

Matt Forck, CSP & JLW, is a leading voice in safety and employee motivation! Matt is one of only a handful of individuals to earn both the Certified Safety Professional (CSP) designation and journey status in the hazardous field of distribution electrical line work. In addition, Matt has served as a manager in a corporate leadership team; the top 2.5% of a 3,800-member organization. It is through Matt's unique and diverse work experience that he has become a leading voice in safety, engaging organizations; from those that get their hands dirty, to safety professionals and top-level leadership.

Matt directs K-Crof Industries, LLC, an organization dedicated to "Building Safe People through writing, speaking and giving!" A sought after speaker and consultant, he appears at industry events and his corporate client list includes fortune 500 companies, trade associations, utility and construction companies. His style, which is life-light and laughter centered, is best summed up from an attendee at a recent conference, "Very energetic and fun! Everyone should attend his seminar, the best of the conference!"

Matt has published dozens of articles in various magazines and trade publications and authored four books. Materials for Safety Professionals including free resources and downloads may be found on the web; www.thesafetysoul.org.

Matt lives in Columbia, MO with his wife, Stephanie, daughter, Natalie, 9, and son, Nathan, 8.

Innovate or Evaporate!

5 Ideas to move from the 'Red Zone' to the 'End Zone'

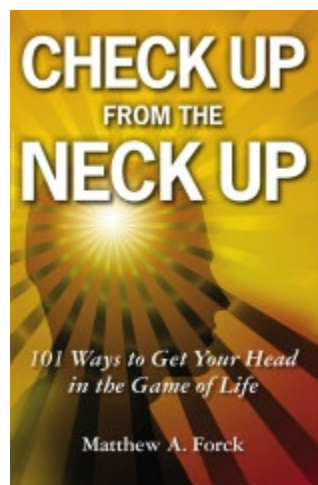
So, what does summer school, a satellite mission to mars, a landfill, a \$100,000 dollar bill and a call to a plumber have to do with safety? Find out only if you are willing to have a great time, laugh, learn and move your safety program to the next level!

"Very energetic and fun! Everyone should attend his seminar, the best of the conference!" -ASSE Leadership Conference, Baltimore

"Absolutely remarkable at engaging his audience and keeping it lively!" -ASSE Leadership Conference, Baltimore

"I have been in the gas business for 13 years and that was the best, most lively presentation that I have seen." -Gas Operations Superintendent

"Excellent keynote speaker." -Turner Construction Safety Day, Chicago



Presentation inspired by Matt's latest book entitled *Check Up From the Neck Up, 101 Ways to Get Your Head in the Game of Life!* To enjoy the book or review one of Matt's other books, go to www.amazon.com and search keyword 'Forck'. Or go to www.thesafetysoul.org.

Innovate or Evaporate is a fun, interactive, eye-opening presentation based on five hard to believe yet true stories. Each story will relate 'old' safety practices into a new, unusual and effective practice! This presentation is offered as a 60 or 90-minute keynote presentation, great for the entire organization. In addition, there is a 60-minute version for senior management and a four-hour seminar for first line managers. Contact Matt, www.thesafetysoul.org or matt@thesafetysoul.org, to learn more.

