

FOR IMMEDIATE RELEASE

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

ProAct Safety President Shawn M. Galloway to Unveil Groundbreaking New Strategy for Safety Excellence at the Annual IISC Conference.

Galloway's safety strategy session will teach safety professionals how to stop searching for the next program or intervention and instead capture true value using safety strategies that align with business practices.

(The Woodlands, TX – February 24, 2015) ProAct Safety, the global leader and pioneer of safety excellence strategies, will present a one-of-a-kind session at the [2015 Annual Iowa-Illinois Safety Council \(IISC\) Professional Development Conference](#) in Dubuque, Iowa. The session, which will take place at the Grand River Center/Grand Harbor Resort & Waterpark on April 22, 2015, is titled "Capturing and Delivering Value: The Strategy of Safety Excellence." The session will clearly demonstrate why organizations need to stop simply making safety a priority and instead integrate business practices into safety thinking.

"Too often, attempts to improve safety include language such as 'safety first' and 'safety mindset,'" said Galloway. "Organizations focus on making safety a priority, a value, and an integral responsibility, with the perception, real or not, that it must compete with production." Galloway explained that safety efforts will fail if they compete with production, which is the driver of business revenue. Instead, he said, "Safety should support rather than conflict with production, with the organization making a framework of choices that capture and deliver real value. Safety must support business growth, not compete with or constrict it."

According to Galloway, the IISC conference session he leads will demonstrate for attendees how best-performing organizations "develop and execute against a strategy that recognizes zero injuries is a byproduct of the value of safety excellence, not the goal."

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

ABOUT THE IOWA-ILLINOIS SAFETY COUNCIL

Since 1953, the Iowa-Illinois Safety Council (IISC), has helped business and industry with safety, health, and environmental programs both on and off the job. The council has been a chapter of the National Safety Council (NSC) since 1980. The IISC mission is to persuade society to embrace effective safety, health, and environmental practices in the workplace, on the roadways, in homes and in communities.

ABOUT PROACT SAFETY

ProAct Safety is a global safety culture excellence consultancy. The company has completed more than 2,000 successful safety strategy, leadership, culture and performance projects in nearly every major industry worldwide, including Fortune 500 firms. Learn more at <http://www.ProActSafety.com>.