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## For Immediate Release

### **O/E TO PRESENT AT THE 2008 NATIONAL SAFETY COUNCIL CONGRESS & EXPO**

#### *SafetyIMPACT! joins the UAW in presenting **Improving Worker Safety to Gain a Competitive Advantage***

**Troy, MI, September 19, 2008.** O/E's Phil La Duke and Daryl James will share the podium with UAW Local 3520 President George Drexel at the 2008 National Safety Council's Congress & Expo. They will present *Improving Worker Safety to Gain a Competitive Advantage*.

The inspiration for this presentation was the work that O/E and UAW Local 3520 did with Daimler Truck at its Freightliner Cleveland Truck Plant, one of the largest truck manufacturing plants in North America. Significant worker safety improvements were made using SafetyIMPACT!, O/E's revolutionary new approach to improving workplace safety.

"We were so successful that we decided to submit a proposal to speak at the 2008 National Safety Council's Congress & Expo. We will be presenting side-by-side comparisons of two companies each from meat processing, tire manufacturing, and heavy truck manufacturing," says George Drexel.

George Drexel is the current President of United Auto Worker's Local 3520 representing over 4000 workers in North Carolina who are employed by Ford Motor Company, Metaldyne Corporation, and Daimler Truck North America (formerly Freightliner). Drexel graduated from Catawba College with a Bachelor of Business Administration degree and is currently pursuing a master's degree in Business Administration with a major of applied management from Indiana Wesleyan University.

"Even though we had tremendous successes in aerospace, automobile manufacturing, and healthcare, we knew from the onset that heavy truck manufacturing at a facility the size of this one (Freightliner Cleveland Truck Plant) would be a challenge," remembers La Duke. "The sheer size and scope of manufacturing vehicles of this size makes it a challenge for even the best system to be successful, but fortunately, everyone involved at this facility really went the extra mile," La Duke recounted.

Phil La Duke is an internationally renowned speaker on culture change and performance improvement topics, particularly worker health and safety. In addition to his presentation at the National Safety Council's Congress & Expo, La Duke has spoken at Automation Alley, the Canadian Society for Safety Engineering, and the Michigan Safety Conference. La Duke was also a part of the SafetyIMPACT! team that developed UAW-Chrysler's major corporate change initiative, Bringing Excellence to Safety Teams (B.E.S.T.) that propelled Chrysler to a leadership position in worker safety. The implementation of the B.E.S.T. process is credited by many as being a primary reason that UAW-Chrysler was awarded the National Safety Council's highest honor, the Green Cross for Safety Award, and it being named one of North America's Top 20 Safest Companies by *Health & Safety* magazine.

Rounding out the trio is Daryl James CIH CSP. Before retiring from Chrysler, James worked in a leadership role as Senior Manager of Advanced and Current Process Safety at DaimlerChrysler Corporation. In that capacity he was responsible for Safety Program administration, development, and oversight for all operations in the U.S., Canada, and Mexico. James also played a pivotal role in the design and development of UAW-Chrysler's Bringing Excellence to Safety Teams (B.E.S.T.).

The presentation materials will be available from the SafetyIMPACT! Web site ([www.safety-impact.com](http://www.safety-impact.com)) after the presentation in Anaheim, CA.

"I am excited and proud to have O/E and its customers speaking at such an important and prestigious venue. At O/E, our goal is to help our customers to be more successful by helping them to develop safer, healthier, and more productive employees," says O/E CEO Rick Vlasic. "We are thrilled to present such an important topic to a room full of safety experts from manufacturing, aerospace, healthcare, and other industries."

**SafetyIMPACT!**

SafetyIMPACT! is a culture-based safety system designed to reduce worker injuries and lower costs through the implementation of six values and four practices common to the world's safest companies. Central to this system is a proprietary database that records hazards, identifies the root causes of these hazards, and tracks them to correction. The philosophy that is the foundation of SafetyIMPACT! is that all injuries can be prevented by identifying and removing the hazards before workers are injured.

**O/E Learning, Inc.**

Established in 1984, O/E Learning designs and develops new training and performance improvement programs, as well as converts existing programs to different forms of delivery including Web-based, instructor-led, virtual classroom, CD/DVD, and mobile devices. O/E's diverse services range from organizational development initiatives to professional certifications in safety, quality, and employee involvement. The privately held company is headquartered in Troy, MI. Leverage Life, a wholly owned subsidiary, is headquartered in Pleasanton, CA and focuses on providing corporate Concierge, Wellness, and Work/Life programs. Learn more about O/E at: [www.oe.com](http://www.oe.com).