

## PRESS ANNOUNCEMENT

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### **ProAct Safety's Galloway to Discuss Competing Priority of Safety versus Production at Tree Care Industry Association Event**

*Shawn M. Galloway will explain how even the perception of competing priorities can affect other aspects of an organization.*

(The Woodlands, TX – January 29, 2019) ProAct Safety, pioneer of safety excellence strategies, announced Shawn M. Galloway, the company's president and chief operating officer, will deliver a keynote at the [TCIA Winter Management Conference](#) on Wednesday, February 13<sup>th</sup> at 10:15am. The conference will take place at the Marriott Resort in Basseterre, St. Kitts.

The keynote, "Why Safety Competes with Production and What to Do About It," will cover how balancing these two priorities tends to enhance both, while letting either triumph over the other will damage efforts and create collateral damage in other areas of the organization. The idea of "production versus safety" must give way to the vision of "safe production" which is growing in popularity. Many organizations give this concept lip service, but don't do what is necessary to make it reality.

Galloway says, "Safety, quality and production have long been perceived as competing priorities in most organizations. Today more than ever, corporations work aggressively to change how safety is perceived and valued within day-to-day decisions. 'Safety first' and other phrases are messaged throughout countless companies all with good intent to influence employee actions, but they never fully do the job. Rather than more company messaging, first focus on the experiences of the workforce to change perceptions. I look forward to sharing how several complex organizations have overcome this issue and create and sustain cultures of safety excellence."

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

#### ABOUT SHAWN M. GALLOWAY

Shawn Galloway is the President of the global consultancy, ProAct Safety, and coauthor of several bestselling books including *STEPS to Safety Culture Excellence* and *Forecasting Tomorrow: The Future of Safety Excellence*. His latest book, *Inside Strategy: Value Creation from within Your Organization*, was published earlier this year. He is a columnist for several magazines and one of the most prolific contributors in the safety industry, authoring over 400 podcasts, 200 articles and 100 videos. Shawn's consulting clients include most of the best safety-performing organizations within every major industry. He has received awards for his significant contributions from the American Society of Safety Engineers Council on Practices & Standards, listed in National Safety Council's Top 40 Rising Stars, EHS Today Magazine's 50 People Who Most Influenced EHS and ISHN Magazine's POWER 101 – Leaders of the EHS World. Read more about him and his work at [www.ShawnGalloway.com](http://www.ShawnGalloway.com).

#### ABOUT PROACT SAFETY

ProAct Safety is a global safety excellence consultancy. The company has completed more than 2,000 successful safety strategy, leadership, culture and behavior-based safety projects in nearly every major industry worldwide. Learn more at <http://www.ProActSafety.com>.