating a safe work environment."*

— Robert S. Ault,  
Safety Manager,  
GeorgiaPacific

**Tell us your SafeStart story.**

I HAVE BECOME MORE SELF-AWARE; ESPECIALLY  
IN FRUSTRATING OR COMPLACENT SITUATIONS

I HAVE NOT LEARNED TO BE LESS FRUSTRATED,  
BUT I KNOW TO BE MORE WATCHFUL.

SELF-TRIGGER TO BRING MIND BACK ON  
TASK.

DECIDED THAT MOST TIMES WHEN I RUSH, THE  
DEADLINES ARE SELF-IMPOSED. MY FRIENDS WON  
MIND IF I ARRIVE AT THEIR HOUSE 10  
MINS LATE.

I have become more self-aware; especially in frustrating or complacent situations.

I have not learned to be less frustrated, but I know to be more watchful.

Self-trigger to bring mind back on task.

Decided that most times when I rush, the deadlines are self-imposed. My friends won't mind if I arrive at their house 10 mins late.

**Comments/Requests:**

This was an excellent training course, very easy to  
follow & will be easy to implement

This was an excellent training course, very easy to follow and will be easy to implement.

# RESULTS

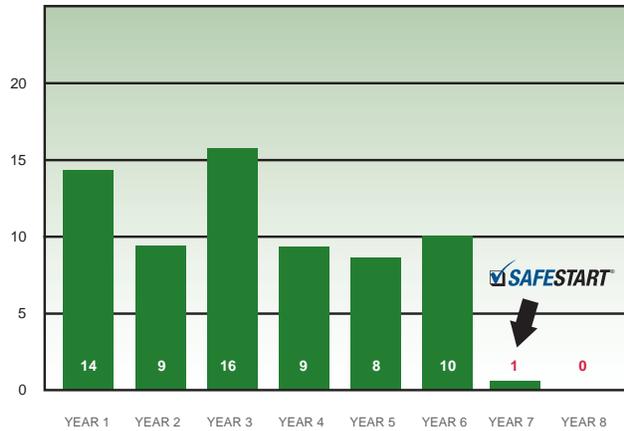
## SafeStart consistently reduces injuries by 30%–70% in 6 to 18 months.

Since SafeStart's inception, proven results have been one of the key ingredients to its rapid growth and acceptance. On the following pages you will find actual results from some of the 10,000 worksites using SafeStart.

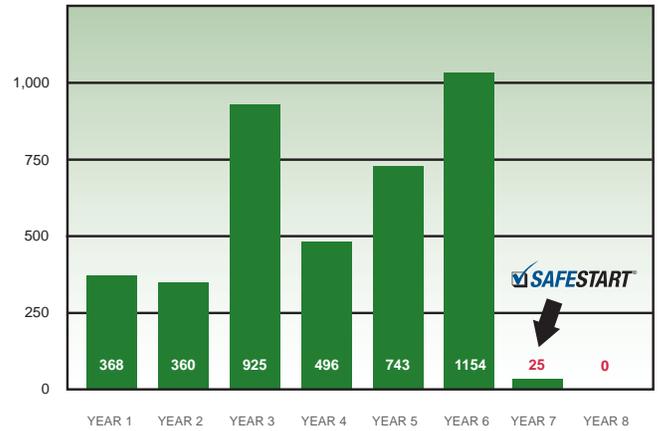


# Canfor - Springer Creek Sawmill

Time Loss Accidents (TLA) by Year



Days lost to TLA by Year

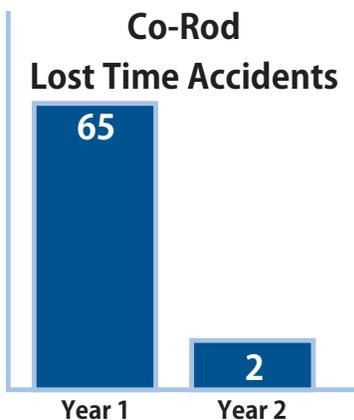


Today the people who work at the Slocan Mill are exceptionally proud of the fact that they have gone from 'the back of the pack' to the position of 'industry leaders' in terms of safety performance. As a result of our improved safety performance, the WCB paid out \$3.06 per full time equivalent (FTE) during year 8, which is a remarkable improvement compared to payments of as high as \$7,800/FTE paid out in previous years; a yearly saving of over one million dollars. In any business, leaving a million dollars on the table each year will eventually make you uncompetitive and we were no exception. We are committed to the SafeStart program and to carrying this success forward for years to come.

Tom Gilgan - Canfor

*"We are at day #366 today of no recordables at DSM Belvidere. Not long ago, we could not get to 100 days. Of course SafeStart has helped. Our culture is changing...SafeStart 'lingo' is being used, and we continue to strive to keep it fresh. Thanks for all of your help and support."*

— Norm Arner,  
DSM Nutritional Products Inc.



## Co-Rod

### HEAVY EQUIPMENT

Using a combination of sound safety management principles and SafeStart/SafeTrack we reduced our serious injuries 97% in one year. For 480 employees we had 65 lost time accidents in 1997. In 1998 we had 2. In 1999 we had zero and for the first six months of 2000 we are still at zero.

Steve Braunstein - Safety Coordinator

# RESULTS



## Husky Energy

Husky Energy is one of Canada's largest integrated energy companies. It is headquartered in Calgary, Alberta and operates worldwide with Upstream, Midstream and Downstream business segments.

They have a history showing a strong dedication to safety that extends beyond employee to contractors and the public. The company has developed numerous safe work practices to support their risk-reduction strategy, values and principles, including the integration of the SafeStart process.

Though the excellent safety performance results they are currently achieving are a product of all of their safety practices, the visual prominence of SafeStart at their facility shows the importance of human factors in injury prevention and demonstrates their commitment to everyone's personal safety in and around their facility.

We recently completed your SafeStart program for all 75 of our associates. It was very well received and by all indications was quite successful. Last year at this time, we already had 4 reportable accidents. We have now gone 128 days since our last reportable worker's compensation accident.

We have had an active Safety Committee for the last 5 years, but continued to have reportable accidents. I believe your program has had a very positive effect on our associates and turned our safety record around.

We will continue to refresh our associates' safety awareness with the posters and cards you provided with your program. We will also share our success and the effectiveness of your program with the other divisions of Day International, Inc.

Thanks again for a great program!

**Safety Coordinator - Day International, Inc.**

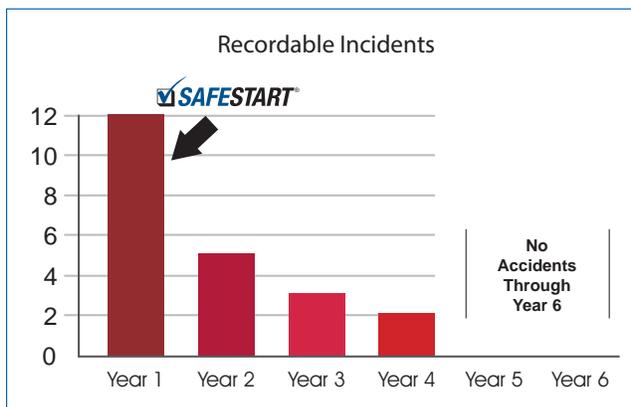
We here at the ENPAC Corp. have reduced our accidents by more than 40%. I feel that this is due to the "SAFESTART" training that we have started using. All of our employees have become more aware of their work surroundings and their overall feelings of being safe.

**Dave Martin - Safety Director  
ENPAC CORP.**

## Quincy Compressor

We liked SafeStart immediately and decided to implement it. It's simple, easy to understand and just plain common sense. Our employees can relate to it and use it at work and at home.

Sharon Oenning - Quincy Compressor



## Vector Construction

### Seeing the SafeStart Difference in Action

Vector's employees are more proactive than other contractors when it comes to safety and I firmly believe "SafeStart has a lot to do with it."

One of the main elements of SafeStart is sharing safety stories—and from the corporate head office to on-site workers, everyone at Vector takes part.

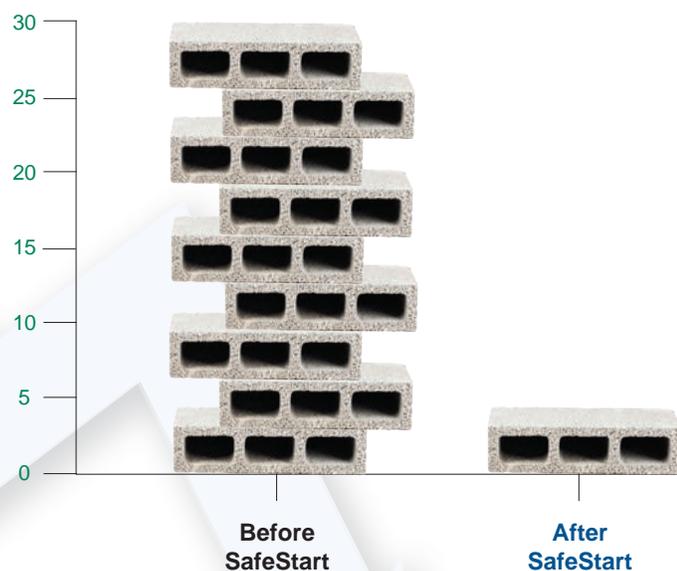
Four years ago, one division had an *annual recordable injury rate* of nearly 30. After implementing SafeStart the rate plummeted to 4—an 86% decrease in injuries.

SafeStart complimented everything we were already doing really, really well. I love the program and think it's great.

Rylan Page - Corporate Health & Safety Manager

### After the implementation of SafeStart

#### Recordable Injury Rate

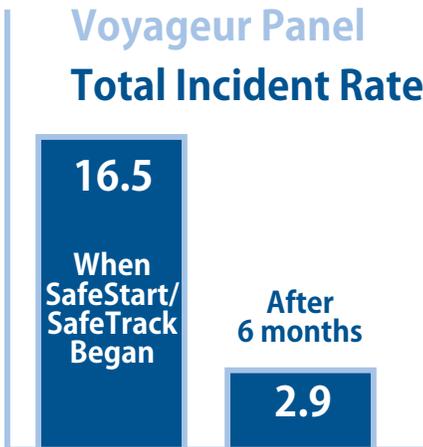


86% REDUCTION IN  
WORKPLACE INJURIES 33

# RESULTS

## Voyageur Panel

FORESTRY & LUMBER INDUSTRY



With respect to the training you provided to Voyageur Panel during 1998, I want to update you on our progress.

For 1998 our Incident Rate was 16.5. During the latter half of the year Electrolab provided training in Behavior Based Safety Observations and the SafeStart program. The feedback from the workforce was very positive and the level of hazard awareness increased dramatically. The knowledge gained through the training on how to approach fellow workers and involve them in eliminating unsafe acts has had a positive effect on our safety performance.

The Incident Rate for the first half of 1999 dropped to 2.9.

I feel that this remarkable improvement in our safety performance is due in large part to the training Electrolab provided. Thank you for your part in providing this training.

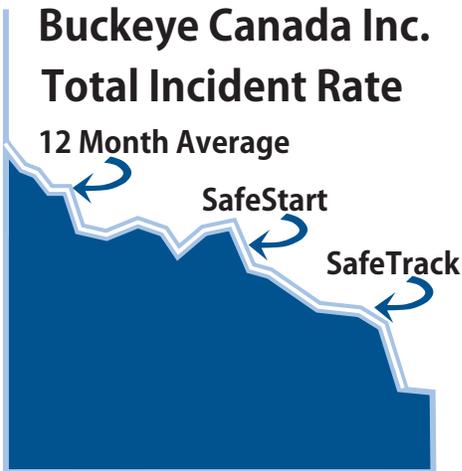
**Vince Jackson - Team Coordinator - Safety**



**70% REDUCTION IN OSHA RECORDABLES**  
**Goodrich Aerostructures Group**

# Buckeye Canada Inc.

PACKAGING INDUSTRY

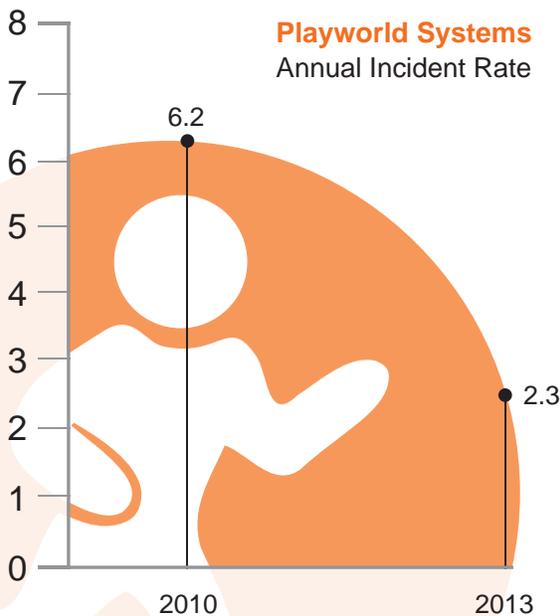


SafeStart is not a work policy—it suits your life. It has been very well accepted here. We have had a great response from SafeStart. We are using it as a base program and all others will be centred around it. The Managers are quite hot on the concepts of SafeStart. We have seen a significant improvement in our serious injury rate. We then implemented SafeTrack and have seen a further reduction.

Ross Bellwood - Safety Coordinator

# Playworld Systems

COMMERCIAL PLAYGROUND EQUIPMENT MANUFACTURER



Playworld Systems is proud to state that they reduced their annual incident rate from 6.2 to 2.3.

“The SafeStart program has helped us tremendously. Employees are very aware of what is a safe versus a non-safe environment. They now understand what it means to have their mind on task and are paying attention to near-miss situations. Everyone is being more proactive to prevent incidents.”

Playworld Management

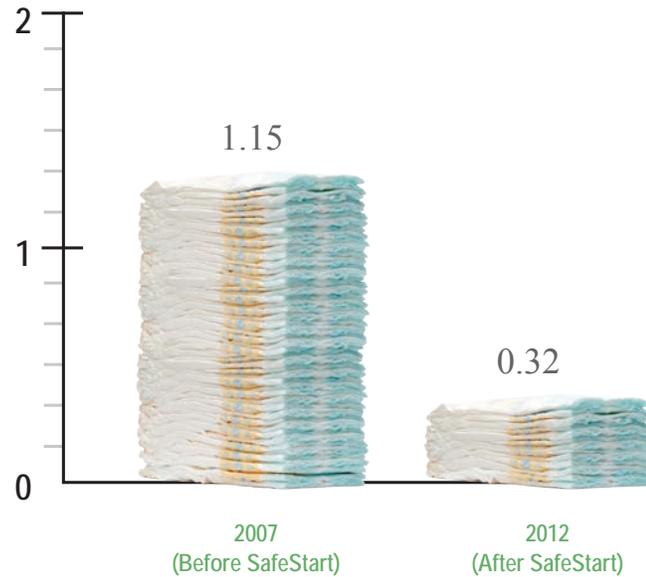
# RESULTS

## Procter & Gamble (Belleville Facility)

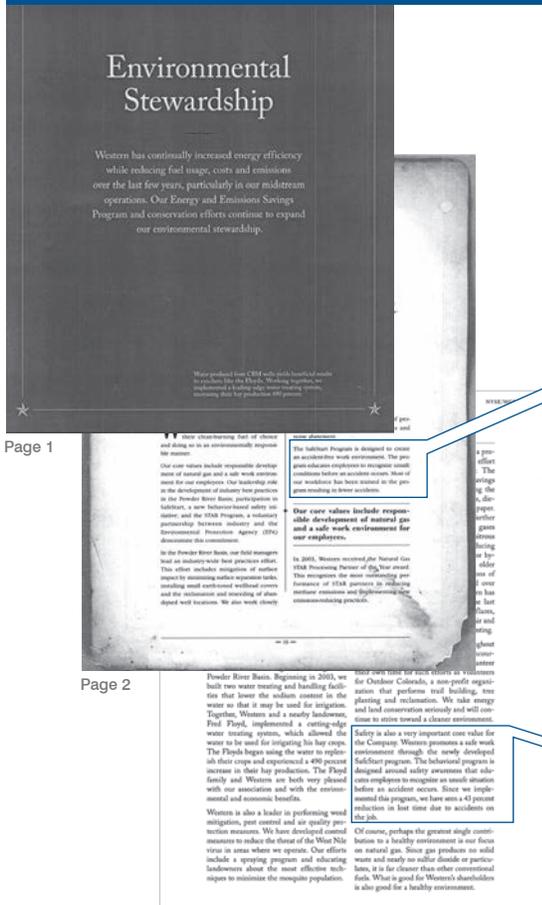
Nothing we do is worth getting hurt. If anybody gets hurt, we will make cases [of products] tomorrow, business will go on, but their loved ones and family will be strongly affected.

Neil Turner - P&G

Total Incident Rate



## 43% REDUCTION IN LOST TIME DUE TO ACCIDENTS ON-THE-JOB.

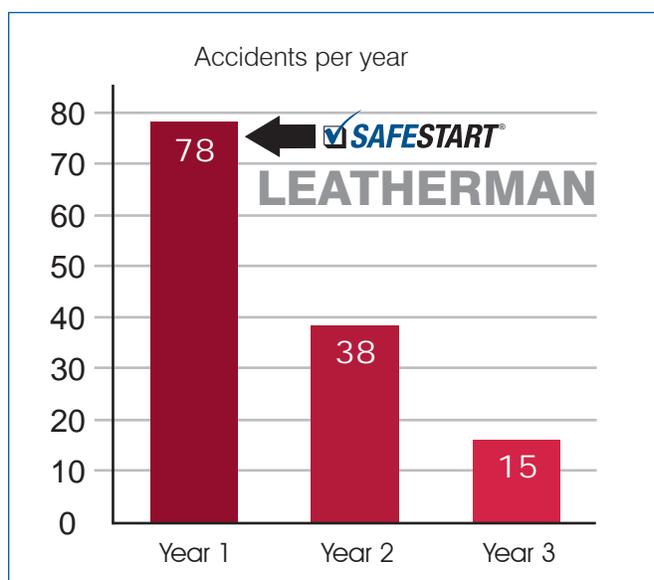


The SafeStart Program is designed to create an accident-free work environment. The program educates employees to recognize unsafe conditions before an accident occurs. Most of our workforce has been trained in the program resulting in fewer accidents.

Safety is also a very important core value for the Company. Western promotes a safe work environment through the newly developed SafeStart program. The behavioral program is designed around safety awareness that educates employees to recognize an unsafe situation before an accident occurs. Since we implemented this program, we have seen a 43 percent reduction in lost time due to accidents on the job.

Western Gas Resources  
2004 ANNUAL REPORT

## Leatherman Tool Group



SafeStart played a significant role in reducing injuries.

Bill High - Leatherman Tool Group

**81% REDUCTION  
IN ACCIDENTS  
Leatherman Tool Group**

From: John McGillivray  
To: Stephanie Roth <stephanie.r@safestart.com>  
Date: Thu, 16 Jan 2014 15:55:01  
Subject: RE:

The year did end up well for us. We ended the year at our lowest number of recordable injuries ever as a company (18) which dropped our TIR to 2.4 (lowest ever). Our TIR's for 2009 and 2010 was 4.3 and 5.0, respectively.

Our Franklin Park plant went from May 2012 to October 2013 without a physical injury (laceration, fracture, contusion, foreign body in the eye, etc.) but did have a one recordable hearing loss during that period. We have tracked our top 10 streaks of days without an injury since Jan 1993 (21 years now). Two of our three plants had two top 10 performances each and one plant had one in 2013. Company-wide, we also turned in two top 10 performances in 2013. Currently, our Spring Grove facility is at 150 days without a recordable injury breaking the old record of 138 days we set in March 2013 and as a company we will be surpassing our current #2 performance (65 days) on Sunday in our pursuit of surpassing our best ever performance of 125 days as a company. The current streak of 63 days as a company is not included in the two top 10 company performances mentioned above. (we don't count them until they end...)

Since implementing SafeStart in Aug 2010 and later adapting our BBS system to address the issues raised on the ACC cards in September 2012, our company has recorded 11 company-wide injury-free months in a span of 42 months. For the period of Jan 1993 through July 2010, a period of 211 months, going injury free as a company only occurred 3 times.

John - Scot Forge

# RESULTS

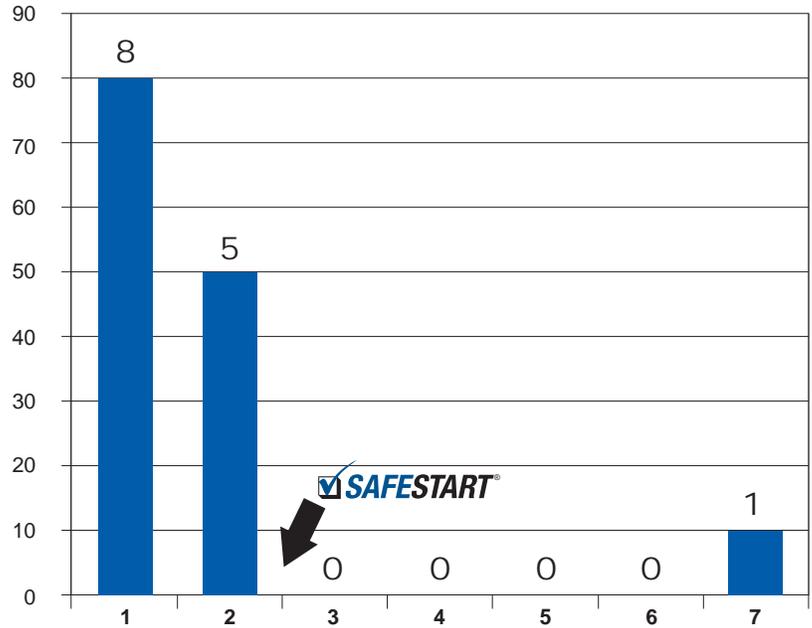
## Johnson Controls

AUTOMOTIVE PARTS PLANT

We went four years without an OSHA recordable. Additionally, we applied the SafeStart methodology in the areas of production and quality and that helped us obtain a considerable reduction in quality and production problems.

Dr. Enrique Hernández Ortiz - Johnson Controls Mexico

JCI Automotive Parts Plant (500 Employees)  
Number of Injuries Per Year



United Biscuits  
Lost Time Accidents

## United Biscuits

BISCUIT MANUFACTURER

Further to improving our safety culture and safety record we really liked the SafeStart program because it allows employees to think about safety at all times, including at home.

Mike Howells - Logistics Operations Controller

80% REDUCTION



FURTHER  
15% REDUCTION



Before  
SafeStart

Year 1  
with SafeStart

Year 2  
with SafeStart

**Why is safety a core value at your company?**

**JIM HANNAN:** Our vision is to create long-term value by striving for safety and health excellence while achieving an injury-free workplace. The culture we strive to create across the company is based on our 10 MBM Guiding Principles, which start with integrity and compliance. These guiding principles represent the things we believe in and care deeply about, so for us, safety is a shared value. We believe excellence in safety, along with excellence in environmental and compliance performance, must be present for a business to exist long-term.

**How do you instill a sense of safety in your employees on an ongoing basis?**

We are all in this together, and every one of us has a role to play. That means engagement in safety by every employee.

For each of us, this requires that we understand and perform our roles in accordance with the many laws, regulations and internal compliance standards that apply; that we identify and take corrective actions when something isn't right; and that we stop, think and ask for help if we don't know.

For leaders, it goes beyond that. We expect leaders to demonstrate commitment by their actions, committing the necessary resources, removing barriers, ensuring risks are identified and managed, and leading efforts to continuously improve.

For example, if we ask employees to interact with equipment in an unsafe manner to achieve production targets instead of investing to improve reliability, then our actions don't match our words, and we have little of hope of achieving our vision for safety and health excellence. We all must accept responsibility for our performance.

**What is the biggest obstacle to safety in your workplace, and how do you work to overcome it?**

Our biggest obstacle is what we don't know - that is, risks we haven't identified but that exist in our facilities. Those things we have become comfortable with because we have lived with them for a long time. This is one of our vision is to achieve excellence, not just minimum compliance requirements that don't address identifying and managing.

Another obstacle is creating a culture that is comfortable challenging when something doesn't

46 Safety+Health | February 2012



**JIM HANNAN**  
CEO and President  
Georgia-Pacific  
Atlanta, GA

right or they are not sure. Without that constructive challenge, it is difficult to identify and deal with risk.

**How important is off-the-job safety to your company's overall safety program? What type of off-the-job safety program does your company offer to employees?**

If safety is a shared value, then it should be important whether you are on the job or not. Practically, this means we incorporate education about risks away from work into our safety programs. As an example, in many of our facilities, employees voluntarily participate in SAFESTART programs to focus on safe conditions at work, home and on the road.

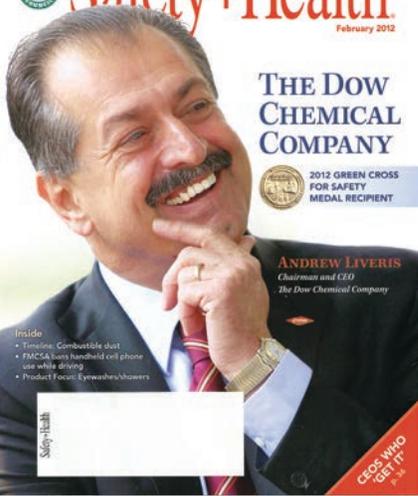
Another approach is our wellness program, "Get Well Stay Well," which encourages healthy lifestyle choices for our employees and their families. The program offers tools and resources to help employees and their families learn more about topics such as the 100-percent-covered preventive care through our company-sponsored health care plans; management of chronic diseases; and benefits of physical activity, good nutrition and tobacco cessation.

**Describe your journey to becoming a CEO who "gets it."**

There is nothing that keeps me up at night more than the thought of having someone seriously injured or worse in one of our facilities. The reality is that all of us continue to learn and, with that, hopefully improve.

I am fortunate to have the opportunity to visit with employees across our facilities and enjoy listening to them talk openly about safety and the opportunities we have to improve. Their passion is easy to get excited about. To me, when we started making that transition to safety as a not-stated thinking about safety as one of

**Safety+Health**  
February 2012



**THE DOW CHEMICAL COMPANY**

2012 GREEN CROSS FOR SAFETY MEDAL RECIPIENT

**ANDREW LIVERIS**  
Chairman and CEO  
The Dow Chemical Company

- Timeline: Combustible dust
- FMCSA issues handheld cell phone use while driving
- Product Focus: Eyewashers/showers

Safety+Health

**CEOs WHO GET IT**

From the February 2012 issue of Safety + Health Magazine



**Georgia-Pacific Injuries**

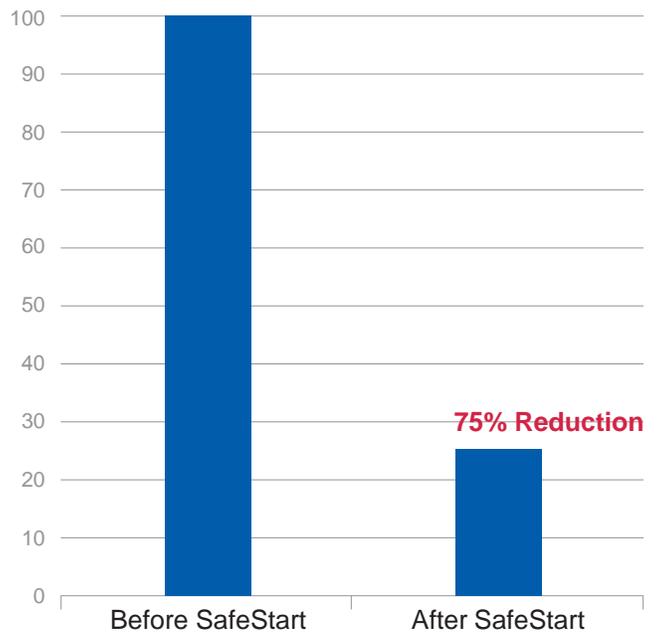
Georgia-Pacific

**CEOs Who 'Get It'**

If safety is a shared value, then it should be important whether you are on the job or not. Practically, this means we incorporate education about risks away from work into our safety programs. As an example, in many of our facilities, employees voluntarily participate in SafeStart programs to focus on safe conditions at work, home and on the road.

Jim Hannan- CEO of Georgia-Pacific

Georgia-Pacific has been a SafeStart Client since 2002



Firefox

Safe Start

www2.wapa.gov/sites/western/newsroom/NewsFeatures/Documents/2012/SafeStart.aspx

Serving the West with Federal hydropower  
Western Area Power Administration

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News features

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Publications

Posted: June 2012

## SafeStart program produces results

by Erika Walters

Whether it is keeping the office cubicle safe from tripping hazards or the precautions linemen take to avoid electrocution, safety throughout Western is part of every task.

The most common incident throughout Western is "overexertion." Overexertion injuries are caused by trying to do too much at one time, such as excessive lifting, pushing, pulling, holding, carrying or throwing. Over the past few years these cases have resulted in injuries to the knees, rotator cuffs and back. Lack of physical fitness, particularly muscle imbalance and flexibility and not stretching before performing work are primary risk factors for musculoskeletal disorders. These types of injuries can have a cumulative effect on your body over time.

Western uses a behavior-based program called SafeStart to help keep employees safe. The SafeStart program was implemented in the regional office about six years ago and includes training and refresher courses to craft and office employees. SafeStart contributes to the improvement of our safety program; in fact, since the implementation of the program, Western has reduced the total recordable cases from 32 in 2006 to 19 in 2011—a significant decrease considering we have more than 1,300 employees working more than 2.6 million hours in the field.

The SafeStart program boasts the ability to reduce injuries by 30 to 70 percent within the first six to 18 months of implementation. The program is valuable because it addresses the reduction of injuries both on the job and on the job by encouraging employees to take personal responsibility for their own safety. Other benefits include improving productivity and quality of work while also being efficient and cost effective.

The SafeStart training program reminds employees to be aware of the four states of being that most often lead to injury:

- Complacency
- Fatigue
- Frustration
- Rushing

"During the training, the presenter explains that employees can decrease the risk of injury by keeping their eyes and mind on the task they are performing, making sure that they maintain balance, traction and grip, and staying out of the line of fire," said Safety and Occupational Health Manager Kathy Patchell.

- Employees can also follow four steps to reduce critical error:
- Self-analyze to see if you are performing your task with complacency or when you are tired, frustrated or rushing
- Analyze close calls and small errors to prevent future incidents
- Watch others and be on the lookout for patterns that increase the risk of injury
- Work on forming good, safe habits and breaking unsafe ones

The program provides employees techniques that can be integrated into their everyday lives, allowing them to be safer in all situations.

Western's Safety and Health Program is continually improving, and employees can help by:

- Continuing to report near-miss incidents
- Continuing to practice defensive driving techniques
- Using stretching techniques to improve flexibility and prevent musculoskeletal disorders
- Managing their weight and stress, exercising and developing healthy eating habits

The SafeStart program not only reduces incidents and injuries, but its practices transcend the workplace to help keep Western employees safe in their everyday lives.



SafeStart contributes to the improvement of our safety program; in fact, since the implementation of the program, Western has reduced the total recordable cases from 32 in 2006 to 19 in 2011—a significant decrease considering we have more than 1,300 employees working more than 2.6 million hours in the field.

Referenced from the Western Area Power Administration website, an agency within the Department of Energy.

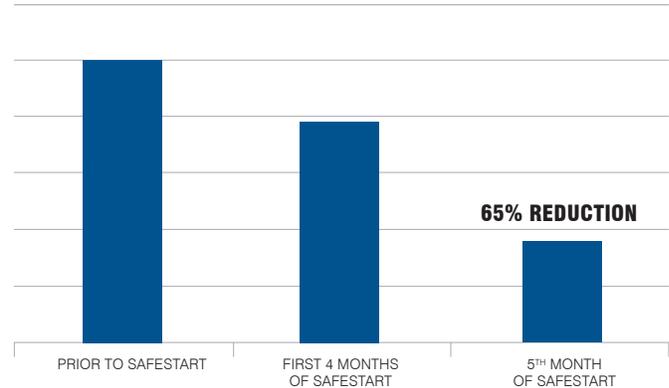
Visit this URL for full story: <http://ww2.wapa.gov/sites/western/newsroom/NewsFeatures/Documents/2012/SafeStart.aspx>

## Viking Air

"I believe the program's success lies in the analysis of the most acute injuries, and identifying the states, critical errors and methods of contact prevalent in each. These fundamentals are applicable in most situations, however sharing SafeStart stories brings awareness to the hazards we encounter every day, and how serious the outcomes could be."

Robert Clark

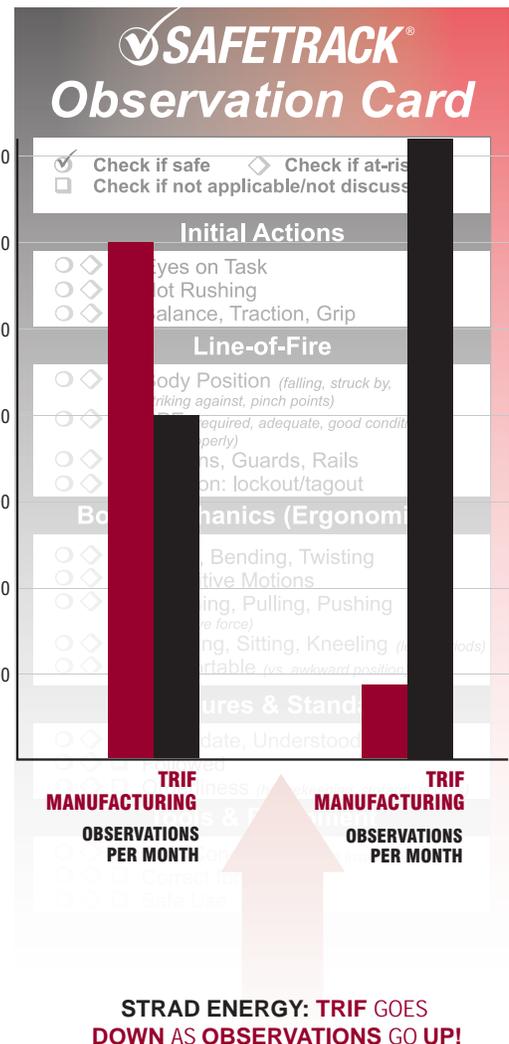
## VIKING'S TOTAL INJURY RATE BEFORE AND AFTER IMPLEMENTING SAFESTART



## Strad Energy Services

"SafeTrack has been especially effective in Strad's manufacturing operations, helping drive down their TRIF by an impressive 87%. But it's more than numbers. Talking with peers about safety is "a chance to save lives."

Shane Hopkie, COO



## Documenting our clients' success with case studies.

Our clients work very hard to improve safety at their company. So whenever possible, we like to showcase and commend their dedication and efforts with a formal case study so that others can learn from their experience with SafeStart.





## Making Forging History as One of America's Safest Companies

You don't become one of America's Safest Companies overnight. So when Scot Forge was named one of 2014's safest workplaces, it was well-earned recognition of the company's years of dedication to improving their safety record.

Exceeding compliance, steeped in culture, engaged in safety, Scot Forge tied all of the required components together with SafeStart to form a safety program that stands out as much as the tartan fabric they pride themselves on. But it wasn't always this way.

With 1.3 million square feet of manufacturing space across 3 Scot Forge facilities and 2 joint ventures, Scot Forge employs over 600 people and manufactures open-die and rolled ring forgings in ferrous and non-ferrous materials for military submarines, nuclear facilities, and massive civil engineering projects like moveable bridges. And in 2010, a time when Scot Forge was experiencing frequent injuries resulting from a lack of situational awareness, the company decided to add Safestart as a tool to boost safety awareness.

Little did the employees know that four years after adopting SafeStart, Scot Forge would become the first forging facility to be named one of America's safest companies by EHS Today Magazine. Along with 18 other businesses in other industries, Scot Forge was presented with the prestigious award from EHS Today which honors companies that "provide a safe working environment for thousands of employees and serve as a point of reference for companies hoping to achieve world-class safety status."

So what did the employees of Scot Forge do to deserve this award? It starts with a decrease in TIR from 5.0 in 2010 to a rate of 1.3 in 2014. That's a 73% reduction since SafeStart was implemented. The company ships over 250 million pounds of forged material annually, and in such a complicated and hazardous operation achieving a reduction of that magnitude is impressive.

And the safety accolades don't stop there. Scot Forge has also had an enviable number of injury-free months, enabled employees to conduct

**EHS Today's**  
**America's**  
**SAFEST**  
**COMPANIES**

a stunning volume of safety observations and has benefited from significant financial savings.

As you'll see, Scot Forge truly deserves their spot on the list of America's Safest Companies—and it's an award they earned through vision, focus, dedication to the SafeStart process and years of hard work.



[www.scotforge.com](http://www.scotforge.com)  
Phone: 800-435-6621

When Scot Forge was founded in Chicago in 1893 it was a small hammershop, and over the years it has transformed into an international forging giant. Despite a century of change, Scot Forge has remained a leader in the forging industry, in large part due to their status as a 100% employee-owned company... so it's no surprise that its employees feel a sense of ownership over their work.

When it comes to safety, the company spent years eliminating and controlling hazards and developing sound safety systems, but was still searching for ways to further improve personal accountability for safety among its employee-owners.

A team of 18 employees took responsibility for implementing SafeStart in order to improve awareness of potential sources of injury. They believed that a program delivered by trained peers would have a powerful impact on all employees. And they were right.

Originally planned as a pilot implementation, the initial training session provided such overwhelmingly positive feedback that plans for a company-wide SafeStart rollout were put into action. In just 8 short months, Scot Forge trained over 600 employees at 3 sites and across 3 shifts.

SafeStart quickly became a powerful presence at Scot Forge and finding ways to incorporate it into daily operations became a routine activity. Soon after, SafeStart was integrated into the company's Behavior Based Safety (BBS) process and maintenance work orders. Constant reminders of SafeStart concepts were also posted in conspicuous locations throughout the workplace.

Conversations are an incredibly effective way to keep safety at the forefront of everyone's mind and, in order to increase situational awareness, Scot Forge knew it needed to give its employees the necessary skills to conduct regular safety conversations and observations.

With SafeStart, Scot Forge employees:

- share a common language
- have a judgment-free way to comment on unsafe behavior
- are empowered to initiate safety observations
- are more comfortable having regular chats about safety

In other words, the program provided employees with the tools to have more effective conversations—and to have a lot more of them too.

Since September 2012, Scot Forge employees have conducted over 40,000 observations that reinforce SafeStart principles. That's 68 conversations a day that seek to eliminate close calls and injuries. It also builds a remarkable safety culture in which workers know their peers are looking out for them and that everyone can initiate a frank conversation about behavior in (and out) of the workplace.

The change in the employees' attitude and behavior is clear. John McGillivray, Safety and Environmental Manager at Scot Forge, states, "I can't tell you how many times someone comes into my office and says, 'I was about to do something this past weekend, and I thought of SafeStart and I didn't do it/I changed how I was going to do it.'"



### How Many Months Without Injuries?!

One of the ways Scot Forge tracks injuries is by calendar months. Going a full month without a recordable injury is a notable safety achievement, and every month in which someone gets hurt is a sign that there's still more safety work to do.

In the 54 months before SafeStart, February 2006 to July 2010, there was only 1 injury-free month at Scot Forge—which is less than 2% of the time.

In the following 54 months since SafeStart was implemented, August 2010 to January 2015, the company celebrated 16 calendar months without any injuries, a rate of nearly 30%. That's a 1500% increase in the number of injury-free months.

And at the moment, 75% of the company's production departments have worked over a year without a recordable injury. One major

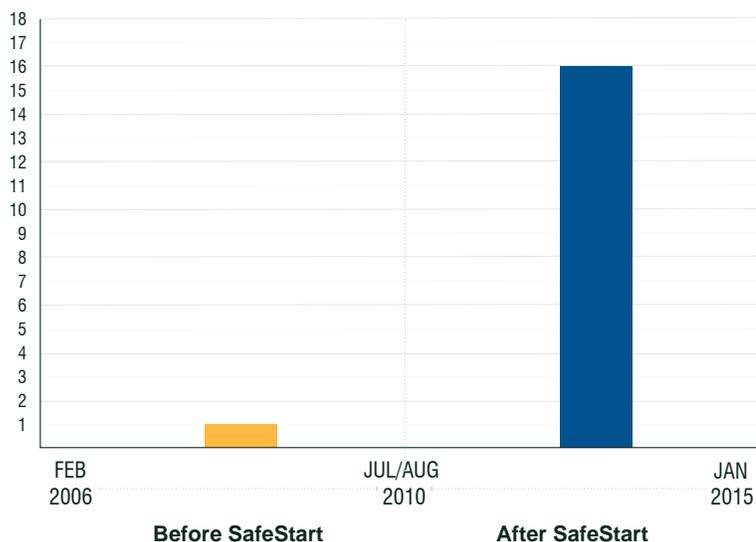
success factor is that Scot Forge has integrated the SafeStart process everywhere, from the shop floor to the administrative offices, and SafeStart is as common as the company's tartan plaid. Every employee relies on their SafeStart knowledge and skills to monitor and adjust their own actions and decisions while also using their increased safety awareness to look out for others.

Even temporary workers are included in the observation/feedback process. One of the company's plants is undergoing three major expansions and it's been noted that Scot Forge employees have been significantly more conscious of the contractors' work habits. With a shared understanding that it's in everyone's best interest to speak up about safety concerns, Scot Forge employees quickly bring contractors into the fold whenever they notice unsafe behavior.

This is just one of numerous signs that workers are using SafeStart to heighten their awareness of safety, not only for themselves but to protect others too.

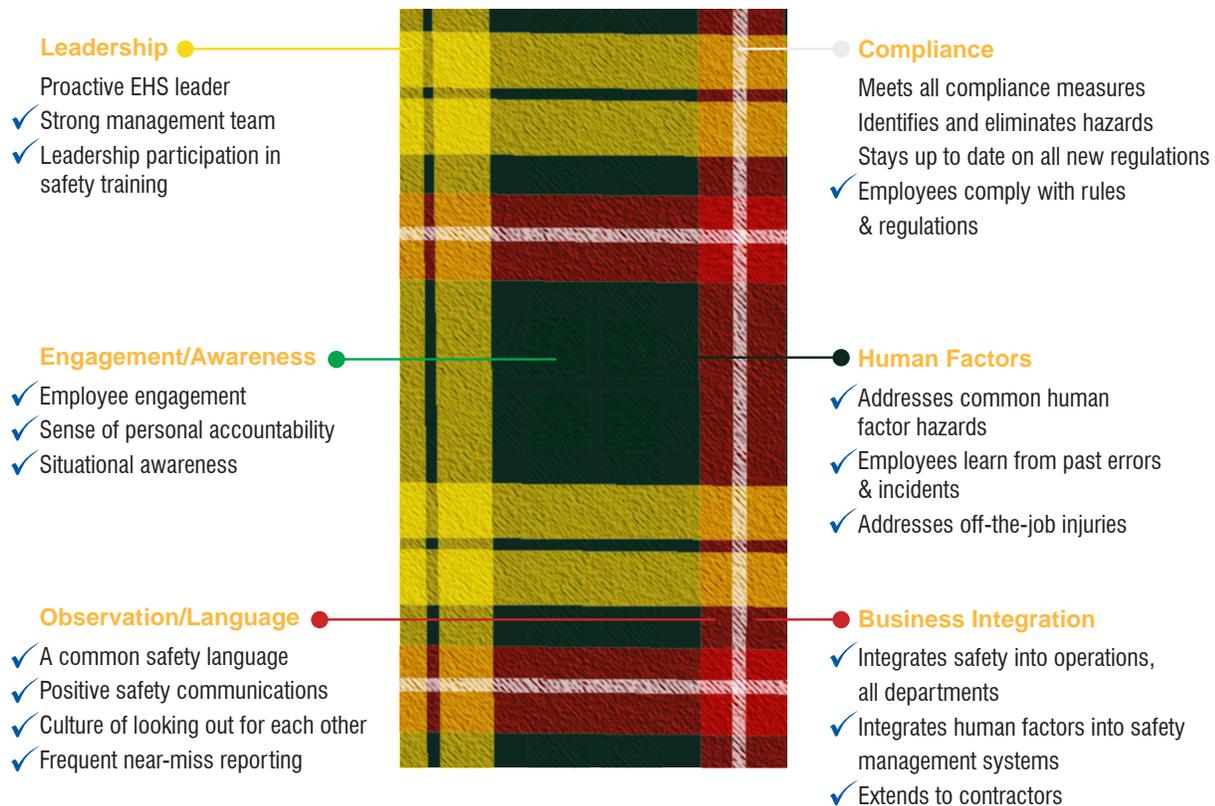
In addition to seeing reminders of SafeStart throughout the workplace, Scot Forge's upper management has been a constant source of support for the ongoing improvements in safety and continue to stress the importance of finding ways to keep SafeStart part of every employee's daily lives... both on and off the job.

Scot Forge: Injury-Free Months Comparison



## The Fabric of Safety

Exceptional safety is the result of a well-rounded system. With SafeStart, Scot Forge is able to weave the different elements of safety together in a tight-knit safety program. Here are the major components that make up the safety fabric at Scot Forge—and can be found in every successful company safety program.



✓ Every blue checkmark denotes an element of corporate safety culture that SafeStart is designed to improve. As you can see, a lot has gone into developing Scot Forge's truly exemplary safety program—and with strong leadership at the top, SafeStart was able to help Scot Forge transform its safety culture into something truly remarkable.



268005



Repair Order

Page 1

Work Order Description		Unit Number		Equipment Description	
REBUILT DIE LOCKS		6P0020		PRESS SMS 3000 TON	
Order Date	Order Time	WO print date	Service Provider	Plan Date	Requested Date
12/17/14	04:06:00		944		
Originator		Assigned To 1		Assigned To 2	
BUENO, ROGELIO		BUENO, ROGELIO			

**SAFETY HAZARD REDUCTION**

PRIOR TO PERFORMING THE TASK(S) AS LISTED ON THIS WORK ORDER/PM, IDENTIFY ALL POSSIBLE HAZARDS RELATED TO THE TASK THAT COULD BECOME A POTENTIAL INCIDENT. USE THE SAFESTART GUIDELINES TO HELP TO IDENTIFY THE RISKS.

- 1)
- 2)
- 3)
- 4)
- 5)

IDENTIFY THE METHODS TO BE USED TO REDUCE AND/OR ELIMINATE THE HAZARDS LISTED ABOVE:

- 1)
- 2)
- 3)
- 4)
- 5)

WORK COMPLETED SIGN-OFF \_\_\_\_\_

**SafeStart quickly became a powerful presence at Scot Forge and finding ways to integrate it into daily operations became a routine activity.**



## The Price of Safety

Every success has its price, and becoming one of America's Safest Companies has required a great deal of effort from everyone at Scot Forge. But 4 years after implementing the SafeStart process, the company is reaping unanticipated benefits from the new safety program.

When you compare the number of injuries in the four years prior to SafeStart to the injury rate after the program was rolled out and multiply that with the average cost of an injury at Scot Forge, the company estimates that "beyond the avoidance of harm to our employees, the financial savings from avoiding medical costs and settlements is valued at \$868,000."

That's an average medical and administrative savings of \$217,000 per year. And this doesn't even account for the added value of avoiding injury-related production slowdowns, the cost of replacing a skilled employee with a less-experienced stand-in, or the difference in workers' compensation rates.

Huge decreases in injuries coupled with significant financial savings are just two of the reasons that led EHS Today to recognize the company as a national leader in safety; Scot Forge is a clear demonstration of how SafeStart can transform a company's safety performance.

Overall, the company believes SafeStart has demonstrated that it is a phenomenal tool to build a higher level of employee engagement and reach the high-hanging fruit that is left when a company has achieved compliance and eliminated blatant physical hazards. McGillivray puts it simply, "[Safestart] is one of the best tools I have found to create a culture that drives towards achieving zero incidents."

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

**SafeStart**, a division of Electrolab Limited  
335 University Avenue, Belleville, ON K8N 5A5  
Toll Free: (800) 267-7482 Fax: (613) 962-0284

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# ADDITIONAL CASE STUDIES

View our other case studies covering several types of workplaces and industries at [safestart.com](http://safestart.com).

**SAFESTART**  
SUCCESS STORY

**VECTOR CONSTRUCTION**

**SAFESTART**  
SUCCESS STORY

**SCOT FORGE**

**SAFESTART**  
SUCCESS STORY

**PROCTER & GAMBLE**

**Improving safety in a world-class organization requires a personal touch.**

**P&G**

**P&G Corporate Commitment**  
(from [www.pg.com](http://www.pg.com))

P&G brands serve about 4.4 billion of the nearly 7 billion people on the planet today. Before P&G can serve the world's remaining consumers profitably, they can reach them altruistically. P&G can improve their lives in ways that enable them to thrive, to increase their quality of living and, over time, to join the population of consumers they serve with P&G brands. Through P&G's overall *Live, Learn & Thrive™* cause program, initiatives such as *Children's Safe Drinking Water* and *Pampers 1 Pack = 1 Vaccine* are examples of how P&G is improving the lives of millions of people every day.

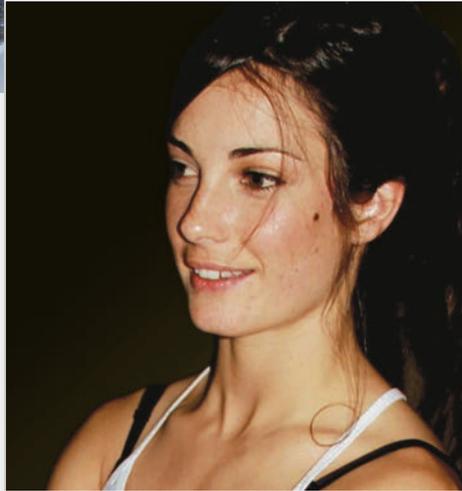
A shared purpose attracts and unites an extraordinary group of people from around the world—the most diverse workforce in P&G history. Together, they represent around 145 nationalities. P&G's recruiting and development philosophy to “build from within” fosters a strong culture of trust and shared experiences. Diversity, shared culture and unified purpose are the defining elements that enable P&G to touch lives and improve life every day.

Even with the weight of this corporate commitment, P&G maintains the resolve that “nothing we do is worth getting hurt” and continuously seeks safety improvements as the only acceptable standard. 24/7 personal safety and SafeStart have become a significant part of this commitment.

## SafeStart stories; the true measure of success.

Seeing graphs of reduced injuries and worker's compensation costs is important, but the most rewarding results we get are the personal stories we receive from clients and employees telling us how SafeStart has kept them or their families safe.

In fact, there are 7 billion people on the planet, and every one has a SafeStart story. Everyone has experienced injuries when one or more of the four states—rushing, frustration, fatigue or complacency—caused us to make one or more of the four critical errors—eyes not on task, mind not on task, being in or moving into the line-of-fire or losing your balance, traction or grip. You have a SafeStart story, your employees have them too, even elite athletes, kids, and executives have a SafeStart story—sometimes they're funny or embarrassing stories, sometimes we get hurt and sometimes we're lucky to be alive. Fortunately, after learning SafeStart, much more often the stories are only theoretical—what could have happened had we not used the Critical Error Reduction Techniques to keep the story from unfolding into a critical error or injury.



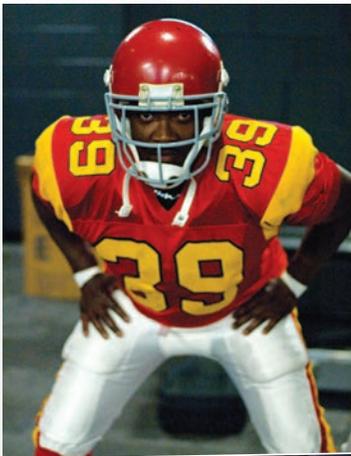
## EMMA WHITMAN

### Competitive Freestyle Skier

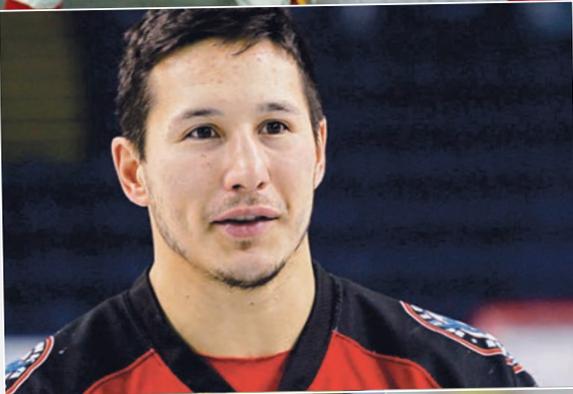
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Injury is the most performance-impairing condition that every athlete will at one point in their career have to overcome. **First of all, SafeStart taught me how to avoid injury, insuring that I don't miss career-enhancing opportunities.** Injury is not only physically impairing but also immensely mentally impairing. The fear of injury can be the most stifling setback in sport and affects even the most successful athletes. The SafeStart program instills in athletes the ability to categorize and overcome fear in order to perform with the most confidence. **SafeStart didn't just teach me how to be safe, it helped train my mind to be strong and clear.** I fully embraced the program, and it has become second nature to me. When I compete, I compete with an uncanny amount of confidence. SafeStart taught me the most optimal competitive traits. If you are in your strongest mental competitive state you are not rushing, frustrated, fatigued or complacent; you aren't in the line-of-fire, you won't lose balance, traction or grip, and most importantly your eyes and mind are on task. **Because of that, I consider this program to be one of the most valuable aspects of my training program.**

# RESULTS



Everyone has a SafeStart story. You, your employees and even elite athletes, students and executives around the world. Watch some of these SafeStart stories on our website.



From top to bottom

Kimble Anders  
Fullback

Jordin Tootoo  
Professional Hockey Player

Peter Lawlor  
Dean of Trades

Chad Moeller  
Former Professional Baseball  
Player



# WHAT'S YOUR SAFESTART STORY?

## Here is a story from Bill Tillinghast - Process & Facilities Engineering

As a recent graduate of SafeStart training, I'll have to admit it has made me a little more cautious about everything I do. Today, that training may have really paid off for me.

At my house, I decided to transplant a large plant from a 10 gallon container to a flower bed. The plant had been outdoors for about a year and had become root bound. I was preparing to grip the lower branches to pull the plant out of the container. Because the leaves obscured my view of where I was going to put my hands, I actually thought to myself "I better look first and make sure there is not a snake or something else there." To my great surprise, there was a rattlesnake wrapped around the lower branches where I was about to put my right hand. I think the snake was surprised to see me, too. I dismissed the snake to meet his Maker and continued to transplant the plant. When I got the plant out of the container, I found an old larger snake skin in the container. I really think the SafeStart training saved me from a serious snake bite.

Thanks for the training.

 **SAFESTART**<sup>®</sup>

**These four states...**

- Rushing
- Frustration
- Fatigue
- Complacency**

**can cause or contribute to these critical errors...**

- Eyes not on Task**
- Mind not on Task
- Line-of-Fire**
- Balance/Traction/Grip

**...which increase the risk of injury.**

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 **SAFESTART**<sup>®</sup>

**Critical Error Reduction Techniques (CERT)**

- 1. Self-trigger on the state (or amount of hazardous energy) so you don't make a critical error.**
- 2. Analyze close calls and small errors (to prevent agonizing over big ones).**
- 3. Look at others for the patterns that increase the risk of injury.**
- 4. Work on habits.**



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# RESULTS

## *Halsey Mill Takes SafeStart® to High School Students*

Tim Holly, converting training coordinator, experienced a difference in his family after introducing his teenagers to SafeStart's principles. He suggested to the SafeStart team that it would be nice to take the training to local high schools to introduce more young people to the concepts. A perfect storm occurred when Kathy Walters, executive vice president—Global Consumer Products, visited the mill in September and she also mentioned that high school students would benefit from the program.

After Walter's visit, Holly approached management about the idea. When SafeStart gave permission to Georgia-Pacific and GP approved the donation of employee time, a pilot program was initiated with shop students in a year-long construction class at Sweet Home High School.

"They're mostly juniors and seniors—kids getting ready to go into the workforce—so we thought it might give them some added value, some safety training they could use not only in shop class, but at home," said Holly. "It could also help them get jobs."

Dustin Nichol, the shop teacher at Sweet Home High School, said he was interested in the SafeStart program because he wants to expose his students to "real life" as much as he possibly can. "If these kids can put on a resume that they've got their first aid and CPR class taken care of and that they've gone through a formal safety training from a reputable organization, that's preparing them better to go into the workforce," he said. "It also gives them a better idea about what businesses are looking for and what employer expectations are."

Seventeen boys and one girl attended the first training session, which was held Nov. 17 at the mill. Employees taught the students two full units of SafeStart and also took them on a tour of the mill.

"The kids loved it," said Nichol about the tour. "It was an eye opener for them." In addition to receiving valuable safety training, he said it was useful for the students to see all the various types of equipment and gain exposure to the types of jobs that are available in a mill.

Keenan Martin, a junior who attended the class and the tour and plans to go to college to study industrial engineering, said he enjoyed the training and is already applying some of the things he has learned.

"I work on a ranch, and usually when I'm out there I don't really pay attention to where I am—I usually just go in there and do what needs to get done and get out," he said. "But now, when I'm working around the equipment and repairing it, I really take notice of where I'm at and the positions I'm in. I look out for my safety a lot more than I used to."

Nichol said he has noticed a difference in his students. “When the kids come in here and I get on them about wearing safety glasses and personal protective equipment, there’s not so much lip coming back,” he said.

“It made an indelible impression upon them, because they’re remembering it. They hold each other—and me—accountable in a joking manner.”

Martin shared an example of how he has applied SafeStart at home: “I was outside with my dad helping put up Christmas lights. He had set a ladder down and it was really wobbly. He was getting ready to go up on it, and I told him he should probably choose a different spot because, if the ladder fell, he could get hurt. Before the SafeStart class, I probably wouldn’t have even thought about it. I probably would have been climbing up the ladder with him.”

Three more units will be taught in the classroom at the high school during the first three months of 2010. After the pilot program is complete, the mill will review the results and make a decision about whether to take it to other schools. “First, we want to evaluate the pilot program to see what kind of value it brings,” said Holly.

Nichol is grateful to GP for initiating the pilot program. “If more industrial companies such as GP would reach out to the young people and get into the classroom, it would be a big boost to the kids,” he said. “Even if the kids don’t appreciate it now, they will later on. The more real life experiences these kids can get when they’re in high school, the better prepared they’re going to be to understand and cope with life after they get out of school.”

John Marker, who is also a junior who plans to go to college to study for a career in industrial engineering, said he enjoyed the tour and the class, too.

“I’m looking forward to taking the rest of the class,” he said.



# RESULTS

**From:** arlyons

**Sent:** Thursday, March 18, 2010 5:18 PM

**To:** Perry Morris

**Subject:** SafeStart @ Pontiac IL. Caterpillar

I just wanted to fill you in on our results of our Unit 2 SafeStart classes. We just completed our first week of training. I am amazed at how well people welcomed the program. Just to refresh your memory, I am the 28 year veteran that works on the shop floor. I have never worked with power point before this, but I learned quickly. I put our presentation together, splicing videos together, adding my voice to the Terry Tate video, etc. The whole program ROCKED!!! Everyone seemed very happy with it.

The encouragement you guys gave hit me hard. I let our people have the same dose and got a lot of laughs and compliments. I've had people come up to me, who I rarely had conversations with, telling me what a good program it was and giving their own ideas of how to keep things going. This is what I'm most proud of; my toughest employee was laughing and raising his hand, telling everyone his own personal stories. That is success to me!

I was having a great time, getting the results I hoped for.

Thanks for the confidence.....Sincerely Rick Lyons

-----Next Message-----

Subject SafeStart Workshop in Chicago

Date: Thu, 20 Oct 2005 15:31:00 -0400

From: "Voelzke, Jeannette"

To: Don Wilson

Hi, Don.

Just a quick note with a comment and a favor.

First - I attended both sessions (18th and 19th) and believe they were very beneficial for the role I will be playing in re-introducing our folks to your program.

SafeStart has been in place here for about 3 years. We are going to reintroduce it to the work force to re-energize the program and hopefully keep it fresh thereafter. It has been working quite successfully here at Marsulex - we've gone 3 years without an OSHA recordable.

Second - I was wondering if you would be willing to send me a disk copy of the material you showed during our lunch break. You know, it was a series of pictures and/or video clips of unsafe acts or positions. Some, if not all, included a snapshot at the end of the clip of the states and critical errors that caused or contributed to the incident.

I will be rolling out the program on the 27th. I thought the clips were a great addition to the program, and I think our folks will, too.

Thanks in advance for your help.

Jeannette Voelzke

## **A “SafeStart” to the New Year: Denver P&DC gets jumpstart on accident reduction**

Denver Mail Processing Center and Denver MP Annex employees reduced their work accidents by 28% in 2004 - that’s on top of a 46% reduction in 2003 - and they show no signs of slowing this year. So far in FY05, they have seen a 26% reduction in accidents.



From left, Denver P&DC Maintenance Technician Kevin Hempstead, Distribution Clerk Pat Smith and Mail Handler Fran Moreno are SafeStart trained employees.

So what’s the secret? You might say they have gotten off to a fresh start with SafeStart, a unique employee safety awareness training program which began in 2003. All 2,500 Denver mail processing employees at the two mail processing sites have received SafeStart training.

SafeStart teaches employees how to recognize and limit the risk for injury. The program emphasizes being aware of simple risk factors like rushing, frustration, fatigue and complacency. SafeStart reminds employees to be responsible and to “keep their eyes on the task at hand”.

Denver P&DC Tour 2 Distribution Clerk, Pat Smith, uses her training all the time “...even outside of work. SafeStart teaches you to be alert, to focus and to look out for the little things. It’s saved my life a couple times while driving.”

# CONFERENCE SPEAKERS

## Dynamic Conference Speakers.

Several of our consultants are regular speakers at health and safety conferences and corporate safety events. Their dynamic and motivational approach to safety entertains and educates employees, safety professionals and executives in all types of forums.

For booking information please contact Ruth Steeves at (905)467-4432 or [ruth.s@safestart.com](mailto:ruth.s@safestart.com).



National Safety Council  
**CONGRESS & EXPO**

February 22, 2011

Larry Wilson  
Vice President  
SafeStart  
335 University Ave  
Belleville, Ontario K8N 5A5

Dear Larry,

On behalf of the National Safety Council and the association's membership, I want to thank you for your presentation at our 2010 Congress & Expo last October. Your presentation was highly regarded among the attendees. Our attendees found your presentation to be extremely thorough as well as a valuable tool in complacency. You were our key speaker in regards to being informative, captivating, and making sure our attendees were able to take back practices that will benefit them in their everyday jobs.

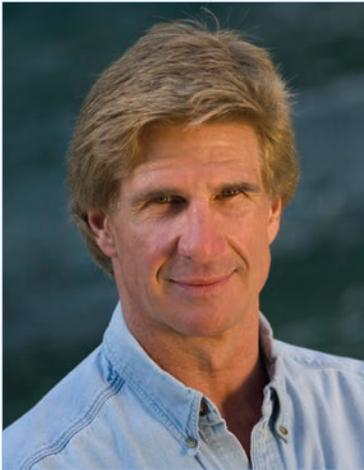
We hope that you enjoyed our conference and will be available to attend and update our membership in the future.

Once again thank you for your thoughtful insight and update on safety in the workplace.

Sincerely,



Hilda Koskiewicz  
Conference Planner



Larry Wilson has been a behavior based safety consultant for over 25 years. He has worked with over 500 companies in Canada, the United States, Mexico, South America, the Pacific Rim and Europe. He is also the author of SafeStart, an advanced safety awareness program currently being used by over 3,000,000 people in 60 countries worldwide.

National Safety Council • 1121 Spring Lake Drive • Itasca, IL 60143-3201 • Phone: 630.285.1121 • Fax: 630.285.0798 • nsc.org • congress.nsc.org

**SAVE THE DATE**

2010 • San Diego, CA  
Congress: October 3-8 • Expo: October 4-6

2011 • Philadelphia, PA  
Congress: October 30 – November 4 • Expo: October 31 – November 2

2012 • Orlando, FL  
Congress: October 21-26 • Expo: October 22-24

# CONFERENCE SPEAKERS

From: ddaeffler  
 To: Larry Wilson  
 Sent: Apr 1, 2009 12:55 PM  
 Subject: Traffic stuff

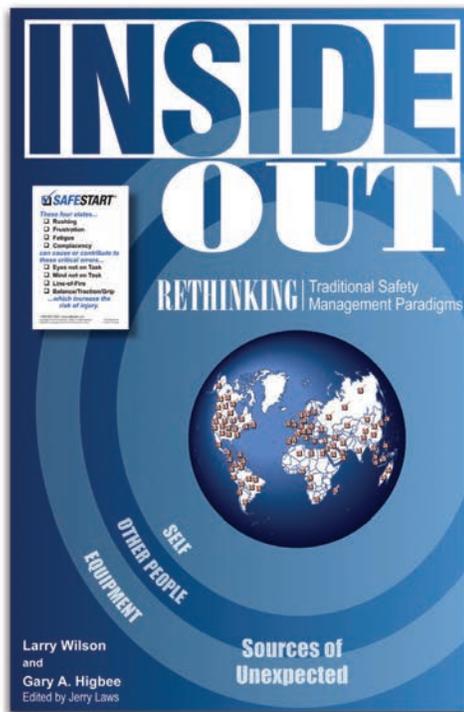
Larry,

I really enjoyed the 2 days in Chicago. I "do safety" here, or so I thought. I don't do anything as well as you guys and gals do. The way that SafeStart helps people is much better than what we do around here. I could really get into this. I am going to try to sign on all of our Parker plants so I can help teach the program, this stuff is real.

Anyhow, the real reason for the email is this excerpt from Richard Hawk's Safety Stuff. I thought of you and will use some of these stats when I talk about driving. You can have your staff dig into this (I recommend Amy Hutchinson because she is so helpful to us) to get the source data.

Enjoy,

Douglas S. Daeffler CPE, REM, CPMM  
 EHS Coordinator  
 Parker Hannifin Corp  
 Parker Aerospace  
 Gas Turbine Fuel Systems Division  
 124 Columbia Street Clyde, NY 14433-1049



**Inside Out: Rethinking Traditional Safety Management Paradigms**  
 Co-authored by Larry Wilson and Gary A. Higbee

## GOVERNOR'S PACIFIC RIM Safety & Health Conference May 7, 2014

Overall evaluation for speaker session.	Excellent-----Poor				
	1	2	3	4	5
<b>Session Content</b>					
How successful was the session in meeting the objectives in the description?	10	2	1		
How would you rate the course organization?	10	3			
	Yes	No			
Should a session on this subject be sponsored at future Pac Rims?	13				
<b>Relevance</b>					
Rate your level of expertise in this subject (prior to this course)	7	3	4		
Rate your overall degree of satisfaction with this session	10	2	1		
Rate the contribution of this session to your overall knowledge of the subject	8	4	1		
<b>Facilities</b>					
Rate the session's facilities (room)	11	1	1		
<b>Speaker Evaluation</b>					
Technical knowledge	10	1			
Preparation/Organization	11	2			
Speaking Ability	11	2			
Audiovisuals & Handouts	10	3			
Willingness to answer questions	12	1			
<b>Total Evaluations = 13</b>					

Larry kept everyone participating and interested because his back-to-basic theory makes sense.

When I was delivering the program, many people reacted positively to the video. They remembered making the same mistakes either at work or at home.

The critical errors are being used to point out possible incidents, which is positive.

The program is about getting back to basics and I feel it was working after the first unit.

**Gerry Tripp - Markham Hydro Distribution**

Larry was an excellent speaker—glad I went—like SafeStart as it is a simple, straightforward, concise format with lots of real life examples—really like the fact that employees could self monitor themselves with very little leadership from supervisors other than the initial training and being a resource person.

**Norm Huth - Metro Toronto & Region**



The SafeStart program takes the best of behavior based safety and puts things in layman's terms. It speaks to the employees at their level with scenarios that they understand. Larry has a gift for understanding where the worker is coming from. He is very good at that.

**Risk Management - Class 1 Railroad**

The class was a good size, not too large. It was well laid out, easy to see visual aids. The format was easy to follow. Good written material which was easy to absorb.

Larry did a good job keeping the course interesting. He had a good tone of voice, was easy to hear, and created good group involvement.

**Tom Wright - CGC**

*“As one of our keynote speakers Mr. Wilson’s presentation was energetic and thought provoking.”*

— Jay Jamali, Enviro Safetech

# CONFERENCE SPEAKERS



Larry Wilson

February 17, 2008

**SENT VIA E-MAIL**

**Re.: HRPAA's 2008 Annual Conference & Exposition**

Dear Larry:

On behalf of HRPAA, I would like to take this opportunity in thanking you for your attendance and speaking engagement at the 2008 Annual Conference.

Your presentations on "Reducing Human Error - Efficiently" was an insightful and eye opening seminar that was very valuable to the Human Resources Community.

Session(s) such as yours, allows for Human Resources professionals to develop a heightened awareness level within the profession and receive valuable take-home information that can be applied in their respective environments.

Having a high caliber safety professional speak at our conference was certainly a value-add for HR professionals that are often hold responsibility for safety initiatives.

Once again, thank you for speaking at our conference. I hope you had an enjoyable experience and would be interested in speaking again for HRPAA in the future!

It was a true pleasure meeting you and hearing you deliver a fantastic presentation. I wish you great success in your future endeavors.

Yours very truly,

**H.R.P.A.O.**

Loralie Prinzen, CHRP  
Annual Programs Committee Volunteer

## 2013 CHC SAFETY QUALITY SUMMIT - SESSION FEEDBACK FORM

### Executive Session

*with Larry Wilson*



#### Topics and Discussions:

*Please rate the following on a scale of 1-5 (with 5 being strongly agree)*

- The subject was of value
- Presenter was knowledgeable
- The presenter answered questions effectively
- The material was presented in a clear and organized manner
- Presentation design was easy to read
- Examples were useful

	5	4	3	2	1
The subject was of value	77%	23%			
Presenter was knowledgeable	93%	6%			
The presenter answered questions effectively	39%	35%			3%
The material was presented in a clear and organized manner	74%	26%	3%		
Presentation design was easy to read	69%	29%	3%		
Examples were useful	87%	13%			

#### Personal Value:

*Please rate the following on a scale of 1-5 (with 5 being strongly agree)*

- I gained new knowledge and insights
- What I learned in this session will help me improve my workplace
- I am satisfied with the opportunity I had to participate
- I would recommend this session to a colleague

	5	4	3	2	1
I gained new knowledge and insights	58%	32%	10%		
What I learned in this session will help me improve my workplace	45%	35%	19%		
I am satisfied with the opportunity I had to participate	68%	13%			
I would recommend this session to a colleague	Yes	100%	No		

#### Organization & Coordination:

*Please rate the following on a scale of 1-5 (with 5 being strongly agree)*

- The session was well organized and coordinated
- The room layout was comfortable and conducive to learning
- The length of the session was appropriate

	5	4	3	2	1
The session was well organized and coordinated	84%	16%			
The room layout was comfortable and conducive to learning	77%	16%	3%		
The length of the session was appropriate	74%	19%	3%	3%	

### COMMENTS FROM PARTICIPANTS

- “This was an absolutely timely and valuable presentation—Great job Larry—Great job CHC”
- “Nice Job.”
- “Well done!”
- “Great session!”

# CONFERENCE SPEAKERS



Making Safety & Health  
a way of life

Monday, April 02, 2007

Mr. Larry Wilson  
Electrolab Training Services  
P.O. Box 320  
Belleville, Ontario K8N 5A5

Dear Larry:

Thank you for taking part in the Nova Scotia Safety Council's 25th Annual Conference. The Council deeply appreciates your investment of time and careful preparation for your session.

Your session was well received. Some delegate comments are listed below. The numbers in brackets indicate the number of times a similar comment was made.

110 Chain Lake Drive  
Unit 3F Vantage Point 3  
Halifax, Nova Scotia  
B3S 1A9

phone: (902) 454-9621  
fax: (902) 454-6027  
e-mail: [nssc@nssafety.ns.ca](mailto:nssc@nssafety.ns.ca)  
website: [www.nssafety.ns.ca](http://www.nssafety.ns.ca)

Registered to ISO9001:2000

This is great! Knowledgeable and a very good speaker.  
Session ran over. Found it a bit long. No opportunity to ask questions.(3)  
Great speaker. Very interesting and entertaining presentation. (8)  
Very good, as he presented some things that were funny. Also asked questions that people could relate to in our own lives.(3)  
Very well done, Larry. One of the best presentations ever. Very interesting and much appreciated.  
Video clips were great but not sure they drove home the point. Nothing fresh about the content, but fantastic delivery.  
This guy is always good! Entertaining and thought provoking! (2)  
Very dynamic speaker!  
Excellent speaker. Should invite back.(6)  
Awesome!  
Not enough handouts on table.(2)  
Fantastic seminar! Thank you!  
As always. Uplifting and interesting!(3)  
This speaker is personable, interesting, amusing and very informative. All information was presented in an amusing, anecdotal manner which kept the attendees in this session aware, alert and extremely interested. And yes, I would like to hear and interact with the speaker again. (3)  
Larry was informative and it hit close to home.

We hope that presenting at our conference was a pleasant and worthwhile experience. Please keep in touch with the Safety Council, and thank you again for sharing your knowledge with our delegates.

Sincerely,

A handwritten signature in cursive script that reads "Arminta Kennedy".

Arminta Kennedy  
Manager of Projects and Public Safety

## Enviro Safetech

*Your SAFETY is Our Business*

2160-B Oakland Road, San Jose, CA 95131  
tel: (408) 943-9090 fax: (408) 943-9292  
web: [www.envirosafetech.com](http://www.envirosafetech.com)



February 7, 2011

Ruth Steeves  
SafeStart-SafeTrack,  
335 University Ave.  
Belleville, Ontario

Dear Ms. Steeves:

I would like to thank your organization for having Mr. Larry Wilson present at the American Society of Safety Engineers (ASSE) Greater San Jose chapter Professional Development Conference (PDC) in Monterey, California.

As one of our keynote speakers Mr. Wilson's presentation was energetic and thought provoking. As the PDC chair I received a lot of positive feedback on Larry's presentation on Stop chasing ghosts. FYI I have recommended Mr. Wilson as a speaker for our next PDC to the new PDC chair.

Sincerely,

Jay Jamali, CSP, CHMM, CHCM  
Environmental Health and Safety Director

# CONFERENCE SPEAKERS

-----Original Message-----

From: Debbie DeNapoli <DDENAPOLI@beaumont.edu>  
Date: Wed, 24 Apr 2013 17:48:15 +0000  
To: don@safestart.com<don@safestart.com>  
Subject: Presentation from Michigan Safety Conference

Good Afternoon Don,

It was so nice to meet you at the Michigan Safety Conference in Grand Rapids, MI and share a table with you at the President's Award and Scholarship Reception. You indicated that I could email you for a copy of your presentation "Complacency: The Silent Killer" so here's my email with my request.

As one of the past presidents of the Michigan Safety Conference, I'd like to personally thank you for your dynamic delivery which kept our audience alert and engaged! I look forward to reviewing your presentation again. All the best~

Best Regards,  
Debbie DeNapoli, CHSP  
Hospital Safety Officer & Safety Director  
Beaumont Health System-Royal Oak



Don Wilson is part of the ownership group and Vice President of the SafeStart safety training and consulting division of Electrolab Training Systems.

Don is a frequent presenter at corporate health and safety meetings, as well as at NSC, ASSE and VPPPA conferences at both the national and local level. He has also taught classes on various subjects at safety schools and organizations across North America and in many other countries around the world.

Don is passionate about promoting literacy and safety education among future generations. He donates all of his speaking fees to Room to Read, a charity that fosters literacy for school children in Africa and Asia, and to the ASSE Scholarship fund, which is intended for students majoring in occupational health, safety and environment. To date, Don has contributed over \$42,000 to Room to Read and another \$5,000 to the ASSE Scholarship Fund.

Don's working background includes over 25 years of experience in instructional design, vocational education, e-learning, industrial education and health and safety training.

Don Wilson has worked with safety professionals from single site operations to large multinational companies to help them champion new programs, demonstrate success, and achieve positive ROI for their safety initiatives.



[www.roomtoread.org](http://www.roomtoread.org)



[www.asse.org/foundation](http://www.asse.org/foundation)

# ASSE PDC California Chapter Leadership for Today's Problems

Downey, CA

April 29, 2015

Speaker: Don Wilson

Speaker & Content Questions				
How would you rate the speaker's presentation skills and interaction with the audience?				
Excellent	Very Good	Average	Below Average	Poor
82%	18%	0%	0%	0%
How would you rate the speaker's knowledge of the topic presented?				
Excellent	Very Good	Average	Below Average	Poor
85%	15%	0%	0%	0%
How would you rate the value of the session to you personally & professionally?				
Excellent	Very Good	Average	Below Average	Poor
72%	28%	0%	0%	0%
Final Recommendation Question				
I would recommend this session to other organizations.				
Yes	No			
100%	0%			

## Attendee Comments

Interactive and well-engaged.  
Great job Don!  
Great and interactive speaker.  
Very interesting and riveting, wonderful.  
Great energy, very knowledgeable. Thank you for your time.  
It was great!  
Very informative.  
I was able to relate subject to personal experiences.  
Thank you.  
I love it.  
Great presentation.  
Really awesome, really simple.  
Very useful topic and information.  
Excellent.

\*Session data from April 29<sup>th</sup> surveys.

# 100%

of attendees would recommend  
this session to other safety  
organizations

To whom it may concern,

As a member of the Metals Committee for the Ohio Bureau of Worker's Compensation Safety Congress for the last four years, I have had the honor and pleasure of working with Don Wilson, Vice President of SafeStart /Electrolab Training Systems. Mr. Wilson was selected as one of our presenters on the topic of world class safety, two years in a row.

As a leader in the industry, his years of experience, and a passion for his profession, Don took us on a voyage of safety do's and don'ts. Using family members as examples, videos of cases in points, and home spun humor; the audience comes away with a concise framework of new found safety awareness. Don's sessions were the highest attended classes for us each year. Using his enthusiasm and dynamic approach to everyday events, he inspired the crowd to embrace a fresh outlook on our surroundings and the every day exposures to hazards.

It is my privilege to highly recommend Mr. Don Wilson; an honest, hard-working, dedicated family man, taking care of all of our work and home based safety matters.

Thank you.

Sincerely,

Chris Tunney - Metals Committee Chairman 2009  
Ohio BWC  
Safety Congress

# CONFERENCE SPEAKERS



## Michigan Safety Conference

1895 Ridgewood Drive  
East Lansing, MI 48823

[www.michsafetyconference.org](http://www.michsafetyconference.org)

To: Don Wilson, SafeStart

From: Denise McGinn, CAE, CTA, Executive Director

Date: May 2, 2013

Re: Thank you

On behalf of the Board of Directors of the Michigan Safety Conference, I want to thank you for speaking at our 2013 event in Grand Rapids, Michigan. We haven't had a keynote speaker in decades, and the group was extremely happy they decided to do it this year (thanks to Ford and the UAW). The attendees loved your presentation, and we've been receiving rave reviews.

We hope you enjoyed the conference too. Below are the results from our survey question regarding the keynote!

Please rate the keynote session by Don Wilson

	Response Percent
Excellent	61.9%
Above Average	35.4%

Take care!

BD:dm

**97% RATED THIS SESSION AS  
ABOVE AVERAGE OR EXCELLENT.**

Phone: 517-203-0737

Fax: 517-203-0739

Email: [michigansafety@aol.com](mailto:michigansafety@aol.com)



Wells Fargo  
Insurance Services USA, inc.  
3475 Piedmont Road  
Suite 800  
Atlanta, GA 30305  
Tel: 404 923 3700  
Fax: 877 362 9069  
wellsfargo.com/wfis

November 4, 2011

Mr. Don Wilson  
Electrolab Training Systems  
335 University Ave  
Belleville, Ontario, Canada  
K8N 5A5

Re: Presentation to the National Safety Council ARTEX Group in Itasca Illinois

Dear Mr. Wilson:

On behalf of the NSC International Air Transport Executive Committee (ARTEX), please accept this missive as our thank you for your recent presentation, to the group, on "*Complacency, the Silent Killer*" at our semi-annual seminar in Itasca, Illinois.

The response, by our attendees, was more than enthusiastic. It was well received, indeed. The presentation was excellent and, I believe, had a profound effect on all who participated.

I was so impressed that I will pursue the opportunity to have you, or one of your colleagues, present at another of our meetings in the future.

Once again, thank you very much for speaking to our National Safety Council ARTEX group. I will definitely recommend you to other groups and organizations as your presentation has a universal application.

Sincerely,

James R. Orff, MBA, CSP, CM, CPEA  
2012 – 2013 General Chairman  
National Safety Council, ARTEX Committee and  
Senior Risk Control Consultant  
Wells Fargo Insurance Services



# CONFERENCE SPEAKERS



Greater Omaha Chapter

Don,

I want to sincerely thank you for the energetic and passionate presentation at our 27th Annual Safety and Health Summit. The feedback I have received has been tremendous! Many of our past speakers were very entertaining but with little substance. You were able to deliver a clear message about "World Class Safety On and Off the Job". I can't begin to tell you how many positive comments we received following your presentation at the National Safety Council, Greater Omaha Chapters Annual Safety Conference earlier this year. Your message about personal safety responsibility and the importance of embracing off the job safety struck a chord with all of our attendees.

Keep up the great work Don!

Brian F. Flaherty, Vice President

National Safety Council, Greater Omaha Chapter | 11620 M Circle | Omaha, NE 68137

11620 M Circle • Omaha, NE 68137-2231 • (402) 896-0454 • Fax (402) 896-6331 • [www.SafeNebraska.org](http://www.SafeNebraska.org)

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*First Data Corporation*

**DELLA SANDERS**  
*Warner Enterprises, Inc.*

**COLONEL BRYAN TUMA**  
*Nebraska State Patrol*

Please tell Don that he was phenomenal and that when I first came to the conference, I doubted the ability of a speaker to keep the audience engaged in “safety” and their ability to lock in mental changes that each employee could do on a daily basis...I was 110% wrong. Don was one of the best speakers I have had the pleasure of listening to!

**Leah Mapes - Assistant Technician-B55 Manufacturing /  
EBSI Safety Committee  
BioDefense Division  
Emergent BioSolutions**

As one of the past presidents of the Michigan Safety Conference, I'd like to personally thank you for your dynamic delivery which kept our audience alert and engaged! I look forward to reviewing your presentation again. We are still searching for our spring weather and hoping we find it for more than a day!

**Debbie DeNapoli, CHSP - Hospital Safety Officer & Safety  
Director  
Beaumont Health System-  
Royal Oak**

I attended your recent presentation on Complacency at the Michigan Safety Conference and thought it was excellent.

**Phil Giljum - Regional Account Manager  
Midwest Employers Casualty Company**

*“What a great conference again this April in Charlotte, and largely due to your participation! Your session was awesome and the feedback was extremely positive.”*

— *Jack Hawkins  
Charlotte Safety School*

*“Your presentation was spot-on and we all feel energized and recommitted to the SafeStart methodologies that have become such an integral part of keeping our employees safe, 24/7.”*

— *Doug Pasley, Boise Paper*



# CONFERENCE SPEAKERS



## American Society of Safety Engineers Orange County Chapter

P.O. Box 27932  
Santa Ana, CA 92799-7932  
(714) 284-9737  
<http://orangecounty.asse.org>

*"Your Safety, Our Profession"*



A Not-For-Profit Organization  
Federal Tax ID # 23-7397635

March 26, 2012

Don Wilson  
Vice President  
Electrolab Training Systems  
Box 320, 335 University Ave  
Belleville, ON K8N 5A5

Dear Mr. Wilson:

On behalf of the Orange County American Society of Safety Engineers and its members, please accept our sincere thanks for speaking at the 2012 OCASSE March Workshops held in Anaheim CA, on March 14, 2012. With an overall crowd of nearly 60 Safety, Health, and Environmental professionals, the event was a great success.

Thank you for presenting the topic "Complacency: The Silent Killer". This is a timely and topical subject that was appreciated by the attendees. Feedback from the attendees indicated that your talk was helpful and on-point.

As an accomplished speaker we hope you can use and appreciate audience inputs which we collected at the March 14, 2012 PDC Workshops.

**Lunch Speaker: Complacency: The Silent Killer, Don Wilson, SafeSmart**

	Poor	Fair	Good	Excellent
Usefulness / relevance of handout materials			7	15
Usefulness / relevance of presentation			5	17
Quality of presentation			4	18

1. Reminder not to become complacent myself.
2. ....mmmmmmmm I learned a new way of sending digital messages.
3. Correlation between home and work.
4. Great presentation and simple concept, easy to implement. 4 states, 4 errors.
5. Good presentation skills and thought provoking.
6. Tools to solve complacency.
7. Remembers states and causes.
8. Download funny videos from UTube for my talks.
9. Most likely injured off the job.

Thank you again for making yourself available.

Sincerely,  
OCASSE March 2012 Workshop Committee

Bill Jones, CIH, CSP, CPE  
President Elect OCASSE 2011-2012

Teddi Penewell CSP  
Secretary OCASSE 2011-2012

Georgette M. Quinn OHST  
President OCASSE 2011-2012



March 13, 2009

To Whom It May Concern:

Gary Higbee, EMBA, CSP was a speaker at a recent ASSE education event, "Building a Successful Safety Culture," January 22-23, 2009 in Costa Mesa, CA. He spoke on the topic of "Culture vs. Climate" and received very positive feedback from the attendees at this event. Attendees were very enthusiastic in their praise of his presentation style, knowledge and handout material.

I would be happy to invite Mr. Higbee back as a speaker for future education events and highly recommend him as a speaker for other organizations.

Yours truly,

Trudy Goldman, ARM  
Manager, Education and Program Development  
American Society of Safety Engineers

**From:** Wendel Reece <[wendel.reece@uni.edu](mailto:wendel.reece@uni.edu)>  
**To:** [lroberts@electrolab.ca](mailto:lroberts@electrolab.ca)  
**CC:** Gary Higbee <[g.higbee@mchsi.com](mailto:g.higbee@mchsi.com)>  
**Date:** Fri, 8 May 2015 08:48:01 - 0500  
**Subject:** Gary Higbee

Gary Higbee is one of the best speakers on safety topics that I have ever heard. My most recent opportunity to listen to Gary speak was at the recent IA-IL Safety Council Professional Development Conference in Dubuque. He made a presentation on Risk Awareness vs Hazard Awareness that was innovative and brilliant. Any time Gary is speaking in the area I try to be there. Whenever I listen to Gary speak, I learn something new about safety that allows me to be a better safety professional.

--

*Wendel Reece*  
University Safety Manager  
University of Northern Iowa  
**Make it a SAFE day!**



Gary A. Higbee EMBA, CSP, worked for over 32 years for John Deere & Company where he held assignments in safety, environmental, production and engineering. He was also the Corporate Safety Director for Maytag and Electrolux, and Manager of Health, Safety & Environmental for the Budd Company Stamping and Frame Division. Using over thirty-five years of experience and a dry sense of humor, Gary has become a nationally known speaker on safety, health, environmental and business issues.

# CONFERENCE SPEAKERS



## ASSE REGION VI PROFESSIONAL DEVELOPMENT CONFERENCE SPEAKER / SESSION EVALUATION SUMMARY & FEEDBACK

Climate vs. Culture



## ASSE REGION VI PROFESSIONAL DEVELOPMENT CONFERENCE SPEAKER / SESSION EVALUATION SUMMARY & FEEDBACK

Beyond Compliance – Addressing the Human Factor

### Beyond Compliance – Addressing the Human Factor

Speaker: Gary A. Higbee

#### CONTENT EVALUATION

#### AVERAGE RATING

The material in this session was:

- Technically accurate ..... 4.6
- Consistent with program description ..... 4.7
- Current and relevant to the subject area ..... 4.7

- Quality of the audio visual material was: ..... 4.1
- Level of the presentation was: ..... 4.6
- Response to questions was sufficient: ..... 4.6
- I would be interested in additional sessions on this topic: ..... 4.5

#### SPEAKER EVALUATION

- The caliber of the speaker's presentation skills was:
  - Speaker One ..... 4.7
- The speaker's knowledge of the subject was:
  - Speaker One ..... 4.8
- I would attend a session by these speakers again: ..... 4.6

#### OVERALL EVALUATION

- Overall evaluation of this session is: ..... 4.7



*National Safety Council honors Gary A. Higbee with the Distinguished Service to Safety Award, the highest honor bestowed on a safety professional by the NSC, for his commitment and outstanding service to the field of safety and health throughout his career.*

ire

. Higbee

ON

AVERAGE RATING

session was:

- accurate ..... 4.6
- with program description ..... 4.6
- d relevant to the subject area ..... 5.1
- visual material was: ..... 4.3
- ation was: ..... 4.4
- ons was sufficient: ..... 4.5
- d in additional sessions on this topic: ..... 4.2

ON

peaker's presentation skills was:

- he ..... 4.6
- ledge of the subject was:
  - he ..... 4.8
- sion by these speakers again: ..... 4.6

ON

- f this session is: ..... 4.5



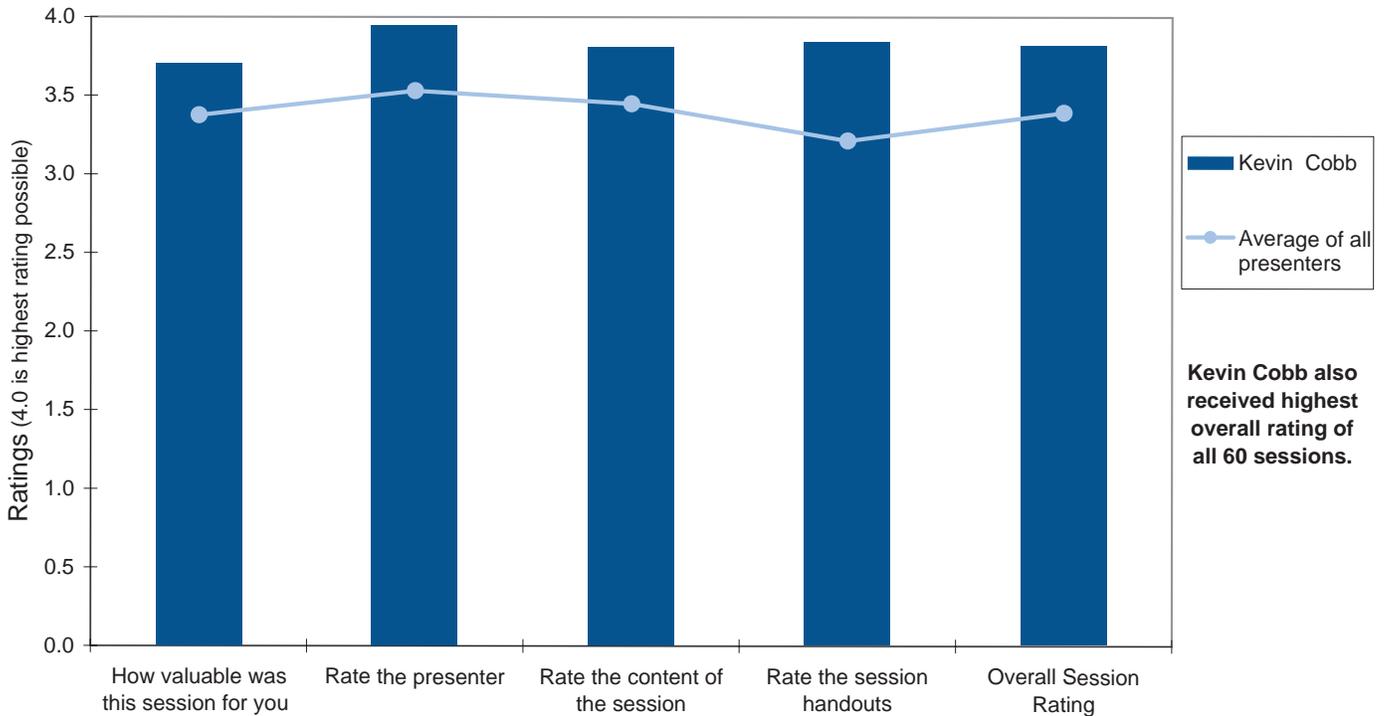
Kevin Cobb has brought Behavior Based Safety to some of the toughest environments imaginable across the U.S., Canada and Mexico. His straight to the point and passionate delivery underscores his belief that “safety is a matter of skill and motivation”. His approach challenges all to take charge of their personal safety by focusing on, and managing, their safety skills. Kevin’s 10 year Broadcast News experience helps make him an entertaining and thought-provoking speaker.

*“Kevin is very knowledgeable and presented the SafeStart Program in a simplistic, yet thought provoking manner. This, along with his humor and sharing of related experiences kept the audience actively engaged.”*

— Alan R. Metzler, Reliant Energy

# CONFERENCE SPEAKERS

## CGA Excavation Safety Conference 2011 Speaker Results for Kevin Cobb's "Quit Feeding the Monsters"



Kevin Cobb was the featured speaker at the January meeting of the Bakersfield Chapter of ASSE. Kevin is a dynamic, humorous, interesting speaker and he imparts a refreshing viewpoint on safety that revolves around the root behaviors that cause accidents on-the-job as well as at home. Our membership found Kevin's presentation timely and useful, and he has been asked to speak at our annual symposium in March of 2005. I definitely recommend Kevin Cobb as a speaker for any ASSE chapters looking for a quality speaker and presentation.

Steve Laird - **Speaker Chairman**  
**Bakersfield Chapter ASSE**



## California Safety, Health & Environmental Conference

June 6, 2011

Ruth Steeves,

It was a pleasure to have Kevin Cobb speak at our first annual California Safety, Health & Environmental Conference in Anaheim on April 13<sup>th</sup> and 14<sup>th</sup> 2011. The survey responses from Kevin's session were excellent and everyone who attended the session enjoyed his breakout on Quit Feeding The Monsters. We truly appreciated having Kevin stay around for his Book Signing after his session. The line for getting a book signed was amazing and Kevin greeted everyone personally and professionally. I look forward to the opportunity to work with you and Kevin on future Conferences.

Sincerely,

Greg May  
Task Force Member –  
2011 California Safety, Health & Environmental Conference

# CONFERENCE SPEAKERS



Carolinas Chapter

TRIANGLE – TRIAD – FAYETTEVILLE – COASTAL – CHARLOTTE – UPSTATE – COLUMBIA – LOWCOUNTRY

---

November 8, 2010

Mr. Kevin Cobb  
Electrolab Training Systems  
335 University Ave.  
Belleville, Ontario  
K8N 5A5

Re: Presentation at the 1st Annual ABCC Safety Conference

Mr. Cobb,

Thank you for helping to make our first annual safety conference a great success! Your presentation on "Quit Feeding the Monsters" was both enlightening and motivating for our safety professionals. You have a unique way delivering the message in a humorous yet serious manner that safety is a culture we must be apply to our professional and personal lives. Our members had nothing but praise for your presentation.

Thank you for kicking off our safety conference. I will definitely recommend you to other ABC chapters.

Sincerely,

*Tim N. Eldridge*

Tim N. Eldridge  
VP Workforce Development

---

1722 Toal St. ♦ Charlotte, NC 28206  
Phone (704) 332-7280 ♦ Fax (704) 332-7260  
[www.abccarolinas.org](http://www.abccarolinas.org)

**From:** Theresa Stewart  
**Sent:** Tuesday, May 25, 2010 8:05 AM  
**To:** Tim Page  
**Subject:** Tabulated Evaluations - WSC S&H Conference  
**Importance:** High

Tim,

**On behalf of the Wisconsin Safety Council, we would again like to thank you for making our 68th Wisconsin Safety & Health Conference / Exposition a success.**

We genuinely value your role in this event supporting and promoting our safety and health mission. Your dedication and enthusiasm is appreciated to our mission of making Wisconsin a safer & healthier place to work and to live.

**We realize the numerous demands you face from your daily schedules, and sincerely appreciate your willingness to dedicate your time and knowledge to our audience.**

**As promised, attached are the tabulated evaluation results and comments (verbatim per the attendees) from your portion of the symposium. Please review the attached results and contact myself or Bryan if you have any questions or comments.**

**Your view as our speaker is very important in our capacity to enhance future conferences. We encourage you to email us with your comments and suggestions to assist us in improving future programs.**

**If you would have an interest in speaking at our future best practice conferences, please visit our website ([www.wisafetycouncil.org](http://www.wisafetycouncil.org)) to obtain nomination forms and schedules.**

**It was a pleasure working with you this year and I look forward to future opportunities; I hope you enjoyed your time during our conference.**

Sincerely,

**Theresa Stewart  
Wisconsin Safety Council**



Tim Page-Bottorff is an inspirational presenter with over 20 years of safety experience. Earning the Humanitarian Service Medal as a U.S. Marine, he uses his military and HS&E exposure along with his experience as a certified OSHA instructor, past president of the Arizona ASSE chapter, and book and article author to provide memorable sessions for his audience.

Tim has consulted with hundreds of clients, at thousands of sites, across several industries. Some of his clients include Georgia-Pacific, Land O'Lakes, Mosaic, Honda, International Paper, and Procter and Gamble to name just a few. Tim is also an integral member of the workshop team.

*"We have to bring you back, this was incredible!"*

— Robin Sorey, Homeshield

Tim was excellent, engaged audience the entire time.

Scott Saettel  
International Paper

# CONFERENCE SPEAKERS

## ASSE Region VI 2013 PDC

### Humor in Safety

**DATE** September 16, 2013

**TIME** 8:15 am

**ATTENDEES** 100

**EVALUATIONS** 76

**AVERAGE RATING** 4.9 out of 5

Tim, I think you have done an outstanding job, and this training session has certainly made a big impact on me. I had many light bulb moments in the class and nothing would make me happier than to help others reach their own light bulb moments as a trainer.

Jane Thomas - [Discovery Foods](#)

### The Core of Four: Building the Foundation of Safety Success

**DATE** September 16, 2013

**TIME** 11:45 am

**ATTENDEES** 28

**EVALUATIONS** 24

**AVERAGE RATING** 4.8 out of 5

Tim, your presentation was the best one I attended. You really have an art of captivating an audience and making them laugh. Great job!!

Jude Lee - [Conoco Phillips](#)

You've got the BEST safety class that I've attended in over thirty years! Keep up the great work!!

Mel Talbot - [Florida Mining Company](#)

#### Comments/Requests:

*I had previously taught these classes, without the training, so I couldn't understand why I had to attend but I learned so much and am very glad I did.  
Tim did an outstanding job in all aspects of the class & got everyone involved*

I had previously taught these classes, without the training, so I couldn't understand why I had to attend but I learned so much and am very glad I did. Tim did an outstanding job in all aspects of the class and got everyone involved.



American Society of Safety Engineers

## REGION VI PROFESSIONAL DEVELOPMENT CONFERENCE

September 18-20, 2013 Kingston Plantation Myrtle Beach, SC

October 21, 2013

Tim Page-Bottorff  
[tim@safestart.com](mailto:tim@safestart.com)

Delivered Via Email

Dear Tim;

On behalf of the Members and Officers of the American Society of Safety Engineers, Region VI, please accept our thanks and deep appreciation for your Keynote Session on **Humor in Safety** and your concurrent session on **The Core of Four**. It is through the efforts of highly dedicated safety and business professionals such as you that the region is able to provide our members with state of the art information and tools to protect workers and prevent accidents.

Our PDC this year was very successful in terms of meeting attendance goals, and feedback from attendees has been very positive. Your participation and presence contributed to this success and exemplifies the spirit of professionalism we have come to rely upon from our selected speakers and presenters.

Again, on behalf of the PDC Organizing Committee and our Region's Members and Officers, we extend our appreciation.

Sincerely,

Dave Wenzel, CSP, OHST – PCD Chair 2013-2014  
Amy Wangdahl, CSP – PDC Program Chair

# CONFERENCE SPEAKERS

## Tennessee Safety and Health Congress and Exposition 2013 Session Evaluation



*Humor in Safety*

Session#: M-3-2  
Tim Page-Bottorff

December 12, 2013

Mr. Tim Page-Bottorff  
Safe Start  
PO Box 320  
335 University Avenue  
Belleville, ON K8N 5A5

Greetings:

The purpose of this correspondence is to thank you for your workshop presentation given at the Tennessee Safety and Health Congress which was held July 1-3 at the Opryland Resort and Convention Center. Critique sheets completed by delegates are attached. Overall ratings are as follows: (1) presentation; (2) presentation skills; (3) information to the delegates; (4) numerical average of the first three items; (5) score of your workshop as a whole. Critique sheets pertaining to your presentation are attached.

We would like to thank you for your tremendous success. Please call me by phone at (865) 556-798.

Sincerely,

*Ted Helms*

Ted Helms  
Program Chair

Enclosure

P.O. Box 281497 • Nashville, TN 37202

CO-Sponsored by TOSHA Division of the Tennessee Department of Labor and Workforce Development

### Speaker's knowledge of topic

Choices	Response Count	Percent
1 Poor	0	0%
2	0	0%
3	0	0%
4 Good	2	2%
5	4	5%
6	12	14%
7 Excellent	66	79%
Mean	6.69	

### Speaker's presentation skills

Choices	Response Count	Percent
1 Poor	0	0%
2	0	0%
3	0	0%
4 Good	1	1%
5	5	6%
6	6	7%
7 Excellent	72	86%
Mean	6.77	

### Content of speaker's slides/visual aids

Choices	Response Count	Percent
1 Poor	0	0%
2	0	0%
3	0	0%
4 Good	2	2%
5	10	12%
6	13	15%
7 Excellent	59	70%
Mean	6.54	

### Value of information to your job

Choices	Response Count	Percent
1 Poor	0	0%
2	0	0%
3	1	1%
4 Good	3	4%
5	5	6%
6	18	21%
7 Excellent	57	68%
Mean	6.51	

### Overall evaluation of this session

Choices	Response Count	Percent
1 Poor	0	0%
2	0	0%
3	0	0%
4 Good	2	2%
5	4	5%
6	11	13%
7 Excellent	67	80%
Mean	6.70	

July 2013

Total  
Records: 84





William "Jack" Jackson is the President as well as an Independent Safety Consultant with Zion Safety Consulting. "Jack" Jackson is chiefly responsible for organizational strategies, developmental programs, and the vision behind Zion Safety Consulting Inc. He originates from Tulsa, Oklahoma, yet attended college in Missouri at Lincoln University, where he earned a BS in Mechanical Technology, and was a 3 year letterman on the University's Football team. He completed Basic Training in Fort Knox, Kentucky while attending Lincoln.

### National Safety Council Congress & Expo 2014 Session Evaluation

**Session:** 89 - Conquering the Caveman: Citizens Against Virtually Everything      **Instructor(s):** Jack Jackson

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion or N/A
1. Provided me with new information and skills	12 70.59%	5 29.41%	0 0.00%	0 0.00%	0 0.00%
2. Was valuable for practical application	13 76.47%	4 23.53%	0 0.00%	0 0.00%	0 0.00%
3. Was pertinent to my needs and interests	13 76.47%	4 23.53%	0 0.00%	0 0.00%	0 0.00%
4. Will help me perform my job more effectively	13 76.47%	4 23.53%	0 0.00%	0 0.00%	0 0.00%
5. Achieved its stated goals	13 76.47%	3 17.65%	1 5.88%	0 0.00%	0 0.00%
6. Was the right level of complexity	12 70.59%	5 29.41%	0 0.00%	0 0.00%	0 0.00%
					<b>No Opinion or N/A</b>
	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	
8. Jack Jackson	14 82.35%	1 5.88%	0 0.00%	0 0.00%	2 11.76%
9.	1 5.88%	0 0.00%	0 0.00%	0 0.00%	16 94.12%
10.	0 0.00%	0 0.00%	0 0.00%	0 0.00%	17 100.00%
11.	0 0.00%	0 0.00%	0 0.00%	0 0.00%	17 100.00%
12.	0 0.00%	0 0.00%	0 0.00%	0 0.00%	17 100.00%
					<b>No Opinion or N/A</b>
		<b>Speaker</b>	<b>Content</b>	<b>Undecided</b>	
13. Did this session meet your expectations?	15 88.24%	1 5.88%	0 0.00%	0 0.00%	1 5.88%
					<b>No Opinion or N/A</b>
		<b>Speaker</b>	<b>Content</b>	<b>Undecided</b>	
14. If no, was it due to:	0 0.00%	1 5.88%	0 0.00%	0 0.00%	16 94.12%
15. Industry Affiliation:					
No response	1	5.88%			
Agriculture	3	17.65%			
Aerospace	0	0.00%			
Construction	0	0.00%			
Government	3	17.65%			
Information Technology	0	0.00%			
Insurance	1	5.88%			
Manufacturing	5	29.41%			
Mining	0	0.00%			
Petrochemical	1	5.88%			
Professional Services	1	5.88%			
Services (incl. health care)	0	0.00%			
Trades (wholesale & retail)	0	0.00%			
Transportation	0	0.00%			
Utilities	1	5.88%			
Other	1	5.88%			

# CONFERENCE SPEAKERS



July 6, 2015

To whom it may concern,

I am writing this letter as a testimonial on behalf of Jack Jackson who spoke for the National Safety Council 2014 Congress & Expo. He does a dynamic and high impact presentation. He is well informed and confident in his delivery. Participants walk away with a renewed awareness of the need for safety excellence.

He was on our top 20 of highly attended sessions' list drawing 150+. His hard hitting approach makes it pertinent for use with all types of groups. I highly recommend his use as a presenter at your future conference.

Thank you,  
Hilda Koskiewicz

Conference Program Manager  
National Safety Council  
1121 Spring Lake Dr.  
Itasca, IL 60143  
630-775-2037

---

making our world safer™

1121 SPRING LAKE DRIVE • ITASCA, IL 60143-3201 • (630) 285-1121 P • (630) 285-1315 F • [nsc.org](http://nsc.org)



Danny Smith provides passionate and engaging learning experiences in his training sessions. Drawing from his background in several industries and his knowledge of SafeStart, Danny is able to communicate effectively across all organizational levels. Danny has made presentations at various state, regional and national conferences including the NSC, ASSE and Alabama Governor's Safety & Health Conference.

As a client, Danny saw the tremendous value of SafeStart and decided to devote his time as a full-time consultant.

College of Continuing Studies  
Division of Environmental  
and Industrial Programs

July 22, 2015

THE UNIVERSITY OF  
**ALABAMA**  
CONTINUING STUDIES

The mission of The University of Alabama, College of Continuing Studies is to provide flexible and innovative education opportunities, technical assistance and applied research that enhance the quality of life for lifelong learners and organizations. We work diligently to accomplish this mission. One specific opportunity is the Annual Alabama Governor's Safety and Health Conference.

Mr. Danny Smith has been a speaker at this conference for the past several years. We continue to bring Danny back to the conference because of his expertise and presentation skills.

Evaluations returned by the attendees of the conference typically use phrases like:

- Mr. Smith was outstanding!
- Great use of humor to get the point across.
- A very effective and engaging speaker.
- Excellent content – positive attitude!
- This session provided new tools for our program.

We are pleased to give our wholehearted recommendation to anyone looking for a presenter in the field of safety.

Thank you for the opportunity to recommend Danny Smith.

Sincerely,

Conference Manager  
Alabama Governor's Safety & Health Conference  
UA SafeState



Training Conference Activities  
441 Martha Parham West  
Box 870388  
Tuscaloosa, Alabama 35487-0388  
(205) 348-3005  
TOLL FREE (877) 508-7246  
FAX (205) 348-3049  
www.uasafetyhealth.ccs.ua.edu

# CONFERENCE SPEAKERS

## National Safety Council Congress & Expo 2014 Session Evaluation

Session: 49 - After Compliance, Then What?

Instructor(s): Danny Smith

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion or N/A
1. Provided me with new information and skills	6 26.09%	16 69.57%	1 4.35%	0 0.00%	0 0.00%
2. Was valuable for practical application	8 34.78%	13 56.52%	1 4.35%	1 4.35%	0 0.00%
3. Was pertinent to my needs and interests	7 30.43%	15 65.22%	1 4.35%	0 0.00%	0 0.00%
4. Will help me perform my job more effectively	5 21.74%	16 69.57%	2 8.70%	0 0.00%	0 0.00%
5. Achieved its stated goals	7 30.43%	14 60.87%	1 4.35%	1 4.35%	0 0.00%
6. Was the right level of complexity					

## National Safety Council Congress & Expo 2013 Session Evaluation

Session: 114 - Distracted Driving - A Different Perspective

Instructor(s): Danny Smith

8. Danny Smith

9.

10.

11.

12.

13. Did this session meet your expectations?

14. If no, was it due to:

15. Industry Affiliation:

- No response
- Agriculture
- Aerospace
- Construction
- Government
- Information Technology
- Insurance
- Manufacturing
- Mining
- Petrochemical
- Professional Services
- Services (incl. health care)
- Trades (wholesale & retail)
- Transportation
- Utilities
- Other

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion or N/A
1. Provided me with new information and skills	7 38.89%	11 61.11%	0 0.00%	0 0.00%	0 0.00%
2. Was valuable for practical application	9 50.00%	9 50.00%	0 0.00%	0 0.00%	0 0.00%
3. Was pertinent to my needs and interests	11 61.11%	7 38.89%	0 0.00%	0 0.00%	0 0.00%
4. Will help me perform my job more effectively	10 55.56%	8 44.44%	0 0.00%	0 0.00%	0 0.00%
5. Achieved its stated goals	12 66.67%	6 33.33%	0 0.00%	0 0.00%	0 0.00%
6. Was the right level of complexity	11	7	0	0	0

	Excellent	Good	Fair	Poor	No Opinion or N/A
8. Danny Smith	14 77.78%	4 22.22%	0 0.00%	0 0.00%	0 0.00%

	Speaker	Content	Undecided	No Opinion or N/A
13. Did this session meet your expectations?	16 88.89%	0 0.00%	1 5.56%	1 5.56%
14. If no, was it due to:	0 0.00%	0 0.00%	0 0.00%	18 100.00%

Industry Affiliation:	Count	Percentage
No response	4	22.22%
Agriculture	0	0.00%
Aerospace	0	0.00%
Construction	2	11.11%
Government	1	5.56%
Information Technology	0	0.00%
Insurance	0	0.00%
Manufacturing	2	11.11%
Mining	0	0.00%
Petrochemical	6	33.33%
Professional Services	1	5.56%
Services (incl. health care)	1	5.56%
Trades (wholesale & retail)	0	0.00%
Transportation	0	0.00%
Utilities	1	5.56%
Other	0	0.00%

## Our consultants have extensive experience in a wide range of industries and work environments.

SafeStart's team of safety and training experts are available to help you investigate and implement the SafeStart and SafeTrack processes.

Over 99% of participants in 219 training sessions agreed that their SafeStart consultant was effective at delivering the program and made the session very enjoyable.

That's almost 6000 trainees—and nearly every single person surveyed—who believed SafeStart consultants were a valuable part of their training.

Each consultant has unique qualifications and specializations, and you'll receive industry-specific advice and assistance that is timely, relevant and tailored to your organization.

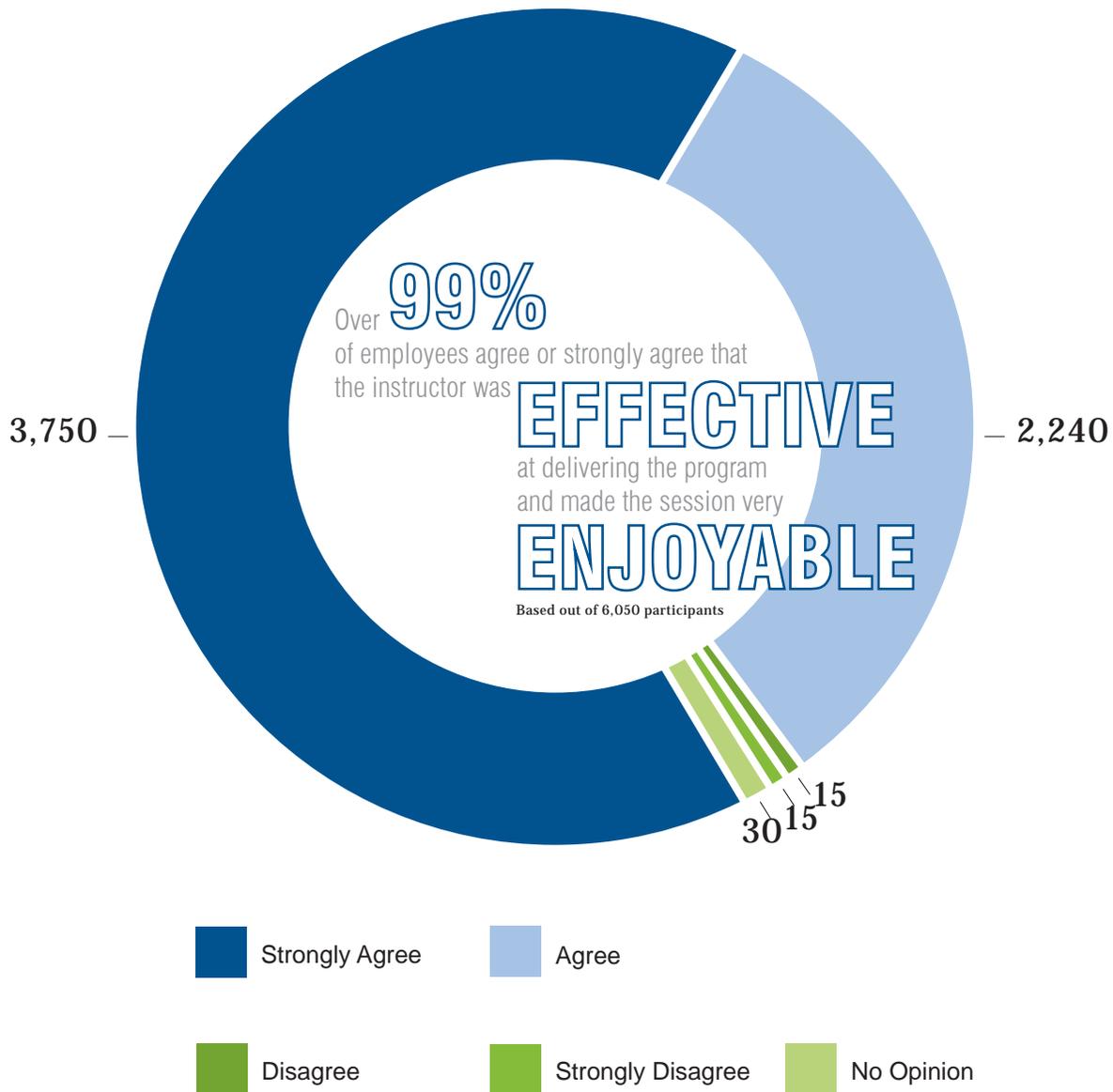
With this group of talented safety professionals, SafeStart provides consultation and implementation services to sites around the world.

*"The SafeStart instructors are exceptional! They provide valuable tools and are great mentors! I look forward to working with them in the future. By far the best training I have ever had!"*

— Andrea Marshall, Safety Engineer, SOC Nevada

For additional information, please contact your Account Manager toll free at 1-800-267-7482.  
To learn more about individual consultants please visit us online at [safestart.com/consultants](http://safestart.com/consultants).

# CONSULTANTS



Based on all available data from employee evaluation forms for all of our consultants for the most recent 24 month period. Sample size is 219 sessions of various types (Employee Overview, Train-the-Trainer, etc.)  
Due to logistics and client choice, evaluation forms are not distributed at all sessions.  
Ratings for individual consultants are available upon request.

I was so impressed by the concept and common sense approach of Perry's presentation. I sat the whole family down when I returned to Pennsylvania and watched both of the DVD's. The resulting 5 hours of discussion with them about their "SafeStart Stories" was a real eye opener for everyone. Now instead of saying goodbye and 'be careful' I just say 'Have a SafeStart Day' and they respond with 'thank-you Dad, we will'.

**Robert J. Saba - Fru-Con Construction Safety Manager**

The training was very well received and understood. Wilson brought out the best in our employees by engaging them and making them all feel comfortable as well as appreciated. He taught the material with an enthusiasm and energy level that is not normally displayed by traditional instructors.

**Bob Casica - Safety/Training Coordinator  
Tredegar Film Products**

Alec did a wonderful job in Thunder Bay with the SafeStart presentations. He promoted both eyes and mind on tasks and gave very good examples to learn from. He has encouraged all the employees to keep focused on eyes and mind on task as well as observe and learn from others around you.

**Bill Hill - ERCO Worldwide**

Jack Jackson is very upbeat, positive and clearly enjoys doing this—a clear example for me to follow.

**Russell A. Scott Jr. - Georgia-Pacific**



*"I wanted to follow up to say thank you for the training session you facilitated it was great. I am really excited about not only rolling out the program to our employees but sharing it with my family. We were pretty jazzed about it and talked about it the entire ride home, so thanks again for being so dynamic and entertaining."*

# CONSULTANTS

**From:** "Robert Buckler"

**To:** John Scott, Brenda Braund Pittman

**Date:** Thu, 4 Mar 2010 13:24:38 -0500

**Subject:** Session Feedback

SafeStart Team,

I attended the 1-day introduction session yesterday in Toronto, and wanted to thank you for putting on a professional, intriguing and evocative session.

The session exceeded my expectations, and they are high! I will review the DVDs with my family and use the online courses as well. I definitely think that the course would be of value to the property management industry and will assess this further as I review the materials and online courses.

Thanks for welcoming me to attend and accommodating my dietary restrictions for lunch.

Please pass on my comments to the presenters, all of whom I thoroughly enjoyed. As a long-time instructor myself, I recognize the effort, commitment, dedication and talent that was demonstrated by each presenter.

I wish you continued success and look forward to attending other SafeStart sessions in the future. Please keep me on your email list.

Best Regards,

Robert Buckler, B.A., M.Ed., R.C.M.

*Beredan Management & Consulting Inc.*

Property Management/Condominium Consulting

*"Jack kept my attention the whole session"*

— *GP Savannah River Mill*

Dr. Cannon delivered the course and material perfectly.

Yvette Reed

Digital Advertising

Interaction with the trainer and not just sitting through a lecture, made it most worthwhile.

Fred Krueger

Wausau

Kevin's extensive background in athletics as well as his experience as an attorney make him a diverse speaker with an interesting background while infusing humor throughout his presentation.

Trevor Erhard

Kelowna Minor Hockey

Larry was engaging and kept discussion lively and on good pace.

Jane Nelson

Weyerhaeuser

Peter was engaging. Very interactive training.

Jodi L. Andrews

Graphic Packaging LLC

Mike knows how to 100% keep class fun while teaching at the same time.

Powerful Instructor!!

Trainers at GATX

Waycross, GA



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February 10, 2011

Mr. Larry Wilson  
Electrolab Training Systems  
P.O. Box 320, 335 University Avenue  
Belleville, Ontario, Canada K8N5A5

Dear Mr. Wilson,

On February 2<sup>nd</sup> Shayne Arnaud delivered an excellent session to us on the SAFESTART for Construction Program. I cannot begin to explain in words how well Shayne impressed me and our employees. It all started with Shayne's determination to drive to our training location through the "Winter Wallop" of 2011! He arrived safely, organized, and in plenty of time.

With my little experience and knowledge of SAFESTART, I can already see that it will be a great improvement in our safety culture. Less than a week after the educational session I've already had numerous valuable discussions regarding the "four states". Shayne's presentation and testimonials on applying the "SAFESTART principle" are priceless. We greatly appreciated Shayne's friendliness, smile and humor.

The other pleasant experience was with Cathy O'Keefe. She was so knowledgeable, helpful, and friendly through the entire process. We look forward to speaking and working with Cathy in the future!

Thank you very much for your efforts in adapting SAFESTART for the Construction Industry.

Respectfully,

Ryan M. Nicholson  
Safety Director, The Ruhlín Company

**Comments/Requests:**

*Excellent instructor - High energy - delivered material in a very clear manner - very enjoyable! Thanks!*

Excellent instructor - High energy - delivered material in a very clear manner - very enjoyable! Thanks!

# CONSULTANTS

Perry, this is one of the best meetings I have been to in a long time. You had my attention the whole time in those 2 days. All the safety things we all discussed really hit home. The first night I went home I talked my husbands ear off about it. I can't wait till we get started and implement this at work. I even had a thought of once I get the hang of this, giving the presentations and getting people on board and really familiar with all the SafeStart programs, how would I get myself in your role. I really took this all to heart and know I would have a lot of passion presenting this to people all over. I hope, with the great interest that I have now, will get through to the plant also and at the end of all this we can make a change. If you would like updates I will keep you posted. I want to see if my passion that I have felt for all of this can get through to others and if it does and works I would be really interested in furthering my career into the safety field. Thank You.

Jennifer Wright - Eaton Van Wert



I thoroughly enjoyed the training, but I believe this training was made by the AWESOME job of Shayne Arnaud. He held my attention from start to finish and I actually would have liked another day. I usually never would want another day of training~..

Please pass this on to whomever sets up training and let them know they have an outstanding trainer.

Ed Bahr - Boise Paper

Mike has a true compassion about teaching the program, he really seems to care about others and it is infectious to the group—Thanks Mike!”

Employee at Georgia-Pacific

Jack is a very thorough and effective instructor that captures your attention from start to finish.

Jonathan Brown - Georgia-Pacific

I must say that was one of the best presentations I have experienced in my lifetime. Doc Cannon's descriptions and awesome ability as a speaker was inspiring. I will copy some of his demonstrations in my next ergonomic discussions.

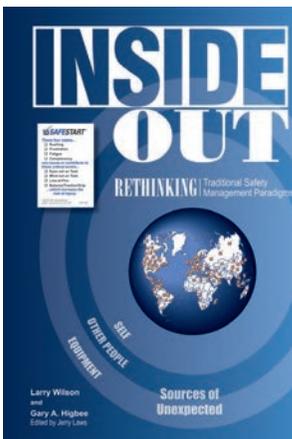
Bob Pratt - Irving Forest Products Inc

*“Thanks again for the thought provoking and engaging presentation. I know I will never think of safety and adult learning the same way due to the many insights you shared.”*

— Jeff Stolz

## Published Books and Articles.

Larry Wilson and our consultants have had numerous articles published in safety magazines and online forums around the world and continue to share their knowledge with others through these mediums. Several have also authored and continue to write books for business publication. The topics they author are solidly rooted in SafeStart concepts, human factors in safety and their own experiences training others in the program.



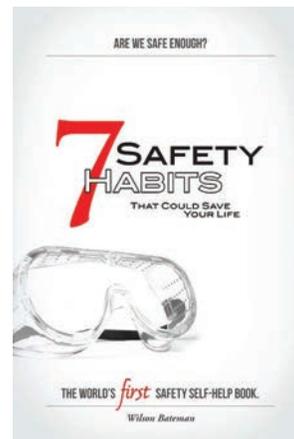
**Inside Out:  
Rethinking Traditional  
Safety Management  
Paradigms**

co-authored by  
Larry Wilson and  
Gary A. Higbee, csp



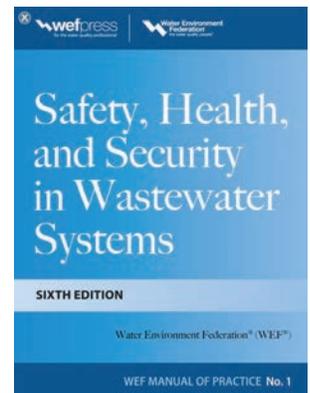
**Quit Feeding the Monsters  
Creating a Positive Culture**

by Kevin Cobb



**7 Safety Habits That  
Could Save Your Life**

by Wilson Bateman



**Safety, Health, and  
Security in Wastewater  
Systems**

by Publisher McGraw/Hill  
and contributing author  
Tim Page-Bottorff

All articles are available:  
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 ...waardoor  
 risico

...ikke at holde øje med  
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 δραστηριότητα  
 Χωρίς  
 στη δραστηριότητα  
 Ζώνη  
 Ισορροπία  
 ...που αυξάνουν  
 τραυματισμούς

...den Augen nicht bei  
 Sache  
 ...dem Kopf nicht bei der  
 he  
 ...ie Gefahrenzone geraten  
 Gleichgewicht verlieren  
 ...das Unfallrisiko deutlich  
 erhöhen

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 A szemem nem a feladatra figyelek  
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SafeStart is used in more than 60 countries and is available in 32 translations

“SafeStart hilft uns bei Imerys Tableware Deutschland, das Risiko unserer Mitarbeiter am Arbeitsplatz und vor allem im Straßenverkehr und zu Hause nachhaltig zu minimieren. SafeStart macht Mitarbeitern und Führungskräften Spaß und animiert zum mitmachen und weitergeben von sicherem Verhalten an Kollegen Freunde und Familie.”

Dusan Kopriva -  
 Imerys Tableware Deutschland GmbH

“Buitengewoon realistisch, praktijkgericht, gemakkelijk te begrijpen en meteen inzetbaar. Een prima programma waar iedereen mee uit de voeten kan!”

Brigitte Krajcar - S.C. Johnson & Son Ltd.

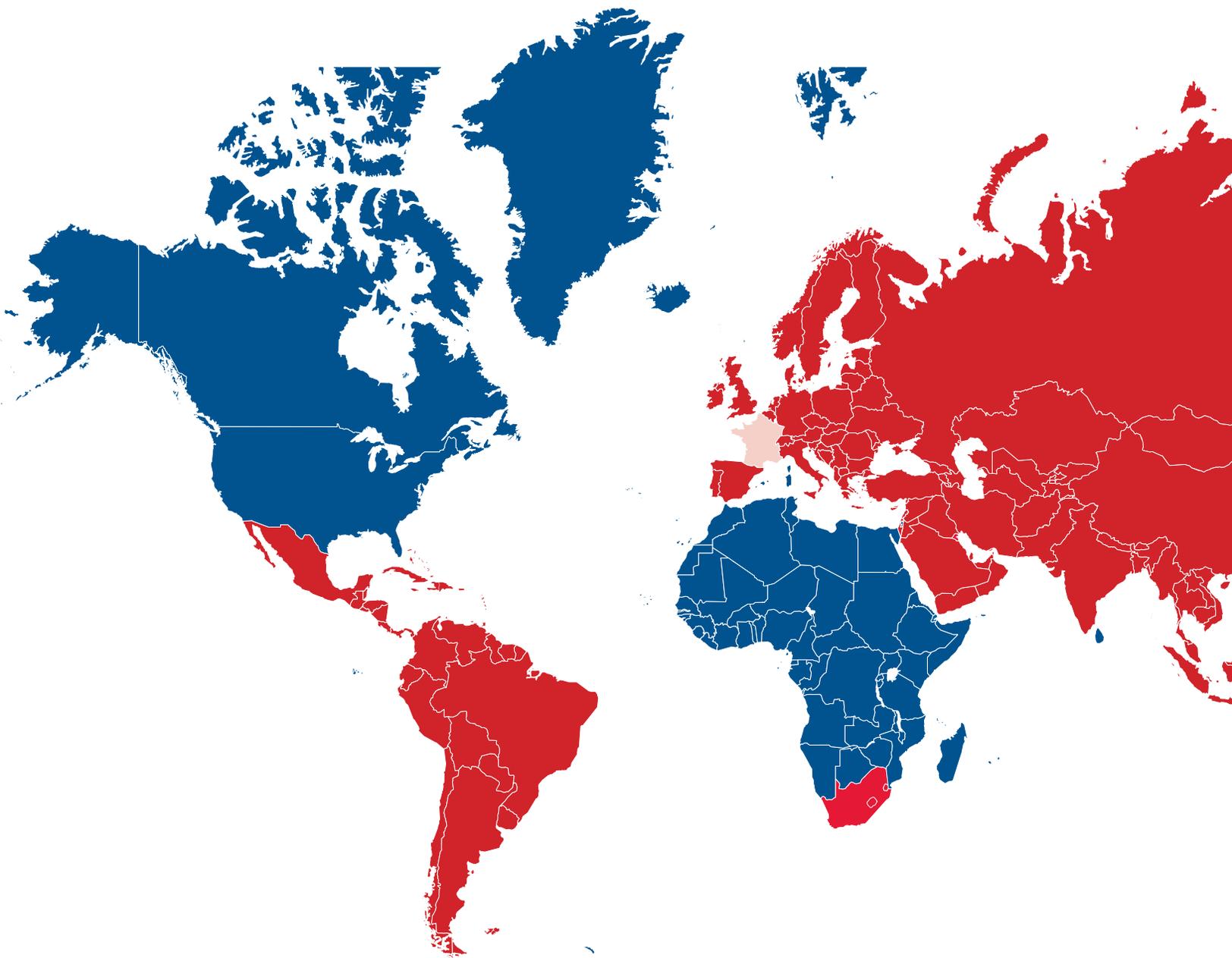
SafeStart Available Translations Include

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- Dutch
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- Finnish
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\*Not all components are available in all languages

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Outside of the United States and Canada, SafeStart products and services are available through the regional offices of our licensed distributors. This network of distributors allows us to provide international companies with trainers/consultants, products and services around the world in 32 languages.





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“SafeStart concepts are universal, that is why many of our clients use the process throughout their global operations.”

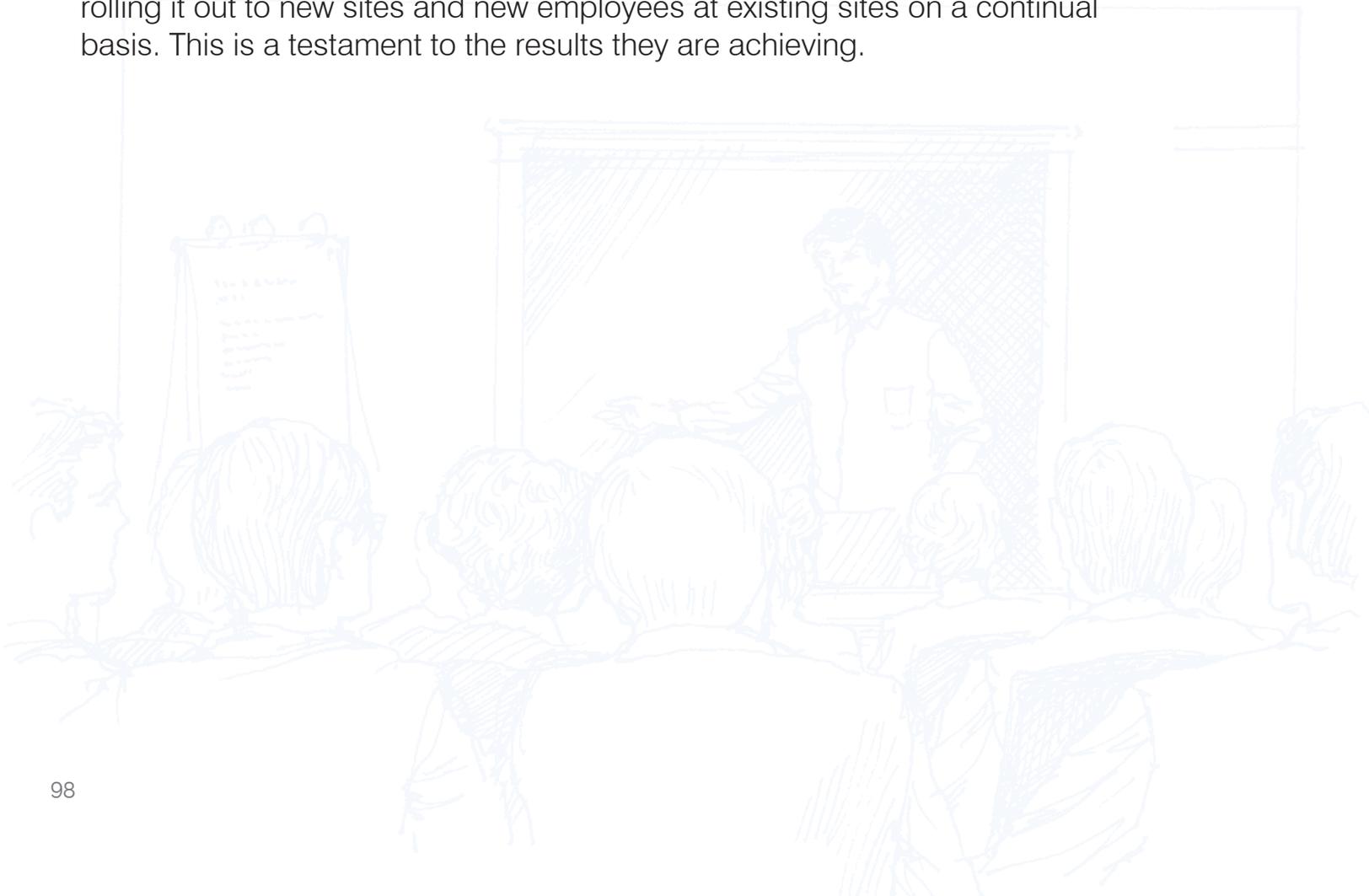
If you are planning a global rollout or simply looking for a direct contact in a particular location, contact me and I will introduce you to our global partners.

Mark MacLellan  
International Business Development Manager  
[mark.m@safestart.com](mailto:mark.m@safestart.com)  
(613) 220-1404

## SafeStart has helped 3,000+ companies improve their safety performance.

The following is a selection of clients who have used the SafeStart program to improve the safety of their employees and the overall performance of their safety system. Some of these companies implemented SafeStart years ago while some have just begun. They may represent a single site or multiple sites around the world with thousands of employees. We value all of them (and hundreds of others not shown here) for their commitment to improving safety.

Our clients value SafeStart as well. The top 100 companies who have purchased SafeStart in the last 12 months (at time of printing) have a history with us averaging nearly 9 years (107 months since their first purchase) which shows a significant, ongoing commitment to SafeStart in their organizations, rolling it out to new sites and new employees at existing sites on a continual basis. This is a testament to the results they are achieving.



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PRAIRIE MALT  
PROCOR  
PROCTER & GAMBLE  
PROGRESS RAIL SERVICES  
PROPEX FABRICS  
PROVIMI NORTH AMERICA INC.  
PUNA GEOTHERMAL  
PURE ENERGY

## R

RAPAK RUGBY GREAT BRITAIN  
RAYONIER  
RAYTHEON COMPANY  
RELIANT ENERGY  
REXNORD INDUSTRIES  
REYNOLDS FOOD PACKAGING  
RHINO FOODS  
RHODIA  
RIETER AUTOMOTIVE  
RIO TINTO MINERALS  
ROCK-TENN COMPANY  
ROHM & HAAS  
ROPAK  
RRI ENERGY  
RYERSON

## S

SABIC INNOVATIVE PLASTICS BRASIL  
SAINT-GOBAIN  
SAMUEL, SON & CO.  
SANOFI PASTEUR  
SANTEE COOPER  
SASKATOON HEALTH REGION  
SASKFERCO PRODUCTS LTD  
SCHNEIDER ELECTRIC  
SCIENTIFIC PROTEIN LABS  
SEADRIFT COKE INC.  
SERIMAX  
SEWARD OPERATING LLC  
SHAW GROUP  
SHELL  
SHEPHERD CHEMICAL  
SHEPHERD COLOR  
SHILOH INDUSTRIES  
SIERRA NEVADA BREWING CO.  
SIFTO SALT  
SILGAN  
SIMPSON  
SLAVE LAKE PULP  
SOLVAY  
SONOCO  
SONSTEGARD FOODS COMPANY INC.  
SOUTHWESTERN DIECAST  
SOUTHWIRE  
SPECIALIZED PACKAGING GROUP  
SPX CORPORATION  
ST. LAWRENCE SEAWAY  
STEPAN MEXICO SA DE CV  
STRATHCONA PAPER COMPANY  
SUN CHEMICAL  
SUNCOR ENERGY  
SUNNY FRESH FOODS INC  
SUNOCO  
SUN-RYPE PRODUCTS  
SUPERIOR ESSEX INC.  
SUPERIOR PROPANE  
SYNCRUDE  
SYNTEC ENERFLEX

SYSTRON DONNER

## T

TAC INVENSYS BUILDING SYSTEMS  
TACOMA POWER  
TACOMA RAIL  
TALISMAN ENERGY  
TAMBRANDS INC.  
TAM INTERNATIONAL  
TATE & LYLE  
TECHNICAL MATERIALS  
TECK MINING COMPANY  
TEMBEC  
TENARIS  
TERRA INTERNATIONAL  
TESCO CORPORATION  
TETRA PAK  
THARCO  
THE DIXIE GROUP  
THE LAYTON COMPANIES  
THYSSENKRUPP CRANKSHAFT COMPANY  
TOLKO INDUSTRIES  
TORCAN CHEMICAL  
TORONTO TRANSIT COMMISSION  
TOTAL PETROCHEMICALS USA INC  
TOYOTA  
TRANSALTA  
TRANSCONTINENTAL PRINTING  
TREDEGAR FILM PRODUCTS  
TREE ISLAND INDUSTRIES  
TRI-STATE GENERATION & TRANS  
TURNKEY E & P

## U

UGI UTILITIES  
ULTRA PREMIUM OILFIELD SERVICE  
UMICORE AG & CO.  
UMICORE AUTOCAT USA INC  
UNILIN  
UNION ELECTRIC COMPANY  
UNITED BISCUITS  
UNIVERSITY OF BRITISH COLUMBIA  
UNIVERSITY OF CALIFORNIA  
UNIVERSITY OF COLORADO  
US DEPT OF ENERGY  
US SILICA CO.

## V

V & M  
VALE INCO  
VALLEN PROVEEDORA DE SEGURIDAD  
VALLOUREC  
VANCOUVER AIRPORT  
VB AUTOBATTERIE GMBH & CO. KGAA  
HANNOVER GERMANY  
VECTOR CONSTRUCTION

VERMEER CORPORATION  
VFT CANADA  
VITALAIRE  
VIKING AIR LIMITED

## W

W R GRACE & CO  
W.L. GORE & ASSOCIATES  
WARTSILA BRASIL LTDA.  
WATSON LABORATORIES  
WAUSAU PAPERS  
WEATHERFORD  
WEIR  
WESTCAN BULK TRANSPORT  
WESTERN AREA POWER ADMINISTRATION  
WESTERN CONTAINER CORP  
WESTERN FOREST PRODUCTS  
WESTERN GAS RESOURCES  
WESTLAKE CHEMICAL CORPORATION  
WEYERHAEUSER  
WHITEHAVEN COAL  
WILLIAM L BONNELL COMPANY  
WILLIAMS ADVANCED MATERIALS  
WINPAK  
WISCONSIN ENERGY  
WISCONSIN PUBLIC SERVICE

## X

XCEL ENERGY  
XSTRATA TINTAYA S.A. AREQUIPA PERU

## Y

YORK INT'L (NORTHERN ASIA) LTD  
YUPO CORPORATION

## Z

ZENTIS

Note: This client listing is a partial selection of companies who have purchased SafeStart and/or SafeTrack materials and/or services. Inclusion in this list does not necessarily indicate their endorsement of the program. For companies with multiple sites, not all sites may be using SafeStart at this time. It would be impossible for us to know the extent of usage, stage of implementation, or specific results for all of our clients, however if you are looking for more details or would like a referral to someone in your industry, please contact us. We apologize to those clients that we could not fit into this listing.

# INDUSTRIES

Electrical/Electronics



Auto & Auto Parts



Primary & Fabricated Metals



Chemicals/Paint



Due to its universal applicability and focus on individuals, SafeStart has been successfully implemented in nearly every industry and environment—from university campuses to offshore oil platforms, union and non-union alike. For the construction industry we have even customized the program to better suit their training delivery requirements. We're even working with leaders in schools, First Nations and youth sports to incorporate SafeStart into their curriculum and training programs. Also, our account managers work within specific industries so they can better understand your needs by leveraging the experience they have had with other clients in similar businesses.

Food & Beverage



Construction



General Manufacturing



Education



Healthcare



Heavy Equipment



Petrochemicals



Service Industry



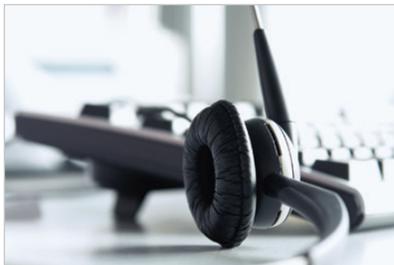
Military



Pharmaceuticals



Telecommunications



Mining



Plastics



Tire & Rubber



Municipalities



Printing/Publishing



Transportation



Packaging



Pulp & Paper



Sports



Utilities



# AWARDS



## SafeStart Product Awards

More than anything, we appreciate the results and awards our clients have achieved after incorporating SafeStart into their safety system, but we are also proud of our own awards we have received over the years.

Our products have won numerous awards from a variety of organizations and competitions—in many cases chosen as winners from a large pool of companies on an international stage.

### CATEGORIES WE HAVE WON:

- Concept
- Educational/Instructional/Training
- Safety
- Children/Family Programming
- Film/Video
- Cinematography/Videography
- Safety Company

### PROGRAMS THAT HAVE WON:

- SafeStart Third Edition
- Extended Application Units
- ToolBox Series
- Taking SafeStart Home
- Boo Boo Bandits

Visit our website for details and the latest awards.

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

### LEVELS OF AWARDS WE HAVE WON:

- Best of Show
- Platinum
- Gold
- Bronze
- Awards of Excellence
- Awards of Merit

### AWARD ORGANIZATIONS/COMPETITIONS:

- Accolade
- Aurora Awards
- AVA Digital Awards
- Best Shorts Competition
- Hermes Creative Awards
- Indie Fest
- International Film and Multimedia Festival
- Omni Awards
- Telly Awards
- Videographer Awards
- World Safety Organization





The most successful safety training process in the world...

3,000,000 people trained at 3,000 companies in over 10,000 sites in 60 countries and 32 languages



Our consultants have implemented the SafeStart suite of programs at thousands of sites, in every industry and various levels of education and athletic organizations. Their knowledge and experience will ensure your SafeStart implementation is successful.



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