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Galloway Keynote to Promote Missing Component of Safety Strategy at 2015 PPSA Annual Conference

Shawn M. Galloway, international safety excellence and leadership expert, will deliver a keynote speech at the 2015 Pulp and Paper Safety Association (PPSA) Annual Conference in Savannah, Georgia. The keynote will address strategy as a forgotten and vital component of safety performance and culture excellence.

(The Woodlands, TX – June 2, 2015) ProAct Safety, a recognized pioneer of leadership and safety excellence strategies, announced the company's president, Shawn M. Galloway, is scheduled to deliver the keynote speech at the [2015 PPSA Annual Conference](#). His presentation will encourage attendees to increase focus on safety strategy as a way of aligning with and adding value to business strategy. The keynote, titled "Strategy: The Missing Component of Safety Excellence", is scheduled on Tuesday, June 9 from 8:10am to 9:40am.

The focus of the PPSA conference is improving safety performance through employee engagement. Galloway's keynote speech will demonstrate how safety strategy can help employees understand the far-reaching impact of safety. Strategy helps employees and leaders become passionate advocates of safety efforts that positively affect all different areas of an organization. According to Galloway, companies often focus too much on failing less, rather than adding value.

"If a company doesn't formulate a safety strategy to support its business strategy, safety efforts can actually hinder or constrict business strategy," Galloway said. "Focusing on strategy rather than safety quotas or activities ensures effort is concentrated on where it will make the most difference." Galloway is known for helping organizations throughout the world turn safety into a strategic competitive advantage.

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

ABOUT SHAWN M. GALLOWAY

Galloway is president and chief operating officer of ProAct Safety. He has helped hundreds of organizations within every major industry achieve and sustain excellence in safety performance and culture. He is a professional keynote speaker, internationally recognized safety excellence expert and host of the weekly podcast series, Safety Culture Excellence®. Galloway is a columnist for several magazines and coauthor of the book *STEPS to Safety Culture ExcellenceSM* (WILEY, 2013). Read more about him and his work at www.ShawnMGalloway.com.

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>.