



BRIAN'S STORY: THE STORY NO FATHER WANTS TO TELL

Jeff Bell

Motivations are more powerful when they are anchored in the depths of the human heart. In a moving and powerful presentation, Jeff Bell shares the true story of an accident that took the life of his son Brian Bell. Brian was a college student with less than a week left on his junior-senior summer job when he was killed in a totally preventable accident. “Brian’s Story” will open your eyes to what workplace safety is ultimately about. Drawing comparisons between the workplace and a war zone, Jeff Bell emphasizes with a father’s intensity, the value of getting involved in your company’s safety efforts and the need to be willing to intervene with your co-workers. Jeff will inspire you to step up and make a difference in safety. Jeff draws on his 44 years in the paper industry while sharing this powerful and moving presentation.

In addition to powerfully describing the loss of a loved one, Jeff calls each audience member to action by stressing the following critical safety points:

- > **Never forget that safety statistics represent real people.**
- > **Think about every job before you do it.**
- > **Look out for your co-workers and have the courage to speak up.**
- > **Ask “what if” to try and foresee unexpected hazards.**
- > **Inspect equipment before use.**
- > **Be aware of pinch points, line of fire and shifting loads.**
- > **Everyone can make a difference — get involved in safety.**

TESTIMONIAL

“I just wanted to extend a sincere thank you for arranging Mr. Bell to come in and speak to us this evening. Every safety meeting I have ever been a part of, even before Arkema, has been death by PowerPoint so to speak. For me it’s really hard to focus or even care when it’s just slide after slide with statistics on safety. The presentation tonight really hit home and was very heart felt on how important it is to remain safe ourselves and also keep an eye out for the person next to us. All too often we get caught up in doing the same tasks over and over, but for me those simple tasks received a new outlook. I can only thank Mr. Bell for having the courage to tell his story. I am truly grateful and I know my daughter will be thankful as well.”

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ABOUT JEFF BELL



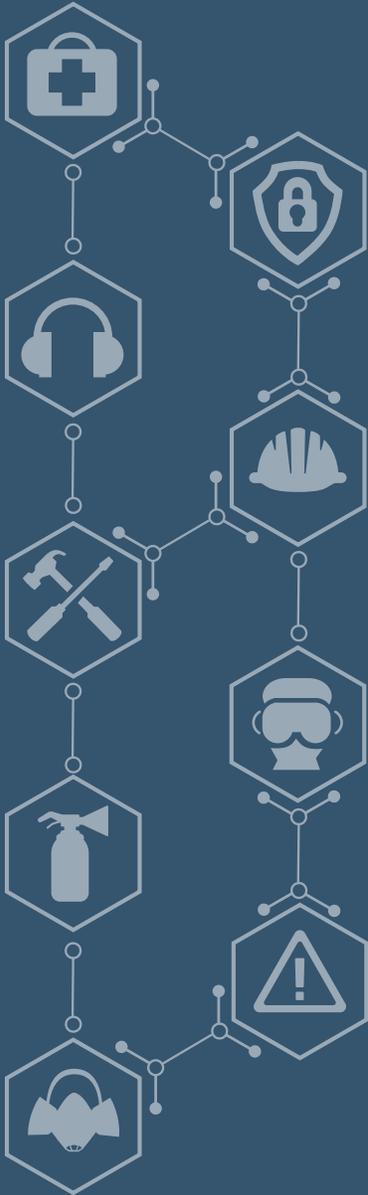
Jeff was an hourly worker at a large paper mill and helped implement Behavioral Based Safety (BBS) at his plant back in the mid-nineties. He had pulled back from his role in safety when his and his family's lives were changed forever with the phone call that his son Brian, a college student with less than a week left on his junior-senior summer job had been killed in a workplace accident. Because of Brian's death Jeff rededicated himself to working in safety and became the facilitator of his plant's BBS process. Jeff says, "I will do anything to keep another family from receiving the call that our family received on the day that Brian died."

Jeff draws on his 44 years of experience in the paper industry, including 20 years' experience with BBS, when delivering his powerful and moving presentations. His presentation resonates with the hourly workforce because he's not a guy in a suit; he's a guy that worked in the trenches just as many of them have. He receives rave reviews as he travels across the U.S. and Canada speaking at many industrial sites.

For more information about booking Jeff, contact the Safety Institute:

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