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

ProAct Safety CEO to Deliver Keynote at 2014 Annual Pennsylvania Governor's Safety and Health Conference

At annual meeting of Pennsylvania safety professionals, founder/CEO of ProAct Safety, Terry L. Mathis, will explore underlying issues in improving a safety culture.

(The Woodlands, Texas – October 1, 2014) ProAct Safety, a recognized pioneer in safety excellence strategies, announced its founder and CEO, [Terry L. Mathis](#), will deliver the keynote address at the 2014 Pennsylvania Governor's Occupational Safety & Health Conference in Hershey, Pennsylvania. The conference will be held October 27 – 28, 2014, at the Hershey Lodge and Convention Center.

Mathis' address, entitled "Safety Excellence: From Hands and Feet to Hearts and Minds," includes advice for using a "better-practices" approach that many of safety's most successful organization use to evolve their safety management cultures. This approach involves correcting a few misconceptions about safety that Mathis says can keep safety leaders from reaching safety excellence goals.

"Ask yourself if your company supports a 'have-to' or 'want-to' safety culture," Mathis explains. "Most organizations want to accomplish zero injuries and a positive safety culture, but they are unsure how to get there. It has everything to do with getting safety into the hearts and minds of your employees."

Mathis, a long-time proponent of Safety Culture ExcellenceSM and highly experienced safety consultant for Fortune 500 companies in the U.S. and around the world, said safety culture managers must *inspire* employees to become safer, rather than control them into it. In the keynote presentation, he will share methods used by best-performing organizations and leaders to create inspiring safety programs and continuously improve. The keynote will include techniques and tactics attendees can use immediately upon returning to their companies after the conference.

For more information about the Pennsylvania conference, visit <http://www.pasafetyconference.com/index.htm>.

About Terry L. Mathis

Mathis is the founder and CEO of ProAct Safety, an international safety and performance excellence firm. He is known for his dynamic presentations and writing in the fields of behavioral and cultural safety, strategy, leadership and operational performance. He is a veteran of more than 1,600 safety, culture and performance improvement engagements in 39 countries and has been a frequent contributor to industry publications and conferences for more than 15 years. He is coauthor of *STEPS to Safety Culture ExcellenceSM* and *Developing a Safety Culture: Successfully Involving the Entire Organization*. *EHS Magazine* has listed Mathis three times as one of "The 50 People Who Most Influenced EHS."

About ProAct Safety

ProAct Safety is a global consultancy with more than two decades of experience and more than 2,000 successful projects focused on safety strategy, leadership, culture and performance. The company has

worked extensively with organizations in nearly every major industry in the global marketplace. ProAct Safety is recognized worldwide as the number-one resource for practical, proven, custom and creative solutions for safety excellence in performance and culture. Learn more at <http://www.ProActSafety.com>.