

## PRESS ANNOUNCEMENT

Contact: Traci D. Long, ProAct Safety, (936)273-8701, [tlong@proactsafety.com](mailto:tlong@proactsafety.com)

### **ProAct Safety's Mathis to Discuss Safe Driving in Keynote for the Missouri Trucking Association**

*ProAct Safety founder and CEO, Terry L. Mathis, will share an approach at the MoTA Safety Conference to make distracted driving concepts stick.*

(The Woodlands, TX – February 20, 2019) ProAct Safety, a recognized pioneer of leadership and safety excellence strategies, announced the company's founder and CEO, Terry L. Mathis, will present a keynote session titled "How to be a Safe Driving ACE" at this year's [MoTA Safety Conference](#). The presentation will take place on 28 February 2019, at Camden on the Lake in Lake Ozark, Missouri.

Distracted driving is currently one of the major causes of accidents. What is even more alarming is that while almost all other categories of accidents are decreasing, distracted driving accident rates are still on the rise. While most distracted-driving training is well conceived, it is not necessarily memorable. The focus seems to be on presentation rather than retention. If the concepts do not stick in people's minds, they will not find root in their safety habits. Mathis will discuss using the acronym ACE and how it can make distracted driving concepts stick.

For more information about ProAct Safety events, visit <http://proactsafety.com/events>.

#### ABOUT TERRY L. MATHIS

Mathis, ProAct Safety's founder and CEO, is known for dynamic presentations, work and writing in the fields of behavioral and cultural safety, leadership, and operational performance. He is a regular speaker at ASSE and NSC, as well as company and industry conferences. He has been a frequent contributor to industry magazines for more than 15 years and is coauthor of four books, including bestsellers *STEPS to Safety Culture Excellence* (WILEY, 2013) and *Forecasting Tomorrow: The Future of Safety Excellence* (SCE Press, 2015). Terry has been listed four consecutive times as one of 'The 50 People Who Most Influenced EHS' by EHS Today. Learn more about him at <http://www.TerryLMathis.com>.

#### ABOUT PROACT SAFETY

ProAct Safety is a global safety excellence consultancy. The company has completed more than 2,000 successful safety strategy, leadership, culture and behavior-based safety projects in nearly every major industry worldwide. Learn more at <http://www.ProActSafety.com>.