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For Immediate Release

O/E OFFERS FREE PERFORMANCE IMPROVEMENT SEMINAR

The Automation Alley Event, *The Role of Safety in Operational Excellence*, Will Be Presented By O/E Learning

Troy, MI, March 24, 2008. O/E Learning is offering local companies the benefit of its experience helping companies such as Williams International, UAW-Chrysler, and Daimler Truck North America (formerly known as Freightliner) to improve their profitability and operations efficiency by reducing worker injuries by presenting a free seminar, *The Role of Safety in Operations Excellence*.

The session will be presented on April 4, 2008 at Automation Alley (2675 Bellingham, Troy, MI) and will feature Phil La Duke, Director of the Performance Improvement Division for O/E. La Duke is an internationally renowned speaker on culture change and performance improvement topics, particularly worker Health and Safety. He has over 20 years manufacturing experience, and has provided manufacturing training in five countries. La Duke was on the O/E team as a lead developer of 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, as well as being named one of North America's top 20 Safest Companies by *Health and Safety* magazine. In addition to his work with UAW-Chrysler, La Duke also assisted in the design and development of SafetyIMPACT!, a culture-based safety system in use by Williams International, Daimler Truck, and Henry Ford Health System.

Phil La Duke is also slated to speak at the Michigan Safety Conference (April 15, 2008 in Lansing, MI), the Canadian Society for Safety Engineering Annual Conference (September 15, 2008 in Quebec City, Quebec), and the National Safety Conference (Anaheim, CA, September 22, 2008).

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 hazards before workers are injured.

O/E Learning

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.

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