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For Immediate Release

O/E to Present Two Sessions at the National Safety Council's 2009 Texas Safety Conference & Expo

Troy-based company will follow up its National Safety Council 2008 Expo with two presentations: *Creating Safety Cultures in Offshore Operations* and *Hardwiring Safety: Seven Tools for Changing Culture*.

Troy, MI, January 30, 2009. O/E continues to share its worker safety expertise, this time presenting two sessions at the Texas Safety Conference & Expo March 2nd and 3rd. The demand for speaking engagements from O/E has surged in response to the company's unprecedented successes with UAW-Chrysler, Daimler Truck North America, Thomas Built Buses, Henry Ford Health System, and Williams International. These successes are fueling interest in O/E's proprietary safety management system, SafetyIMPACT!.

Phil La Duke, Director of the Performance Improvement Division for O/E, will speak at the 2009 event that is being held in The Woodlands, Texas March 2-4. The focus of La Duke's first presentation, *Creating Safety Cultures in Offshore Operations*, will be on the challenges endemic to exporting a safety culture to remote locations outside the U.S., and will identify strategies for overcoming these obstacles. This topic is especially near and dear to La Duke who is actively engaged in implementing O/E's SafetyIMPACT! engagement in Mexico. "A lot of people assume that creating a safety culture in offshore operations is impossible, and that's just not true; of course, it's challenging, but we've learned a lot from our overseas engagements."

La Duke's second presentation, *Hardwiring Safety: Seven Tools for Changing Culture*, grew out of O/E's work with the healthcare industry. "This won't be a presentation about safety within healthcare per se, but we learned so much implementing SafetyIMPACT! in hospitals that I really believe is universally true. O/E's experience with healthcare definitely helped to shape much of the philosophy behind this presentation. The one-hour session will focus on providing safety professionals with practical tools for creating sustainable safety cultures. A key issue facing today's safety professionals is the need to develop and sustain a true safety culture. And, while more and more safety professionals are realizing that a dramatic change in the business culture is the best and most effective way to improve the safety of the workplace, many of these EH&S professionals lack the skills to effect these changes," explains La Duke.

As interest in culture change initiatives grows, so too does interest in SafetyIMPACT!. "After last year's launch of www.safety-impact.com, more people started to recognize just how powerful a culture change tool SafetyIMPACT! can be," explains Vlasic. "The consistent improvements that companies that implement SafetyIMPACT! realize—I mean, we're seeing some organizations saving millions and lowering their costs as much as 88% in the first year alone—is a powerful testament to just what can be accomplished with a guided culture change," he continues.

The National Safety Council is March 2-4, 2009 and *Creating Safety Cultures in Offshore Operations* will be presented on March 2nd from 11:00 a.m.-12:00 noon. *Hardwiring Safety: Seven Tools for Changing Culture* will be presented on March 3rd from 8:00 a.m.-9:00 a.m.

For further information about O/E's speaking engagement or SafetyIMPACT!, visit www.safety-impact.com.

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.