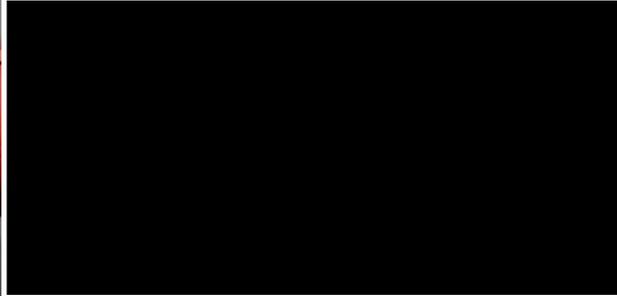


Quality Safety Edge



Who Is
Quality Safety Edge?



Excellence through behavioral technology

A Pioneer in Behavior-Based Safety

Quality Safety Edge (QSE) is a pioneer in behavior-based safety with more than 25 years of proven results. Founder and President, Terry McSween, Ph.D., is recognized as one of the world's leading authorities in behavior-based safety. He has written the seminal text and over 100 published articles on behavior-based safety. Staffed with Ph.D. behavioral psychologists and safety professionals, Quality Safety Edge has the expertise to provide you with the depth and experience required to implement original solutions.

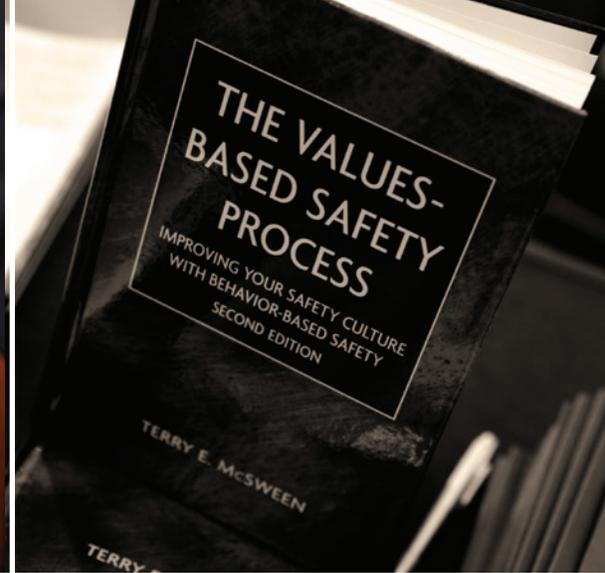
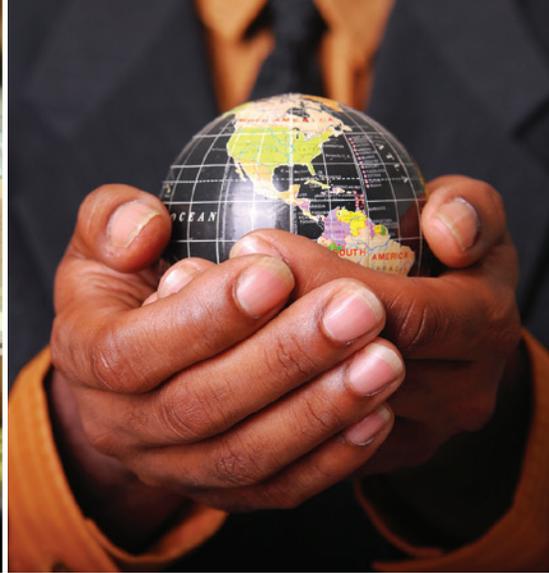
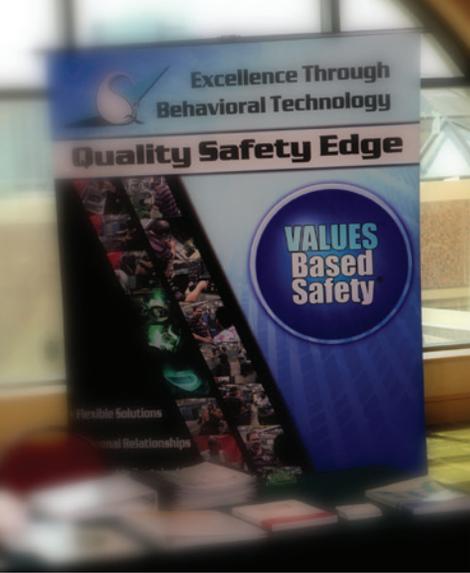
Customized to fit your organization

Many organizations attempting behavior-based safety struggle with unsuitable "off-the-shelf" processes. Although the core components of behavior-based safety are misleadingly simple to understand, adapting those components

for diverse environments requires careful planning. This ensures that the elements integrate well with your organization's culture. Our team works collaboratively with you to design unique behavior-based safety solutions that fit your unique environment.

Ways we can help you

- Values Based Safety®
- Readiness assessments
- BBS Essentials® for small companies
- AlertDriving
- Serious Incident Prevention™
- Commitment Based Leadership®
- BBS health assessments
- Internal facilitator training
- Educational workshops
- Speaking engagements
- BBS data-management systems



You know your business. We know behavior. Together we can design systems to ensure a safer, more productive and profitable workplace.

Experience

With over 1,200 implementations worldwide, in almost every type of business and industry, our consultants and project managers are particularly well suited for various cultural and organizational environments.

A Global Reach

A global economy is no longer a future vision, but a reality . . . many will argue a necessity. However, doing business internationally now requires much more than mutual commerce; it requires in-depth customer and cultural knowledge. Quality Safety Edge has applied that knowledge to help clients in 27 countries achieve world-class safety cultures.

Industries we have worked with include

- Construction
- Chemical Process plants
- Defense contractors
- Electric Utilities (including generation and T&D)
- Heavy equipment
- Maintenance
- Manufacturing
- Oil & Gas production and exploration
- Oil & Gas Pipelines
- Refining
- Warehousing & Distribution
- Health care
- And many others!



Terry McSween, Ph.D.

Terry McSween, Ph.D. is CEO/President of Quality Safety Edge (QSE). In 1990, Terry founded QSE, a company that specializes in the application of behavioral technology to create employee-driven safety and quality improvement efforts.

Terry is the developer of Values-Based Safety™, which creates ownership for organizational change through local-level employee involvement in the safety design process.

Considered one of the world's leading authorities in behavior-based safety, Terry has 30-plus years of experience consulting in educational, institutional, and business settings. He is the recipient of local and national awards for his work in behavioral safety and is actively involved with a number of business and professional organizations including the Board of Trustees for the Cambridge Center for Behavioral Studies,

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the Association for Behavior Analysis, the American Society for Safety Engineers, and the Texas Association for Behavior Analysis.

A speaker at safety conferences worldwide, Terry also founded the annual Behavioral Safety Now Conference (BSN). He has published over 100 articles and authored the seminal book on behavior-based safety: *The Values-Based Safety Process: Improving Your Safety Culture with Behavior-Based Safety*.

He received his doctorate from Western Michigan University.

The role that management and supervision play in supporting behavioral safety should ultimately be tailored to the unique needs of each organization and its safety process. As with the other elements of behavioral safety, one size simply does not fit all. —Terry McSween



Jerry Pounds

Jerry Pounds is President, International Division for Quality Safety Edge (QSE).

Jerry has 40 years of consulting and coaching experience in the areas of behavioral analysis and performance improvement.

He has designed and implemented hundreds of strategic performance improvement initiatives in almost every major industry category such as agriculture, aircraft, automotive, insurance, manufacturing, mining, pharmaceuticals, and retail. His clients include Maritz, Ford Motor Company, Wal Mart, Blue Cross-Blue Shield, Volkswagen, Cominco Mining, Miller Brewing Company, Kroger, Vought Aircraft Industries, Agrium Industries, Wyeth Pharmaceuticals,

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United Technologies, and many other Fortune 500 Companies.

Jerry specializes in the development of behavior-based recognition systems and award-winning performance and quality improvement initiatives. He has published in a number of business magazines and management Websites.

Jerry earned his BA in English Literature and Psychology from Georgia State University.

It's not just the world's evolving humanism that makes the difference in safety; it's the evolving recognition that safe companies are profitable companies. The safer you are the more profitable you can be. The world is seeing that having safe employees is good business.—Jerry Pounds



Mike Johnson

Mike Johnson is Vice President, Domestic Sales for Quality Safety Edge (QSE). He is also the program chair for the annual Behavioral Safety Now (BSN) conference.

Mike worked for 28 years in the manufacturing industry and for the past 14 years has sold and implemented behavioral science-based tools for business. His experience includes junior and senior management positions in zinc, brass and aluminum die casting, steel fabrication and assembly, furniture manufacturing, apparel manufacturing, off-shore sourcing, urethane and cast iron wheel manufacturing, performance management, and production systems improvement.

A member of the ASSE, Mike enjoys working with frontline employees to get them involved

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and committed to making their jobs and work environment safer and more productive.

Mike has a BBA from Eastern Michigan University and an MBA from the Babcock School of Business, Wake Forest University.

The saddest days of my manufacturing career were those when one of my employees got hurt. The day I was introduced to the application of behavioral science to human endeavors, my life changed forever. To borrow a slogan from a past client, "Zero (accidents) is possible." I absolutely love having the privilege of introducing and talking about behavioral safety to those who could benefit from it.—Mike Johnson



Beth Foate, Ph.D.

Beth Foate, Ph.D. is Vice President of Asia Operations for Quality Safety Edge (QSE).

Beth is an experienced project manager and has implemented successful Lean and BBS processes in a number of industrial settings. Her behavioral systems approach has been designed for and successfully applied in manufacturing, oil and gas, call centers, power plants, refineries, defense, aerospace, and maritime. Her extensive client list includes Archer Daniels Midland, Bobcat, CITGO, Devon Energy, Kaiser Permanente, Kuwait Oil, Lockheed Marin Aerospace, Thunder Creek Gas Services, Tyco Plastics, and Western States Equipment Company.

Beth is past president of the Alabama Association for Behavior Analysis (ALABA). With 15 years of experience helping her clients improve quality, process flow, inventory, teamwork, and safety, she also presents to professional organizations on the principles of Lean, Performance Management, and Behavioral Safety. Beth has workshop and training experience with Lean Manufacturing, and works with diverse audiences ranging from top executives to front-line employees. She has facilitated

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numerous Lean kaizen events and has developed innovative training, feedback, recognition, and reward systems for numerous performance improvement projects.

Beth is the co-developer of BBS Essentials®, a product which enables small companies to reduce the time and manpower required to implement a behavioral safety process. Her career has taken her to BBS implementations, workshops, and speaking engagements in the United States, Greece, Norway, South Korea, China, Kuwait, and Moscow. She has published in the Journal of Applied Behavior Analysis.

She completed her undergraduate degree in psychology from San Diego State University and received her MBA and a doctorate in psychology from Auburn University.

Employees often say that leadership doesn't communicate with them, so I try to increase communication throughout every behavioral safety design. I start out by asking every team, 'How are you going to keep everyone informed? How are you going to communicate about the process?'

—Beth Foate



Bob Foxworthy

Bob Foxworthy is Vice President Latin America Market for Quality Safety Edge (QSE). During Bob's 40-year career in Applied Behavioral Science he has implemented behavioral solutions for businesses in Brazil, Dubai, England, India, Mexico, Venezuela, Wales, and throughout the United States. Bob speaks Portuguese, Spanish and English. For the past two years, he has served as global project manager for a QSE senior consultant team simultaneously implementing behavior-based Safety in Brazil, China, Italy, Mexico, Slovakia, and the United States.

Bob's work in behavioral applications has included all business functions: leadership development, executive coaching, supply chain alignment, cultural integration due to mergers, marketing, sales, corporate administration, human resources—becoming the workplace of choice, and manufacturing: production, quality, lean, reliability, logistics, engineering, research and development, and safety. Bob's industry experience includes oil and gas, hydro, coal, and nuclear energy, food production, paper production, marketing, sales, and general management, aviation, rail operations, heavy manufacturing, computers, textiles, waste management, government and police leadership, and small business development.

A partial listing of Bob's clients include Embraco, Archer Daniels Midland, Milliken Textiles, Chevron, Exxon, Devon Gas, Babcock and Wilcox, Pan American World Airways,

Philadelphia Electric Company (PECO), Tropicana Products, Ocean Spray, James River Paper Company, Lockheed-Martin, Sealy Manufacturing, and Crown Equipment Company as well as many other Fortune 500 companies. Bob received the George Land Leadership 2000, World-Class Innovation Award, from Innovation University and Rail Business Magazine's "Railroad-Shipper Win-Win Award" for customer-supplier collaboration. He has published in the Journal of Applied Behavioral Analysis, and authored "From Blame and Shame to Pride and Performance: A case study of Peach Bottom Nuclear Power Station." He is also an in-demand keynote speaker in many forums for such topics as behavior-based safety and trust-based leadership

Bob completed his undergraduate degree at Emory University and earned a master's of education specializing in psychological services and counselling from Georgia State University. He received a Six Sigma Black Belt from Villa Nova University and also holds certificates in Human Resource Management, Change Management, and Project Management.

It is always a source of satisfaction to see client metrics improve, whether in quality, production, reliability, safety, or leadership. The beauty of the behavioral model applied in business is seeing the numbers always increase and the results are often far beyond the expected!—Bob Foxworthy

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Angelica C. Grindle, Ph.D.

Angelica C. Grindle, Ph.D. is a Senior Vice President for Quality Safety Edge (QSE). Angelica has successfully designed, implemented, and evaluated behavioral and process improvement systems in a wide variety of organizational settings

Her industry/field experience includes health care, food processing, automotive, paper, education, IT, and utilities, working with such clients as Archer Daniels Midland, Kaiser Permanente, Georgia Pacific, Menasha Corporation, and Lear Seating.

Angelica enjoys ongoing affiliation with the American Society of Safety Engineers, Consultants Practice Specialty, Environmental Health and Safety Professionals, and Western Michigan Alumni. With ten years of experience in large, medium, and small organizations, Angelica focuses on behavioral approaches to workplace safety that ensure initiatives align with key processes, are customized to include all needed support tools, and obtain buy-in from key stakeholders.

Angelica's approach to gaining commitment for employee-led safety initiatives is to designate support behaviors of both formal and informal leaders that reinforce employee involvement, thus maintaining the integrity of behavior-based safety processes. She specializes in the application of employee-driven safety and quality improvements and is a regular

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speaker at international forums including presentations at the annual Behavioral Safety Now (BSN) Conference, the International Behavior Based Safety Congress in Bogota, Colombia, SafetyFestMT sponsored by Worksafe Montana, and workshops for the Minnesota Safety Council Annual Health and Safety Conference. She recently received accolades from business and industry representatives in Anchorage, Alaska, for her discussion of "Taking Behavior-Based Safety to the Next Level" and was featured in an online interview on that subject by the president of the Minnesota Safety Council.

She is the co-developer of BBS Essentials®, a product which enables small companies to reduce the time and manpower required to design and implement a behavioral safety process.

Angelica has published articles in the Journal of Organizational Behavior Management and the Journal of Applied Behavior Analysis. She also contributed to the book *The Values-Based Safety Process: Improving Your Safety Culture with Behavior-Based Safety* by Terry McSween, founder and president of QSE.

She received her master's in Industrial Psychology and her doctorate in Applied Behavior Analysis from Western Michigan University.

When you apply science to preventing injuries, that's behavior-based safety.—Angelica C. Grindle



Christian Ingle

Christian Ingle is the Managing Director at Quality Safety Edge (QSE) Brasil and QSE's Vice President for Latin America (LA). He has spent the past four years helping QSE design and implement a global strategy.

A native of the United Kingdom, Christian has unique experience working for multinational companies in a wide range of locations around the world.

Christian is fluent in Portuguese, Spanish, and French. After considerable time living and working in Argentina, Spain, Portugal, the United States and Brazil, Christian now leads

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the LA operations from the QSE do Brasil offices. Working closely with AlertDriving, Christian is in a position to answer any questions regarding the fleetdefenseSM product.

Following his postgraduate studies at the University de Compostela in Spain, Christian spent time consulting for the European Commission in Brussels while in Spain and the United States.

I love having a challenge to deal with, even better if its somewhere I have never been and requires speaking a different language.—Christian Ingle



Grainne Matthews, Ph.D.

Grainne Matthews, Ph.D. is Vice President Europe for Quality Safety Edge (QSE). She received her bachelor's and master's degree in clinical psychology at University College Dublin (UCD). She earned another master's in behavioral analysis and therapy from Southern Illinois University and her doctorate in organizational behavior analysis from Western Michigan University (WMU).

An expert in Applied Behavior Analysis, Grainne has 18 years of experience designing, implementing, and evaluating behavioral programs in a wide variety of organizational settings including refineries, construction sites, manufacturing sites, and utility plants. Her many clients include Manitoba Hydro and Inmax in Canada; CenterPoint Energy in Houston, Texas; and Tucson Electric, in Tucson, Arizona.

Grainne is a past president of the Behavioral Safety Network and an active member of the Organizational Behavior Management Network. Grainne helps organizations around the world

implement behavior-based safety including implementations and presentations in Germany, the Netherlands, Scotland, Costa Rico, Mexico, and Slovakia. She specializes in the application of behavioral technology to employee-driven safety and quality improvement efforts and has developed programs for innovative training, feedback, and reward systems for performance improvement.

Grainne has published in the Journal of Organizational Behavior Management, Professional Safety, Occupational Health and Safety, and Industrial Safety and Hygiene News.

I learn as much as possible about the work that the people do every day: the tasks, the equipment, the tools, the structure of their work, and their schedules to really understand their situation. That way when I'm talking to them, I'm using examples that make sense. I'm talking about how we're going to apply it to their schedule, their work rhythms and their tasks.

—Grainne Matthews

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Judith E. Stowe, Ph.D.

Judith E. Stowe, Ph.D. is a Co-Founder and Senior Program Director for Quality Safety Edge (QSE). Since 1990, Judith has managed many successful safety projects for QSE and developed and conducted seminars in Performance Management, Behavioral Safety, and Leadership Skills.

Judy has over 30 years of experience applying behavioral principles in business, industry, education and social services. Her client base includes petrochemical, steel, paper, and general manufacturing. She is also currently working on expanding behavior-based principles into the area of process safety and serious incident prevention, SIP™. Some of Judy's many clients include Devon Energy, SMI Steel, BP Amoco Pipeline, ThermaTru Corp., ICI Paints (now AkzoNobel), John Deere, Montell Polyolefins, Citgo Petroleum, Celanese, Kenworth Trucking, Sanjel USA, St. Gobain, and Westinghouse.

Judy twice served as president of the Texas Association of Behavior Analysis (TxABA) and is a licensed clinical psychologist. She has published numerous articles and made many presentations at professional conferences and organizations on behavioral safety, leadership development, team building, and clinical areas of applied behavior analysis.

Judy earned her undergraduate degree at Western Michigan University and completed a clinical doctorate in behavior analysis at The University of North Texas.

The field of behavior analysis has provided me with a rich and fulfilling experience that has application in many fields of human interaction. Behavior-based safety has been a core of my professional career and I see the expansion of its principles as limitless in the pursuit of helping humanity.—Judith Stowe

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Daniel Moran, Ph.D.

Daniel Moran, Ph.D. is Senior Vice President of Quality Safety Edge (QSE). Daniel has 20 years of experience applying behavioral principles in clinical and business environments and has developed an innovative approach to building leadership commitment to safety improvement.

As a Board Certified Behavior Analyst, he has conducted safety improvement initiatives in a variety of industries including pulp & paper and petroleum with organizations such as the Kuwait Oil Company, Tennessee Valley Authority, and Boise Paper. D.J. also engaged in leadership training in Sierra Leone, and in several U. S. companies. His specialties include applied behavioral analysis, organizational behavior management, government consulting, Acceptance and Commitment Therapy (ACT), leadership consulting, behavior-based safety (BBS), innovation training, sales coaching, and executive coaching.

D.J. is the past president of the Behavior Analysis Society of Illinois. He has served in elected positions for the Association for Contextual Behavioral Sciences and other national and state organizations and is the founder of the MidAmerican Psychological Institute in Chicago.

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An interest in obsessive-compulsive disorder led him to work with individuals dealing with compulsive behavior. He has appeared on or been a part of several television projects including Hoarding: Buried Alive (The Learning Channel), Confessions: Animal Hoarding (Animal Planet); and Fox News broadcasts.

D. J. coauthored ACT in Practice, a professional book focused on complex, applied behavior analysis and is the author of numerous papers on behavior change and evidence-based education. He has spent the last several years combining ACT training with behavior-based safety and executive coaching for leadership.

He earned his doctorate in Clinical/School Psychology from Hofstra University.

I enjoy working with the QSE team and look forward to explaining ACT to supervisors and front-line employees. I think it will have significant impact on the way that work is done regarding safety and other performance. I look forward to bringing ACT, BBS, and behavioral interventions to companies, organizations and industries.

—Daniel Moran



Francisco Ugalde

Francisco Ugalde is a Senior Project Manager for Quality Safety Edge (QSE). His cross-cultural knowledge and expertise enable him to work with a variety of international clients. Francisco speaks Spanish, English, and Portuguese.

He has 35 years of experience in Post-Acute Rehabilitation, Behavioral Health, and Behavioral Safety. His behavioral safety fields of focus include mining, oil and gas, and heavy industry. Francisco's extensive client list includes Avery Dennison Mexico, Avery Dennison do Brazil, British Gas (BG Group) Bolivia, BG Group Southern Cone (Argentina, Brazil, Uruguay), Codelco-Chile Division Chuquicamata, Codelco-Chile Division Radomiro Tomic, Codelco-Chile Division Salvador, Cia. Minera Cerro Colorado (BHP Billiton), Cia. Minera Spence (BHP Billiton), Cia. Minera Mantos de Oro (Placer Dome), Kuwait

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Oil Company, and Molycop Chile (Scaw Metals Group).

Francisco is affiliated with the Association for Behavior Analysis-International (ABA), the American Psychological Association (APA), and the Chilean Charter of Psychologists.

He received a psychology degree from the Universidad Catolica de Chile, a master's in behavior analysis and therapy from Southern Illinois University, and an Rh.D. in rehabilitation from Southern Illinois University.

Implementation of BBS in international mining companies includes many different industrial scenarios, and allows for a good match between what we wish to achieve and what we really accomplish in safety.—Francisco Ugalde



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