

August 5, 2015

**“Markets change, tastes change, so the companies and the individuals who choose to compete in those markets must change.” - An Wang**

Last August, in an effort to shape the future of our organization, we asked you to share your thoughts and opinions about the products, services and events we offer. We appreciate the feedback we received and want to share with you what we learned:

- You value the expertise provided and the support received from our team.
- Training, conferences and newsletters are the most utilized resources.
- While the majority of you have either safety or wellness responsibilities, one-third are responsible for both and appreciate the dual membership discount.
- Overall, you are satisfied with the quality of products and services offered but would like to see more online resources, training and on-site guidance.
- The majority of you are aware that we now offer a dual membership structure that includes worksite wellness products and services along with our core safety products and services.

Your input is helping us change and evolve not only the services and solutions we offer, but the way we deliver them to you. We have new energy driving our efforts and change is happening.

One of the most exciting changes is earning status as a Total Worker Health™ affiliate. This prestigious designation from the National Institute for Safety and Health (NIOSH) and a partnership with the Healthier Workforce Center in Iowa brings additional resources and technical expertise to our organization. This enhances our ability to provide you with the tools you need to help integrate and enhance your safety and wellness programs.

We have also improved the functionality on our web site which allows you to easily take advantage of your member benefits from your PC, laptop, phone or tablet. Access to webinars, electronic invoice and dues payments are also available. And we aren't stopping there; we are looking at additional strategic partnerships that will enhance our online offerings.

Finally, we are putting our best face forward with fresh new logos for both the Nebraska Safety Council and WorkWell which demonstrate our organizational synergy. This visual change reflects our new energy and forward movement and will be integrated into all our communication materials and on our web site over the next several months.

Your feedback has set the bar and we are committed to providing the expertise and support you value through your membership. Thank you for being an integral part of our growth and change.

Sincerely,



Laurie Klosterboer  
Executive Director