



# SAFETY IN THE PAST, PRESENT, AND FUTURE: THE GOAL IS STILL THE SAME

Carl Potter, CSP, CMC

*"I have worked with Carl at several of the utilities I have worked for. He brings a unique blend of subject matter expertise and the uncanny ability to connect with the hourly workers. He truly walks the talk and because he has walked in our shoes, his message and leadership is relevant and successful. I would recommend Potter & Associates to anyone that has a vision of attaining world class safety!"*

In 1977 Carl Potter began his career in industry. What a shock to a farm boy who had to learn acronyms such as OSHA, ASTM, EEI, NEC, NESC, and the list goes on. In addition, he had to deal with his "get it done at all cost" mentality from the farm to corporate thinking. Today, after a lifetime of industry experience as part of the electric utility workforce and now as an expert consultant, Carl speaks to corporations and associations to educate and inspire people to create workplaces where it is difficult to get hurt.



In his keynote, Safety in the Past, Present, and Future, delivered with wit, wisdom, and humor, Carl describes the journey of safety in industry. As we continue developing safety philosophies that create successful safety cultures together, we will prevent injuries and save lives. Over the past 27 years of speaking and consulting to industry the approach to safety has changed - not always for the better. Carl has observed the changes, even been part of instigating them. He has a unique perspective on the need to continue working toward improved safety cultures.

In this presentation Carl will take you back to a time when getting the job done was more important than the safety of the workforce. He will walk you through the evolution that has occurred and even make some predictions about what will continue long after he is gone. Understanding where we were and where we are today is essential to improve our ability to continue the journey to where we are going.

His program challenges audiences to understand the past, recognize that change is inevitable, and bring forward the best into a new decade for one purpose - so that everyone can go home every day without injury.

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## ABOUT CARL POTTER, CSP, CMC



Carl is asked to speak to leaders of many companies because of his candid look at safety. His viewpoint comes from one who experienced safety in the workplace, helped develop internal safety processes, and now travels the world to challenge and motivate people at all levels to continue the progress to a zero-injury safety culture. He has written more than a dozen books, thousands of articles, produced hundreds of videos, and spoken to thousands to create workplaces where it is difficult to get hurt, so that everyone can go home at the end of the day without injury.

Beginning in 1977 Carl Potter worked in industry for 17 years before starting his company Potter and Associates International, Inc. to consult, train, and speak to those who had the desire to prevent every workplace injury. Today, Carl has become the safety sage because of his unique insight into where we were, to where we are today in the pursuit of safe workplaces.

Carl is a Board-Certified Safety Professional (CSP), Certified Management Consultant (CMC), and has earned the Certified Speaking Professional (CSP) designation as well. As a Certified Flight Instructor (CFI), in his spare time Carl teaches people to fly and is a volunteer pilot for the United States Coast Guard Auxiliary where he holds designations of Aircraft Commander, Flight Examiner/Instructor, and Division Flight Safety Officer.

*“Carl Potter is a great asset to the Utility Industry. He has field work experience coupled with a safety degree and his CSP which makes him uniquely qualified to help utility companies with their safety programs. Carl has done front line supervisory training for us as well as Hazard Recognition training. He can connect with the field workers as well as the C-Suite. I recommend his work highly.”*

## WHAT PEOPLE ARE SAYING ABOUT CARL

*“Safety. Professionalism. Service. These are just a few of the words that describe Carl Potter. With real-life experience AND the noteworthy credentials that show knowledge and expertise, you can trust what you are getting is sound advice and guidance.”*

*“Carl’s passion, professionalism and expertise in the area of workplace safety is unparalleled in the industry. He never steps in front of a group without leaving them with a fresh commitment to safety, new awareness of potential hazards and a better idea to ensure a safer place to work.”*

*“Another great year working with Carl. His second seminar was his best yet! Carl, reached all the leaders of our company and inspired them to take more action on a personal level. We are better, because of Carl’s input.”*

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

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