2018 Annual Report

Safety without shortcuts.

www.SafeNebraska.org
One of the things I enjoy most about working in the field of safety is the community – it’s the bond and commitment that everyone feels to keep their employees safe, their families safe and their communities safe. I have the ability to see that bond throughout organizations and in the community. There is a comradery in protecting others.

The National Safety Council, Nebraska has been in the business of safety since 1924. Ninety-five years helping to form and foster the safety community through education, advocacy, training, networking opportunities, and recognition. Recently we took time to introspect on who we are and what we are doing. During the process, we retooled our organizational branding and tagline to better reflect the passion and dedication we have for safety.

We are “Safety without shortcuts.”

You simply couldn’t say it more simply! Those of us working in safety realize that creating a safe, healthy environment takes work and patience. While consumers may want the most expedited safety education or training available, we know that fastest doesn’t mean best. “Safety without shortcuts” projects the idea of safety done right and counters the perception that quicker is better. A strong safety program has no shortcuts.

While we tweaked our logo, colors, and unveiled a new slogan, we are the same safety council you’ve grown to count on. Our community continues to grow, and we encourage you to become an even more active participant, taking advantage of our experience, expertise and commitment to keeping Nebraskans safe.

Sincerely,

Eric Koeppe
President, CEO

---

52,894 Nebraskans impacted

2018

---

CORE VALUES
- Courage
- Passion
- Trust
- Innovation

---

BOARD OF DIRECTORS

As a 501(c)(3) non-profit, non-governmental organization, the National Safety Council, Nebraska is led by a volunteer board of directors comprised of industry leaders from across the region. Our board is a group of individuals, elected to establish policies for organizational management and oversight, and to make decisions on major issues. We are thankful for their time and commitment to our organization.

- **Tom Macy, MHA, FACHE (Chairman)**, Corporate VP of Clinical Programs, Nebraska Medicine
- **Tom Culross (Secretary/Treasurer)**, Vice President, Environment, Health Safety & Security, ConAgra Foods, Inc.
- **Rob Likes (Counsel)**, Partner, Likes Meyerson Hatch
- **Chuck Downey (Nominating Chair & Executive Committee)**, President, Warren Distribution, Inc.
- **Christel Anderson**, Worker’s Compensation & Safety Analyst, Nebraska Furniture Mart
- **Alan Brodin**, Vice President, Group Administrative Manager, Kiewit Building Group, Inc.
- **Corey Christensen**, Facility Manager, Ortho Nebraska
- **Dennis Eden**, Vice President/General Manager, MMC Mechanical Contractors, Inc.
- **Doug Engel**, General Manager, PotashCorp
- **Patrick Gredys**, Vice President/EPS Division, Airlite Plastics
- **Christopher Hilkenmann**, Vice President – Risk Management/Associate General Counsel, Crete Carrier Corp.
- **Eric Koeppe**, President/CEO, National Safety Council, Nebraska
- **Penny Lyons**, Director of Drug & Alcohol Testing, Union Pacific Railroad
- **Kevin McCormick**, Division Manager, Safety & Technical Training, Omaha Public Power District
- **Laurie Pieper**, Director, Human Resources, Greater Omaha Chamber of Commerce
- **Steve Polich**, President/Owner, Safety-Reports, Inc.
- **Adi Pour**, Director, Douglas County Health Department
- **Jim Rigg**, Manager, Safety & Physical Security, Lincoln Electric System
- **Stu Severson**, Package Division Manager, United Parcel Service
- **Scott Shook**, Corporate Director of Health & Safety, Valmont Industries
- **Elsie Verbik**, Medical Director, Blue Cross Blue Shield of Nebraska

---

SPONSORS

Through the generosity of our corporate sponsors we are able to fulfill our mission of reducing injuries and saving the lives of Nebraskans. We are grateful to those organizations whose passion for safety matches ours and understand the benefits of education and advocacy to fulfill our mission.

- **AAA Nebraska**
- **Warren Distribution**
- **AT&T**
- **Lockton**
- **Nutrien**
- **OrthoNebraska**
- **Valmont**
- **MMC**
- **Nebraska Medicine**
- **Airlite Plastics**
- **JBS**
- **Conductix-Wampfler**
- **Kiewit**
- **Werner Enterprises**
- **Nebraska Department of Transportation**
- **State Farm Insurance**
- **Children’s Hospital**
- **Jensen Tire & Auto**
- **Omaha Steaks**
- **American National Bank**
- **Regal Awards**
- **Seim Johnson**
- **LeMar Insurance**
- **Danielson**
- **Firespring**
- **Quinn Insurance**
- **Arctic Insulation**
- **G&H Extreme Dent Repair**
- **Walmart**
- **Hy-Vee**
**2018 NATIONAL SAFETY COUNCIL, NEBRASKA FINANCIALS**

**2018 YEAR END STATEMENT OF ACTIVITIES (000s)**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue, Gains, &amp; Other Support</td>
<td>$3,412</td>
</tr>
<tr>
<td>Program Costs</td>
<td>$3,341</td>
</tr>
<tr>
<td>Management &amp; Fundraising</td>
<td>$456</td>
</tr>
<tr>
<td>Change in Net Assets from Operations</td>
<td>$115</td>
</tr>
</tbody>
</table>

**PROGRAM COSTS**

- Safe on the Road: 49%
- Safe at Work: 40%
- Safe at Home & Play: 11%

**SOURCE OF FUNDING**

- Fees & Services: 84%
- Membership Dues: 6%
- Sales of Safety Materials: 3%
- Development & Fundraising: 3%
- Grants & Contracts: 2%
- Other Revenue: 2%

**USE OF FUNDS**

- Program Costs: 87%
- Management & Fundraising: 13%

**OUR VISION**

“To eliminate all preventable deaths in our lifetime in the communities we serve.”

**OUR MISSION**

“To be Nebraska’s leading organization providing education and advocacy to reduce injuries and save lives.”
Giving back to our community today, in hopes of making a better tomorrow.

Impacting Teens
Partnering with local fire/rescue and law enforcement to perform mock crashes is an effective way to teach our teens the importance of safety belt usage, avoiding distractions while driving, and never to use drugs or alcohol when operating a vehicle. The realistic presentation includes students from the high school and includes speakers who have been affected. In 2018 we performed 4 mock crashes, with an estimated impact of over 2,500 teens.

Healthy Kids Day
For the past 5 years we have partnered with the YMCA of Greater Omaha to sponsor a free, family event focused on safety education and a healthy, active lifestyle. The event, held at Stinson Park in Omaha, includes games, bounce houses, a seat belt, distracted driving and roll over simulators and the distribution of over 700 helmets provided by our friends at Children’s Hospital. The event is enjoyed by more than 6,000 individuals.

Behind-the-Wheel Outreach
Seat belt and distracted driving education makes a difference in our community. We are proud to have a team member that is dedicated exclusively to outreach and safety education. Through this investment in community safety we have impacted approximately 25,000 Nebraskans in 2018 via high school and business presentations and health fairs.

Giving Back to Another Nonprofit
Each year, on a national holiday, we close the offices for one day to “give back” to another non-profit doing amazing work in our community. This year we sorted, organized, and packed shoes for Good 360. We don’t take shortcuts when it comes to helping another non-profit fulfill their mission.

SAFETY & HEALTH SUMMIT
More than 300 people attended our 36th annual Safety & Health Summit, one of the Midwest’s largest “must attend” events for safety, health, human resources, and environmental professionals. For nearly four decades, professionals have turned to this event for industry-leading technology, education, networking opportunities, and for products and services needed to stay at the forefront and remain competitive within the industry.

MEAT PACKING SAFETY ALLIANCE OF NEBRASKA
Partnering with the local OSHA office and two other safety organizations, we host quarterly meetings featuring speakers and information on topics specific to the meat packing industry. Alliance members convene and participate in forums, round-table discussions or stakeholder meetings on workplace hazards, and work to forge innovative solutions in the workplace or to provide input on safety and health issues. As an additional resource, we developed a free-standing website to disseminate information.

SAFE AT WORK BREAKFAST SERIES
Our popular monthly Safe at Work Breakfast Series brings nationally recognized speakers to share inspirational true stories, leadership support, methods for transforming safety cultures, advice on avoiding/de-escalating confrontations, regulatory training, and more. The programs are intended for anyone working in the safety and health field and are a great opportunity to network with others from various industries, while enjoying a delicious hot breakfast. Average attendance is 130 people per breakfast presentation.
Our membership community is tight-knit, united in “Safety without shortcuts.”

**WOMEN IN SAFETY**

Working with several women from the area we launched a Women in Safety networking group. The group’s mission statement: Working together to support women as strong safety leaders. Providing an opportunity for professional growth through education, networking, and mentoring. Quarterly meetings, averaging 65+ women, are focused on discussing current issues and trends and developing a comradery to help face potential challenging issues.

**AGRICULTURE INDUSTRY PARTNERSHIP**

Partnering with OSHA and the Nebraska Grain and Feed Association, we formed a partnership to provide the grain and feed industries information, guidance, and access to training resources to help protect the safety and health of workers. In addition, we provided grain engulfment training with hands-on training to 75 individuals in Columbus, Nebraska. The group holds training bi-annually.

**PARTNERSHIP WITH UNO & NBDC**

In 2018 we launched the Emergency Preparedness and Business Continuity certificate program with the University of Nebraska at Omaha. Nine-session training, held over multiple months, is a follow-up to the Safety Leadership Certificate, also offered through UNO via our partnership. Participants learn how to resume business after facing a natural, technological, or other disruptive event. Through presentations, interactive discussions and simulation exercises, they gain a practical understanding of the issues related to emergency preparedness, business continuity of operations (COOP) and operational procedures.

**COMMUNITY OUTREACH**

- 25,000 Nebraskans educated on behind-the-wheel safety
- 4 mock crashes performed
- 700+ helmets distributed
CAMPAIGN IMPRESSIONS (2018)

• 34.8 million billboard impressions (statewide)
• 1,406 radio spots
• 978 TV spots – estimated 19 million impressions
• 181,526 social media impressions with 14% engagement rate (Facebook, Twitter, & LinkedIn)
• 558,000 digital media impressions with an astonishing click-through rate of .16%

CELEBRATION OF SAFETY LUNCHEON

Celebrating companies and individuals who don't take shortcuts with their safety.
Distracted driving affects us all

Distracted driving is a dangerous activity and is far too prevalent on Nebraska’s roadways. In 2017 there were 4,699 distracted driving crashes with 1,546 injuries. Ten lives were lost in Nebraska in 2016. Alarminly, that number nearly doubled to 19 in 2017. It’s a trend that needs to stop.

Distractions now also include alcohol and speeding as leading factors in fatal and serious injury crashes. More than one in four motor vehicle crashes involve cell phone use at the time of the crash. Distracted driving affects all of us. Whether you have lost a loved one due to a distracted driving crash or been inconvenienced by a fender-bender - it is prevalent in all our lives.

With the increase in distracted driving crashes, NSCN decided to come together with media partners, insurance companies, and other organizations to provide needed awareness about this epidemic. In September, 2018 we launched the “Distracted Driving Affected Me” campaign across Nebraska, it includes outdoor billboards, television and radio advertising, social media engagement, digital ads, and earned media. Instantly we were flooded with support and offers to join the cause.

The ongoing campaign message features individuals and their family and friends who were affected by a distracted driving fatality. The heart-wrenching stories hit close to home, especially with younger and new drivers. We emphasize that life is more important than anything that takes our eyes off the road.

Join us in continuing our movement. Distracted driving must stop.

Distracted Driving Affects All of Us.

Don’t let distracted driving ruin your life.

www.DDaffectedme.org
Safety is no accident...

and neither is good education or training. There's nothing more dangerous than haphazard training. That's why everything we do focuses on “Safety without Shortcuts.”

The training we provide the teens who come to us for driver education, the training we provide our member companies’ employees that come to us to learn regulatory and hands-on training, and the parents that adorn our classrooms preparing for the unthinkable and becoming First Aid/CPR certified – all of our training is first-class and developed without shortcuts because we don't believe in shortcuts when it comes to safety.

We are – Safety without Shortcuts.

WORKPLACE SAFETY

2018 was another extraordinary year for our organization, our members, and the safety community in which we work. NSCN provided training, educational workshops and networking events. We hope no one ever needs to use their training, but if they do, they will be ready.

As a membership organization, we help companies in save on worker’s compensation costs, and, most importantly, protect their employees. Member companies in Nebraska receive discounts on online and classroom training, exclusive access to webinars, safety downloads, 5-minute safety talks, unlimited use of streaming safety videos, access to exclusive events, and much more.

For the first time in U.S. history, a person is more likely to die from an accidental opioid overdose than from a motor vehicle crash. Opioid abuse has become an epidemic with more than 100 overdose deaths every day. To assist with the awareness of the issue, NSCN sponsored a luncheon as part of the quarterly Women in Safety networking meetings. NSC President and CEO, Debbie Hersman, spoke to over 100 attendees about the epidemic that is destroying families. She also hosted a round-table discussion with local safety professionals focused on developing strategies to combat the issue.

SAFETY ON THE ROAD

In 2018 we rolled out a new one-week, accelerated Teen Driver Education class, training 170 students. Many busy students and parents expressed their appreciation for the new format.

In recognition of the outstanding efforts of NSCN staff and our part-time classroom instructors, we won four National Safety Council Defensive Driving Awards:

• Astonishing Achievement - DDC Online course
• Powerful Performance - DDC Online Modules
• Powerful Performance - Chronic Offender Course
• Trendsetter award - DDC 4-hour classroom.

We are pleased to announce that NSCN has been selected to continue to provide the STOP class for Douglas County for the next 10 years.

SAFETY AT HOME

In 2016, there were an estimated 116,000 American deaths in the home and community. Through education and planning, most of these deaths could have been prevented.

Our popular babysitter training course saw 412 individuals successfully complete the class.

Giving people a second chance to get things back on track, we trained 1,201 individuals through the behavior programs (Anger Management, DUI, MIP, etc.). Over 650 individuals successfully completed our misdemeanor and felony diversion programs.