

The Power of People-Based Safety 2011 Conference

*Transform Your Safety Culture through People-Based Safety
with Dr. E. Scott Geller and others from Safety Performance Solutions, Inc.*

- *Learn How to Assess the Strengths and Weaknesses of your Organization's Safety Culture*
- *Learn How to Take a Proactive Approach to Reducing Injuries*
- *Learn How to Cultivate True Employee Engagement in Safety*
- *Learn the Right Way to do Behavior Observation and Feedback Process*
- *Learn to Improve Your Organization's Safety Communications*

*August 9-11
Charlotte, NC*

Conference Agenda

This year, we are pleased to welcome the internationally recognized, dynamic speakers **John Drebing**, **Dr. Todd Conklin**, **Dr. Tim Ludwig** and **Dr. E. Scott Geller**. And, as usual, we will have presentations from other SPS team members, opportunities for networking with other BBS team members as well as safety professionals, and sessions for benchmarking. The preliminary agenda includes numerous concurrent sessions, including: Improving Safety Culture, The Basics of Behavior Based Safety, Introduction to Safety Culture Assessment, and various Case Studies presented by members of the SPS community. We will also be holding an "Ask Dr. G" session which features an open-ended Q&A discussion with Dr. Geller. Registrants will receive a copy of the final agenda closer to the conference date.



Dr. E. Scott Geller (www.safetyperformance.com): In addition to being a founding partner and co-owner of Safety Performance Solutions, Dr. E. Scott Geller is a faculty member of Virginia Tech's Department of Psychology where he has taught and conducted applied/experimental research for more than three decades. In this capacity, he has authored more than 350 research articles and over 75 books or chapters addressing the development and evaluation of behavior-change interventions to improve quality of life. His most recent co-authored book is entitled, "When no one's watching: Living and leading self-motivation."

John Drebing (www.drebing.com): For more than 16 years, John Drebing has been helping people take personal responsibility for their own safety. He has taught thousands how to watch out for themselves and others in a unique, dynamic, and very enjoyable manner. He is recognized by major corporations as an expert who has given their people the skills to effectively convey their message in a way that gets results.



Dr. Tim Ludwig (www.safetyperformance.com): Tim earned his Ph.D. at Virginia Tech and has over 15 years safety consulting and research experience. In addition to being a project manager with SPS, Dr. Ludwig is a full professor at Appalachian State University. Tim also has over 10 years of strategic planning and human resources development expertise to numerous private and government organizations. Clients include the US Navy-Naval Sea Systems Command (NAVSEA), US Department of Energy, National Grocers of Canada, the Deaconess Hospital System, Boyles Furniture, and Alex Lee Inc. of North Carolina.

Dr. Todd Conklin: Dr. Conklin is a Senior Advisor to the Associate Director at Los Alamos National Laboratory. He has served in the Human Resource and Reliability Management/Training arena for the last 15 years with an emphasis on Organizational Development and Human Reliability. Todd has a nationally recognized reputation for his creative and humorous approach to sensitive and difficult topics.



Conference Agenda

Tuesday August 9th

Registration and Continental Breakfast 7:30am – 8:30am

General and Break-out Sessions 8:30am – 4:00pm

Networking Reception 4:00pm – 5:00pm

Wednesday August 10th

Registration and Continental Breakfast 7:30am – 8:30am

General and Break-out Sessions 8:30am – 5:00pm

Thursday August 11th

Continental Breakfast 7:30am – 8:30am

Conference Takeaways/Ask Dr. Geller 8:30am – 11:00am

Full conference and one day attendance available.

Conference Location

SPS will be hosting our 15th annual People Based Safety Conference at the exclusive Marriott Charlotte Executive Park hotel in Charlotte, NC. The hotel is conveniently located at the interchange of I-77 and Tyvola Road, just ten minutes from the Charlotte Douglas International Airport. Complimentary parking and airport transportation are provided by the hotel. Within walking distance, you will find eight (8) restaurants of diverse cuisine. The Charlotte LYNX light rail (train) pickup station is a few blocks from the hotel and can provide easy access to downtown Charlotte (15 minute ride) for just \$3.50/person. South Park Mall is also just 2.5 miles from the hotel. You will be able to enjoy great shopping, movies and restaurants and the Bellman will be happy to transport you to the light rail pickup station during normal runs to/from the airport as well as the Southpark Mall (based on availability). In addition, Carowinds (amusement park) is just 5 minutes from the hotel and offers a variety of entertainment for adults and children. For more information about the hotel, please visit their website at www.marriottcharlotte.com.

Conference Registration:

A Conference Registration Form, which should be completed and returned to SPS is attached. Each individual guest must make their own reservations by **Monday, July 18, 2011**. We have arranged for a room rate at the hotel for \$129 per night. Call 1-800-359-7961 or 704-527-9650 to secure a room. **To get the reduced rate, be sure to indicate you are an attendee of the Safety Performance Solutions (SPS) Conference.** All reservations must be guaranteed and accompanied by a first night room deposit or guaranteed with a major credit card.

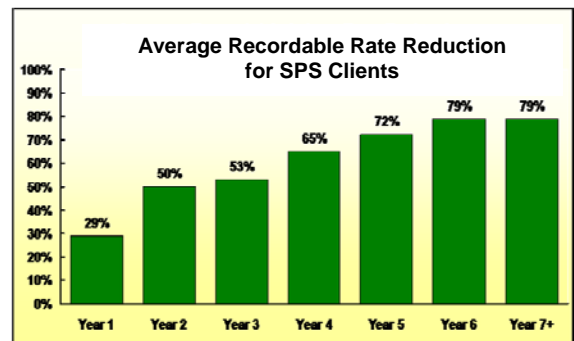
Reservations made after this date will not be guaranteed at this rate and rooms may not be available. After this date, the hotel accepts reservations only if rooms are available.

About Scott Geller and Safety Performance Solutions

With co-founder and senior partner E. Scott Geller, the world's leading authority in the psychology of safety; and a team of professionals from the fields of industrial/organizational psychology, human factors engineering and ergonomics, and organizational design and development, SPS helps organizations improve safety culture and prevent injuries. Learn more at www.safetyperformance.com

Partial Client List of SPS Clients

3M ♦ Advanced Elastomer Systems ♦ Albany International ♦ Alcan ♦ Amcor Sunclipse ♦ American Gypsum ♦ Andersen Window ♦ ARCO Pipeline ♦ Astaris ♦ Babcock & Wilcox ♦ Bayer ♦ Bechtel ♦ BD Biosciences ♦ BF Goodrich ♦ BHP Billiton ♦ Borden Chemical ♦ Bostik ♦ Bowater ♦ Bristol-Myers Squibb ♦ Cargill Grain ♦ Cargill Steel (North Star Steel) ♦ Caterpillar ♦ Chevron Products ♦ City of Kent ♦ Coca-Cola ♦ Colorado Dept. of Human Services ♦ Commercial Contracting Group ♦ Corhart Refractories (Saint-Gobain) ♦ Corning ♦ Corning Cable Systems ♦ Cytec Engineered Materials ♦ Duracell ♦ ESCO ♦ East Jordan Iron Works ♦ Ecolab ♦ Eli Lilly ♦ Ensign Drilling (Caza Drilling) ♦ Estee Lauder ♦ Exxon Coal and Minerals ♦ ExxonMobil Chemical ♦ Flexsys ♦ Florida Power & Light ♦ Freudenberg ♦ Frito Lay ♦ General Dynamics (National Steel & Shipbuilding) ♦ Great Northern Paper ♦ Hercules ♦ Hewlett-Packard ♦ Hoechst Celanese ♦ Hollingsworth & Vose ♦ Honeywell (Allied Signal) ♦ Idaho National Laboratory ♦ Imperial Oil ♦ Infineum ♦ JEA ♦ Johnson & Johnson ♦ Pine Bend Resources (Koch Refining) ♦ Kennecott ♦ Kimberly Clark ♦ Kraft Foods ♦ Kumba Resources (ISCOR) ♦ L.L. Bean ♦ Land O'Lakes ♦ Leprino Foods ♦ Lockheed ♦ Los Alamos National Labs ♦ Lubrizol ♦ Lucent Technologies ♦ Lyondell Chemical (ARCO Chemical) ♦ Marathon Petroleum ♦ Merck ♦ Mitsubishi Polyester Film ♦ Monsanto ♦ Morflex ♦ Nabors Well Services ♦ National Grid (Niagara Mohawk) ♦ National Park Services ♦ Norpac ♦ North Dakota Gas ♦ Noveon ♦ Ondeo-Nalco ♦ Otis Elevator ♦ PacifiCorp ♦ Pennsylvania Power & Light ♦ Pfizer Pharmaceuticals ♦ Pharmacia/Upjohn ♦ Pike Electric ♦ Pratt & Whitney ♦ RSR Corporation ♦ Rayonier ♦ Rhone-Poulenc ♦ Rohm & Haas ♦ SC Johnson ♦ Smurfit Stone ♦ SRP-Salt River Project ♦ Searle ♦ Sentry ♦ Shell Lubricants ♦ Singapore Technologies ♦ Solutia ♦ Sonopress ♦ Southern Fineblanking ♦ Square D ♦ Sunoco Chemicals ♦ Sweet Ovarions ♦ Terumo Cardiovascular Systems ♦ TIC – The Industrial Company ♦ The Trans Group ♦ Transocean ♦ Toyota Motor Manufacturing ♦ Trane ♦ Union Pacific Railroad ♦ UOP ♦ Valero Energy ♦ Virginia Power ♦ Warner Lambert ♦ Westinghouse ♦ Westvaco Chemical ♦ Weyerhaeuser ♦ Wisconsin Electric ♦ Wyeth Pharmaceuticals



Safety Performance Solutions

2011 PBS Conference

Travel Information

Conference Location

Marriott Charlotte Executive Park

5700 Westpark Drive

Charlotte, NC 28217

Hotel: (704) 527-9650 Fax: (704) 527-7458

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Reservations made after this date will not be guaranteed at this rate and rooms may not be available. After this date, the hotel accepts reservations only if rooms are available.

Transportation

Shuttle Service to Hotel

Complimentary shuttle transportation (to and from hotel) is provided by the hotel from 6am-12:30am. Use the hotel phone near the baggage claim at the Charlotte airport for shuttle pick up.

Driving Directions to Hotel (approximately 10 minutes)

Take Billy Graham Parkway South to Tyvola Road/Farmers Market Area. Travel on Tyvola Rd. approx. 4 miles. Turn right at light after crossing over I-77. The hotel provides complimentary parking.

SPS 2011 PBS Conference Registration

Preliminary Agenda

Tuesday, August 9Keynote with Dr. Scott Geller and John Drebinger
Wednesday, August 10Invited Address with Drs. Tim Ludwig and Todd Conklin
Thursday, August 11Conference Takeaways and Ask Dr. G

Each conference attendee must complete and return a separate form.
Please duplicate this form for additional registrants.

A: Registrant Information

Name (to appear on badge): _____
Title/Position: _____
Company: _____
Address: _____
City/State/Zip: _____
Phone: _____ Email: _____

B: Method of Payment [US \$749 per attendee (\$449 for one day): includes meals and workshop materials]

Check Enclosed for \$ _____
 Send Invoice for \$ _____ to (address): _____
 Credit Card: MasterCard Visa American Express
Account Number: _____ Exp. Date: _____
Cardholder Name: _____
Signature: _____

Deadline for conference registration: July 22, 2011

Cancellation Policy: For cancellations after July 1st, registration fees will be refunded less a \$250 processing fee per registrant. Substitutions will be accepted without penalty if SPS is notified in advance.

Register by mail, fax or e-mail:

Email: safety@safetyperformance.com

Mail: SPS Inc., 610 N. Main, Suite 228, Blacksburg, VA 24060

Fax: 540-951-0723

Safety Performance Solutions 2011 Users' Conference

Call for Presenters

If you are interested, please indicate 2-3 topic(s) you would be willing to address as an individual speaker. The following list represents several topics for consideration, but other suggestions are equally welcome!

Returning this form does not commit you to participating. Rather, as we work to build the conference agenda, we will contact you to determine how you might be involved.

Please duplicate this form for additional speakers.

Name: _____

Company: _____

Title/Position: _____

Phone: _____ Email: _____

Preliminary Topics

I'd be happy to participate, but don't have a specific topic in mind. Please contact me!

Increasing employee participation and involvement in safety

Hazard recognition

Rewards and recognition (e.g. incentives)

Strengthening leadership and/or supervisor support for safety

Assessing and maintaining a behavior-based safety coaching (i.e. BBS) process

Other: _____

Other: _____

Other: _____

Deadline for submission: June 10, 2011

Return by email, fax or mail:

Email: safety@safetyperformance.com

Mail: SPS Inc., 610 N. Main, Suite 228, Blacksburg, VA 24060

Fax: 540-951-0723